

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
COMPUTER APPLICATIONS**

**REGULATIONS**

**ELIGIBILITY :**

A candidate who has passed in Higher Secondary Examination with any Academic stream or Vocational stream as one of the subject 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 Business Administration with Computer Applications Degree examination** of this College after a course of study of three academic years.

**OBJECTIVES OF THE COURSE :**

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. To specialize in the areas of business like production, Finance, Human Resource, Marketing and Systems.
2. To provide the students with a comprehensive understanding of Management principles, business - oriented technology, decision making skills and interpersonal skills.
3. To equip the students with the tools required for Ethical leadership, Accounting skills, Strategic planning, Organizational behavior, Marketing skills, Entrepreneurial skills and best practices.
4. To Train and equip the students to meet the requirements of the corporate and to advance the careers in the business world to acquire managerial positions.

**BBA (CA) (Students admitted from 2016-2017 Onwards)**

5. To stimulate an interest in academic discipline with a view to encourage progression to research, value based education and business case studies.

## SCHEME OF EXAMINATIONS

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
<b>First Semester</b>							
<b>PART - I</b>							
16UTL11T 15UHL11H 15UML11M 15UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French- I	6	3	25	75	100	4
<b>PART - II</b>							
16UEG12E	English - I	6	3	25	75	100	4
<b>PART - III</b>							
15UBM13A	<b>Core -I:</b> Management Process	5	3	25	75	100	4
15UBM13B	<b>Core- II:</b> Business Communication	5	3	25	75	100	4
16UMA1AF	<b>Allied -I:</b> Mathematics for Management-I	6	3	25	75	100	4
<b>PART - IV</b>							
15UFC1FA	<b>Value Education:</b> Environmental Studies	2	3	-	50	50	2
		30				550	22
<b>Second Semester</b>							
<b>PART - I</b>							
16UTL21T 15UHL21H 15UML21M 15UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French - II	6	3	25	75	100	4
<b>PART - II</b>							
16UEG22E	English - II	6	3	25	75	100	4

*dmh*  
24/06/2016  
BoS Chairman/HoD  
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<b>PART - III</b>							
15UBM23A	<b>Core -III:</b> Introduc- tion to Informa- tion Techno- logy	3	3	10	40	50	2
15UBM23B	<b>Core- IV:</b> Organisati onal Behaviour	5	3	20	55	75	3
15UBM23P	<b>Core Lab - I:</b> PC Software (MS Office)	3	3	20	30	50	2
16UMA2AF	<b>Allied - II:</b> Mathe- matics for Manageme nt -II	5	3	25	75	100	4
<b>PART - IV</b>							
15UFC2FA	<b>Value Education:</b> Human Rights	2	3	-	50	50	2
		<b>30</b>				<b>525</b>	<b>21</b>
<b>Third Semester</b>							
<b>PART - III</b>							
15UBM33A	<b>Core -V :</b> Financial Accounting	5	3	25	75	100	4
15UBM33B	<b>Core- VI:</b> Production and Materials Manageme nt	5	3	25	75	100	4
15UBM33C	<b>Core- VII:</b> Marketing	5	3	25	75	100	4

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	Management						
15UBM33D	<b>Core -VIII:</b> Business Law	4	3	20	55	75	3
16UBM3AP	<b>Allied Lab - I:</b> Tally	4	3	40	60	100	4
15UBM3SV	<b>Skill based Subject - 1 (Report &amp; Viva-Voce):</b> Communication Skills - I **	3	3	30	45	75	3
<b>PART - IV</b>							
15UFC3FA/ 15UFC3FB/ 15UFC3FC/ 15UFC3FD/ 15UFC3FE	Tamil/Advanced Tamil (OR) (Yoga for Human Excellence / Women's Rights/ Constitution of India)	2	3	-	50	50	2
	NMEC-I	2	3	-	50	50	2
		<b>30</b>				<b>650</b>	<b>26</b>
<b>Fourth Semester</b>							
<b>PART - III</b>							
15UBM43A	<b>Core- IX:</b> Human Resource Management	5	3	25	75	100	4
15UBM43B	<b>Core-X :</b> Insurance Principles and Practice	5	3	25	75	100	4

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15UBM43C	<b>Core- XI:</b> Advertisin g and Sales Promotion	5	3	25	75	100	4
15UBM43P	<b>Core Lab - II:</b> Internet and Web Page Programmi ng	3	3	20	30	50	2
16UBM4AA/ 15UPA4AB	<b>Allied - III</b> : Taxation Law and Practice	5	3	25	75	100	4
<b>PART - IV</b>							
15UBM4SV	<b>Skill based Subject - II (Report &amp; Viva-Voce):</b> Communica tion Skills- II**	3	3	30	45	75	3
	NMEC -II	2	3	-	50	50	2
15UFC4FA/ 15UFC4FB/ 15UFC4FC/	Tamil /Advanced Tamil (OR) General Awareness	2	3	-	50	50	2
		<b>30</b>				<b>625</b>	<b>25</b>
<b>Fifth Semester</b>							
<b>PART - III</b>							
15UBM53A	<b>Core -XII:</b> Financial Manage- ment	6	3	25	75	100	4
15UBM53B	<b>Core -XIII:</b> Research Methods for Manage- ment	6	3	25	75	100	4

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15UBM53C	<b>Core- XIV:</b> Cost and Management Accounting	6	3	25	75	100	4
15UBM53P	<b>Core Lab- III:</b> Visual Basic	4	3	20	30	50	2
	Elective - I	5	3	25	75	100	4
<b>PART-IV</b>							
15UBM5SV	<b>Skill based Subject - III (Report &amp; Viva-Voce):</b> Campus to Corporate**	3	3	30	45	75	3
16UCT53T	Industrial Training	Grade A to C					
		<b>30</b>				<b>525</b>	<b>21</b>
<b>Sixth Semester</b>							
<b>PART - III</b>							
15UBM63A	<b>Core- XV:</b> Entrepreneurship and Project Management	6	3	25	75	100	4
15UBM63B	<b>Core- XVI:</b> RDBMS and Oracle Programming	3	3	10	40	50	2
15UBM63C	<b>Core- XVII:</b> Services Marketing	5	3	25	75	100	4
15UBM63P	<b>Core Lab- IV:</b> RDBMS and Oracle Programming	3	3	20	30	50	2
	Elective - II	5	3	25	75	100	4

**BBA (CA) (Students admitted from 2016-2017 Onwards)**

	Elective - III	5	3	25/ 40	75 / 60	100	4
<b>PART-IV</b>							
15UBM6SV	<b>Skill based Subject -IV (Report &amp; Viva-Voce): Soft Skills for Business**</b>	3	3	30	45	75	3
<b>Part-V</b>							
15UEX65A	Extension Activity	-	-	50	-	50	2
		<b>30</b>				<b>625</b>	<b>25</b>
<b>Grand Total</b>						<b>3500</b>	<b>140</b>

**Note-1: \* In Sixth semester the student can opt for either project or theory paper as Elective -III. 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.**

**Note-2: \*\* Skill Based Subjects-I, II, III and IV are Practical Subjects and the students are evaluated by both Internal and External Examiners in the CE.**



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**ELECTIVE - I**

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

<b>S.No.</b>	<b>Subject Code</b>	<b>Name of the Subject</b>
1.	15UBM5EA	Modern Office Management
2.	15UBM5EB	Software Design Technique
3.	15UBM5EC	Customer Relationship Management

**ELECTIVE - II**

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

<b>S.No.</b>	<b>Subject Code</b>	<b>Name of the Subject</b>
1.	15UBM6EA	Consumer Behaviour
2.	16UBM6EB	Banking Law and Practice
3.	15UBM6EC	Systems Analysis and Design

