



# VELS



INSTITUTE OF SCIENCE, TECHNOLOGY  
& ADVANCED STUDIES (VISTAS)

(DEEMED TO BE UNIVERSITY Estd. u/s 3 OF THE UGC ACT, 1956)

**NAAC ACCREDITED**

PALLAVARAM - CHENNAI - INDIA

**B.COM.**

**COMPUTER APPLICATION**

**CURRICULUM AND SYLLABUS**

**(BASED ON CHOICE BASED CREDIT SYSTEM)**

**EFFECTIVE FROM THE ACADEMIC YEAR**

**2018 -2019**

**DEPARTMENT OF COMMERCE**

**Computer Application**

# **B.COM**

## **COMPUTER APPLICATION**

### **PROGRAM OUTCOMES**

- I. Study of this program will provide wide knowledge both in commerce and Computer software applications.
- II. Program includes various accounting courses, enables the students to gain theoretical and problem solving ability of the students.
- III. Business software applications courses like Tally will enable the students to start a small software business of self employment.
- IV. These courses have opened the floodgates in the area of computers and other core industries, and other professional studies CA, ICWA etc.
- V. Courses of this program provide bright future in the IT fields, Software, Banks, Companies, BPOs and KPOs.
- VI. This program courses consist of both theoretical as well as good practical exposures to the students in the relevant areas to meet the industries expectations.
- VII. Courses of the program provide the cost benefit analysis and SWOT analysis enables the students for cost consciousness of each and every business operations.

### **PROGRAMME SPECIFIC OUTCOMES**

#### **B.COM [COMPUTER APPLICATION]:**

- ❖ Programme provides the outcome of Accounting, Banking, Cost Accounting, Management Accounting, Computer Language, Software and Software application in the Commerce.
- ❖ Programme curriculum result in the office atomization with computers and computer software application.
- ❖ Programme has opened the floodgates in the eve of software application jobs in the eve of trade Commerce, Business, Banking, Insurance and in related eve of business.
- ❖ Self employmnt coidenes development.
- ❖ Students will get the Practical skill to work as accountant, audit assistant,Tax consultant and computer operatorsas well as financial supporting services.

### **Programme Educational Outcome (PEO)**

- ❖ **To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.**
- ❖ **To familiarise with communication motivation and leadership towards directing and to analyse the process of controlling system.**
- ❖ **To develop the decision making skill through costing methods , practical application of business software for communication ,report writing and preparation of computerized accounting.**
- ❖ **Formulating business problems and provide innovative solutions this molding the students into future visionaries and management leaders.**
- ❖ **Students will learn relevant Advanced accounting career skills, applying both quantitative and qualitative knowledge to their future careers in corporations.**

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES  
(VISTAS)**

**CHENNAI - 600 117**

**REGULATIONS 2018**

**CHOICE BASED CREDIT SYSTEM**

Common to \_\_\_\_\_ Full-Time Programmes

**DEGREE OF BACHELOR OF COMMERCE(CA)**

**1. DURATION OF THE PROGRAMME**

1.1. Three years (six semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

**2. ELIGIBILITY FOR ADMISSION**

2.1. The details of Eligibility for Admission

**3. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE**

3.1. A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years and passed the examinations of all the Six Semesters prescribed earning a minimum of 140 credits as per the distribution given in for Part I, II, III, IV & V and also fulfilled such other conditions as have been prescribed thereof.

**4. COURSE OF STUDY, CREDITS AND SCHEME OF EXAMINATION**

4.1. The Course Components and Credit Distribution shall consist Part I, II & III:

(Minimum number of Credits to be obtained)

Credit Assignment Each course is assigned certain number of credits based on the following:  
Contact period per week CREDITS

1 Lecture Period - 1 Credit

1 Tutorial Period - 1 Credit

2 Practical Periods - 1 Credit

(Laboratory / Seminar / Project Work / etc.)

## **5. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER**

**5.1. Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

**5.2. Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

**5.3. Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.

**5.4. Non-eligibility for condonation of shortage of attendance:** Students who have secured less than 65 % but more than 50 % of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program

**5.5. Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

**5.6. Condonation of shortage of attendance for married women students:** In respect of married women students undergoing UG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.

**5.7. Zero Percent (0%) Attendance:** The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

**5.8. Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

5.8.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature. Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested. Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

5.8.2. The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

5.8.3. The transfer students are not eligible for classification.

5.8.4. The transfer students are not eligible for Ranking, Prizes and Medals.

5.8.5. Students who want to go to foreign Universities up to two semesters or Project Work with the prior approval of the Departmental / College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

## **6. EXAMINATION AND EVALUATION**

6.1. Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

6.2. Marks for Internal and End Semester Examinations for PART I, II, III

6.2.1 There shall be no passing minimum for Internal.

6.2.2 For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.

6.2.3 In the aggregate [External/Internal] the passing minimum shall be of 40%.

6.2.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III.

## **7. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE**

7.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

## **8. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI**

The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES(VISTAS)**

**B.COM DEGREE (COMPUTER APPLICATION)**

**COURSE OF STUDY AND SCHEME OF ASSESSMENT**

**SEMESTER I**

**Total No. of Credits =140**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
Lang	18LTA001/ 18LHN001/ 18LFR001	Language – I Tamil/ Hindi/ French	5	0	0	5	40	60	100
Eng	18LEN001	English –I	5	0	0	5	40	60	100
Core	18CBCC11	Financial Accounting – I	5	0	0	5	40	60	100
Core	<b>18CBCC12</b>	Introduction to Information Technology	5	0	0	5	40	60	100
Core	<b>18CBCC13</b>	Managerial Economics	4	0	0	4	40	60	100
<b>Total</b>			<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>			

**SEMESTER II**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
Lang	<b>18LTA002/ 18LHN002/ 18LFR002</b>	Language – II Tamil/Hindi/French	5	0	0	5	40	60	100
Eng	18LEN002	English –II	5	0	0	5	40	60	100
Core	18CBCC21	Financial Accounting – II	5	0	0	5	40	60	100
Core	<b>18CBCC22</b>	International Economics	5	0	0	5	40	60	100
Core	<b>18CBCC23</b>	Business Application Software – Lab	0	0	4	2	40	60	100
<b>Total</b>			<b>20</b>	<b>0</b>	<b>4</b>	<b>22</b>			

**L – Lecture Hour    T – Tutorial    P – Practical**

**CA – Continuous Assessment**

**SEE – Semester End Examination**



**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES(VISTAS)**

**PROGRAMME : B.COM DEGREE COURSE(Computer Application)**

**SEMESTER III**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
Core	<b>18CBCC31</b>	Business Statistics	4	0	0	4	40	60	100
Core	<b>18CBCC32</b>	Corporate Accounting I	5	0	0	5	40	60	100
Core	<b>18CBCC33</b>	Business Law	5	0	0	5	40	60	100
Core	<b>18CBCC34</b>	Data Base Management System	5	0	0	5	40	60	100
AECC1	<b>18ABCC31</b>	Business Communication	2	0	0	2	40	60	100
SEC	<b>18SBCC31</b>	Skill Enhancement Elective-I	2	0	0	2	40	60	100
		<b>Total</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>23</b>			

**SEMESTER IV**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
Core	<b>18CBCC41</b>	Resource Management Techniques	4	0	0	4	40	60	100
Core	<b>18CBCC42</b>	Corporate Accounting II	5	0	0	5	40	60	100
Core	<b>18CBCC43</b>	Data Base Management System - Lab	0	0	6	3	40	60	100
Core	<b>18CBCC44</b>	Modern Banking	5	0	0	5	40	60	100
AECC II	<b>18ABCC41</b>	Environmental Studies	2	0	0	2	40	60	100
SEC	<b>18SBCC41</b>	Skill Enhancement Elective - II	2	0	0	2	40	60	100
		<b>Total</b>	<b>18</b>	<b>0</b>	<b>6</b>	<b>21</b>			

**L – Lecture Hour    T – Tutorial    P – Practical**

**CA – Continuous Assessment**

**SEE – Semester End Examination**

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES(VISTAS)**

**PROGRAMME : B.COM DEGREE COURSE(Computer Application)**

**SEMESTER V**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
DSE	<b>18DBCC51</b>	Discipline Specific Elective - I	6	0	0	6	40	60	100
DSE	<b>18DBCC52</b>	Discipline Specific Elective - II	6	0	0	6	40	60	100
DSE	<b>18DBCC53</b>	Discipline Specific Elective - III	6	0	0	6	40	60	100
GE	<b>18GBCC51</b>	Generic Elective - I	4	0	0	4	40	60	100
SEC	<b>18SBCC51</b>	Skill Enhancement Elective Courses - III	2	0	0	2	40	60	100
		<b>Total</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>			

**SEMESTER VI**

Category	Code No.	Course	Hours/Week			Credits	MAXIMUM MARKS		
			L	T	P		CA	SEE	TOTAL
DSE	<b>18DBCC61</b>	Discipline Specific Elective – IV	6	0	0	6	40	60	100
DSE	<b>18DBCC62</b>	Discipline Specific Elective – V	5	0	0	5	40	60	100
DSE	<b>18DBCC63</b>	Discipline Specific Elective – VI	0	0	4	2	40	60	100
GE	<b>18GBCC61</b>	Generic Elective - II	5	0	0	5	40	60	100
SEC	<b>18SBCC61</b>	Skill Enhancement Electives - IV	0	0	4	2	40	60	100
		Project Work	3	0	6	6	40	60	100
		<b>Total</b>	<b>19</b>	<b>0</b>	<b>14</b>	<b>26</b>			

**L – Lecture Hour    T – Tutorial    P – Practical**

**CA – Continuous Assessment**

**SEE – Semester End Examination**

**List of Discipline Specific Elective Courses**

			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	18DBCC51	Cost Accounting	6	0	0	6
2.	18DBCC52	Income Tax Law & Practice - I	6	0	0	6
3.	18DBCC53	Practical Auditing	6	0	0	6
4.	18DBCC62	Income Tax Law & Practice - II	5	0	0	5
5.	18DBCC61	Management Accounting	6	0	0	6
6.	18DBCC56	Management Information System	5	0	0	5
7.	18DBCC54	Financial Management	6	0	0	6
8.	18DBCC55	Marketing Management	6	0	0	6
9.	18DBCC65	Office Management	6	0	0	6
10.	18DBCC57	Organisational Behaviour	6	0	0	6
11.	18DBCC58	Business Policy	6	0	0	6
12.	18DBCC64	Human Resource Development	5	0	0	5
13.	18DBCC66	Security Analysis and Portfolio Management	6	0	0	6
14.	18DBCC63	Corporate Finance	5	0	0	5
15.	18DBCC67	Investment Management	6	0	0	6
16.	18DBCC68	Business Organisation	5	0	0	5
17.	18DBCC59	Software Development with visual Programming	6	0	0	6
18.	18DBCC69	Visual Basic Lab	0	0	4	2

**List of Generic Elective Courses**

			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	18GBCC52	Personality Development	4	0	0	4
2.	18GBCC63	Project Management	4	0	0	4
3.	18GBCC53	Computer Languages in Business	4	0	0	4
4.	18GBCC62	E- Commerce	4	0	0	4
5.	18GBCC54	Business Information system	4	0	0	4
6.	18GBCC64	Materials Management	4	0	0	4
7.	18GBCC55	Production Management	4	0	0	4

8.	18GBCC51	Consumer affairs	4	0	0	4
9.	18GBCC61	Disaster Management	4	0	0	4

**List of Skill Enhancement Elective Courses**

			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	18SBCC52	Ethics and Values	2	0	0	2
2.	18SBCC51	National Service Scheme	2	0	0	2
3.	18SBCC61	Tally Programming	0	0	4	2
4.	18SBCC31	Soft Skills – I	2	0	0	2
5.	18SBCC41	Soft Skills - II	2	0	0	2

**List of Ability Enhancement Elective Courses**

1.	18ABCC31	Business Communication	2	0	0	2
2.	18ABCC41	Environmental Studies	2	0	0	2

**L – LECTURE .**

**P – PRACTICAL .**

**C – CREDITS**

**T – TUTORIALS.**

# **SYLLABUS**

# **CORE COURSES**

**நோக்கம்:**தமிழ்மொழிமற்றும்இலக்கியத்தின்வரலாற்றைஅறிமுகம்செய்யும்நோக்கில்இப்பாடம்வடிவமைக்கப்பட்டுள்ளது.

தமிழ்மொழியின்வரலாற்றை அறிவியல் கண்ணோட்டத்துடனும் மொழிக்குடும்பங்களின் அடிப்படையிலும் விளக்குகிறது. சங்கஇலக்கியம்தொடங்கி, இக்கால இலக்கியம் வரையிலான தமிழிலக்கிய வரலாற்றை இலக்கியவரலாறு அறிமுகப்படுத்துகின்றது. அரசுவேலை வாய்ப்பிற்கான போட்டித்தேர்வுகளுக்குப்பயன்படும் வகையிலும் இப்பாடம் அமைந்துள்ளது.

### அலகு 1 தமிழ்மொழிவரலாறு

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மொழிக்குடும்பம் - இந்தியமொழிக்குடும்பங்கள் -  
 இந்தியஆட்சிமொழிகள் - திராவிடமொழிக்குடும்பங்கள் -  
 திராவிடமொழிகளின்வகைகள்- திராவிட மொழிகளின் சிறப்புகள் -  
 திராவிடமொழிகளின்வழங்கிடங்கள் -  
 திராவிடமொழிகளுள்தமிழின்இடம் - தமிழ்மொழியின்சிறப்புகள் -  
 தமிழ்பிறமொழித்தொடர்புகள்.

### அலகு 2

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சங்கஇலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை -  
 ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு -  
 புறநானூறு - பத்துப்பாட்டு- திருமுருகாற்றுப்படை -  
 சிறுபாணாற்றுப்படை - பெரும்பாணாற்றுப்படை - பொருநராற்றுப்படை -  
 - மலைபடுகடாம் - குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, பட்டினப்பாலை-  
 நெடுநல்வாடை - மதுரைக்காஞ்சி.

### அலகு 3 அறஇலக்கியங்களும்காப்பியங்களும்

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களப்பிரர்காலம்விளக்கம் - நீதிஇலக்கியத்தின்சமூகத்தேவை -  
பதினெண்கீழ்க்கணக்குநூல்கள்அறிமுகம் - திருக்குறள்,நாலடியார்.  
காப்பியங்கள்-

ஐம்பெருங்காப்பியங்கள்மற்றும்ஐஞ்சிறுங்காப்பியங்கள்அறிமுகம்-  
காப்பியஇலக்கணம் - சிலப்பதிகாரம்-மணிமேகலை - சீவகசிந்தாமணி -  
வளையாபதி - குண்டலகேசி.

