

*B.Com IT (Students admitted from 2017 – 2018 onwards)*

# **BACHELOR OF COMMERCE WITH INFORMATION TECHNOLOGY**

**SYLLABUS: 2017-18 Onwards**



**Dr. N.G.P ARTS AND SCIENCE COLLEGE (Autonomous)**  
(Re-Accredited with A Grade by NAAC)  
(Affiliated to Bharathiar University,)  
Dr. N.G.P. Nagar - Kalapatti Road  
Coimbatore-641 048

**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.

**Programme & Branch: Department of Commerce with Information  
Technology Scheme of Examinations**

Subject Code	Subject	Examinations						Credit Points
		Hrs of Instruction	Exam Duration (Hrs)	Max Marks				
				CA	CE	Total		
<b>First Semester</b>								
<b>Part - I</b>								
17UTL11T 17UHL11H 17UML11 M 17UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French - I	5	3	25	75	100	3	
<b>Part - II</b>								
17UEG12E	English-I	5	3	25	75	100	3	
<b>Part - III</b>								
17UCI13A	Core-I: Principles of Accountancy	5	3	25	75	100	4	
17UCI13B	Core-II: Information Technology	4	3	25	75	100	4	
17UMA1A B	Allied-I: Mathematics for Business	5	3	25	75	100	4	
17UCI13P	Core Practical-I: Computer Applications (MS Office)	4	3	20	30	50	2	
<b>Part - IV</b>								
17UFC1FA	Environmental Studies	2	2		50	50	2	
	<b>Total</b>	<b>30</b>				<b>600</b>	<b>22</b>	
<b>Second Semester</b>								
<b>Part - I</b>								
17UTL21T 17UHL21H 17UML21 M 17UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French - II	5	3	25	75	100	3	
<b>Part - II</b>								
17UEG22E	English-II	5	3	25	75	100	3	
<b>Part - III</b>								
17UCI23A	Core-III: Advanced Accounting	7	3	25	75	100	5	

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

  
Dr. P.R. MUTHUSWAMY  
PRINCIPAL  
Dr. N.G.P. Arts and Science College  
Coimbatore - 641 048  
Tamilnadu, India.

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17UCI23P	Core Practical-II: Computer Applications (Tally)	5	3	20	30	50	2
17UMA2A B	Allied-II : Statistics for Business	6	3	25	75	100	4
<b>Part -IV</b>							
17UFC2FA	Value Education – Human Rights	2	2		50	50	2
	<b>Total</b>	<b>30</b>				<b>500</b>	<b>19</b>
<b>Third Semester</b>							
<b>Part -III</b>							
17UCI33A	Core-IV: Cost Accounting	5	3	25	75	100	4
17UCI33B	Core-V: Multimedia	5	3	25	75	100	4
17UCI33C	Core-VI: Programming with C	5	3	25	75	100	4
17UCI3AA	Allied-III: Business Economics	4	3	25	75	100	4
17UCI33P	Core Practical-III : Computer Applications ( C and Multimedia)	4	3	20	30	50	2
17UCI3SA	Skill based Subject-I : Principles of Marketing	3	3	20	55	75	3
<b>Part-IV</b>							
	NMEC: I:	2	2	-	50	50	2
17UFC3FA / 17UFC3FB / 17UFC3FC / 17UFC3FD / 17UFC3FE	Tamil / Advanced Tamil (OR) Yoga for Human Excellence/ Women's Rights / Constitution of India	2	2	50	-	50	2
	<b>Total</b>	<b>30</b>				<b>625</b>	<b>25</b>
<b>Fourth Semester</b>							
<b>Part-III</b>							
17UCI43A	Core -VII: Management Accounting	5	3	25	75	100	4

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17UCI43B	Core-VIII: Data Base Management System	3	3	20	55	75	3
17UCI43C	Core-IX: Software Development in VB.NET	4	3	25	75	100	4
17UCI43P	Core Practical-IV : Computer Applications (VB.NET and DBMS)	4	3	20	30	50	2
17UCI43D	Core- X: E - Business	3	3	20	55	75	3
17UCI4AA	Allied -IV: Principles of Management	4	3	25	75	100	4
17UCI4SA	Skill based Subject-II : Business Communication	3	3	20	55	75	3
<b>Part-IV</b>							
	NMEC : II	2	2	-	50	50	2
17UFC4FA / 17UFC4FB / 17UFC4FC /	Tamil/ Advanced Tamil (OR) General Awareness	2	3		50	50	2
	Total	30				675	27
<b>Fifth Semester</b>							
<b>Part -III</b>							
17UCI53A	Core -XI: Software Engineering	6	3	25	75	100	5
17UCI53B	Core- XII: Corporate Accounting	6	3	25	75	100	5
17UCI53C	Core- XIII: Principles of Web Designing	5	3	25	75	100	4
17UCI53P	Core Practical-V: Computer Applications (Web Designing)	4	3	20	30	50	2
	Elective -I :	6	3	25	75	100	4
17UCI5SA	Skill based Subject-III: Research Methodology	3	3	20	55	75	3
<b>Part-IV</b>							
17UCI53T	Industrial training	Grade A to C					
	Total	30				525	23
<b>Sixth Semester</b>							
<b>Part-III</b>							

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17UCI63A	Core -XIV :Management Information System and ERP	6	3	25	75	100	5
17UCI63B	Core- XV: Desktop Publishing	5	3	25	75	100	4
17UCI63P	Core Practical-VI: Computer Applications (Desktop Publishing)	4	3	20	30	50	2
	Elective -II	6	3	25	75	100	4
	Elective -III	6	3	25	75	100	4
17UCI6SA	Skill based Subject- IV : Supply Chain Management	3	3	20	55	75	3
<b>Part-IV</b>							
<b>Part-V</b>							
17UEX65A	Extension Activities	-		-	-	50	2
	Total	30				575	24
	<b>Grand Total</b>					<b>3500</b>	<b>140</b>

**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.	17UCI5EA	Income Tax law and Practice
2.	17UCI5EB	Business Finance
3.	17UCI5EC	Entrepreneurial Development

**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.	17UCI6EA	Financial Management
2.	17UCI6EB	Financial Markets
3.	17UCI6EC	Investment Management

**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.	17UCI6ED	Brand Management
2.	17UCI6EE	Banking Law and Practices
3.	17UCI6EV	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.

<b>S. No</b>	<b>Subject Code</b>	<b>Name of the Subject</b>
1.	17UNM34P	Managerial Communication
2.	17UNM44P	Stock Market Practice



## **FOR COURSE COMPLETION**

Students have 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 15 to 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 D.  
A- 75marks and above  
B- 60-74 marks  
C- 40-59 marks  
D- Below 40 marks - (RA)
- Extension activity in VI semester.
- Elective papers in the V and VI semesters.

**Total Credit Distribution:**

Subjects	Credits	Total		Credits	Cumulative Total
<b>Part I:</b> Tamil	3	2x 100 =	200	6	12
<b>Part II:</b> English	3	2x 100 =	200	6	
<b>Part III:</b>					114
Core	5	4 x 100 =	400	20	
Core	4	9 x 100 =	900	36	
Core	3	2 x 75 =	150	06	
Core Practical	2	6x 50 =	300	12	
Allied	4	4x100=	400	16	
Elective	4	3 x 100 =	300	12	
Skill based Subjects	3	4 x 75 =	300	12	
<b>Part IV:</b>					
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	1x50 =	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	<b>1</b>	<b>1</b>
Hindi / French/ Other foreign Language approved by certified Institutions	<b>1</b>	<b>1</b>
Type Writing / Short Hand Course	<b>1</b>	<b>1</b>
Diploma/certificate/CPT/ACS Inter/ NPTEL Course	<b>1</b>	<b>1</b>
Representation - Academic/Sports /Social Activities/ Extra Curricular / Co-Curricular activities at University/ District/ State/ National/ International	<b>1</b>	<b>1</b>
<b>Total</b>		<b>5</b>

**Rules:**

**The students can earn extra credit only if they complete the above during the course period (I to V Semester) and based on the following criteria. Proof of Completion must be submitted in the beginning of VI Semester. (Earning Extra credits is 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 Semester to V Semester).

**Self study paper offered by the Department of Commerce with  
Information Technology**

S. No.	Semester	Course Code	Course Title
1.	III Semester	17UCISS1	INSURANCE
2.		17UCISS2	RETAIL MARKETING

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 credit extra. He/she has to enroll and complete the course during their course period to obtain certificate through **TamilNadu Board of Technical Education**
4. Student can opt for Diploma/certificate/CPT/ACS Inter/ NPTEL Course to earn one credit extra. 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 at foundation level during the course period. The course content of which shall be equivalent to that prescribed by ICAI/ICMA/ICSI. Students who opt for NPTEL course should complete 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 credit extra.

## **PROGRAM OUTCOMES**

On the successful completion of the programme, the following are the expected outcomes.

<b>PO No.</b>	<b>PO Statement</b>
<b>PO 1.</b>	Offers and manages business solutions through information-supported technology.
<b>PO 2.</b>	Apply accounting concept and methods to interpret financial statement for evaluating the financial position and performances of organisation.
<b>PO 3.</b>	Develop the skills for web page creation, new system architecture and configuration of systems to find solutions to management issues.
<b>PO 4.</b>	Demonstrate quantitative and qualitative tools and costing methodologies to support organizational decision making
<b>PO 5.</b>	Apply marketing concepts, management principles and supply chain process for customer centric focus and effective management Communication skill.

<b>17UCI13A</b>	<b>CORE I : PRINCIPLES OF ACCOUNTANCY</b>	<b>SEMESTER I</b>
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**PREAMBLE:**

To understand the rules of accounting used to enter the business transactions in a systematic manner to maintain books of accounts

**COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>Co No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Know the concepts, conventions and rules of accounting to pass journal entries and prepare ledger accounts	K1
<b>CO2</b>	Obtain knowledge to prepare final accounts of a company and to gain skills to detect and prevent errors in journal and ledger accounts	K3
<b>CO3</b>	Capture the procedures relating to bills of exchange, Account current and Average due date	K2
<b>CO4</b>	Acquire stuff to reconcile cash book and pass book and to prepare accounts of Non- trading concerns	K3
<b>CO5</b>	Classify and apply appropriate methods of depreciation	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	S	M
<b>CO2</b>	S	S	M	M	M
<b>CO3</b>	S	M	M	M	M
<b>CO4</b>	S	S	M	S	M
<b>CO5</b>	S	S	M	S	M

S-Strong; M-Medium; L-Low

<b>17UCI13A</b>	<b>CORE I : PRINCIPLES OF ACCOUNTANCY</b>	<b>SEMESTER I</b>
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**Total Credits: 4**

**Hours per Week: 5**

**Note: Distribution of Marks: 80% problems and 20% Theory.**

**UNIT -I**

Introduction - Advantages and Limitations of Accounting - Fundamentals of Book Keeping - Accounting Concepts and Conventions - Journal - Ledger - Subsidiary books - Trial balance.

