

BACHELOR OF COMMERCE WITH BUSINESS ANALYTICS

SYLLABUS: 2016-17 Onwards



DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

Dr. N.G.P ARTS AND SCIENCE COLLEGE (Autonomous)

(Re-Accredited by NAAC with "A" Grade)

(Affiliated to Bharathiar University, Coimbatore-641048)

Dr.N.G.P-Kalapatti Road

Coimbatore

**BACHELOR OF COMMERCE WITH BUSINESS ANALYTICS
REGULATIONS**

ELIGIBILITY:

A pass in Higher Secondary Examination with any Academic stream or Vocational stream as one of the subject and as per the norms set by the Government of Tamilnadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Commerce with Business Analytics Degree Examinations** of this College after a course of study of three academic years.

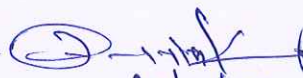
OBJECTIVES OF THE COURSE:

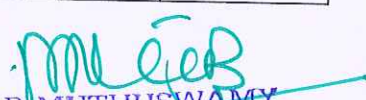
On successful completion of the course, students will have the ability to

- Develop depth understanding in the key technologies of data science and business analytics: data mining, machine learning, visualization techniques, predictive modeling, and statistics.
- Demonstrate knowledge in statistical data analysis utilized in business decision making, use of team work, leadership skills and an organization theory.
- Gain practical, hands-on experience with statistics programming languages and big data tools through coursework and applied research experiences.

SCHEME OF EXAMINATIONS

Course Code	Course Title	Ins Hours / Week	Exam Duration	Exam			Credits
				CA	CE	Total	
First Semester							
PART - I							
16UTL11T 15UHL11H 15UML11M 15UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French-I	6	3	25	75	100	4
PART - II							
16UEG12E	English-I	6	3	25	75	100	4
PART - III							
16UBA13A	CORE- I :Principles of Accountancy	4	3	25	75	100	4
16UBA13B	CORE- II: Fundamentals of Business Analytics	4	3	25	75	100	4
16UMA1AE	Allied- I: Mathematics for Business	4	3	25	75	100	4
16UBA13P	CORE LAB-I : Computer Applications (Office Package)	4	3	20	30	50	2
PART - IV							
15UFC1FA	Environmental Studies	2	2	-	50	50	2
	Total	30				600	24
Second Semester							
PART - I							
16UTL21T 15UHL21H 15UML21M 15UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	6	3	25	75	100	4
PART - II							
16UEG22E	English-II	6	3	25	75	100	4
PART - III							
16UBA23A	CORE- III: Advanced Accounting	4	3	25	75	100	4
16UBA23B	CORE -IV: Principles of Management	4	3	25	75	100	4
16UBA23P	CORE LAB-II: Computer	4	3	20	30	50	2

M.S. 
20/6/2016
BoS Chairman/HoD
Department of Commerce (BA)
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048


Dr. P. R. MUTHUSWAMY,
PRINCIPAL
Dr. NGP Arts and Science College
Dr. NGP - Kalapatti Road
Coimbatore - 641 048
Tamilnadu, India

B.Com (BA) (Students admitted from 2016-2017 and onwards)

	Applications (Advanced Excel and Accounting Package)						
16UMA2AE	Allied -II: Statistics for Business	4	3	25	75	100	4
PART -IV							
15UFC2FA	Value Education –Human Rights	2	2	-	50	50	2
	Total	30				600	24
Third Semester							
PART -III							
16UBA33A	CORE- IV: Marketing And Marketing Analytics	5	3	25	75	100	4
16UBA33B	CORE- V : Relational Database Management Systems	5	3	25	75	100	4
16UBA33C	CORE- VI: Cost Accounting	6	3	25	75	100	4
16UBA33P	CORE LAB –III: Structured Query Language(oracle)	4	3	20	30	50	2
16UBA3AA	Allied- III: Business Economics	4	3	25	75	100	4
PART -IV							
	NMEC: I:	2	2	-	50	50	2
16UBA3SA	Skill based Subject -1: Company law and Secretarial Practice	3	3	20	55	75	3
15UFC3FA 15UFC3FB 15UFC3FC 15UFC3FD 15UFC3FE	Tamil / Advanced Tamil (OR) Yoga for Human Excellence / Women’s Rights/ Constitution of India	2	3	-	50	50	2
	Total	30				625	25
Fourth Semester							
PART -III							
16UBA43A	CORE – VII: Management Accounting	6	3	25	75	100	4
16UBA43B	CORE –VIII: Financial Management and Port Folio Analytics with SPSS	6	3	25	75	100	4
16UBA43P	CORE LAB- IV: Marketing, Finance And Port Folio	4	3	20	30	50	2

B.Com (BA) (Students admitted from 2016-2017 and onwards)

	Analytics in SPSS						
16UBA4AA	Allied- IV: Enterprise Resource Planning	6	3	25	75	100	4
PART -IV							
	NMEC: II:	2	2	-	50	50	2
16UBA4SA	Skill based Subject -II: Operation research	4	3	20	55	75	3
16UFC4FA 16UFC4FB 16UFC4FC	Tamil /Advanced Tamil (OR) General Awareness	2	2	-	50	50	2
	Total	30				525	21
Fifth Semester							
PART -III							
16UBA53A	CORE - X: Corporate Accounting	6	3	25	75	100	4
16UBA53B	CORE -XI: Python for Data Analytics	4	3	20	55	75	3
16UBA53C	CORE- XII: Data Mining and Business Intelligence	5	3	25	75	100	4
16UBA53D	CORE- XIII: Business Communication	4	3	20	55	75	3
16UBA53P	CORE LAB- V: Python for Data Analytics	4	3	20	30	50	2
16UBA53T	Industrial Training	Grade (A to C)					
	Elective - I:	5	3	25	75	100	4
PART -IV							
16UBA5SA	Skill based Subject - III: Research Methodology	3	3	20	55	75	3
	Total	30				575	23
Sixth Semester							
PART -III							
16UBA63A	CORE -XIV: E- Commerce	6	3	25	75	100	4
16UBA63B	CORE -XV: 'R' Programming	5	3	25	75	100	4
16UBA63P	CORE LAB- VI: ' R' Programming	4	3	20	30	50	2
	Elective - II:	6	3	25	75	100	4
	Elective - III:	6	3	40	60	100	4
PART -IV							

B.Com (BA) (Students admitted from 2016-2017 and onwards)

16UBA6SA	Skill based Subject -IV: Information Security	3	3	20	55	75	3
PART -V							
16UEX65A	Extension Activity	-		50	-	50	2
	Total	30				575	23
	GRAND TOTAL					3500	140

ELECTIVE - I

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

S.No	Subject Code	Name of the Subject
1.	16UBA5EA	Income Tax Law & Practice
2.	16UBA5EB	Entrepreneurial Development
3.	16UBA5EC	Micro Finance

ELECTIVE - II

(Student shall select any one of the following subject as Elective-II in sixth semester)

S.No	Subject Code	Name of the Subject
1.	16UBA6EA	Business environment
2.	16UBA6EB	Total Quality Management
3.	16UBA6EC	Financial Markets

ELECTIVE - III

(Student shall select any one of the following subject as Elective-III in sixth semester)

S.No	Subject Code	Name of the Subject
1.	16UBA6ED	Business Finance
2.	16UBA6EE	Supply Chain Management
3.	16UBA6EV	Project Work

NON-MAJOR ELECTIVE COURSES OFFERED BY DEPARTMENT

B.Com (BA) (Students admitted from 2016-2017 and onwards)

- The Department offers the following two papers as Non-Major Elective Courses for students other than the commerce.
- Student shall select the following subject as Non-Major Elective during their third and fourth semester.