#### **அலகு 4 பக்திஇலக்கியங்களும்சிறிலக்கியங்களும்**

**15** தமிழகப்பக்திஇயக்கங்கள் - பக்திஇலக்கியங்கள் -  
சைவஇலக்கியம்  
நாயன்மார்கள்அறுபத்துமூவர் - சமயக்குரவர்நால்வர் -  
வைணவஇலக்கியம்

பன்னிருஆழ்வார்கள் - முதல்மூன்றுஆழ்வார்கள்.

சிறிலக்கியக்காலம் - சிறிலக்கியங்கள் - வகைகள் - பரணி -  
கலிங்கத்துப்பரணி - குறவஞ்சி - குற்றாலக்குறவஞ்சி - பிள்ளைத்தமிழ் -  
மீனாட்சியம்மைப்பிள்ளைத்தமிழ் - தூது - தமிழ்விடுதூது - கலம்பகம் -  
நந்திக்கலம்பகம் - பள்ளு - முக்கூடற்பள்ளு.

#### **அலகு 5 இக்காலஇலக்கியங்கள்**

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நவீனகாலம் - நவீனஇலக்கியம் - உள்ளடக்கம் - புதுக்கவிதை -  
தோற்றமும்வளர்ச்சியும்- நாவல் - முதல்மூன்றுநாவல்கள் -  
நாவலின்வகைகள் - பொழுதுபோக்குநாவல்கள் - வரலாற்றுநாவல்கள் -  
சமூகநாவல்கள் - இக்காலநாவல்கள் - மொழிபெயர்ப்புநாவல்கள் -  
சிறுகதை-வகைகளும்வளர்ச்சியும்- நாடகம்-காலந்தோறும்நாடகங்கள் -  
புராணஇதிகாசநாடகங்கள் - சமூகநாடகங்கள் - வரலாற்றுநாடகங்கள்-  
மொழிபெயர்ப்புநாடகங்கள் -நகைச்சுவைநாடகங்கள்.

**மொத்தம்: 75 மணிநேரம்**

CO. #	Course Outcomes
C101.1	Classify the Indian Language families especially Dravidian families
C101.2	Summarise the entire Ancient Literature
C101.3	Explain a particular literary form
C101.4	Compare and contrast Bhakthi Literature and short literature
C101.5	Extend their knowledge on modern Literature

**பார்வைநூல்கள்:**

1. அகத்தியலிங்கம். ச., “திராவிடமொழிகள்தொகுதி1”  
,மணிவாசகர்பதிப்பகம், முதற்பதிப்பு, 1978.
2. சக்திவேல். ச., “தமிழ்மொழிவரலாறு”, மணிவாசகர்பதிப்பகம்,  
முதற்பதிப்பு 1998.
3. பூவண்ணன், “தமிழ்இலக்கியவரலாறு”,  
சைவசித்தாந்தநூற்பதிப்புக்கழகம், முதற்பதிப்பு, 1998.
4. வரதராசன். மு., ”இலக்கியவரலாறு”,சாகித்யஅகாதெமி,  
ஒன்பதாம்பதிப்பு, 1994.
5. விமலானந்தம். மது.ச., “இலக்கியவரலாறு”, பாரிநிலையம்,  
மறுபதிப்பு, 2008.



**Course Objective:** To train the students in the use of Karyalayin Basha. To enable the students to develop the communication skill in Hindi language.

<b>UNIT I</b>	<b>GADYA AUR KARYALAYIN BASHA</b>	<b>15</b>
	Mamata, -Yogyatha evam vyavasay kaa Chunaav Paribashik shabdavalil prashasanik vakyansh, padanam,	
<b>UNIT II</b>	<b>GADYA AUR SARKARI PATRA</b>	<b>15</b>
	Rajneethi kaa Bhantwara, , Samanya sarkari patra, gyapan, karyalay gyapan	
<b>UNIT III</b>	<b>GADYA AUR SARKARI PATRA</b>	<b>15</b>
	Computer nayi krantee kee dastak, , Karyalay aadesh, Ardha sarkari patra paripatra, Adhisoochana	
<b>UNIT IV</b>	<b>GADYA AUR SAMANYA PATRA</b>	<b>15</b>
	Raspriya, Samanya patra- chutti patra, sampadak ke naam patra, shikayati patra, pustak vikretha ke naam patra	
<b>UNIT V</b>	<b>VYAVASAAYIK PATRA</b>	<b>15</b>
	Bankon mein bach khaata kholne ke liye – chek buk ke liye, run lene hetu, chek buk gum ho jane hetu, kitaabon kaa krayadesh	

**Total : 75 Hrs**

### **Course Outcomes**

1. Through the story students will be familiar with the writing style of great writer “sri Jayashankar Prasad”, & can understand the situation of country during Mughal period .
2. To make the children understand the importance of selecting a profession according to one’s own interest.
3. To describe the present situation ; politician’s behaviour & their self-oriented activities.
4. To explain the importance of computer in daily life in all the fields.
5. This story helps the students to understand the Writing style of writer “Fanishwarnath renu” who is well known for his village type Stories .

**Text book:**

1. Gadya Aur Prayojanmulak Hindi ed by Dr.N.Lavanya Mayura Publishers,  
edition 2008

**18LFR001**

**FRENCH I**

**5 0 0 5**

**Course Objective:** To introduce French Language. To enable the students to understand and to acquire the basic knowledge of French Language with the elementary grammar.

**UNIT I INTRODUCTION 15**

Introduction - Alphabet – Comment prononcer, écrire et lire les mots- Base : Les prénoms personnel de 1<sup>er</sup>, 2<sup>ème</sup> et 3<sup>ème</sup> personnes – Conjugaisons les verbes être et avoir en forme affirmative, négative et interrogative

**UNIT II LEÇONS 1-3 15 Leçons**

1.Premiers mots en français,- 2. Les hommes sont difficiles,- 3 Vive la liberté- Réponses aux questions tirés de la leçon - Grammaire : Les adjectives masculines ou féminines – Les articles définis et indéfinis - Singuliers et pluriels

**UNIT III LEÇONS 4-6 15 Leçons**

4. L'heure, C'est l'heure,- 5. Elle va revoir sa Normandie,- 6 .Mettez –vous d'accord groupe de nom - Réponses aux questions tirés de la leçon - Grammaire : A placer et accorder l'adjectif en groupe de nom- Préposition de lieu –A écrire les nombres et l'heure en français

**UNIT IV LEÇONS 7-9 15 Leçons7.**

Trois visage de l'aventure,- 8. A moi, Auvergne,- 9. Recit de voyage - Réponses aux questions tirés de la leçon - Grammaire : Adjectif possessif – Les Phrases au Présent de l'indicatif - Les phrases avec les verbes pronominaux au présent

**UNIT V COMPOSITION 15**

A écrire une lettre à un ami l'invitant à une célébration différente ex : mariage – A faire le dialogue - A lire le passage et répondre aux questions

**Total : 75 Hrs**

**Course Outcomes**

1. The content of the unit 1 aids the students to explore the basics of the new foreign language.

2. The content of unit 2 to experience the basic formations of words and its basic grammar by differentiating with English.
3. This imparts the additional information in terms of general in the sense of geographical and culture.
4. Enable students for framing the basic sentence
5. Making the students community to know the French format of letter writing and essay writing.

**Text book:**

1. Jacky Girard & Jean Marie Gridlig, « Méthode de Français Panorama », Clé Internationale, Goyal Publication, New Delhi., Edition 2004

**References:**

1. Dondo Mathurin, “Modern French Course”, Oxford University Press., New Delhi., Edition 1997.
2. Nitya Vijayakumar, “Get Ready French Grammar – Elementary”, Goyal Publications, New Delhi., Edition 2010.



2. Filling up Forms
3. Railway Reservation/ Cancellation Forms
4. Bank-Chalan
5. Convocation Form
6. Money Order Form

**Total : 75 Hrs**

### **Course Outcomes**

**At the end of the course students will be able to**

<b>CO. #</b>	<b>Course Outcomes</b>
C102.1	Summarise the poems of famous poets
C102.2	Extend their knowledge by analysing detailed poems
C102.3	Discover life experiences of some great personalities
C102.4	Develop their grammatical knowledge
C102.5	Utilize the composition for applying in real life situations

**Text book:**

1. Mahadevan, Usha. Empower with English, Sun Beams - 1. Emerald Pub: Chennai. 2012. Print.

**18CBCC11**

**FINANCIAL ACCOUNTING- I**

**5 0 0 5**

**Course objective:** To give an insight into the basics of Accounting Concepts and Principles to Prepare to Students to have the Foot Hold in Accounts.

**UNIT I INTRODUCTION TO ACCOUNTING 15**

Meaning and definition of accounting- functions of accounting – limitations of accounting – accounting concepts and conventions systems of accounting – single entry system – double entry system – subsidiary books including cash book – trial balance – rectification of errors.

**UNIT II PREPARATION OF FINAL ACCOUNTS 15**

Final accounts with adjustments – closing stock, outstanding expenses, unexpired or prepaid expense, accrued income, income received in advance, depreciation, additional bad debts, provision for doubtful debts, provide for a discount on debtors, interest on capital, interest in drawing, discount on creditors and creation of various reserves.

**UNIT III BANK RECONCILIATION STATEMENT AND ACCOUNTS 15**

Bank reconciliation statement – importance of bank reconciliation statement - scope of bank reconciliation statement - insurance claim account – loss of property and stock – average clause.

**UNIT IV CALCULATION OF DEPRECIATION UNDER DIFFERENT METHODS**

**15**

Depreciation accounts – definition and causes of depreciation – need for depreciation – methods of calculating the amount of depreciation – straight line method – diminishing balance method.

**UNIT V SINGLE ENTRY SYSTEM OF ACCOUNTING 15**

Single entry system – salient features – limitations of single entry system – distinction between single entry system and double entry system – ascertainment of profit – net worth method – conversion method (simple problems only)

**Course Outcome:**

- I. To give insight into the basic Accounting concept.
- II. To gain knowledge about Journal, Ledger, Trial Balance and Error correction.
- III. To learn about the preparation of Final Accounts.
- IV. How to Prepare BRS.
- V. To learn Depreciation and its methods.
- VI. Single entry and Double entry information.

**Total : 75 Hrs**

**Text books:**

1. T.S.Reddy & A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011.
2. P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd, 2003.

**References:**

1. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002.
2. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand & Company Ltd., 2002, Reprint – 2008.





2. Using Micro Computers- Brightman and Dimsdale
3. P.c.Software made simple-R.K.Taxali
4. Introduction to computers-Alexis Leon and Mathews Leon
5. Information technology for management-Henry c.Lucas

**Course Outcomes:**

- I.** To enable students for understanding the importance of computers in business and other areas.
- II.** To understand about the various types of computer system and networking.
- III.** To enable students understand about the input, output and storage devices, types of softwares and different types of programming languages.
- IV.** To understand the different types of operating systems.
- V.** To develop an idea about management information systems, decision support systems and expert systems in the organization.

**Total: 75 hrs**

**Text book :**

Introduction to Information Technology, IITL Education Solutions Ltd., Pearson Education chapters ; 1,2,3,4,7,8,9,10,14,15,16,17

**18CBCC13**

**MANAGERIAL ECONOMICS**

**4 0 0 4**

**Course objective:** To understand and appreciate the basic Micro and Macroeconomics and their application to the business.

**UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS 15**

Managerial economics – Definition, Nature and scope – Decision Making – Risk and Uncertainty – Concept of Efficiency.

**UNIT II LAWS OF DEMAND AND SUPPLY 15**

Demand – Law of Demand – Elasticity of Demand – Law of Supply – Demand Forecasting – Consumer durable and Capital Goods – Consumer Surplus.

**UNIT III CLASSIFICATION OF COST AND THEORIES OF PROFIT 15**

Cost Classification - Short Run and Long Run, Cost Function, Theories of profit – Profit Maximization – Break-Even Analysis.

**UNIT IV LAW OF DIMINISHING RETURNS AND ECONOMICS OF SCALE 15**

Production Function – Law of Variable Proportions – Law of Returns to Scale – Law of Diminishing Returns – Economics of Scale.

**UNIT V TYPES OF MARKETS AND PRICING 15**

Price and Output Determination – Under Perfect Competition Monopoly – Monopolistic Competition – Oligopoly – Pricing Objectives and Methods

**Course Outcomes:**

- I.** To learn basic concepts economics.
- II.** To study the Law of demand and supply.
- III.** To get information about cost and profit theory.
- IV.** To understand the Law of Diminishing Returns.

- V. To gains knowledge about types of pricing.

**Total: 75 Hrs**

**Text books:**

1. S.Shankaran, “ Managerial Economics”, Margham Economics, Chennai,2008.
2. R.Cauvery & Others – Managerial Economics. S. Chand And Company, New Delhi, 2015.

**References:**

1. S.Mukherjee, “Business And Managerial Economics in global Context”, New Central Bank Agency (P) Ltd, Kolkatta, 2009.
2. William F. Samuelson and Stephen G. Marks, “Managerial Economics”, Johny Wiley & Sons, Reprint – 2015

**நோக்கம்:**சங்ககாலம்தொடங்கிதற்காலம்வரையிலும்தமிழில்உள்ளபடைப்பிலக்கியங்களைஇப்பாடம்அறிமுகம்செய்கின்றது.தமிழ்இலக்கியத்தில்தேர்ந்தெடுக்கப்பட்டமிகமுக்கியமானசெய்யுட்கள்,கவிதைகள்,கதைகள்,உரைநடைஆகியவற்றைக்கொண்டுஇப்பாடம்கட்டமைக்கப்பட்டுள்ளது.மாணாக்கரிடம்இலக்கியத்தேடலைஉருவாக்குவதும்,தற்சார்புடையஅறிவைமேம்படுத்துவதும்இப்பாடத்தின்நோக்கமாகும்.

**அலகு 1 செவ்வியல்இலக்கியங்கள்**

15

திருக்குறள்- அன்புடைமை, ஒழுக்கமுடைமை,  
பெரியாரைத்துணைக்கோடல் -மூன்றுஅதிகாரங்கள்முழுமையும்.  
புறநானூறு-பாடல்எண்: 18, 55, 182, 183, 192 -ஐந்துபாடல்கள்.  
குறுந்தொகை- பாடல்எண்: 2, 167, 27, 202, 184 - ஐந்துபாடல்கள்.

**அலகு 2 காப்பியங்கள்**

15

சிலப்பதிகாரம்- கனாத்திறம்உரைத்தக்காதைமுழுவதும்.  
மணிமேகலை-  
பவத்திறம்அறுகஎனப்பாவைநோற்றகாதைமுழுவதும்.  
கம்பராமாயணம்- மந்தரைச்சூழ்ச்சிப்படலம்  
(தேர்ந்தெடுக்கப்பட்டஒன்பதுபாடல்கள்).