**UNIT - II**

Final Accounts of a Sole Trader - Trading Account, Profit and Loss Account and Balance sheet with adjustments - Differences between Trial Balance and Balance sheet- Errors and their rectification-Types of errors.

**UNIT - III**

Bills of Exchange - Promissory notes and bills of exchange -Recording of transactions relating to bills -Books of Drawer and Acceptor -Honour and dishonor of bills -Renewal of bills - Retiring of bills under rebate - Average Due Date - Meaning - Advantages - Calculation of Average Due Date.

**UNIT - IV**

Bank Reconciliation Statement -Need -Reasons for difference between cash book and pass book balances - Preparation of Bank Reconciliation Statement - Non Trading Accounts - Receipts and Payments and income and expenditure account and Balance sheet- Difference between Receipts and Payments and income and expenditure account.

## **UNIT - V**

Depreciation –Meaning –Causes –objects of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of providing depreciation– Straight line method – Diminishing Balance Method– Change in method of Depreciation – Sinking fund method.

### **TEXT BOOKS:**

1. *Reddy,T.S. and Murthy,A.* 2014. **Financial Accounting** [Sixth Edition]. Margham Publications, Chennai.
2. *Nagarajan,K.L., Vinayaka,N., and Mani P.L.* 2013. **Principles of Accountancy [First Edition]**. Sultan Chand & Company Ltd, New Delhi.

### **REFERENCE BOOKS:**

1. *Jain,S.P., and Narang,K.* 2005. **Financial Accounting.** [Fifth Edition]. Kalyani Publishers, Ludhiana.
2. *Grewal T.S.* 2007. **Introduction to Accountancy** [Fifth Edition]. Sultan Chand & Company Ltd , New Delhi.



<b>17UCI13B</b>	<b>CORE II: INFORMATION TECHNOLOGY</b>	<b>SEMESTER I</b>
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### **PREAMBLE**

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

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1.</b>	Understand the concepts of Information Technology	K2
<b>CO 2.</b>	Study the applied aspects of Information Technology	K3
<b>CO 3.</b>	Understand how Information Technology can be used business world.	K2
<b>CO 4.</b>	Study recent concepts of Information Technology	K2
<b>CO 5.</b>	Apply MS Office concepts in the real world of commerce.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1.</b>	<b>PO 2.</b>	<b>PO 3.</b>	<b>PO 4.</b>	<b>PO 5.</b>
<b>CO 1.</b>	S	M	S	M	M
<b>CO 2.</b>	S	M	M	M	M
<b>CO 3.</b>	S	S	M	S	M
<b>CO 4.</b>	S	M	S	M	M
<b>CO 5.</b>	S	S	S	S	M

S – Strong; M - Medium; L – Low.

<b>17UCI13B</b>	<b>CORE II: INFORMATION TECHNOLOGY</b>	<b>SEMESTER I</b>
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**Total Credits: 4**

**Hours per Week: 4**

### **UNIT - I**

Introduction: Evolution of IT Management - Types of Information Systems - 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 - Hardware-operating system-system and application software- machine- assembly and high level languages.

### **UNIT - III**

Communication Technology: Communication Technology - WWW - Intranets - Extranets -Wireless System - Web Hosting- Application Service Providers- Single user- multi user and client-server systems- distributed 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. *Alexis Leon., Mathews Leon., (1999). Fundamentals of Information Technology* [First Printing]. Leon Press, Chennai and Vikas Publishing House Pvt Ltd, New Delhi.
2. *Michael price., (2012). Office 2010 covers the core essentials* [Fourth Edition]. TaTA McGraw-Hill Edition Pvt Ltd, Haryana.

## 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.

<b>17UMA1AB</b>	<b>ALLIED-I: MATHEMATICS FOR BUSINESS</b>	<b>SEMESTER I</b>
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### **PREAMBLE**

- To gain the basic mathematics concepts and formulate the mathematical problems.
- Apply mathematical techniques to solve the modern business problems.

### **COURSE OUTCOMES**

In the successful completion of the course, student will be able to

<b>Co No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1.</b>	Learn basic concepts of set theory and Venn diagrams.	K1
<b>CO2.</b>	Use mathematical logic to find the terms of series and sequence.	K2
<b>CO3.</b>	Perform basic operations in matrices and solve the linear equations.	K2
<b>CO4.</b>	Understanding the basic terms and independently solving of business problem.	K3
<b>CO5.</b>	Develop and solve the unknown values using interpolation.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	L	L	M	L
<b>CO2</b>	M	M	M	M	L
<b>CO3</b>	M	L	L	M	L
<b>CO4</b>	M	M	L	M	M
<b>CO5</b>	L	L	L	L	L

**S-Strong : M-Medium : L-Low**

<b>17UMA1AB</b>	<b>ALLIED-I: MATHEMATICS FOR BUSINESS</b>	<b>SEMESTER I</b>
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**Total Credits: 4**

**Hours per Week: 5**

### **UNIT - I**

Set theory - Definition - Notations - Description of sets - Types of sets - Venn diagrams - Set operations - Laws and properties of sets - Number of elements (Sums involved in two sets only)

### **UNIT - II**

Sequence and series - Arithmetic progression - Geometric progression - Simple interest Problems - Compound interest problems.

### **UNIT - III**

Matrix : basic concepts - Types of matrices - Matrix operations - Determinants - Cramer's Rule - Inverse of a matrix - Matrix method - Rank of matrix.

### **UNIT - IV**

Effective rate of interest - Sinking fund - Annuity - Present value - Discounting of Bills - True Discount - Banker's Gain.

### **UNIT - V**

Interpolation : Binomial - Newton's and Lagrange methods. (Simple problems only)

**Text Book:**

*Navnitham, PA.* 2013. **Business Mathematics and Statistics**, Jai publishers.

**Reference Books:**

1. *Sundaresan and jayaseelan.*2008. **Introduction to business Mathematics**. Sultan chand Co & Ltd, Newdelhi.
2. *Ranganath G.K, sampamgiram C.S and Rajan Y.*2006, **A Text Book Business Mathematics**. Himalaya Publishing House.

**UNIT I : Chapter 3**

**UNIT II : Chapter 1**

**Chapter 2 (upto pg.no 61)**

**UNIT III : Chapter 4 (upto pg.no 200)**

**UNIT IV : Chapter 2 (pg.no 61 – 88)**

**UNIT -V : Chapter 15 (upto pg.no 643)**



17UCI13P	<b>CORE PRACTICAL I : COMPUTER APPLICATIONS LAB - I: MS OFFICE</b>	<b>SEMESTER I</b>
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**Total Credits: 2**

**Hours per Week: 4**

### **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.

## **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.

17UCI23A	<b>CORE III: - ADVANCED ACCOUNTING</b>	<b>SEMESTER II</b>
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### **PREAMBLE**

1. To enable the students to understand the accounting aspects of finance in business
2. To enable the students to understand the accounting aspects Depreciation, Branch accounts, Hire Purchase and Installment System, Single Entry and Partnership.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1.</b>	Understanding the principles related to Various field of Accounting for Consolidations.	K2
<b>CO 2.</b>	Apply the concepts of accounting in a real time business entity.	K3
<b>CO 3.</b>	Demonstrate knowledge in setting up a computerized set of accounting books for a “for profit “entity.	K2
<b>CO 4.</b>	Understand the methods of maintain Partner’s Capital Account	K2
<b>CO 5.</b>	Understanding of various advanced accounting issues related to Financial Accounting within a global or ethical framework issues and responsibilities of accountants.	K2

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1.</b>	<b>PO 2.</b>	<b>PO 3.</b>	<b>PO 4.</b>	<b>PO 5.</b>
<b>CO 1.</b>	S	S	M	M	M
<b>CO 2.</b>	S	S	M	M	S
<b>CO 3.</b>	S	S	M	M	M
<b>CO 4.</b>	S	S	M	S	S
<b>CO 5.</b>	S	S	M	M	S

S - Strong; M - Medium; L - Low.

<b>17UCI23A</b>	<b>CORE III: - ADVANCED ACCOUNTING</b>	<b>SEMESTER II</b>
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**Total Credits: 5**

**Hours per Week: 7**

**Note: Distribution of Marks: 80% Problems and 20% Theory.**

### **CONTENTS**

#### **UNIT- I**

Consignment: Features – Proforma invoice – Account sale – Delcredere commission – Accounting treatment in the books of the consignor and the consignee – Valuation of consignment stock – Normal Loss. Joint venture: Features – Difference between joint venture and consignment, Accounting Procedure – Methods of recording Joint venture Transactions – When one of the co-ventures is appointed to manage the joint venture only.

#### **UNIT- II**

Branch accounts – Dependent Branches – Features – Accounting in respect of Dependent Branches – Debtors System only – Cost Price and Invoice Price – Independent branches theory only – Hire purchase and Installment system – Difference between Hire Purchase System and Installment System – Calculation of Interest – Accounting Procedure – Hire purchase trading accounts (Debtors Method only).

#### **UNIT- III**

Single Entry System – Meaning and Features – Defects of single entry system – Statement of Affairs Method and Conversion Method.

#### **UNIT -IV**

Partnership Accounts – Division of Profits – Capital Accounts – Fixed and Fluctuating Capital – Guarantee of Profits – Calculation of Ratios – Calculation of Goodwill – Admission of a Partner.

**UNIT- V**

Retirement and Death of a Partner: Revaluation of Assets and Liabilities – Dissolution of Partnership theory only.

**TEXT BOOKS:**

1. *Reddy, T.S. and Murthy, A.* 2012. **Financial Accounting** [Sixth Revised Edition]. Margham Publications, Chennai.
2. *Jain, S.P. and Narang, K.L.* 2005. **Financial Accounting** [Fifth Edition]. Kalyani Publishers, Ludhiana.

**REFERENCE BOOKS:**

1. *Gupta R.L. Radhaswamy M* 2014. **Advanced Accounting**. Sultan Chand & sons – New Delhi.

