

**BACHELOR OF COMMERCE WITH INFORMATION
TECHNOLOGY
REGULATIONS**

ELIGIBILITY

A candidate who has passed in Higher Secondary Examination with any Academic stream or Vocational stream as one of the subjects under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Commerce with Information Technology Degree Examination** of this College after a course of study of three academic years.

OBJECTIVES OF THE COURSE:

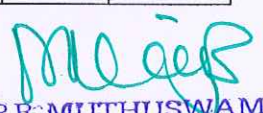
On the successful completion of the course, the students will have the ability:

1. To demonstrate the business knowledge and apply that knowledge in problem solving.
2. To provide right skills, attitudes and values among the students by training them in practical situation in modern business organizations.
3. To understand the social and ethical dimensions in their chosen disciplinary areas.
4. To enable the students to carryout action oriented researches in Commerce and Information Technology.
5. To enable the professional competence in the application of Information Technology (IT) in a globalised environment
6. To understand the business implications with Information Technology

SCHEME OF EXAMINATION

Subject Code	Subject	Examinations					
		Hrs of Instruction	Exam Duration (Hrs)	CA	CE	Total	Credit Points
First Semester							
Part -I							
15UTL11T 15UHL11H 15UML11M 15UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French - I	6	3	25	75	100	4
Part -II							
15UEG12E	English-I	6	3	25	75	100	4
Part -III							
15UCI13A	Core I - Principles of Accounting	4	3	25	75	100	4
15UCI13B	Core II - Information Technology	4	3	25	75	100	4
15UMA1AC	Allied Paper I : Mathematics for Business	4	3	25	75	100	4
15UCI13P	Core III - Computer Applications Lab - I:MS Office	4	3	20	30	50	2
Part -IV							
15UFC1FA	Environmental Studies	2	3		50	50	2
Second Semester							
Part -I							
15UTL21T 15UHL21H 15UML21M 15UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French - II	6	3	25	75	100	4
Part -II							
15UEG22E	English-II	6	3	25	75	100	4
Part -III							
15UCI23A	Core IV - Financial Accounting	7	3	25	75	100	4


 BoS Chairman/HoD
 Department of Commerce (IT)
 Dr. N. G. P. Arts and Science College
 Coimbatore - 641 048


 Dr. P. R. MUTHUSWAMY
 PRINCIPAL
 Dr. NGP Arts and Science College
 Dr. NGP - Kalapatti Road
 Coimbatore - 641 048
 Tamilnadu, India

B.Com -IT (Students admitted from 2015 – 2016 onwards)

15UCI23P	Core V -Computer Applications Lab-II: Tally	4	3	20	30	50	2
15UMA2AC	Allied Paper II : Statistics for Business	5	3	25	75	100	4
Part -IV							
15UFC2FA	Value Education – Human Rights	2	3		50	50	2
Third Semester							
Part -III							
15UCI33A	Core VI- Higher Financial Accounting	5	3	25	75	100	4
15UCI33B	Core VII – Data Base Management System	5	3	25	75	100	4
15UCI33C	Core VIII – Programming with C++	5	3	25	75	100	4
15UCI3AA	Allied : III - Business Economics	4	3	25	75	100	4
15UCI33P	Core IX : Computer Applications Lab-III :C++	4	3	20	30	50	2
Part-IV							
	NMEC: I:	2	3	-	50	50	2
15UCI3SA	Skill based Subject-1 : Marketing Management	3	3	20	55	75	3
15UFC3FA/ 15UFC3FB/ 15UFC3FC/ 15UFC3FD/ 15UFC3FE	Tamil / Advanced Tamil (OR)Yoga for Human Excellence / Women's Rights/Constitution of India	2	3	50	-	50	2

Fourth Semester							
Part-III							
15UCI43A	Core X- Corporate Accounting	5	3	25	75	100	4
15UCI43B	Core XI – Networking Management	3	3	20	55	75	3
15UCI43C	Core XII – Software Development in VB.NET	4	3	25	75	100	4
15UCI43P	Core XIII : Computer Applications Lab-IV : VB DOT NET	4	3	20	30	50	2
15UCI43D	Core XIV- Commercial Law	4	3	20	55	75	3
15UCI4AA	Allied : IV- Principles of Management	3	3	25	75	100	4
Part-IV							
	NMEC : II	2	3	-	50	50	2
15UCI4SA	Skill based Subject-2 : E-Business	3	3	20	55	75	3
15UFC4FA/ 15UFC4FB/ 15UFC4FC/	Tamil/ Advanced Tamil (OR) General Awareness	2	3		50	50	2
Fifth Semester							
Part -III							
15UCI53A	Core XV– Software Engineering	6	3	25	75	100	4
15UCI53B	Core XVI – Management Accounting	6	3	25	75	100	4
15UCI53C	Core XVII– Principles of Web Designing	5	3	25	75	100	4
15UCI53P	Core XVIII: Computer Applications Lab-V: Web Designing	4	3	20	30	50	2

15UCI5EA/ 15UCI5EB/ 15UCI5EC/	Elective -I :	6	3	25	75	100	4
Part-IV							
15UCI5SA	Skill based Subject : Brand Management	3	3	20	55	75	3
Sixth Semester							
Part-III							
15UCI63A	Core XIX – Management Information System	6	3	25	75	100	4
15UCI63B	Core XX - Java Programming	5	3	25	75	100	4
15UCI63P	Core XXI: Computer Applications Lab- VI: Software Development	4	3	20	30	50	2
15UCI6EA/ 15UCI6EB/ 15UCI6EC/	Elective -II	6	3	25	75	100	4
15UCI6ED/ 15UCI6EE/ 15UCI6EV/	Elective -III	6	3	*	*	100	4
Part-IV							
15UCI6SA	Skill based Subject- 4 : Supply Chain Management	3	3	20	55	75	3
Part-V							
15UEX65A	Extension Activities	-		-	-	50	2
Grand Total						3500	140

Note: * In Sixth semester the student can opt for either project or theory paper as Elective -II. If theory paper is opted the mark distribution is 25 CA: 75 CE, If Project is opted the mark distribution is 40 CA: 60 CE

ELECTIVE - I

(Student shall select any one of the following subject as Elective in fifth semester)

S.No	Subject Code	Name of the Subject
1.	15UCI5EA	Cost Accounting
2.	15UCI5EB	Business Finance
3.	15UCI5EC	Entrepreneurial Development

ELECTIVE - II

(Student shall select any one of the following subject as Elective in Sixth semester)

S.No	Subject Code	Name of the Subject
1.	15UCI6EA	Financial Management
2.	15UCI6EB	Financial Markets
3.	15UCI6EC	Investment Management

ELECTIVE -III

(Student shall select any one of the following subject as Elective in Sixth semester)

S.No	Subject Code	Name of the Subject
1.	15UCI6ED	Income Tax law and Practice
2.	15UCI6EE	Banking Law and Practices
3.	15UCI6EV	Project Work

NON MAJOR ELECTIVE COURSE

The Department offers the following two papers as Non Major Elective Course for other than the Commerce with Information Technology students.

Student shall select the following subject as Non Major Elective Course during their third and fourth semester.

S.No	Subject Code	Name of the Subject
1.	15UED34P	Managerial Communication
2.	15UED44P	Accounting for Managers

FOR COURSE COMPLETION

Students has to complete the following subject:

- Language papers (Tamil/Malayalam/French/Hindi, English) in I and II semester.
- Environmental Studies and Human Rights in I and II semester respectively.
- Value Added Courses in III and IV semester respectively.
- Allied papers in I, II, III and IV semesters.
- One Non Major Elective Course in the III and IV semester respectively.
- Industrial training for 30 days during IV Semester Summer Vacation.
- Extension activity in VI semester.
- Elective papers in the V and VI semesters.
- Project work at the end of VI semester but they have to carry out their Project work from V Semester onwards.

Total Credit Distribution:

Subjects	Credits	Total		Credits	Cumulative Total
Part I: Tamil	4	2x 100 =	200	8	16
Part II: English	4	2x 100 =	200	8	
Part III:					
Core	4	13 x 100 =	1300	52	110
Core	3	2 x 75 =	150	06	
Allied	4	4x100=	400	16	
Elective	4	3 x 100 =	300	12	
Core Practical	2	6x 50 =	300	12	
Skill based Subjects	3	4 x 75 =	300	12	
Part IV:					
Value Education	2	2 x 50=	100	04	12
Environmental Studies	2	1 x 50 =	50	02	
General Awareness	2	1 x 50 =	50	02	
NMEC	2	2 x 50=	100	04	
Part V:					
Extension Activity	2	1x50 =	50	02	02
Total			3500	140	140

15UTL11T	பகுதி -1 : தமிழ் தாள்- I	முதல் பருவம்
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Total Credits:4
Hours Per Week:6

(ஓர் ஆண்டு தமிழ் பயிலும் மாணவர்களுக்கு உரியது)

முதல் ஆண்டு

பகுதி -1: தமிழ் தாள்-I

இக்காலஇலக்கியம்- நீதி இலக்கியம் – சிற்றிலக்கியம்

அலகு-1 இக்காலஇலக்கியம் (கவிதை,சிறுகதை,உரைநடை)

1. பாரதியார் – எங்கள் தாய்
2. பாரதிதாசன் – வாழ்வு
- 3 .மு.மேத்தா – மரங்கள்
- 4 . சிற்பி – சர்ப்பயாகம்
- 5 .சல்மா – விலகிப்போகும் வாழ்க்கை
- 6.ஜெயகாந்தன் – இனிப்பும் கரிப்பும்
7. அம்பை – வல்லாறுகள்
8. முனைவர் வ.சுப மாணிக்கம் – சங்க நெறிகள்
9. சோ.நா. கந்தசாமி - தமிழர் பண்பாடு - ஒரு விளக்கம்

அலகு - 2 நீதி இலக்கியம்

- 1.நாலடியார் - அறிவுடைமை (அதிகாரம்-25)
- 2.மூதுரை - 5 பாடல்கள் (பா.எண் : 6,16,17,23,26)
- 3.பழமொழி நானூறு - முயற்சி(10 பாடல்கள்)
- 4.நான்மணிக்கடிகை - 5 பாடல்கள் (பா.எண் :1,5,7,8,9)
- 5.திரிகடுகம் - 5 பாடல்கள் (பா.எண் :2,3,5,6,8)

அலகு -3 சிற்றிலக்கியம்

- 1.தமிழ் விடுதாது – தூதுப் பொருள்கள்(101-112)
2. திருக்குற்றாலக் குறவஞ்சி – குறத்தி மலைவளம் கூறுதல் (6பாடல்கள்)
- 3.முக்கூடற் பள்ளு – பள்ளியர் ஏசல் (161-175)
- 4.கலிங்கத்துப்பரணி – இந்திர சாலம் (154-178)
- 5.அபிராமி அந்தாதி -10 பாடல்கள் பாடல் எண்:
(2,4,6,11,20,26,63,69,71,82)

அலகு -4 இலக்கிய வரலாறு

1. தமிழ்க் கவிதையின் தோற்றமும் வளர்ச்சியும்
2. தமிழ் சிறுகதையின் தோற்றமும் வளர்ச்சியும்
- 3.தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

அலகு - 5 இலக்கணம்

1. வல்லினம் மிகும் ,மிகா இடங்கள்
- 2.பெயர் ,வினை,இடை , உரிச் சொற்களின் பொது இலக்கணம்
- 3.பிறமொழிச்சொற்களைத் தமிழ்ச் சொற்களாக மாற்றுதல் (வடமொழி – தமிழ்,
ஆங்கிலம் – தமிழ்)
- 4.பயிற்சிக்குரியன (கவிதை ,சிறுகதை,கட்டுரை படைத்தல்)

பார்வை நூல்கள்

- 1 . தமிழ்த்துறை வெளியீடு
2. இலக்கிய வரலாறு – பேராசிரியர் முனைவர் பாக்யமேரி

15UHL11H	PART-I: HINDI-I	SEMESTER- I
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Total Credits:4

Hours Per Week:6

Prose, Non-detailed Text, Grammar & Translation Books Prescribed:

1. PROSE : Nuthan Gadya Sangrah

Editor: Jayaprakash (Prescribed Lessons – only 4)

Lesson 1 - Razia

Lesson 2 – Makreal

Lesson3- Bahtha Pani Nirmala

Lesson 4 – Rashtrapitha Mahathma Gandhi

Publisher: Sumitra Prakashan Sumitravas,
16/4 Hastings Road,
Allahabad – 211 001.

