

**BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER
APPLICATIONS
REGULATIONS**

ELIGIBILITY

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

OBJECTIVES OF THE COURSE

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

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

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

SCHEME OF EXAMINATIONS

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
Part – I							
15UTL11T 15UHL11H 15UML11M 15UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French- I	6	3	25	75	100	4
Part – II							
15UEG12E	English - I	6	3	25	75	100	4
Part – III							
15UBM13A	Core I – Management Process	5	3	25	75	100	4
15UBM13B	Core II –Business Communication	5	3	25	75	100	4
15UMA1AD	Allied I: Mathematics for Management-I	6	3	25	75	100	4
Part – IV							
15UFC1FA	Value Education: Environmental Studies	2	3	-	50	50	2
		30				550	22
Second Semester							
Part – I							
15UTL21T 15UHL21H 15UML21M 15UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French – II	6	3	25	75	100	4
Part – II							
15UEG22E	English - II	6	3	25	75	100	4
Part – III							
15UBM23A	Core III – Introduction to Information Technology	3	3	10	40	50	2


 BoS Chairman/HoD
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BBA (CA) (Students admitted from 2015-2016 Onwards)

15UBM23B	Core IV – Organisational Behaviour	5	3	20	55	75	3
15UBM23P	Core Lab -I: PC Software (MS Office)	3	3	20	30	50	2
15UMA2AD	Allied II: Mathematics for Management –II	5	3	25	75	100	4
Part – IV							
15UFC2FA	Value Education: Human Rights	2	3	-	50	50	2
		30				525	21
Third Semester							
Part – III							
15UBM33A	Core V – Financial Accounting	5	3	25	75	100	4
15UBM33B	Core VI – Production and Materials Management	5	3	25	75	100	4
15UBM33C	Core VII – Marketing Management	5	3	25	75	100	4
15UBM33D	Core VIII- Business Law	4	3	20	55	75	3
15UPA3AQ	Allied Lab – I: Tally	4	3	40	60	100	4
15UBM3SA	Skill based Subject 1: Communication Skills - I **	3	3	30	45	75	3
Part – IV							
15UFC3FA/ 15UFC3FB/ 15UFC3FC/ 15UFC3FD/ 15UFC3FE	Tamil/ Advanced Tamil (OR) (Yoga for Human Excellence / Women’s Rights/ Constitution of India)	2	3	-	50	50	2

BBA (CA) (Students admitted from 2015-2016 Onwards)

	NMEC-I	2	3	-	50	50	2
		30				650	26
Fourth Semester							
Part - III							
15UBM43A	Core IX - Human Resource Management	5	3	25	75	100	4
15UBM43B	Core X - Insurance Principles and Practice	5	3	25	75	100	4
15UBM43C	Core XI - Advertising and Sales Promotion	5	3	25	75	100	4
15UBM43P	Core Lab - II: Internet and Web Page Programming	3	3	20	30	50	2
15UPA4AB	Allied III : Taxation Law and Practice	5	3	25	75	100	4
Part - IV							
15UBM4SA	Skill based Subject II: Communication Skills-II**	3	3	30	45	75	3
	NMEC -II	2	3	-	50	50	2
15UFC4FA/ 15UFC4FB/ 15UFC4FC/	Tamil / Advanced Tamil (OR) General Awareness	2	3	-	50	50	2
		30				625	25
Fifth Semester							
Part - III							
15UBM53A	Core XII - Financial Management	6	3	25	75	100	4
15UBM53B	Core XIII- Research Methods for	6	3	25	75	100	4

BBA (CA) (Students admitted from 2015-2016 Onwards)