**அலகு 3 கவிதையும்புதுக்கவிதையும்**

15

பாரதிதாசனின்'தமிழியக்கம்' -(i) நெஞ்சுபதைக்கும்நிலை - (ii)  
இருப்பதைவிடஇறப்பதுநன்று -இரண்டுகவிதைகள்.  
ஈரோடுதமிழன்பனின், "அந்தநந்தனைஎரித்தநெருப்பின்மிச்சம்"  
என்னும்தொகுதியில்இடம்பெற்றுள்ள'விடிகிறது'என்னும்புதுக்கவிதை.

**அலகு 4 சிறுகதைகள்**

15

தி.ஜானகிராமனின் 'சக்திவைத்தியம்'  
கி.ராஜநாராயணனின்'கதவு' -இரண்டுகதைகள்

**அலகு 5 உரைநடை**

15

வைரமுத்துஎழுதிய 'சிற்பியேஉன்னைச்செதுக்குகிறேன்' முழுவதும்

**Course Outcomes**

**At the end of the course students will be able to**

CO. #	Course Outcomes
C201.1	Extend their knowledge to special literature called “Sevviyal Ilakiangal”
C201.2	Summarise the great epics of Tamil
C201.3	Compare and Contrast poems of ancient and modern Tamil Literature
C201.4	Apply the morals of the stories to real life situations
C201.5	Get outline of a writing of a prominent poet Vairamuthu

**பாடநூல்கள்:**

1. இரவிச்சந்திரன். ச.(ப.ஆ),  
“செய்யுள்திரட்டு”, வேல்ஸ்பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., “சிற்பியே உன்னைச் செதுக்குகிறேன்”,  
திருமகள்நிலையம், பதினேழாம் பதிப்பு, 2007.

**பார்வைநூல்கள்:**

1. பாலச்சந்திரன். ச., “இலக்கியத்திறனாய்வு”, நியூசெஞ்சுரிபுக்ஹவுஸ்,  
பத்தாம்பதிப்பு, 2007.
2. மாதையன். பெ., “தமிழ்ச்செவ்வியல்படைப்புகள்”,  
நியூசெஞ்சுரிபுக்ஹவுஸ், முதல்பதிப்பு, 2009.
3. வரதராசன். மு., “குறள்காட்டும் காதலர்”, பாரிநிலையம், மறுபதிப்பு,  
2005.

18LHN002

HINDI II

5 0 0 5

**Course objective :** To enable the students to have the knowledge in contemporary literature of the modern era. It also provides an idea how translation to be effected.

<b>UNIT I</b>	<b>KAHANI AUR EKANKI</b>	<b>15</b>
	Poos Kee Raat., - Duzhazar	
<b>UNIT II</b>	<b>EKANKI AUR KAHANI</b>	<b>15</b>
	Vaapasi, Akeli, . Akbhari vigyapan	
<b>UNIT III</b>	<b>KAHANI AUR ANUVAD</b>	<b>15</b>
	Sharandatha - Anuvad anuched angreji se hindi me karne ke liye.	
<b>UNIT IV</b>	<b>EKANKI AUR ANUVAD</b>	<b>15</b>
	Raat ke Raahi Main Bhi Maanav hoon Anuvad anuched angreji se hindi me karne ke liye.	
<b>UNIT V</b>	<b>KAHANI ,EKANKI AUR ANUVAD</b>	<b>15</b>
	Parda - Yeh Meri Janma Bhoomi Hai -anuvad anuched angreji se hindi me karne ke liye.	

**Total: 75 Hrs**

### Course Outcomes

1. **'Pus ki raath'(kahani), Translation** **12**  
 This story explains the problems faced by the farmers 'Upanyas samrat Premchand' describes the life of a poor farmer who represents present day's situation  
**'Das hazar'(ekanki), Translation**  
 Author 'Uday Shankar bhatt' criticized the rich&stingy person's behaviour and explains the importance of human values in a humorous mannner By translating the English passage into Hindi,students learn the rules which should be followed while translation.
  
2. **'vaapasi'(kahani), Translation** **12**  
 Female writer'Usha priyamvada 'describes the mentality of a retired person in a beautiful manner  
**' Akhbaari vijnapan'(ekanki), Translation**  
 This humorous story written by 'chiranchith'points out the problems occur due to carelessness&lack of communication
  
3. **'Akeli'(kahani), Translation** **12**  
 Writer 'Mannu bhandari'describes the condition of middle aged woman left lonely who longs only for love &affection&nothing else.  
**'Raat ke raahi', (ekanki), Translation**  
 'Vrajabhushan' shows the clear picture of cunning woman and creates

Awareness

4. **'Parda'(kahani), Translation**

12

Written by 'Yashpal', this story brings the clear picture of problems Faced by a poor muslim family.

**'Maim bhi maanav huum'(ekanki), Translation**

Author 'vishnu prabhakar' describes the kalinga war&reasons behind samrat Ashok's change of mind.

5. **Sharandaataa (kahani) ,Translation**

This story written by 'Anjeya explains the situation of Indian people who lived in Pakistan region after separation .

**'Yah meri janma bhumi hai'(ekanki), Translation**

'Harikrishna premi' points out the patriotism of a british girl who Was born in India &also the country's condition at that time.

**Text book:**

- 1.Sankalan Kahani evam Ekankied by Dr.N.Lavanya, Mayura Publishers, edition 2010

18LFR002

FRENCH II

5 0 0 5

**Course objective:** To fortify the grammar and vocabulary skills of the students. Enable the students have an idea of the French Culture and Civilization

UNIT I LEÇONS 10 – 11

15

Leçons : 10. Les affaires marchent,- 11. Un après midi à problèmes- Réponses aux questions tirés de la leçon - Grammaire : Présent progressif, passé récent ou future proche - Complément d'objet directe - Complément d'objet indirecte.

**UNIT II LEÇONS 12 – 13 15**

Leçons : 12. Tout est bien qui fini bien,- 13. Aux armes citoyens – Réponses aux questions tirés de la leçon - Grammaire : Les pronoms « en ou y » rapporter des paroles - Les pronoms relatifs que, qui, ou où ,

**UNIT III LEÇONS 14 – 15 15**

Leçons 14. Qui ne risqué rien n'a rien,- 15. La fortune sourit aux audacieux – Réponses aux questions tirés de la leçon - Grammaire : Comparaison – Les phrases au passé composé

**UNIT IV LEÇONS 16 – 18 15**

Leçons 16 La publicite et nos reves 17 La france le monde 18 Campagne publicitaire Réponses aux questions tirés de la leçon - Grammaire :- Les phrases à l' Imparfait - Les phrases au Future

**UNIT V COMPOSITION 15**

A écrire une lettre de regret// refus à un ami concernant l'invitation d'une célébration reçue- A écrire un essaie sur un sujet générale - A lire le passage et répondre aux questions

**Total: 75 Hrs**

**Text book :**

1. Jacky Girarder & Jean Marie Gridlig, « Méthode De Français Panorama », Clé Internationale , Goyal Publication, New Delhi., Edition 2004

Course Outcomes



1. This enable students to learn the language without any grammatical errors.
2. As a result of the content makes the students to known about the types of pronouns and their useage.
3. This imparts the students in order to develop their basic writing skills
4. Enable students for framing the basics sentence
5. Making the students community to know the french format of letter writing and essay writing.

**References:**

1. DONDO Mathurin, “ Modern French Course”, Oxford University Press, New Delhi., Edition 1997
2. Paul Chinnappane “ Grammaire Française Facile” , Saraswathi House Pvt Ltd, New Delhi, Edition 2010.

**18LEN002**

**ENGLISH - II**

**5 0 0 5**

**Course Objective:** To enable the students to develop their communication skills effectively. To make students familiar with the English Language. To enrich vocabulary in English.To develop communicative competent

<b>UNIT I</b>	<b>PROSE-I</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>1. On Saying 'Please' - A.G. Gardiner</li> <li>2. Women, Not the Weaker Sex - M.K. Gandhi</li> <li>3. The Sky is the Limit - Kalpana Chawla</li> </ol>	
<b>UNIT II</b>	<b>PROSE-II</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>4. Polluting the World - Edgar I. Baker</li> <li>5. Dimensions of Creativity - Dr. A. P. J. Abdul Kalam</li> <li>6. The Message of Visva - Bharati</li> </ol>	
<b>UNIT III</b>	<b>SHORT STORIES</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>1. Open Window - H. H. Munro (Saki)</li> <li>2. The Lion's Share - Arnold Bennett</li> <li>3. The Sparrows - K.A. Abbas</li> <li>4. The Cop and The Anthem - O- Henry</li> <li>5. The Necklace - Guyde Maupassant</li> </ol>	
<b>UNIT IV</b>	<b>FUNDAMENTAL GRAMMAR SKILLS</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>1. Question Tags</li> <li>2. Concord</li> <li>3. Reported Speech</li> <li>4. Idiom and Phrases</li> </ol>	
<b>UNIT V</b>	<b>ADVANCED GRAMMAR SKILLS</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>5. Conditional Clauses</li> <li>6. Cause and Effect</li> <li>7. Simple, Complex, Compound</li> <li>8. Framming Questions</li> </ol>	

**Total: 75 Hrs**

**Course Outcomes**

**At the end of the course students will be able to**

<b>CO. #</b>	<b>Course Outcomes</b>
C202.1	Extend their knowledge about famous personalities
C202.2	Construct themes and develop their own writings
C202.3	Summarise the writings of many prominent authors
C202.4	Experiment with new writings with the help of grammar
C202.5	Extend their grammatical knowledge to innovative writings

**Text book:**

1. Rao, Shoba B. Empower with English, Sun Beams - II. Emerald Pub: Chennai. 2012. Print.

**18CBCC21**

**FINANCIAL ACCOUNTING II**

**5 0 0 5**

**Course objective:** To enable the students to prepare different kinds of Financial Statements.

**UNIT I      BRANCH ACCOUNTING      15**

Branch accounts – objectives of branch accounts – types of branches – dependent branches – independent branch – accounting system.

**UNIT II      DEPARTMENTAL ACCOUNTS      15**

Departmental accounts – accounting procedure – allocating procedure – allocation of common expenses – interdepartmental transfer

**UNIT III      ACCOUNTS RELATING TO HIRE-PURCHASE AND INSTALMENT SYSTEM      15**

Hire purchase and installment system – hire purchase trading account – stock and debtor system – installment system.

**UNIT IV      ADMISSION, RETIREMENT AND DEATH OF A PARTNER      15**

Partnership accounts – admission – retirement – death of a partner

**UNIT V      DISSOLUTION, INSOLVENCY AND GRADUAL REALISATION AND PIECE MEAL DISRTIBUTION      15**

Dissolution of partnership firm – dissolution accounts – insolvency of partners – gradual realization of assets and piecemeal distribution.

**Course Outcomes:**

- I. To study the branch and the departmental concept and accounting.
- II. To know about the hire purchase and instalment system of purchase.
- III. To understand the partnership business and their accounts as per partnership Act 1932.
- IV. To understand the concept of admission , Retirement and Death of partnership
- V. To create an idea about dissolution of partnership and procedures

**Total: 75 Hrs**

**Text books:**

1. T.S.Reddy & A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011.
2. P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd, 2003.

**References:**

1. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002.
2. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand & Company Ltd., 2002, Reprint – 2008.

**18CBCC22**

**INTERNATIONAL ECONOMICS**

**5 0 0 5**

**Course objective:** To provide an idea of international trade and its economic implication. To enable students to have a feel of the Theories of International Economics.

<b>UNIT I</b>	<b>INTERNATIONAL TRADE</b>	<b>15</b>
Introduction – Definition – Need – Types International Trade – Difference Between Internal and International Trade - Importance of International Trade in Global Context.		
<b>UNIT II</b>	<b>THEORIES OF FOREIGN TRADE</b>	<b>15</b>
Theories of Foreign Trade, Absolute, Comparative and Equal Cost Differences (Adam Smith, Ricardo, Haberler’s Heckscher and Ohlin Theories only) .		
<b>UNIT III</b>	<b>BALANCE OF PAYMENT AND BALANCE OF TRADE</b>	<b>15</b>
Balance of Trade, Balance of Payment – Concepts – Balance of Payment, Causes of Disequilibrium – Fixed and Floating Exchange Rates.		
<b>UNIT IV</b>	<b>INTERNATIONAL MONETARY SYSTEM</b>	<b>15</b>
Market, International Monetary System – International Liquidity – IBRD – Money.		
<b>UNIT V</b>	<b>WTO AND INDIA</b>	<b>15</b>
WTO and Its Implication with special Reference to India. Trips & Trims.		

**Course outcomes:**

- I. To study the International trade.
- II. Achived clear picture about foreign trade.
- III. Gain information about balance of payment and balance of receipts.
- IV. Result in gaining information about International monetary system.
- V. India’s role in WTO.

**Total: 75 Hrs**

**Text books:**

1. Dr.s. Sankaran, “International Economics”, Margham Publications, 2015.
2. Peter B. Kenen, “International Economics”, Cambridge university Press, Low Price edition, 1996.

**References:**

1. Robert.J, “ International Economics”, Thomson, 2008.
2. Dominick Salvatore,Ph.D, “International Economics”, Tata Mc Graw – Hill Publishing Company Limited, 2005.

<b>18CBCC23</b>	<b>BUSINESS APPLICATION SOFTWARE - LAB</b>	<b>0 0 4 2</b>
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INTRODUCTION UNIT - I	15
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Introduction to software's 2. Application software 3. Systems software 4. Operating System.

MS WORD - UNIT – II 15

Text Manipulations. Usage of Numbering, Bullets, Footer and Headers, Usage of Spell check, Find & Replace, Text Formatting . Picture insertion and alignment , Creation of documents, using templates, Creation templates, Mail Merge Concepts,. Copying Text & Pictures from Excel

MS-EXCEL - UNIT – III. 15

Cell Editing, Usage of Formulae and Built-in Functions , File Manipulations Data Sorting (both number and alphabets),. Worksheet Preparation,. Drawing Graphs , Usage of Auto Formatting .

MS-POWER POINT - UNIT – IV 15

Inserting Clip arts and Pictures , Frame movements of the above,. Insertion of new slides,. Preparation of Organization Charts 25. Presentation using Wizards, Usage of design templates.

INTERNET - UNIT – V 15

Introduction to Internet,. WWW , E-Mail

**Course Outcomes:**

- It gives an ability to understand different types of software used in computer and operating systems.
- To understand overall view of Microsoft word which includes text editing, text formatting, picture insertion, alignment, mail merging etc.
- To understand overall view of Microsoft excel which includes cell editing, usage of formulae and button function and drawing graphs etc.
- To enable students for understanding the internet concepts, world wide web [WWW] and E-Mail.

**BOOKS FOR REFERENCE**

- 1) A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,.
- 2) Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing.
- 3) Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

**18CBCC31**

**BUSINESS STATISTICS**

**4 0 0 4**

**Course objective:** To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques in Business decision-making.

**UNIT I INTRODUCTION TO STATISTICS 15**

Introduction to statistics -scope of statistics – limitations of statistics – diagrammatic and graphical representation.

