

## **BACHELOR OF BUSINESS ADMINISTRATION & COMPUTER APPLICATIONS**

### **REGULATIONS**

#### **INTRODUCTION:**

The department was established in 2002 with a total strength of 38 students and a staff strength of 4 nos. including the head of department.

#### **OBJECTIVES:**

To produce professional managers with programming capability to meet the growing industrial needs.

#### **ELIGIBILITY:**

Candidate for admission to the first year of the Bachelor of Business Administration & Computer Applications (B.B.A(C.A)) degree course shall be required to have passed the higher secondary examination (Academic or Vocational) conducted by the Govt. of Tamil Nadu or other examinations accepted as equivalent thereto by the Syndicate, subject to such other conditions as may be prescribed therefore.

#### **DURATION OF THE COURSE:**

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examinations shall be conducted at the end of every semester for the respective subjects.

**DISTRIBUTION OF THE MARKS AND CREDITS UNDER CBCS**

<b>PART</b>	<b>SUBJECT</b>	<b>No of Papers</b>	<b>Marks</b>	<b>Credits</b>
<b>I</b>	<b>Language – I</b> Tamil/Malayalam/Hindi/French	<b>2</b>	<b>200</b>	<b>6</b>
<b>II</b>	<b>Language – II</b> English	<b>2</b>	<b>200</b>	<b>6</b>
<b>III</b>	<b>Core Subjects</b>	<b>25<sup>§</sup></b>	<b>2000</b>	<b>79</b>
	<b>Allied Subjects</b>	<b>4<sup>**</sup></b>	<b>400</b>	<b>20</b>
	<b>Electives ^</b>	<b>3</b>	<b>300</b>	<b>14</b>
	<b>Elective- I A- Research methods for Management</b>			
<b>Elective- II A-Promotions Management</b>				
	<b>Elective-III C – Project &amp; viva Voce</b>			
<b>IV</b>	<b>1 - Non-Major Elective</b> Elective – I Communicative English & Elective – II General Awareness	<b>2</b>	<b>150<sup>#</sup></b>	<b>4</b>
	<b>2 – Skill Based Subjects (Diploma)</b>	<b>2</b>	<b>200</b>	<b>6</b>
	<b>3 – Environmental Studies</b>	<b>1</b>	<b>50<sup>#</sup></b>	<b>2</b>
	<b>4- Value Education – Cultural Heritage Of India</b>	<b>1</b>	<b>50<sup>#</sup></b>	<b>2</b>
<b>V</b>	<b>Extension Activities</b>	<b>-</b>	<b>50<sup>!!</sup></b>	<b>1</b>
	<b>Total</b>		<b>3600</b>	<b>140</b>

**Note: I**

@ Includes 25/40 % continuous assessment marks for theory and practical subjects respectively.

\$ In core subjects both theory and practical should be included wherever applicable.

\*\* In allied subjects both theory and practical should be included wherever applicable.

# No Continuous Internal assessment for these subjects

!! The Evaluation of extension activities will be based on NSS/NCC/SPORTS

^ Elective subjects are chosen from the list given in the syllabus.

The following parameters are considered throughout study period.

- i) Regularity of Attendance
- ii) Active participation in classes/Camps/Games (College/District//University)
- iii) Exemplary awards/certificates/prizes
- iv) Other Social Components (Blood Camp, Fine Arts etc)

**Note: II**

The Credit points, Lecture Hours, Marks are not linked.

## CMS COLLEGE OF SCIENCE AND COMMERCE (AUTONOMOUS), COIMBATORE-06

**BBA-CA (CBCS Pattern)**

(For students admitted during the academic year 2012-2015 onwards)

Annexure UBA2 BBA CA

BOS held on July 2012

**SCHEME OF EXAMINATIONS – CBCS PATTERN**

Part	Study Components	Course Title	Sub. Code	Examination					Credit
				Ins.Hrs/week	Dur.Hrs	CIA	Marks	Total Marks	
	<b>Semester- I</b>								
I	Language-I (11T, 11M, 11H, 11F )			6	1	25	75	100	3
II	English-I		12E	6	1	25	75	100	3
III	<b>Core-I</b> -Management Process		13A	5	1	25	75	100	4
IV	<b>Core-II</b> –Introduction to Information Technology		13B	3	1	10	40	50	2
V	<b>Core-III</b> – Pc software-MS Office - Practical		13P	2	1		40	50	2
VI	<b>Allied paper-I</b> Mathematics for management-I		1AA	6	1	25	75	100	5
VII	Environmental Studies #		11FC	2	1	-	50	50	2
	<b>Total</b>			<b>30</b>			<b>Total</b>	<b>550</b>	<b>21</b>
	<b>Semester-II</b>								
I	Language-II		21v	6	1	25	75	100	3
II	English-II		22E	6	1	25	75	100	3
III	<b>Core-IV</b> – Financial Accounting		23A	5	1	25	75	100	4
III	<b>Core-V</b> –Visual basic-Theory		23B	3	1	10	40	50	2
III	<b>Core-VI</b> - Visual basic-Practical		23P	3	1	10	40	50	2
III	<b>Allied paper-I</b> Mathematics for management-II		2AA	5	1	25	75	100	5
V	<b>Value Education</b> -Cultural Heritage of India#		2FCB	2	1		50	50	2
	<b>Total</b>			<b>30</b>			<b>Total</b>	<b>550</b>	<b>21</b>
	<b>Semester-III</b>								
III	<b>Core-VII</b> – Production and Material Management		33 A	6	1	25	75	100	4
III	<b>Core-VIII</b> –Marketing Management		33B	6	1	25	75	100	4
III	<b>Core-IX</b> –C++ and Java Programming-Theory		33C	3	1	10	40	50	2

III	<b>Core-X – C++ and Java Programming-practical</b>	33P	4	1	10	40	50	3
III	<b>Allied-Taxation- law &amp; Practice</b>	33D	6	1	25	75	100	5
IV	<b>Skill based subject1</b>	SOP1						
	<b>Paper-I : Retail Environment</b>		3	1	25	75	100	3
IV	<b>Non Major Elective-I: Tamil@/advanced Tamil # /</b>							
	Women's Rights		2	1	75	75	75	2
	<b>Total</b>		<b>30</b>			<b>Total</b>	<b>575</b>	<b>23</b>
	<b>Semester-IV</b>							
III	<b>Core-XI – Human Resource management</b>	43A	5	1	25	75	100	4
III	<b>Core-XII –Financial Management</b>	43B	5	1	25	75	100	4
III	<b>Core-XIII– Internet and web page design</b>	43A	2	1	10	40	50	2
III	<b>Core-XIV –Internet and web page design, tally - Practical</b>	43C	3	1	10	40	50	2
III	<b>Core-XV – Business communication</b>	43P	5	1	25	75	100	4
III	<b>Allied-IV- Organizational Behavior</b>	4AA	5	1	25	75	100	5
IV	<b>Skill based subject 2</b>	SOP2						
	<b>Paper-II Consumer Behavior</b>		3	1	25	75	100	3
IV	<b>Non Major Elective-II :Tamil@/advanced Tamil #</b>							
	General awareness		2	1	75	75	75	2
	<b>Total</b>		<b>30</b>				<b>675</b>	<b>26</b>
	<b>Semester-V</b>							
III	<b>Core-XVI – Cost &amp; Management Accounting</b>	53A	6	1	25	75	100	4
III	<b>Core-XVII –Business law</b>	53B	5	1	25	75	100	4
III	<b>Core-XVIII –RDBMS &amp;Oracle Programming-Theory</b>	53C	3	1	10	40	50	2
III	<b>Core-XIX –RDBMS &amp; Oracle programming laboratory –Practical</b>	53P	3	1	10	40	50	2
III	<b>Core-XX –Insurance principles &amp; Practices</b>	53D	5	1	25	75	100	4
III	<b>Elective-I Research methods for management</b>	5EA	5	1	25	75	100	5
III	<b>Core-XXI-E-commerce</b>	5EB						
			3	1	25	75	100	3
	<b>Total</b>		<b>30</b>				<b>600</b>	<b>24</b>
	<b>Semester-VI</b>							
III	<b>Core-XXII-Entrepreneurship &amp; Project management</b>	63A	6	1	25	75	100	5
III	<b>Core-XXIII –Software Testing &amp; Quality assurance-Theory</b>	63B	4	1	25	75	100	3