S. No.	Semester	Course Code	Course Title
1.	III	16UNM34X	Business Ethics
2.	IV	16UNM44X	Analytics for Decision making

FOR COURSE COMPLETION

Students shall complete:

- Language papers (Tamil/Malayalam/French/Hindi, English) in I and II semester.
- One Value Education and Environmental Studies in I and II semester respectively.
- Allied papers in I, II, III and IV semesters.
- Two Non Major Elective Course (NMEC) in the Third and fourth semester.
- Extension activity in V semester.
- Elective papers in the fifth and sixth semesters.
- An in-house project at the end of VI semester.
- Students have to complete the following Industrial Training: (Subject code: 16UBA53T). Students must undergo Industrial

B.Com (BA) (Students admitted from 2016-2017 and onwards)

- training for 15 - 30 days during IV Semester Summer Vacation. Evaluation of the Report will be done by the Internal and External Examiner in the V Semester. Based on their performance Grade will

Subjects	Credits	Total	Credits	Cumulative
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be awarded as A To C.

A : 75 marks and above

B : 60 - 74 marks

C : 40 - 59 marks

RA : Below 40 marks - (Reappear)

B.Com (BA) (Students admitted from 2016-2017 and onwards)

Part I: Language	4	2x 100 =	200	08	16
Part II: English	4	2x 100 =	200	08	
Part III:					
Core	4	13 x 100	1300	52	98
Core	3	2 x 75=	150	06	
Core Practical	2	6 x 50 =	300	12	
Elective	4	3 x 100	300	12	
Allied	4	4 x 100=	400	16	
Part IV:					
Language and others	2	4 x 50 =	200	08	24
Skill Based	3	4 x 75 =	300	12	
NMEC	2	2 x 50 =	100	04	
Part V:					
Extension	2	1 x 50 =	50	02	02
Total			3500	140	140

TOTAL CREDIT DISTRIBUTION

EXTRA CREDITS

Earning Extra credits is not mandatory for course completion

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

Rules:

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

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

**Self study paper offered by Commerce with Business Analytics
Department**

S. No.	Semester	Course Code	Course Title
1.	Semester (I To V)	16UCISS1	Retail Marketing
2.		16UCISS2	Office Management

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

16UBA13A	CORE- I:PRINCIPLES OF ACCOUNTANCY	SEMESTER- I
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Total Credits: 4
Hours Per Week: 4

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

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting applied in the competitive corporate world.
2. To understand accounting software easily.

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

16UBA13B	CORE- II: FUNDAMENTALS OF BUSINESS ANALYTICS	SEMESTER-I
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

- To equip analytical skills to acquire and interpret data
- To build the knowledge and technical expertise in statistical thinking

UNIT - I

Introduction to the BA Role: Business Analysis -Business Analyst - The evolving role of the Business Analyst - The BA roadmap: different levels of business analysis - The basic rules of Business & Business Analysis - Classical Requirements and Tasks performed by Business Analysts.

UNIT -II

Business view of Information Technology Applications: Core business process - Baldrige Business Excellence framework - Key purpose of using IT in business - Enterprise Applications - Information users and their Requirements. **Data Definition:** Types of Data - Attributes and Measurement - Types of data sets - Data quality - Types of Digital Data.

UNIT- III

Business Intelligence - Business Intelligence defined - Evolution of BI and Role of DSS, EIS, MIS and Digital Dashboards - Need for BI - BI

value chain - Introduction to Business Analytics. **BI Definitions and Concepts** - BI Component Framework - Need for BI - BI Users - Business Intelligence applications - BI roles and responsibilities.

UNIT- IV

Data Integration - Data Warehouse - Goals - Data sources - Extract - Transform, Load - Data Integration - Technologies - Data Quality maintenance - Data profiling. **Data Modelling** - Basics - Types

UNIT- V

Measures, Metrics, KPIs and Performance Management - Definition - Measurement system terminology - Role of Metrics and metrics supply chain - fact based decision making and KPIS use of KPIs - potential source for metrics. **Enterprise Reporting**

TEXT BOOKS:

1. *RN Prasad, Seema Acharya, **Fundamentals of Business Analytics***
Wiley **Publisher** Reprint Edition 2014
2. *Pang-Ning Tan Michael Steinbach, Vipin Kumar, **Introduction to Data Mining*** Pearson Education Current Edition

BOOK FOR REFERENCE:

1. *Haydn Thomas - **Demonoid Business Analysis Fundamentals***
Pearson Publisher First Edition, 2014

16UMA1AE	ALLIED- I : MATHEMATICS FOR BUSINESS	SEMESTER I
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Total Credits: 4
Hours Per Week: 4

Note: Theory questions shall be restricted to Section A of the Question Paper.

OBJECTIVE:

1. On successful completion of this course, the student should have understood the basic concepts
2. To know about how to use Mathematical Techniques to solve the modern business problems.

UNIT - I

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

UNIT - II

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

UNIT - III

Matrix: Basic Concepts - Types of Matrices - Addition and Multiplication of Matrices - Determinants - Cramer's Rule - Inverse of a Matrix - Matrix Method - Rank of Matrix.

UNIT - IV

Effective rate of Interest -Sinking Fund - Annuity - Present Value -
Discounting of Bills - True Discount - Banker's Gain.

UNIT - V

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

TEXT BOOK:

1. *Navnitham, P.A.* 2013. **Business Mathematics & Statistics.** Jai Publishers,Trichy

REFERENCE BOOKS:

1. *Sundaresan and Jayaseelan.* 2008. **Introduction to Business Mathematics.** Sultan Chand Co & Ltd, New Delhi.
2. *Ranganath,G.K, Sampamgiram,C.S and Rajan,Y.* 2006. **A Text book Business Mathematics,** Himalaya Publishing House.

16UBA13P	CORE LAB - I: COMPUTER APPLICATIONS (OFFICE PACKAGE)	SEMESTER- I
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Total Credits: 2
Hours Per Week: 4

I - MS WORD

1. Preparation of Chairman's speech/ Auditor's report / Minutes / Agenda and perform the following operations:
Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Preparation of invitation for the college function using Text boxes and clip parts.
3. Preparation of invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Preparation of Class Time Table and perform the following operations:
Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Preparation of Shareholders meeting letter for 10 members using mail merge operation.
6. Preparation of Bio-Data by using Wizard/ Templates.

II- MS EXCEL

1. Preparation of a mark list of your class (minimum of 5 subjects) and perform the following operations:
Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions.
2. Preparation of a Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formulas.
3. Develop the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Preparation of statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.

III - MS POWERPOINT AND MS ACCESS

1. Preparation of PowerPoint presentation for a Product/Company Advertisement. The slides should include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. Using options Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.
2. Preparation of PowerPoint presentation for organization chart.
3. Presentation of slides for the Seminar/Lecture Presentation using animation effects and perform the following operations:
Creation of different slides, changing background color, font color using word art.
4. Preparation of a payroll database of an organization with the

following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

5. Creation of Product Database and preparation of Forms and Reports using wizard. Gather Name of the product, price, quantity and other descriptions for ten products and enter in the Access table.

16UBA23A	CORE- III: ADVANCED ACCOUNTING	SEMESTER- II
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Total Credits: 4
Hours Per Week: 4

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

OBJECTIVES:

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

CONTENTS

UNIT - I

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

UNIT - II

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

UNIT - III

Partnership Accounts – Division of Profits – Capital Accounts – Fixed and Fluctuating Capital – Guarantee of Profits – Admission of a Partner – Calculation of Ratios – Goodwill: Need for valuation of goodwill – Treatment of Goodwill. Revaluation of Assets and Liabilities

UNIT - IV

Retirement (Excluding Retirement cum admission) and Death of a Partner: Calculation of New Profit sharing Ratio – Treatment of Goodwill on Retirement/Death of a partner – Adjustment of capital after retirement. Death of a Partner: Mode of payment – Special Treatments.

UNIT - V

Dissolution of Partnership: Meaning and Definition – Circumstances or modes of Dissolution – Settlement of Accounts – Accounting Treatment – Insolvency of a Partner: Garner Vs. Murray Rule (Theory only).

TEXT BOOKS:

1. *Reddy, T.S. and Murthy, A.* 2014. **Financial Accounting** [Sixth Revised Edition]. Margham Publications, Chennai.
2. *Jain, S.P. and Narang, K.L.* 2005. **Financial Accounting** [Fifth Edition]. Kalyani Publishers, Ludhiana.