	Management						
15UBM53C	Core XIV- Cost and Management Accounting	6	3	25	75	100	4
15UBM53P	Core Lab- III: Visual Basic	4	3	20	30	50	2
15UBM5EA	Elective – I	5	3	25	75	100	4
Part-IV							
15UBM5SA	Skill based Subject – III: Campus to Corporate**	3	3	30	45	75	3
		30				525	21
Sixth Semester							
Part – III							
15UBM63A	Core XV – Entrepreneurship and Project Management	6	3	25	75	100	4
15UBM63B	Core XVI- RDBMS and Oracle Programming	3	3	10	40	50	2
15UBM63C	Core XVII – Services Marketing	5	3	25	75	100	4
15UBM63P	Core Lab- IV: RDBMS and Oracle Programming	3	3	20	30	50	2
	Elective – II	5	3	25	75	100	4
	Elective – III	5	3	*	*	100	4
Part-IV							
15UBM6SA	Skill based Subject : IV Soft Skills for Business**	3	3	30	45	75	3
Part-V							
15UEX65A	Extension Activity	-	-	50	-	50	2

BBA (CA) (Students admitted from 2015-2016 Onwards)

		30				625	25
Grand Total						3500	140

Note-1: * In Sixth semester the student can opt for either project or theory paper as Elective -III. If theory paper is opted the mark distribution is 25 CA: 75 CE, If Project is opted the mark distribution is 40 CA: 60 CE.

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

ELECTIVE - I

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

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

ELECTIVE - II

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

S.No	Subject Code	Name of the Subject
1.	15UBM6EA	Consumer Behaviour
2.	15UBM6EB	Industrial Relations and Labour Laws
3.	15UBM6EC	Systems Analysis and Design

ELECTIVE - III

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

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

NON MAJOR ELECTIVE COURSE

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

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

FOR COURSE COMPLETION

Students has to complete the following subject:

1. Language papers (Tamil/Malayalam/French/Hindi, English) in I and II semesters.
2. Two Value Education in I and II semester.
3. Allied papers in I ,II,III and IV semesters.
4. Two Non Major Elective Course in the III and IV semesters.
5. Extension activity in the VI semester.
6. Elective papers in the V and VI semesters.

Total Credit Distribution

Subjects	Credits	Total		Credits	Cumulative Total
Part I: Tamil	4	2x 100 =	200	8	16
Part II: English	4	2x 100 =	200	8	
Part III:					
Core	4	13 x 100	1300	52	98
Core	3	2 x 75 =	150	06	
Core	2	2x50 =	100	04	
Core Practical	2	4x 50 =	200	08	
Allied	4	3x100=	300	12	
Allied Practical	4	1x 100 =	100	04	
Elective	4	3 x 100 =	300	12	
Part IV:					
Skill based Subject	3	4 x 75 =	300	12	24
Value Education	2	2 x 50=	100	04	
Environmental Studies	2	1 x 50 =	50	02	
General Awareness	2	1 x 50 =	50	02	
NMEC	2	2 x 50 =	100	04	
Part V:					
Extension Activity	2	1x50 =	50	02	02
Total			3500	140	140

15UTL11T	பகுதி -1: தமிழ் தாள்-I	முதல் பருவம்
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Total Credits: 4

Hours Per Week: 6

(ஓர் ஆண்டு தமிழ் பயிலும் மாணவர்களுக்கு உரியது)

முதல் ஆண்டு

இக்காலஇலக்கியம்- நீதி இலக்கியம் – சிற்றிலக்கியம்

அலகு-1 இக்காலஇலக்கியம் (கவிதை,சிறுகதை,உரைநடை)

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

அலகு - 2 நீதி இலக்கியம்

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

அலகு -3 சிற்றிலக்கியம்

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

அலகு -4 இலக்கிய வரலாறு

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

அலகு - 5 இலக்கணம்

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

பார்வை நூல்கள்:

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

15UHL11H	PART-I: HINDI-I	SEMESTER- I
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Total Credits: 4
Hours Per Week: 6

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

1. PROSE : Nuthan Gadya Sangrah

Editor: Jayaprakash (Prescribed Lessons – only 4)

Lesson 1 - Razia

Lesson 2 – Makreal

Lesson3- Bahtha Pani Nirmala

Lesson 4 – Rashtrapitha Mahathma Gandhi

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

2. NON DETAILED TEXT: Kahani Kunj.

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

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

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

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

Publisher: Dakshin Bharath Hindi Prachar Sabha
Chennai -17.