III	<b>Core-XXIV –Software testing &amp; Q A Lab</b>	63P	4	1	40	60	100	3
III	<b>Elective-II –Promotions Management</b>	6EC	5	1	25	75	100	4
III	<b>Elective-III –Project &amp; VIVA VOCE</b>	6ED	5	1	25	75	100	4
IV	<b>Core – XXV - Global Business Management</b>	6EE	6	1	25	75	100	5
V	Extension Activities				-	-	50	1
	<b>Total</b>		<b>30</b>				<b>650</b>	<b>25</b>
	<b>Grand Total</b>				-	-	<b>3600</b>	<b>140</b>

# No Continuous Internal assessment (CIA) Only main external examinations.

@ No main Examinations. Only continuous Internal Assessment ( CIA)

**List of Elective papers**

<b>Elective- I</b>	<b>A</b>	<b>Research Methods for Management</b>
	<b>B</b>	<b>Marketing Research</b>
	<b>C</b>	<b>Consumer Behaviour</b>
<b>Elective-II</b>	<b>A</b>	<b>Promotion Management</b>
	<b>B</b>	<b>HRD (Human Resource Development)</b>
	<b>C</b>	<b>Financial Services</b>
<b>Elective-III</b>	<b>A</b>	<b>Labour Law</b>
	<b>B</b>	<b>Global Business Management</b>
	<b>C</b>	<b>Project Work &amp; Viva Voce</b>

## Semester I

**Subject Title:** Part-III - Management Process

**Ext Marks: 75**

**Subject Code:** 13A

**Goal:** To enable the students to learn the principles, concept and functions of management

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

- ✓ The nature and type of business organizations
- ✓ Principles and functions of management
- ✓ Process of decision making
- ✓ Modern trends in management process

### UNIT - I

Business - Meaning- Business and profession - Requirement of a successful Business Organization – meaning- Importance of Business Organization- Forms of Business organization- Sole Traders, partnership, Joint Hindu Family Firm- Joint stock Companies- Co operative Organizations – Public Utilities and public Enterprises

### UNIT - II

NATURE AND scope of Management Process – Definition of management- management a Science or an ART? - Scientific management- Managerial functions and roles- The evolution of management theory

### UNIT - III

Planning – Meaning and purpose of Planning- steps in Planning- Types of Planning – Objectives and Policies- Decision making- Process of Decision Making- Types of decisions

### UNIT - IV

Organizing- TYPES of organization- Organizational Structure- span of Control – use of Staff UNITS AND Committees- Effective organizing and organizational Culture. Delegation- Delegation and Centralization- LINE and staff relationship- Staffing : Sources of recruitment- selection process – training.

### UNIT - V

Directing nature and purpose of Directing. Controlling : Need for do ordination- Meaning and importance of controls- Control process - budgetary and Non Budgetary Controls – Modern trends in management Process- International management and its future- Case studies on Modern trends in management

### Reference Book(s) :

1. Business Organization – Y.K. Bhushan, Sultan Chand & Sons, New Delhi, 4<sup>th</sup> Edition
2. Principles of management- I. M. Prasad, Sultan Chand & Sons, New Delhi, 6<sup>th</sup> Edition
3. Business Management- Dinkar Pagare, Sultan Chand & Sons, New Delhi, 4<sup>th</sup> Edition-1995
4. Business organization and Management- P.C. Tulsian and Vishal Pandey, Pearson Education, Singapore- 2<sup>nd</sup> Edition
5. Essentials of Management- Harold Koontz and Heinz Weihrich, Mcgraw –hill publishing company, new york. 7<sup>th</sup> edition

## Semester I

**Subject Title:** Part-III -Introduction to Information Technology **Ext Marks: 40**

**Subject Code:** 13 B

**Goal:** To enable the students to learn the principles, concept and functions of management

**Objectives:** On successful completion of this course, the students should have

- ✓ Understood the types and components of the Computer System
- ✓ Usage of Computer System/Hardware and Software
- ✓ The recent trends in Information Technology
- ✓ Stages of software development

### UNIT- I

Introduction to Computers: Types of Computers – characteristics of computers - Five Generations of Modern Computers: 1<sup>st</sup> Generation Computers (1945-1956)- 2<sup>nd</sup> Generation Computers (1956-1963) – 3<sup>rd</sup> Generation Computers (1964-1971)- 4<sup>th</sup> Generation Computers(1971-at present ) 5<sup>th</sup> Generation Computers (present & beyond ) Classification of Digital Computers : Micro Computers (Personal Computers, Workstations, Portable Computers )- Mini Computers- mainframe Computers – Supercomputers-Network Computers

### UNIT- II

Anatomy of a Digital Computer: Functions and components of Computer-Central processing Unit- (Control Unit and Arithmetic & Logic Unit)- Memory (Registers, Addresses) - How CPU & Memory work

Memory Units: RAM-ROM-PROM –EPROM – EEPROM – Flash Memory

Auxiliary storage devices: Magnetic Tape – Winchester Disk – Hard Disk- Floppy Disk – Zip Disk-Super Disk – Optical Disk – CDROM (CD-R Drive, CD RW Disks) – Magneto Optical (MO) Drives

### UNIT- III

Introduction to computer software: operating systems – utilities - compilers and interpreters - word processors - spread sheets - presentation graphics – DBMS - image processors Introduction to software development : Defining the problem – Program design – Coding – Testing the Program – Documenting the program – Maintaining the Program Operating Systems : Functions of an OS ( Job Management, Batch processing, Online processing, Data Management, Viral Storage, Input / Output Management )- Classification of Operating system ( Multi user – Multi processing- Multitasking- Multithreading – Real time)

### UNIT- IV

Computer Security: Types of Computer crimes ( Software piracy, Software / hardware Sabotage, Hacking and Electronic Trespassing ) – Computer Security ( Physical Access Restrictions- Passwords- Firewalls, Codes, Shields & Audits, backups- Emergency Solutions, Human Security Controls ) – Crime & Security – Computer Crime by Authorized Users ( Preventing Employee Crime ) – Computer crime through unauthorized Access ( Social engineering, Cracking passwords, Tips for defending against Hackers) – Potentially Malicious Computer programs ( Defending against Malicious Programs )

### UNIT- V

Computers As Information Tools for Management : Decision Support Systems (DSS) – Executive Information System (EIS) - Geographical Information Systems (GIS) - On line Analytical Processing (OLAP) – Data Warehousing - Data Mining - Business on the Internet : Electronic Catalog – Web Advertising- Secure Transactions



## **Semester I**

**Subject Title:** Part-III -Introduction to Information Technology

**Subject Code:** 13 B

**Reference Book(s) :**

1. Fundamentals of Information Technology- Alexis and Mathew Leon, Vikas Publishing House Pvt Limited, New Delhi, 1<sup>st</sup> Edition
2. Fundamentals of Computers- V Rajaraman, Prentice Hall of India Pvt Ltd.,New Delhi, 2<sup>nd</sup> Edition.

## **SEMESTER I**

**Subject Title: PC SOFTWARE (MS-OFFICE) PRACTICAL**

**Ext Marks: 40**

**Subject Code: 13P**

### **LIST OF PRACTICALS**

#### **MS WORD**

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

#### **MS EXCEL**

7. Worksheet Using formulas
8. Worksheet Manipulation for electricity bill preparation
9. Drawing graphs to illustrate class performance
10. An excel worksheet contains monthly Sales Details of five companies

#### **MS ACCESS**

11. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
12. Pay roll processing
13. Inventory control
14. Screen designing for data entry

#### **MS POWER POINT**

15. Prepare a power point presentation with at least three slides for Department inaugural function.
16. Draw an organisation chart with minimum three hierarchical levels
17. Design an advertisement campaign with minimum three slides
18. Insert an excel chart into a power point slide.

### Semester I

Subject Title: Part-III, **Mathematics for Management-I** **Ext Marks: 75**

Subject Code: 1AA

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making

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

- ✓ set operations, matrix and mathematics of finance
- ✓ statistical tool and their application

#### UNIT- I

**Sets And Set Operations-** Venn Diagram – Elements Of Co Ordinate Systems- Matrices- Fundamental Ideas About Matrices and their Operational Rules- Matrix Multiplication- Inversion Of Square Matrices of not more than 3<sup>rd</sup> Order - Solving System Of Simultaneous Linear Equations

#### Unit- II

**Mathematics for Finance and Series** - Simple Interest- Compound Interest- Arithmetic Progression- Geometric progression( Simple Problem only )

#### Unit- III

**Statistics-** Meaning- Scope and Limitations- - Collection of data - Classification and Tabulation of Data - Presentation of data by Diagrammatic and Graphical method. Formation of frequency distribution

#### Unit- IV

**Measures of Central tendency:** Arithmetic mean- Median- Mode – Geometric and Harmonic mean. Measures of Variation - Standard - Mean and quartile deviations

#### Unit- V

Simple Correlation : Scatter diagram- Karl Pearson's co-efficient of correlation – Rank Correlation – Regression lines – Construction of Regression lines – Regression coefficient.