REFERENCE BOOKS:

1. *Shukla, M.C. and Grewal, T.S.* 2007. **Advanced Accountancy** [Fifth Edition]. Sultan Chand & Company Ltd, New Delhi.

16UBA23B	CORE IV: PRINCIPLES OF MANAGEMENT	SEMESTER:II
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

1. To provide insight about the elements of effective management.
2. To impart knowledge to students about the various tools and techniques in management.

CONTENTS

UNIT- I

Definition of Management - Management and Administration -
Nature and Scope of Management - Functions of Management -
Contribution of F.W.Taylor-HeniryFayol.

UNIT -II

Planning - Meaning - Nature and Importance of Planning - Planning
promises - Methods and Types of plans - Decision Making.

UNIT -III

Organization - Meaning, Nature and Importance - Process of
Organization - Principles of Sound Organization - Organization
Structure - Span of Control - Organization Chart - Staffing.

UNIT -IV

Departmentation - Delegation and Decentralization - Authority
relationship Line, Functional and Staff. Motivation - Motivation theories
- motivational techniques -leadership - types.

UNIT -V

Communication in Management – process of communication – barrier in communication – effective communication –communication and IT. -Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.

TEXT BOOKS:

1. *Dinkar Pagare*, 2013.**Principles of Management**, [5th Edition], Sultan chand & Sons.
2. *Prasad.L.M*, 2004. **Principles of Management**, [6th Edition], Sultan chand & Sons.

REFERENCE BOOKS:

1. *DR.Gupta.C.B*, 2011. **Business Management**, [8th Edition], Sultan chand & Sons.
2. *Tripath.P.Ci, Reddy.R.N*, 2008. **Principles of Management** [4th Edition], The Mcgraw–Hill Company.

16UBA23P	CORE LAB - II - COMPUTER APPLICATIONS (Advanced Excel and Accounting Package)	SEMESTER- II
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Total Credits:2
Hours Per Week:4

I - ADVANCED EXCEL

1. Creation of a student data table and performing sort and filter.
Sort: by colour, reverse list, randomized list.
Filter: Text Filter, Auto filter and Remove duplicate.
2. Creation of Pivot table and chart for Purchase, Sales and Profit data of a company for 5 years.
3. Performing user defined Macros: Recording, Viewing and Running Macros for any 3 functions.
4. Performing What-If Analysis in excel using the options Goal Seek, Data Table, HLookup and VLookup.
5. Performing Data Analysis using the Statistical Tools: 1. Mean. 2. Standard Deviation. 3. Correlation and 4. Regression.

II - ACCOUNTING PACKAGE (TALLY)

1. Creation of a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Preparation of trial balance using Financial Data.
3. Preparation Profit and Loss Account and Balance Sheet using of trial balance.
4. Preparation of inventory statement using the following methods a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method.
5. Ratio Analysis for Financial Statements.

16UMA2AE	ALLIED- II :STATISTICS FOR BUSINESS	SEMESTER II
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Total Credits:4
Hours Per Week:4

OBJECTIVES:

1. On successful completion of this course the students shall enrich to solve the Statistical problems in commerce.

2. To know about Mathematics of Finance Statistical tools and their applications

UNIT-I

Meaning and Definition of Statistics - Collection of data - Primary and Secondary Data- Classification and Tabulation - Diagrammatic and Graphical presentation.

UNIT-II

Measures of Central tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean - Measures of Dispersion - Range - Quartile Deviation - Standard Deviation and Co-efficient of Variation (Simple Problems).

UNIT-III

Correlation -Meaning and Definition -Types of Correlation-Scatter diagram, Karl Pearson's co-efficient of Correlation - Spearman's Rank Correlation - Co-efficient of Concurrent deviation.

UNIT-IV

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

UNIT-V

Time Series – Meaning, Uses, Components and Models – Secular Trend - Methods of estimating trend - Graphic, Semi-average, Moving average and Method of Least squares - Seasonal Variation - Method of Simple average.

TEXT BOOK:

1. *Navnitham, P.A* , 2013. **Business Mathematics & Statistics**. 2013. Jai Publishers.Trichy.

REFERENCE BOOKS :

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

16UBA33A	CORE -IV : MARKETING AND MARKETING ANALYTICS	SEMESTER -III
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Total Credits: 4
Hours Per Week: 5

Objective:

- To develop marketing strategies and resource allocation decisions driven by quantitative analysis.
- To understand issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis.

CONTENTS

UNIT - I

Market: - Meaning, Definition, Classification of Markets. Marketing: - Meaning, Definition, Features, Importance, Evolution and Functions of Marketing- Difference between Marketing and Selling. Marketing Environment: -Micro and Macro Marketing Environment, Controllable and Uncontrollable Factors- Modern Marketing Concepts - Marketing Mix - Definition and Elements - Market Segmentation. Segmentation and Positioning Analysis using Ranking Techniques.

UNIT - II

Product: - Meaning, Definitions - Elements of Product Policy and Branding Strategies - Product Life Cycle and New Product Planning. Price: - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing - Product and Pricing Analytics using Statistical Techniques.

UNIT - III

Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, Kinds of Advertising Media. Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels of Distribution:- Meaning, Definition, Importance, Types, Factors Determining Choice of Channel of Distribution. Promotion and Distribution Analytics using Statistical Techniques.

UNIT - IV

Agricultural Marketing in India - Problems and Remedies, Regulated Markets-Functions and Advantages. Organized Markets- Characteristics, Commodity Exchange- Future Contracts - Hedging. Co-operative Marketing - Objectives - Features - Functions-Advantages and Limitations. Commodity related analysis using Con-Joint Analysis.

UNIT - V

E-Marketing - (Difference between e-marketing and e-business) - E-Marketing past, present and future. Strategic e-marketing: Strategic planning - e-business models. E-Marketing plan: overview - creating-steps in e-marketing plan. Planning using Decision Trees.

TEXT BOOKS:

1. *ADA El Ansary, Raymond frost. E-Marketing* 4th Edition, 2008.
Prentice hall of India Pvt Ltd, New Delhi
2. *Pillai R.S.N. and Bagavathi . Modern Marketing Principles and Practices* Reprint 2011, 4th Edition S.Chand & Co. New Delhi

REFERENCE BOOKS:

1. *Gupta C.B., Rajan Nair N. Marketing Management* 12th Edition
Reprint : 2010 Sultan Chand and Sons, New Delhi
2. *Lilien, Gary L. and Arvind Rangaswamy Marketing Engineering :*
Computer- Assisted Marketing Analysis and Planning Revised
Second Edition, (ISBN 141202252-5), 2004 Trafford Publishing

16UBA33B	CORE: V RELATIONAL DATABASE MANAGEMENT SYSTEMS	SEMESTER- III
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. Develop intermediate level understanding and skills with designing more database information system.
2. To know the Architectural Design, Relational Model, Hierarchical Approach and Network Concepts.
3. To know the structures query language of Relational database management system.

CONTENTS

UNIT - I

Introduction - Database System Applications-Database Systems Vs File Systems-View of data-Data Models-Database Languages- Database users & administrators. E-R Models: Basic concepts- Constraints-Keys-E-R diagram.

UNIT - II

Database System Architecture - Basic Concepts: Data System, Operational Data, Architecture for a Database System, Distributed Databases. Data Structures and Corresponding Operators: Introduction, Relational Approach, Hierarchical Approach, Network Approach.

UNIT - III

Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key and Relational Algebra: Introduction, Traditional Set Operation - Attribute names for derived relations - Special Relational Operations. Normalization process - Introduction- Functional dependency-1 NF-2 NF-3 NF-Boyce-code NF.

UNIT - IV

Brief Introduction to SQL: Data Definition Language- Data Manipulation Language - Select, Insert, Update and Delete - Data Control Language - Arithmetic, Comparison and Logical Operators - restricting Data with WHERE clause - Sorting and Grouping the data. The Relation Model: keys: Primary key-Foreign Key - Joins - Different types of Joins.