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

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

Paper I Prose, Composition & Translation

This paper will have the following five units:

- Unit I &II** - Novel
Unit III & IV - Short story
Unit V - Composition & Translation

TEXT BOOKS:

Unit I &II - Naalukettu – M.T. Vasudevan Nair (D.C. Books, Kottayam, Kerala)

Unit III & IV - Manikkianum Mattu Prathana Kathakalum – Lalithampika Antharjanam (D.C.Books, Kottayam, Kerala)

Unit V - Expansion of ideas, General Essay and Translation of a simple passage from English about **100** words) to Malayalam

REFERENCE BOOKS:

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

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

Hours Per Week: 6

French Language for Under-graduate Degree Programmes

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

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

TEXT BOOK:

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

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

OBJECTIVES:

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

CONTENTS

UNIT-I

PROSE

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

UNIT-II

SHORT STORIES

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

UNIT-III

ONE ACT PLAY

1. The Discovery – Herman Ould

UNIT-IV

FUNCTIONAL GRAMMAR

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

UNIT-V

COMPOSITION TASKS

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

To enable the students to learn:

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT-I

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

UNIT -II

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

UNIT -III

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

UNIT - IV

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

UNIT - V

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

REFERENCE BOOKS:

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

15UMA1AD	ALLIED-I: MATHEMATICS FOR MANAGEMENT-I	SEMESTER - I
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Total Credits: 4
6Hours / Week

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

OBJECTIVES:

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

CONTENTS

UNIT -I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules - Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Measures of variation and standard, mean and quartile deviations - Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation - Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

REFERENCE BOOKS:

1. Navanitham, P.A , . 2013. **Business Mathematics and Statistics**. Jai Publishers,Trichy.
2. Vittal,P.R, 2004. **Business Mathematics and Statistics**. Margham Publishers, Chennai.
3. Pillai, 2004. **Statistics**. R.S.N and Bhagavathi,

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

(2015-2016 ஆம் கல்வியாண்டு முதல் பயில்வோருக்குரிய பாடத்திட்டம்)

சங்க இலக்கியம்- பக்தி இலக்கியம் – காப்பியம்

அலகு 1 சங்க இலக்கியம்

1. நற்றிணை – பாடல் எண் : 210 (நெய்தல்) ‘நெடியமொழிதலும்
கடிய ஊர்தலும்’
2. குறுந்தொகை –பாடல் 2 , 3 (குறிஞ்சி) ‘கொங்குதேர் வாழ்க்கை’,
‘நிலத்தினும் பெரிதே’
3. கலித்தொகை – பாடல் 16 நெய்தல்கலி - ‘ஆற்றுதல் என்பது’
4. புறநானூறு – பாடல் 184, 312 ‘உற்றுழி உதவியும்’, ‘ஈன்று
புறந்தருதல்’
5. ஐங்குறுநூறு – மருதம் முதல் 5 பாடல்கள் (வேட்கைப் பத்து)

அலகு -2 காப்பியங்கள்

- 1.சிலப்பதிகாரம் – வழக்குரை காதை
- 2.மணிமேகலை – ஆதிரை பிச்சையிட்ட காதை
- 3.சீவக சிந்தாமணி- நாமகள் இலம்பகம்(நாட்டு வளம் முதல் 20
பாடல்கள்)
- 4.கம்பராமாயணம் – வாலிவதைப் படலம் (வாலி இராமனை
வினவுதல்.பாடல் எண்கள் (4121 முதல் 4136 வரை)

அலகு 3 பக்தி இலக்கியம்

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

அலகு-4 இலக்கிய வரலாறு

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

அலகு -5 இலக்கணம்

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

பார்வை நூல்கள்:

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

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

(Modern Poetry, Novel, Translation & Letter Writing)

1. Modern Poetry: Shabari – By Naresh Mehtha

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

2. Novel: Seva Sadhan – By Prem Chand

Publisher:

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

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

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

PAPER II PROSE: NON-FICTION

This Paper will have the following five units:

UNIT I & II

Biography

UNIT III, IV & V

Travelogue

TEXT BOOKS:

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

REFERENCE BOOKS:

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

15UFL21F	PART-I: FRENCH-II	SEMESTER- II
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Total Credits: 4

Hours Per Week: 6

French Language for Under-graduate Degree Programmes

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

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

TEXT BOOK:

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

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

OBJECTIVES:

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

CONTENTS

UNIT-I

PROSE

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

UNIT-II

SHORT STORIES

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

UNIT-III

ONE ACT PLAY

1. Soul Gone Home - Langston Hughes

UNIT-IV

FUNCTIONAL GRAMMAR

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

UNIT-V

COMPOSITION TASKS

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT -I

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

UNIT - II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

To enable the students to acquire knowledge of

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

LIST OF PRACTICALS

MS WORD

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

MS EXCEL

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

MS ACCESS

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

MS POWER POINT

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

15UMA2AD	ALLED-II: MATHEMATICS FOR MANAGEMENT-II	SEMESTER - II
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Total Credits: 4
5 Hours / Week

OBJECTIVES:

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

CONTENTS

UNIT-I

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

UNIT-II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT-III

Game Theory: Graphical Solution - $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem - Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT-IV

CPM - Principles - Construction of Network for projects - Types of Floats- Slack- crash programme-simple problems only.

UNIT-V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS:

1. *Kanthiswarup*, 1997. **Operations Research**. S.CHAND & SONS
2. *Gupta, P.K. and. Hira, D.S,* 2003.**Problems In Operations Research**. S. Chand Publication
3. *Vittal, P.R,* 2004. **Operations Research**

15UBM33A	CORE V - FINANCIAL ACCOUNTING	SEMESTER -III
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Total Credits: 4

5 Hours / Week

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

OBJECTIVES:

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

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

Preparation of accounts from incomplete records.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOKS:

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

REFERNCE BOOK:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT - I

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

UNIT -II

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

UNIT -III

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

UNIT - IV

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

UNIT -V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT -I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

15UPA3AQ	ALLIED LAB I- TALLY	SEMESTER -III
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Total Credits: 4
4 Hours / Week

OBJECTIVES:

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

CONTENTS

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

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

OBJECTIVES:

To enable the students to acquire knowledge of Human Resource Management

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

CONTENTS

UNIT - I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT - V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

Fire insurance - various types of fire policy ; Coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery.

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

UNIT-V

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

TEXT BOOKS:

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

REFERNCE BOOKS:

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

LIST OF PROGRAMS

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

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

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

OBJECTIVES:

To enable the students to acquire knowledge of

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

CONTENTS

UNIT -I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

15UBM53A	CORE XII - FINANCIAL MANAGEMENT	SEMESTER -V
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Total Credits: 4

6 Hours / Week

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

OBJECTIVES:

To enable the students to acquire knowledge of Financial Management

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

TEXT BOOKS

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

To enable the students to acquire knowledge of Research

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

CONTENTS

UNIT -I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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

OBJECTIVES:

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

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

CONTENTS

UNIT -I

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

UNIT- II

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

UNIT -III

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

UNIT -IV

Fund flow analysis-cash flow analysis (problems only)

UNIT -V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

LIST OF PROGRAMS:

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

15UBM5SA	SKILL BASED SUBJECT-III: CAMPUS TO CORPORATE	SEMESTER - V
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Total Credits: 3
3 Hours / Week

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

ETIQUETTE ELABORATED:

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

ATTIRE ASPECTS:

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

E-COMMUNICATION:

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

APTITUDE APPETIZER:

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

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

OBJECTIVES:

To enable the students to acquire knowledge of Entrepreneurship

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

15UBM63B	CORE LAB XVI- RDBMS AND ORACLE PROGRAMMING	SEMESTER -VI
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Total Credits: 2
3 Hours / Week

OBJECTIVES:

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

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

CONTENTS

UNIT -I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

REFERENCE BOOKS:

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

15UBM63P	CORE LAB IV – RDBMS AND ORACLE PROGRAMMING	SEMESTER -VI
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Total Credits: 2

3 Hours / Week

LIST OF PROGRAMS

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

15UBM6SA	SKILL BASED SUBJECT-IV: SOFT SKILLS FOR BUSINESS	SEMESTER - VI
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Total Credits: 3

3 Hours / Week

1. Presentation skills–effective presentation of an idea or concept –use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged
2. Negotiation Skills–dealing and preparing for negotiation –clinching and compromising –observe and record –practical role plays
3. Group Discussions–leaderless group behavior –arguments vs discussions –guiding and controlling –small group practices as well as observation
4. Team Working Skills (Forming, norming, performing)–problems and prospects – encourage team formation inter and intra-class teams –list the experiences
5. Assertiveness building–How to say ‘no’ and ‘yes’ –knowing limits – identify and list the occasions where you could not be assertive
6. Facing interviews–How to prepare –how to presents –FAQs
7. Conduct a vox pop–make a brief report –present to the group
8. Non verbal Cues in Communication–Body Language –Gesture – Postures –Facial Expressions
9. Career Options –Skills and physique vis-à-vis career options –career planning –SWOT analysis (self) –Career focus –Awareness of different career and its sources of information, choosing a career.
10. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)
11. A note various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes. The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

REFERENCE BOOKS:

1. *Lesikar and Flatley. Study Guides Basic Business Communication.* Skills for Empowering the Internet Generation.
2. *Senguin. The Real World and Your Career.* Business Communication
3. *Mary Ellen Guffey and Dana Loewy. Process and Product Business Communication*
4. *David Green Macmillan . Contemporary English Grammar.* Structure and composition
5. *Krishna swami. N and Shriraman. T. Creative English communication*
6. *Good English in Business A P H Publishers.*
7. *Lindsey Pollak. Getting from College to Career.* Your Essential Guide to Succeeding in the Real World
8. *M.S. Rao. I.K. Soft Skills Enhancing Employability .* Connecting Campus With Corporate
9. *Bhatnagar .International Effective Communication and Soft Skills.*
10. *Sasikumar. V and Dhamija.P.V.Spoken English. - A self - learning Guide to Conversation Practice (Audio)*
11. *Bittleston, John. Sparkplug to Creative Communication (eBook) .*
12. *Mukta Mahajani - Let's Talk: Negotiation and Communication at the Workplace*
13. *Luc D'Abadie - The Power of Focus for College Students , Les Hewitt, Andrew Hewitt (Health Communications - 2005)*

14. *Trump Donald* (Westland - 2006) - The Power of Focus for College Students
15. *Verma* - Enhancing Employability @ Soft Skills
16. *Barun K Mitra* - Personality Development and Soft Skills

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

CONTENTS

UNIT-I

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

UNIT- II

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

UNIT -III

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

UNIT -IV

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

UNIT-V

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

REFERENCE BOOKS:

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

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

SUBJECT DESCRIPTION:

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

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

OBJECTIVES:

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

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

GOALS:

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

OBJECTIVES:

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

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT -IV

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

UNIT - V

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

To enable the students to learn

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

CONTENTS

UNIT-I

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

UNIT -II

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

UNIT - III

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

UNIT - IV

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

UNIT-V

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

REFERENCE BOOKS:

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

15UBM6EB	ELECTIVE-II: INDUSTRIAL RELATIONS AND LABOUR LAWS	SEMESTER VI
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**Total Credits: 4
5 Hours / Week**

OBJECTIVES:

To enable the students to learn

1. Legislations relating to Industrial Disputes
2. Labour welfare

CONTENTS

UNIT-I

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT- II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT- III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT- IV

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V

The Payment of Wages Act, 1936 - The Employee's State Insurance Act, 1948

TEXT BOOKS:

1. *Tripathi.P.C,* 2006. **Personnel Management and Industrial Relations.** Sultan Chand and Sons, New Delhi.
2. *Mamoria.C.B.,* 2010. **Dynamics of Industrial Relations.** Himalaya Publishing House, New Delhi.