**ELECTIVE - III**

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

<b>S.No</b>	<b>Subject Code</b>	<b>Name of the Subject</b>
1.	15UBM6ED	E -Commerce
2.	15UBM6EF	Multimedia
3.	15UBM6EV	Project Work & Viva-Voce

### NON MAJOR ELECTIVE COURSE

1. The Department offers the following two papers as Non Major Elective Course for other than the Business Administration students.
2. Student shall select any one of the following subject as Non Major Elective Course during their Third and Fourth semester

S.No	Subject Code	Name of the Subject
1.	15UED34T	Introduction To International Trade
2.	15UED44T	Basics of Entrepreneurship

### FOR COURSE COMPLETION

Students have to complete the following subject:

1. Language papers (Tamil/Malayalam/French/Hindi, English) in I and II semesters.
2. Two Value Education in I and II semesters.
3. Allied papers in I, II, III and IV semesters.
4. Two Non Major Elective Course in the III and IV semesters.
5. Extension activity in the VI semester.
6. Elective papers in the V and VI semesters.
7. Industrial training: Subject code: **16UBM53T**.
  - Students must undergo Industrial training for 15 – 30 days during IV Semester Summer Vacation. Evaluation of the Report done by the Internal and external Examiner in the V Semester. Based on their performance Grade will be awarded as A to C.  
**A-** 75 Marks and above  
**B-** 60-74 Marks  
**C-** 40-59 Marks  
Below 40 Marks - (Reappear)

**TOTAL CREDIT DISTRIBUTION**

<b>Subjects</b>	<b>Credits</b>	<b>Total</b>		<b>Credits</b>	<b>Cumulative</b>
<b>Part I: Tamil</b>	4	2 X 100 =	200	8	16
<b>Part II: English</b>	4	2 X 100 =	200	8	
<b>Part III:</b>					
Core	4	13 X 100 =	1300	52	98
Core	3	2 X 75 =	150	06	
Core	2	2 X 50 =	100	04	
Core Practical	2	4 X 50 =	200	08	
Allied	4	3 X 100 =	300	12	
Allied Practical	4	1 X 100 =	100	04	
Elective	4	3 X 100 =	300	12	
<b>Part IV:</b>					
Skill based Subject	3	4 X 75 =	300	12	24
Value Education	2	2 X 50 =	100	04	
Environmental Studies	2	1 X 50 =	50	02	
General Awareness	2	1 X 50 =	50	02	
NMEC	2	2 X 50 =	100	04	
<b>Part V:</b>					
Extension Activity	2	1 X 50 =	50	02	02
<b>Total</b>			<b>3500</b>	<b>140</b>	<b>140</b>

**Earning Extra credits is not mandatory for course completion**

**Extra credits**

<b>Subject</b>	<b>Credit</b>	<b>Total credits</b>
BEC/ Self study courses	1	1
Hindi / French/ Other foreign Language approved by certified Institutions	1	1
Type Writing / Short Hand Course	1	1
Diploma/certificate/CPT/ ACS Inter/ NPTEL Course	1	1
Representation - Academic/Sports /Social Activities/ Extra Curricular / Co-Curricular activities at University/ District/ State/ National/ International	1	1
		<b>5</b>

**Rules:**

**The students can earn extra credits only if they complete the above during the course period (I to V sem) and based on the following criteria. Proof of Completion must be submitted in the office of the Controller of Examinations before the commencement of the VI Semester. (Earning Extra credits are not mandatory for Course completion)**

1. Student can opt BEC course/ Self study course to earn one credit. They have to Enroll and complete any one of the course during their course period before fifth semester (I sem to V sem).

Self study papers offered by the Management Studies Department  
**SELF STUDY PAPERS**

S.No	Semester	Subject Code	Name of the Subject
1.	I to V	16UBMSS1	Export Import Procedure
2.	I to V	16UBMSS2	Event Management

2. Student can opt Hindi/ French/ Other foreign Language approved by certified Institutions to earn one credit. The certificate(Hindi) must be obtained from **Dakshina Bharat Hindi Prachar Sabha** and He/ she has to enroll and complete during their course period ( **first to fifth semester**)
3. Student can opt for Type writing /short hand course to earn one extra credit. He/she has to enroll and complete the course during their course period to obtain certificate through **Tamil Nadu Board of Technical Education**
4. Student can opt for Diploma/certificate/CPT/ACS Inter/ NPTEL Course to earn one extra credit. Student who opt for Diploma/ Certificate course have to enroll any diploma/certificate course offered by Bharathiar University through our Institution. Student who opt for CPT/ ACS/CMA have to enroll and complete the foundation level during the course period. Students who opt for NPTEL course should complete the course certificate through NPTEL.
5. Award Winners in Academic/ Representation in Sports /Social Activities/ Extra Curricular/ Co-Curricular Activities at University/ District/ State/ National/ International level can earn one extra credit.

15UBM13A	CORE- I : MANAGEMENT PROCESS	SEMESTER - I
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Total Credits: 4  
5 Hours / Week

### OBJECTIVES :

To enable the students to learn:

1. Principles, concepts and functions of management.
2. Process of decision making
3. Modern trends in management process.
4. Case Studies

### CONTENTS

#### UNIT-I

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

#### UNIT-II

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

#### UNIT-III

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

#### UNIT-IV

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

## UNIT-V

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

### TEXT BOOKS :

1. *Sharma.R.K and Shashi.K.Gupta,2009. Management Process.* Kalyani Publishers, New Delhi.
2. *Prasad.L.M, 2007. Principles & Practice of Management.* Sultan Chand & Sons, New Delhi.

### REFERENCE BOOKS :

1. *Dinkar Pagare,2014. Business Management.* Sultan Chand and Sons, New Delhi.
2. *Tripathi.P.C and Reddy.P.N, 2008. Principles of Management.* Tata Mc Graw-Hill Publishing Co.Ltd, New Delhi.
3. *Harold Koontz, Heinz Weihrich and Ramachandra Aryasri.A,1999. Principles of Management.* Tata Mc.Graw Hill Education Pvt.Ltd, New Delhi.

<b>15UBM13B</b>	<b>CORE- II : BUSINESS COMMUNICATION</b>	<b>SEMESTER - I</b>
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES :**

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

1. Methods of communication
2. Types of communication and Barriers of communication.

**CONTENTS**

**UNIT-I**

Essential and Importance of Business Communication. Methods of Communication -Types - Barriers.

**UNIT-II**

Communication through letters - Layout of letters business enquiries - Offers and Quotations - Orders - Execution of Orders - Cancellation of Orders - Claims - Adjustments and settlement of accounts - Letters of complaints - Collection letters -Status enquiries.

**UNIT-III**

Bank correspondence - Letter to the editor. Correspondence of company secretary with share holders and directors - Agenda - Minutes - Preparation.

**UNIT-IV**

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

**UNIT - V**

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



**REFERENCE BOOKS :**

1. *Rajendra Pal Korahill*, 2006. **Essentials of Business Communication.**  
Sultan Chand and Sons, New Delhi.
2. *Ramesh, MS, and C. C Pattanshetti*,2003. **Business Communication.**  
R.Chand andCo, New Delhi.
3. *Rodriquez M. V*, 2003. **Effective Business Communication Concept**  
Vikas Publishing Company.

16UMA1AF	ALLIED-I: MATHEMATICS FOR MANAGEMENT-I	SEMESTER - I
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**Total Credits: 4**  
**6 Hours / Week**

**OBJECTIVES:**

1. On successful completion of this course, the students should have understood Set operations.
2. To know about Mathematics of Finance Statistical tools and their applications

**CONTENTS**

**UNIT-I**

Set Theory - Definition - Notations - Description of sets - Types of sets - Set operations - Venn Diagrams.