2. NON DETAILED TEXT: Kahani Kunj.

Editor: Dr.V.P.Amithab. (Stories 1 -4 only)
Publisher : Govind Prakashan Sadhar Bagaar,
Mathura,
Uttar Pradesh – 281 001.

3. GRAMMAR : Shabdha Vichar (Sangya, Sarvanam, Karak, Visheshan) ONLY (Noun, Pronoun, Adjective, Case Endings) Theoretical & Applied. Book for

4. REFERENCE : Vyakaran Pradeep by Ramdev. Publisher : Hindi Bhavan, 36,Tagore Town, Allahabad – 211 002. 4.

5. TRANSLATION: English- Hindi only. Anuvadh Abhyas – III (1-10 lessons Only)

PUBLISHER: Dakshin Bharath Hindi Prachar Sabha ,Chennai -17.

6. COMPREHENSION : 1 Passage from ANUVADH ABHYAS – III (16- 30) Dakshin bharath hindi prachar sabha , Chennai- 17.

15UML11M	PART-I: MALAYALAM-I	SEMESTER-I
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Total Credits: 4
Hours Per Week: 6

Paper I Prose, Composition & Translation

This paper will have the following five units:

- 1. UNIT I &II** - Novel
- 2. UNIT III & IV** - Short story
- 3. UNIT V** - Composition & Translation

TEXT BOOKS:

- Unit I &II -Naalukettu – M.T. Vasudevan Nair (D.C. Books, Kottayam, Kerala)
- Unit III & IV - Manikkianum Mattu Prathana Kathakalum – Lalithampika Antharjanam (D.C.Books, Kottayam, Kerala)
- Unit V- Expansion of ideas, General Essay and Translation of a simple passage from English about **100** words) to Malayalam

REFERENCE BOOKS:

- Kavitha Sahithya Charitram –Dr. M.Leelavathi (Kerala Sahithya Academy, Trichur)
- Malayala Novel sahithya Charitram –K.M.Tharakan(N.B.S. Kottayam)
- Malayala Nataka Sahithya Charitram-G.Sankarapillai(D.C.Books, Kottayam)
- Cherukatha Innale Innu –M.Achuyuthan(D.C. Books, Kottayam)
- Sahithya Charitram Prasthanangalilude-Dr. K.M. George,(Chief Editor)
(D.C. Books, Kottayam)

15UFL11F	PART-I: FRENCH-I	SEMESTER- I
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Total Credits:4

Hours Per Week:6

French Language for Under-graduate Degree Programmes

Compétence Culturelle	Compétence De communication	Compétence grammaticale
UNITÉ 1 – Ici, en France		
<ul style="list-style-type: none"> • Moi et les Autres • La France Express 	<ul style="list-style-type: none"> • INTERACTION: s'identifier • RÉCEPTION ECRITE: Comprendre une annonce d'aéroport • RÉCEPTION ORALE: comprendre l'écrit de la rue (Panneaux, plaques, rues...) • PRODUCTION ÉCRITE: écrire un SMS 	<ul style="list-style-type: none"> • Le présent des verbes: Je suis, je reste, J'arrive • Le lieu: (je suis) à... (je suis) ici • L'infinitif
UNITÉ 2 – Ici, en classe		
<ul style="list-style-type: none"> • Moi et le français • Le français dans le monde 	<ul style="list-style-type: none"> • INTERACTION: Se présenter • RÉCEPTION ORALE: Comprendre des consignes Orales • RÉCEPTION ÉCRITE: Comprendre une fiche D'inscription • PRODUCTION ÉCRITE: écrire un texte à l'impératif 	<ul style="list-style-type: none"> • Tu/vous • Le présent des Verbes en-er et de être: je, tu, vous • La forme Impérative (tu, vous) Des verbes en-er
UNITÉ 3 – Samedi		
<ul style="list-style-type: none"> • Le fil du temps 	<ul style="list-style-type: none"> • INTERACTION: S'informer • RÉCEPTION ORALE: Comprendre une annonce • RÉCEPTION ÉCRITE: Comprendre un article (titres et illustrations) • PRODUCTION ÉCRITE: écrire des slogans 	<ul style="list-style-type: none"> • Les articles Définies: le, la, les • A, de + le, la, les: Au, aux, du, des, à l', de l' • Être (présent) l'heure • Il faut + nom Il faut + infinitive • Phrases

		verbe+complément, Complément+verbe
UNITÉ 4 - Dimanche		
<ul style="list-style-type: none"> • Les activités Culturelles des Français 	<ul style="list-style-type: none"> • INTERACTION: Acheter,demander des Informations • RECEPTION ORALE: Comprendre les Titres du journal à la radio • RÉCEPTION ÉCRITE: Comprendre les Informations • PRODUCTION ÉCRITE: Inventer des noms de journaux 	<ul style="list-style-type: none"> • Faire, present • Avior, present • Il y a • Le présent des verbes en-er: Regarder • Combien? • Quand? • Complément de nom: Tremblement de terre, les noms de pays.... • Du,des,de la(reprise U2) • Les adjectifs possessifs: Mon,ta,son, Ma,ta,sa Mes,tes,ses
UNITÉ 5 - Dommage!		
<ul style="list-style-type: none"> • Un baby-boom en 2000 et 2001 • L'amour, toujours 	<ul style="list-style-type: none"> • INTERACTION: exprimer la tristesse, la peur, conseiller,encourager • RÉCEPTION ORALE: Comprendre une émission De radio • RÉCEPTION ÉCRITE: Comprendre un sondage • PRODUCTION ÉCRITE: écrire des blogs 	<ul style="list-style-type: none"> • Est-ce que • Le present des verbes pouvoir,Vouloir • Le conditionnel des Verbs pouvoir, Vouloir • Ne...pas

TEXT BOOK:

1. *Marcella Di Giura Jean-Claude Beacco, Alors I.* Goyal Publishers Pvt Ltd 86, University Block Jawahar Nagar (Kamla Nagar) New Delhi – 110007.

15UEG12E	PART II: ENGLISH-I	SEMESTER-I
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Total Credits:4
Hours Per Week:6

OBJECTIVES:

1. To develop the language competence of the students.
2. To be enriched with functional English.

UNIT-I

PROSE

1. My Financial Career – Stephen Leacock
2. At School – Gandhi
3. Ecology – Barry Commoner

UNIT-II

SHORT STORIES

1. The Gateman's Gift – R.K. Narayan
2. The Open Window – H.H. Munro
3. The Face of Judas Iscariot – Bonnie Chamberlain

UNIT-III

ONE ACT PLAY

1. The Discovery – Herman Ould

UNIT-IV

FUNCTIONAL GRAMMAR

1. Vocabulary Exercises
2. Synonyms, Compound Words, etc
3. Communication Skills – Tasks
4. Different types of sentences
5. The Structure of Sentences
6. Transformation of Sentences

UNIT-V

COMPOSITION TASKS

1. Greeting, Introducing, Requesting, Inviting
2. Congratulating, Thanking, Apologising, Advice
3. Suggestions, Opinions, Permissions.
4. Comprehension

TEXT BOOKS:

1. *Seshasayee. N.* 2001. **Honeycomb**. Anu Chitra Publications, Chennai.
2. *Syamala, V.* 2002. **Effective English Communication for You**. Emerald Publisher, Chennai.

REFERENCE BOOKS:

1. *Rajamanickam. A.* 2001. **Everyman's English Grammar**. Macmillan.
2. *Krishna Mohan and Meera Banerji.* 2005. **Developing Communication Skills**. Macmillan, Chennai.
3. *Wren, P.C. and H. Martin.* 1998. **High School English Grammar and Composition**. Macmillan.

15UCI13A	CORE I - PRINCIPLES OF ACCOUNTING	SEMESTER - I
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Total Credits:4
Hours Per Week:4

Note: The question paper shall cover 20% theory and 80% problem

OBJECTIVES:

1. To enhance the students with practical knowledge of book keeping and accounting.
2. To provide the students with practical knowledge of analyzing the financial position of an enterprise.

CONTENTS

UNIT - I

Fundamentals of Book-keeping – Accounting Concepts and Conventions - Journal – Ledger –Subsidiary books – Trail balance – Preparation of bank reconciliation statement – Errors and their rectification.

UNIT - II

Apportionment of capital and revenue expenditure – Significance and methods of Inventory valuation – Final accounts of sole trader with adjustments.

UNIT - III

Bills of exchange – Accommodation bills – Average due date – Calculation of interest by average due date method, Discharge of loan in equal installments. Account current – Methods of calculation of interest – Table method, Product method, Interest Number method.

UNIT - IV

Accounting for consignments – Meaning, Main features of consignment Transaction, Distinction between consignment and sales, accounting treatment for consignment transaction. Joint ventures – Meaning, Features of joint venture, distinction between Joint venture and partnership, Accounting for joint venture.

UNIT - V

Accounting processes performed by the use of the computer -payroll, stock control, debtors and Creditors schedules -Software currently being used in Accounting -Advantages and disadvantages of using the computer in Accounting.

TEXT BOOKS:

1. *Jain, S.P., and Narang, K.L.* (2013). **Advanced Accounting**. Kalyani Publishers, New Delhi.
2. *Nagarajan, K.L., Vinayakam, N., Mani L.P.* (2013). **Principles of accountancy**. Eurasia publishing house (Pvt.) Ltd.

REFERENCE BOOKS:

1. *Reddy, T.S., and Murthy, A.* (2012). **Financial Accounting**. 6th Revised Edition, Margham Publications, Chennai.
2. *Gupta, R.L., & Radhaswamy, M.* (2002). **Advanced Accounting**. S. Chand and Company, New Delhi.

15UCI13B	CORE II - INFORMATION TECHNOLOGY	SEMESTER - I
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Total Credits:4
Hours Per Week:4

OBJECTIVES:

1. To impart the students about the latest trends in the technological developments.
2. To understand the business implications with Information Technology.

CONTENTS

UNIT - I

Introduction: Evolution of IT Management - Types of Information Systems - Critical success Factors for IT Managers - Introduction to computer-Classification of Digital Computer System- Number System: Binary- Octal- Decimal and Hexadecimal number systems and their conversion

UNIT - II

Hardware and Software Communication: Computing Hierarchy - Input - Output Technologies- Hardware Issues - System Architecture - Types of Printer-Block diagram of a computer - Introduction to the concepts - bit, byte, word, Hardware-operating system-system and application software- machine- assembly and high level languages- compilers-assemblers.

UNIT - III

Communication Technology: Communication Technology - WWW - Intranets - Extranets -Voice Networks Data Communication Networks - Wireless System - Web Hosting- Application Service Providers- Single user- multi user and client-server systems-distributed and parallel processing systems- Network topologies for LAN & WAN.

UNIT - IV

MS-Word – Creating a new document – Editing – Working with margins, pages and line spaces, -Adding Headers, Footers and page numbering – Printing documents – MS-Excel – Creating a new Work book – Entering data into the worksheets – Editing worksheets – Adding Cell borders and shading working with ranges – managing and printing workbook – simple calculations – copying formulas – creating charts.

UNIT - V

MS Access – Creating a new database creating & editing table – Entering & editing data in table – creating relationships between tables – creating & modifying a form - PowerPoint – Creating a new presentation – working with slides in different views – Printing presentations – Inserting, Deleting & copy slides – Rearranging slides – Adding & modifying slide text – adding graphics to slide.