- Questions in theory and problems carry 30% and 70 % respectively

Text Book: Business Mathematics and Statistics by Navaneethan.P

#### Reference Book(s) :

1. Business mathematics and Statistics- P.R. Vittal, Magaram Publications, 3<sup>rd</sup> Edition.
2. Simply Statistics- RSN Pillai & Bhagavathi, S. Chand & Company Ltd, New Delhi-2<sup>nd</sup> Edition, 2003
3. Statistical Methods – S.P Gupta,

## Semester I

Subject Title: Part-IV, **Environmental Studies** **Ext Marks: 50**

Subject Code: 11FC

Goal: To enable the students to learn the principles, concept and functions of management

Objectives: On successful completion of this course, the students should have

- ✓ Understood the nature of Environmental studies
- ✓ Eco System & Bio diversity
- ✓ Understood the Environmental Pollution & its causes

### UNIT –I

The Multidisciplinary nature of Environmental studies- definition, scope, importance, need for public awareness, natural resources.

### UNIT – II

Eco system-Concept of an ecosystem, structure and function, producers, consumers, decomposers, energy flow, ecological succession, food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and functions of forest, grassland, desert and aquatic ecosystems.

### UNIT – III

Biodiversity- Introduction, definition, bio-geographical classification, value of biodiversity, biodiversity at global, national and local levels. India as a mega – diversity nation, hot – spots of biodiversity. Threats, endangered and endemic species of India, conservation of biodiversity.

### UNIT – IV

Environmental Pollution- Definition, solid waste management, role of an individual in prevention of pollution, pollution case studies, disaster management.

### UNIT – V

Social issues and the environment

#### **Reference Book(s) :**

Environmental Studies – Bharathiar University Publication division- Second edition-July2007

Semester II

Subject Title: Part-III, **Financial Accounting**

**Ext Marks: 75**

Subject Code: 23 A

Goal: To enable the students to acquire knowledge of accountancy and their use in business decision making.

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

- ✓ Basic accounting concepts, kinds of accounts, journal, ledger
- ✓ Preparation of trading, p & l account, balance sheet.

UNIT I

Basic accounting concepts - kinds of accounts- financial accounting vs cost accounting – financial Accounting vs Management accounting – double entry book keeping – rules of double entry system- preparation of journal and ledger accounts- problems- subsidiary books- cash book- types of cash book- problems- purchase book- sales book- sales return and purchase return books.

UNIT- II

Trial balance- errors- types of errors- rectification of errors- problems - bank reconciliation statement- problems

UNIT- III

Manufacturing – trading- Profit & Loss account- balance sheet- problems with simple adjustments

UNIT- IV

Accounting for non trading institutions- income & expenditure account- receipts and payments accounts and balance sheet- accounting for depreciation- methods of depreciation- problems- ( straight line method and written down value method only ) – bill of exchange

UNIT- V

Preparation of accounts from incomplete records- accounting standards in India- financial reporting

(Theory and problems may be in the ratio of 20 % and 80 % respectively)

Semester II

Subject Title: Part-III, **Financial Accounting**

Subject Code: 23 A

Reference Book(s):

1. Double Entry Book Keeping-Grewal.T.S,Sultan Chand & Sons, New Delhi, 14th Edition,2003
2. Advanced Accountancy – Jain & Narang,Kalyani Publishers,Ludhiyana, 14th Edition,2007
3. Advanced Accountancy- Shukla & Grewal, Sultan Chand & Sons, New Delhi, 16th Edition,2006

## Semester II

Subject Title: Part-III, **Visual Basic**

**Ext Marks: 40**

Subject Code: 23 B

Goal: To enable the students to learn Visual programming in windows Environment

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

- ✓ VB environment with tool bar, controls and components
- ✓ Programming steps
- ✓ Declaring variables & arrays
- ✓ Fundamentals of Graphics & files
- ✓ Data bases & SQL

### UNIT I

Getting Started – Visual basic Environment- Initial VB screen- Single Document interface- tool bars and systems control and components- Use of file, edit view, projects, format, run and debug, tools, window menu, properties window, procedures – image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

### UNIT II

Steps in programming – the code window – editing tools- Statements in VB- Assignment- Property setting- variable, strings, numbers, constants, displaying information- controlling program flow- repeating operation- making decisions- GOTO- string function- RND functions- data and time functions- financial functions

### UNIT III

Control arrays- lists: one dimensional arrays- array with more than one dimension- using list functions and procedures- passing by reference/ passing by values- code module- global procedure and global variable- documents for users defines types with statements- common dialog box- MDI forms

### UNIT IV

Fundamentals of Graphics and files- screen – the line and shapes- graphics via codes, lines and boxes. Circle, ellipse, pie charts, curves, paint picture methods- graph control – file commands- file system controls – sequential files- random access files- binary files-file system controls- File list box- Directory list box- drive list box

### UNIT V

Clip Board- DDE- OLE, Data control- programming with data control- monitoring changes to the data bases- SQL basics-Data base objects- Package and deployment wizard: Building the executable – building the package

Reference Book(s) :

1. Visual basic 5 from the Ground up – Gary Cornell , Tata McGraw Hill publishing, New Delhi, 1999
2. Visual basic 6 from the Ground up – Gary Cornell Tata McGraw Hill publishing, New Delhi, 1999

## Semester II

Subject Title: Part-III, Visual Basic - Lab

Ext Marks: 40

Subject Code: 23 P

Goal: to enable the students to learn visual programming in windows environment – practically by using lab

Objectives: on successful completion of this course, the students should have understood

### ✓ VB PROGRAMS

#### LIST OF PROGRAMS

1. Develop a VB project to check user name and password by user
2. Develop a VB project to add and remove items from list box
3. Develop a VB project to copy all items in a list box to combo box
4. Develop a VB project to enter and display student information
5. Develop a VB project to scroll text from left to right using timer
6. Develop a VB project to display system date and time on screen
7. Develop a VB project to find a day of a week of a given date
8. Develop a VB project for mini calculator functions
9. Develop a VB project for monthly calendar using flex grid
10. Develop a VB project to view all image files in our system
11. Develop a VB project for note pad
12. Develop a VB project for document typing using MDI forms
13. Use employees information for the following projects
14. Develop a VB project to search a record in MS access database using data control
15. Develop a VB project to delete a record from MS access database using data control
16. Develop a VB project to perform the following operations in MS Access data base using DAO a) Move first record b) move next record c) move previous record d) move last record
17. Develop a VB project to insert a record in MS access data base using ADO
18. Develop a VB project to modify a record in MS Access data base using ADO
19. Use the student information for the following projects.
20. Develop a VB project to search a record in a Oracle data base using data control
21. Develop a VB project to delete a record from Oracle data base using data control
22. Develop a VB project to perform the following operations in oracle data base using DAO a) Move first record b) move next record c) move previous record d) move last record



## Semester II

Subject Title: Part-III, **Mathematics for Business Management –II** Ext Marks: 75

Subject Code: 2AA

Goal: To enable the students to learn the techniques of Operations Research and their applications in Business management

Objectives: on successful completion of this course, the students should have

- ✓ Operation research Models
- ✓ Game theory, Queing theory, PERT, CPM, etc.

### UNIT 1:

Introduction to operations research – meaning – scope – models – limitations. Linear programming – formulation – application to managerial decision making – graphical method - simplex method -simple problems only

### UNIT 2:

Transportation (non- degenerate case only) and assignment problems – simple problems - finding optimal solutions - application to managerial decision making

### UNIT 3:

Game theory : two persons, zero sum game - maximin, minmax principle – games with saddle point, mixed strategy, dominance rule - application in management - graphical solution – mx2 and 2xn games – replacement problem – application in management - replacement of equipment that deteriorates gradually (value of money does not change with time).

### UNIT 4:

Cpm – principle – constructions of networks for projects – types of floats – slack – crash program - application in management

### UNIT 5:

Pert – time scale analysis – critical path – probability of completion of project – advantages and limitations - application in management

note : theory and problems shall be distributed at 30% and 70% respectively.