<b>17UCI23P</b>	<b>CORE PRACTICAL II : COMPUTER APPLICATIONS LAB - II: TALLY</b>	<b>SEMESTER II</b>
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**Total Credits: 2**

**Hours per week: 5**

### **TALLY**

1. Creating a new company, group, voucher and ledger and record minimum 15 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
  - FIFO
  - LIFO
  - Simple Average Method
  - Weighted Average Method
5. Ratio Analysis
6. Preparation of Stock Summery
7. Preparation of Bank Reconciliation Statement

<b>17UMA2AB</b>	<b>ALLIED - II: STATISTICS FOR</b>	<b>SEMESTER II</b>
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	<b>BUSINESS</b>	
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### **Preamble**

- To create a problem solving attitude with the aid of statistical methodology.
- Students shall be able to use and apply a wide variety of specific statistical methods.

### **COURSE OUTCOMES**

In the successful completion of the course, student will be able to

<b>CO No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1.</b>	Learn foundation of statistics such as how to collect, manage, analysis and present data	<b>K1</b>
<b>CO2.</b>	Use measures of central tendency for solving the various data.	<b>K2</b>
<b>CO3.</b>	Compute and interpret the coefficient of correlation.	<b>K2</b>
<b>CO4.</b>	Explore the relation between the variables using regression line.	<b>K3</b>
<b>CO5.</b>	Fitting a trend line and find the unknown values using Time series.	<b>K3</b>

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	M	L	M	L
<b>CO2</b>	M	L	L	L	L
<b>CO3</b>	M	L	L	L	L
<b>CO4</b>	L	L	L	L	L
<b>CO5</b>	M	L	L	L	L

**S-Strong : M-Medium : L-Low**

<b>17UMA2AB</b>	<b>ALLIED - II: STATISTICS FOR</b>	<b>SEMESTER II</b>
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	<b>BUSINESS</b>	
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**Total Credits: 4**

**Hours per Week: 6**

### **UNIT - I**

Meaning and definition of statistics - Collection of data - Primary and secondary data - Classification and tabulation - Diagrammatic and graphical presentation.

### **UNIT - II**

Measures of central tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean - Measures of dispersion - Range, Quartile deviation - Standard deviation and coefficient of variation (Simple problems).

### **UNIT - III**

Correlation - Meaning and definition - Types of correlation - Scatter diagram - Karl Pearson's coefficient of correlation - Spearman's Rank correlation - Coefficient of correlation concurrent deviation.

### **UNIT - IV**

Regression Analysis - Meaning and definition - Method of forming regression equations - Uses of regression equations - Simple problems.

### **UNIT - V**

Time series - Meaning, Uses, Components and models - Secular trend - Methods of estimating trend - Graphic, Semi-average, Moving average and method of least squares - Seasonal variations - Method of simple average.

**Text Book:**

*Navnitham, PA.* 2013. **Business Mathematics and Statistics**, Jai publishers.

**Reference Books:**

1. *Gupta S.P* **Statistical Methods**.2004, Sultan Chand and Sons.
2. *Vittal P.R* 2001, **Business Mathematics and Statistics**, Margham publishers, Chennai

**UNIT I : Chapter 1, 2, 3, 5 and 6**

**UNIT II : Chapter 7 and 8**

**UNIT III : Chapter 12**

**UNIT IV : Chapter 13**

**UNIT -V : Chapter 14 ( upto pg.no 602)**

<b>17UCI33A</b>	<b>CORE-IV: COST ACCOUNTING</b>	<b>SEMESTER-</b>
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		<b>III</b>
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### **PREAMBLE**

1. To enable the students to understand the Costing Terms in business
2. To provide adequate knowledge on Cost Accounting Practice

### **COURSE OUTCOME**

In the successful completion of the course, students will be able to:

<b>CO Number.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Discuss the methods of cost accounting and know about cost sheet.	K2
<b>CO 2</b>	Apply different method to analysis level material control	K3
<b>CO 3</b>	Use different methods of wages & incentives to labour and Absorption of overhead	K3
<b>CO 4</b>	Explain a process costing system and compute the Cost of each process of finished produced	K2
<b>CO 5</b>	Retrieve the concept of Contract costing and Job costing	K1

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	S	S
<b>CO 2</b>	M	S	M	S	S
<b>CO 3</b>	S	S	L	S	S
<b>CO 4</b>	S	S	M	M	S
<b>CO 5</b>	S	S	L	S	S

S-Strong; M-Medium; L-Low

<b>17UCI33A</b>	<b>CORE-IV: COST ACCOUNTING *</b>	<b>SEMESTER- III</b>
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**Total Credits: 4**

**Hours Per Week: 5**

**Note:** Distribution of Marks: 60% problems and 40% theory.

### **CONTENTS**

#### **UNIT- I**

Cost Accounting – Definition- Meaning and Scope – Concept and Classification – Costing an aid to Management – Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender.

#### **UNIT- II**

Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue – LIFO – FIFO.

#### **UNIT- III**

Labour: System of wage payment – Idle time – Control over idle time – Labour turnover –Methods of Remuneration and incentive systems – Halsey Plan – Rowan Plan only –Overhead – Classification of overhead – Allocation of overhead and Absorption of overhead .

#### **UNIT- IV**

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production).

#### **UNIT- V**

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. Reconciliation of Cost and Financial accounts.

**TEXT BOOKS:**

1. *Reddy, T.S., and Hari Prasad Reddy, Y.* 2011. **Cost Accounting**, Margham Publications, Chennai.
2. *Jain S.P and Narang K.L.* 2000. **Cost Accounting**, Kalyani Publishers, New Delhi.

**REFERENCE BOOKS:**

1. S. P. Iyengar, 2010. **Cost Accounting Principles and Practice**. Sultan Chand & Sons, New Delhi.
2. Pillai. R.S.N and Bagavathi 2014. **Cost Accounting**. Sultan Chand and Company Ltd., New Delhi.

<b>17UC133B</b>	<b>CORE-V: MULTIMEDIA</b>	<b>SEMESTER III</b>
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### **PREAMBLE**

1. Introducing the concepts of multimedia and its applications.
2. Understanding various file formats.
3. Learning about various techniques in the area of animation.

### **COURSE OUTCOME**

In the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the fundamentals of Multimedia and its working environment	K1
<b>CO 2</b>	Understand the concepts of Image processing	K2
<b>CO 3</b>	Understanding Audio and Multimedia	K3
<b>CO 4</b>	Learn the Video concepts and file formats.	K2
<b>CO 5</b>	Illustrate the concepts of Animation	K3

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	S	M	L
<b>CO 2</b>	S	M	M	M	L
<b>CO 3</b>	S	S	S	S	L
<b>CO 4</b>	S	M	S	S	M
<b>CO 5</b>	S	S	M	L	M

S- Strong; M - Medium; L- Low



<b>17UC133B</b>	<b>CORE-V: MULTIMEDIA</b>	<b>SEMESTER III</b>
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**Total Credits: 4**

**Hours per Week: 5**

**UNIT I:**

Multimedia-An Overview: Introduction -Multimedia Presentation and Production-Characteristics of a Multimedia Presentation- -Uses of Multimedia Text: Types of Text – Unicode Standard – Font – Insertion of Text – Text compression – File formats.

**UNIT II:**

Image: Image Types – Seeing Color – Color Models – Basic Steps for Image Processing – Scanner – CMS – Device Independent Color Models – Image Processing software – File Formats – Image Output on Monitor and Printer.

**UNIT III:**

Audio: Introduction – Acoustics – Nature of Sound Waves – Fundamental Characteristics of Sound – Microphone – Amplifier – Loudspeaker – Audio Mixer – Digital Audio – Synthesizers – MIDI – Sound Card – Audio Transmission – Audio File formats and CODECs – Audio Recording Systems.

**UNIT IV:**

Video: Analog Video Camera – Transmission of Video Signals – Video Signal Formats – PC Video – Video File Formats and CODECs – Video Editing – Video Editing Software.

**UNIT V:**

Animation: Types of Animation – Computer Assisted Animation – Creating Movement – Principles of Animation – Some Techniques of Animation

**TEXTBOOK:**

1. *Ranjan Parekh*, “**Principles of Multimedia**” Second Edition, Published by Tata McGraw-Hill.
2. *T. M. Savage and K. E. Vogel* “**An introduction to digital multimedia**” published by jones & bartlett publishers.

**REFERENCE BOOK:**

1. *Tay Vaughan*, “**MULTIMEDIA: Making it Work**”, eighth edition, published by Tata McGraw-Hill.

<b>17UC133C</b>	<b>CORE-VI: PROGRAMMING WITH C</b>	<b>SEMESTER III</b>
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### **PREAMBLE**

This course aims at making the student familiar with components of C programming language.

### **COURSE OUTCOME**

In the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the fundamentals of C programming.	K1
<b>CO 2</b>	Explain the concepts of Operator and Expression	K2
<b>CO 3</b>	Understand the principles of control structures and array.	K3
<b>CO 4</b>	Apply the knowledge of strings and functions.	K2
<b>CO 5</b>	Build programs using structures, unions and pointers.	K2

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	S	M
<b>CO 2</b>	M	M	M	M	M
<b>CO 3</b>	S	S	M	M	S
<b>CO 4</b>	M	S	M	S	M
<b>CO 5</b>	S	M	S	S	M

S- Strong; M - Medium; L- Low

17UC133C	CORE-VI: PROGRAMMING WITH C	SEMESTER III
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**Total Credits: 4**

**Hours per Week: 5**

#### **UNIT I**

Basic structure of C programs. Constants, variables and data types: Character set – C Tokens – Keywords and identifiers – Constants – Variables – Declaration of storage classes – Assigning values to variables – Defining symbolic constants.

#### **UNIT II**

Operators and expressions – Evaluation of expressions – Precedence of arithmetic operators – Type conversions in expressions – Operator precedence and associativity – Mathematical functions. Managing input and output operations: Reading and writing a character – Formatted input and output.

#### **UNIT III**

Decision making and branching: Simple IF, IF-ELSE, Nesting of IF-ELSE, ELSE-IF ladder, Switch statements – GOTO statements. Decision making and looping: WHILE statement – DO statement – FOR statement – Jumps in loops. Arrays: Definition & Declaration – One dimensional – Two dimensional – Multi dimensional arrays.

#### **UNIT IV**

Character arrays and strings: Introduction – Declaring and initializing string variables – Reading strings from terminal – Writing strings to screen – User Defined functions: Introduction – Needs & Elements of User Defined function – Definition – Return values and their types – Function calls – Function declaration – Category of functions.

## **UNIT V**

Structures and Unions: Introduction - Defining a structure - Declaring structure variables - Accessing structure members - Structure initialization - Union. Pointers: Introduction - Understanding pointers - Accessing the address of a variable - Initializing of pointer variables. Pointers and arrays - Pointers and character strings - Pointers as function arguments.