**UNIT-II**

Matrices : Basic concepts - Types of Matrices - Matrix operations - Inversion of a Matrix - Rank of a Matrix.

**UNIT-III**

Mathematical sequence and series - Arithmetic progression - Geometric progression - Simple interest - Compound interest (Simple problems only).

**UNIT-IV**

Meaning and Definitions of Statistics - Scope and Limitations - Measures of Central tendency : Arithmetic Mean - Median - Mode - Measures of dispersion : Quartile deviation - Mean deviation - Standard Deviation and Co-efficient of Variation - Simple Problems.

**UNIT-V**

Correlation - Karl Pearson's Co-efficient of correlation - Rank correlation - Co-efficient of correlation by concurrent deviation method.

**TEXT BOOK :**

1. *Navanitham, P.A* , . 2013. **Business Mathematics and Statistics**. Jai Publishers,Trichy.

**REFERENCE BOOKS :**

1. *Vittal,P.R* . 2001. **Business Mathematics and Statistics**. Margham Publishers, Chennai.
2. *Sundaresan V &Jayaseela*.2012. Introduction to Business Mathematics [First Edition] Sultan Chand & Sons, New Delhi.
3. *Sanchetti, D.C and Kapoor, V*.2010. **Business Mathematics** . Sultan Chand Co& Ltd, NewDelhi .

15UBM23A	CORE -III: INTRODUCTION TO INFORMATION TECHNOLOGY	SEMESTER - II
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**Total Credits: 2**  
**3 Hours / Week**

### **OBJECTIVES :**

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

1. Basic components of Computer System.
2. Usage of Computer System / Hardware and Software.
3. Applications of computer system

### **CONTENTS**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

Hardware and Software Computer Systems – importance of computers in business – data and information – data processing – data storage and data retrieval capabilities – computer applications in various areas of business – computer related jobs in business.

#### **UNIT-IV**

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

## UNIT-V

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

### TEXT BOOKS:

1. *John Shelley, Hunt Roger, 1987. Computers and Commonsense Business data processing.* Edition, 3, Publisher, Prentice-Hall of India.
2. *Brightman and Dimsdale, 2000. Using Micro Computers.* Golgotha Publishers, Delhi.

### REFERENCE BOOKS:

1. *Faxali R.K, 2004. PC Software made simple.* Tata McGraw Hill Publishing, Second edition.
2. *Alexis and Mathews Leon, 2001. Introduction to Computers.* Vikas publishing house pvt. Ltd.
3. *Henry Clucas, 2009. Information Technology for Management.* McGraw-Hill/Irwin.

15UBM23B	CORE -IV: ORGANISATIONAL BEHAVIOUR	SEMESTER -II
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**Total Credits: 3**  
**5 Hours / Week**

**OBJECTIVES:**

To enable the students to acquire knowledge of

1. Organisational behavior, Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counseling and guidance.

**CONTENTS**

**UNIT-I**

Importance and scope of organisational psychology - Individual differences - Hawthorne Experiment - Theoretical aspects of Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

Group Dynamics - Cohesiveness. Conflict - Types of Conflict - Resolution of conflict - Sociometry - Group norms - supervision - style - Training for supervisors.

**UNIT-V**

Leadership - types - theories - Trait, Managerial Grid, Fiedler's contingency. Change Management - Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

**TEXT BOOKS :**

1. *Keith Davis*, 1985. **Human Behaviour at Work** (Management). McGraw Hill Higher Education, 7th edition.
2. *Fred Luthans*, 2010. **Organisational Behaviour**. TMH Publishers, New Delhi.

**REFERENCE BOOKS :**

1. *Ghos*, 2008. **Industrial Psychology**. Himalaya Publishing House, New Delhi, 11<sup>th</sup> Edition.
2. *Prasad.L.M*, 2011. **Organisational Behaviour**. Sultan Chand and Sons, Edition.
3. *Udai Paarik*, 2011. **Understanding Organisational Behaviour**. Oxford University press, 3<sup>rd</sup> Edition.
4. *V.S.P. Rao*, 2009. **Organisational Behaviour**. Excel books.

15UBM23P	CORE LAB- I: PC SOFTWARE (MS OFFICE)	SEMESTER -II
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Total Credits: 2  
3 Hours / Week

### LIST OF PRACTICALS

#### MS WORD :

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

#### MS EXCEL :

1. Worksheet Using formulas
2. Worksheet Manipulation for electricity bill preparation
3. Drawing graphs to illustrate class performance
4. An excel worksheet contains monthly Sales Details of five companies

#### MS ACCESS :

1. Simple commands perform sorting on name, place and pin code of
2. Students database and Address printing using label format
3. Pay roll processing
4. Inventory control
5. Screen designing for data entry



**MS POWER POINT :**

1. Prepare a power point presentation with at least three slides for Department inaugural function.
2. Draw an organisation chart with minimum three hierarchical levels
3. Design an advertisement campaign with minimum three slides
4. Insert an excel chart into a power point slide

16UMA2AF	ALLIED-II: MATHEMATICS FOR MANAGEMENT-II	SEMESTER - II
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**Total Credits: 4**  
**5Hours/ Week**

**OBJECTIVES :**

1. On successful completion of this course, the students should have understood Operations Research models Game theory,
2. To know about the concept of Queuing theory, PERT, CPM, etc.

**CONTENTS**

**UNIT-I**

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

**UNIT-II**

Transportation Method (Non- degenerate only) - Simple Problems only.

**UNIT-III**

Assignment problems – Travelling Salesman problem – simple problems only.

**UNIT-IV**

Game Theory : Graphical Solution -  $m \times 2$  and  $2 \times n$  type - Solving game by Dominance property - fundamentals - Simple problems only.

**UNIT-V**

CPM - Principles - Construction of Network for projects - Types of Floats - PERT - Time scale analysis - critical path - Simple problems.

Note: Problems only Theory will not be included .

**TEXT BOOK :**

1. *Manmohan, Gupta, P.K and Kanthiswarup.* 1998. **Operations Research.** S. Chand & sons.

**REFERENCE BOOKS :**

1. *Gupta, P.K. and. Hira, D.S,* 2002.**Problems In Operations Research.** S. Chand Publication.
2. *Vittal, P.R,* 2013. **Operations Research .**Margham Publishers,Chennai.

15UBM33A	CORE-V: FINANCIAL ACCOUNTING	SEMESTER -III
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**Total Credits: 4**  
**5 Hours / Week**

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

### **OBJECTIVES :**

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

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

### **CONTENTS**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. - Problems with simple adjustments.

#### **UNIT-IV**

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

## UNIT-V

Preparation of accounts from incomplete records.

### TEXT BOOKS:

1. *Grewal, T.S,1998. Double Entry Book Keeping.* Sultan Chand and Co., New Delhi, 6<sup>th</sup> Edition.
2. *Jain and Narang, 2001. Advanced Accountancy.* Kalyani Publishers, 11<sup>th</sup> Edition.

### REFERENCE BOOKS:

1. *Shukla and Grewal, 1997. Advanced Accountancy.* Sultan Chand and Co, 13<sup>th</sup> Edition.
2. *Gupta R.L., 1990.Advanced Accountancy.* Sultan Chand and Co.
3. *Gupta.R.L. and Radhaswamy .M,1990. Adadvanced Accountancy (Theory, Method and Application).* Sultan Chand and Sons.