### Reference Book(s) :

1. Operations Research by Kanti Swarup, Gupta R.K and Manmohan
2. Operations Research by P.R. Vittal, Vikas Publishing House, New Delhi, 3<sup>rd</sup> Edition, 1984

## Semester II

**Subject Title:** Part-IV, Value Education – Cultural Heritage of India **Ext Marks: 50**

**Subject Code:** 2 FCB

**Goal:** To enable the students to learn about the cultural heritage of India.

**Objectives:** on successful completion of this course, the students should have understood

- ✓ Indian culture, tradition, and democracy
- ✓ The great legacies- vedas
- ✓ Great men & women of india.

### UNIT- I

Land & people, geographical, racial, religious, cultural and linguistic diversity – Indian society its culture and traditions- democracy

### UNIT- II

The Great Legacy- The Vedas, The Upanishads, The Ramayana, The Mahabharata, Bhagavat Gita & Thirukkural

### UNIT- III

Great Religions- Hinduism, Jainism, Buddhism, Christianity, Islam And Sikhism.

### UNIT- IV

Great men & women of india

- a. Adi Sankara, Ramanuja, Vallalar, Ramakrishna Paramahansa, Vivekananda And Sri Narayana Guru.
- b. Raja Ram Mohan Roy, Gandhiji, Jawaharlal Nehru, Jayaprakash Narayan, Dr. B.R. Ambedkar, Bharathiar, Rabindranath Tagore And Mother Teresa.

### UNIT- V

Ethics in application and world peace- spiritualism & science

### Reference Book(s) :

Cultural Heritage Of India- Dr.K.T. Varkey, Prof. M. Rajagopal- Cms College Of Science & Commerce- Feb-2009

### Semester III

**Subject Title** Part-III, **Production & Material Management** **Ext Marks: 75**

**Subject Code:** 33A

Goal: To enable the students to learn Production and Material Management procedures

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

- ✓ Functions of Production Management
- ✓ Material management & Techniques
- ✓ Inventory Control & Techniques
- ✓ Quality Control & Techniques

#### UNIT -1

Production Management- Functions- Scope - Concepts & Factors governing Plant Location- Rural VS Urban Plant Sites – Plant Layout – Principles – Product Layout –Product Layout Production Planning & Control – Principles- Information Flow – Routing – Scheduling – dispatching- Control

#### UNIT-2

Material Handling - Definition & Importance – Principles - Criteria for selection of Material Handling Equipments. Work Study- Definition & Objectives – Method study Procedure – Time Study – Definition – Motion Study – Definition – Principles - Ergonomics

#### UNIT-3

Organisation of material management or Organizational structure of material management- conventional & modern approach- integrated materials management – purchasing principles, procedure & systems-vendor rating –vendor development.

#### UNIT-4

Inventory control –function, need & importance – tools of inventory control –ABC,VED,FSN, analysis –EOQ-recorder point-store keeping-definition objectives functions-storekeeper-duties &responsibilities-location of a store house

#### UNIT-5

Quality control- advantages& stages of quality control-types of inspection-TQM : meaning-object: material management ves & elements. Bench Making: meaning – objectives –advantages

ISO: features-advantages-procedure for obtaining ISO

#### Reference Book(s) :

1. Material Management, M.M.Varma, Sultan Chand & Sons, 10<sup>th</sup> Edition,2003
2. Industrial Engineering &Management- O.P. Khanna, Dhanpath Rai Publications, 16<sup>th</sup> Edition2003
3. Materials Management-Gopala Krishnan, Prentice Hall of India, New Delhi,10<sup>th</sup> edition,1977

Industrial Organisation & Engineering Economics-T.R Banga& S.C.Sharma,Khanna Publishers, New Delhi, 23<sup>rd</sup> Edition-2006 :

### Semester III

Subject Title: Part-III, **Marketing Management**

**Ext Marks: 75**

Subject Code: 33 B

Goal: To enable the students to learn Marketing Characteristics of Marketing Environment.

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

- ✓ Marketing Environment
- ✓ Buyer Behavior
- ✓ Product and pricing Concepts
- ✓ Modern trends in Marketing

#### UNIT -1

Marketing - Definition- Marketing management- Various concepts in marketing-Production concept, Product concept, Selling concept, Marketing concept & Holistic concept-Functions of marketing-Marketing environment: various environmental factors effecting marketing functions-Market structure-Market oriented strategic planning-Strategic business unit-business strategic planning.

#### UNIT-2

Buyer behavior: buying motives-various factors influencing buyer behavior-stages in buying decision process-market segmentation: bases for segmentation-market targeting-differentiating and positioning the marketing offer-various positioning strategies. Marketing Information system

#### UNIT-3

The product-marketing characteristics-consumer goods-industrial goods-production policy-product life cycle(PLC)-strategies in various stages-product mix-product line-modification and elimination-new product development: various stages in new product development-consumer adoption process-Reasons for failures of New products.

#### UNIT -4

Pricing: definition-objectives-pricing policies-factors influencing pricing decisions-multiproduct pricing-adapting the price- competitors action to price changes-marketing channels-definitions-types-channel selection-problems in Selection of channel- Management of physical distribution-Marketing risks.

#### UNIT-5

Branding Decisions: brand – Brand image,- Brand identity – Brand Personality – Brand Loyalty – Brand Equity. Marketing Control- Designing a Marketing control system-Tools and techniques of Marketing control- Marketing control through MBO – Modern concept in marketing- Service Marketing- Definition-features - importance.

### **Semester III**

Subject Title: Part-III, **Marketing Management**

Subject Code: 33 B

Reference Book(s) :

1. Marketing Management.- Philip Kotler- PHI Limited- 2000
2. Marketing Management. RajanSaxena- Tata Mc Graw Hill – New Delhi- 2nd Edition
3. Marketing Management - V. S Ramaswamy & S. Namakumari- Mcmillan India Limited – New Delhi- 3<sup>rd</sup> Edition- 2002
4. Marketing Management- S.A.Sherlekar, Himalaya Publishing House, New Delhi, 13thEdition,2006

### Semester III

**Subject Title:** Part-III, C++ & JAVA Programming **Ext Marks: 40**

**Subject Code:** 33C

**Goal:** To enable the students to learn C++ & Java programming in windows Environment

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

- DATA TYPES & CONTROL STRUCTURES
- CLASSES & OBJECTS
- PROGRAMMING WITH OBJECTS
- OPERATOR OVERLOADING

#### UNIT I

Principles of Object Oriented Programming: Software Evolution – Object Oriented Programming Paradigm – Basic Concepts of Object Oriented Programming – Benefits of OOP – Object Oriented Languages.

Functions in C++: The Main Function – Function Prototyping – Call by Reference – Return by Reference – Inline Functions. Classes and objects: Specifying a Class – Defining Member Function – A C++ Program with Class – Making an Outside Function Inline – Private Member Function– Static Data Members – Static Member functions - Friendly functions – Constructors & Destructors – Parameterized Constructors – Multiple Constructors in a Class – Copy Constructor – Dynamic Constructors - Destructors

#### UNIT II:

Operator Overloading & Type Conversions: Overloading Unary, Binary Operators – Manipulating Strings using Operators – Rules for Overloading Operators – Defining Derived Classes – Single Inheritance – Making Private Member Inheritable – Multiple & Multilevel Inheritance – Hierarchical Inheritance .

#### UNIT III:

Java Features- How Java differs from C and C ++- Java and Internet- Java and world wide Web- Web Browsers- Java support systems- java environment.

Overview of Java Language- Simple Java Program- More of Java- An application of two classes – Java Program Structure- Java tokens- Java statements- - Implementing a Java program- Java virtual machine- Command line Arguments- Programming style

Constants, Variables, and Data types- Declaration of Variables- Giving values to Variables- Scope of Variables- symbolic Constants- Type Casting- getting Values of Variables- Standard default values

#### UNIT- IV:

Operators and Expressions: Arithmetic Operators- Relational Operators- Logical Operators- Assignment Operators- Increment & Decrement Operators- Conditional Operators- Bitwise operators- Special Operators- Arithmetic Expressions- Evaluation of Expressions- Precedence of Arithmetic Operators- Type Conversion in expression – Operators precedence and Associatively- Mathematical functions

Decision making, Branching and Looping : Decision Making with Statement – Simple If Statement- the If ... Else statement- Nesting of if... else statement- The else if Ladder- The switch Statement- - The '?'- Operator. The 'While ' statement- The 'do' statement- The 'for' statement- jumps in loops – labeled

## **UNIT- V**

Classes, Objects and methods- Defining a class – Adding a variable- Adding Methods- Creating Objects- Accessing Class members – Constructive methods- Overloading- Static Members- Nesting of methods- Inheritance- Extending class- Overriding methods- Final classes – Finalized methods- Abstract Methods and classes- Visibility Control– Arrays- One Dimensional Arrays- Creating an Array- Two Dimensional Arrays.  
Interfaces & Multiple inheritance- Defining Interfaces- Extending Interfaces- Implementing

### **Text Book(s):**

1. E. Balagurusamy “Object Oriented Programming with C++”, TMGH, Second Edition, 2003.  
Programming with java – E.Balagurusamy.