TEXT BOOKS:

1. *Rajaraman, V.* (2008). **Introduction to Information Technology** [Sixth Printing]. Prentice Hall of India Pvt. Ltd., New Delhi.
2. AGI Training Team. (2011). **Microsoft Office 2010 Digital Classroom**. Wiley Publishing, Indian polis, Indiana

REFERENCE BOOKS:

1. *Henry, C., and Lucas, J.R.* (2005). **Information Technology. Strategic Decision Making for Managers**. John Wiley & Sons (Asia) Pvt. Ltd., Singapore.
2. *Garroll, W., Frenzel Johne., Frenzel.* (2004). **Management of Information Technology**. Thomson Course Technology, Boston.

15UMA1AC	ALLIED -I: MATHEMATICS FOR BUSINESS	SEMESTER - I
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Total Credits:4

Hours Per Week:4

Note: Theory questions shall be restricted to Section A of the Question Paper

OBJECTIVES:

1. On successful completion of this course, the student should have understood the basic concepts
2. To know about how to use Mathematical Techniques to solve the modern business problems.

CONTENTS

UNIT- I

Set Theory – Arithmetic and Geometric Series – Simple and Compound Interest – Effective rate of Interest –Sinking Fund – Annuity – Present Value – Discounting of Bills – True Discount – Banker’s Gain.

UNIT- II

Matrix: Basic Concepts – Addition and Multiplication of Matrices – Inverse of a Matrix – Rank of Matrix – Solution of Simultaneous Linear Equations – Input-Output Analysis.

UNIT -III

Variables, Constants and Functions – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivations – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems.

UNIT -IV

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

UNIT -V

Linear Programming Problem – Formation – Solution by Graphical Method – Solution by Simplex Method.

REFERENCE BOOKS:

1. *Navanitham, P.A* , **Business Mathematics & Statistics**, Jai Publishers,Trichy
2. *Sundaresan and Jayaseelan*, **Introduction to Business Mathematics**, Sultan chand Co& Ltd,Newdelhi.
3. *Sanchetti, D.C and Kapoor,V.K*,**Business Mathematics** , Sultan chand Co& Ltd,Newdelhi.
4. *Ranganath,G.K ,Sampamgiram,C.S and Rajan,Y*, **A Text book Business Mathematics**, Himalaya Publishing House.

15UCI13P	CORE III: COMPUTER APPLICATIONS LAB - I: MS OFFICE	SEMESTER - I
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Total Credits:2
Hours Per Week:4

MS OFFICE

I - MS WORD

1. Preparation of Chairman's speech and perform the following font operations:
 - Bold, Underline, Italic, Font Size, Strikethrough ,Double strike through
 - Superscript, Subscript, Small caps, All Caps, Font color Background color,
 - Text color, Line spacing,
2. Preparation of Auditor's report and perform the following Paragraph operations:
 - Alignment Left -Right -Center- Justified
 - Line Space -Line Space Before - Line Space After.
3. Preparation of Minutes/ Agenda and perform the Header Footer & Page Setup operations:
 - Insert Page Number
 - Page size – Orientation – Columns – Page Borders – Watermark
4. Preparation of an invitation for the college function using Text boxes and clip parts.
5. Designing an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
6. Preparation of Class Time Table and perform the following operations:
 - Inserting the table, Data Entry, Alignment of Rows and Columns,
 - Inserting and Deleting the Rows and Columns and Change of Table Format.
7. Preparation of Shareholders meeting letter for 10 members using mail merge operation.
8. Preparation of Bio-Data by using Wizard/ Templates.

II - MS EXCEL

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

III - MS POWERPOINT

1. Designing presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add different Themes. The presentation should work in manual mode.
2. Designing presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart. And Insert slide number. The presentation should work in automatic mode.
3. Designing slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions:
 - Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Designing presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Designing presentation slides for the Seminar/Lecture Presentation using animation.

IV - MS ACCESS

1. Preparation of employee's payroll for an organization.
2. Creating mailing labels for student database which should include at least three Table must have at least two fields with the following details:
 - a. Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Preparation of purchase and sales invoice.
4. Creating a simple table for ASSETS.
5. Creating a simple table for the PRODUCT database.

15UTL21T	பகுதி – I: தமிழ் தாள் II	இரண்டாம் பருவம்
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Total Credits:4
Hours Per Week:6

(ஓர் ஆண்டு தமிழ் பயிலும் மாணவர்களுக்கு உரியது) முதல் ஆண்டு
சங்க இலக்கியம்- பக்தி இலக்கியம் – காப்பியம்

அலகு 1 சங்க இலக்கியம்

- 1.நற்றிணை – பாடல் எண் : 210 (நெய்தல்) ‘நெடியமொழிதலும் கடிய ஊர்தலும்’
- 2.குறுந்தொகை – பாடல் 2 , 3 (குறிஞ்சி) ‘கொங்குதேர் வாழ்க்கை’, ‘நிலத்தினும் பெரிதே’
3. கலித்தொகை – பாடல் 16 நெய்தல்கலி - ‘ஆற்றுதல் என்பது’
4. புற நானூறு – பாடல் 184, 312 ‘உற்றுழி உதவியும்’, ‘ஈன்று

புறந்தருதல்’

5. ஐங்குறுநூறு – மருதம் முதல் 5 பாடல்கள் (வேட்கைப் பத்து)

அலகு -2 காப்பியங்கள்

- 1.சிலப்பதிகாரம் – வழக்குரை காதை
- 2.மணிமேகலை – ஆதிரை பிச்சையிட்ட காதை
- 3.சீவக சிந்தாமணி- நாமகள் இலம்பகம்(நாட்டு வளம் முதல் 20 பாடல்கள்)
- 4.கம்பராமாயணம் – வாலிவதைப் படலம் (வாலி இராமனை

வினவுதல்.பாடல்

எண்கள் (4121 முதல் 4136 வரை)

அலகு 3 பக்தி இலக்கியம்

1. தேவாரம் – திருஞானசம்பந்தர் (கோளறுபதிகம்)
2. திருப்பாவை –ஆண்டாள் (முதல் 15 பாடல்கள்)
3. தேம்பாவணி- காட்சிப்படலம் (முதல் 15 பாடல்கள்)
- 4.சீறாப்புராணம் –மானுக்குப் பிணை நின்ற படலம்

அலகு-4 இலக்கிய வரலாறு

- 1.முச்சங்க வரலாறு
- 2.சங்க இலக்கிய வரலாறு
- 3.பக்தி இலக்கியத்தின் தோற்றமும் வளர்ச்சியும்
- 4.காப்பியத்தின் தோற்றமும் வளர்ச்சியும்

அலகு -5 இலக்கணம்

- 1.எழுத்து, அசை, சீர், தளை, அடி, தொடை பொது இலக்கணம்
- 2.தொகை நிலைத் தொடர்கள்

பார்வை நூல்கள்

1. தமிழ்த்துறை வெளியீடு
2. இலக்கிய வரலாறு – பேராசிரியர் முனைவர் பாக்யமேரி

15UHL21H	PART-II: HINDI-II	SEMESTER- II
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Total Credits:4
Hours Per Week:6

(Modern Poetry, Novel, Translation & Letter Writing)

- 1. Modern Poetry:** Shabari – By Naresh Mehtha

Publishers: Lokbharathi Prakashan I Floor, Duebari Building
Mahatma Gandhi Marg, Allahabad -1.

- 2. Novel:** Seva Sadhan – By Prem Chand

Publisher:

- 2. Translation:** Hindi – English Only, (anuvadh abyas – iii)
lessons.1 – 10 only publisher: dakshin bharath hindi prachar
sabha chennai – 600 017.

- 3. Letter Writing:** (Leave letter, Job Application, Ordering books,
Letter to Publisher, Personal letter)

15UML21M	PART-II: MALAYALAM-II	SEMESTER- II
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Total Credits:4
Hours Per Week:6

1. PAPER II

PROSE: NON-FICTION

This Paper will have the following five units:

2. UNIT I & II

Biography

3. UNIT III, IV & V

Travelogue

TEXT BOOKS:

1. Unit I & II :*Changampuzha Krishna Pillai: Nakshatrangalude Snehabhajanam* –M.K. Sanu (D.C. Books, Kottayam)
2. Unit III, IV & V *Kappirikalude Nattil* – S.K. Pottakkadu (D.C. Books, Kottayam)

REFERENCE BOOKS:

1. *Dr. K.M. George* (N.B.S. Kottayam) *Jeevacharitrasahithyam*
2. *Dr. Vijayalam Jayakumar* (N.B.S. Kottayam) *Jeevacharitrasahithyam malayalathil- Athmakathasahithyam malayalathil –*
3. *Prof. Ramesh Chandran. V,*(Kerala Bhasha Institute, Trivandrum) *Sancharasahithyam Malayalathil-*

15UFL21F	PART-II: FRENCH-II	SEMESTER- II
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Total Credits:4
Hours Per Week:6

French Language for Under-graduate Degree Programmes

Compétence Culturelle	Compétence De communication	Compétence grammaticale
UNITÉ 6 – Super!		
<ul style="list-style-type: none"> • L'égalité homme/femme 	<ul style="list-style-type: none"> • INTERACTION: Exprimer des sentiments, exprimer la joie, le plaisir, le bonheur • RÉCEPTION ORALE: Comprendre un jeu radiophonique • RÉCEPTION ÉCRITE: Comprendre des annonces • PRODUCTION ÉCRITE: Écrire des cartes postales 	<ul style="list-style-type: none"> • Les noms de professions masculine/feminine • Le verb finir et less Verbes du groupe en-ir • Le present de l'impératif • Savoir(present) • Le participle passé: Fini, aimé, arrive, dit,écrit • Quel(s), quelle(s)..: Interrogatif et Exclamatif • À + infinitive • Les articles: n,une,des
UNITÉ 7 – Quoi?		
<ul style="list-style-type: none"> • Le 20 siècle: Petits progrès Grand progrès 	<ul style="list-style-type: none"> • INTERACTION: Decrire quelque chose, une personne • RECEPTION ORALE: Comprendre un message publicitaire • RÉCEPTION ÉCRITE: Comprendre un dépliant touristique • PRODUCTION ÉCRITE: Écrire des petites annonces 	<ul style="list-style-type: none"> • On • Plus, moins • Le verbe aller: • Present, impératif • Aller + infinitive • Le pluriel en -x
UNITÉ 8 – Et après		
<ul style="list-style-type: none"> • Nouvelles du jour 	<ul style="list-style-type: none"> • INTERACTION: Raconteur,situer un récit dans le temps 	<ul style="list-style-type: none"> • L'imparfait:: quel-Ques forms pour introduire le récit:Il

	<ul style="list-style-type: none"> • RÉCEPTION ORALE: Comprendre une description • RÉCEPTION ÉCRITE: Comprendre un test • PRODUCTION ÉCRITE: écrire des cartes postales 	<p>faisait, il y avait, il Était</p> <ul style="list-style-type: none"> • Un peu, beaucoup, trop, Assez • Très • Le verbe venir: Présent, impératif • En Suisse, au Maroc, aux Etats-Unis
UNITÉ 9 – Mais oui!		
<ul style="list-style-type: none"> • La génération des 20-30 ans 	<ul style="list-style-type: none"> • INTERACTION: Donner son opinion, Expliquer pourquoi • RÉCEPTION ORALE: Comprendre des informations à la radio • RÉCEPTION ÉCRITE: Comprendre un texte informatif • PRODUCTION ÉCRITE: écrire un mél de protestation 	<ul style="list-style-type: none"> • Répondre, prendre: Présent, impératif, part Passé • Parce que pourquoi • Tout/ tous, toute/s Tous/ toutes les... (répétition action)
UNITÉ 10 – Mais non!		
<ul style="list-style-type: none"> • De la ville à la campagne 	<ul style="list-style-type: none"> • INTERACTION: Débat:: exprimer l'accord, exprimer le Désaccord • RECEPTION ORALE: Comprendre un message sur un répondeur téléphonique • RÉCEPTION ÉCRITE: Comprendre un témoignage • PRODUCTION ECRITE: Rediger des petites Announces immobilières 	<ul style="list-style-type: none"> • Le verbe devoir: Present et participe passé • Le verbe vivre, present • Aller + infinitive • Venir+ infinitive • Etre pour/ contre

TEXT BOOK:

1. *Marcella Di Giura Jean-Claude Beacco, Alors I.* Goyal Publishers Pvt Ltd 86, University Block Jawahar Nagar (Kamla Nagar) New Delhi – 110007.