### **TEXT BOOKS:**

1. *Yeswanth Kanetkar, "Let us C", BPB.*
2. *Ashok N.Kamthane. "Programming with ANSI and Turbo C", Pearson Education Asia.*
3. *E.Balagurusamy, "Programming in ANSI C", Tata McGraw Hill.*

### **REFERENCE BOOK:**

1. *Deitel & Deitel, "C How to Program", Third Edition, PHI/Pearson Education Asia.*
2. *Katrhikeyan.E, "A Text Book On C : Fundamentals, Data Structures and Problem Solving", Prentice Hall of India, 2008.*

17UCI3AA	ALLIED -III: BUSINESS ECONOMICS	SEMESTER - III
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### PREAMBLE

1. To discuss the relationship between economics and business.
2. To analyze the application of economic theories in modern business.

### COURSE OUTCOMES

In the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO 1	Apply economic concepts in business economics.	K1
CO 2	Understand and apply supply and demand analysis to relevant economic issues	K3
CO 3	Apply the concept of cost and analyze the cost output relationship	K2
CO 4	Analyze operations of markets under varying competitive conditions	K3
CO 5	Analyze causes and consequences of unemployment, inflation and economic growth which contributes for Economic welfare and National income.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	S	S
CO2	M	S	L	S	M
CO3	S	S	L	S	M
CO4	S	S	L	S	M
CO5	M	S	M	S	M

S-Strong; M-Medium; L-Low

17UCI3AA	<b>ALLIED -III: BUSINESS ECONOMICS *</b>	<b>SEMESTER - III</b>
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**Total Credits: 4**  
**Hours Per Week: 4**

## CONTENTS

### UNIT I

**Business Economics:** Business Economics- Meaning- Definition- Scope of Business Economics- Micro and Macro Economics- Economic Concepts Applied in Business Economics- Role and Responsibilities of a Business Economist.

### UNIT II

**Demand and Supply:** Meaning of Demand - Types- Determinants and Distinctions of demand - Law of Demand - Elasticity of Demand - Demand Forecasting. Supply: Meaning of Supply – Supply factor- Law of Supply- Elasticity of Supply- Factors Determining Elasticity of Supply

### UNIT III

**Cost Concepts:** Cost Concepts- Cost Output Relationship- Production Function- Iso - quants- Law of Variable Proportions- Returns to Scale- Producer's Equilibrium.

### UNIT IV

**Market:** Market- Meaning- Market Structure- Perfect Competitions- Features- Imperfect Competitions- Features- Monopoly- Monopolistic Competitions- Oligopoly: Cartels, Price Leadership and Price Rigidity- Pricing Under perfect and Imperfect Competitions- Price Discrimination under Monopoly.

### UNIT V

**National Income:** National Income- Definition- Concept- Uses- Methods of Calculating National Income- Difficulties in Estimation of National

Income- National Income and Economic Welfare.

### **TEXT BOOKS**

1. *Shankaran. S*, 2013 **Business Economics**, Margham Publication Chennai.(4<sup>th</sup> edition 1991 Reprint 2013).( Unit I-V)
2. *Sundaram. K.P.M and Sundaram. E.N*, 2010 **Business Economics**. Sultan Chand and Sons Publishers New Delhi. . (4<sup>th</sup> edition 1997 Reprint 2010). Unit (I,II,IV.V)

### **REFERENCE BOOKS**

1. *Ahuja. H.L*,**Business economics** (Reprint 2009) Chand publications. New Delhi.
2. *Shankaran. S*, 2013 **Economic Analysis**, Margham Publication Chennai.(7<sup>th</sup> edition)( Unit I-V)



<b>17UCI33P</b>	<b>CORE PRACTICAL-III : COMPUTER APPLICATIONS (C AND MULTIMEDIA)</b>	<b>SEMESTER III</b>
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**Total Credits: 2**  
**Hours Per Week: 4**

**I. C Programming**

1. Write a C Program to Check Even or Odd
2. Write a C Program to Find the Largest Number Among Three Numbers
3. Write a C Program for multiplication table
4. Write a C Program to Check Whether a Number is Positive or Negative
5. Write a C Program to Find Factorial of a Number
6. Write a C Program to Display Fibonacci Sequence
7. Write a C Program to Reverse a Number
8. Write a C Program to Check Whether a Number is Palindrome or Not
9. Write a C Program to Add Two Matrix Using Multi-dimensional Arrays
10. Write a C Program to Find the Length of a String

## **II. MULTIMEDIA**

1. Procedure to design a visiting card containing atleast one Graphic and text information.
2. Procedure to prepare a cover page for the book in your Subject area. Plan your own design.
3. Procedure to extract the flower only from given Photographic image and organise it on a background. Selecting your own background for organisation.
4. Procedure to adjust the brightness and contrast of the Picture so that it gives an elegant look.
5. Edit video using video editing tools and create video clipping

<b>17UCI3SA</b>	<b>SKILL BASED SUBJECT - I: PRINCIPLES OF MARKETING</b>	<b>SEMESTER - III</b>
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### **PREAMBLE**

To understand the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, Consumer right, pricing strategies, Marketing channels and various methods of promotion.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	To understand the key concepts in marketing and the marketing process	K2
<b>CO 2</b>	Apply fundamental marketing principles of product, price, place and promotion in the real world of marketing	K4
<b>CO 3</b>	Apply Customer Relationship Management strategies within any business or retail organization.	K4
<b>CO 4</b>	Understand the knowledge of effective distribution channels and analyze the components of the marketing mix	K2
<b>CO 5</b>	Analyse an appreciation for ethical practices and social responsibility in marketing/business practice.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	S	S	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	M	M	S	S	S
<b>CO 4</b>	M	M	S	S	S
<b>CO 5</b>	M	M	M	S	S

S-Strong; M-Medium; L-Low

17UCI3SA	<b>SKILL BASED SUBJECT - I: PRINCIPLES OF MARKETING *</b>	<b>SEMESTER - III</b>
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**Total Credits: 3**  
**Hours per week: 3**

## CONTENTS

### UNIT I

Marketing -Definition of market and marketing-Importance of marketing -Modern Marketing concept-Global Marketing -E-marketing -Telemarketing- Green Marketing- Marketing Ethics - Career Opportunities in Marketing

### UNIT II

Marketing functions-Buying -Selling -Transportation -Storage -Financing -Risk Bearing -Standardization -Market Information.

### UNIT III

Consumer Behavior -meaning -Need for studying consumer behavior-Factors influencing consumer behavior-Market segmentation - Customer Relationship Marketing.

### UNIT IV

Marketing Mix - Product mix -Meaning of Product -Product life cycle - Branding-labeling-Price Mix-Importance-Pricing objectives - Pricing strategies -Personal selling and Sales Promotion - Advertisement - Media of advertisement -Place mix- Promotion Mix-Importance of channels of distribution -Functions of middlemen - Importance of retailing in today's context

### UNIT V

Marketing and Government -Bureau of Indian Standards -Agmark - Consumerism - Consumer Awareness-consumer protection Act - Rights of consumers.

## TEXT BOOKS

1. *Pillai.R.S.N and Baghavathy .N,Modern Marketing* (edition 1987, Reprint2012).Sultan Chand and sons Publishers. (Unit-I-IV)

2. *Ramasamy.R. V.S and Namakumari, Marketing Management, (3rd Edition), MacMillan India. Limited, New Delhi.*

**REFERENCE BOOKS**

1. *Gupta .C.B and RajanNair .N, Marketing Management. (Edition 1996 Reprint 2012). Sultan Chand and Sons Publishers.*
2. *Philip Kotler, 2014 Principles of Marketing (16<sup>th</sup> edition 2014). Pearson Education Pvt.( Unit I-V) \*\**

<b>17UCI43A</b>	<b>CORE -VII: MANAGEMENT ACCOUNTING</b>	<b>SEMESTER - IV</b>
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### PREAMBLE

1. To reveal the knowledge on utilization of fund and management of fund.
2. To analyses the various concepts and techniques for better financial decision.

### COURSE OUTCOME

CO. NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO 1	Discuss the objectives of management accounting and know about tools and techniques.	K2
CO 2	Apply different formula to analysis the balance sheet	K3
CO 3	Prepare analyses of various special decisions, using relevant cash flow and fund flow.	K2
CO 4	Analyze cost-volume-profit techniques to determine optimal managerial decisions	K4
CO 5	Prepare a budget and demonstrate an understanding of the relationship between the components.	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	M	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong; M-Medium; L-Low

<b>17UCI43A</b>	<b>CORE -VII: MANAGEMENT ACCOUNTING *</b>	<b>SEMESTER - IV</b>
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**Total Credits: 4**  
**Hours Per Week:5**

**Note: Distribution of Marks: 60% Problems and 40%Theory**

### **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.

#### **UNIT- II**

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

Working Capital – Working capital requirements and its computation.

#### **UNIT- III**

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 - fund flow statement.

Cash flow statement –Meaning –Importance –Difference between fund flow and cash flow analysis –Advantages –Limitations –Computations of cash from operations –Cash flow statement.

#### **UNIT- IV**

Marginal costing and Break Even Analysis – Managerial applications of marginal costing – Significance and limitations of marginal costing. Key factors: Make or Buy- Pricing decision –Effect of changes in sales price.



## **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 S.K.Gupta. 2006. **“Management Accounting”**, Kalyani Publishers, New Delhi.
2. Ramachandran & Srinivasan. R. 1998. **Management Accounting**. Sriram Publications, Trichy.

### **REFERENCE BOOKS:**

1. S.P. Jain and K.L. Narang, 2016. **“Cost and Management Accounting”**, Kalyani Publishers, New Delhi.
2. Dr. S.N. Maheswari. 2014. **“Management Accounting”**, Sultan Chand & Sons, New Delhi.

<b>17UCI43B</b>	<b>CORE-VIII: DATA BASE MANAGEMENT SYSTEM</b>	<b>SEMESTER IV</b>
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### PREAMBLE

1. To acquaint practical knowledge about creating and manipulating data in database
2. To enable the students to understand the concept of transaction and normalization in database

### COURSE OUTCOMES

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the concepts of Database and its Administration	K2
<b>CO 2</b>	Learn the fundamentals of SQL and its working environment	K3
<b>CO 3</b>	Illustrate the concepts of Relational Algebra and Calculus	K2
<b>CO 4</b>	Applying the concept of Normalization in DBMS	K2
<b>CO 5</b>	Explain the concepts of Transaction	K3

### MAPPING WITH PROGRAMME OUTCOMES

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	S	S	M
<b>CO 2</b>	S	M	M	M	M
<b>CO 3</b>	S	S	M	S	M
<b>CO 4</b>	S	M	S	M	M
<b>CO 5</b>	S	S	S	S	M

S – Strong; M – Medium; L – Low.