UNIT - V

Hierarchical Approach: IMS data structure - Physical Database, Database Description- Hierarchical sequence - External level of IMS: Logical Databases, the program communication block. Architecture of DBTG System. DBTG Data Structure: Sample Schema, Difference between subschema and schema- DBTG Data manipulation

TEXT BOOKS:

1. *Dates, C.J.* 1998. **An Introduction to Database System** [Third Edition]. Naroso Publication House, New Delhi.[Unit - II and III].
2. *Atul Kahate,* 2009. **Introduction to Database Management Systems** [Third Edition]. Pearson Education Publication, Chennai. New Delhi.[Unit - IV and V]

REFERENCE BOOKS:

1. *Abraham Silberschatz., and Henry F. Korth.* 2002. **Database Systems concepts** [Third Edition]. Tata Mc Graw Hill Publishing Company Ltd., New Delhi.[Unit -I]
2. *Bipin C. Desai.* 1999. **An Introduction to Database System** [Third Edition]. Galgotia Publication, New Delhi.

16UBA33C	CORE- VI: COST ACCOUNTING	SEMESTER- III
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Total Credits: 4
Hours Per Week: 6

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

OBJECTIVES :

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

CONTENTS

UNIT- I

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

UNIT- II

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

UNIT- III

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

UNIT- IV

Process costing - Features of process costing - process losses, wastage,

scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production).

UNIT- V

Contract costing –Meaning and Features of Contract Costing, Contract v/s Job Costing , Treatment of Profit on Incomplete Contracts as Credited Profit and Reserve Profit, Value of Work-in-progress and Practical Problems on Preparation of Contract Account and Balance Sheet. Reconciliation of Cost and Financial accounts.

TEXT BOOKS:

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

REFERENCE BOOKS:

1. *S. P. Iyengar*, 2010. **Cost Accounting Principles and Practice**. Sultan Chand & Sons, New Delhi.

16UBA33P	CORE LAB -III:STRUCTURED QUERY LANGUAGE (ORACLE)	SEMESTER- III
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Total Credits: 2
Hours Per Week: 4

ORACLE

1 .Create a Student table with the following fields and perform Data Definition Language operations.

Field name	Field type and Size
RollNo	Number (5)
Studname	Varchar2(15)
Gender	Char (6)
Deptname	Char (15)
Address	Char (25)
Percentage	Number (4, 2)

Queries:

- a) To create a table
 - b) To describe the structure of the student table
 - c) To rename a table
 - d) To alter a table
 - e) To truncate a table
 - f) To drop a table
2. Create a Student table with the following fields and perform Data Manipulation Language operations.

Field name	Field Type and Size
Rollno	Number (5) Primary key
Studname	Varchar2 (15)
Gender	Varchar2(6)
Deptname	Varchar2(15)
Address	Varchar2 (50)
Percentage	Number (4, 2)

Queries:

- a. To insert values
- b. To retrieve records
- c. To update records
- d. To delete records

3) Create an Employee table with following fields and Perform arithmetic and Logical Operations like Min, max, Sum, Average ,Count , AND, OR, IN, Not IN Operations.

Field name	Field Type and Size
Eno	Number (5) primary key
Ename	Varchar2(20) not null
Deptno	Number (2) not null
Desig nation	Varchar2(10) not null
Salary	Number (9, 2) not null

Queries:

- a) Insert values
- b) Display Maximum, Minimum amount of basic pay.
- c) Display Sum and Average amount of basic pay
- d) Get Ename named Thomas and Hardy
- e) Get Designation named Marketing Or HR
- f) List all Desig nation from the Sales,Marketing,HR
- g) List all Salary that are not exactly \$1000, \$2000, \$3000, \$4000, or \$5000

- h) List all Ename that start with 'S' or "SA" and have one more character
- i) List the different designation available in the Employee table without duplication (distinct)

4. Creation of table **Company** with the following fields and performs order by and Group by operations

Field name	Field type and Size
Company name	Varchar2(15)
Proprietor	Varchar2(20)
Address	Varchar2(30)
Supplier name	Varchar2(20)
No of employees	Number(4)
GP percent	Number(6,2)
Country	Varchar2(30)

Queries:

- a) Displaying all the records of the company which are in the ascending order of GP percent
- b) List the Company name in each country (Usage of GROUP BY)
- c) List the Company in each country sorted high to low (usage of Order by)
- d) Displaying the details of the company whose GP percent is greater than 20 and order by GP percent
- e) Displaying the detail of the company having the employee ranging from 300 to1000
- f) Perform the commit and rollback of the table.

5. Creation of table **Payroll** with the following fields and inserts the values:

Field Names	Field type
Employee no.	Number (8)
Employee name	Varchar(8)
Department	Varchar(10)
Basic pay	Number(8,2)
HRA	Number(6,2)
DA	Number(6,2)
PF	Number(6,2)
Net pay	Number(8,2)

Queries:

- a) Updating the records to calculate the net pay.
- b) Arranging the records of employees in ascending order of their net pay.
- c) Displaying the details of the employees whose department is "sales" .
- d) Selecting the details of employees whose HRA \geq 1000 and DA \leq 900.
- e) Selecting the records in descending order.
- f) List all employee name that have no PF number (NULL)

6. Creation of the table named **Manufacturer and Product** with the following fields and inserts the values:

Field Names (Manufacturer)	Field Type
Manufacturer ID	Number(6) Primary Key
Manufacturer Name	Varchar2(30)
Manufacturer Website	Varchar2(30)
Manufacturer Email	Varchar2(30)

Field Names (Product)	Field Type
Manufacturer ID	Number(6) (Foreign key)
Model	Varchar2(30)

Price	Number(6)
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Queries:

- a) Insert values in both table
- b) Retrieve the record whose manufacturer id > 2
- c) Selecting the records whose model like " Inspiring E1705 "
- d) Calculating the entire price amount by using sum operation.
- e) Calculating the number of records whose model is greater than \$300 with count operation.

7. Create a Table **Publisher and Book** with the following fields and insert values:

Field Names (Publisher)	Field Type
Pubcode	Varchar 2(5) Primary key
Pubname	Varchar 2(10)
Pubcity	Varchar 2(12)
PubState	Varchar 2(10)
Field Names (Book)	Field Type
Pubcode	Varchar2(5) (Foreign key)
Bookcode	Varchar2(5)
Booktitle	Varchar2(15)
Bookprice	Varchar2(5)

Queries:

- a) Insert the records into the table publisher and book.
- b) Describe the structure of the tables.
- c) Show the details of the book with the title "DBMS" or price>300.
- f) Select the book code, book title; publisher city is "Delhi".
- g) Select the book code, book title and sort by book price.
- h) Count the number of books of publisher starts with "Sultan chand".

8. Create a table **Deposit and loan** with the following fields:

Field Names (Deposit Table)	Field type
Acc No	Number(3)
Account	Varchar2(6)
Branch Name	Varchar2(15)
Customer name	Varchar2(20)
Balance amt	Varchar 2(10)
Field Names (Loan table)	Field type
Loan num	Number(5)
Branch Name	Varchar2(15)
Customer name	Varchar2(30)
Loan amt	Number (10)

Queries:

- Find the number of loans with amount between 10000 and 50000.
- List in the alphabetical order the names of all customers who have a loan at Chennai branch
- Find the average account balance at the Coimbatore branch.
- Update deposits to DA interest at 5% to the balance.
- Find the total amount of deposit in 'Erode' branch.