**UNIT II MEASURES OF AVERAGE 15**

Measure of location – mean – median – mode – geometric mean – harmonic mean – measures of dispersion – quartile deviation – mean deviation – standard deviation.

**UNIT III MEASURES OF CORRELATION AND REGISTRATION 15**

Correlation – scatter diagram – types of correlation – regression – method of least squares– simple problems.

**UNIT IV BASIC THEORIES OF PROBABILITY 15**

Introduction to probability – different approaches of probability – addition theorem – multiplication theorem – conditional probability – Bayes’ theorem.

**UNIT V TREND ANALYSIS 15**

Time-series analysis – components –trends moving averages – seasonal variation – cyclical variation – irregular variation – index number : introduction – construction of index numbers – laspeyre’s method – Paasche’s method – Fischer’s and Kelly’s methods – chain index.

**Course Outcomes:**

- I.** Result in understanding of scope of statistics and its concepts.
- II.** To gain knowledge about averages.
- III.** To get full information about correlation and regression.
- IV.** Students can get technique of probability.
- V.** Will reach the technique of trend analysis.

**Total: 75Hrs**

**Text books:**

1. S.P.Gupta, “Statistical methods”, Sultan Chand, 2000.
2. P.R.Vittal, ‘Business statistics and operation”, Margham publications, 2<sup>nd</sup> Edtion, 2010.

**References:**



1. B\_Basinab, "Elements of probability and statistics", A.P-Tmh, 1993.
2. Dr. S. P. Rajagopalan, "Business Statistics", Windom Publishing Private Ltd, 2005.

**18CBCC32**

**CORPORATE ACCOUNTING – I**

**5 0 0 5**

**Course objective:** To Impact Company Accounts to understand and appreciate the Provisions of the companies act 1956. To give them an exposure to calculate the value of Goodwill and shares.

**UNIT I      ISSUE OF SHARES AND DEBENTURES**

**15**

Issue of shares and debentures – various kinds of issues – forfeiture – re-issue – underwriting of shares and debentures.

**UNIT II REDEMPTION OF PREFERENCE SHARES AND DEBENTURES 15**

Redemption of preference shares and debentures – purchase of business – profits prior to incorporation – treatment of profit or loss prior to incorporation.

**UNIT III COMPANY FINAL ACCOUNTS 15**

Preparation of company final accounts – company balance sheet preparation – computation of managerial remuneration.

**UNIT IV VALUATION OF GOODWILL AND SHARES 15**

Valuation of good will and shares – factors affecting value of goodwill – methods of valuation of shares – computation of valuation of good will and shares.

**UNIT V INTERNAL RECONSTRUCTION 15**

Alteration of share capital – internal reconstruction and reduction of capital – different kinds of alteration of share capital – procedure for alteration reducing share capital – accounting entries for alteration and reduction of share capital.

**Course Outcomes:**

- I.** Gain knowledge about basic concepts of shares and debentures and issues.
- II.** Students can know how to redeem preference shares and debentures.
- III.** Student can gain information about goodwill and its valuation.
- IV.** How to prepare final account as per company Act 1956.
- V.** Students can know the internal reconstruction of companies.

**Total: 75 Hrs**

**Text book:**

1. T.S. Reddy & Murthy, “Corporate Finance”, Margham Publications, Reprint, 2013.

**References:**

1. Dr. S. Kr.Paul & Chandri Paul, “Corporate Finance”, New Central Book Agency (p) Ltd, 2009.
2. K. K. Varma, “Corporate Accounting”, Published by Anurag Jain for Excel books, First edition, 2008.
3. Dr. Naseen Ahmed, “Corporate Accounting”, Atlantic Publication, First Edition, 2007.

**18CBCC33**

**BUSINESS LAW**

**5 0 0 5**

**Course objective:** To acquaint students with the principles of Business law. To impart the basic Knowledge in Contract Act.

**UNIT I INTRODUCTION TO THE CONTRACT 15**

Indian contract act 1872 – definition of contract – essential elements of a valid contract – classification of contracts – offer and acceptance – consideration.

**UNIT II CAPACITY OF CONTRACT 15**

Capacity to contract – persons to be incompetent to contract – minors – persons of unsound mind – persons disqualified by any law to which they are subject – free consent – legality of object – void agreements – illegal agreements.

**UNIT III PERFORMANCE AND BREACH OF CONTRACT 15**

Performance of contract - tender – quasi contract, discharge of contract – remedies for breach of contract.

**UNIT IV CONTRACT OF AGENCY 15**

Contract of Agency – creation of agency – types of agents – duties, rights and liabilities of principal and agent - termination of agency.

**UNIT V SALE OF GOODS ACT, 1930. 15**

Sale of goods act 1930 – Essential of a contract of sale – sale and agreement to sell – formation – caveat emptor – implied conditions and warranty – rights of unpaid seller.

**Course Outcomes:**

- I.** Students can receive information about the Indian Contract Act 1872.
- II.** Can get idea about qualification and disqualification of contract.
- III.** To know about breach of contract.
- IV.** To get full idea about law of Agency.
- V.** Students can get practicals of sale of goods Act 1930.

**Total: 75 Hrs**

**Text books:**

1. N.D.Kapoor, “Business Law”, Sultan Chand Publishers, 2015.
2. R.S.Pillia, “Business Law”, S. Chand Publishers, 2011.

**References:**

1. M.R.Srinivasan, “Business Law”, Margham Publishers, 2009.
2. Richard Lawson and Douglas smith, “Business Law for business and marketing students”, butterworth – heinemann Publication, 3<sup>rd</sup> edition, 2011.

**18CBCC34****DATA BASE MANAGEMENT SYSTEM****5 0 0 5**

**Course objective:** This course provides students with the fundamental concepts of database design, data models and different database languages.

**UNIT – I Introduction :****15**

Database system Application – Database system Vs File systems – View of Data – Data Model – Database Languages – Database Users and Administrators – Transaction Management – Database System Structure. Data Model: ER-Model – Basic Concepts – Constraints – Keys – Design Issues – Entity Relationship Diagram – Weak Entity set – Extended ER Features.

**UNIT – II Relational Model :** **15**

Structure of Relational Databases – Relational Algebra – Modification of the database Views – Tuple Relation calculus – Domain Relational calculus. SQL: Background – Basic Structure – operations – Aggregate functions – Null Values – Nested. Sub queries – Views – Complex Queries – Modification of the database – Joined Relation – Data definition language, Other relation languages: Query by example – Modifications of database.

**UNIT – III Integrity and Security:** **15**

Domain Constraints – Referential integrity – assertions – Triggers – Security and Authorization – Authorization in SQL – Encryption and Authentication. Relational Database Design: First Normal form – Pitfalls in relational database design – Functional Dependencies – Decomposition – Desirable Properties of Decomposition – Boyce Code Normal Form (BCNF) – Third Normal Form – Fourth Normal Form.

**UNIT – IV Database system Architectures:** **15**

Centralized and Client – Server Architectures – Server System Architectures- Parallel Systems – Distributed Systems – Network types. Distributed Databases: Homogeneous and Heterogeneous Databases – Distributed Data Storage – distributed transactions – Commit Protocols- Availability – Heterogeneous Distributed Databases – Directory Systems.

**UNIT – V Network Model:** **15**

Basic Concept – Data Structure Diagrams – DBTG CODASYL Model – DBTG Data Retrieval Facility – DBTG Update Facility – DBTG set Processing facility – Mapping of networks to files. Hierarchical Model: Basic concepts – Tree Structure Diagram – Data Retrieval Facility – Update Facility – Virtual Records – Mapping of Hierarchies to files.

### **Course Outcomes:**

- I.** Enables student to understand about what is a database systems? Data model, Constraints, Keys, Design issues etc.

- II. Enables student to understand about relational model, relational algebra and SQL concepts etc.
- III. Enables students to understand about the security modules carried out on the databases, encryption, authorization and authentication and different normal forms in relational database systems etc.
- IV. Enables students to understand about the client/server system architecture, parallel and distributed systems etc.
- V. Enables students to understand different network models and hierarchical models etc.

**Total: 75 hrs**

**Text book:**

**BOOKS FOR REFERENCE**

1. "Data system concepts" - Silberschatz, Korth, Sudarshan, 4th Edition. - Mc Graw Hill International Edition.

**18CBCC41**

**RESOURCE MANAGEMENT TECHNIQUES**

**4 0 0 4**

**Course objective:** To impart selected statistical tools and techniques for an effective resource management

<b>UNIT I</b>	<b>INTRODUCTION TO OPERATION RESEARCH</b>	<b>15</b>
	Introduction to or – scope of OR in Business – Linear Programming problems – Formulation – Graphical method of solution .	
<b>UNIT II</b>	<b>LINEAR PROGRAMMING PROBLEMS</b>	<b>15</b>
	Linear programming problems – Simplex method	
<b>UNIT III</b>	<b>TRANSPORTATION PROBLEMS AND ASSIGNMENT PROBLEMS</b>	<b>15</b>
	Transportation problems – Assignment Problem	
<b>UNIT IV</b>	<b>NETWORK ANALYSIS</b>	<b>15</b>
	Network Analysis : Introduction – Basic Terminologies – Critical Path Method – PERT – Float analysis	
<b>UNIT V</b>	<b>SEQUENCING AND GAME THEORY</b>	<b>15</b>
	Sequencing Problems : Solution using Johnson’s Algorithm – method. Game Theory : Introduction – Two person Zero Sum Games Mixed Strategies.	

**Course Outcomes:**

- I. Students can know what is OR.
- II. To know Liner programming.
- III. Students can gain transportation and assignment problem.
- IV. Net work analysis can also be captured by students.
- V. Students learn sequencing and Gam theory.

**Total: 75 Hrs**

**Text books:**

1. Resource management techniques by .Sundarasan, K.S. Ganapathy , Subramaniam, K. Ganesan – A.R. Publications – 2000.



2. Operations Research by S.D. Sharma – S. Chand & Co – 2000

**References:**

1. Operations research by Hamdy Taha – Mcmillan Publishing company – New York – 1995
2. Operations research by S.D. Sharma – S. Chand & Co – 2001.

**18CBCC42**

**CORPORATING ACCOUNTING - II**

**5 0 0 5**

**Course objective:** To introduce students to the changes in the preparation of Banking and Insurance Company Accounts and the relevance of Accounting Standards in Company Accounts.



**References:**

1. Dr. S. Kr.Paul & Chandri Paul, “Corporate Finance”, New Central Book Agency (p) Ltd, 2009.
2. K. K. Varma, “Corporate Accounting”, Published by Anurag Jain for Excel books, First edition, 2008.
3. Dr. Naseen Ahmed, “Corporate Accounting”, Atlantic Publication, First Edition, 2007.

**18CBCC43****0063****COMPUTER APPLICATIONS PRACTICAL – II (ORACLE)  
DATA BASE MANAGEMENT SYSTEM (LAB)**

- 1,Table Creation.
- 2.Use and Application of SELECT and INSERT Statements.
- 3.Use of Simple queries.

- i) Comparison operators (e.g. =, <, >, IN, NOT IN, ANY BETWEEN, LIKE IS, NULL etc)
- ii) Logical Operators (NOT, AND, OR)
- iii) Sorting.

4. Single row functions:

- i) Character
- ii) Number
- iii) Data
- iv) Conversion

5. GROUP FUNCTIONS:

- i) Group By
- ii) Having Clause.

6. Querying multiple tables:

- i) Join, methods: Join, Equi – Join, Outer Join /
- ii) Set Operators: Union, Union all, Intersection, minus.

7. Built-in functions of SQL

Number functions, Number group functions, count functions, character and Data functions.

8. Update operation using SQL.

**18CBCC44**

**MODERN BANKING**

**5 0 0 5**

**Course Objective:** To enrich students with the knowledge of the functioning of banks. To help students realize the quintessential role of banks in the world today.

**UNIT I INTRODUCTION 15**

Banking and Financial System – Introduction – Definition – Classification of Banks – Banking System In India – Economic And Monetary Implication Of Modern Banking Operation – Modern Functions Of Banks.

**UNIT II COMMERCIAL BANKS 15**

Commercial Banks – Definition – Primary Function – Function Of Modern Commercial Banks – Teller System – ATM System – Home Banking –Green card – Factoring – Underwriting – Mutual Funds – Electronic Clearing System – Electronic Fund Transfer – Gold Banking – Role Of Commercial Banks In Economic Development.

**UNIT III CENTRAL BANKING 15**

Central Banking – Definition – Features Of Central Bank – Difference Between Central Bank And Commercial Bank – Need For central Bank – Management of Central Bank Of India – Functions of Central Bank – Traditional Functions – Promotional Functions – Supervisory Function – Monetary Policy Of Reserve Bank Of India

**UNIT IV CUSTOMER RELATIONSHIP 15**

Banker and customer Relationship – Rights of a Banker – Duties of a Banker – Paying Banker – Duties and Responsibility of a Paying Banker – Collecting Banker – Duties of a Collecting Banker – Statutory Protection to Collecting Banker.

**UNIT V E-BANKING 15**

E-Banking – Introduction – Meaning of E- Banking – Benefits of E- Banking – Various Activities Under E-Banking – Types of Credit Cards And Their Uses – ATM – Internet Banking – Tele Banking – E- Banking In India.

**Total: 75Hrs**

**Text books:**

1. Sundharam and Varshini, “Banking Law, Theory And Practicies”, Sultan Chand & Sons, 2003.
2. B. Santhanam, “Banking And Financial System”, Margham Publications, Chennai, 2006.

**References:**

1. Nirmala Prasad, “Banking And Financial System”, Himalaya Publishing House, Mumbai, 2004.

2. Radhaswamy, "Text Book of Banking", S. Chand & Co. New Delhi. 2004.

# **PROJECT WORK REGULATION**

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES  
(VISTAS)  
DEPARTMENT OF COMMERCE**

## **B.COM DEGREE**

### **Regulation for Project Work and Viva Voce Examination**

- I. Each student has to undertake a project individually.**
- II. Maximum 10 students under the supervision of a faculty.**
- III. The students must undergo project work in the V semester vacation in any of the private and public limited Companies.**
- IV. The candidates should submit the consent certificate from the organisations for having undertaken the project work.**
- V. The project report must be typed and hard bond.**
- VI. The project report must be submitted at the end of VI semester.**
- VII. Failure to submit the project Report or failure to appear at the Viva-Voce Examination will be treated as “Absentees” in the Examination and the absentees has to submit the Project Report and appear at the Viva – Voce Examination in the subsequent years.**
- VIII. No marks will be allotted on the Project Report, unless a candidate appears at the Viva-Voce Examination and submits his/her Project Report.**
- IX. Evaluation of the Project Work to be done jointly by one internal expert and one external expert with 40:60 Weightage.**
- X. A Candidate has to qualify in the Project Work individually and the minimum marks to qualify in the project work is 40% (Report + Viva Voce).**
- XI. Marking Scheme for Project Report and Viva – Voce Examination :**

**Project Report (60 marks)**

**Chapter 1: Introduction - 10 marks**

**Chapter 2: Conceptual Framework / Review of Literature – 10 Marks**

**Chapter 3: Analysis and Interpretation - 30 marks**

**Chapter 4: Conclusion, Findings & Recommendations – 10marks**

**Evaluation Procedure for Viva- Voce (40 marks)**

**In Course of Viva – Voce Examination, the questions may be asked in the following areas. Importance/Relevance of the study, Objectives of the Study, Research Methodology/ Mode of Enquiry - 10 marks**



**Explanation of the analysis, findings, concluding observations, recommendations,  
Limitations of the study - 20 marks**

**Overall Impression (Including Communication Skill) - 10 marks**

**SYLLABUS**  
**DISCIPLINE SPECIFIC**  
**ELECTIVE COURSES**

**18DBCC51**

**COST ACCOUNTING**

**6 0 0 6**

**Course Objective:** To familiarize students with the basic concepts of cost and various methods and techniques of costing.