### Semester III

**Subject Title:** Part-III, C++ & Java Programming – (Lab)

**Ext Marks: 40**

**Subject Code:** 33P

**Goal:** To enable the students to PRACTICE C++ & Java programming in windows Environment

**Objectives:** On successful completion of this course, the students should have PRACTICED

- DATA TYPES & CONTROL STRUCTURES
- CLASSES & OBJECTS
- PROGRAMMING WITH OBJECTS
- OPERATOR OVERLOADING

#### C++

1. C++ Programs using operator overloading functions.
2. C++ Programs using String manipulation functions.
3. C++ Programs using friend functions.
4. C++ Programs using inheritance.

#### JAVA

1. Program explaining decision making, branching and looping.
2. Program explaining classes objects and methods
3. Program demonstrating
  - A. constructor
  - B. destructor
  - C. private and public methods / members
4. Program to describe inheritance, Program to describe file handling concept
5. Program to explain over loading concept
6. Program to demonstrate the uses of arrays string, vectors.



### Semester III

**Subject Title:** Part-III, Taxation - Law and Practice

**Ext Marks: 75**

**Subject Code:** 3 AA

**Goal:** To enable the students to learn Taxation Practices and Indian Law and Practices

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

- ✓ Meaning and Objectives of Taxation
- ✓ Direct and Indirect Taxes and the computation methods
- ✓ To know about the CST & TNGST Act of Indian Government

#### UNIT – I

Meaning , Systems and Models of Taxation – Types of Tax – Objectives of Taxation- Principles of Taxation – Direct and Indirect Taxation- Distinction between Direct and Indirect Taxes – Merits and Demerits of Direct and Indirect Taxes

#### UNIT- II ( Theory and problems)

**DIRECT TAXES : INCOME TAX ACT- 1961-** Important definitions - Basis of Charge - Residential Status –Income exempted from Income Tax - Heads of Income - Computation of Income under salary and house property ( basic and Simple problems only )

Meaning of PAN, Assessment procedure

#### UNIT- III ( Theory and problems)

Computation of income under profits and gains of business – profession- capital gains- Income from other sources – Deductions in the computation of total income- Income tax Authorities and their power ( Problems be included)

#### Unit- IV ( Theory)

**INDIRECT TAXES** - Selected provisions of VAT – with regard to registration of dealers- procedure and effects of registration – mode of charging VAT- Exemptions from VAT – authorities and their powers.

#### Unit- V ( Theory)

**Excise Duties& Customs Duties** : - Different types of Duties -Role of Excise Duties in the total revenue- Objectives of Excise duties – Exemptions - Recovery and Refund of Excise duties - Classification of goods

Custom duties – Levy of Import and Export Duty - Ad Valorem and Specific duties -Clearance of Duty – Export promotion Schemes-Baggage Rule-1998

(note : Theory & problems shall be distributed at 60% & 40% respectively)

### **Semester III**

**Subject Title:** Part-III, **Taxation - Law and Practice**

**Subject Code:** 3 AA

**Reference Book(s) :**

1. Business Taxation(Indirect Taxes) - Dinkar Pagare & V. Balachandran, Sultan Chand & Sons, New Delhi, 8<sup>th</sup> Edition,2007
2. Income Tax law and Practice – V.P. Gaur & D.B. Narang – Kalyani Publishers- Ludhiyana-35th Edition-2007
3. Hand book on Tax Laws – Prof. S. Krishnasamy

### Semester III

**Subject Title:** Part-IV, Retail Environment

**Ext Marks:** 75

**Subject Code:** 3

Subject description : This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals : To enable the students to learn the basics in retailing, evolution and trends in retailing

Objectives : on successful completion of the course the student should have

- ✓ Understood the features of retailing
- ✓ Understood the theories of retail development
- ✓ Learnt retail development in India and global retail markets.

Unit- I

Retail: meaning- functions and special characteristics of a retailer – reasons for studying retailing – Marketing- Retailer equation- Marketing concepts applied to retailing - Retailing as a career- trends in retailing

Unit- II

Retail model and theories of retail development-Life cycle and phase in growth of retail markets-business models in retail – other retail models

Unit- III

Strategic planning in Retailing: Situation analysis – Objectives- Need for identifying consumer needs- Overall strategy, feedback and control – consumer decision making process

Unit- IV

Retail in India : Evolution and size of retail in India – Drivers of retail change in India-Foreign Direct investment in retail- Challenges to retail development in India

Unit- V

Global retail markets: Strategic planning process for global retailing- challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

**Reference book(s):**

1. Swapna Pradhan – Retailing Management- Text & cases, Tata Mcgraw Hill, 2<sup>nd</sup> edition,2004
2. Barry Berman and Joel R. Evans – Retailing Management- A Strategic approach, Prentice Hall of India, 8<sup>th</sup> edition,2002
- 3.James. R. Ogden, Denise Ogden- Integrated Retail Management-Biztantra 2005
4. Gibson G Vedamani- retail management-Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

## Semester IV

**Subject Title:** Part-III, Human Resource Management

**Ext Marks:** 75

**Subject Code:** 43 A

**Goal:** To enable the students to learn the basics in Human Resource, functions and trends in HR.

**Objectives:** On successful completion of the course the students should have understood the features of Human Resource management

- ✓ Learnt the theories of HR
- ✓ Learnt retail development in India and global retail markets.

### UNIT I:

Human Resource Management – meaning, definition and objective- functions of HRM –nature, scope and importance of HRM – Organizational Design and HRM – Role of HR Manager – Environment of HRM

### UNIT-II

Manpower planning – Job Analysis – Job description – Job specification- Recruitment- Selection- Placement and Induction – Training and development- Significance of HRD – Techniques of HRD – Functions of HRD Manager

### UNIT- III

Performance Appraisal- Job Evaluation- Promotion, Transfer and Demotion – career planning and development – Absenteeism and Labor turnover – Human Relations – Approach to good Human Relations – Punishment.

### UNIT- IV

Wage and Salary Administration – Incentive System- Retirement Benefit to Employees – Social Security and Welfare- Work environment, Industrial accidents, Safety and Health.

### UNIT - V

Industrial Relations- Trade Unions – Grievance and Discipline- Industrial Conflict- Collective Bargaining – Workers' participation in Management- Quality of Work life and Empowerment – HRD and total Quality management - Ethics in Human Resource Management

### **Semester IV**

**Subject Title:** Part-III, **Human Resource Management**

**Subject Code:** 43 A

**Reference Book(s) :**

1. Personnel Management- C.B. Mamoria & S.V Gankar Himalaya Publishing House-27<sup>th</sup> Edition-2007
2. Personnel Management and Industrial Relations- P.C. Tripathi -Sultan Chand & sons- 19<sup>th</sup> Edition- 2006
3. Personnel and Human Resource Management - David A. Decenzo& Stephan Robinson, Prentice Hall of India, New Delhi, 3<sup>rd</sup> Edition,1988
4. Human Resource management- M.S. Saiydyan, Tata Mcgraw Hill Publishing, New Delhi, 1<sup>st</sup> Edition, 1988
5. Personnel & Human Resource Management- P.Subba Rao, Himalaya Publishing House, Mumbai, 3<sup>rd</sup> Edition, 2003

## Semester IV

**Subject Title:** Part-III - Financial Management

**Ext Marks: 75**

**Subject Code:** 43 B

**Goal:** To enable the students to learn the theories of Financial management and also the working methods of Financial Management

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

- ✓ Meaning and Objectives of Financial Management
- ✓ Computing Cost of Capital
- ✓ Taking optimum Capital Structure decisions
- ✓ Shares, Debentures and dividend policies
- ✓ Need for working capital in a Business environment

### UNIT- I (Theory Only)

Finance functions: Meaning- Definition and scope of Financial functions- Objectives of Financial Management- Profit maximization and Wealth maximization. Sources of Finance- Short term- Long term – Shares- equity Shares- Preference Shares- Debentures- Debt.

### UNIT- II (Problem and Theory Questions)

Financing Decisions: Cost of Capital - Cost of specific Sources of Capital- Equity- preferred stock – debt- Reserves- Weighted average cost of Capital, Operating Leverage and Financial Leverage.