<b>15UBM33B</b>	<b>CORE- VI: PRODUCTION AND MATERIALS MANAGEMENT</b>	<b>SEMESTER -III</b>
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**Total Credits: 4**  
**5 Hours / Week**

### **OBJECTIVES :**

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

1. Principles, functions and process of Production Management
2. Effective management of materials.

### **CONTENT**

#### **UNIT-I**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

## UNIT-V

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

### TEXT BOOKS :

1. *Banga.T.R. and Sharma.S.C., 1995. Industrial Engineering and Management Science.* Khanna publishers Pvt. Ltd, New Delhi, 11<sup>th</sup> Edition.
2. *O.P. Khanna, 1992. Industrial Engineering and Management.* Dhanapat rai publications, New Delhi.

### REFERNCE BOOK:

1. *M.M. Varma, 2010. Materials Management.* Jain Book Agency Publishers, 4<sup>th</sup> Edition.

15UBM33C	CORE -VII: MARKETING MANAGEMENT	SEMESTER -III
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES:**

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

1. Marketing environment, Market segmentation, Channels
2. Product life cycle, pricing, branding.

**UNIT-I**

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

**UNIT-II**

Buyer Behaviour - Buying motives- Market Segmentation - Bases - Marketing strategy - Definition and types of channel - Channel selection & problems.

**UNIT-III**

The Product - Types -Consumer goods-Industrial goods- Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

**UNIT-IV**

Pricing: Meaning to Buyer & Seller - pricing policies - Objectives- factors influencing pricing decisions - Competitors action to price changes - multi product pricing- Physical distribution - Management of physical distribution - marketing risks.

**UNIT-V**

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



**TEXT BOOKS :**

1. *Rajan Nair*,2001. **Marketing Management**. Sultan Chand and Sons, New Delhi, 7<sup>th</sup> Edition.
2. *R.S.N. Pillai and Bagavathi*, 2009. **Modern Marketing**. S.Chand & company Ltd New Delhi, 4<sup>th</sup> Edition.
3. *C. N. Sontakki*, 2006. **Marketing Management**. Kalyani Publisher New Delhi, 2<sup>nd</sup> Edition.

**REFERENCE BOOKS :**

1. *Philip Kotler*,2003. **Marketing Management**. Pearson Education, New Delhi, 11<sup>th</sup> Edition.
2. *Edward W.Cundiff , Richard Ralf Still and Norman.A,P.Govoni*,1985. **Fundamentals of Modern marketing**. Prentice-Hall, 4<sup>rd</sup> Edition.

15UBM33D	CORE- VIII: BUSINESS LAW	SEMESTER -III
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**Total Credits: 3**  
**4 Hours / Week**

### **OBJECTIVES :**

To enable the students to acquire knowledge of legal aspects of business

1. Law of contract, Law of sale of goods
2. Law of Agency, Negotiable Instruments Act.

### **CONTENT**

#### **UNIT-I**

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

#### **UNIT-II**

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence - misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

#### **UNIT-III**

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Sale and bailment.

#### **UNIT-IV**

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners

- right of lien - termination of lien - right of resale - right of stoppage in transit
- Unpaid Vendor's rights.

### **UNIT-V**

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

### **TEXT BOOKS:**

1. *Kapoor.N.D*,2004. **Elements of Mercantile Law**. Sultan Chand and Sons, 2<sup>nd</sup> Edition.
2. *Shukla M.C*, 1978. **A Manual of Mercantile Law**. S. Chand, New Delhi.

### **REFERENCE BOOKS :**

1. *Venkatesan.E*. **Hand book of Mercantile Law**. M.L.J. Publications.
2. *Kandasami.K.P*, 2013. **Banking Law and Practice**. Sultan Chand and Sons.
3. *Pandia, R. H*, 1961. **Principles of Mercantile Law**. Bombay N.M.Tripathi Pvt Ltd.

16UBM3AP	ALLIED LAB -I: TALLY	SEMESTER -III
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**Total Credits: 4**  
**4 Hours / Week**

**OBJECTIVES:**

1. To introduce Basic of Accounts and the usage of Tally for accounting purpose;
2. To learn the statutory features of Tally like VAT.

**CONTENTS**

1. Company Creation and Alteration.
2. Creating and Displaying Ledger.
3. Voucher Creation.
4. Voucher Alteration and Deletion.
5. Inventory Information – Stock Summary.
6. Inventory Information – Godown Creation and alteration.
7. Day Book.
8. Final accounts.
9. Bank reconciliation statement.
10. Accounting and Inventory Information.
11. Bill wise Statements.
12. Enable VAT in Tally and VAT Computation report.

15UBM3SV	<b>SKILL BASED SUBJECT-I: COMMUNICATION SKILLS - I (LISTENING AND SPEAKING)</b>	<b>SEMESTER III</b>
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**Total Credits: 3  
3 Hours / Week**

### **LISTENING :**

1. Write an essay on the ART OF LISTENING in your own words List the qualities for a good listener.
2. Illustrate the difference between hearing and listening
3. Enumerate the types of listeners
4. Listening exercises - Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.
5. Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

### **SPEAKING:**

1. Write an essay on the ART OF SPEAKING in your own words
2. Appreciate the importance of vocabulary and build the same.
3. Use Oxford - 3000 key words in different sentences (OUP.com)
4. Read a passage from the newspaper and compare with that of the news broadcast from TV
5. Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.
6. Role play and simulated games with more speaking
7. Conversational practice (situations): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review
8. Anecdotes and Stories
9. Vary Your Volume, watch your tone and record your voice for replay in the preferred group

15UBM43A	<b>CORE- IX: HUMAN RESOURCE MANAGEMENT</b>	<b>SEMESTER - IV</b>
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**Total Credits: 4  
5 Hours / Week**

**OBJECTIVES :**

To enable the students to acquire knowledge of Human Resource Management

1. Functions of HR Department
2. Manpower planning, performance appraisal
3. Salary administration, Labour Welfare, Industrial Relations

**CONTENTS**

**UNIT-I**

Human Resource Management - meaning, nature, scope and objective - Functions of HR Department - The Role of HR manager - Organisation of HR department - HR Policies and Procedures.

**UNIT-II**

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

**UNIT-III**

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

**UNIT-IV**

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

**UNIT-V**

Industrial relations - Trade unionism - Grievance handling - collective bargaining - worker's participation in management.

**TEXT BOOKS :**

1. *VSP. Rao*, 2008. **Human Resource Management Text and Cases.** Excel Book Publishers, New Delhi, 2<sup>nd</sup> Edition.
2. *Tripathy.P.C*, 2014. **Human Resource Management.** Sultan Chand and Sons, New Delhi.

**REFERENCE BOOKS :**

1. *Mamoria.C.B and S.V. Gankar* 2008. **Human Resource Management,** Himalaya Publishing House. New Delhi.
2. *Bhagoliwal.T.N*, 2002. **Personnel Management and Industrial Relations.** Sahitya Bhavan Publishers, Agra.
3. *L.M. Prasad*, 2014. **Human Resource Management.** Sultan Chand and Sons, New Delhi, 3<sup>rd</sup> Edition.

15UBM43B	CORE- X: INSURANCE PRINCIPLES AND PRACTICE	SEMESTER -IV
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES :**

To enable the students to acquire knowledge of Insurance Business Objective:  
On successful completion of this course, the students should have understood.

1. Principles of Insurance
2. Life Insurance and General Insurance business in India

**UNIT-I**

Insurance principles- Defining Risk and Uncertainty - Classification of risk - Management of risk - loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) - Recent Developments in the Insurance sector.

**UNIT-II**

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

**UNIT-III**

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes - Endorsement - Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure; Claims - Surveyors and loss assessors. Reinsurance - Function of General Insurance Corporation of India.

**UNIT-IV**

Fire insurance - various types of fire policy ; Coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils;



proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

## UNIT-V

Miscellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature, terms and conditions of Health Insurance - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.