**UNIT I INTRODUCTION TO COST ACCOUNTING 15**

Cost accounting – Definition – Scope and Objectives of Cost Accounting – Cost Accounting Vs Financial Accounting – Advantages and Limitations of Cost Accounting – Installation of Cost Accounting System – Classification of Cost – Cost Centers and Profit Centers – Methods of Costing – Techniques of Types of Costing.

**UNIT II PREPARATION OF COST SHEET 15**

Cost Sheet – Tenders And Quotation – Reconciliation of Cost and Financial Accounts

**UNIT III MATERIAL CONTROL AND PRICING METHODS 15**

Material control – Meaning – Objectives – Essential – Advantages – Purchase control – Centralized Vs Decentralized purchasing – Advantages and Dis-advantages – Purchase procedure – Store Keeping and Stock control and inventory control – Meaning and importance – Duties And Responsibilities of Store Keeper – Centralized and Decentralized stores - Classification and codification of Materials – Stores Records – VED analysis – pricing of material issues FIFO, LIFO, HIFO, Market price, Base stock and Standard price Method.

**UNIT IV REMUNERATION AND INCENTIVES 15**

Labour Cost – Computation and Control – Labour Turnover – Time Keeping – Remuneration and Incentives – Time Rates System – Price Rate System – Premium and Bonus Plans – Treatment of Ideal Times an Overtime.

**UNIT V OVERHEAD COST 15**

Over Head Cost – Meaning And Definition - Importance of Over Head Cost – Classification of Over Head Cost – Allocation, Apportionment and Absorption and of Over Head Cost – Primary And Secondary Distribution – Classification Machine Hour Rate.

**Course Outcomes:**

- I. Students can get knowledge about various concepts of cost, costing, cost accounting.

- II. To study cost sheet and causes of disagreement of profit between cost and financial accounting.
- III. To study the material control.
- IV. How to control the labour and their motivation.

**Total: 75 Hrs**

**Text books:**

- 1. Manosh Dutta, “Cost Accounting’, Dorling Kindersley ( India) Pvt. Ltd, 2010.
- 2. T.S. Reddy & Y. Hari Prasad Reddy, “ Cost Accounting”, Margham Publications, 2014.

**References:**

- 1. Manash Dutta, “Cost Accounting”, Pearson Education ( Singapore ) Pvt. Ltd, Second Edition Print, 2005.
- 2. M.C. Shukla, T.S. Grewal, Dr.M.P.Gupta, “ Cost Accounting”, S.Chand & Company Ltd, 2010.

**Course Objective:** To introduce students to the basic concepts in Income-Tax. To help them to apply the provisions and complete incomes under various heads.

**UNIT I INTRODUCTION TO INCOME TAX 15**

Meaning of Income – Canons of Taxation and Income Tax values Act – Important definition Under Income Tax. Act – Residential status – Incidence of Tax of an Individual – Income exempted from tax.

**UNIT II HEADS OF INCOME – INCOME FROM SALARY 15**

Income From Salary – Allowance perquisites And Their Valuations – Profit in Lien of Salary – Deductions of Salary – Other Related Provisions – Gratuity – Pension – Communication of Pension – Provident Fund and Rebate.

**UNIT III INCOME FROM HOUSE PROPERTY 15**

Income From House Property – Annual Income – Reduction From Annual Income – Computation of Income From House Property Under Different Circumstances.

**UNIT IV INCOME FROM BUSINESS OR PROFESSION 15**

Income From Business or Profession – Allowable And Not Allowable Expenses – General Deductions – Computation of Taxable Income From Business or Profession.

**UNIT V PROVISIONS RELATING TO DEPRECIATION 15**

Depreciation – Meaning – Bases – Rates – Block of Assets – Unabsorbed – Depreciation – Provisions Relating To Depreciation.

**Course Outcomes:**

- I. To know about the provisions of the Income Tax Act of 1961.
- II. Students can get knowledge about heads of income very particular about salary income.
- III. To learn about capital gain.
- IV. Students can learn about house property income.
- V. Students will get provisions of Income Tax Act for depreciation.

**Total: 75 Hrs**

**Text books:**

1. V.B. Gaur & Narang , “Income Tax Law And Practice”, Kalayani Publishers,2001.
2. T.S. Reddy & Y. Hari Prasad Reddy, “Income Tax Law And Practice” Margham Publications,2008.

**References:**

1. Dr Vinod K. Singhanian, “Income Tax Law And Practice”, Taxmann Publications Pvt. Limited, 2005.
2. V. Balachandran, S. Thothdri, “Taxation Law and Practices”, Published by Asoke K. Ghosh, PHI Learning Private Limited, Volume 1, 2003.



V. To understand the EDP Audit.

**Total: 75 Hrs**

**Text books:**

1. Dinkar Pargare, “Principles and Practice of Auditing”, sultan and Chand, New Delhi, 2008
2. Dr.V.Radha, “ Practical Auditing”, Prasanna Publication, Tripicane, 2007.

**References:**

1. S. Vengadamani, “Practical Auditing”, Margham Publication, 2009.
2. B. N. Tandon, S. Sudharsanam & S. Sundhara Babu, “A Hand Book of Practical Auditing”, S. Chand Limited, 2006.



**Course objective:** To introduce the students to the vitty – gritty of financial management to understand the role of financial manager to give them an input into various concept like capital structure palnning, cost of capital, dividend policies and working capital which will be foundation if they go for management studies.

**UNIT I INTRODUCTION TO FINANCIAL MANAGEMENT 15**

Meaning, objectives and importance of finance – Sources of finance – Functions of financial management – Role of financial manager in financial management.

**UNIT II CAPITAL STRUCTURE 15**

Capital structures Planning – Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

**UNIT III COST OF CAPITAL 15**

Cost of capital – Cost of equity – Cost of preference capital – Cost of debt – Cost retained earnings – Weighted average (or) composite of capital ( WACC).

**UNIT IV DIVIDEND POLICIES 15**

Dividend policies – Factors affecting dividend payment – Company law provisions on dividend payment – Various Dividend models ( Walter’s Gordon’s – M.M. Hypothesis) .

**UNIT V WORKING CAPITAL 15**

Working capital – Components of working capital – Working Capital Operating Cycle – Factors influencing working capital – Determining (or) forecasting of working capital requirements.

**Course Outcomes:**

- I. Can learn importants and functions of finance.
- II. Can gain information about capital structure.
- III. To know about cost of capital and WACC.
- IV. Students can learn dividend policy.
- V. Students able to know about working capital management.

**Total: 75 Hrs**

**Text books:**

1. I.M. Pandey , “Financial Management”, Vikas Publishing House Pvt Ltd, 01-Nov-2009
2. P.c. Kulkarni, “Financial Management”, B.G. Sathyaprasad, Himalaya Publications,2004.

**Reference:**

1. Dr..V.R.Palanivelu, “Financial Management”, S.Chand Publication,2010

**Course objective:** to acquaint the students with the basics of marketing to make them understand the consumer behaviour and buying motives

**UNIT I INTRODUCTION 15**

Nature Scope and importance of marketing – marketing approaches – Role of marketing – Various environmental factors affecting marketing functions – concept of marketing mix – Market – meaning types of market.

**UNIT II CONSUMER BEHAVIOUR 15**

Consumer Behavior – Meaning and its importance – factors influencing Buying Behavior Buying motives.

**UNIT III PRODUCTS 15**

Products –Classifications of products – Product characteristics – new product development process – product life cycle – product positioning, Targeting, Branding and Packaging –Market segmentation – needs and basis of segmentation.

**UNIT IV PRICING 15**

Pricing – Objection of pricing, pricing policies and procedures, Factors influencing pricing decision – importance of distribution, Various kinds of marketing channels.

**UNIT V SALES FORECASTING 15**

Sales forecasting – Various methods of sales forecasting sales management – Motivation and Compensation of salesman – Personal selling – Direct selling – Sales promotion – An overview of Advertising, Publicity and public Relations.

**Course Outcomes:**

- I. Can study the different approaches and role of marketing.
- II. Student can experiments the consumer behaviour.
- III. Able to analyse the product development and product life cycle.
- IV. Different pricing of product can be studied.
- V. Student forecasted the sales.

**Total: 75 Hrs**

**Text books:**

1. Philip Kotler, "Marketing Management", Pearson Education, 06-Jan-2015
2. Slanton, W.J. "Fundamentals of Marketing", McGraw-Hill, 01-Jan-1994

**References:**

1. Rajan Nair, "Marketing Management", Sultan Chand & Sons, 01-Jan-1995
2. Ramaswamy Namakumari, "Marketing Management", Macmillan India Limited, 2002.

**Course objective:** to introduce the students the various behaviours of the organizations and their processes to compete in the business world.

**UNIT I INTRODUCTION 15**

Introduction of Organisational Behaviour: Foundations of Individual Behaviour – Personality, Perception, Learning, Values and Attitudes.

**UNIT II MOTIVATION 15**

Motivation – Early theories, Contemporary theories, Motivation at work – Designing Motivation Jobs.

**UNIT III GROUP BEHAVIOUR 15**

Group Dynamics –Group Behaviour, Communication and Group Decision making, Intergroup relations.

**UNIT IV LEADERSHIP 15**

Leadership – trait, Behavioral and contingency theories ; Power and Politics; Trait, Behavioral Analysis (T.A); Work stress

**UNIT V CONFLICT 15**

Organisational Conflict; Causes, Types of Conflict, Management, Conflict.

**Course outcomes:**

- I. Introduction to OB – understand by students.
- II. Students learn motivation theory.
- III. Students can able to study applied group behaviour.
- IV. Can have applied knowledge of leadership qualities.
- V. Students study conflict and settlement.

**Total: 75 Hrs**

**Text books:**

1. Dr. Niraj Kumar - Organisational Behaviour, Himalaya Publications, 2010.
2. Dr. P.Subba Rao - Organisational Behaviour, Himalaya Publications, 2009.

**References:**

1. Dr. V&p. Rao - Organisational Behaviour, Himalaya publications, 2013.
2. Dr. Velay Limarse - Organisational Behaviour, Himalaya Publications, 2015.

**Course objective:** To throw light on the policies of business which should be established and followed by the business men to achieve the objectives.

**UNIT I INTRODUCTION 15**

Business as a Social System/Economic System: Objective of Business; Business Environment- Socio economic sector. Technology Sector, Government Sector. The Industry Environment – Customer, Sector/Supplier Sector/ Competitor Sector. The International Environment- OpportUNITies for International activities/ Threats from International activities.

**UNIT II SOCIETY AND BUSINESS 15**

Society and Business: Business ethics, Social responsibility of Business/ Indian Businessmen, Social Audit. Business Policy in Various Economic systems: Capitalist Economy : economic system of socialism and Mixed Economic System.

**UNIT III POLICY CORPORATE STRATEGY 15**

Business policy and Corporate Strategy : How to make policy corporate strategy : Policies : Strategies And Tactics : Policies And Procedures.

Policy formulation and implementation: Policy Formulation: Objectives, Direction: Consideration of change : Business Policy concepts. Business, policy- Characteristics importance. Different types of policies; Classification, Strategies, Programmes . Procedures and Rules M.B.O/M.B.E Major and Minor policies : Supporting composite and contingency policies: Parameter of policy : Development of Business policy : SWOT Analysis: Element of Business Policy : Implementation of Policy.

**UNIT IV MAJOR BUSINESS POLICIES 15**

Major Business Policies : Man Power Planning , Product Policies, Marketing Policies, Production and Purchase Policies, Financial Policies, Capital Procurement and Distribution. Administration and Control of Policy : Communication System : Policy Implementation, Rules and Procedures : GOI Policy: Appended Implies and Imposed Policy : Oral and Written Polices : Control and Review.

**UNIT V CORPORATE STRATEGY 15**

Functions and Importance, Strategy Alternatives, Considering Strategy Variations, Strategic Choice, Implementation.

**Course outcomes:**

- I. Can study the business policy and different sectors of business.
- II. Students can get information about impact of society in the business.
- III. Can analysis the corporate policy and strategy.
- IV. Student can analysis various business policy.
- V. Can gain corporate strategy.

**Total: 75 Hrs**

**Text book :**

1. Dr.C.B Mamoria, “Business Planning and Policy”, Himalaya publications, 2011.

**Reference:**

1. G.S. Reddy , “Business Environment and Strategies”, Himalaya publications, 2015.



## **18DBCC59 SOFTWARE DEVELOPMENT WITH VISUAL PROGRAMMING 6 0 0 6**

### **UNIT – I**

**15**

Starting a new project – The properties of window – Common form properties – Scale properties – Color properties – Making a form responsive – Printing a visual representation of a form – types – creating stand – alone windows programs – The toolbox – creating controls– The name - Control name property – properties of command buttons – simple event procedures for command buttons – access keys – Image controls – Text boxes – labels –Navigating between controls – Message boxes – The Grid – The ASCII representation of forms.

### **UNIT – II**

**15**

Statements in Visual Basic – Variables – Setting properties with code – Data Types – Working with variables – More on strings – More on numbers – Constants – Input boxes – Displaying information on a form – The form function – Picture boxes – Rich Text Boxes – The Printer Object – Determination loops – indeterminate loops – Making decisions – Select case – Nested If-Then's – The GoTo – String functions – Numeric Functions – Date and Time functions – financial functions.

### **UNIT – III**

**15**

Function procedures – sub procedures – Advanced uses of procedures and functions – Using the Object Browser to Navigate among your subprograms – List: One-dimensional arrays – Arrays with more than one dimension – Using Lists and array with functions and procedures – The new array-based string – Records - User-Defined Types.

### **UNIT – IV**

**15**

The with statement – Enums – Control arrays – List and Combo Boxes – The Flex grid control – Code Modules: Global Procedures – The Do Events Function and Sub Main – Accessing Windows function – Error Trapping – Creating an Object in Visual Basic – Building your own classes.