15UEG22E	PART II- ENGLISH-II	SEMESTER-II
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Total Credits:4
Hours Per Week:6

OBJECTIVES:

1. To develop the language competence of the students.
2. To be enriched with functional English.

UNIT-I

PROSE

1. Words of Wisdom – Chetan Bhagat
2. Forgetting – Robert Lynd
3. My Early Days – Dr. Abdul Kalam

UNIT-II

SHORT STORIES

1. Am I Blue? – Alice Walker
2. Last Leaf – O Henry
3. Selfish Giant – Oscar Wilde

UNIT-III

ONE ACT PLAY

1. Soul Gone Home - Langston Hughes

UNIT-IV

FUNCTIONAL GRAMMAR

1. Lexical Skills and Question Forms
2. Idioms and Phrases – Subject-Verb Agreement
3. Spelling, Antonyms and Synonyms, Infinitives
4. Vocabulary, Report Writing
5. Plurals, Particles in Adjectives
6. Apostrophe, Archaic Words, Art of Persuasion
7. Syllables, Changing Adjectives to Nouns
8. Homonyms, Prepositions
9. Compound Words, Acronyms, Collective Nouns, Degrees of Comparison

UNIT-V

COMPOSITION TASKS

1. Letter Writing - Structure
2. Business Correspondence – Memos, reports, proposals
3. Resume & C.V.
4. Advertisements
5. Notices, Agenda, Minutes
6. Circulars
7. Essay Writing
8. Précis Writing
9. Dialogue Writing
10. Soft Skills, Business English

TEXT BOOKS:

1. *Board of Editors.* 2012. **Radiance – English for Communication**, Emerald Publishers.
2. *Syamala, V.* 2002. **Effective English Communication for You**. Emerald Publisher, Chennai.

REFERENCE BOOKS:

1. *Rajamanickam. A.* 2001. **Everyman's English Grammar**. Macmillan.
2. *Krishna Mohan and Meera Banerji.* 2005. **Developing Communication Skills**. Macmillan, New Delhi.
3. *Wren, P.C. and H. Martin.* 1998. **High School English Grammar and Composition**. Macmillan.

15UCI23A	CORE III – FINANCIAL ACCOUNTING	SEMESTER -II
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Total Credits:4
Hours Per Week:7

Note: The question paper shall cover 20% theory and 80% problem

OBJECTIVES:

1. To impart the students the basic accounting principles, procedures and to understand the procedures involved in the accounting process and its application.
2. To enhance the students with relevancy, faithful representation, comparability, consistency, verifiability, timeliness and understandability of business knowledge.

CONTENTS

UNIT - I

Depreciation: Meaning, concepts, Characteristics, advantages and disadvantages, Basic factor affecting the amount of depreciation – need and significance of depreciation - Methods of providing depreciation - Reserve and Provisions

UNIT - II

Meaning of Hire Purchase and Installment Purchase System- difference between Hire Purchase and Installment Purchase – Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only).

UNIT - III

Single entry system- Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cashbook – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills

Receivable Account – Bills Payable Account – Trading and Profit & Loss Account and Balance Sheet.

UNIT - IV

Branch Accounts - Introduction - Meaning - Objectives - Types of Branches - Dependent Branches - Features - Supply of Goods at Cost Price - Invoice Price - Branch Account in the books of Head Office - Debtors System Only (Excluding foreign branches).

UNIT - V

Departmental Accounts - Meaning, Objectives, basis of allocation of expenses, Trading and Profit and Loss Account in Columnar form - (Excluding Inter Departmental Transfers at invoice price)

TEXT BOOKS:

1. Jain, S.P., and Narang, K.L. (2013). **Advanced Accounting**. Kalyani Publishers, New Delhi.
2. Reddy, T.S., and Murthy, A. (2004). **Financial Accounting**. Margham Publications, Chennai.

REFERENCE BOOKS:

1. Gupta, R.L., and Radhaswamy, M. (2002). **Advanced Accounting**. S. Chand & Company, New Delhi.
2. Arulanandam., and Raman. (1999). **Advanced Accounting**. Himalaya Publication, New Delhi.

15UCI23P	CORE V -COMPUTER APPLICATIONS LAB - II: TALLY	SEMESTER -II
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Total Credits:2
Hours Per Week:4

TALLY AND INTERNET:

1. Creating a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Preparation of trial balance.
3. Preparation of Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
4. Preparation of inventory statement using (Calculate inventory by using all methods)
 - a. FIFO
 - b. LIFO
 - c. Simple Average Method
 - d. Weighted Average Method
5. Preparation of Gross Profit Ratio.
6. Calculating the Net Profit Ratio.
7. Calculation of cost per unit.
8. Creating an e-mail id and check the mail inbox.
9. Creating mail merge operation for using e-mail.

15UMA2AC	STATISTICS FOR BUSINESS	SEMESTER - II
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Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. On successful completion of this course the students shall enrich to solve the Statistical problems in commerce.
2. To know about Mathematics of Finance Statistical tools and their applications

CONTENTS

UNIT -I

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

UNIT- II

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

UNIT- III

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

UNIT- IV

Time Series – Meaning, Components and Models – Business forecasting – Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares – Seasonal Variation – Method of Simple average. Index Numbers – Meaning, Uses and Methods of construction –

Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.

UNIT- V

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

TEXT BOOKS:

1. *Gupta.S.P. Statistical Methods*, 2004.
2. *Navaneetham,P. 2007.Business Mathematics and Statistics.*

REFERENCE BOOKS:

1. *Pillai R.S.N. and Bagavathi. V. 2007.Statistics*
2. *Sancheti, D.C. & Kapoor V.K. Statistics- Theory, Methods & Application.*

15UC133A	CORE VI - HIGHER FINANCIAL ACCOUNTING	SEMESTER - III
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Total Credits:4
Hours Per Week:5

Note: The question paper shall cover 20% theory and 80% problem

OBJECTIVES:

1. To educate the students about the advanced problems and procedures in accounting.
2. To familiarize the students with the methods of preparing partnership Accounts.

CONTENTS

UNIT - I

Partnership Accounts -Division of fixed and fluctuating capitals - Partnership final accounts - guarantee of profits - adjustment in profit sharing ratio - admission and retirements - death of partner.

UNIT - II

Insolvency of partner - difference between insolvency of an individual and partnership firm - preferential creditors - dissolution of firm - Rule in Garner Vs Murray - piecemeal distribution.

UNIT - III

Fire insurance Claims -Introduction - Need - Loss of Stock Policy - Steps for ascertaining Fire insurance claim - Treatment of Salvage - Average Clause - Treatment of Abnormal Items - Computation of Fire insurance claims.

UNIT -IV

Royalty Accounts -Meaning and definition - Technical Terms - Royalty - Landlord - Tenant - Minimum Rent - Short Workings - Recoupment of Short Working under (Fixed Period) restrictive and non-restrictive (Floating Period) Recoupment within the Life of the Lease - Treatment of Strike and Stoppage of work - Accounting Treatment in the books of Lessee and Lessor - Journal entries and Ledger Accounts including minimum rent account (excluding sublease).

UNIT - V

Self Balancing ledger – Introduction – Procedure for self balancing – debtors ledger, creditors ledger – General ledger – Adjustment Accounts and Journal entries – Transactions which increase or decrease the debtors and creditors . .

TEXT BOOKS:

1. *Jain, S.P., and Narang, K.L.* (2013). **Advanced Accounting**. Kalyani Publishers, New Delhi.
2. *Shukla, M.C, and Grewal, T.S.* (2007). **Advanced Accountancy**. [Fifth Edition]. S.Chand & Co., New Delhi.

REFERENCE BOOKS:

1. *Reddy, T.S., and Murthy, A.* (2004). **Financial Accounting**. Margham Publications, Chennai.
2. *Gupta, R.L., and Radhaswamy, M.* (2002). **Advanced Accounting**. S. Chand & Company, New Delhi.

15UCI33B	CORE VII - DATABASE MANAGEMENT SYSTEM	SEMESTER III
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Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To acquaint the practical knowledge about creating and manipulating data in database and to understand the needs and uses of database management systems in business.
2. To develop Database with enhanced models and Techniques to understand RDBMS, Object oriented Databases and issues.

CONTENTS

UNIT - I

An overview of Database Management - Introduction - Definition of Database System - Data Independence - Relational Systems-Database System Architecture -Three Levels of the Architecture - Database Administrator - Client Server Architecture - Distributed Processing.

UNIT - II

An Introduction to Relational Database - Introduction - Relational Model - Relations And Relvars - Optimization - Transactions - An Introduction to SQL - Domains, Relations and Base Relvars.

UNIT - III

Relational Algebra - Introduction - Syntax - Semantics - Examples - Additional Operators -Relational Calculus - Introduction - Tuple Calculus - Example -Calculus Vs Algebra-Domain Calculus - SQL Specialties

UNIT - IV

Database Design - Functional Dependencies - Introduction - Basic Definitions - Normalization - First, Second, Third Normal Forms - BOYCE/CODD Normal Form.

UNIT - V

Transaction Management - Recovery - Introduction - Transaction-Transaction Recovery -System Recovery - Media Recovery - Concurrency - Three Concurrency.

TEXT BOOKS:

1. *Date, C.J.* (2004). **An Introduction to Database Systems.** Pearson Education.Inc.
2. *Abraham Silberschatz., Henry F. Korth., S. Sudarshan.* (2011). **Database System Concepts (Sixth Edition).** McGraw-Hill, a business unit of The McGraw-Hill Companies, Inc , New York.

REFERENCE BOOKS:

1. *Priyadharshini, R., Shalinai, A.C.* (2007). **Database management System.** SciTech Publications Pvt. Ltd.,Chennai.
2. *Silberschatry., Korth., Sundarshan.* (2002). **Database system Concepts [Fourth Edition].** Mc Graw-Hill Higher Education, New York,

15UCI33C	CORE VIII - PROGRAMMING WITH C++	SEMESTER III
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Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To make the students to understand the OOPS concept and various syntaxes used in C++.
2. To Design and develop classes which implement the concepts of data abstraction, encapsulation, inheritance, and polymorphism.

CONTENTS

UNIT - I

Object oriented programming: Software Evolution - Introduction to procedure oriented programming- OOP paradigm - Concepts, benefits, Object Oriented Languages and Applications.

UNIT - II

C++ Standard Library - Basics of a Typical C++ Environment - Pre-processors Directives, Illustrative Simple C++ Programs. Header Files and Namespaces, library files. Introduction to the Basic concepts of C++ language - Tokens, Keywords, Identifiers, Data types, variables, manipulators - Expression and control structures.

UNIT - III

Functions: main functions -functions prototyping - Call by Reference - Function overloading - friend and inline functions. Classes and object: Class definition-Constructors and Destructors - Operator overloading - Type conversions

UNIT - IV

Inheritance - Single Inheritance - Multiple Inheritance - Hierarchical, Hybrid Inheritance -polymorphism - pointers - virtual functions - console I/O operations.

UNIT - V

Files - Classes for file stream Operations - opening, closing and processing files - End of file Detection - File pointers - Updating a file - Error Handling during file Operations - Command line Arguments - Templates - Exception Handling.

TEXT BOOKS:

1. *Balagurusamy, E.* (2014). **Object Oriented Programming with C++**. TataMcGraw Hill Publishers Ltd., New Delhi.
2. *Kamthane, N.* (2003). **Object Oriented Programming with ANSI & Turbo C++**. First Indian Print, Pearson Education.