## TEXT BOOKS :

1. *Mishra.M.N. Insurance Principles and Practices.* S.Chand and Sons Publishers.

## REFERNCE BOOKS:

1. *Kothari and Bahl, 2011. Principles and Practices of Insurance.*
2. *Karam Pal, Bodla.B.S. and Garg.M.C 1999. Insurance Management – Principles and Practices.*
3. *Davis. W. Gregg. Life and Health insurance handbook.* 2000, American Risk and Insurance Association
4. *John Magee and David Bicklhaup, 1976. General Insurance Risk and Insurance Association*
5. Insurance Institute of India – Study Materials IC 01, 02 and 11.

15UBM43C	CORE- XI: ADVERTISING AND SALES PROMOTION	SEMESTER -IV
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES:**

To enable the students to acquire knowledge of sales promotional measures.

1. Advertising, Ad media, Ad agencies
2. Sales force management, promotional strategies

**CONTENTS**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

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

**TEXT BOOKS :**

1. *Bolen J.H.*, 2011. **Advertising and sales promotion.**
2. *Sontaki C.N*, 2012. **Advertising.** Kalyani Publishers, New Delhi, 3<sup>rd</sup> Edition.

**REFERENCE BOOKS:**

1. *Davar S.K.*,2005. **Salesmanship and Advertising.** Vikas Publishing, 4th edition.
2. *Neelamegam*,2000. **Sales Forecasting key to Integrated Management.** Vikas publishing house pvt ltd,5th edition.

15UBM43P	CORE LAB- II: INTERNET AND WEB PAGE PROGRAMMING	SEMESTER -IV
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**Total Credits: 2**  
**3 Hours / Week**

### LIST OF PROGRAMS

1. Create a new mail id using any available service providers.
2. Send an email to a person with an attachment.
3. Send a greeting to a person using internet.
4. Develop a HTML page to check username and password.
5. Develop a HTML page to add and remove item from list box.
6. Develop a HTML page to link other web page.
7. Develop a HTML page to scroll text from left to right.
8. Develop a HTML page to display an advertisement.
9. Develop a static HTML page for college information.
10. Develop a HTML page to input information to create a mail id.
11. Develop a HTML page to conduct auction.
12. The following program based on database.
13. Develop a HTML page to input student information.
14. Develop a HTML page to display student results for a given roll number.
15. Develop a DHTML page to sale a product to users.
16. Develop a DHTML page to display product information for a given product id.

16UBM4AA/ 15UPA4AB	ALLIED -III: TAXATION LAW AND PRACTICE	SEMESTER -IV
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**Total Credits: 4  
5 Hours / Week**

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

### **OBJECTIVES :**

To enable the students to acquire knowledge of

1. Principles of Taxation
2. Principles of Direct and Indirect Taxes.
3. Tax Authorities, Procedures.

### **CONTENTS**

#### **UNIT-I**

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion –avoidance –causes –remedies. Direct Taxes: Income Tax Act 1961 –important definitions –basis of charge –residential status –Income exempted from income tax –Heads of income.

#### **UNIT-II**

Computation of income under salary and house property. (Problems to be included).

#### **UNIT-III**

Computation of income under profits and gains of business –profession – capital gains (problems be included).--Income tax Authorities –duties and their powers.

#### **UNIT-IV**

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

## UNIT-V

Central Excise Duty --objectives of excise duty --goods exempted from duty -- customs duties --Levy of import and export duty --types of import duty -- exemption from customs duty --distinction between advalorem and specific duties.

### TEXT BOOKS :

1. *Bhagavathi Prasad*, 1994. **Income Tax Law and Practice**.
2. *Mehrothra.H.C*, 2009. **Income Tax Law and Accounts**. Sahitya Bhavan Publishers, Agra.
3. *Gour.V.P and Narang.D.B*, 2012. **Income Tax Law and Practice**. Kalyani Publishers, Chennai.

### REFERENCE BOOKS:

1. *Dingare pagare*, 1991. **Law and Practice of Income Tax**. Sultan Chand and Sons, New Delhi.
2. *Balasubramanian*. **Business Taxation**.
3. *Dingare Pagare*, 1982. **Business Taxation**. 3<sup>rd</sup> Edition.

15UBM4SV	<b>SKILL BASED SUBJECT-II: COMMUNICATION SKILLS - II (READING AND WRITING)</b>	<b>SEMESTER IV</b>
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**Total Credits: 3  
3 Hours / Week**

Vocabulary building: Explain Abstract words - Words often to confuse - Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

1. Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
2. Application Writing – preparation of job-specific Resume /CV
3. Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
4. List any three MNC's and FMCGs operating in India along with their products or services offered.
5. Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN
6. Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government

**BBA (CA) (Students admitted from 2016-2017 Onwards)**

7. Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
8. Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
9. Comprehension: Market / field study report on a locale issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently
10. For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
11. List the environmental issues of an industry of your choice operating in your region
12. Select any organization and undertake SWOT analysis.
13. Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
14. Pick any three print advertisements and critically evaluate them



15UBM53A	CORE - XII: FINANCIAL MANAGEMENT	SEMESTER -V
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**Total Credits: 4  
6 Hours / Week**

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

### **OBJECTIVES:**

To enable the students to acquire knowledge of Financial Management

1. Finance Functions, Cost of capital, Capital structure.
2. Capital Budgeting, Working capital management.

### **UNIT-I**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximization. Basics of time value of money- Sources of Finance - Short term - Bank sources - Long term - Shares - debentures, preferred stock - debt.

### **UNIT-II**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

### **UNIT-III**

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

### **UNIT-IV**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credits policies.

## UNIT-V

Investment decision - Capital budgeting-meaning-objectives-preparation of various types of capital budgeting.

### TEXT BOOKS :

1. *Kulkarni.P.V, Sathya Prasad.B.G*, 2005. **Financial Management**. Himalaya Publishing House, New Delhi.
2. *Khan.M.Y and Jain.P.K*, 1998. **Financial Management (Text, Problems and Cases)**. Tata Mc.Graw Hill Education Pvt. Ltd, New Delhi.

### REFERENCE BOOKS:

1. *Pandey.I.M*, 2009. **Financial Management**. Vikas Publishing House Pvt. Ltd, New Delhi
2. *Maheswari.S.N*, 2012. **A Text Book of Accounting for Management**. Vikas Publishing House.

<b>15UBM53B</b>	<b>CORE -XIII: RESEARCH METHODS FOR MANAGEMENT</b>	<b>SEMESTER -V</b>
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**Total Credits: 4  
6 Hours / Week**

### **OBJECTIVES :**

To enable the students to acquire knowledge of Research

1. Research methods sampling techniques and Data collection techniques
2. Analysis and interpretation of data, Application of research

### **CONTENTS**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

#### **UNIT-V**

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

**TEXT BOOKS:**

1. *Kothari.C.R.,* 2014. **Research Methodology.** New age international publisher, 2<sup>nd</sup> Edition.
2. *D.D. Sharma,* 2011. **Marketing Research.** Sultan Chand and Sons, New Delhi, 2<sup>nd</sup> Edition.

**REFERENCE BOOKS:**

1. *Green, Paul E., Tull, Donald S., Albaum and Gerald,* 2012. **Research for Marketing Decisions.** PHI Learning, 5<sup>th</sup> Edition.
2. *H.W.Boyd and Westfall,*2002. **Marketing Research.** All India Travellers Book Sellers, New Delhi, 7<sup>th</sup> Edition.