### **UNIT – V**

**15**

Crystal and data reports: crystal reports – data reports – creating multiple reports. ActiveX: objectives – registering on Active X control – ActiveX and Web pages-sample application in VB like inventory control.

#### Course Outcomes:

- Enable students how to create a new project in Microsoft visual basic 6.0 and various controls used for developing a project.
- Enable students to understand about statements in VB, data types, variables, numbers, strings, constants, Loop structures, functions etc.
- Enable students to understand about functions and procedures, arrays, lists, records etc.
- Enable students to understand about Exams, Control Arrays, List box, Combo box, Grid control etc.
- Enable students to develop crystal and data report, active X controls etc.

## **BOOKS FOR REFERENCE**

1. Programming With Visual Basic 6.0, Mohammed Azam, 2nd Ed. 203, Vikas Publishing House Pvt. Ltd.
2. Gray Cornel, 'Visual Basic 7 From The Ground Up', Tata Mcgraw Hill Edition, 1999.

**Course objective:** To introduce students to the various tools and techniques of management Accounting. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.

**UNIT I INTRODUCTION TO MANAGEMENT ACCOUNTING 15**

Management Accounting – Meaning – Scope – Objectives – Importance – Limitations – Function – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.

**UNIT II FINANCIAL STATEMENT ANALYSIS – RATIOS 15**

Financial statement Analysis – Meaning-process of Financial Statement Analysis And Interpretation – Types Of Analysis – techniques Of tools of financial statement analysis – Ratio analysis – Meaning of Ratio – Advantage-classification of Ratios – Profitability Ratios – Turnover or Activity Ratio – Solvency or Financial Ratios – Computation Of Ratio.

**UNIT III FUND FLOW & CASH FLOW STATEMENT 15**

Funds flow statement – Concepts of Funds – Importance or used of Funds Flow Statement – Working capital Statement or schedule Of Changes In Working Capital – Preparation of Funds Flow Statement – Cash Flow Statement – Advantages And Limitations – Preparation of Cash Flow Statement.

**UNIT IV BUDGETING AND BUDGETARY CONTROL 15**

Budgeting and Budgetary Control – Meaning And Definition – Objectives of Budgetary Control – Advantages and Limitations – Essential Of Successful Budgetary Control – Preparation of Budgets – Sales Budget – Production Budget – Materials Budget – Cash Budget – Flexible Budget.

**UNIT V MARGINAL COSTING 15**

Marginal Costing definition of marginal cost and marginal costing – Salient Features of Marginal Costing – Advantages and Limitations of Marginal Costing – Managerial Costing and Absorption Costing and Absorption Costing – Cost volume profit analysis – Contribution - Break Even Analysis Significance Of Margin Of Safety – Application of Managerial Costing ( Simple Problems only).

**Course Outcomes:**

- I. To know about the provisions of the Income Tax Act of 1961.
- II. Students can get knowledge about heads of income very particular about salary income.
- III. To learn about capital gain.
- IV. Students can learn about house property income.
- V. Students will get provisions of Income Tax Act for depreciation.

**Total: 75 Hrs**

**Text books:**

- 1. M Y Khan, PK Jain, “Management Accounting”, Tata Mc Graw hill, Fourth Edition, 2003.
- 2. I.M. Pandey, “Management Accounting”, Vikas Publishing, third Edition, 2006.

**References:**

- 1. A.R. Ramanathan, N.L. Hingorani, T.S. Grewal, “ Management Accounting”, Sultan Chand & sons, 5<sup>th</sup> Edition. 2003.
- 2. T.S.reddy & Dr. Y. Hariprasad reddy, “Management Accounting”, Margham Publications, Fifth revised Edtion, 2014.

Course objective: To study the importance of information flow in the organization. The knowledge of systems characteristics, systems analysis and design, implementation and evaluation of MIS is imparted. The working of functional management information system, enterprise resource planning and customer relationship management are imparted.

UNIT 1 THE ORGANIZATION 15

Its manager, structure and activities introduction – the environment of organization – information flows- information needs and sources of information – types of management decisions and information need – business and technical dimensions of information.

UNIT 2 SYSTEM CONCEPT 15

System classification – system concept system characteristics – the elements of system , input, output, process, feedback control and boundary – system function and operations. Transactions processing information system – information system for managers. Intelligence information system – the meaning and role of MIS

UNIT 3 SYSTEM ANALYSIS AND DESIGN 15

The work of system analyst study – system design – data collection and preparation – detailed system design- implementation evaluation and maintenance of MIS – pitfalls is MIS – MIS development.

UNIT 4 FUNCTIONAL MANAGEMENT INFORMATION SYSTEM 15

Production information system - marketing information system – accounting information system – financial information system – personal information system – interrelationship of functional management information system. Data base system: information as a resources – meaning of data base – components of database DBMS – data base technology, operations data base / managerial data base – comparison of DBMS – design principles of data base – data base administration – advantages and disadvantages and disadvantages of data base.

UNIT 5 Enterprise resource planning and customer relationship management: 15

Computer power: source and selection computer purchase – computer rental from the manufacturer – computer lease form a the party – acquisition of a used computer – computers service centers- time sharing compant – facilities management companies – ther criteria for choice computer – system selection - a small business computer – source selection

**Course Outcomes**

- I. To familiarize basics of management information system
- II. To make them understand about system and business and technical dimensions of information
- III. To develop the knowledge about system analysis and design
- IV. To create an awareness about DBMS
- V. To develop knowledge about Enterprise resource planning and customer relationship management

Text books:

1. S.shajahan, "MIS", new age international publishers, 5<sup>th</sup>edition , 2007.
2. Kenneth . c.landon,"MIS"10<sup>th</sup> edition , 2012.

**Course Objective:** To make the students competent to compute the total income and tax liability of individual assesses and firms. To give them the necessary expertise to file return of income tax and to take up job in filing of tax.

**UNIT I INCOME FROM CAPITAL GAINS 15**

Capital assets meaning, types cost inflation index, transfer types, transfer not regarded as transfer, Cost of acquisition of various assets, deductions from capital gains. Exemptions u/s 54. Computation of taxable capital gains (including problems)

**UNIT II INCOME FROM OTHER SOURCES 15**

Interest on securities, Bond washing transactions, Dividends on shares, casual income, family person, Gifts received and other general incomes including deductions, Deemed income.

**UNIT III SET-OFF AND CARRY FORWARD OF LOSSES 15**

Deductions from gross total income and rebates, clubbing and aggregation of incomes, Set off and carry forward of losses.

**UNIT IV ASSESSMENT OF INDIVIDUAL ASSESSEES 15**

Computation of total income and tax liability of individual assesses, (including problems). Assessments procedure, Filing of returns, Self – assessment, Regular assessment, Best judgment assessment, Income tax authorities .

**UNIT V ASSESSMENT OF FIRMS 15**

Assessment of firms – Introduction – Assessed for the firm – Book proof – Remunerations rules to partner – Deduction u/s 80 – calculation of income of the firm.

**Course Outcomes:**

- I. To learn income from capital gain.
- II. To capture income from other sources.
- III. Knowledge about set of carry forward losses.
- IV. Able to assess the individual assets.
- V. Can study the assessment of firms.

**Total: 75 Hrs**

**Text books:**

1. V.B. Gaur & Narang , “Income Tax Law And Practice”, Kalayani Publishers,2001.

2. T.S. Reddy & Y. Hari Prasad Reddy, "Income Tax Law And Practice" Margham Publications,2008.

**References:**

1. Dr Vinod K. Singhanian, "Income Tax Law And Practice", Taxmann Publications Pvt. Limited, 2005.
2. V. Balachandran, S. Thothdri, "Taxation Law and Practices", Published by Asoke K. Ghosh, PHI Learning Private Limited, Volume 1, 2003.



**Course objective:** To help the students understand the working of corporate financial system and investment decision.

**UNIT I INTRODUCTION 15**

Nature and Scope – Role of Financial Institutions- Valuation of the Firm Dividend Valuation Model- Dividend Policies- Walter Model- Gordon Model- Payment Ratio Divided as a Residual Payment- Mm Irrelevance Doctrine.

**UNIT II INVESTMENT DECISION 15**

Investment decision- investment analysis- risk analysis probability approach- business failures- mergers- consolidations and liquidations.

**UNIT III CAPITAL MARKET 15**

Capital market- fiscal policies- government regulations affecting capital market- role of SEBI- stock market.

**UNIT IV LEASE FINANCING, VENTURE CAPITAL & MUTUAL 15**

Lease financing- venture capital- mutual funds- inflation and financial decisions- derivatives- futures and options.

**UNIT V FOREIGN COLLABORATION AND MULTINATIONAL 15**

Foreign collaboration- business ventures aboard- international financial institutions- Multinational Corporation.

**Course outcomes:**

- I. Can able to study the corporation finance.
- II. Students can take investment decisions.
- III. Students can observe the practical stock market analysis.
- IV. Students will understand the lease finance, venture capital and mutual fund.
- V. Students can study the foreign collaboration.

**Total: 75 Hrs**

**Text books:**

1. Dr.S.C. Kutchal, "Corporate finance" SultAN & Co- Publication, 2009.
2. Dr.Matabadal, "Corporate Management" Sukla publications, 2011.

**References:**

1. Dr. K. Nirmala, "Corporate Finance" Himalaya Publication, 2008.

**18DBCC64 HUMAN RESOURCES DEVELOPMENT (HRD) 5 0 0 5**

**Course objective:** To familiarize the students with the human resources development, the development human capacity, which help them to develop their attitudes and knowledge.

**UNIT I INTRODUCTION 15**

HRD: Definition, Evolution of HRD from Personnel Management, Developmental Perspective of HRD, HRD at Macro and Micro Levels: Outcomes of HRD in the National and Organizational Contexts. Qualities and Competencies required in a HRD Professional. Importance of HRD in the Present Context. Development of HRD Movement in India.

Theory and Practice of HRD: HRD Concepts, Subjects of HRD: Human Resource Planning, Potential, Potential Appraisal, Assessment Center, Performance Appraisal including 375 Degree Appraisal.

Organisational Culture And Climate: Meaning and Types of Organizational Culture and Climate; Role of HRD in Promoting a Development Oriented Culture and Climate in the Organizations.

**UNIT II DEVELOPMENT HUMAN CAPACITY 15**

Development Human Capacity: Aptitude, Knowledge, Values Skills of Human Relations, Responsiveness, Loyalty and Commitment, Transparency, Leadership Development.

Training and Development: Meaning and Scope of Training, Education and Development: Training Need Analysis, Types of Training Internal and External, Outbound Training, Attitudinal Training, Training Effectiveness.

Learning Organization: Organizational Learning, Importance of Experiential Learning, Learning Organization, Knowledge Management, Achieving Organizational Effectiveness and Excellence.

**UNIT III HUMAN RESOURCE AUDIT 15**

Evaluating HRD: Human Resource Accounting, HR Audit and Bench Marketing, Impact-Assessment of HRD Initiatives on the Bottom-Line of an Organization.

**UNIT IV ORGANIZATIONAL DEVELOPMENT 15**

Organizational Development (OD) : Meaning of OD, OD Interventions, OD Programs And Techniques: Behaviour Modeling, Gaming, Encounter Groups, Quality of Work life (QWL) and Quality of Life Programs, Grid Training, Benefits of OD: OD Consultant

## **UNIT V TRAINING AND DEVELOPMENT**

**15**

Recent Trends in HRD and OD: Training for Trainers and HRD Professionals, Promoting Research in HRD and OD. Impact of Developments in the other fields such as Psychology, Business Management, Communication and Information Technology Appraisal, Training And Development, Career Planning & Succession Planning.

### **Course outcomes:**

- I. Students can know micro and macro level of HRM.
- II. Student will analyse the development of human capacity.
- III. Students can gain resource audit.
- IV. Students can get information about organisational development .
- V. Students will analyse the training and development of workers

**Total: 75 Hrs**

### **Text books:**

1. Dr. K. Sundar, "Human Resource Development", Margham Publications, 2003.
2. Dr. Jayashankar, "Human Resource Development", Kalyani Publications, 2011.

### **References:**

1. Dr. Tripatti, "Human Resource Development", Sultan & sons Publications, 2015.
2. Dr. S. P. Iyankar "Human Resource Development", Kalyani Publications, 2010.

**Course objective:** To enlighten the students to know about the process of an office through which the internal control of all the organizations are achieved.

**UNIT I INTRODUCTION 15**

Office and Office Management – Meaning of Office, Function of Office , Primary and Administrative Functions, Importance of Office. Relation of Office with other Departments of Business Organization, Concept Of Paperless Office, Virtual Office, Back And Front Office, Open And Private Office. Definition and Elements of Office Management, Duties of an Office Manager.

**UNIT II FILING AND INDEXING 15**

Filing And Indexing – Meaning and Importance of Filing, Essential of Good Filing System. Centralized and Decentralized Filing System. Meaning, Need and Types of Indexing used in the Business Organization.

**UNIT III OFFICE FORMS 15**

Office forms- Meaning and Types of forms used in Business Organization, Advantages Form Controls, Objectives form designing, Principles Of Forms Designing and Specimens of Forms Used in Office. Office Record Management- Meaning, Importance of Record Keeping Management, Principles of Record Management and Types of records kept in a Business Organization.

**UNIT IV OFFICE SALARY 15**

Office Machines and Equipments - Importance, Objectives of Office Machines. Office Safety and Security – Meaning, Importance of Office Safety, Safety Hazards and Steps to Improve Office Safety. Security Hazards and Steps to improve Office Security.

**UNIT V MEASUREMENT OF OFFICE WORK 15**

Measurement of Office Work – Importance, Purpose, Difficulty in Measuring Office Work. Different ways of Measurement, Setting of Work Standards. Benefits of Work Standards. Techniques of Setting Standards. Office Manuals- Meaning , Need, Types of Office Manuals and Steps in Preparing of Office Manuals.

**Course Outcomes:**

- I. Student can learn introduction about the office management – definition and duties of office manager.
- II. Students can gain filing and indexing methods.
- III. Practical knowledge about various office forms.
- IV. Salary system of office in practical.
- V. Importance of work measurement can be studied.

**Total: 75 Hrs**

**Text books:**

- 1. Dr. Jayashree, Business Organisation and Business Management, Kalyani Publication, 2011.
- 2. Dr. Jayashankar, Office Management, Margham Publication, 2015.

**Reference:**

- 1. Dr.P. Subba rao – Office Management , Himalaya Publication, 2015.