### UNIT- III (Theory only)

Capital Structure- Factors influencing Capital Structure- Optimal Capital Structure-Capital Structure Theory- Dividend and Dividend policy: Meaning, classification – sources available for dividends – Dividend policy general, determinants of dividend policy

### UNIT- IV (problems and Theory questions)

Working Capital management: Concepts – Importance- Determinants of Working Capital- Working Capital management- Problems

Cash management: Motives for holding cash- Objectives and strategies of cash management

Receivables Management: Objectives- Cost of credit Extension, benefit – credit policies- credit terms- Collection Policies

### UNIT- V (Problems and Theory questions)

Capital Budgeting – meaning – Objectives- Preparation of various types of capital budgeting

(Theory carries 70% and problems carry 30 %)

**Semester IV**

**Subject Title:** Part-III - **Financial Management**

**Subject Code:** **43 B**

**Reference Book(s):**

1. Financial Management- P.V. Kulkarni- Himalaya Publishing House- Bombay- 4<sup>th</sup> Edition- 1995
2. Financial Management I.M. Pandey- Vikas Publishing House Pvt Limited- New Delhi- 1995

## **Semester IV**

Subject Title: Core XII –INTERNET AND WEB PAGE DESIGN (Theory)      **Ext Marks: 40**

Subject Code: 43 C

### **UNIT – I**

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

### **UNIT – II**

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

### **UNIT – III**

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

### **UNIT – IV**

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

### **UNIT – V**

Introduction to DHTML - cascading style sheets – color and background attributes –text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2) - Internet compete

- Maureen Adams, Sherry Bonelli

- BPB Publications – 1998.

2. (Unit 3,4,5) - Web enabled commercial application development using

HTML,DHTML , Java Script , Perl CGI.

- Ivan Bayross

- BPB Publications – 2000.



## SEMESTER - IV

**Subject Title: Core XIII –Internet and Web Page Design, Tally Practical**

**Ext Marks: 40**

**Subject Code: 43 P**

### List of Programs

- 1) Search a particular topic in using internet search engines.
- 2) Create a new mail id using any available service providers.
- 3) Send an email to more than one user at the same time.
- 4) Send an email to a person with an attachment.
- 5) Develop a HTML page to check username and password.
- 6) Develop a HTML page to add and remove item from list box.
- 7) Develop a HTML page to link other web page.
- 8) Develop a HTML page to scroll text from left to right.
- 9) Develop a HTML page to display an advertisement.
- 10) Develop a static HTML page for college information.
- 11) Develop a HTML page to input information to create a mail id.
- 12) Develop a HTML page to conduct auction.

The following program based on database.

- 13) Develop a HTML page to input student information.
- 14) Develop a HTML page to display student results for a given roll number.
- 15) Develop a DHTML page to sale a product to users.
- 16) Develop a DHTML page to display product information for a given product id.

#### **The following program based on Tally**

- 17) Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
- 18) Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
- 19) Show the Cash Book & Bank Book of the company.

Pass the following Entries:-

- (I) He deposited Rs.1, 00,000/- cash at ICICI bank.
- (ii) He paid electricity bill for Rs.1, 200/- by cash.
- (iii) He withdrawn Rs.10, 000/- cash for his personal use
- (iv) He paid House Rent for Rs.5, 000/- by cash.
- (v) He purchased furniture for Rs.25, 000/- by cash for office use

## Semester IV

**Subject Title: Part-III, Business Communication**

**Ext Marks: 75**

**Subject Code: 4AA**

**Goal:** To enable the students to learn the nuances of good communication.

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

- Methods of communication
- Types of communication and Barriers of communication.

### Unit I

Essentials and importance of Business communication- Methods of communication- Types- Barriers

### Unit II

Communication through letters- Layout of Letters and business enquiries- Offers and Quotations- Orders- Execution of Orders- Cancellation of Orders- Claims- Adjustments & Settlement of Accounts- Letters of Complaints- collection letters- Status enquiries- Bank correspondence- Tenders- Letter to the Editor

### Unit III

Correspondence of company secretary with share holders and directors- Agenda- Minutes- Preparation

### Unit IV

Communication through reports: Essentials- Importance- Contents- Reports by individuals- Committees- Annual Report- Application for appointment- Reference and appointment orders

### Unit V

Internal communication: Short speeches- Memo- Circulars- Notices- Explanation to Superiors- Precise writing- Communication Media- Merits of various Devices- Intercom- Telex and Telephone- Fax- Internet.

### Text Book:

Rajendra Pal Korahill

: Essentials of business communication

### Reference Book(s):

1. Ramesh, M.S, and C.C Pattanshetti : Business communication
2. Rodriquez M.V : Effective Business communication concept
3. R.S.N. Pillai, Bhagavathi : Modern commercial correspondence

**.Semester- IV**

**Subject Title : Part-III, Organizational Behavior**

**Ext Marks: 75**

**Subject Code : 4AA**

Subject description : This course presents the basics of Organizational Psychology.

Goals : To enable the students to learn the basics of Organizational Behavior

Objectives : on successful completion of the course the student should have

- ✓ Understood the theories of Organizational behavior
- ✓ Learnt Leadership theories.
- ✓ Learnt the employee productivity

**Unit- I**

Importance and scope of Organizational Psychology- Individual differences- Intelligence test- measurement of Intelligence- Personality test- Nature- Types and uses.

**Unit- II**

Perception- factors affecting perception-Motivation-Theories- Maslow's, Herzberg, McGregor, ERG- Financial and non financial motivation- techniques of motivation- Transactional Analysis- Brainstorming.

**Unit- III**

Job satisfaction- meaning- factors – theories- measurement of job satisfaction-morale- importance- employee attitude and behavior and their significances to employee productivity- job enrichment- job enlargement

**Unit- IV**

Hawthorne experiment- importance- group dynamic cohesiveness- co operation- competition- conflicts- types of conflicts- Conflict resolution- Sociometry- group norms- role status- supervision style- training for supervisor.

**Unit- V**

Leadership- types- theories- traits, managerial grid, fielder's contingency- organizational climate- organizational effectiveness-organizational development-counseling and guidance-importance of counselor-type of counseling- merits of counseling.

Reference Book(s):-

- 1 Keith Davis & John W. Newstorm- Human behavior at Work- TataMcgraw hill Boom Co.  
11<sup>th</sup> Edition
- 2 Ghos- Industrial Psychology
3. Fred Luthans – Organisational Behaviour – TataMcgraw hill Boom Co. 9<sup>th</sup> Edition
4. L.N. Prasad –Organisational Behaviour- Sultan Chand & Sons-2007
5. Stephan.P.Robbins-Organisational Behaviour- Prentice Hall of India Pvt Ltd. 9<sup>th</sup> Edition.

## Semester IV

SUBJECT Title: **CONSUMER BEHAVIOUR**

**Ext Marks: 75**

**Subject Code : 4**

Subject description : This course presents the basics of Consumer Behaviour

Goals : To enable the students to learn the basics of Consumer Behaviour

Objectives : on successful completion of the course the student should have

- ✓ Understood consumer motivation and perception
- ✓ Understood consumer learning and attitude
- ✓ Learnt consumer decision making

Unit- I

Introduction- Consumer behaviour- definitions- scope of consumer behaviour-Discipline of consumer behaviour- Customer value satisfaction- Retention- Marketing ethics.

Unit- II

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

Unit- III

Consumer learning- Behavioural learning theories- Measures of consumer learning-Consumer attitude-formation- strategies for attitude change

Unit- IV

Social class and consumer Behaviour- Life style Profiles of Consumer classes- Cross Cultural customers Behaviour Strategies.

Unit- V

Consumer Decision making- Opinion leadership- Dynamics- Types of consumer decision making – a model of Consumer Decision making.

Reference books

1. Leon G. Schiffman and Leslie Lazar kanuk- Consumer Behaviour, prentice Hall of India, Sixth edition, 1998
2. Paul Green Berg – Customer Relationship management- Tata McGraw-Hill, 2002
3. James. R. Ogden, Denise Ogden- Integrated Retail Management-Biztantra 2005
4. Gibson G Vedamani- retail management-Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

## Semester V

**Subject Title:** Part-III, **COST AND MANAGEMENT ACCOUNTING**      **Ext Marks: 75**

**Subject Code:** 53A

**Goal:** To enable the students to learn the basic methods of Cost & Management Accounting.

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

- ✓ The difference between Cost & Management accounting
- ✓ Problems in Cost & Management accounting.
- ✓ Stores Control techniques using Cost accounting.

UNIT I (Theory questions only)

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

UNIT II (Problems and theory questions)

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering level – pricing of materials issues-FIFO,LIFO, Average Cost, Standard Price methods- labour cost-remuneration and incentives.