<b>17UCI43B</b>	<b>CORE-VIII: DATA BASE MANAGEMENT SYSTEM</b>	<b>SEMESTER IV</b>
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**Total Credits: 3**  
**Hours per Week: 3**

#### **UNIT - I**

An overview of database Management – Introduction – Definition of Database System – Data Independence – Database System Architecture – Three levels of the Architecture – Database Administrator – Client Server Architecture – Distributed Processing.

#### **UNIT - II**

Relational Database – Introduction – Relational Model – Optimization – Transactions – SQL: DDL – DML – DCL – TCL – Domains, Relations and Base Relvars.

#### **UNIT - III**

Relational Algebra – Introduction – Fundamental operations – Additional Operators – Relational Calculus – Introduction – Tuple Calculus – Domain Calculus – Calculus Vs Algebra.

#### **UNIT - IV**

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

#### **UNIT - V**

Transaction Management – Introduction – Transaction State – Transaction Recovery – Concurrency Control – Serializability.

**TEXT BOOKS:**

1. *Date,C.J.* (2014). **AN Introduction to Database Systems** (Eighth Edition). Pearson Education.Inc.
2. *Abraham Silberschatz., Henry F.Korth., S.Sudharsan.* (2011). **Database System Concepts (Sixth Edition)**. Mc-Graw-Hill, a business unit of the McGraw – Hill Companies, Inc , New York.

**REFERENCE BOOKS:**

1. *Alexis Leon , Mathews Leon,* **"Fundamentals of Database Management System"**, McGraw – Hill Education (India) Pvt. Ltd.
2. *Elmasri, Navathe,* **"Fundamentals of Database Systems"**, Third Edition, Pearson Education Asia.

<b>17UCI43C</b>	<b>CORE-IX: SOFTWARE DEVELOPMENT IN VB.NET</b>	<b>SEMESTER- V</b>
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### **PREAMBLE**

1. To enable the students to develop a front end tool for Customer Interaction in Business.
2. The student must be able to develop an application using Visual Basic.

### **COURSE OUTCOMES**

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Illustrate Integrated Development Environment And Visual Basic Applications	K2
<b>CO2</b>	Make Use Of Control Structures, Data Types, Variables And Control Flow Statements	K2
<b>CO3</b>	Applying Intrinsic Controls To Develop Visual Basic Applications	K3
<b>CO4</b>	Analyzing The Concept of object oriented features	K4
<b>CO 5</b>	Developing Data Environment and Data Report using Designer Tools	K5

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO1</b>	M	M	S	L	S
<b>CO2</b>	M	M	S	S	M
<b>CO3</b>	M	L	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO 5</b>	M	S	S	S	M

S-Strong; M-Medium; L-Low

17UCI43C	<b>CORE-IX: SOFTWARE DEVELOPMENT IN VB.NET</b>	<b>SEMESTER- V</b>
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**Total Credits: 4**  
**Hours Per Week: 4**

### **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**

**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.

#### **TEXT BOOKS:**

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

#### **REFERENCE BOOKS:**

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

17UCI43P	<b>CORE PRACTICAL-IV : COMPUTER APPLICATIONS (VB.NET AND DBMS)</b>	<b>SEMESTER IV</b>
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**Total Credits:2**  
**Hours Per Week:4**

### **I. VB .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 present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich text box (RTF).
6. Designing a Pay Slip for an organization and create a database.
7. Designing a supermarket bill and create a database.
8. Designing the form to create a bank customer database.



## **II. DBMS**

1. Create a table for student database and perform all DDL Command operations.
2. Create a table for Employee Database and perform the below operations.
  - i. Insert 5 records in the table
  - ii. Use Select Command - Display all record, Display particular Column, Use Orderby, Use Orderby desc.
3. Create a table for a department and Perform all Logical Operations.
4. Create a table for Hospital and perform Primary Key and Foreign Key.
5. Create a table and perform Join Operation.

<b>17UCI43D</b>	<b>CORE-X: E-BUSINESS</b>	<b>SEMESTER- IV</b>
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### **PREAMBLE**

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 for e-business.

### **COURSE OUTCOMES**

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the fundamentals of E Business.	K2
<b>CO 2</b>	Explain the concepts of E Business Security Threats	K2
<b>CO 3</b>	Understand the Electronic Payment System	K3
<b>CO 4</b>	Apply the knowledge of Internet to Business.	K4
<b>CO 5</b>	Understand the concepts of Cyber Law	K3

### **MAPPING WITH PROGRAMME OUTCOME**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	L	M	S	L	S
<b>CO 2</b>	M	M	M	S	M
<b>CO 3</b>	L	L	S	S	S
<b>CO 4</b>	M	S	M	M	S
<b>CO 5</b>	M	S	S	S	M

S-Strong; M-Medium; L-Low

<b>17UCI43D</b>	<b>CORE-X: E-BUSINESS</b>	<b>SEMESTER- IV</b>
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**Total Credits: 3**

**Hours Per Week: 3**

### **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. (2010). E-Commerce an Indian Perspective. [3rd Edition]. Prentice-Hall of India Pvt. Ltd., New Delhi, India.*
2. *Schneider Gary. P., and Perry., James, T. (2005). 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.*

<b>17UCI4AA</b>	<b>ALLIED -IV: PRINCIPLES OF MANAGEMENT</b>	<b>SEMESTER - IV</b>
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### **PREAMBLE**

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

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Observe the influence of historical forces on the current practice of management.	K2
<b>CO 2</b>	Analyze the problem solving strategies and critical thinking skills in real life situations	K4
<b>CO 3</b>	Practice the process of management's functions: planning, organizing, leading, and controlling	K2
<b>CO 4</b>	Understand leadership styles to anticipate the consequences of each leadership style.	K2
<b>CO 5</b>	Identify the social responsibility and ethical issues involved in business situations.	K3

### **Mapping With Programme Outcomes**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	L	M	S
<b>CO 2</b>	M	M	M	S	S
<b>CO 3</b>	M	M	L	M	M
<b>CO 4</b>	M	M	L	S	S
<b>CO 5</b>	M	M	L	S	S

S-Strong; M-Medium; L-Low

17UCI4AA	ALLIED -IV: PRINCIPLES OF MANAGEMENT *	SEMESTER IV
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**Total Credits: 4**

**Hours Per Week: 4**

## CONTENTS

### UNIT - I

**Management:** Definition - Nature and Scope - Importance -Functions of Management - Management as an Art, Science and Profession - Scientific Management - Fayol's Principles of Management - Management By Objectives (MBO) - Management By Exception (MBE).

### UNIT - II

**Planning:** Definition - Nature - Objectives - Advantages and Disadvantages - Process - Types - Decision Making - Traditional and Modern Techniques - Steps involved in Decision Making.

### UNIT - III

**Organisation:** Definition - Principles - Types - Importance -Elements of Organisation Process - Delegation and Decentralization - Span of Control - Departmentation.

### UNIT - IV

**Staffing:** Meaning and Definition - Functions - Recruitment - Sources of Recruitment - Motivation - Importance of Motivation - Maslow's Theory of Motivation - X, Y and Z Theories - Leadership - Types - Qualities of a Good Leader

## **UNIT - V**

**Control:** Meaning and Definition - Need and Significance of Control - Process of Control – Techniques of Control. Co-ordination- Need and techniques.

### **TEXT BOOKS:**

1. *Ramaswamy.T*, 2012. **Principles of Management** [Eight Edition]  
Himalaya Publishing Home Pvt Ltd, Mumbai (Unit I – Unit V)
2. *Dinkar Pagare*, 2011. **Business Management** [Fifth Edition]  
Sultan Chand & Sons, New Delhi. (Unit I – Unit V)

### **REFERENCE BOOKS:**

1. *Govindarajan. M*, 2008. **Principles of Management** [First Edition]  
PHI, New Delhi.
2. *Prasad L.M*, 2015. Principles and Practice of Management [Eight Edition], Sultan Chand & Sons, New Delhi.

<b>17UCI4SA</b>	<b>SKILL BASED SUBJECT-II : BUSINESS COMMUNICATION</b>	<b>SEMESTER IV</b>
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### **PREAMBLE**

1. To understand the concept, process and importance of communication.
2. To Enhance student knowledge and understanding of the role communications in corporations, government bodies and other institutions.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Using persuasive and professional language in speech and writing	<b>K1</b>



<b>CO 2</b>	Communicate the process and findings in a range of business documents and oral presentations.	K3
<b>CO 3</b>	Acquire good business writing skills, to produce effective communications documents.	K2
<b>CO 4</b>	Demonstrate advanced interpersonal communication, business etiquette and relationship building skills	K3
<b>CO 5</b>	Planning for career progression purposes in writing Curriculum vitae and preparing for interview.	K3

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	L	S	S
<b>CO 2</b>	M	S	L	S	M
<b>CO 3</b>	S	S	L	S	M
<b>CO 4</b>	S	S	L	S	M
<b>CO 5</b>	M	S	M	S	M

S-Strong; M-Medium; L-Low

<b>17UCI4SA</b>	<b>SKILL BASED SUBJECT-II : BUSINESS COMMUNICATION</b>	<b>SEMESTER IV</b>
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**Total Credits: 3**  
**Hours per week: 3**

#### **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 eliciting 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.*

<b>17UCI53A</b>	<b>CORE-XI: SOFTWARE ENGINEERING</b>	<b>SEMESTER V</b>
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### **PREAMBLE**

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.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand various software Development process models	K1
<b>CO 2</b>	Illustrate a Planning Strategies for software development	K3
<b>CO 3</b>	Demonstrate Software Team	K2
<b>CO 4</b>	Software Quality	K3
<b>CO 5</b>	Demonstrate Various Risk	K3

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	L	S	S
<b>CO 2</b>	M	S	L	S	M
<b>CO 3</b>	S	S	L	S	M
<b>CO 4</b>	S	S	L	S	M
<b>CO 5</b>	M	S	M	S	M

S-Strong; M-Medium; L-Low

<b>17UCI53A</b>	<b>CORE-XI: SOFTWARE ENGINEERING</b>	<b>SEMESTER V</b>
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**Total Credits: 5**  
**Hours Per Week: 6**

#### **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 Testing, Formal Technical Reviews, ISO Software Quality, Standards, 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.* (2010). **Software Engineering A Practitioner'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.

<b>17UCI53B</b>	<b>CORE- XII: CORPORATE ACCOUNTING</b>	<b>SEMESTER - V</b>
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### **PREAMBLE**

1. To reveal the knowledge about capital structure and final accounts of the company.
2. To analyze the various concepts and techniques for valuation of shares and goodwill.