REFERENCE BOOKS:

1. *Ashok, N., Kamthane.* (2003). **Object Oriented Programming with ANSI & Turbo C++**. Pearson Education, India.
2. *Stanley, B., Lippman., Jove Lajoie.* (2007). **C++ Primer**. Pearson Education, Asia.

15UCI3AA	ALLIED : III - BUSINESS ECONOMICS	SEMESTER - III
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Total Credits:4
Hours Per Week:4

OBJECTIVES:

1. To make the student to understand how the business organizations work by applying economic principles in their business management.
2. To understand the different sub-markets which make up an economy.

CONTENTS

UNIT - I

Business Economics - Meaning And Definition, Nature And Scope - Distinction Between Managerial Economics And Business Economics - Economics Theory - Divisions - Goal of A Firm - Role and Responsibilities of A Business Economist.

UNIT - II

Demand Analysis - Meaning - Determinants of demand - Law of Demand - Elasticity of demand - Price, income and Cross demand - Demand estimation and Demand Forecasting. Determinants of elasticity of demand - Importance of elasticity of demand.

UNIT - III

Product Function - Meaning and definition. Elasticity of substitution and Production. Types of costs of Production - long run and short run costs - Supply - Determinants - Cost concepts -Kinds of Cost -Cost and output relationship -revenue -total revenue -average revenue -Marginal revenue -curves under perfect & imperfect competition.

UNIT - IV

Markets - Forms of Market - Characteristics, Market structure - Pricing - Methods - Objectives of Pricing policies and Practices - Government intervention in Market or controlled price mechanism - National Income.

UNIT - V

Price Theory – Perfect Competition And Price Output Theory – Monopoly – Price Output Determination Under Monopoly – Monopolistic Competition And Monopsony – Duopoly – Oligopoly And Oligopsony – Inflation – Trade Cycle – Causes – Effects – Monetary Policy – Fiscal Policy.

TEXT BOOKS:

1. *Lekhi, R.K.* (2006). **Managerial Economics**. Kalyani publishers, New Delhi.
2. *Shankaran, S.* (2014). **Business Economics**. Margham Publications, Chennai.

REFERENCE BOOKS:

1. *Cauvery, R., Sudhanayak, U.K., Girija, M., Meenakshi, R.* (2012). **Managerial Economics (19th Edition)**. Sultan Chand & Sons Educational Publishers, New Delhi.
2. *Maheswari, K.L., and Varshney, R.C.* (2000). **Managerial Economics**. Sultan Chand & Sons Educational Publishers, New Delhi.

15UCI33P	CORE XI -COMPUTER APPLICATIONS LAB- III: C++	SEMESTER III
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Total Credits:2

Hours Per Week:4

C++

1. Program to display a string
2. Program to find the given number is odd or even
3. Program to find prime number
4. Program to find biggest number
5. Program to display multiplication table
6. Program to calculate depreciation under Straight Line method and Diminishing Balance method (using class, defining member functions outside the class).
7. Program to calculate depreciation under Diminishing Balance method (Using class, Defining member function inside the class)
8. Program to calculate Economic Order Quantity (using nesting of member function).
9. Program to print the Employees' payroll statement (using control structures).
10. Program to calculate simple Interest and compound Interest (using nested class).
11. Program to calculate net income of a family (using friend function in two classes).
12. Program to print the book list of library (using array of objects).
13. Program to prepare cost sheet (using inheritance).
14. Program to calculate margin of safety (using multilevel inheritance).
15. Program for bank transaction (using constructor and destructor).
16. Program to calculate increase or decrease in working capital using operator overloading.
17. Program to create the student file and prepare the marks slip by accessing the file.

15UCI3SA	SKILL BASED SUBJECT-I: MARKETING MANAGEMENT	SEMESTER - III
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Total Credits:3
Hours Per Week:3

OBJECTIVES:

1. To help the students to understand the concept of marketing and its applications.
2. To familiarize the students with the principles of marketing and focus them towards Marketing and Management of Services, market segmentation, Product life cycle, pricing, branding.

CONTENTS

UNIT - I

Marketing : Meaning, definition, concepts – Classification of markets – Evaluation of modern marketing –Modern marketing concepts – Marketing Mix – functions of marketing management – Buying, Assembling and selling – Transportation – Storage and Warehousing – Standardization and Grading.

UNIT - II

Product decision: product meaning and role – product mix decision – factors influencing product mix – branding and packaging – product life cycle – new product development process – planning process – product diversification – Product Elimination – Product Modification – Product Failure.

UNIT - III

Pricing decision: meaning and role of pricing – pricing objectives – pricing method – product line pricing – Advertisement, sales promotion and personal selling: meaning, definition and features, differences between advertisement, sales promotion and personal selling.

UNIT - IV

Channels of distribution: Meaning. Definition, classification of channel and intermediaries- changes in channel of distribution – Types of distribution channels – factors governing choice of channel- selection of channel for new product or new company. Retailer and wholesaler – Physical distribution of goods – Transportation Warehousing.

UNIT - V

Marketing And Government – Bureau Of Indian Standards – AGMARK – Customer Vs Consumer The Indian Consumers – Consumer Behaviour – Determinants Of Buying Behaviour – Characteristics Of Buying Behaviour – Consumerism – Consumer Exploitation In India – Consumer Protection Act 1986 – Consumer Awareness – Consumers Rights – E-Marketing. Consumer behaviour – factors influencing consumer behaviour – Social, personal, cultural and psychological factors.

TEXT BOOKS:

1. Pillai, R.S.N., and Bagavathi. (2009). **Modern marketing Principles and Practices**. S. Chand & Sons company Ltd, New Delhi.
2. Philip Kotler. (2011). **Principles of Marketing**. Prentice Hall Publishers, New Delhi.

REFERENCE BOOKS:

1. Gupta, C.B., Rajan Nair, N. (2002). **Marketing Management**. [Seventh Edition] Sultan Chand & Sons Educational Publishers, New Delhi.
2. Mamoria, C.B., and Sathish Mamoria. **Marketing Management**. Kitab mahal Publishers.

15UC143A	CORE X: CORPORATE ACCOUNTING	SEMESTER - IV
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Total Credits:4
Hours Per Week:5

Note: The question paper shall cover 20% theory and 80% problem

OBJECTIVES:

1. To enable the students to be aware on the Corporate Accounting in conformity with the provision of the Companies Act.
2. To provide adequate knowledge in accounting practice prevailing in the corporate.

CONTENTS

UNIT - I

Introduction-types of shares: Issue of Shares at par, Premium and at Discount -Forfeiture and Reissue of Shares-Rights issue -Underwriting of Issue of Shares

UNIT - II

Redemption of Preference Shares. Debentures – Issue and Redemption of Debentures Redemption out of profits – sinking fund method/Recording of transactions - profits prior to Incorporation

UNIT - III

Final Accounts of Companies - Preparation of Final Accounts – Provisions relating to preparation of final accounts –Profit and loss account and balance sheet Computation of Managerial remuneration.

UNIT - IV

Amalgamation - absorption and re-construction of company – Accounting problems relating to Amalgamation, absorption and re-construction of company types of amalgamation – amalgamation after balance sheet .(Excluding intercompany holdings).

UNIT - V

Liquidation Meaning- Types of Liquidation of Companies - preparation of statement of affairs Liquidator's final statement of account. -Deficiency accounts – Valuation of goodwill.

TEXT BOOKS:

1. *Jain, S.P., and Narang, K.L.* (2013). **Advanced Accounting**. Kalyani Publications, New Delhi.
2. *Gupta, R.L., and Radhaswamy, M.* (2006). **Corporate Accounts Theory Method and Application** [13th Revised Edition]. Sultan Chand & Co., New Delhi

REFERENCE BOOKS:

1. *Reddy, T.S., and Murthy, A.* (2010). **Corporate Accounting**. [6th Edition], Margham Publications, Chennai.
2. *Arulanandam, M.A., Raman, K.S.* (2003). **Advanced Accountancy**. Himalaya Publications, New Delhi.

15UCI43B	CORE XI - NETWORKING MANAGEMENT	SEMESTER IV
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Total Credits:3
Hours Per Week:3

OBJECTIVES:

1. The paper aims to combine the fundamental concepts of data communications.
2. To introduce the basic concepts of computer networks and its applications for the better understanding of network architecture and different layers of network.

CONTENTS

UNIT - I

Introduction: Use of computer networks –Types of networks-Topologies-OSI model –Reference models. Data Communication Concepts and Applications: Introduction to Data Communications, Components of Data Communications, Trends in Computer Communications and Networking, Network Applications.

UNIT - II

Fundamentals of Data Communications and Networking: Physical Layer: Architectures, Devices and Circuits, and Data Transmission. Data Link Layer: Media Access Control, Error Control in Networks.

UNIT - III

Networking: Network Layer: Network Protocols, Network Addressing and Routing. Local Area Network (LAN): LAN Components, Ethernet, Token Ring, Selecting a LAN, Improving LAN Performance

UNIT - IV

Session layer: Design issues, synchronization - Presentation layer: Design issues, cryptography - Application layer: Design issues, file transfer, E-mail.

UNIT - V

Network Management: Design of Business Networks, Network Management, and Network, Security. Domain Name Space - DDNS - TELNET - EMAIL - File transfer WWW - HTTP - SNMP - Cryptography.

TEXT BOOKS:

1. *Andrew, S., Tanenbaum.* (2003). **Computer Networks** [4th Edition]. Dorling Kindersley Pvt. Ltd., India.
2. *Behrouzafourzan.* (2008). **Data Communications & Networking** [4th Edition]. Tata MC Graw Hill Publishing Company Ltd., New Delhi.

REFERENCE BOOKS:

1. *Ed Tittel.* (2010). **Computer Networking. [4th edition]**, Tata MC Graw Hill Publishing Company Ltd., New Delhi.
2. *Jerry., FitzGerald and Alan., Dennis.* (2002). **Business Data Communications & Networking.** John Wiley & Sons.

15UCI43C	CORE XII -SOFTWARE DEVELOPMENT IN VB. NET	SEMESTER IV
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Total Credits:4
Hours Per Week:4

OBJECTIVES:

1. To make the students to understand the basic concepts of programming.
2. To develop the necessary skills to use a powerful and popular front-end tool.

CONTENTS

UNIT - I

Introduction: Introduction to .Net, Two tier and Three tier client server model, .Net Architecture, Features of .Net, Advantages of .Net, .Net Framework, CLR, CTS, CLS, Assemblies, Memory management issues – Garbage Collector and collection process, Exception Handling, Code Access Security

UNIT - II

Introduction to Visual Basic.Net IDE: Creating a project, Types of project in .Net, Exploring and coding a project, Solution explorer, toolbox, properties window, Output window, Object Browser. **VB.Net Programming Language:** Similarities and Differences with Visual Basic, Variables, Comments, Data Types, Working with Data Structures – Arrays, Array Lists, Enumerations, Constants, Structures; Introduction to procedures, calling procedures, argument passing mechanisms, scope of variable. **Control Flow Statements** Conditional statement Loops, Nesting of Loops, MsgBox and Input Box.

UNIT-III

GUI Programming: Introduction to Window Applications, Using Form – Common Controls, Properties, Methods and Events. Interacting with controls - Textbox, Label, Button, Listbox, Combobox, Checkbox, Picture Box, Radio Button, Panel, scroll bar, Timer, ListView, TreeView, toolbar, Status Bar. Dialog Controls, Creating and Using MDI applications, Toolbar, Status Bar, Creating custom controls, Creating Menus.

UNIT – IV

Object Oriented Features: Classes and Objects, Access Specifiers: Private, Public and Protected, Building Classes, Reusability, Constructors, Inheritance, Over loading, Overriding, Creating and Using Namespaces.

UNIT –V

Introduction to ADO: ADO.Net, ADO.Net data namespaces, ADO.Net Object Model, Accessing data from Server Explorer, Creating Connection, Command, Data Adapter, Data Reader and Data Set with OLEDB and SQLDB, Data Binding.