9. Create **Order** and **Customer** with the following fields

Field Names (Order)	Field type
Id	Number(2) unique
Order Date	Varchar2(15)
Order number	Varchar2(15)
Customer Id	Number(5)
Total I	Number(5)
Field Names (Customer)	Field type
Id	Number(2) unique
First Name	Varchar2(15)
Last Name	Varchar2(15)

City	Number(5)
Country	Number(5)
Pin Code	

Queries:

- a) Insert values.
- b) List all orders with customer information
- c) List all orders with product names, quantities, and price
- d) List all customers, whether they placed any order or not (Left Join)
- e) List customers that have not placed orders 10 (Right Join)
- f) Match all customers and suppliers by country (Full Join)

10. Create the **course and batch table** with following fields

Field Names (Course)	Field type
Courseno	Number(2) Primary Key
Coursename	Varchar2(20)
Syllabus	Varchar2(25)
Field Names (Batch)	Field type
Courseno	Number(5) Foreign Key
Batchno	Number(5)
Starting date	Date
Duration	Varchar2(15)
Income	Number5

Queries:

- a) Insert values and display the records
- b) Display the records from batch table whose Courseno is greater than 2

B.Com (BA) (Students admitted from 2016-2017 and onwards)

- c) Display the Courseno, Coursename for the batch starting from '25 June 2000'
- d) List Batchno for the batch starting before '30th June 2001' and after 'December 2001'
- e) List the details of the batch who have joined before the end of 'September 2001'

16UBA3AA	ALLIED -III : BUSINESS ECONOMICS	SEMESTER -III
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

The subject aims to build the concepts regarding:

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

CONTENTS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

Market: Market- Meaning- Market Structure- Perfect Competitions- Features- Imperfect Competitions- Features- Monopoly- Monopolistic

Competitions- Oligopoly: Cartels, Price Leadership and Price Rigidity- Pricing Under perfect and Imperfect Competitions- Price Discrimination under Monopoly.

UNIT V

National Income: National Income- Definition- Concept- Uses- Methods of Calculating National Income- Difficulties in Estimation of National Income- National Income and Economic Welfare.

* Denotes Self Study

TEXT BOOKS

1. *Varshney & Maheswari* 2009 **Managerial Economics**. Sultan Chand and Sons Publishers New Delhi.
2. *Sundaram. K.P.M and Sundaram. E.N,* 2010 **Business Economics**. Sultan Chand and Sons Publishers New Delhi. . (4th edition 1997 Reprint 2010). Unit (I,II,IV.V)

REFERENCE BOOKS

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

16UBA3SA	SKILL BASED SUBJECT -1: COMPANY LAW AND SECRETARIAL PRACTICE	SEMESTER - III
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**Total Credits: 3
Hours Per Week: 3**

OBJECTIVES :

1. To enlighten the students knowledge on Companies Act.
2. To have a thorough knowledge on formation of company, documents required and acts pertaining to it.

CONTENTS

UNIT-I

Company - Definition - Characteristics - Kinds - Company distinguished from partnership - Privileges of Private Company - Formation of a Company - Procedure of Incorporation - Certificate of Incorporation.

UNIT-II

Memorandum of Association - Meaning - Purpose - Contents - Articles of Association - Meaning - Forms - Contents.

UNIT-III

Prospectus - Definition - Contents - Deemed Prospectus - Misstatement in Prospectus - Kinds of Shares and Debentures - Preference shares - Equity shares - Sweat Equity shares - Bonus shares - Guidelines of SEBI for Bonus shares.

UNIT-IV

Director and Secretary - Qualification and Disqualification - Appointment - Removal - Remuneration - Powers, Duties and Liabilities - Agenda - Minutes.

UNIT-V

Meetings - Requisites of Valid Meeting - Types of Meeting - Winding up - Meaning - Modes of Winding Up - Winding up by the Court - Voluntary winding up - Winding up subject to the Supervision of the court.

TEXT BOOKS :

1. *Kapoor, N.D.*, 2006. **Company Law** [Twenty Seventh Edition]. Sultan Chand & Company Ltd, New Delhi.
2. *Gogna P.P.S.*, 2014. **A Text Book of Mercantile Law (Company Law)** Sultan Chand & Company Ltd, New Delhi.

REFERENCE BOOKS:

1. *Avtar Singh.* 2015. **Company Law**, [sixteenth Edition]. Eastern Book Company, U.P.
2. *Gosh, P.K., Bala Chandran.V., and CGower L.C.B.* 2000. **Company Law and Practice** [Fourteenth Edition]. Sultan Chand & Company Ltd , New Delhi.

16UBA43A	CORE-VII: MANAGEMENT ACCOUNTING	SEMESTER - IV
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Total Credits: 4
Hours Per Week: 6

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

OBJECTIVES:

1. To enable the students to understand the conceptual framework of Management Accounting.
2. To acquaint the students with the Management Accounting Techniques that facilitates managerial decision making.

CONTENTS

UNIT- I

Management accounting - Meaning-Definition - Characteristics - Scope- Objectives and functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting Tools and techniques of management accounting - Advantages and limitations.

UNIT- II

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

Working Capital - Working capital requirements and its computation

UNIT- III

Fund Flow Analysis and Cash Flow Analysis. Fund flow statement - Importance-Limitations - Preparation of schedule of changes in working capital-Calculation of funds from operation - fund flow statement.

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

UNIT- IV

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

UNIT- V

Budgeting and Budgetary control - Definition - Importance, Essentials - Classification of Budgets - Master Budget - Preparation of cash budget- sales budget - purchase budget- material budget- flexible budget.

Text Books:

1. *Sharma and S.K.Gupta*. 2006. "**Management Accounting**", Kalyani Publishers, New Delhi.
2. *Ramachandran & Srinivasan*. R. 1998. **Management Accounting**. Sriram Publications, Trichy.

Reference Books:

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

16UBA43B	CORE- VIII: FINANCIAL MANAGEMENT AND PORT FOLIO ANALYTICS	SEMESTER- IV
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**Total Credits: 4
Hours Per Week: 6**

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

OBJECTIVES:

1. To acquire the skills necessary to manage a financial firm and apply financial management concepts, theories and tools for achieving its goal.
2. To obtain an understanding and ability to use basic financial statement analysis, Capital budgeting, Cost of capital, Capital structure, and Working Capital Management.

CONTENTS

UNIT - I

Financial Management: Meaning, Nature, scope and objectives – Role and functions of financial management – Financial decisions – Relationship between risk and return – sources of finance – short-term and Long-term finance.

UNIT - II

Cost of Capital: Meaning and importance – Cost of debt, preference, equity and retained earnings – Weighted average cost of capital – Capital Budgeting – Techniques – ROI, Payback period and Discounted cash flow.

UNIT - III

Leverages: Financial Leverage – Operating leverage – EBIT and EPS

analysis – Theories of Capital Structure – Net income approach – Net operating income approach. MM Hypothesis – Determinants of Capital structure- Capitalization – Over and Under capitalization- Merits and Demerits.

UNIT - IV

Leasing: Nature and Types- Advantages and Disadvantages-Dividend Theories: Walter's model – Gordon and MM's models – Dividend policy - Forms of Dividend – Determinants of dividend policy.

UNIT - V

Working Capital Management – Cash Management – Receivables Management – Inventory Management – Determinants and Computation of Working Capital.

TEXT BOOKS:

1. *Maheswari, S.N.* 2004. **Financial Management Principles and Practice** [Nineth Edition]. Sultan chand & Sons, New Delhi.
2. *Sharma, R.K. Shashi K. Gupta,* 2011. **Financial Management Theory and Practice** [Seventh Edition]. Kalyani Publishers, New Delhi.

REFERENCE BOOKS:

1. *Khan, M.Y., and Jain, S.P.* 2000. **Financial Management Text and Problems** [Third Edition]. Tata Mc Graw - Hill Publishing Company Ltd., New Delhi.
2. *Prasanna Chandra,* 1997. **Financial Management Theory and Practice**. [Fourth Edition]. Tata Mc Graw - Hill Publishing Company Ltd., New Delhi.
- 3.

16UBA43P	CORE LAB- IV : MARKETING,FINANCE AND PORT FOLIO ANALYTICS WITH SPSS	SEMESTER- IV
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Total Credits: 2
Hours Per Week: 4

1. Entering data, Defining variable and enter value label code.
2. Find missing values and replace it with mean series in the dataset
3. Importing from excel and exporting files to various formats in SPSS
4. Sorting, Splitting Transforming data and viewing different types of editors.
5. Perform Independence Test by using Chi -Square Test
6. Analyzing data using descriptive Statistics from Menu based options and representing the data using graphs and charts.
7. Perform Simple, correlation test and regression between two variables
8. Perform T-Test (One Sample, Independent Sample and Paired Sample Test)
9. Comparing multiple groups - Non parametric (chi- Square and kruskal Wallis) and parametric test (ANOVA).
10. Generating a Report with an interpretation.