15UBM53C	CORE- XIV: COST AND MANAGEMENT ACCOUNTING	SEMESTER -V
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Total Credits: 4  
6 Hours / Week

**Note: The question paper shall cover 30% theory and 70% problem**

### OBJECTIVES :

To enable the students to acquire knowledge of Accounting for managerial decisions

1. Preparation of Cost sheet, Material issues, Labour cost
2. Financial statement analysis, Budgeting, Marginal Costing.

### CONTENTS

#### UNIT-I

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost concepts and costs classification.

#### UNIT- II

Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost - remuneration and incentives.

#### UNIT-III

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

#### UNIT-IV

Fund flow analysis-cash flow analysis (problems only)

#### UNIT-V

Budgeting and preparation of various budgets-Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

**TEXT BOOKS :**

1. *Shashi.K.Gupta and Sharma.R.K*,2003. **Cost and Management Accounting**. Kalyani Publishers, NewDelhi.
2. *Jain.S.P and Narang*, 2001. **Cost Accounting Principles and Practice**. Kalyani Publishers, New Delhi, 5<sup>th</sup> Edition.

**REFERENCE BOOKS:**

1. *Dr.Maheshwari.S.N*, 2000. **Cost and Management Accounting**. Sultan Chand and Sons, New Delhi, 9<sup>th</sup> Edition.
2. *Nigam and Sharma*, 2000. **Theory and Techniques of Cost Accounting**. Himalaya Publishing House.

15UBM53P	CORE LAB- III: VISUAL BASIC	SEMESTER -V
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**Total Credits: 2**  
**4 Hours / Week**

**LIST OF PROGRAMS:**

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.
13. Use Employee information for the following projects.
14. Develop a VB project to search and delete a record in a Oracle database using data control.
15. Develop a VB project to perform the following operation in Oracle database using DAO.
  - A. Move first record
  - B. Move next record
  - C. Move previous record
  - D. Move last record
16. Develop a VB project to insert and modify a record in Oracle database using ADO.

15UBM5SV	SKILL BASED SUBJECT-III: CAMPUS TO CORPORATE	SEMESTER - V
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Total Credits: 3  
3 Hours / Week

To train the learners for smooth transition from their campus to corporate for employment...

#### **ETIQUETTE ELABORATED :**

Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) -Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

#### **ATTIRE ASPECTS :**

Paste your own photograph in formal and informal dress -Dressing sense and grooming skills -Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

#### **E-COMMUNICATION :**

Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory -Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using Skype - work with social networking sites such as LinkedIn, face book, orkut, tumbler, twitter -narrate them in the SDRN with clippings as evidence.

#### **APTITUDE APPETIZER :**

Quantitative verbal aptitude –practice-shortcut routes-workouts from previous year / batch tests -familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies



15UBM63A	CORE- XV: ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER -VI
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Total Credits: 4  
6 Hours / Week

### OBJECTIVES:

To enable the students to acquire knowledge of Entrepreneurship

1. EDP, Project management
2. Institutional support to entrepreneurial development

### CONTENTS

#### UNIT-I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

#### UNIT-II

Factors affecting entrepreneur growth - economic - non-economic. Entrepreneurship development programmes - need - objectives - course contents - phases - evaluation. Institutional support to entrepreneurs.

#### UNIT-III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project - project manager - role and responsibilities of project manager.

#### UNIT-IV

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

#### UNIT-V

Source of finance for a project - Institutional finance to Entrepreneurs - project evaluation - objectives - types - methods.

**TEXT BOOKS :**

1. *Khanka.S.S*, 1999. **Entrepreneurial Development**. S.Chand and Sons, 1<sup>st</sup> Edition.
2. *Gupta.C.B and Srinivasan.N.P*,1999. **Entrepreneurial Development**. S.Chand and Sons, 6<sup>th</sup> Edition.

**REFERNCE BOOKS :**

1. *Choudhury.S*, 1988. **Project Management**. TMH Publishers, New Delhi.
2. *Denis Lock*, 2007. **Project Management**. Ashgate Publishers, 9<sup>th</sup> Edition.

<b>15UBM63B</b>	<b>CORE -XVI: RDBMS AND ORACLE PROGRAMMING</b>	<b>SEMESTER -VI</b>
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**Total Credits: 2**  
**3 Hours / Week**

### **OBJECTIVES :**

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

1. The need, role, importance and uses of databases in applications development.
2. The different models of organizing, storing and use of data.
3. Developing relational tables and be able to normalize the tables as per specific normalization forms.
4. How to apply specific SQL statement on relational tables as per requirements.

### **CONTENTS**

#### **UNIT-I**

Data base Management System and RDBMS - Normalization - Oracle terminology - Database Connection - Creating tables - The Basics of SQL : SQL Grammar.

#### **UNIT-II**

Data manipulation - data types - Insertions , updation and deletion operation - SELECT Command - Where clause modifying structure - views - Sequences, SWL and Plus commands.

#### **UNIT-III**

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

#### **UNIT-IV**

Sophisticated queries - Builtin group functions - The join operation, views, sequences and synonyms.

## UNIT-V

Transaction - the Basics of PL/SQL creating and using stored procedures, Functions and Packages - Retrieving Data with cursors. Enforcing Business Rules with Database triggers.

### REFERENCE BOOKS:

1. *David Loctman. Developing Personal Oracle for windows 95 Application*
2. *Ivan Bayross . Commercial Application Development using Oracle Developer 2000.*
3. *Ivan Bayaross . Oracle 7 the complete reference.*

15UBM63C	CORE -XVII: SERVICES MARKETING	SEMESTER -VI
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES :**

The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

**UNIT-I**

Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Targeting and positioning of service.

**UNIT-II**

Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.

**UNIT-III**

Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

**UNIT-IV**

Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credits Cards, Home Loans, Insurance and Banking.

**UNIT-V**

Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.

**REFERENCE BOOKS :**

1. Lovelock, 2001. **Services Marketing**. People, Technology and Strategy (Pearson Education, 5th edition).
2. *Rampal and Gupta*, 2000. **Services Marketing**. Sultan Chand, 3<sup>rd</sup> edition.
3. *Bhattacharjee*, 2009. **Services Marketing**. Excel publishers.
4. *Zeithaml*, 1999. **Services Marketing**. Tata McGraw-Hill, 3rd edition.
5. *Rama Mohana Raok*, 2011. **Services Marketing**. Pearson Education.
6. *Govind Apte*, 2004. **Services Marketing**. Oxford Univ.Press

<b>15UBM63P</b>	<b>CORE LAB- IV: RDBMS AND ORACLE PROGRAMMING</b>	<b>SEMESTER -VI</b>
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**Total Credits: 2  
3 Hours / Week**

**LIST OF PROGRAMS :**

1. Design a database for student information and insert records for the student table.
2. Alter a field size and delete any of the field in the student database table.
3. Find the percentage of marks of a student and prepare a list of all students who are having arrears.
4. Find the pass percentage of a subject in student database.
5. Prepare semester mark sheet for a given student roll number.
6. Design a database for employee information and insert records for employee table.
7. List all employees with total allowances, total deductions and Net pay
8. Prepare a list of employees who are getting net pay more than 10000.
9. Design a database for bank information and insert records for bank database table.
10. Create a view for an employee with their deposit information.
11. Create a stored function to find net balance of a customer.
12. Create a PL/SQL procedure to deposit amount to bank database.