UNIT III (Problems only)

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

UNIT IV (Problems only)

Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)

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

(Theory carries 20 marks and problems carry 80 marks)

### Reference Book(s) :

1. Cost Accounting - S. P.Jain and K.L.Narang, Kalyani Publishers,Ludhiyana, 18<sup>th</sup> Edition,1974
2. Management Accounting- RK Sharna & K. Gupta -
3. Principles of Management Accounting- S.N.Maheswari, Sultan Chand & Sons, New Delhi, 17<sup>th</sup> Edition,2004

## Semester V

Subject Title: **Part-III, Business Law**

**Ext Marks: 75**

Subject Code: 53 B

Goal: To enable the students to learn Law related to Indian Business Environment.

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

- ✓ Meaning and Objectives and Importance of Law
- ✓ Importance of Factories Act
- ✓ To know about the Wages and Bonus procedures of Indian Acts

### UNIT- I

Law of Contract : Contracts- Essentials of Contract-Agreement- Void- Voidable and illegal contracts- Express and implied Contracts-Executed and executory contracts-Absolute and contingent contracts-offer-Legal rules as to offer as and laps of offer-Acceptance-to create legal relation-capacity of parties to create contract-consideration-Legal rules to consideration-Stranger to a contract and exceptions-Contract without consideration-Consent-Coercion-undue influence-misrepresentation-fraud-mistake of law and mistake of fact-Quasi contracts-Discharge of contract-Breach of contract –Remedies for breach of Contract.

### UNIT-II

Negotiable Instrument Act 1881-Negotiable Instrument- Characteristics –Cheque –Essential requirements-Endorsement-Kinds-crossing- types - Demand draft-Bills of exchange.

### UNIT-III

Factories Act, 1948; objects; provisions relating to health, safety welfare, working hours, leave etc.of workers; approval, licensing and registration of factories-manager and occupier- their obligation under the Act; powers of the authorities under the Act; Penalty provisions.

### UNIT-IV

Wages and Benefits:

a) Payment of wages Act, 1936: objects, responsibilities, fixation of wage periods, time of payment, deduction and fines; maintenance of records and registers: inspectors.

b)Minimum Wages Act ,1948:Objects,procedure for fixing and revising minimum wages appointment of Advisory Board: payment :maintenance of registers and records :offences and penalties.

c) Payment of Bonus Act, 1965: Objects computation and determination of Bonus, eligibility and payment, provision for new companies.

### UNIT-V

The Workmen's Compensation Act 1923:

Defenses available to employees before passing of the act -Scope of the Act –Definition-Rules regarding workmen's compensation –Amount of compensation –Distribution of compensation-Miscellaneous-Enforcement of the Act-Rules.

**Reference Book(s):**

- 1) Elements of Mercantile law - N.D.. Kapoor, Sultan Chand & Sons, New Delhi, 28<sup>th</sup> Edition, 2004
- 2) A manual of mercantile law - Shukla .M.C, S. Chand & Company Limited, New Delhi, 20<sup>th</sup> Edition-2003
- 3) Banking law & practice – Sundaram & Vashney- Sultan Chand & sons- New Delhi- 17<sup>th</sup> Edition-2004

## Semester- V

**Subject Title:** Part-III, RDBMS AND ORACLE – Theory

**Ext Marks: 40**

**Subject Code:** 53C

**Goal:** To enable the students to learn the Database management System & ORACLE

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

- ✓ The Data base management System & RDBMS
- ✓ Data Manupulating
- ✓ ORACLE .

### Unit - I

Database management system and RDBMS - normalisation-Oracle terminology-database connection-creating tables-the basic of SQL: SQL grammer.

### Unit - II

Data manipulation-data types-insertions, updation and deletion operation-select command-where clause modifying structure-views-sequences, SQL & plus commands.

### Unit -III

Manipulating strings-dealing with dates-handling numbers-defining table and column constraints-table indexes.

### Unit - IV

Sophisticated queries-builtin group functions-the join operation,views,sequences and synonyms.

### Unit - V

Transactions-the basics of PL/SQL creating and using stored procedures, functions and packages-retrieving data with cursors. Enforcing eusiness rules with database triggers.

Reference book(s) :

- 1.Developing Personal Oracle For Windows 95 Applications – David Loctnan
- 2.Commercial Applications Development Using Oracle Developer 2000- Ivan Bayaross
- 3.Oracle-7 The Complete Reference- - Ivan Bayaross



## Semester V

**Subject Title:** Part-III, RDBMS AND ORACLE – Practical's **Ext Marks: 40**

**Subject Code:** 53P

**Goal:** To enable the students to teach the Database management System & ORACLE

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

✓ Programs on RDBMS and ORACLE .

### **RDBMS and ORACLE PRACTICAL**

1. Design a database for student information
2. Insert records for Student database
3. Alter field size in the student table
4. Delete a field from the student table
5. Select records with roll no, name, class, subject with all mark details
6. Prepare list of all students with arrears
7. Find the percentage of marks of a student
8. Find pass percentage of a subject in student database
9. Prepare semester mark sheet from a given student roll no
10. Design a database for employee information
11. Insert records for employee table
12. Select records with employee ID, name, dept, designation with all salary details
13. Prepare a list of employees who are getting net pay more than 10000
14. List all employees with total allowances and deductions
15. List all employees with their net pay
16. Design a database for bank information
17. Insert records for bank database table
18. Create a view for an employee with their deposit information
19. Write a stored function to find net balance of a customer
20. Write a pl/sql procedure to deposit amount to bank database

## Semester V

**Subject Title:** Part-III, Insurance Principles and Practice

**Ext Marks: 75**

**Subject Code: 53D**

**Goal:** To enable the students to learn the basic methods of Insurance Sector

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

- ✓ The meaning of Risk & essential requirement of Insurance
- ✓ Learnt about the Life Insurance
- ✓ Learnt the various Insurances

### UNIT-I

Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatization of insurance business in India; Insurance Regulatory Development Authority - Recent Developments in the Insurance sector.

### UNIT-II

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

### UNIT-III

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

### UNIT-IV

Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

### UNIT-V

Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

## **Semester V**

**Subject Title:** Part-III, Insurance Principles and Practice

**Subject Code:** 53D

### **Reference Book(s) :**

1. Insurance Principles and Practices M. N. Mishra & s.b. Mishra, S. Chand & Company, New Delhi, 15<sup>th</sup> Edition, 2008
2. Insurance & Risk Management- Dr.P.K. Gupta, Himalaya Publishing House,Mumbai, 1<sup>st</sup> Edition-2004
3. Elements of Mercantile law - N.D.Kapoor,Sultan Chand & Sons, New Delhi, 28<sup>th</sup> Edition, 2004
4. Principles and Practices of Insurance P.Periyasamy,Sri Vishnu Publications, /Chennai,1<sup>st</sup> Edition-2006

## Semester V

Subject Title: **Part-III, Research Methods for Management**

**Ext Marks: 75**

Subject Code: 5EA

Goal: To enable the students to acquire the knowledge of Research

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

- ✓ Research methods and Sampling Techniques
- ✓ Analysis and Interpretation of data
- ✓ Application of Research

### UNIT – I

Research - Definition – Importance - Advantages and Limitations .The Research Process – Problem Identification – Research Design – Types of Design -Sampling Design- Types of Sampling Design- Sampling Process and selection – Sample types - Sample size and Sampling errors

### UNIT – II

Data Collection –Data- Primary Data – Secondary Data - Types of Data Collection – Kinds of Data collection -tools of Data collection - Questionnaire – Interview schedule – types of Interview – Observation – Scheduled Attitude measurement of scaling - –Meaning & importance of Scaling - Different types of Scaling - Processing of Data - Editing- coding – Tabulating

### UNIT-III

Statistical Data analysis – Hypothesis – its resources – formulation and testing of Hypothesis - Z test, t test, chi square tests ( Simple problems only )

### UNIT – IV

Interpretation and Report Writing - Steps in writing reports – Lay out of Reports- types- principles of report writing - Graphical representation of results

### UNIT – V

Application of Research – Product research – Price Research - Motivation Research - Promotions Research - Distribution Research - Sales Control Research- Media Research

## Semester V

Subject Title: **Part-III, Research Methods for Management**

Subject Code: 5EA

### Reference Book(s):

- 1) Research Methodology ( Text Book )-C.R. Kothari, New Age International (P)Ltd & Publishers,New Delhi, 2<sup>nd</sup> Edition,2004
- 2) Marketing Research- Harper. W.Boyd, Ralph Westfall & Stanley F.Stasch. AITBS Publications & Distributors, New Delhi, 7<sup>th</sup> Edition, 2004
- 3) Marketing Research – D.D. Sharma, Sultan Chand & Sons, New Delhi, 1<sup>st</sup> Edition, 1988
- 4) Research Methodology - Saravanavel, Kitab Mahal, Allahabad, 16<sup>th</sup> Edition, 2005

## Semester V

**SUBJECT Title: E-commerce**

**Ext Marks: 75**

**Subject Code: 53E**

**Goal:** To enable the students to know about the Electronic Commerce.

**Objectives:** On successful completion of this course, the students should have

- Understood Online Marketing.
- Learnt what is Market research in E-Commerce?
- Learnt Cyber Security

### Unit I

Foundation of electronic commerce:- Definition and content of the field- Driving Force of EC- Impact of EC- Managerial Issues- Benefits and Limitations of EC- Retailing in EC: Business models of EC- Marketing- Aiding comparisons shopping- The impact of EC on Traditional Retailing System.