**Course objective:** To make the students aware of security analysis and portfolio management.

<b>UNIT I</b>	<b>INTRODUCTION</b>	<b>15</b>
	Security Analysis – Valuation and Return- Evaluation of Fixed Income Securities- Evaluation of Ordinary Shares.	
<b>UNIT II</b>	<b>RISK AND RETURN</b>	<b>15</b>
	Fundamental Analysis – Risk and Return Sources of Risk - Dividend Policy and Valuation- Leverage and Valuation. Technical Analysis – Security Price Movements – Market Hypotheses- Behaviour of Stock Prices.	
<b>UNIT III</b>	<b>EVALUATION OF SECURITIES</b>	<b>15</b>
	Evaluation of Securities - Objectives and Principles.	
<b>UNIT IV</b>	<b>DERIVATIVES</b>	<b>15</b>
	Derivatives- Futures and Options – Trading in Derivatives – Mutual Funds.	
<b>UNIT V</b>	<b>PORT FOLIO ANALYSIS</b>	<b>15</b>
	Portfolio Analysis – Selection and Management – Investment Decisions under Uncertainty- Investment Preference under Policies- Individual Investors- Utility Analysis – Assessment of Portfolio Performance and Portfolio Revision.	

**Course outcomes:**

- I. Able to understand the securities and its income.
- II. Can analyse the risk and return .
- III. Student can have practical evaluation of securities.
- IV. Students can study derivatives.
- V. Students have to analysis the portfolio management.

**Total: 75 Hrs**

**Text book:**

1. Dr.A.V.Avadhani, “Security Analysis and Portfolio Management”, 2001.

**Reference:**

1. G.P.Agarwal, “Security Analysis and Investment Management”, 2005.

**18DBCC67**

**INVESTMENT MANAGEMENT**

**6 0 0 6**

**Course Objective:** To make the students study the concepts, importance, schemes and analysis related to investment.

**UNIT I INTRODUCTION 15**

Concepts & investments- importance- alternative forms of investment- LIC schemes- bank deposits- government securities- mutual fund schemes- post office schemes- provident fund- company deposits- real estate- gold & silver.

**UNIT II INVESTMENT IN SHARE AND DEBENTURES 15**

Investment in shares and debentures- comparison with other forms of investment- primary market: role of NIM mechanics & floating new issues- secondary markets: functions- mechanics of security market- OTCEI- NSE- features and options.

**UNIT III RISK & RETURNS 15**

Risk- kinds- measures of risk- returns- valuation of securities- valuation of bonds- valuation of preference & equity shares.

**UNIT IV SECURITIES ANALYSIS 15**

Security analysis- fundamental analysis- economic, industry and company analysis, technical analysis- Dow theory- types of charts- importance chart pattern.

**UNIT V MARKET THEORY 15**

Efficient market theory- random walk theory- weak- semi strong- strong- portfolio analysis- Markovitz theory- optimum portfolio.

**Course outcomes:**

- I. Can learn important of investments and schemes of investment.
- II. Can study shares and debentures.
- III. Can learn risk and return.
- IV. Can gain practical experience of security analysis.
- V. Can get information about market theory.

**Total: 75 Hrs**

**Text books:**

1. Dr. Radha , “Investment Management” Prasanna Publication, 2015.
2. Dr.O.P Agarwal. “ Security Analysis And Investment Management”, Himalaya Publication, 2007.

**References:**

1. Dr. V.A Avadhani, “Investment Management”- Himalaya Publication, 2004.
2. Dr. Prithisingh, “Investment Management” Himalaya Publication, 2015.



**Course objective:** To understand the concepts of the business, organization and the various forms of organization.

**UNIT 1 INTRODUCTION 15**

Business- meaning, types of business and profession- organisation-meaning- importance of business organisation.

**UNIT II FORMS OF BUSINESS ORGANISATION 15**

Forms of business organisation- sole trader, partnership, joint Hindu family firm – joint stock companies- co- operatives societies- public enterprises.

**UNIT III LOCATION OF INDUSTRY 15**

Location of industry- factors influencing location- size, scale of operation- optimum firms advantages- industrial estates and district industries centre.

**UNIT IV STOCK EXCHANGE 15**

Stock exchange- functions- working- services- regulations of stock exchanges in India

**UNIT V TRADE ASSOCIATION 15**

Trade association and chamber of commerce- insurance- principle and types. Other forms of organisation- transport- insurance- banks- hospitals- hostels- educational institutions- farms- social services organisation.

**Course outcomes:**

- I. Students will learn about the importance of business management.
- II. Able to get importance and introduction to organization.
- III. Can study the various forms of organization.
- IV. Students can identify the plant location and plant lay out.
- V. Can gain practical experience of stock exchange.
- VI. Can learn trade association.

**Total: 75 Hrs**

**Text books:**

1. Dr. Y.K. Bhosyshan, Business Organisation And Management- Sultan & Son Publication.
2. Dr.T. Ramasamy- Business Organisation- Himalaya Publication

**References:**

1. Dr.V. Nagfajothi- Business Organisation- Himalaya Publication
2. Dr. Sherlekar-Modern Business Organisation And Management, Himalaya Publication.

**18DBCC63**

**VISUAL BASIC – LAB**

**0 0 4 2**

## **LIST OF PROGRAMS**

1. DESIGN A SIMPLE CALCULATOR APPLICATION.
2. DESIGN AN APPLICATION USING INTRINSIC CONTROLS.
3. CREATE AN APPLICATION USING MULTIPLE FORMS.
4. DESIGN AN APPLICATION USING DIALOG BOXES.
5. DESIGN AN APPLICATION USING MENUS.
6. CREATE A STUDENT MARKSHEET PROCESSING APPLICATION.
7. CREATE AN APPLICATION USING COMMON DIALOG BOXES.
8. CREATE AN APPLICATION USING DRAG AND DROP EVENTS.
9. CREATE AN APPLICATION USING ORACLE DATABASE.
10. CREATING AN APPLICATION USING ACTIVEX CONTROL.

**SYLLABUS**  
**GENERIC ELECTIVE**  
**COURSES**

**18GBCC51**

**Consumer Affairs**

**4 0 0 4**

**Objective:** This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms interface with consumers and the consumer related regulatory and business environment.

### **Unit 1: Conceptual Framework**

**9**

**Consumer and Markets:** Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

### **Unit 2: The Consumer Protection Law in India**

**9**

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

### **Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law**

**9**

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

### **Unit 4: Role of Industry Regulators in Consumer Protection**

**9**

Banking: RBI and Banking Ombudsman, Insurance: IRDA and Insurance Ombudsman, Telecommunication: TRAI, Food Products: FSSAI, Electricity Supply: Electricity Regulatory Commission, Real Estate Regulatory Authority.

### **Unit 5: Contemporary Issues in Consumer Affairs**

**9**

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings. Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

### **Text Books:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications.
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi.
5. Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company.

**18GBCC61**

**Disasters Management**

**4 0 0 4**

**UNIT I - Introduction to Disasters:**

**9**

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

**UNIT II – Disasters: Classification Causes, Impacts** (including social, economic, political, environmental, health, psychosocial etc.) **9**

Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change.

**UNIT III – Approaches to Disasters Risk reduction:** **9**

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

**UNIT IV – Inter-relationship between Disasters and Development:** **9**

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

**UNIT V - Disaster Risk Management in India** **9**

Hazard and Vulnerability profile of India

Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

**Text Books:**

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000.
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
4. Coppola P Damon, 2007. Introduction to International Disaster Management.
5. Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.

**Course Objective:** To Make Aware About The Importance Of Personality And Development In The Business World. To Make The Students Follow The Good Personality And Create A Good Relationship With Others.

**UNIT I PERSONALITY DEVELOPMENT-INTRODUCTION 6**

The Concept Personality - Dimensions Of Personality - Term Personality Development - Significance. The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

**UNIT II ATTITUDES AND VALUES 6**

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages -Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

**UNIT III MOTIVATION 6**

Concept Of Motivation - Significance - Internal And External Motives - Importance Of Self-Motivation- Factors Leading To Demotivation -Theories To Motivation

**UNIT IV SELF ESTEEM AND SMART 6**

Term Self-Esteem - Symptoms - Advantages - Do's And Don'ts To Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive And Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis Of Strengths And Weaknesses. Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

**UNIT V BODY LANGUAGE, STRESS MANAGEMENT & TIME MANAGEMENT**

**6**

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

Topics Prescribed For Workshop/Skill Lab: 12

A) Group Discussion

B) Presentation Skill



- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

**Total: 30 Hrs**

**Course Outcomes**

- CO –I To provide orientation about personality development
- CO –II To understand the importance of Values and Attitudes for their self-development
- CO –III To give them Motivation and to create knowledge about motivation theories
- CO –IV To Enable them to become SMART and Self esteemed
- CO –V To create awareness about body language and stress management

**Text books:**

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15<sup>th</sup> edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1<sup>st</sup> edition,2012

**References:**

1. K. K. Sinha, “Business Communication “, Galgotia Publishing Company, New Delhi.-4<sup>th</sup> edition,2012.
2. C. S. Rayudu , “Media And Communication Management”, Himalaya Publishing House,Bombay, 2011.
3. Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade, “Business Communication”,DiamondPublications,Pune.2009.

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**PROJECT MANAGEMENT**

**4 0 0 4**

**Course objective:** To initiate students into the starting of a project and to help them execute the project successfully. To give theoretical knowledge for a Hands on experience.

**UNIT I INTRODUCTION 4**

Project – Meaning – Definition – Characteristics of Project – Scope of project management – Benefit of project mechanisms. Project identification and formulation – Different types of needs leading to different types of projects.

**UNIT II PROJECT SELECTION 4**

Macro Parameters in project selection, Different consideration for project under private, public and joint sectors. Project formulation preparation of project profile, project report and detailed project report . Board criteria for pre- investment decisions.

**UNIT III PROJECT APPRAISAL 4**

Project appraisal – different types of appraisal – technical, economic, organizational and managerial, commercial and financial – Financial techniques for project appraisal and feasibility, discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return. Nonfinancial justifications of projects.

**UNIT IV PROJECT FINANCING 4**

Project financing pattern of financing. Sources of finance, impact of taxation, Public loans, small savings surplus of public enterprises, deficit financing, foreign aid, public sector project financing. Role of tax planning in project financing.

**UNIT V PROJECT ADMINISTRATION 4**

Project administration – progress payments, expenditure planning, project scheduling and network planning use of Critical Path Method (CPM). Concepts and uses of Project evaluation and Review Techniques (PERT) cost as a function of time, project evaluation and review techniques/ cost mechanisms.

**Total: 20 Hrs**

**Course Outcomes**

- CO –I To understand the basics about project management and its various types
- CO –II Enable them to develop project formulation and preparation of project report
- CO –III To equip the students for project appraisal and corrective measures
- CO –IV To understand more about project finance and its source
- CO –V To make them aware about project evaluation methods

**Text book:**

1. C.B. Gupta, “Project management”, A.P.H Publishing Corporation, New Delhi, 2000.

**Reference:**

1. Judith Dwyer, Pauline Stanton, “Project management”, , Valerie Thiessen. First published in 2004.

**Course objective:** To enlighten the students to study the technical languages of computers which is related with business in the modernized world

**UNIT I INTRODUCTION TO MS-OFFICE 15**

Introduction to software packages, of components of MS-Office.

**UNIT II MS-WORD 15**

Introduction, menus, shortcuts, documents types, working with documents- opening, saving, closing, editing document, using toolbars, rulers, help, formatting documents- setting font, paragraph, page style- setting foot notes, page break, line break, creating section and frame, inserting clips arts, pictures, setting document styles, creating tables- settings, borders alignments, merging, splitting, sorting rows and columns, drawing-inserting, drawing, formatting grouping, ordering, rotating pictures, tools-word completion, spell check, macros, mail merge, tracking changes, security, printing documents.

**UNIT III MS-EXCEL 15**

Introduction, spread sheet application, menus, tool bars and icons, spreadsheet- opening, saving, closing, printing file, setting margins, converting file to different formats, spread sheet addressing, entering and editing data- copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, computation data-setting formula, finding total in rows and columns, functions types- mathematical, group, string, date and time, formatting spread sheet- alignment, font, border, hiding, locking, cells, highlighting values, background colour, bordering and shading, working with sheet- sorting, filtering, validation, consolidation, subtotals, charts- selecting, formatting, labelling, scaling, tools- error checking, spell check, formula auditing, tracking changes, customization

**UNIT IV MS- POWER POINT 15**

Introduction, opening new presentation, presentation templates, presentation layout, creating presentation- setting presentation style, adding header and footer, slide background, slide layout, slide show, adding graphics- inserting pictures, movies, tables, adding effects- setting animation and transition effects, audio and video, printing handouts.

**UNIT V DATABASE MANAGEMENT 15**

Database management using excel- sorting, filtering, table validation, goal seek, scenario.

**Total: 20 Hrs**

**Course Outcomes**

- CO –I To introduce the students about basics of MS-Office
- CO –II To provide practical knowledge exposure to MS- Word
- CO –III To provide practical knowledge exposure MS-Excel
- CO –IV To provide practical knowledge exposure MS- Power Point
- CO –V Develop the competence of database management

**Text books:**

1. Surtis Frye, Joyce Cox, Steve Lambert, “Microsoft Office System”, Step By Step 2007.
2. Nance Muir, “Microsoft office- power point 2007 plain and simple”.

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**E- COMMERCE**

**4 0 0 4**

**Course Objective:** on successful completion of the course the students should have:

1. Learnt to analyze the business model of firm, and determine the role that the internet (and related technologies) can play to support or even enable this model
2. Understand the key issues involved in managing electronic commerce initiatives
3. Utilize the internet to collect information to conduct research.

**UNIT I TELECOMMUNICATION NETWORKS 15**

Introduction- LAN-WAN- internet- what is electronic commerce- brief history of electronic commerce- advantages and limitations of electronic commerce- types of electronic commerce- integrating electronic commerce key questions for management.

**UNIT II THE INTERNET AND THE WORLD WIDE WEB 15**

The internet today- history of the web- unique benefits of the internet- internet architecture – world wide web concepts and technology- creating web pages- launching a business on the internet.

**UNIT III ELECTRONIC PAYMENT SYSTEMS 15**

Overview of the electronic payment technology- requirements for internet based payments – electronic payment medias- electronic commerce and banking.

**UNIT IV E-SECURITY 15**

Security in the cyberspace- designing for security- virus- security protection and recovery encryption- the basin algorithm system- authentication and trust- key management internet security protocols and standard- other encryption issues.

**UNIT V WEB BASED BUSINESS 15**

Business-to-business electronic commerce- intranets and extranets- intranets and supply chain management- legal and ethical issues- case studies.

CO-I Understand the concept of E-Commerce and Describe the opportunities and challenges offered by E-Commerce

CO-II Able to handle electronic payment technology and requirements for internet based payments

CO-III Understand the categories of E-Commerce and understand the different applications of E-Commerce

CO-IV To understand and identify security issues of E-Commerce

CO-V Understand the concept of WEB Based Business Understand the M-Commerce applications

**Total: 75 Hrs**

**Text book:**

1. Elias.m. Awad,"Electronic Commerce" prentice- hall of India Pvt Ltd, 2002.

**Reference:**

1. Ravi kalakota, andrew b. Whinston, "Electronic Commerce – a managers guid", addison-wesley, 2000.

**Course Objective:** To appreciate the role and importance of information systems in an organisation and at the various levels of decision making. To understand the elements functional relationships between the hardware, software and other elements comprising the information system.