16UBA4AA	ALLIED - IV: ENTERPRISE RESOURCE PLANNING	SEMESTER- IV
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To understand the concepts of Enterprise Resource Planning
2. To understand the Enterprise Resource Planning techniques

CONTENTS

UNIT I

Introduction to ERP: Introduction – Evolution of ERP – Meaning – Growth – Advantages of ERP – Importance- Characteristics of ERP- Components of ERP system-Scope of ERP

UNIT II

ERP related technologies to business: Introduction – Business Process Reengineering (BPR) –Business Analytics – Data warehousing – Data mining – On-line Analytical Processing (OLAP) – (Supply Chain Management)*-Product life cycle management (PLCM)-Customer relationship management (CRM)

UNIT III

ERP-A Manufacturing Perspective: Introduction – CAD/CAM – Materials Requirement Planning (MRP I, II) – CAD/CAM-JIT and Kanban- Distribution Requirement Planning (DRP)

UNIT IV

ERP Modules: Functional modules of ERP software

UNIT V

ERP implementation: basics-ERP implementation life cycle - Success and Failure factors of an ERP implementation.

TEXT BOOKS:

1. *Alexis Leon, 2014. ENTERPRISE RESOURCE PLANNING* [Third Edition] 2014. Mc Graw - Hill Publishing Company Ltd., New Delhi.
2. *S.Parthasarathy, 2011. ENTERPRISE RESOURCE PLANNING (ERP),* New Age international (p) Ltd Publishers.

REFERENCE BOOK:

1. *Veena Bansal, ENTERPRISE RESOURCE PLANNING,* Pearson Publications, Delhi. Chennai.

16UBA4SA	SKILL BASED SUBJECT - II OPERATION RESEARCH	SEMESTER- IV
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Total Credits: 3
Hours Per Week: 4

OBJECTIVES:

1. To understand the concepts of Operation Research and its techniques.
2. To understand the concepts of Games theory ,Cost Forecasts and CPM System

CONTENTS

UNIT - I

Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research. Linear Programming Problem – Formulation of LPP, Graphical solution of LPP. Simplex Method, Artificial variables

UNIT - II

Transportation Problem. Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions – Northwest corner rule, least cost method and Vogel’s approximation method. Optimality test: the stepping stone method and MODI method.

Assignment model. Formulation. Hungarian method for optimal solution. Solving unbalanced problem. Traveling salesman problem and assignment problem

UNIT - III

Games Theory. Competitive games, rectangular game, saddle point, minimax (maximin) method of optimal strategies, value of the game.

Solution of games with saddle points, dominance principle. Rectangular games without saddle point – mixed strategy for 2 X 2 games.

UNIT - IV

Replacement Models. Replacement of Items that Deteriorate whose maintenance costs increase with time without change in the money value. Replacement of items that fail suddenly: individual replacement policy, group replacement policy.

UNIT - V

PERT and CPM: Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System. **Resources Considerations in Projects:** Introduction, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts

TEXT BOOK :

1. *Kanit Swarup , P.K Gupta, Man mohan , Operation Research (2001), Sultan chand & Sons, 2001*

REFERENCE BOOK :

1. *Gupta P.K and Hira. D.S. Problems In Operations Research (2002) S. Chand & sons, New delhi*
2. *Vital , P.R. Operation Research (2013) , Margham Publishers Chennai.*

16UBA53A	CORE -X : CORPORATE ACCOUNTING	SEMESTER - V
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Total Credits: 4
Hours Per Week: 6

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

OBJECTIVES :

1. To enable the students to be aware on the Corporate Accounting in conformity with the provision of the Companies Act.
2. To provide adequate knowledge in accounting practice prevailing in the corporate.

CONTENTS

UNIT - I

Introduction–types of shares: Issue of Shares at par, Premium and at Discount –Forfeiture and Reissue of Shares–Rights issue –Underwriting of Issue of Shares

UNIT - II

Redemption of Preference Shares - Debentures –Issue and Redemption of Debentures –Redemption out of profits –Sinking fund method/Recording of transactions

UNIT - III

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

UNIT - IV

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

reconstruction (excluding external reconstruction).

UNIT - V

Valuation of Goodwill and Shares - Need - Methods of valuation of Goodwill and Shares - Normal Profit Method, Super Profits Method, Capitalization Method, Valuation of shares - Need for Valuation - Methods of Valuation - Net assets method- Yield basis method-Fair value method

TEXT BOOKS:

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

REFERENCE BOOKS:

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

16UBA53B	CORE - XI : PYTHON FOR DATA ANALYTICS	SEMESTER - V
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Total Credits: 3
Hours Per Week: 4

CONTENTS

Prerequisites of Java concepts for Python Learning:

OBJECTIVE :

To perceive the data science and visualization knowledge in Python language.

UNIT - I

History of Java - Java features - Variables - Data types - Loop Control - Creating Object and Classes - Methods - Arrays - Creating an array - Packages.

UNIT - II

Introduction to Data Analysis : Data Analysis - Knowledge Domain of Data analyst - Nature of Data - Data Analysis Process - Quantitative and Qualitative Data Analysis - Open Data - Python and Data Analysis.

Python's World: Python - Interpreter - Python2 & Python 3 - Installing Python - Python Distributions - Using Python - Python Code - Ipython - IDEs for Python

UNIT - III

Pandas Reading and Writing Data: Reading Data in CSV or Text Files - Reading and writing HTML files - Reading Data from XML - JSON Data - Interacting with Databases - MongoDB.

UNIT - IV

The NumPy Library: A Little History- NumPy Installation - Ndarray- Basic Operations- Indexing, Slicing, and Iterating - Conditions and Boolean Arrays- Shape Manipulation - Array Manipulation- Reading and Writing Array Data on Files.

UNIT - V

Data Visualization with matplotlib: The matplotlib Library - Matplotlib Architecture- pyplot - Chart Typology - Line Chart- Histogram- Bar Chart- Pie Charts

Case Study: The Iris Flower Dataset and Government Open Data.

TEXT BOOKS

1. **Python data Analytics** by *Fabio Nelli*, Published by Apress
2. The Complete Reference **Java2**- *Patrick Naughton and Herbert Schildt* , 3rd Edition TMH Publications, 2000.

REFERENCE BOOKS:

1. Python Data Science Essentials, By Alberto Boschetti, Luca Massaron
2. Core python programming by Wesley J.Chun , third edition, PHI
Introduction to computing and problem solving using python by E Balagurusamy , McGrawHill publication,2016
3. Programming with java-A primer- E.Balagurusamy, TMH Publications, 3rd Edition.
4. Programming with java2- C.Xavier, Scitech Publications, 2000.

16UBA53C	CORE -XII : DATA MINING AND BUSINESS INTELLIGENCE	SEMESTER - V
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**Total Credits: 4
Hours Per Week: 5**

OBJECTIVE

To introduce students to the basic concepts and techniques of Data Mining and equip knowledge on technical components of Business Intelligence.

UNIT - I

Introduction to Data Mining: Data mining - Related technologies - Machine Learning, DBMS, OLAP, Statistics -Data Mining Goals - Stages of the Data Mining Process - Data Mining Techniques - Knowledge Representation Methods - Applications. **Data Warehouse and OLAP** - Data Warehouse and DBMS - Multidimensional data model - OLAP operations.

UNIT - II

Data preprocessing: Data cleaning - Data transformation - Data reduction - Discretization and generating concept hierarchies - Installing Weka 3 Data Mining System. **Data mining knowledge representation** - Task relevant data - *Background knowledge*

UNIT - III

Interestingness measures - Representing input data and output knowledge - Visualization techniques. **Attribute-oriented analysis** - Attribute generalization - Attribute relevance - Class comparison - Statistical measures.