### **COURSE OUTCOME**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	List out the types of shares and what basis to issue shares	K1
<b>CO 2</b>	Outline the redemption of preference and debentures	K2
<b>CO 3</b>	Explain the procedure and standards of final accounts as per revised schedule to measure performance of business	K2
<b>CO 4</b>	Explain the corporate practice in amalgamation , absorption and reconstruction of companies	K3
<b>CO 5</b>	Apply different methods to find out value of goodwill and value of share.	K4

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/Pos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	L	M	S
<b>CO 2</b>	M	S	L	M	M
<b>CO 3</b>	S	S	L	S	S
<b>CO 4</b>	S	S	L	M	M
<b>CO 5</b>	S	S	L	S	M

S-Strong; M-Medium; L-Low

17UCI53B	<b>CORE- XII: CORPORATE ACCOUNTING</b>	<b>SEMESTER – V</b>
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**Total Credits: 5**  
**Hours Per Week: 6**

**Note: Distribution of Marks: 80% problems and 20% theory.**

#### **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

#### **UNIT – III**

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

#### **UNIT – IV**

Amalgamation: types of amalgamation- preparation of balance sheet after amalgamation (excluding intercompany holdings). Absorption and reconstruction (excluding external reconstruction).

#### **UNIT – V**

Valuation of Goodwill and Shares – Need – Methods of valuation of Good will and Shares – Normal Profit Method, Super Profits Method, Capitalization Method, Valuation of shares – Need for Valuation –



Methods of Valuation – Net assets method- Yield basis method-Fair value method

**TEXT BOOKS:**

1. *Reddy.T.S& Murthy.A.,2010. Corporate Accounting [6<sup>th</sup> Edition]* Margham Publications, Chennai.
2. *Gupta R.L. &Radhaswamy M. 2006. Corporate Accounts [13<sup>th</sup> Revised Edition]* Sultan Chand & Co., New Delhi.

**REFERENCE BOOKS:**

1. *Jain S.P. &Narang. K.L, Advanced Accounting.* Kalyani Publications, New Delhi.
2. *Dr.Arulanandam M. A, Dr.Raman K.S, 2003. Advanced Accountancy, Part-I,* Himalaya Publications, New Delhi.

17UCI53C	<b>CORE-XIII: PRINCIPLES OF WEB DESIGNING</b>	<b>SEMESTER V</b>
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### **PREAMBLE**

1. To know the working of Internet, uses of search engines and procedure to develop a web page.
2. To know the concepts of Internet and design a Web Page.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Illustrate the fundamentals of HTML	K2
<b>CO 2</b>	Explain the concepts of Style Sheet and CSS	K2
<b>CO 3</b>	Developing A webpage using HTML Tags	K3
<b>CO 4</b>	Interpret links with web pages and Creating Tables	K3
<b>CO 5</b>	Construction of Web applications using GUI	K4

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	M
<b>CO 3</b>	S	S	S	S	S
<b>CO 4</b>	S	S	S	S	S
<b>CO 5</b>	S	S	S	S	S

S-Strong; M-Medium; L-Low

<b>17UCI53C</b>	<b>CORE-XIII: PRINCIPLES OF WEB DESIGNING</b>	<b>SEMESTER V</b>
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**Total Credits: 4**

**Hours per Week: 5**

#### **UNIT -I**

HTML: Basic structure – Traditional Text Format – Using forms – Tables – Frames and Framesets – image with HTML – Creation of Lists and Quotations – URL and Linking.

#### **UNIT -II**

Style Sheets: Introduction – CSS Selectors – Ways to Insert CSS – CSS Properties – XML: Introduction to XML, XML Document – XML Document Type Definitions

#### **UNIT -III**

Java Script: Introduction to Java Scripting, Why JavaScript – JavaScript Expression and Operator – Control Structures-Functions : Definition – Scope Rules – 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 Disadvantages of Cookies - How to Use Cookies - How CGI works - CGI script structure, Standard CGI - Environment Variables - CGI Libraries - Java Servlets

#### **UNIT - V**

Java Script.-Web Database Tools, ORACLE & MS-ACCESS, Database tools, PHP, Server Side includes. Visual Basic, Scripting Edition & Active Server Pages

**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. *Raymond Greenlaw, Ellen Hepp* , **Fundamentals of the INTERNET  
and the World Wide Web**, Second Edition , Tata McGRAW -  
HillEdition, 2005

**REFERENCE BOOKS:**

1. *Deitel,H.M and Nieto T.R.*(2003),**“Internet & World Wide Web How  
to Program”** Second Edition, Published by Prentice Hall of India  
private Ltd,New Delhi.
2. *Xavier, C.* (2000),**“World wide Web Design with HTML”**, 19<sup>th</sup>  
edition published by Tata McGraw - Hill Publishing Company  
Limited, New Delhi.
3. *Deitel.,Nieto.,Lin.,Sadhu.*(2011)**“XML How to Program”**, Published  
by Pearson Education.

<b>17UCI53P</b>	<b>CORE PRACTICAL-V: COMPUTER APPLICATIONS (WEB DESIGNING)</b>	<b>SEMESTER V</b>
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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.

17UCI5EA	<b>ELECTIVE- I: INCOME TAX LAW AND PRACTICE</b>	<b>SEMESTER – V</b>
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## **PREAMBLE**

To enable the students to know the basic of income tax act and to calculate the individual taxable income.

## **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Define the basic concepts of income tax and find the residential status of all assesses.	K1
<b>CO 2</b>	Outline the provisions of Salaries like allowances, perquisites, Profit in lieu of salary to calculate taxable salary and Determination of Annual value of house property.	K2
<b>CO 3</b>	Apply the provisions related to business income and income from other sources.	K3
<b>CO 4</b>	Analyze various capital assets which are taxable and to list the various provisions Under section 80.	K4
<b>CO 5</b>	Estimate the individual income considering the previous year losses,rebate and relief.	K5

## **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	S	S	S
<b>CO 2</b>	S	S	S	M	S
<b>CO 3</b>	S	S	S	S	M
<b>CO 4</b>	M	S	S	S	S
<b>CO 5</b>	S	S	S	S	S

S- Strong; M-Medium; L-Low

<b>17UCI5EA</b>	<b>ELECTIVE- I: INCOME TAX LAW AND PRACTICE</b>	<b>SEMESTER - V</b>
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**Total Credits:4**  
**Hours Per Week: 6**

**Note: Distribution of Marks: 60% Problems and 40% Theory**

### **CONTENTS**

#### **UNIT - I**

Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee.

Scope of Income – Charge of Tax – Residential Status – Exempted Income u/s 10.

#### **UNIT - II**

Heads of Income- Income from Salaries: Definition- characteristics – computation of salary – Provident fund - Allowances - perquisites –Profit in lieu of salary - Deduction under section 16 and 80C.

Income from House Property: Definition - Exempted Income from House property - Annual value – let out – self occupied – Deduction out of Net annual value.

#### **UNIT - III**

Profit and Gains of Business or Profession: Definition – allowable expenses – Disallowed expenses – Depreciation –Rates of depreciation - Computation of business income –Professional Receipts- Professional Expenses – Computation of professional income.

Income from Other Sources: General Income u/s 56 (1) – Specific Income u/s 56 (2) –Deductions u/s 57 – Expenses disallowed u/s 58.

#### **UNIT - IV**

Capital Gains: Capital assets – Basis of charge – Transfer of capital assets – Computation of Capital gain – Cost of acquisition – Exempted Capital gain u/s 10(36) to 10(40) and u/s 54 to 54G .

Deductions from Gross Total Income: Deduction u/s 80C to GGA, 80IA to 80U.

#### **UNIT - V**

Set off and Carry forward of losses – Speculation loss - Capital losses - Carry forward of losses.

Computation of Tax liability – Relief and Rebates - Assessment of Individuals.

#### **TEXT BOOKS**

1. *Gaur and Narang*, \_\_\_\_\_. **“Income Tax Law and Practice”**  
Income Tax Law and Practice Delhi(Unit I-V)
2. *M.Jeevarathinam and Vijay Vishnu kumar*, \_\_\_\_\_. **Income tax law and practice**, SciTech publication (INDIA) Pvt limited, Chennai.(Unit I-V)

#### **REFERENCE BOOKS:**

1. *Mehrotra H.C*, \_\_\_\_\_. **“Income-tax Law and Accounts”**  
SahithyaBhavan publishers.
2. *Hariharan .N*, \_\_\_\_\_. **Income Tax Law and Practice**, Tata McGraw Hill Education Private Limited, New Delhi



<b>17UCI5EB</b>	<b>ELECTIVE - I: BUSINESS FINANCE</b>	<b>SEMESTER - V</b>
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### **PREAMBLE**

1. To understand the concept of finance and its application to Business.
2. To Gain a high level of competence in finance and learn the skills to apply your technical knowledge to business problems

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Acquire and exhibit an understanding of finance and the role that finance plays within an organization.	K1
<b>CO 2</b>	Identify ethical behaviour in the context of financial management and financial planning	K3
<b>CO 3</b>	Acquire and exhibit an understanding of the financial statements and their components, their use and how they relate to each other in determining the financial health of an organization.	K2
<b>CO 4</b>	Apply the core concepts of financial management for basic project valuation and analyze the capital structure of the company	K3
<b>CO 5</b>	Value equities and bonds using the basic financial models.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	M	S	M
<b>CO 2</b>	M	S	L	S	M
<b>CO 3</b>	S	S	L	S	M
<b>CO 4</b>	S	S	L	S	M
<b>CO 5</b>	M	S	M	S	M

S-Strong; M-Medium; L-Low

<b>17UCI5EB</b>	<b>ELECTIVE - I: BUSINESS FINANCE</b>	<b>SEMESTER - V</b>
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**Total Credits:4**  
**Hours Per Week: 6**

### **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.* (2006). **Financial Management theory & practice.** Kalyani Publishers, New Delhi.
2. *Pandey, I.M.* (2005). **Financial Management** (9<sup>th</sup> Edition). Vikas Publishing House Pvt Ltd, New Delhi.

**REFERENCE BOOKS:**

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

<b>17UCI5EC</b>	<b>ELECTIVE- I: ENTREPRENEURIAL DEVELOPMENT</b>	<b>SEMESTER - VI</b>
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**PREAMBLE:**

1. To understand the basic concepts of entrepreneurship and acquire knowledge about the financial institutions.
2. To prepare a business plan to start a small industry.

**COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

CO. Number	CO Statement	Knowledge Level
CO 1	Understanding the dynamic role of entrepreneurship and small businesses.	K1
CO 2	Prepare project setup planning and project report	K3
CO 3	Familiarize with the institutional services provided by different institutions to the entrepreneur	K2
CO 4	Select appropriate agencies for technical and financial support.	K3
CO 5	Develop the ability to select potential areas for self-employment and to give necessary inputs for the creation of the new ventures by accounting legal and tax considerations.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	M	S	L	S	L
CO 2	M	S	L	S	M
CO 3	S	S	L	S	M
CO 4	S	S	L	S	M
CO 5	M	S	M	S	S

S-Strong; M-Medium; L-Low

<b>17UCI5EC</b>	<b>ELECTIVE- I: ENTREPRENEURIAL DEVELOPMENT</b>	<b>SEMESTER - VI</b>
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**Total Credits: 4**  
**Hours Per Week: 6**

**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, MSME, 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.* (2014). **Entrepreneurial Development.** Text and Cases: Sultan Chand & Sons, New Delhi.
2. *Renu Arora., and Sood., S.K.* (2010). **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.

<b>17UCI5SA</b>	<b>SKILL BASED SUBJECT-III: RESEARCH METHODOLOGY</b>	<b>SEMESTER - V</b>
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**PREAMBLE:**

1. To Understand the scope and significance of research in business decisions.
2. To develop creative thinking and analytical skills.

**COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Identify circumstances in which research is necessary or valuable	K1
<b>CO 2</b>	Framing the problem with the correct research methodology and developing hypothesis	K3
<b>CO 3</b>	Prepare a preliminary research design for projects in their subject matter areas	K2
<b>CO 4</b>	Select and apply the appropriate statistical tools to explore the data.	K3
<b>CO 5</b>	Apply ethical and culturally relevant strategies for interpreting and reporting the results of research and/or program evaluation studies	K3



**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	L	S	S
<b>CO 2</b>	M	S	L	S	M
<b>CO 3</b>	S	S	L	S	M
<b>CO 4</b>	S	S	L	S	M
<b>CO 5</b>	M	S	M	S	M

S-Strong; M-Medium; L-Low

<b>17UCI5SA</b>	<b>SKILL BASED SUBJECT-III: RESEARCH METHODOLOGY</b>	<b>SEMESTER - V</b>
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**Total Credits: 3**  
**Hours Per Week: 3**

#### **UNIT-I**

Research Meaning and Definition - Objectives and motives of Research - Social Research - Meaning - Characteristics - Types - Pure vs Applied Research - Descriptive vs Analytical Research - Quantitative vs Qualitative Research - Importance and limitations of Social Research.

#### **UNIT-II**

Research Formulation - Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem - Literature review -Hypothesis - Types - Development of working hypothesis.

#### **UNIT-III**

Research design and methods - Research design - Basic Principles- Need of research design -Features of good design - Important concepts relating to research design - Types of Research Design - Descriptive, Diagnostic, Exploratory and Experimental Design.

#### **UNIT-IV**

Types of Data- Primary vs Secondary Data - Methods of Data Collection - Survey vs observation - Experiments - Construction of Questionnaire - Sampling Plan - Sample size-Sampling Methods -Measurement Scales - Scaling Techniques - Coding, editing and tabulation of data.

#### **UNIT-V**

Interpretation and Report writing – Types - contents and style of Report - Steps in drafting reports - Bibliography, Referencing and Footnotes.

**TEXT BOOKS:**

1. *Kothari C.R., (2004), **Research Methodology**, Methods and Techniques , Third Edition, New Age International Publishers, New Delhi.*
2. *Saravanel P.,**Research Methodology**, Fifteenth Edition, Kitab Mahal, New Delhi, 2004.*

**REFERENCE BOOKS:**

1. *Wilkinson and Bhanadarkar, **Methodology and Techniques of Social Research**, Sixteenth Edition, Himalaya Publishing House, New Delhi, 2000.*
2. *Murthy S.N., and Bhojanna .U., (2010), **BusinessResearch Methods**, Third Edition, Excel Books, New Delhi.*

<b>17UCI63A</b>	<b>CORE-XIV: MANAGEMENT INFORMATION SYSTEM AND ERP</b>	<b>SEMESTER VI</b>
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### PREAMBLE

1. To know the Integration of Business Information through Computers.
2. After the successful completion of the course the student must be aware of utilization of business information for decision making.

### COURSE OUTCOMES

In the successful completion of the course, students will be able to:

CO. Number	CO Statement	Knowledge Level
CO 1	Interpretation of Management Information System Roles and Its Importance.	K2
CO 2	Classification of Management Information Systems and Their Importance	K2, K3
CO 3	Extend the Concept of Executive information system and Resource Planning system	K3, K4
CO 4	Make use of Data Base Management Systems for Business process.	K3,K4,
CO 5	Functional of individual departments in Management system.	K4, K5

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	M
CO 2	S	M	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong; M-Medium; L-Low

<b>17UCI63A</b>	<b>CORE-XIV: MANAGEMENT INFORMATION SYSTEM AND ERP</b>	<b>SEMESTER VI</b>
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**Total Credits:5  
Hours Per Week:6**

### **UNIT- I**

Management Information System : Meaning – Features – Requisites of an effective MIS – MIS Model – Components –Inputs–Outputs–Subsystems of an MIS – Role and Importance – Corporate Planning for MIS – Growth of MIS in an Organisation – Centralisation Vs. Decentralisation of MIS.support – Limitations of MIS.

### **UNIT- II**

System Concepts – Elements of a System– Characteristics of a system – MIS Structures–Types of System– Operations Support System– Management Support System–Categories of Information System – System Development Life Cycle – System Enhancement.

### **UNIT- III**

Information Systems in Business and Management:Transaction Processing System:Information Repeating and Executive Information System–Enterprise Resource Planning Systems.

### **UNIT -IV**

Database Management Systems – Data Communications System– Conceptual Presentation – Client Server Architectures Networks – Business Process Re–Engineering [BPR].

### **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. *Amanjindal*, 2010. **Management Information System**[First Edition].Kalyani Publishers New Delhi.
2. *Gorden,B Davis., and Margrethe,HOlson*2004, **Management Information System**, [First Edition]. Tata Mc. Graw Hill Publications, New Delhi.

**REFERENCE BOOKS:**

1. *Gupta,A.K.* 2014.**Management Information System**[Third Edition].Sultan Chand & Company Ltd., New Delhi.
2. *Kenneth Laudon.* 2012.**Essentials of Management Information Systems**[First Edition]. Pearson, New Delhi.

<b>17UCI63B</b>	<b>CORE-XV: DESKTOP PUBLISHING</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

To learn publication tools that help produce and edit large and complex documents.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the fundamentals of Photoshop and its working environment	K2
<b>CO 2</b>	Learn the Basic Environment of Corel Draw	K2
<b>CO 3</b>	Understanding the Working Principles of Corel Draw	K3
<b>CO 4</b>	Learn the basic tools and concepts of Page Maker	K2
<b>CO 5</b>	Illustrate the concepts to create a book and its Principles	K4

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	S	S	M
<b>CO 2</b>	S	M	S	S	S
<b>CO 3</b>	S	S	S	M	S
<b>CO 4</b>	S	S	S	S	S
<b>CO 5</b>	S	M	S	S	M

S-Strong; M-Medium; L-Low

17UCI63B	CORE-XV: DESKTOP PUBLISHING	SEMESTER VI
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**Total Credits: 4**  
**Hours Per Week: 5**

#### **UNIT-I**

Photoshop-History & introduction, the file menu, the tools, Drawing lines & shapes. Inserting picture and shapes, filling colors, text effects, working with layers, filters, Creating design patterns, Photoshop presentations - static & dynamic presentation, creating animations using image ready, creating animations & presentations. Tips and tricks in Photoshop.

#### **UNIT-II**

Corel draw -An overview, menus and tools. Drawing -lines, shapes .inserting-pictures, objects, tables, templates, Adding special effects, Exporting drawings, outlining & filling objects, inserting symbols & Clip arts.

#### **UNIT-III**

Working in Corel draw presentation -adjusting the position, resizing, positioning, merging, color shades & shadows .working with advanced effects, special interactive effects. Creating- business cards, pamphlets, banners, newspapers, books. Shortcut keys in Corel draw.

#### **UNIT-IV**

Page maker- An introduction, basics menus & tools. Guides & rulers. Drawing tools. Fills & outlines. Working with- text, paragraphs, tabs & indents, graphics, tables.

#### **UNIT-V**

Importing & exporting, story editing & printing. Tips & Shortcut keys  
Creating book works-introduction-building booklets, completing the book.



**TEXT BOOK:**

1. *Mr.Kalpesh Patel, Desktop Publishing Handbook (2012)*. Computer World Publication; 10th edition.
2. *Steve Bark, "An Introduction to Adobe Photoshop"*, Bark and Ventus Publishing ApS.

**REFERENCE BOOKS:**

1. *Julia Case Bradley, Sandra K. Rittman, Joanne Floyd, Nancy Sherman"* **Desktop Publishing Using PageMaker 6.0: Windows with 6.5 Supplement** "published by McGraw-Hill Higher Education, 2000.

<b>17UCI63P</b>	<b>CORE PRACTICAL-VI: COMPUTER APPLICATIONS (DESKTOP</b>	<b>SEMESTER VI</b>
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**Total Credits: 2**  
**Hours Per Week: 4**

### **DESKTOP PUBLISHING**

1. Banner Ad Design In Corel Draw
2. Colorful Brochure Design in CorelDraw
3. Business Card Design in CorelDraw
4. Make your own CD Cover with CorelDraw
5. Classic Logo Design in Corel Draw
6. Wedding Invitation design using Corel Draw
7. Business Visiting Design in CorelDraw
8. Calander Design in Corel Draw
9. Book Front Page Desing in Corel Draw
10. Design a 3D button for a Web Page.