**UNIT I INTRODUCTION TO INFORMATION SYSTEMS 15**

Introduction to organisation- decision levels- managerial roles- information needs of managements- information system- decision- features- systems concepts- framework for information systems- strategic uses of management information systems- future of IS in an organization – business process reengineering.

**UNIT II INFORMATION SYSTEM COMPONENTS 15**

Hardware- input and output devices-n computer memory (primary, secondary& cache)- memory access time- file structures- network components.-software- operating system software- application software- groupware- multiprogramming- multi tasking. Database- definition- data capture- data integrity- components of database management systems.

**UNIT III INTEGRATION OF INFORMATION SYSTEMS 15**

Distributed processing- centralized data processing – decentralized data processing- distributed- database- client server computing- internet- intranet-electronic conferencing transaction processing systems- office automation systems- knowledge management systems- decision support systems (features, components & tools)- group decision support systems- expert systems ( components & advantages) – case studies.

**UNIT IV APPLICATION OF INFORMATION SYSTEMS IN BUSINESS AREAS**

**15**

Application of information systems at the operational, tactical & strategic levels in the areas of accounting & finance, marketing, human resources and production.

**UNIT V MANAGEMENT OF INFORMATION SYSTEMS 15**

Information systems security- risks threats- protection of information systems. Role & responsibility of IS professionals- ethical issues.

**Total: 75 Hrs**

**Course Outcomes**

CO –I To make them aware about information system concepts and features



CO –II To provide knowledge about Hardware and Software

CO –III Enable the students with data processing and modern electronic medium

CO –IV Develop the students about application of information system

CO –V Create an awareness about security , threats and its protective measures

**Text books:**

1. Robert Schulthesis, Mary Summer, “Management Information Systems- The Managers View”, Tata Mc Graw hill Publication.
2. SystemsGeraI v Post David, L Anderson, “Management Information”, Tata Mc Graw hill.

**References:**

1. Jaiswal. S, “Management Information Systems”, Tata Mc Graw hill Publication..
2. O Brien, “Management Information Systems”, Tata Mc Graw hill.

**Course Objective:** To impart knowledge about purchasing, storing and distributing the materials and enable to connect their experience with corporate business.

**UNIT I INTRODUCTION TO MATERIALS MANAGEMENT 4**

Definition and meaning of Materials Management – Objectives of Materials Management – Importance of Materials Management – Who is Materials manager.

**UNIT II MANAGEMENT OF MATERIALS 4**

Integrated Materials Management – Definition – Materials demand forecasting – Replenishment Stock – MRP-EBQ –EOQ – Other inventory control

**UNIT III PURCHASING OF MATERIALS 4**

Purchasing Principles and Procedures – Make or buy Decisions – Legal aspects of purchasing –Import substitution – International purchase – Import purchase procedure

**UNIT IV STORE KEEPING 4**

Objectives, Functions and Importance of store keeping – Who is store keeper – Duties and responsibilities of store keeper – Location of store room – Centralized store room – Protection and prevention of store room.

**UNIT V MATERIALS HANDLING AND VENDOR SYSTEM 4**

Definition and importance of Materials handling – Receipt of materials – Inspection – Preservation – Issue of Materials and its procedures – Vendor rating –Buyer seller relationship.

CO-I To understand Materials Management and its importance

CO-II To analysis Materials demand forecasting ,replenishment Stock – MRP-EBQ –EOQ – Other inventory control

CO- III To acquire knowledge on Purchasing Principles and Procedures, International purchase and Import purchase procedure

CO-IV To understand Functions and Importance of store keeping and material handling

**Total : 20 Hrs**

**Text books:**

1. M.M. Verma, “Materials Management” Sultan Chand,& Sons New Delhi, 2010
2. P Saravanavel and S Sumathi “ Production and materials Management”, Margham Publications, 2013

**References:**

1. Datta. A.K . “Integrated Materials Management: Functional approach” Prentice Hall, New Delhi, 2009.
2. P. Gopalakrishnan’ “Purchasing and Materials Management” Tata mcgrow hills, New Delhi, 2015.



**Text books:**

1. Mahadevan B, "Operations Management Theory & Practice", Pearson Education, 2nd Edition, New Delhi.
2. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education, 2013.

**References:**

1. Saravanavel & Sumathy, "Production and operations management", Margham Publications-chennai, 2011
2. Sunil chopra, "Essentials of supply chain management", Pearson publications, New Delhi, Fifth edition.

**SYLLABUS**  
**SKILL ENHANCEMENT**  
**ELECTIVE COURSES**

**Unit I      Reading Comprehension and Vocabulary      08**

Definitions of reading – types of reading – oral reading – silent reading – reading process – classification of reading – nature of reading – Filling in the blanks – Cloze Exercises – Vocabulary building – Reading and answering question.

**Unit II      Listening and Answering Question      08**

Listening process – speaker – hearer – types of listening – transitional listening – critical listening – recreational listening – listening for appreciation – selective listening – intensive listening- extensive listening – listening and sequencing sentences – filling in the blanks – listening and answering questions.

**Unit III      Group Discussion      08**

Introduction – Why GD Part of a selection process – Structure of a GD-Strategies in GD – Team work – body language – Debating various points of views – interaction with peers.

**Unit IV      Conversations      08**

Introducing oneself and others, narrating events – making telephonic conversation – Giving instruction – Giving instruction- Expressing purposes and functions- obligation and preferences, Accepting offers and Counseling Face to face Conversations

**Unit V      Self – Introduction and Role Play      08**

Introduction self and greetings- asking for information- offerings- requisitions- inviting – vocabulary building- asking for description.

**Total: 40 hrs**

**Text Books:**

1. Barun K. Mitra, "Personality Development and Soft Skills". Oxford University Press. New Delhi. 2011.
2. S.P. Sharma, "Personality Development", Pustaq Mahal. New Delhi. 2010.

**Reference Books:**

1. Meenakshi Raman and Sangeetha Sharma, "Technical Communication", Oxford University Press. New Delhi, 2009.
2. A.S. Hornby: "Oxford Advanced Learner's Dictionary of Current English", Oxford University Press, 2007





**Course objective:** To help students understand the significance of ethics and values in business. To understand ethical issues and not to fall prey to unethical practices and to be socially responsible.

**UNIT I INTRODUCTION 6**

Why Value Education – Ethical Reflections – What is Ethics? Swami Vivekananda

**UNIT II APPROACH TO LIFE 6**

Approach to Life - Happiness as Goal - Historical Perspective – Life in the Past and Present

**UNIT III KINDS OF VALUES 6**

Kinds of Values S.Ignacimuthu S.J – Living Excellence Anthony Robbins – Concern for Others – Student’s Definition why Concern.

**UNIT IV GOALS AND HUMAN RIGHTS 6**

Use Goals to help you grow David J.Schwartz – essential Characteristics of Human Rights.  
- H. Victor Conde

**UNIT V INFLUENCE OF SCIENCE AND TECHNOLOGY IN HUMAN’S SOCIAL LIFE 6**

Social Relevance of Science and Technology – Economic Awareness – Economic Features – Status of Women – Mass Media and Values.

CO-I To explain and illustrate the theoretical foundations of ethics and ethical life of Swami Vivekananda

CO-II To understand life , reality in life and life in the past and present

CO-III To give life value experience through stories Values S.Ignacimuthu S.J – LivingExcellence  
Anthony Robbins

CO-IV To understand essential Characteristics of Human Rights

CO- V Develop competence on Science and Technology and Economic Awareness

**Total: 30 Hrs**

**Text book:**

1. “Touchstone: Synergy of Values”, University of Madras, 2003.

**Reference:**

1. “In harmony- Value Education at College Level”, Dept. of Ethics and Religious Studies  
Loyola College, Madras.

**Course objective:** To create awareness among the students why the social services are important to the society.

**UNIT I ENVIRONMENT ISSUES 6**

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation).

**UNIT II DISASTER MANAGEMENT 6**

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

**UNIT III PROJECT CYCLE MANAGEMENT 6**

Project planning - Project implementation - Project monitoring - Project evaluation : impact assessment

**UNIT IV DOCUMENTATION AND REPORTING 6**

Collection and analysis of data - Preparation of documentation/reports- Dissemination of documents/reports

**UNIT V PROJECT WORK/ PRACTICAL 6**

Workshops/seminars on personality development and improvement of communication skills.

**Course Outcomes**

CO-I To understand the community needs , problems and develop social responsibilities

CO-II Students acquire leadership quality in group living

CO-III To understand disaster management and its role of youth in disaster management

CO- IV Develop competence in documentation and report writing

CO- V Students are able to develop leadership skills to organize seminar , workshop and other personality programme

**Total: 30 Hrs**

**Text book :**

1. Dr. S. Baskaran, “ Social work and development”, Himalaya Publication, 1998.

UNIT – I	15
Introduction to Computers – Classification of Digital Computer Systems – Anatomy of a Digital Computer – Memory Units – Input Devices – Output Devices – Auxiliary Storage Devices.	
UNIT-II	15
Computer Software – Programming Languages – Operating Systems – Computer Networks – Internet – Electronic Mail.	
UNIT-III	15
Introduction to Tally – Company Creation – Alter – Display – Accounts info – Ledger Creation – Voucher Creation – Bank Reconciliation Statement – Billwise Details – Cost Centre and Cost Category – Multi Currency – Interest calculation – Budgets and Credit Limits – Day Book.	
UNIT-IV	15
Inventory info – Stock Group – Stock Category – Stock Item – Unit of Measures – Godowns – Inventory vouchers – Re-order level and status – Batch-wise Details – Bill of Material.	
UNIT-V	15
Statutory and Taxation – Value Added Tax (VAT) – Tax Deducted at Source (TDS) – Tax Collected at Source (TCS) – Service Tax – Security Control and Tally audit – Export and Import – Backup and Restore – Open Database Connectivity.	

Course Outcome:

- To understand an overall view of digital computer systems and its classification, memory unit, I/P devices, output devices etc.
- Ability to develop the knowledge on programming languages operating systems and networking.
- To understand tally software, how to create bank Reconstruction statements etc.
- To understand Inventory information, Inventory vouchers, stock items bill of materials etc.
- To understand about statutory and taxation, value added tax[VAT], service tax, open database connectivity[ODBC] etc.
- **BOOKS FOR REFERENCE**
- 1. “Fundamentals of Computer Science and Communication Engineering”. Alexix Leon, Mathew’s Leon, Vikas Publishing House, New Delhi, 1998.
- 2. Tally 9.0 – A complete Reference – Tally Solutions (P) Limited.

**Practical-III - TALLY:**

1. Company Information a. Company creation b. Select Company c. Shut Company d. Alter Company e. Split Company Data f. Backup and Restore

2. Gateway of Tally a. Accounts info i) Groups ii) Ledgers 15 iii) Voucher Types b. Inventory info i) Stock Group ii) Stock Category iii) Stock item iv) Unit of Measures v) Godown c. Accounting Vouchers d. Inventory Vouchers

3. Statutory and Taxation a. Value Added Tax (VAT) b. Tax Deducted at Source (TDS) c. Tax Collected at Source (TCS) d. Service Tax

4. Display a. Trial Balance b. Day Book c. Accounts Book d. Statement of Accounts e. Inventory Books f. Statement of Inventory g. Statutory Info h. Statutory Reports i. Cash flow and Fund flow Statement.

5. DOS: 1. Internal Commands.

2. External Commands.

3. Batch File Creation.

4. Configuration system file.

**SYLLABUS**  
**ABILITY**  
**ENHANCEMENT**  
**ELECTIVE COURSES**

Course objective: To enable be student to develop their business communication skills effectively.  
To make students familiar with the business correspondence.

#### UNIT I

Definition-methods-types-principles of effective communication-barriers to communication-  
business letters-layout. 6 Hours

#### Unit II

Kinds of business letters-interview-apponintment-acknoekegement-promotion-enquires-replies-  
order-sales-circulars-complaints. 6 Hours

#### UNIT III

Bank correspondence-insurance correspondence- correspondence with shareholders and directors.  
6 Hours

#### UNIT IV

Agency correspondence-report writing. 6 Hours

#### UNIT V

Modern forms of communication: Fax-email-video conference-internet-websites and their uses in  
business. 6 Hours

Total 30 Hours

#### Course Outcomes

- CO-I Upon Completion of the course, students are able to demonstrate a good understanding of effective business writing and effective business communication
- CO-II Students can able developing and delivering effective presentations
- CO-III To understand effective interpersonal communication skills that maximize team effectiveness.
- CO-IV To acquire the skills of report writing and Modern forms of communication Fax-email-videoconference-websites and their uses in business,.

#### TEXT BOOKS:

- 1.Essentials of business communication-Rajendra pal & J.S.Korlahalli.
- 2.Communication for business-Shirley taylor
- 3.Business communication today-Bovee,Thrill,schaltzman

**Reference books:**

1. Advanced business communication-Penrose,Rasberty,Myers
2. Doing business on the internet-simon cellin
3. Business communication goffery-process and product-marry Ellen.



**Course objective:** To make the students to learn about environment and the pollutants.

**UNIT I INTRODUCTION 15**

The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

**UNIT II NATURAL RESOURCES 15**

Natural resources and associated problem - Renewable and Non- Renewable resources:- Forest Resources-Mineral Resources-Food Resources - Energy Resources - Land Resources: Role of an individual in conservation of natural resources - Equitable use of resources of sustainable lifestyles.

**UNIT III ECO SYSTEM 15**

Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem :Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

**UNIT IV BIODIVERSITY AND ITS CONSERVATION 15**

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conservation of Bio-diversity.

**UNIT V ENVIRONMENTAL POLLUTION AND HUMAN RIGHTS 15**

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management – Flood, earthquakes, cyclone of landslides Environment and human health - Human rights - Value

education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study.

**Course Outcomes**

CO-I Understand key concepts from environment studies , political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO-II To understand appreciate concepts and methods from renewable and non-renewable sources and their application in environmental problem solving.

CO-III Students can acquire knowledge on ecosystem , Food Chains, and historical context of environmental issues and the links between human and natural systems.

CO-IV Students understand critically on Bio-diversity , threats for Bio-diversity and their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

**Total : 75 Hrs**

**Text book:**

1. Dr. Shradha sinha, Dr.Manisha shukula, Dr. Ranjana Shukla, “Environmental studies, Kurukshetra University. August 2014.

**References:**

1. Dr. N. Arumugam, Prof.V. Kumaresan, “Environmental studies”, Saras Publication, 2014.
2. Thangamani & Shyamala Thangamani, “Environmental studies”, Kurukshetra University. August 2013.