UNIT - IV

Business Performance Management - Strategize - Plan - Monitor - Performance Measurement - BPM Methodologies - Performance Dashboards and Scorecards. Data Mining for Business Intelligence - Concepts and Definition - Applications - Process - Methods - Artificial Neural Networks - Data Mining Software Tools- SDLC Life cycle.

UNIT - V

Business Intelligence Implementation: Integration and Emerging Trends - Implement BI - BI and Integration - Connecting BI systems to Databases and other enterprise systems - On-Demand BI - Issues of Legality, Privacy and Ethics - Emerging Topics in BI.

TEXT BOOKS:

1. *Ian H. Witten and Eibe Frank* , **Data Mining: Practical Machine Learning Tools and Techniques** , (Second Edition), 2005, ISBN: 0-12-088407-0, Morgan Kaufmann publications
2. *Efraim Turban, Ramesh Sharda ,Dursun Delen, David King* . **Business IntelligenceA Managerial Approach**, Second Edition,2012, Pearson

BOOK FOR REFERENCE:

1. *Jiawei Han and Micheline Kamber*, **Data Mining: Concepts and Techniques**, 2nd Ed. 2006 **Morgan Kaufman**.
2. *M. H. Dunham*, **Data Mining: Introductory and Advanced Topics**, 2nd Ed. 2001, **Pearson Education**
3. *Galit Shmueli ,Nitin R. Patel , Peter C. Bruce*. **Data Mining for Business Intelligene** , Reprint 2011, wiley - India Pvt ltd

16UBA53D	CORE- XIII : BUSINESS COMMUNICATION	SEMESTER -V
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Total Credits: 3
Hours Per Week: 4

OBJECTIVES :

1. To develop the written and oral Business Communication Skills.
2. To adapt to the present needs of the business world.

CONTENTS

UNIT-I

Business Communication: Meaning - Objectives of Communication - Barriers to Communication - Importance of Effective Business Communication - Modern Communication Methods - Business Letters: Need - Functions - Kinds - Essentials of Effective Business Letters - Layout.

UNIT-II

Trade Enquiries - Offers and Quotation - Orders and their Execution - Defective order -Delay in execution - Credit and Status Enquiries -Trade and bank reference - Complaints and Adjustments - Collection Letters - Collection series - Sales Letters - Objectives and functions - Circular Letters.

UNIT-III

Banking Correspondence - Correspondence with the customers - Opening of Bank account -Requisition for stop payment - Request for overdraft - Request for ATM Password-Correspondence with other banks.

UNIT-IV

Insurance Correspondence - Fire, Marine and Life Insurance - Agency Correspondence.

UNIT-V

Application Letters - Preparation of Resume - Interview: Meaning - Objectives and Techniques of various types of Interviews - Public Speech - Characteristics of a good speech- Business Report Presentations.

TEXT BOOKS:

1. *Rajendra Pal and Korlahalli*, 2009, "**Essentials of Business Communication**.[Twelfth Edition] Sultan Chand & Sons, New Delhi.
2. *Namita Gopal*,2009. **Business Communication** [First Edition].New Age International Publishers,NewDelhi.

REFERENCE BOOKS:

1. *Ramesh, M.S, & Pattanshetti C. C*, 2011. **Business Communication** [Twenty eighth Edition] R.Chand & Co, New Delhi.
2. *Rodriques M V*,2003 **Effective Business Communication** [First Edition] Vikas Concept Publishing Company, NewDelhi.

16UBA53P	CORE LAB- V: PYTHON FOR DATA ANALYTICS	SEMESTER - V
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Total Credits: 2
Hours Per Week: 4

CONTENTS

Lab Exercises

1. Reading and Writing data from files into python
2. Write a python program to demonstrate list functions and operations
3. Write a python program to demonstrate tuples functions and operations
4. Write a program using Array
5. Write a program using Mathematical functions
6. Perform Sorting and Ranking Operations for a dataset
7. Create a python program to demonstrate with help of Pyplot
8. Explore and demonstrate different types of charts in python.
9. Perform K nearest neighbor classifier for Diabetes Dataset
10. SVM using Iris Dataset

16UBA5SA	SKILL BASED SUBJECT - III RESEARCH METHODOLOGY	SEMESTER -V
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**Total Credits: 3
Hours Per Week: 3**

OBJECTIVES:

1. On successful completion of the course the students should have:
Understand the scope and significance of research in business decisions.
2. To develop creative thinking and analytical skills.

CONTENTS

UNIT-I

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

UNIT-II

Research Formulation – Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem – Literature review – Primary and secondary sources of data collection – web as a source- Development of working hypothesis.

UNIT-III

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

UNIT-IV

Types of Data- Primary vs Secondary Data - Methods of primary Data Collection - Survey vs observation - Experiments - Construction of Questionnaire - Sampling Plan - Sample size-Sampling Methods - Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis - Chi-square analysis - t-test.

UNIT-V

Interpretation and Reporting writing - Types and contents and style of Report - Steps in drafting reports - Illustrations and tables - Bibliography, referencing and footnotes - Oral presentation- Ethics in research.

TEXT BOOKS:

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

REFERENCE BOOKS:

1. *Wilkinson and Bhanadarkar*, **Methodology and Techniques of Social Research**, Sixteenth Edition, Himalaya Publishing House, New Delhi, 2000

16UBA63A	CORE - XIV E-COMMERCE	SEMESTER -VI
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Total Credits: 4

Hours Per Week: 6

CONTENTS

OBJECTIVE:

To impart knowledge about E-Commerce working models and provide clear idea about, how business are performed in the Internet.

UNIT - I

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-Types of E-Commerce-Levels- Reasons for growth of E-commerce-Applications of E-Commerce-Obstacles in adopting E-Commerce application-E-Commerce and E-Business-Future of E-Commerce-Introduction to cloud and grid computing-Android applications

UNIT - II

Defining E-Business idea-Entrepreneurial process-factors affecting E-Business success-Advantages of E-Business-Electronic payment methods-overview of EPS-modes of E-payment-(Electronic Debit and Credit card payments)*-E-Cash-E-Cheque-Smart cards-E-Money/cash.

UNIT - III

E-Banking Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-(Automated teller machine (ATM)*- Electronic Fund Transfer (EFT)-Uses-Computerization in

clearing houses-Tele banking-Electronic Money Transfer (EMT)-
Computer bank branches-E-Cheque-MICR Cheque-e-Banking in India

UNIT - IV

Digital and Electronic signature-E-Locking techniques-Security precautions in E-Commerce - E-Business communication - Importance of E-Technology - E- Business advertising-Marketing an E-Business.

UNIT - V

E-Business conferencing-Audio conferencing-Tele conferencing-Video Conferencing-Advantages and disadvantages of types of conferencing-Need for Electronic mail-Meaning-Nature-Application and uses of E-mail-

TEXT BOOK:

1. *Rayudu C.S .*, 2008 5th edition , **E Commerce - E-Business**, Himalaya Publishing House.

BOOKS FOR REFERENCE

1. *Joseph PT.*, 16th printing, 3rd edition, August 2010, **E Commerce, an Indian Perspective**, Margham Publications
2. *Murthy CSV.*, 2007, third edition, **E Commerce - Concepts, Models, Strategies**, Himalaya Publishing House.

16UBA63B	CORE - XV : 'R'- PROGRAMMING	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 5

Objectives:

1. To introduce R programming concepts.
2. To develop programming skills in R programming concepts.

CONTENTS

UNIT - I

An overview of R: Introduction to R expressions, variables, and functions-Vectors: Grouping values into vectors, then doing arithmetic and graphs with them- Matrices: Creating and graphing two-dimensional data sets- Calculating and plotting some basic statistics: mean, median, and standard deviation- Factors: Creating and plotting categorized data.

UNIT - II

Data Frames: Organizing values into data frames, loading frames from files and merging them-Working With Real-World Data: Testing for correlation between data sets, linear models and installing additional packages.

UNIT - III

Data manipulations: Overview of how to connect database from R-How to run SQL queries from R to fetch data- Data manipulation using SQL to prepare data for analysis (like creating time series vectors for millions of records, or storing data in a matrix format and using it as variable for "xreg" parameter.