Crystal Report: Connection to Database, Table, Queries, Building Report, Modifying Report,

TEXT BOOKS:

1. *Joe Mayo.* (2010). **Microsoft Visual Studio 2010** [1st Edition]. Tata MC Graw Hill Publishing Company Ltd., New Delhi.
2. *Evangelos Petroutsos.* (2010). **Mastering Microsoft Visual Basic 2010** [1st Edition]. Wiley Publications, New Delhi.

REFERENCE BOOKS:

1. Kogent Learning Solutions. (2010). **Visual Basic 2010 programming Black Book** [1st Edition]. Wiley India Publications.
2. *Michael Halvorson.* (2010). **Visual Basic 2010 Step By Step**. PHI, New Delhi.

15UCI43P	CORE XIII -COMPUTER APPLICATIONS LAB-IV: VB DOT NET	SEMESTER IV
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Total Credits:2
Hours Per Week:4

VB DOT NET

1. Designing a form with note pad application to perform the alignment and format function.
2. Designing a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/ Check box).
3. Designing a form to compute cost of capital using finance function using check box.
4. Designing a form to perform working capital analysis by declaring finance function using grid control.
5. Designing a form to display Break-even analysis using line and chart controls, by declaring variables.
6. Designing a form to present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich text box (RTF).
7. Designing a form to display Product Life Cycle using slider control.
8. Designing a Pay Slip for an organization and create a data base.
9. Designing the form to display the highlights of the budget using option button and animation.
10. Designing a supermarket bill to display the sales invoice, and create a database using Data Control, option button, check box, date picker, etc.
11. Designing the form to create a bank customer database.
12. Designing a form to calculate minimum, maximum, reorder, reorder quantity,
13. Calculation of EOQ and display the inventory control records using data object.

15UCI43D	CORE XIV: COMMERCIAL LAW	SEMESTER - IV
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Total Credits:3
Hours Per Week:3

OBJECTIVES:

1. To make the students to understand the prevailing act.
2. To enable the students to acquire knowledge in commercial law.

CONTENTS

UNIT - I

Sources of law- Law of contract – Nature –kinds-Essentials of valid contract offer Acceptance- intention to create legal relations – considerations- capacity to a contract.

UNIT - II

Free consent – Mistake – Misrepresentations – fraud – coercion and undue influence – lawful object – Agreement not declared void – legal formalities.

UNIT - III

Contingent contract – performance of contract – Remedies for Breach of contract – Quasi contracts.

UNIT - IV

Special contracts – Indemnity and guarantee – Agency – Bailment and pledge.

UNIT - V

Law relating sale of goods Act – 1930

TEXT BOOKS:

1. Garg, K. C., Sareen, V K., Mukesh Sharma., Chawla, R.C. (2010). **Commercial Law**. Kalyani Publishers, New Delhi.
2. Pillai, R.S.N., and Bhagavathi. (2010). **Business Law. [3rd Revised Edition]**, S. Chand & Co., New Delhi.

REFERENCE BOOKS:

1. *Kapoor, N.D* (2006). **Business Law**. Sultan Chand & Co., New Delhi
2. *Arun Kumar Sen., Jitendra Kumar., Mitra.* (2006). **Commercial Law**. The World Press Pvt Ltd, Calcutta.

15UCI4AA	ALLIED : IV - PRINCIPLES OF MANAGEMENT	SEMESTER - IV
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Total Credits: 4
Hours Per Week: 3

OBJECTIVES:

1. To make the students to understand the elements of effective management.
2. To familiarize the students with the basics principles of management.

CONTENTS

UNIT -I

Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Henry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.

UNIT - II

Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.

UNIT - III

Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.

UNIT - IV

Motivation – Need – Determinants of behavior – Maslow’s Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.

UNIT - V

Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.

TEXT BOOKS:

1. *Sharma, R.K., and Shashi, K., Gupta.* (2002). **Business Management.** Kalyani Publishers, New Delhi.
2. *Bhushan, Y. K.* (2008). **Business Organization and Management.** Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. *Shukla, M.C.* (2006). **Business Organization and Management.** S. Chand and Company Ltd, New Delhi.
2. *Chhabra, T.N.* (2000). **Principles of Management.** Dhanapat Rai & Co (p) Ltd., [sixth Revised Edition], New Delhi.

15UCI4SA	SKILL BASED SUBJECT - 2: E- BUSINESS	SEMESTER - IV
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Total Credits: 3
Hours Per Week: 3

OBJECTIVES:

1. To understand the concepts and various application issues of e-business.
2. To provide knowledge towards the security over internet, payment systems and various online strategies fore-business.

CONTENTS

UNIT - I

Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce,

UNIT - II

Security Threats to e-business, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Application.

UNIT - III

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

UNIT - IV

E-Business Applications & Strategies- Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

UNIT – V

Cyber Laws -Legal Aspects of E-Business, Internet frauds – Cyber Laws.
IT Act 2000 salient features.

TEXT BOOKS:

1. *Joseph, P.T.* (2006). **E-Commerce an Indian Perspective. [3rd Edition]**. Prentice-Hall of India Pvt. Ltd., New Delhi, India.
2. *Schneider Gary. P., and Perry., James, T.* (2000). **Electronic Commerce [1st Edition]**. Thomson Learning Press, New Delhi.

REFERENCE BOOKS:

1. *Whitley., David.* (2000). **E-Commerce Strategy Technologies and Applications**. Tata McGraw Hill, New Delhi, India.
2. *Henry Chan., Raymond Lee., Tharam Dillon., Elizabeth Chang.* (2001). **E-Commerce, Fundamentals and Applications**. John Wiley & Sons, New Delhi.

15UCI53A	CORE XV: SOFTWARE ENGINEERING	SEMESTER V
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To Demonstrate a knowledge and understanding of management, business practices, such as risk and change management and to understand their limitations
2. To Design and experiment with software prototypes and to create the identify, formulate, and solve engineering problems.

CONTENTS

UNIT - I

Software Product and Process: Software Characteristics & Applications, Software Process, Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process.

UNIT - II

Software Project Planning and Scheduling: Software Requirement, Software Requirements, Specification, Requirements Validation, Software Design Principles, Software Project. Estimation: Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation,

UNIT - III

COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques

UNIT - IV

Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality, Standards, Software Configuration Management, SCM Process, Configuration Audit.

UNIT - V

Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management

TEXT BOOKS:

1. *Roger. S., Pressman.* (2001). **Software Engineering A Practioner's Approach.** McGraw Hill, New Delhi.
2. *Aggarwal, K.K., and Singh., Yogesh.* (2005). **Software Engineering.** New Age International.

REFERENCE BOOKS:

1. *Walker Royce.* (2001). **Software Project Management: A Unified Framework. [First Edition].** Pearson Education Asia, Singapore.
2. *Ghezzi Carlo., Jazayeri Mehdi., Mandrioli Dino.* (2002). **Fundamentals of Software Engineering. [Second Edition].** Pearson Education Asia, Singapore.

15UC153B	CORE XVI: MANAGEMENT ACCOUNTING	SEMESTER - V
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Total Credits: 4
Hours Per Week: 6

Note: The question paper shall cover 40% theory and 60% problem

OBJECTIVES:

1. To enable the students to understand the conceptual framework of Management Accounting.
2. To acquaint the students with the Management Accounting Techniques that facilitates managerial decision making.

CONTENTS

UNIT- I

Management accounting - Meaning-Definition – Characteristics - Scope-Objectives and functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting Tools and techniques of management accounting - Advantages and limitations. Financial statement analysis – Meaning - Importance of financial statements - Techniques of financial statement analysis -Limitations of financial statement analysis - Comparative statement - Common size statement - Trend analysis.

UNIT- II

Ratio Analysis – Meaning-Advantages-Limitations-Classification of ratios-Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.

UNIT- III

Working Capital – Working capital requirements and its computation – Fund Flow Analysis and Cash Flow Analysis. Fund flow statement – Importance-Limitations –Preparation of schedule of changes in working capital-Calculation of funds from operation-Simple fund flow statement. Cash flow statement –Meaning –Importance –Difference between fund flow and cash flow analysis –Advantages –Limitations –Computations of cash from operations –Simple cash flow statements (Simple problems only).

UNIT- IV

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

UNIT- V

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

TEXT BOOKS:

1. *Sharma., and Gupta, S.K.* (2006). **Management Accounting**. Kalyani Publishers, New Delhi.
2. *Reddy, T.S., and Hari Prased Reddy, Y.* (2010). **Management Accounting**. Margham publications. Chennai.

REFERENCE BOOKS:

1. *Maheswari, S.N.* (2004). **Management Accounting**. Sultan Chand & Sons, New Delhi.
2. *Jain, S.P., and Narang. K.L.* (2001). **Cost and Management Accounting**. Kalyani Publishers, New Delhi.

15UCI53C	CORE XVII: PRINCIPLES OF WEB DESIGNING	SEMESTER V
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To impart the conceptual knowledge in creating a web page.
2. To Design and develop a web site using text, images, links, lists, and tables for navigation and layout.

CONTENTS

UNIT- I

HTML: Basic structure – Traditional Text Format- using forms –tables-frames and framesets-image with HTML-creation lists and quotations-URL and Linking-Style Sheets: HTML cascading style sheets-Inline styles-Creating style sheets with the style elements- Building a web page.

UNIT- II

XML: Introduction to XML- Problems with HTML & SGML - Types of XML Markup -Document Type Definitions - Cascading style sheets (CSS) - Linking - Using Style Sheets with XML - XML Summary

UNIT- III

JavaScript: Introduction to scripting –operators: logical-Increment and decrement operators –Control structures- Functions: Definition-scope rules-recursion-Arrays: Declaring arrays-passing arrays to functions-sorting arrays-object: Math object-string Object-Date object-Boolean object and Number object.

UNIT- IV

Cookies and State Maintenance: Maintaining State - Introduction to Cookies - Advantages and limitations of Cookies - Disadvantages of Cookies - How to Use Cookies - which Servers and Browsers support Cookies - How CGI works - CGI Server requirements for WINDOWS-NT & UNIX - CGI script structure - Standard CGI - Environment Variables - CGI Libraries - Java Servlets

UNIT- V

Multimedia hardware and software – Components of Multimedia – Text – Image – Graphics – Audio – Video – Animation – File Formats – GIF – JPEG – Color palette- Adding Text to the images – Designing Icons – Color Models.

TEXT BOOKS:

1. *Eric Ladd., and Jim O' Donell.* (1999). **Using HTML 4, XML & JAVA [Platinum Edition]**. Asoke K. Ghosh, Prentice- Hall of India Private Limited, New Delhi.
2. *Deitel, H.M., Nieto, T.R.* (2003). **Internet & World Wide Web How to program [Second Edition]**. Prentice Hall of India pvt. Ltd, New Delhi.

REFERENCE BOOKS:

1. *Xavier, C.* (2000). **World Wide Web Design with HTML [19th Edition]**. Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. *Deitel., Nieto., Lin., Sadhu.* (2001). **Xml How to Program**. Pearson Education.

15UCI53P	CORE XVIII -COMPUTER APPLICATIONS LAB-V : WEB DESIGNING	SEMESTER V
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Total Credits: 2
Hours Per Week: 4

WEB DESIGNING:

1. Creating web pages for a business organization using HTML Frames with animation.
2. Creating a Program using HTML to display Image and the text using HTML ordered list and unordered list of a Departmental Store.
3. Writing the Java script to check whether the given integer is palindrome or not
4. Writing the Java script to illustrate different in-built string functions
5. Writing the Java script to perform all arithmetic operation
6. Creating a table to display list of products using HTML tag.
7. Creating a document using Formatting and alignment to display Sales Letter.
8. Creating a Resume using HTML Tags.
9. Creating a website of your department with minimum five links using HTML.
10. Creating a document using Form to support Local Processing of Order form.
11. Creating a Form of the Customer Survey for the user to enter General name and address information.
12. Creating a Frame to display a multiform document.