15UBM6SV	<b>SKILL BASED SUBJECT-IV: SOFT SKILLS FOR BUSINESS</b>	<b>SEMESTER - VI</b>
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**Total Credits: 3  
3 Hours / Week**

1. Presentation skills–effective presentation of an idea or concept –use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged
2. Negotiation Skills–dealing and preparing for negotiation –clinching and compromising –observe and record –practical role plays
3. Group Discussions–leaderless group behavior –arguments vs discussions –guiding and controlling –small group practices as well as observation
4. Team Working Skills (Forming, norming, performing)–problems and prospects – encourage team formation inter and intra-class teams –list the experiences
5. Assertiveness building–How to say ‘no’ and ‘yes’ –knowing limits – identify and list the occasions where you could not be assertive
6. Facing interviews–How to prepare –how to presents –FAQs
7. Conduct a vox pop–make a brief report –present to the group
8. Non verbal Cues in Communication–Body Language –Gesture –Postures – Facial Expressions
9. Career Options –Skills and physique vis-à-vis career options –career planning –SWOT analysis (self) –Career focus –Awareness of different career and its sources of information, choosing a career.
10. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)
11. A note various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit



the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes. The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

#### REFERENCE BOOKS:

1. *Lesikar and Flatley. Study Guides Basic Business Communication. Skills for Empowering the Internet Generation.*
2. *Senguin. The Real World and Your Career. Business Communication*
3. *Mary Ellen Guffey and Dana Loewy. Process and Product Business Communication*
4. *David Green Macmillan . Contemporary English Grammar. Structure and composition*
5. *Krishna swami. N and Shriraman. T. Creative English communication*
6. *Good English in Business A P H Publishers.*
7. *Lindsey Pollak. Getting from College to Career. Your Essential Guide to Succeeding in the Real World*
8. *M.S. Rao. I.K. Soft Skills Enhancing Employability . Connecting Campus With Corporate*
9. *Bhatnagar .International Effective Communication and Soft Skills.*

**BBA (CA) (Students admitted from 2016-2017 Onwards)**

10. *Sasikumar. V and Dhamija.P.V.Spoken English.* - A self - learning Guide to Conversation Practice (Audio)
11. *Bittleston, John. Sparkplug to Creative Communication* (eBook) .
12. *Mukta Mahajani - Let's Talk: Negotiation and Communication at the Workplace*
13. *Luc D'Abadie - The Power of Focus for College Students , Les Hewitt, Andrew Hewitt* (Health Communications - 2005)
14. *Trump Donald* (Westland - 2006) - The Power of Focus for College Students
15. *Verma - Enhancing Employability @ Soft Skills*
16. *Barun K Mitra - Personality Development and Soft Skills*

15UBM5EA	ELECTIVE-I:MODERN OFFICE MANAGEMENT	SEMESTER-V
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Total Credits: 4  
5 Hours / Week

### UNIT-I

**Office Management and organization:** Basic concepts of office - Importance - Functions - size of the office - office management - relations with other departments - scientific office management - office manager - principles of office organization - types / systems of organization - charts - centralization Vs. decentralization.

### UNIT- II

**Office Environment and Communication:** Office location - characteristics / Qualities of office building - Environment - Physical - hazards in office safety - security - secrecy - communication - meaning - essential features - classification - barriers to communication.

### UNIT -III

**Office correspondence and Record management:** Centralized Vs Departmental correspondence - departmental typing and typing pools - classification of records - principles of record keeping - filing - methods.

### UNIT -IV

**Office systems and Procedures:** Systems - procedure - Advantages - Characteristics of sound office system and procedures - work simplification - principles - kinds of reports.

### UNIT-V

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

### REFERENCE BOOKS:

1. *Dr.Sahai.I.M. Modern office management.* Sathiya Bhawan Agra.
2. *Arora.S.P, 2009. Office organization And Management.* Vikas publishing House Pvt Ltd.

15UBM5EB	ELECTIVE-I:SOFTWARE DESIGN TECHNIQUE	SEMESTER V
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**Total Credits: 4**  
**5 Hours / Week**

**SUBJECT DESCRIPTION :**

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

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

**OBJECTIVES :**

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

**CONTENTS**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

## UNIT-V

**Verification and Validation Techniques:** Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

### TEXT BOOK:

1. *Richard Fairley, 1997. Software engineering concepts.* tmh. (unit-i: 1.1-1.3,2.3-2.4 unit-ii: 3.1-3.4 unit iii: 4.1-4.2,5.1-5.2 unit-iv:,6.1-6.4 unit-v: 8.1-8.2, 8.5-8.6)

### REFERENCE BOOKS:

1. *Eve Anderson, Philip Greenspun, Andrew Grumet, 2006. Software Engineering for Internet Applications.* PHI.
2. *Rajib Mall, 2009. Fundamentals of Software Engineering .* 2nd edition, PHI
3. *Stephen Schach, 2010. Software Engineering.* 7th edition, TMH.

15UBM5EC	ELECTIVE-I: CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER V
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Total Credits: 4  
5 Hours / Week

**GOALS:**

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

**OBJECTIVES:**

On successful completion of the course the students should have understood:

1. Relationship Marketing
2. Sales Force Automation
3. Database Marketing

**CONTENTS**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

## UNIT-V

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

### REFERENCE BOOKS:

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

15UBM6EA	ELECTIVE-II:CONSUMER BEHAVIOUR	SEMESTER VI
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Total Credits: 4  
5 Hours / Week

**OBJECTIVES:**

To enable the students to learn

1. Consumer decision making
2. Consumer motivation and perception
3. Consumer learning and attitude

**CONTENTS**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change.

**UNIT-IV**

Social class Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.



## UNIT-V

Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making.

### REFERENCE BOOKS:

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

16UBM6EB	ELECTIVE-II: BANKING LAW AND PRACTICE	SEMESTER VI
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**Total Credits: 4**  
**5 Hours / Week**

**OBJECTIVES:**

To enlighten the students' knowledge on Banking Regulations Acts.

1. To have a thorough knowledge on Indian Banking system
2. To know the laws and practice of banking

**CONTENTS**

**UNIT-I**

Definition of Banker and Customer - Relationships between Banker and Customer - Special Feature of RBI - Banking Regulation Act 1949 - RBI Credit Control Measure - Secrecy of Customer Account

**UNIT-II**

Opening of Account - Special Types of Customer - Types of Deposit - Bank Pass Book - Collection of Banker - Banker Lien

**UNIT-III**

Cheque - Features Essentials of Valid Cheque - Crossing - Making and Endorsement - Payment of Cheques Statutory Protection Duties to Paying Banker and Collecting Banker - Refusal of Payment Cheques - Duties Holder & Holder ID due course.

**UNIT-IV**

Loans and Advances by Commercial Bank - Lending Policies of Commercial Bank - Forms of Securities - Lien - Pledge - Hypothecation - Advance against the Documents of Title of Goods - Mortgage

**UNIT-V**

Position of Surety - Letter of Credit - Bills and Supply Bill - Purchase and Discounting Bill - Traveling Cheque - Credit Card - Teller System.

**REFERENCE BOOKS :**

1. *Sundharam and Varshney*, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi
2. Banking Regulation Act, 1949
3. Reserve Bank of India, Report on Currency and Finance 2003-2004
4. *Basu*: Theory and Practice of Development Banking
5. *Reddy & Appanniah*: Banking Theory and Practice
6. *Natarajan & Gordon*: Banking Theory and Practice

15UBM6EC	<b>ELECTIVE-II: SYSTEMS ANALYSIS AND DESIGN</b>	<b>SEMESTER VI</b>
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**Total Credits: 4  
5 Hours / Week**

**OBJECTIVES:**

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

**CONTENTS**

**UNIT-I**

The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

## UNIT-V

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

### TEXT BOOK :

1. *Elias Awad .M* , 1997. **System Analysis And Design**. Galgotia Publications 2nd edition.

### REFERENCE BOOK :

1. *James A Senn*, 1989. **Analysis and Design of Information Systems**. Tata McGraw Hill Publishing company, second edition

15UBM6ED	ELECTIVE-III: E -COMMERCE	SEMESTER VI
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Total Credits: 4  
5 Hours / Week

### OBJECTIVES:

1. To meet the altering and challenging needs of society in the field of E - commerce online transactions by innovation, problem solving, eradicating threats.
2. To make Cyber world safer, better managed and easy for the common man, E -commerce companies.