<b>17UCI6EA</b>	<b>ELECTIVE - II: FINANCIAL MANAGEMENT</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

To understand financial tools and techniques, this can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understanding financial management and its importance and its application in business.	K2
<b>CO 2</b>	Analyze the time value of money and valuation of securities.	K4
<b>CO 3</b>	Apply the costs of capital, including debt and equity capital, using financial data.	K3
<b>CO 4</b>	Analyze the significance and evils of excess working capital.	K3
<b>CO 5</b>	Analyze capital budgeting techniques and dividend policies.	K3

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	S	S

*B.Com IT (Students admitted from 2017 – 2018 onwards)*

<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	S	M	S	M
<b>CO 4</b>	M	S	M	S	M
<b>CO 5</b>	S	S	M	S	M

S-Strong; M-Medium; L-Low

17UCI6EA	<b>ELECTIVE – II: FINANCIAL MANAGEMENT</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**  
**Hours Per Week: 6**

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

### **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.* (2006). **Financial Management Theory & Practice.** Kalyani Publishers, New Delhi.
2. *Maheshwari, S N.* (2014). **Financial Management Principles and Practice.** [14th Edition]. Sultan Chand sons & Co, New Delhi.,

#### **REFERENCE BOOKS:**

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

<b>17UCI6EB</b>	<b>ELECTIVE - II: FINANCIAL MARKETS</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

To understand theories of value, risk and return, capital investment decision, financing decision, dividend policy, capital structure and option.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Analyze the market in which money is created to the money market.	K4
<b>CO 2</b>	To understand "financial markets" is used to refer solely to the markets that are used to raise finance, for long-term finance, capital markets are used; for short-term finance, money markets are used.	K2
<b>CO 3</b>	Analyze stock markets and bond markets are two types of capital markets that provide financing through the issuing of shares of stock or the issuing of bonds, respectively. A key division within the capital markets is between the primary markets and secondary markets.	K4
<b>CO 4</b>	Understand the significance of the interbank markets in money creation.	K2
<b>CO 5</b>	Understand of and ability to apply the principle analytical skills and tools used in finance.	K2

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	S
<b>CO 2</b>	M	M	S	S	S
<b>CO 3</b>	M	M	S	S	S
<b>CO 4</b>	M	M	S	S	S
<b>CO 5</b>	M	S	S	S	S

S - Strong; M - Medium; L - Low



<b>17UCI6EB</b>	<b>ELECTIVE - II: FINANCIAL MARKETS</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**  
**Hours per week: 6**

**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.* (2006). **Financial Management Theory & Practice.** Kalyani Publishers, New Delhi.
2. *Maheshwari, S N.* (2014). **Financial Management Principles and Practice.** [14th Edition]. Sultan Chand sons & Co, New Delhi.,

**REFERENCE BOOKS:**

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

<b>17UCI6EC</b>	<b>ELECTIVE - II: INVESTMENT MANAGEMENT</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

To understand theory and practice of investments and capital market structure, valuation, security analysis and portfolio management.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Analyze Share investments, analytical dimensions of share selection, share valuation and investment decisions	K4
<b>CO 2</b>	Understand Current themes in institutional investment management	K2
<b>CO 3</b>	Understand and quantify risk, make sound and ethical financial decisions in a risky environment, and design financial strategies for managing business risks.	K2
<b>CO 4</b>	Analyze Stock markets and equity investing.	K4
<b>CO 5</b>	Understand the basic principles of portfolio construction, portfolio strategies and styles.	K2

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	S
<b>CO 2</b>	S	M	S	M	S
<b>CO 3</b>	S	M	M	S	S
<b>CO 4</b>	S	M	M	S	S
<b>CO 5</b>	S	M	M	S	S

S-Strong; M-Medium; L-Low

<b>17UCI6EC</b>	<b>ELECTIVE - II: INVESTMENT MANAGEMENT</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**  
**Hours Per Week: 6**

**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.* (2012). **Investment Management Security Analysis and Portfolio Management** (19<sup>th</sup> 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** . (6<sup>th</sup> Edition) Pearson Education, India.
2. *Fuller., Russell, J., and Farrell., James, L.* (1993). **Modern Investment and Security Analysis.** McGraw Hill, New York.

<b>17UCI6ED</b>	<b>ELECTIVE - III: BRAND MANAGEMENT</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

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

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Demonstrate knowledge of the nature and processes of branding and brand management	K3
<b>CO 2</b>	Examine the brand and the various functions of brand management	K3
<b>CO 3</b>	Understand brand elements that help build brand equity and brand performance	K2
<b>CO 4</b>	Undertake a brand audit and to use the information for brand planning	K3
<b>CO 5</b>	Design and implement brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.	K3

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	S
<b>CO 2</b>	M	L	L	M	M
<b>CO 3</b>	M	M	L	M	M
<b>CO 4</b>	M	M	L	S	S
<b>CO 5</b>	M	M	L	S	S

S-Strong; M-Medium; L-Low

<b>17UCI6ED</b>	<b>ELECTIVE - III: BRAND MANAGEMENT</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**  
**Hours Per Week: 6**

#### **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.* (2003). **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.** (3<sup>rd</sup> Edition), Dorling Kindersley Publishers, India.



<b>17UCI6EE</b>	<b>ELECTIVE - III: BANKING LAW AND PRACTICES</b>	<b>SEMESTER VI</b>
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### **PREAMBLE**

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.

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.	K3
<b>CO 2</b>	Understand the features of Indian Banking System and its significant contribution of different types of banks	K2
<b>CO 3</b>	Appreciate how important banking services for the economy	K2
<b>CO 4</b>	Understand the legal and practical issues arising from various types of banking transactions.	K2
<b>CO 5</b>	Familiarize with Different types of documentation and understand documenting loans and securities.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	L	M	S
<b>CO 2</b>	M	M	M	M	M
<b>CO 3</b>	S	M	L	M	M
<b>CO 4</b>	M	M	M	M	S
<b>CO 5</b>	M	M	M	M	S

S-Strong; M-Medium; L-Low

<b>17UCI6EE</b>	<b>ELECTIVE - III: BANKING LAW AND PRACTICES</b>	<b>SEMESTER VI</b>
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**Total Credits: 4**  
**Hours Per Week: 6**

**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. (2014). **Insurance – Principles and Practice.** S.Chand & Company Ltd., New Delhi.*

<b>17UCI6SA</b>	<b>SKILL BASED SUBJECT- IV : SUPPLY CHAIN MANAGEMENT</b>	<b>SEMESTER - VI</b>
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### **PREAMBLE**

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

### **COURSE OUTCOMES**

In the successful completion of the course, students will be able to:

<b>CO. Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the process of supply chain Management.	K2
<b>CO 2</b>	Understand supply chain integration	K2
<b>CO 3</b>	Identify the importance of purchasing in supply chain.	
<b>CO 4</b>	Learn outsourcing in supply chain management.	K2
<b>CO 5</b>	Ability to measure the performance of supply chain management.	K4

### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	M	S
<b>CO 2</b>	S	S	M	M	S
<b>CO 3</b>	S	M	L	S	S
<b>CO 4</b>	M	M	M	M	S
<b>CO 5</b>	S	S	L	M	S

S-Strong; M-Medium; L-Low

<b>17UCI6SA</b>	<b>SKILL BASED SUBJECT- IV : SUPPLY CHAIN MANAGEMENT</b>	<b>SEMESTER - VI</b>
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**Total Credits: 3**  
**Hours Per Week: 3**

**UNIT - I**

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

**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., Kaminsky., 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.

<b>17UNM34P</b>	<b>NMEC- I: MANAGERIAL COMMUNICATION</b>	<b>SEMESTER III</b>
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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.

### **SYLLABUS**

#### **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 electing 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.

<b>17UNM44P</b>	<b>NMEC-II: STOCK MARKET PRACTICES</b>	<b>SEMESTER IV</b>
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**Total Credits: 2**  
**Hours Per Week: 2**

### **OBJECTIVES**

1. To know about the capital market and its functions.
2. To understand theory and practice of investments and capital market structure.

### **SYLLABUS**

#### **UNIT - I**

Capital Market - Meaning - Need and importance -Structure of Capital Market - Primary and Secondary market.

#### **UNIT - II**

New Issue Market - Functions of NIM- Methods of Issue- Initial Public Offerings- Advantages and disadvantages of IPOs.

#### **UNIT - III**

Stock Market - Functions of Stock Exchanges.

#### **UNIT - IV**

OTCEI - NSE - Listing of Securities-Procedures, Advantages of Listing - Screen Based Trading - Demat Accounts - Mechanics of Trading in Stock Exchanges.

#### **UNIT - V**

Registration of Stock Brokers - Role of Merchant bankers - Kinds of Brokers, Speculation and Gambling.

**TEXT BOOKS:**

1. *V.A. Avadhani., Indian Capital Market*, Himalaya Publishing House.
2. *E. Gordon and K.Natarajan., Financial Market and Institutions*, Himalaya Publishing House
3. *Preeti Singh., Investment Management*, Himalaya Publishing House.

**REFERENCE BOOK:**

1. *P.N.Varshney., Indian Financial System*, Sultan Chand & Sons. New Delhi.

<b>17UCISS1</b>	<b>SELF STUDY I: INSURANCE</b>	<b>SEMESTER- III</b>
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**Total Credit: 1**

## **OBJECTIVES**

1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies
3. To understand the importance of burglary insurance and personal accident insurance.

## **SYLLABUS**

### **UNIT I**

Insurance Meaning, functions, nature and principles of insurance, importance of insurance to individuals and business.

### **UNIT II**

Life Insurance – features of a life insurance contract – classification of policies – investment of funds – surrender value – bonus option – policy condition – annuity contracts.

### **UNIT III**

Marine Insurance Contract of marine insurance – elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy – marine losses.

### **UNIT IV**

Fire Insurance Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance.

## **UNIT V**

Miscellaneous Insurance - motor insurance - burglary - personal  
accident insurance

### **TEXT BOOK:**

1. *M. N. Mishra*,( 2000), **Insurance Principles And Practice**, S. Chand & Co, New Delhi,
2. *G. S. Pande*, **Insurance - Principles and Practices of Insurance**, Himalaya Publishing.

### **REFERENCE BOOKS:**

1. *P.S . Palandi*, ( 2000),**Insurance in India**, Response Books, Sagar Publications.
2. *M.N.Mishra*,( 2000), **Modern concepts of Insurance**, S.Chand&Co. New Delhi.

<b>17UCISS2</b>	<b>SELF STUDY II: RETAIL MARKETING</b>	<b>SEMESTER-III</b>
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**Total Credit: 1**

### **OBJECTIVES**

1. To expose the students to various trends of retail business.
2. To provide a basic understanding to broad set of specialized activities and techniques in managing retail business.
3. To appreciate the role of retailing and motivate the students to take up retailing business as a career.

### **SYLLABUS**

#### **UNIT I**

Retailing Introduction to retailing – retailing and economic significance – types of retailers - Trends, characteristics, food, general merchandise, non-store retailing – service retailing.

#### **UNIT II**

Retailing Channel-Multi channel retailing – retail channels for interacting with customers, Electronics and others – Multi Channel retailing shopping experience – retail market strategy.

#### **UNIT III**

Retail location and site selection- Types of Retail Stores Location-Factors Affecting Retail Location decisions- Site Evaluation- Site Selection.

#### **UNIT IV**

Pricing - Pricing strategies and approaches – store lay out – design – visual merchandising.