15UCI5SA	SKILL BASED -3 : BRAND MANAGEMENT	SEMESTER - V
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Total Credits: 3
Hours Per Week: 3

OBJECTIVES:

1. To know the importance of brand and its impacts among the customers.
2. To identify the brand image and brand loyalty of the product.

CONTENTS

UNIT - I

Introduction- Basic understanding of brands – concepts and process – significance of a brand– brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.

UNIT - II

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

UNIT - III

Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes–brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit

UNIT - IV

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

UNIT – V

Brand Strategies: Designing and implementing branding strategies. Brand and Firm: Product Branding – Benefits of product branding – line branding – Range branding – Umbrella branding – endorsement branding.

TEXT BOOKS:

1. *Moorthi, Y. L. R.* (2000). **Brand Management.** The Indian Context, Vikas Publishing House, New Delhi.
2. *Natarajan, L.* (2011). **Brand Management.** Margham Publications, Chennai.

REFERENCE BOOKS:

1. *Paul Tmeporal.* (2000). **Branding in Asia.** John Wiley & sons (P) Ltd., New York.
2. *Kevin Lane Keller., Parameswaran, M.G., Isaac Jacob.* (2010). **Strategic Brand Management.** (3rd Edition), Dorling Kindersley Publishers, India.

15UCI63A	CORE-XIX: MANAGEMENT INFORMATION SYSTEM	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To learn about the physical components needed for information system and evaluate knowledge management systems to facilitate individual and group work.
2. To understand the history, state-of-the-art and future of Knowledge Management System and its applications.

CONTENTS

UNIT - I

Meaning and Role of Information Systems Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

UNIT - II

Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework

UNIT - III

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

UNIT - IV

Emerging Concepts and Issues in Information Systems: Supply Chain Management, Customer Relationship Management, ERP. Introduction to Data Warehousing, Data Mining and its Applications, Emerging Concepts in Information System Design and Application

UNIT – V

Functional Management Information System : Financial – Accounting – Marketing- Planning Systems - Sales and Marketing Control Systems - Production – Human resource – Training and Development Business Process Outsourcing.

TEXT BOOKS:

1. *Kenneth, Laudon., and Jane Laudon.* (2005). **MIS: Managing the Digital Firm.** Pearson Education, India.
2. *James, A. O'Brien.* (2005). **Introduction to Information Systems.** Tata McGraw Hill, New Delhi.

REFERENCE BOOKS:

1. *Jawadekar, W. S.* (2004). **Management Information Systems.** Tata McGraw Hill, New Delhi.
2. *Turban, E., McLean, E., and Wetherbe, J.* (2001). **Information Technology for Management: Making Connections for Strategic Advantage.** John Wiley and Sons.

15UCI63B	CORE- XX: JAVA PROGRAMMING	SEMESTER VI
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To recognize similarities and common characteristics between Java and other programming languages
2. To understand the syntax and semantics of the Java language and understand how to develop, implement (web) applets, application programs in the Java language.

CONTENTS

UNIT - I

Basic concepts of OOP - C++ Vs JAVA - JAVA Features -JAVA program structure - JAVA virtual machine - Data types, variables and Tokens - Programs with input, numeric input - type conversion and casting.

UNIT - II

Operators - Arithmetic operators - Bitwise operators - Relational operators - Relational operators - Boolean operators - Logical operators - Assignment operators - Conditional Operators - Control statement - Selection statements - if, switch, iteration statements - while, do while, for, nested loops - jump statements, break, continue, return statements.

UNIT - III

Class fundamentals - Declaring Objects - Assigning Object Reference Variables - Introducing methods - Constructors - The this keyword - Garbage collection - The finalize () method. Overloading Methods - Objects as Parameters - Arguments Passing - Returning Objects - Recursion - Access Control - Static - Final - Arrays: One Dimensional & two Dimensional - Strings - Vectors - wrapper Classes - Nested and Inner Classes - String Class -Command Line Arguments.

UNIT - IV

Inheritance Basics – Using super – Creating a Multilevel Hierarchy – When Constructors are called – Method Overriding – Dynamic Method Dispatch – Using Abstract Classes – Using final with Inheritance – The Object Class. Packages – Access Protection – Importing Packages – Interfaces – Defining Interface Extending Interface.

UNIT - V

Writing Applets – AWT classes – Applet fundamentals – Applet Class – Windows fundamentals – Working with Frame windows – Working with graphics – Paint Mode – Fonts – Text and Graphics – AWT Controls – Labels – Buttons – Menus – Handling Events by Extending AWT Components.

TEXT BOOKS:

1. *Balaguruswamy, E.* (2010). **Programming with java a Primer** [3rd Edition]. Tata McGraw Hill Education, New Delhi.
2. *Patrick Naughton., and Herbert Schildt.* (2002). **Java – The complete Reference** [Fifth Edition]. Tata McGraw Hill Education, New Delhi.

REFERENCE BOOKS:

1. *Rizwan Ahmed, P.* (2010). **Java Programming.** Margham Publications, Chennai.
2. *Daniel Minoli,* (1999). **Internet and Intranet Engineering.** Tata McGraw Hill Education, New Delhi.

15UCI63P	CORE -XXI -COMPUTER APPLICATIONS LAB-VI : SOFTWARE DEVELOPMENT	SEMESTER VI
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Total Credits: 2
Hours Per Week: 4

SOFTWARE DEVELOPMENT LAB:

1. Creating a program to check whether a given number is prime or not.
2. Creating a program to check whether the given year is leap year or not.
3. Creating a package in java.
4. Creating a Program to find the second largest number in an array.
5. Creating a Program to search an element in an array of size “n”.
6. Creating a Program to implement method overloading in java.
7. Creating a program to find and replace a word with a string.
8. Developing a program to prepare the mark list using Inheritance.
9. Developing a simple calculator applet that implements the 4 basic mathematical Function
10. Creating a JAVA applet to calculate the payroll of employees.
11. Creating a program to perform Banking Transactions.
12. Creating a Program to display the resume of employees.

15UCI6SA	SKILL BASED -4 SUPPLY CHAIN MANAGEMENT	SEMESTER - VI
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Total Credits: 3
Hours Per Week: 3

OBJECTIVES:

1. To create an awareness about the supply chain activities taken in order to deliver the goods.
2. To educate students on stages of supply chain management and new opportunities in SCM

CONTENTS

UNIT - I

SCM - Definition - objectives - Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation.

UNIT - II

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

UNIT - III

Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

UNIT - IV

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

UNIT - V

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement-Parameters choosing suppliers.

TEXT BOOKS:

1. *David J. Bloomberg., Stephen LeMay.* (2003). **Logistics.** Prentice-Hall of India Pvt Ltd., Joe B. Hanna, New Delhi.
2. *Donald J. Bowersox., and David J. Closs.* (2004). **Logistical Management.** Tata McGraw Hill Publishing Co. Ltd, New Delhi.

REFERENCE BOOKS:

1. *Simchi-Levi., David., Kamisnsky., Philip., and Simchi-Levi., Edith.* (2004). **Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies.** [2nd Edition] Irwin/McGraw Hill 32, New Delhi.
2. *Rushton, A., Oxley, J and Croucher, P.* (2000). **Handbook of Logistics and Distribution Management.** [2nd Edition]. Kogan Page.

15UCI5EA	ELECTIVE- I: COST ACCOUNTING	SEMESTER V
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Total Credits: 4

Hours Per Week: 6

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

OBJECTIVES:

1. To enable the students to understand the Costing Terms in business.
2. To impart conceptual knowledge of costing.

CONTENTS

UNIT- I

Overview of basic concepts in Cost Accounting – Definition- Meaning and Scope – Concept and Classification – advantages and limitations – Element of Cost : Material, Labour and Overheads – Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender.

UNIT- II

Material: direct and indirect material cost, Inventory control techniques- stock levels, EOQ, ABC analysis. Purchase procedure - storage and Inventory control - Landed cost of Material receipts. Methods of Pricing- issues - FIFO, LIFO - Methods of Inventory control.

Labour : Classification of Labour, Principles and Methods of Remuneration, methods of payment of wages including incentive plans – Halsey and Rowan plans, Tailors Piece Rate method. Accounting of Labour cost, Job evaluation and Merit rating

UNIT- III

Overhead – Meaning – features – Classification of overhead – allocation, apportionment and absorption of overhead.

UNIT- IV

Methods of Costing Job costing, Batch costing, Unit costing, Contract Costing, Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain.

UNIT- V

Operating Costing - Contract costing -Meaning and Features of Contract Costing, Contract v/s Job Costing, Treatment of Profit on Incomplete Contracts as Credited Profit and Reserve Profit, Value of Work-in-progress and Practical Problems on Preparation of Contract Account and Balance Sheet. Standard Costing - Reconciliation of Cost and Financial accounts.

TEXT BOOKS:

1. *Reddy, T.S., and Hari Prasad Reddy Y.* (2014). **Cost Accounting.** Margham Publications Chennai.
2. *Jain, S.P., and Narang, K.L.* (2002). **Cost Accounting.** Kalyani Publishers, New Delhi.

REFERENCE BOOKS:

1. *Pillai, R.S.N., and Bagavathi, V.* (2004). **Cost Accounting.** S. Chand and Company Ltd., New Delhi.
2. *Iyyangar, S.P.* (2005). **Cost Accounting Principles and Practice.** Sultan Chand, New Delhi.

15UCI5EB	ELECTIVE - I: BUSINESS FINANCE	SEMESTER - V
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To understand the concept of Business Finance and the Application of Finance to Business.
2. To make the students to learn the activities of the finance department.

CONTENTS

UNIT - I

Business Finance: Introduction – Meaning – Concepts – Scope –Objectives of Financial Management-Profit Maximisation and Wealth Maximisation-Function of Finance-Traditional and Modern Concepts – Contents of Modern Finance Functions-Functions of a Finance Manager – Relationship between business finance and Accounting.

UNIT -II

Financial Plan: Meaning – Concept – Objectives – Types – Steps – Significance – Fundamentals – Characteristics of Financial Plan – Types of Financial Plan – Limitations of Financial Planning.

UNIT -III

Capitalization – Meaning – Bases of Capitalization – Cost Theory – Earning Theory – Over Capitalization – Under Capitalization: Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalization.

UNIT- IV

Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Theories of Capital Structure – Factors determining the Capital Structure – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.

UNIT - V

Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures and Fixed Deposits – Features – Advantages and Disadvantages- Lease Financing: Meaning – Features – Forms – Merits and Demerits.

TEXT BOOKS:

1. *Shashi K Gupta., Sharma, R.K.* (2014). **Financial Management theory & practice.** Kalyani Publishers, New Delhi.
2. *Pandey, I.M.* (2005). **Financial Management** (9th Edition). Vikas Publishing House Pvt Ltd, New Delhi.

REFERENCE BOOKS:

1. *Khan, M.Y., and Jain.* (2008). **Financial Management** (5th Edition). Tata McGraw-Hill Education, New Delhi.
2. *Kuchhal, S.C.* (1982). **Financial Management.** Chaitanya Publishers, Allahabad.

15UCI5EC	ELECTIVE- I: ENTREPRENEURIAL DEVELOPMENT	SEMESTER – VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To know the Concept relating to Entrepreneur, Knowledge in the finance institution.
2. To understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

CONTENTS

UNIT - I

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

UNIT - II

The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

UNIT- III

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

UNIT -IV

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

UNIT - V

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

TEXT BOOKS:

1. *Gupta, C.B., and Srinivasan, N.P.* (1992). **Entrepreneurial Development.** Text and Cases: Sultan Chand & Sons, New Delhi.
2. *Renu Arora., and Sood., S.K.* (2003). **Fundamentals of Entrepreneurship and Small Business.** Kalyani Publishers, New Delhi.

REFERENCE BOOKS:

1. *Bevon Murthy.* (1989). **Entrepreneurship in Small Towns.** Mittal Publications, Delhi.
2. *Saravanavel, P.* **Entrepreneurial Development.** Learn tech Press Trichy.