### CONTENTS

#### UNIT-I

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

#### UNIT-II

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

#### UNIT-III

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

#### UNIT-IV

Business - to - Business Electronic Commerce : Characteristics of B2B EC- Model- Procurement Management Using the Buyer's Internal Market Place -

Supplier and Buyer Oriented Marketplace - Other B2B Models Auctions - and Service - Integration with back End Information System \_ The Role of S/W Agents in B2B - Electronic Marketing in B2B.

#### **UNIT-V**

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

#### **REFERENCE BOOKS:**

1. *Efraim Turbun. Jae Lee and David King.* H. Michael Chung
2. *Electronic Commerce, 2000. A Managerial Perspective.* Pearson Education Asis.

15UBM6EF	ELECTIVE-III: MULTIMEDIA	SEMESTER- VI
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**Total Credits: 4**  
**5 Hours / Week**

## **OBJECTIVES :**

To inculcate knowledge on media, text, image, text, audio and video.

## **CONTENTS**

### **UNIT-I**

Introduction: multimedia presentation and production -characteristics of multimedia presentation - multiple media -utilities of sensory perception - hardware and software requirement. Digital representation: analog representation -waves - digital representation- need for digital representation.

### **UNIT-II**

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

### **UNIT-III**

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

### **UNIT-IV**

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

### **UNIT-V**

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



**REFERENCE BOOKS :**

1. *Ranjan Parekh*, 2007. **Principles of Multimedia**. TMH.
2. *Tay Vaughan*. **Multimedia** . Making it work, TMH, 7th edition.
3. *Vikas Gupta*, dreamtech paess , 2007. **Comdex multimedia and web design**.

15UED34T	NMEC-I: INTRODUCTION TO INTERNATIONAL TRADE	SEMESTER- III
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**Total Credits: 2**  
**2 Hours / Week**

**OBJECTIVES:**

1. To have awareness on acts governing foreign trade in India
2. To study various incentives given for exporters and importers
3. To understand documents used for exports and imports

**CONTENTS**

**UNIT-I**

International marketing-national & international marketing-difficulties and barriers of international marketing-Categories Of Exporters.

**UNIT-II**

Market FTDR Act 1992- FEMA- Exim Policy 2016-2020- Entry Strategies- Export Licensing Procedures and Formalities.

**UNIT-III**

Export Promotion Capital Goods Scheme(EPCG)-Export Credit Guarantee Scheme(ECGC)

**UNIT-IV**

Types of ships-role of intermediaries-Major and minor ports in India-issues in Indian shipping industry

**UNIT-V**

Documents used for exports-customs clearance for exports and imports

**TEXT BOOKS :**

1. *Mahajam.M.L. Export Do It Yourself.* [19<sup>th</sup> ed]. Snow White Publications, 2015. (UNIT I ,II.V).
2. *Francis Cherunilam . International trade and export management.* Himalaya Publishing house,2010(Unit III).
3. *Dr.Krishnaveni Muthiah . Logistics Management World Seaborne Trade.* [2<sup>nd</sup> ed], Himalaya Publishing House, 2010. (Unit IV).

**REFERENCE BOOKS :**

1. *Mahajam.M.L.Export. Export Policy, Procedures and Documentation.* [26<sup>th</sup> ed]. Snow White Publications, 2015
2. *Rai Usha Kiran.\_Export - Import and Logistics Management.* [2<sup>nd</sup> ed] . PHI Publishing House, 2010.(Unit I to V)

15UED44T	NMEC-II: BASICS OF ENTREPRENEURSHIP	SEMESTER- IV
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**Total Credits: 2**  
**2 Hours / Week**

**OBJECTIVES :**

To enable the students to acquire knowledge of Entrepreneurship

1. EDP, Project management
2. Institutional support to entrepreneurial development

**CONTENTS**

**UNIT- I**

Meaning of entrepreneurship - functions and types of entrepreneur - Qualities of a successful entrepreneur- Intrapreneur - Role of entrepreneurship in economic development.

**UNIT-II**

Entrepreneurship development programmes - need - objectives - course contents - phases - evaluation.

**UNIT-III**

Institutional support to entrepreneurs - DIC, NSIC, SIDO, SISI, KVIC.

**UNIT-IV**

Meaning of project - project identification - selection - project formulation - contents of a project report - Planning commission guidelines for formulating a project - specimen of a project report.

**UNIT-V**

Source of finance for a project - Institutional finance to entrepreneurs - IDBI, IFCI, ICICI, SIDBI, TIIC.

**TEXT BOOKS:**

1. *Khanka.S.S,1999. Entrepreneurial Development.* S.Chand and Sons, 1<sup>st</sup> Edition.
2. *Gupta.C.B and Srinivasan.N.P,1999. Entrepreneurial Development.* S.Chand and Sons, 6<sup>th</sup> Edition.

**REFERNCE BOOKS:**

1. *Choudhury.S, 1988. Project Management.*TMH Publishers, New Delhi.
2. *Denis Lock, 2007.Project Management.* Ashgate Publishers, 9<sup>th</sup> Edition.

16UBMSS1	SELF STUDY PAPER-I: EXPORT IMPORT PROCEDURES	SEMESTER: I To V
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**OBJECTIVES :**

On the successful completion of the course the student should

1. Have a clear idea on international business policy of India, and
2. Able to observe the procedures associated in foreign trade.

**CONTENTS**

**UNIT-I**

FTDR (Act) 1992 – Export and Import Policy – Highlights of FTP 2015-2020.

**UNIT-II**

Golden Rules for Successful Exporting – Preliminary Steps for Starting Export Business – Registration on Exporters – Obtaining License – Appointing Overseas Agents.

**UNIT-III**

Different Categories of Exporters – Status Holders – 100% EOU's – FTZ – SEZ.

**UNIT-IV**

Preparation of various Export Documents – Documents for Related Goods – Documents for Transportation of Goods – Documents for Customs Clearance – Invoice, Packing List, Shipping Bill, Bill of Lading and Bill of Entry.

**UNIT-V**

Import License – Import of Capital Goods under EPCG Scheme – Restricted and Banned it's for Imports – Canalization of Imports and Various Canalization Agents – Customs Procedure for Imports.

**REFERENCE BOOKS:**

1. Handbook of Export Procedure
2. Export Management – T.A.S.Balagopal
3. Export Management – Aswathappa

<b>16UBMSS2</b>	<b>SELF STUDY PAPER-II: EVENT MANAGEMENT</b>	<b>SEMESTER: I-V</b>
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### **OBJECTIVES :**

To enable the students to learn the basics of Event Management & Public Relation.

1. To get the knowledge of organizing the events
2. To know the importance of public relation.

### **CONTENTS**

#### **UNIT - I**

Event Management - Requirement of Event Manager - Analyzing the Events - Scope of the Event - Decision - Makers - Technical Staff - Developing Record - Keeping Systems - Establishing Policies & Procedures.

#### **UNIT - II**

Preparing a Planning Schedule - Organizing Tasks - Assigning Responsibility and Communicating - Using the Schedule Properly - The Budget - Overall Planning Tips - Checklists - Expert Resources - Computer Software Required.

#### **UNIT - III**

Who are the people on the Event - Locating People - Clarifying Roles - Developing Content Guidelines - Participant Tips - Reference Checks - Requirement Forms - Introduction - Fees & Honorariums - Expense Reimbursement - Travel Arrangements - Worksheets.

#### **UNIT - IV**

Types of Events - Roles & Responsibilities of Event Management in Different Events - Scope of the Work - Approach towards Events