### Unit II

Internet Consumers and Market Research: The consumer Behavior Model- Personal Characteristics and the Demographics of Internet Surfers- Consumer purchasing decision making- One to One relationship Marketing- Delivering Customer Service in Cyber Space- Marketing Research of EC- Intelligence Agents for consumers- Organizational Buyer Behavior.

### Unit III

Advertisement in EC: Web advertising- Advertising Methods- Advertisement Strategies- Push technology and intelligent agents- Economics and effectiveness of Advertisement- Online catalogues. Internet and Extranet: Architecture of Intranet and Extranet- Applications of Intranet and Extranet.

### Unit IV

Business to Business E-Commerce: Characteristics of B to B EC- Model Procurement Management using the Buyers internal Market place- Supplier and Buyer oriented Market place- Other B to B Models auctions- Service- Integration with Backend information system- The role of S/W agents in B to B- Electronic marketing in B to B.

### Unit V

Public policy: From legal issues to Privacy: Legal, Ethical and other Public policy issues- Protecting privacy- Free speech, Internet indecency Censorship- Taxation and Encryption policies and seller protection in EC

### Text Book:

EFRAIM TURBUL, JAE LEE, DAVID KING, H. MICHAEL CHUNG

-“ ELECTRONIC COMMERCE- A MANAGERIAL PRESPECTIVE”.

## Semester VI

**Subject Title:** Part-III, Entrepreneurship and Project Management

**Ext Marks: 75**

**Subject Code: 63 A**

**Goal:** to enable the students to know about the entrepreneurship and their roles.

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

- ✓ The social responsibilities of an entrepreneur.
- ✓ Project management and how to prepare projects for financial assistance
- ✓ Indian financial institutions and sources of finance for a project.

### UNIT I

Meaning of Entrepreneurship – characteristics, functions and types of Entrepreneurship – entrepreneur – role of Entrepreneurship in economic development – difference between entrepreneur and entrepreneur.

### UNIT II

Factors effecting entrepreneur growth – economic – non economic. Entrepreneurship development programs – need – objective – course content – phases – evaluation. Institutional support to Entrepreneurs.

### UNIT III

Project Management: meaning of project – concepts – categories – project life cycle phases – characteristics of a project – types of project – project manager – role and responsibilities of project manager.

### UNIT IV

Project identification – selection – project formulation – content of a project report – planning commission guidelines for formulating a project – specimen of a project report.

### UNIT V

Source of finance for a project – various financial institutions – institutional finance supporting projects – project evaluation – objectives – types – methods.

### Reference Book(s) :

1. Entrepreneurial development - S S Kanke,S. Chand & Company, New Delhi, 1<sup>st</sup>Edition,1999
2. Entrepreneurial development -C V Gupta & N P Srinivasan,
3. Project Management - S Choudhury, Tata Mcgraw Hill Publishing Company, New Delhi,2<sup>nd</sup> Edition1988
- 4.Projects, Preparation, Appraisal- Prasanna Chandra,Tata Mcgraw Hill Publishing Company, New Delhi, 3<sup>rd</sup> Edition-1987

## Semester- VI

**Subject Title:** Part-III, **Software Testing & Quality Assurance**

**Ext Marks: 75**

**Subject Code: 63 B**

**Goals:** To enable the students to learn the basics of Software Testing and methodologies for software maintenance

**Management Objectives:** on successful completion of the course the student should have

- ✓ Understood the testing approaches.
- ✓ Learnt Testing methodologies
- ✓ Learnt Software reliability & total quality measurement.

### Unit- I

Developing a test approach- Addressing software system business risk – defining a software system strategy – developing software system testing tactics- testing a software using a life cycle methodology- Requirements phase testing

### Unit- II

Design phase testing – program phase testing – Desk Debugging and program peer view test tools – Evaluating test results – installation phase testing – Acceptance testing

### Unit- III

Testing methodology for Software maintenance – Testing the correctness of the installing a software change- Testing the validity of a software cost estimate – testing the progress of the software system- Inspecting Test plan and test cases.

### Unit – IV

Software reliability definitions- software disasters – errors- faults- failures- different views of software reliability – software requirements specification- causes of unreliability in software – dependable systems- reliable, safe, secure, maintainable and available – software maintenance

### Unit- V

Software quality modeling- Diverse approaches and sources of information- Fault avoidance, removal and tolerance- process maturity levels(cmm) –software quality assurance- monitoring the quality of software – total quality management-measuring software reliability – the statistical approach- software reliability metrics.

Reference books

1. William Perry, “Effective methods for software Testing”, John-Wiley & Sons, INC,1995
2. J.D. MUSA Software reliability engineering, McGraw Hill,1998
3. Micheal R. Lyer handbook of Software reliability Engineering, McGrawHill-1995
4. Renu 7 Pradeep- Software Testing- Methodologies, Tools and practices – Tata McGraw-Hill publishing co.



**Subject Title: Part-III, Software Testing & Quality Assurance- Lab      Ext Marks: 60**

**Subject Code: 63 P**

Goals : To enable the students to learn the basics of Software Testing and methodologies for software maintenance

Management Objectives : on successful completion of the course the student should have

- ✓ Understood the exercises on the following programs
- ✓ Learnt Testing methodologies

Perform the following tests

1. Stress testing
2. Branch
3. Security
4. Regression
5. Loop
6. Boundary
7. Unit
8. Integration
9. System

## Semester-VI

**Subject Title: Part-III, Promotion Management**

**Ext Marks: 75**

**Subject Code: 6EA**

**Goal:** To enable the students to acquire the knowledge of Advertising & Sales management

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

- ✓ The need and importance of Advertising
- ✓ Advertising Agencies and their functions.
- ✓ Sales Force Management.
- ✓ Sales Promotion Techniques

### UNIT-1

Advertising: meaning – importance – objectives – media – forms of media – press newspaper trade journal – magazines – out door Advertising – poster – banners – neon – signs, publicity literature booklets, folders, house organs – direct mail Advertising cinema and theatre program – radio and television Advertising – exhibition – trade fair – transportation Advertising

### UNIT 2

Advertising agencies - Advertising Budget - Advertising appeals – Advertising organization – social effects of Advertising – Advertising copy – objectives – essentials – types – elements of copy writing: headlines – body – copy – illustration – catch phrases and slogans – identification marks

### UNIT 3

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

### UNIT 4

Sales Force Management – importance – sales force decision – sales force size – recruitment and selection – training – methods – motivating salesman controlling- compensation and incentives fixing sales territories – quota – Evaluation

### UNIT 5

Sales Promotion: meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: Advertising – techniques of sales promotion – consumer and dealers promotion. After sales service – guarantee – personal selling – objectives – salesmanship – process of personal selling

**Reference Book(s):**

- 1) Advertising and Sales Management - Sontack C.N, Kalyani Publishers, Ludhiyana, 2<sup>nd</sup> Edition,1996
- 2) Salesmanship and Advertising Davar S.K, Vikas Publishing, 4<sup>th</sup> edition, 2005
- 3) Salesmanship & Publicity- Rustom S. Davar, Sohrab. S. Davar, Nusli. R. Davar- Vikas Publishing House, New Delhi, 16<sup>th</sup> Edition, 2006

## Semester-VI

**Subject Title: Part-III, Global Business Management**

**Ext Marks: 75**

**Subject Code: 63C**

**Goal:** to enable the students to know about the Global business management and their import ants

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

- ✓ The need and relevance of international trade
- ✓ Export policy and Export houses.
- ✓ World Bank functions and features

### UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

### UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

### UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

### UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations - ECGC.

### UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

### Recommended Books:

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management