15UCI6EA	ELECTIVE - II: FINANCIAL MANAGEMENT	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

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

OBJECTIVES:

1. To acquaint the knowledge about the budgetary controls used in the corporate sector.
2. To analyse the facts of investment decision, financial decision, dividend decision and working capital decision.

CONTENTS

UNIT - I

Introduction Financial Management- Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of Finance Department – Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of Sound Financial Planning – Factors influencing a sound financial plan.

UNIT - II

Time Value Of Money - Meaning& Definition – Need – Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity) – Doubling Period – Concept of Valuation: Valuation of Bonds, Debentures and shares - Simple Problems

UNIT - III

Financing Decision - Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – Computation & Analysis of EBIT, EBT, EPS – Leverages (Problems also).

Lease financing: Concept, types. Advantages and disadvantages of leasing. Cost of Capital, Capital structure – Factors influencing financial decisions – Theories of capital structure – capital gearing – Financial Leverage and Operating Leverage.

UNIT – IV

Working Capital Management - Concept of Working Capital - Significance of Adequate Working Capital - Evils of Excess or Inadequate Working Capital - Determinants of Working Capital - Sources of Working Capital (Problems also).

UNIT – V

Investment & Dividend Decision - Investment Decision: Meaning and Definition of Capital Budgeting - Features - Significance - Process - Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index (Problems also). Dividend Decision: Introduction - Meaning and Definition - Determinants of Dividend Policy - Types of Dividends - Bonus share.

TEXT BOOKS:

1. *Shashi K Gupta., Sharma, R.K.* (2014). **Financial Management Theory & Practice**. Kalyani Publishers, New Delhi.
2. *Maheshwari, S N.* (2002). **Financial Management Principles and Practice**. [7th edition]. Sultan Chand sons & Co, New Delhi.

REFERENCE BOOKS:

1. *Pandey, I.M.* (2005). **Financial Management** (9th Edition). Vikas Publishing House Pvt Ltd, New Delhi.
2. *Prasanna Chandra.* (2008). **Financial Management**. Tata McGraw-Hill Education.

15UCI6EB	ELECTIVE - II: FINANCIAL MARKETS	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To learn the methods of financing by various agencies and the key role played by them in Corporate Financing.
2. To know the investment plan and investment decision to invest in the stock market.

CONTENTS

UNIT - I

Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market –Classification and object of Indian Money Markets and Structure of Capital Markets.

UNIT - II

Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.

UNIT - III

Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

UNIT - IV

Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – Mutual Funds – Investments Companies.

UNIT - V

New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitization of assets – Mechanics of Securitization-Utility of Securitization – Securitization in India,

TEXT BOOKS:

1. *Shashi, K Gupta., Sharma, R.K.* (2014). **Financial Management theory & practice.** Kalyani Publishers, New Delhi.
2. *Maheshwari, S .N.* (2002). **Financial Management Principles and Practice** [7th edition]. Sultan Chand sons & Co, New Delhi.

REFERENCE BOOKS:

1. *Pandey, I.M.* (2005). **Financial Management.** [9th Edition], Vikas Publishing House Pvt Ltd, New Delhi.
2. *Prasanna Chandra.* (2008). **Financial Management.** Tata McGraw-Hill Education.

15UCI6EC	ELECTIVE - II: INVESTMENT MANAGEMENT	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To impart knowledge to the students regarding the theory and practice of Security Analysis and Investment Decision Making Process, including Portfolio Management.
2. To learn the theories of investment management.

CONTENTS

UNIT - I

Investment Choices and Alternatives - Forms of Investment - Investment in Financial Assets - Money market and Capital Market Investment Instruments - Investment Objectives – Investment - Return and Risk.

UNIT - II

Investment Market - Primary and Secondary Markets - New Issue Market - Listing of Securities - Operations of India Stock Market - Cost of Investing in Securities - Mechanics of Investing; markets and Brokers - Regulation and Control over investment market - Role and Guidelines of SEBI.

UNIT - III

Fundamental Analysis - Valuation Theories of Fixed and Variable Income Securities Risk Analysis in Investment Decision - Systematic and Unsystematic Risk.

UNIT - IV

Stock Market Analysis - Technical Approach - Efficient Market Theory - Weak and Semi-strong form of Efficient Market - Investment decision making under Efficient market Hypothesis.

UNIT - V

Introduction to Portfolio Management – An Optimum portfolio Selection Problem, Markowitz Portfolio Theory, Sharpe: Single Index Model - Capital Asset Pricing Model.

TEXT BOOKS:

1. *Bhalla, V. K.* (2011). **Investment Management Security Analysis and Portfolio Management** (17th Edition). S. Chand & Company Ltd., New Delhi.
2. *Alexander, Gordon J., and Sharpe., William F.* (1989). **Fundamental of Investments** Prentice Hall Inc, Englewood Cliffs, New Jersey. (Pearson Education).

REFERENCE BOOKS:

1. *Fischer Donald, E., and Jordan., Ronald, J.* (2008). **Security Analysis and Portfolio Management** . (6th Edition) Pearson Education, India.
2. *Fuller., Russell, J., and Farrell., James, L.* (1993). **Modern Investment and Security Analysis**. McGraw Hill, New York.

15UCI6ED	ELECTIVE - III: INCOME TAX LAW AND PRACTICE	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

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

OBJECTIVES:

1. To make the students to understand the prevailing act.
2. To enable the students to acquire knowledge in tax principles.

CONTENTS

UNIT - I

Income Tax Act – Definition of Income – Assessment year – Previous Year – Assesses – Scope of Income – Income-tax Rules – Charge of Tax – Residential Status – Income – Exempted Income.

UNIT - II

Heads of Income: Income from Salaries – Salary – Allowances – Arrears of Salary – Pension – Gratuity. Income from House Property : Meaning – definition- Deductions u/s 16- Income from House Property – exempted income from house property – determination of annual value – let out – self-occupied.

UNIT - III

Profit and Gains of Business or Profession – meaning and definition – business – Allowable Expenses – profession – charging provision – valuation of stock-Profession: Professional receipts and Professional expenses. Income from Other Sources: General incomes – specific income – Deductions U/S 57.

UNIT - IV

Capital Gains – scope of charge – capital asset – computation of capital gain – treatment of capital losses – exempted capital gain – Deductions from Gross Total Income.

UNIT - V

Set off and Carry forward of losses – set-off loss with in head – carry forward of losses – capital losses of firm – losses of companies - Aggregation of Income- Computation of Tax liability – methods of taxation - Assessment of Individuals.

TEXT BOOKS:

1. *Gaur, V.P., and Narang, D.B., Puja Gaur., Rajeev Puri.* (2015 – 2016 Assessment year). **Income Tax Law and Practice.** Kalyani publishers, New Delhi.
2. *Mehrotra, H.C,* (2004). **Income-tax Law and Account:** Sahithya Bhavan publishers, New Delhi.

REFERENCE BOOKS:

1. *Bhagavathi Prasad.* (2008). **Income Tax Law and Practice.** Wishwa Prakashan publication, New Delhi.
2. *Vinod K. Singhania.* (2015). **Direct Taxes – Law and Practice,** Taxman publication.

15UCI6EE	ELECTIVE - III: BANKING LAW AND PRACTICES	SEMESTER VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To make the students to get thorough knowledge about Indian Banking System and the Acts pertaining to it.
2. To familiarize the students with the law and operations of Banking.

CONTENTS

UNIT - I

Origin of banks - Definition of Banking - Definition of banker and customer - Relationships between banker and customer - special feature of RBI - Banking regulation Act 1949.

UNIT - II

Opening of an account - Type of account - documents required for opening A new Accounts - Deposit - types of deposit - Fixed Deposit - RD - Withdrawal - Bank Pass book - special types of customer - KYC - closing Account and its procedure.

UNIT - III

Cheque - features essentials of valid cheque - crossing - making and endorsement - payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

UNIT - IV

Loan and advances by commercial bank lending policies of commercial bank - Forms of securities - lien pledge hypothecation and advance against the documents of title to goods - mortgage.

UNIT - V

Position of surety - Letter of credit - Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

TEXT BOOKS:

1. *Sundharam K.P.M and Varshney P.N*, (2014). **Banking theory Law & Practice**. Sultan Chand & Sons., New Delhi.
2. *Kandasami, K.P., Natarajan, S., Parameswaran R*, (2014). **Banking Law and Practice**. S.Chand & company Pvt Ltd., New Delhi.

REFERENCE BOOKS:

1. *Gurusamy, S.* (2009). **Banking theory Law & Practice**. Tata McGraw Hill Education Private Ltd., New Delhi.
2. *Mishra, M.N.* (2006). **Insurance - Principles and Practice**. S.Chand & Company Ltd., New Delhi.

15UED34P	NMEC- I: MANAGERIAL COMMUNICATION	SEMESTER III
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Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

1. To understand the concept, process and importance of communication.
2. To help the students to acquaint with the application of communication skills in the business world.

CONTENTS

UNIT-I

Nature and Process of Communication: Definition – Classification – Purpose – Process – Elements – General Problems – Common Problems in Two-Way Communication – Barriers to Communication – Conditions and Characteristics for Successful communication – Universal Elements in Communication. Written Business Communication: The Art of Writing – Importance of Skills in Written Communication – Clarity in Writing – Principles of Effective Writing.

UNIT-II

Oral Communication: Oral Communication Skills – Application of Conversation Control. Non-Verbal Communication: Meaning – Characteristics – Classification –Advantages – Guidelines. Negotiation Skills: Meaning – Nature – Need – Factors Affecting – Process – Strategies.

UNIT-III

Drafting of business letters: Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings.

UNIT-IV

Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of selecting response, probing questions, Observation. Business and social etiquettes.

UNIT-V

Writing CVs, Group Discussions and Attending Interviews: Preparing for Job- Importance of Resume and Covering Letter – Writing a Resume- Essentials of Drafting Effective Resume- Interview- Types of Interviews.

TEXT BOOKS:

1. *Rajendra Pal., and Korlhalli, J.S.* (2002). **Essentials of Business Communication.** Sultan Chand & Sons, New Delhi.
2. *Ramesh, MS., and Pattanshetti, C.C.* (2003). **Business Communication.** R.Chand & Co, New Delhi.

REFERENCE BOOKS:

1. *Sinha, K.K.* (1999). **Business Communication.** Galgotia Publishing Company, New Delhi.
2. *Asha Kaul.* (2010). **Effective Business Communication.** Prentice Hall of India Private Limited, New Delhi.

15UED44P	NMEC-II : ACCOUNTING FOR MANAGERS	SEMESTER IV
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Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

1. To provide the students with practical knowledge of analyzing the financial position of an enterprise.
2. The basic purpose of this course is to develop an insight of postulates, principles, techniques of accounting and utilization of financial accounting information.

CONTENTS

UNIT-I

Accounting - Meaning and Definition - Concepts and Conventions - preparation of Journal - Ledger accounting using tally. company creation -Accounts creations -Creating A Group

UNIT- II

Meaning and definition of Subsidiary Books - Cash book, Sales book, single, double and Triple- column and double Trial Balance.

UNIT- III

Common Errors while preparing accounts and Rectification of errors - Preparation of Final Accounts of a Sole Trader with adjustments using Tally

UNIT- IV

Cost Accounting, Meaning, Definition, Classification of cost - Element of cost - Preparation of cost sheet - EOQ.

UNIT- V


Management Accounting: Meaning and Definition - Functions of management accounting - Role of Management Accountant - Analysis and interpretation of financial statements.


TEXT BOOKS:

1. Reddy, T.S., and Murthy, A. (2014). **Financial Accounting**, Margham publications – Chennai. (Unit 1 to Unit 3)
2. Jain, S.P., and Narang, K.L. (2001). **Cost and Management Accounting**, Kalyani Publishers, New Delhi (Unit 4 and Unit 5)

REFERENCE BOOKS:

1. Grewal, T.S. **Introduction to Accountancy**. S.Chand & Company Ltd., New Delhi.
2. Vinayakam, N., Maniam, P.L., and Nagarajan, K.L. **Principles of Accountancy**. Eurasia publications.


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