3. *Nair.N.G. and Latha Nair*, 2013. **Human Resource Management**. Sultan Chand and Sons.

REFERENCE BOOKS:

1. *Subbarao.P*, 2010. **Essentials of Human Resource Management and Industrial Relations**. Himalaya Publications.
2. *Kapoor.N.D*, 2014. **Mercandile Law**. Sultanchand and Sons
3. *Venkatapathy.R and Assissi Menachery*, 2008. **Industrial Relations and Labour Legislation**. Aditya Publishers.

15UBM6EC	ELECTIVE-II: SYSTEMS ANALYSIS AND DESIGN	SEMESTER VI
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Total Credits: 4

5 Hours / Week

OBJECTIVES:

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOK:

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

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

OBJECTIVES:

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

Business - to - Business Electronic Commerce : Characteristics of B2B EC- Model- Procurement Management Using the Buyer's Internal Market Place - Supplier and Buyer Oriented Marketplace - Other B2B Models

Auctions – and Service – Integration with back End Information System _
The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT -V

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

CONTENTS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

REFERENCE BOOKS:

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

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

OBJECTIVES:

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

CONTENTS

UNIT- I

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

UNIT-II

Market FTDR Act 1992- FEMA- Exim Policy 2015-2020- Entry Strategies- Export Licensing Procedures and Formalities.

UNIT-III

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

UNIT-IV

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

UNIT-V

Documents used for exports-customs clearance for exports and imports

TEXT BOOKS:

1. *Mahajam.M.L. Export Do It Yourself.* [19th ed]. Snow White Publications, 2015. (UNIT I ,II.V).
2. *Francis Cherunilam . International trade and export management.* Himalaya Publishing house,2010(Unit III).

3. *Dr.Krishnaveni Muthiah . Logistics Management World Seaborne Trade.* [2nd ed], Himalaya Publishing House, 2010.
(Unit IV).

REFERENCE BOOKS:

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

15UED44T	NMEC-II: BASICS OF ENTREPRENEURSHIP	SEMESTER IV
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Total Credits: 2

2 Hours / Week

OBJECTIVES:

To enable the students to acquire knowledge of Entrepreneurship

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

CONTENTS

UNIT- I

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

UNIT- II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

15UBM3SA	SKILL BASED SUBJECT-I: COMMUNICATION SKILLS - I (READING AND WRITING)	SEMESTER III
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Total Credits: 3

3 Hours / Week

LISTENING:

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

SPEAKING:

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

15UBM4SA	SKILL BASED SUBJECT-II: COMMUNICATION SKILLS - II (LISTENING AND SPEAKING)	SEMESTER IV
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Total Credits: 3


3 Hours / Week


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

1. Reading: Newspaper reading on daily basis - Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
2. Application Writing - preparation of job-specific Resume / CV
3. Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
4. List any three MNC's and FMCGs operating in India along with their products or services offered.
5. Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN
6. Form filling: Railway ticket booking with specimen of reservation/cancellation slip - Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) - share application form of a limited Company - documents used in Import and Export trade/Commercial / income tax departments of Government
7. Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice - Develop an ad copy for a product.
8. Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
9. Comprehension: Market / field study report on a locale issue (at least 1000 words) - Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending - Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed - Success stories of

Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

10. For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
11. List the environmental issues of an industry of your choice operating in your region
12. Select any organization and undertake SWOT analysis.
13. Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
14. Pick any three print advertisements and critically evaluate them


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