UNIT - IV

Reading and writing of csv file- Importing and exporting of data set- Merging of file having same or different number of column-Reading a file involving date and converting this date into different format-clustering- Use of SQL query-Plotting two series on one graph-one with a left y axis and another with a right y axis-histogram-Multivariate Statistical Techniques like Discriminant Analysis, Factor Analysis.

UNIT - V

Regression and time series: Doing OLS- Standard tests-Least squares dummy variable' (LSDV) or 'fixed effects' model- Linear and Nonlinear regression-ARMA estimation, diagnostics, forecasting-Time-series plot-Multivariate Time Series Analysis.

TEXT BOOKS:

1. *Hadley Wickham ., 2014, **Advanced R.***, Chapman and Hall/CRC
2. *Dr. Mark Gardener., 2012, **Beginning R: The Statistical Programming Language*** (Wrox), John Wiley & Sons, Inc

BOOKS FOR REFERENCE:

1. *Norman Matloff., 2011, **The Art of R Programming***, No Starch Press
2. *Michael J. Crawle., 2008, **The R Book***, Wiley
3. *M. John., October 2010, **Statistical Analysis with R***, Tata McGraw Hill Publishing Co. Ltd
4. *Richard Cotton., September 2013, **Learning R***, O'Reilly Media

16UBA63P	CORE LAB - VI: 'R'- PROGRAMMING	SEMESTER -VI
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Total Credits: 2
Hours Per Week: 4

1. Creating Vectors, Matrices, Factors, List and print it on the console.
2. Import data from Excel (CSV file) to R and perform plotting operations.
3. Handling Missing Data in R.
4. Logic statements, Bbind/Rbind commands in R
5. Setting up working Directories and importing package from CRAN and perform some operation on it.
6. Plot Bar and pie chart for variables in dataset of R
7. Plot Scatter and Histograms in R
8. Perform Univariate analysis in R
9. Summary statistics in R: Mean, Standard Deviation, Frequencies, t-Test
10. Mann-Whitney U-test, Ranking Test, ANOVA, Chi-Square

16UBA6SA	SKILL BASED SUBJECT - IV : INFORMATION SECURITY	SEMESTER -VI
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**Total Credits: 3
Hours Per Week: 3**

OBJECTIVE

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

CONTENTS

UNIT - I

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT - II

Cryptography: Concepts and techniques- plain text and cipher text-Encryption principles- Cryptanalysis-cryptograph algorithm- Cryptograph tools

Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification

UNIT - III

Fire walls: Viruses and worms- Digital rights management--What is firewalls- Types of Fire wall-Design Principles of Firewall

UNIT - IV

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.-Windows hacking- Web hacking- Ethical hacking

UNIT - V

Domain Name Server (DNS), Internet Protocol security (IPSec) ,Social media

TEXT BOOKS:

1. *Dr. Michael E. Whitman, Herbert J. Mattord.*, 4th edition, 2012, **Principles and Practices of Information Security**, Course Technology Cengage Learning
2. *Atul Kahato.*, 3rd Edition 2012, **Cryptography and Network Security**, McGraw Hill Education
3. *William Stallings.*, 2nd Edition 2009, **Network Security Essential Applications and standard**, Prentice Hall
4. *Devan N. Shah .*, 2009, **Information Security Principles and Practice**, Wiley India

16UBA5EA	ELECTIVE -I : INCOME TAX LAW & PRACTICE	SEMESTER -V
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Total Credits: 4
Hours Per Week: 5

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

OBJECTIVES:

1. To enable the students to know the basic of income tax act and its implications.
2. To know about various basic concepts used in Income tax Act.

CONTENTS

UNIT - I

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

Scope of Income - Charge of Tax - Residential Status - Exempted Income.

UNIT - II

Heads of Income- Income from Salaries: Definition- characteristics - computation of salary - Allowances - perquisites - Deduction under section 16 and 80C.

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

UNIT - III

Profit and Gains of Business or Profession: Definition - allowable expenses - Disallowed expenses -Depreciation -Rates of depreciation -

Computation of business income –Professional Receipts- Professional Expenses – Computation of professional income.

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

UNIT - IV

Capital Gains: Capital assets – Basis of charge – Transfer of capital assets – Computation of Capital gain – Cost of acquisition – Exempted Capital gain u/s 10 and 54.

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

UNIT - V

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

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

TEXT BOOKS

1. *Gaur and Narang*, 2014-2015. “**Income Tax Law and Practice**”
Income Tax Law and Practice Delhi(Unit I-V)
2. *M.Jeevarathinam and Vijay Vishnu kumar*, 2014-2015. **Income tax law and practice**, SciTech publication (INDIA) Pvt limited,
Chennai.(Unit I-V)

BOOKS FOR REFERENCE:

1. *Mehrotra H.C*, 2014-2015. "**Income-tax Law and Accounts**"
SahithyaBhavan publishers.
2. *Hariharan .N*, 2014-2015. **Income Tax Law and Practice**, Tata
McGraw Hill Education Private Limited, New Delhi

16UBA5EB	ELECTIVE- I : ENTREPRENEURIAL DEVELOPMENT	SEMESTER -V
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To enable the students to learn the concept of Entrepreneurship
2. To get Knowledge in the financial institutions, project report, incentives and subsidies in field of Business.

CONTENTS

UNIT - I

Concept of entrepreneurship: Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

UNIT - II

The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

UNIT - III

Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.

UNIT - IV

Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.

UNIT - V

Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

TEXT BOOKS:

1. *Gupta, C.B., and Srinivasan, N.P.* 2010. **Entrepreneurial Development [Fifth Edition]**. Sultan chand and Sons, New Delhi.
2. *Khanka, S.S.,* 2014 **Entrepreneurial Development [Fourth Edition]**. Sultan chand and Sons, New Delhi.

REFERENCE BOOKS:

1. *Vasant desai.* 2000. **Dynamics of Entrepreneurial Development and Management [Fourth Edition]**. Himalaya publishing House, Mumbai.
2. *Renu Arora., and Sood, S.K.,* 2012. **Fundamentals of Entrepreneurship and Small Business [Revised Edition]**. Kalyani Publishers, Ludhiana.

16UBA5EC	ELECTIVE -I :MICRO FINANCE	SEMESTER -V
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To acquire conceptual knowledge of the micro financing system in India.
2. To provide knowledge in Income generating activities and Credit Delivery Methodology.

CONTENTS

UNIT - I

Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro remittances, Micro - Securitization, franchising etc.), Microfinance models (Generic models viz. SHG, Grameen, and Cooperative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, NMDFC model, credit unions etc. unbranded primitive models) Emerging practices of Microfinance in India state wise cases, Emerging Global Microfinance practices. Need of Microfinance.

UNIT - II

Microfinance, Development, Income generating activities and Micro enterprise: Market (demand) analysis, financial analysis including sources. Technological analysis, socioeconomic analysis, Environmental analysis. Logical framework, Implementation & Monitoring.

UNIT - III

Credit Delivery Methodology : Credit Lending Models : Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks).

UNIT - IV

Pricing of Microfinance products: Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Microfinance and Conflict resolution in Microfinance - Client impact studies measuring impact of Microfinance and Micro enterprises.

UNIT - V

Commercial Microfinance: MFIs: Evaluating MFIs- Social and performance metrics, fund structure, value - added services The Rise of Commercial Microfinance -Transforming NGOs. Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model - MFI as the servicer.

TEXT BOOKS:

1. *Beatriz Armendariz and Jonathan Morduch.*, 2005. **The Economics of Microfinance**, Prentice-Hall of India Pvt. Ltd., Delhi.
2. *Joanna Ledgerwood.* **Microfinance Handbook an institutional and financial perspective.** The World Bank, Washington, D.C.

REFERENCE BOOKS:

1. *Prahalad, C.K.* 2006. **The Market at the Bottom of the Pyramid**, Wharton School Publishing.
2. *Malcolm Harper.* 2003. **Practical Microfinance.** Vistaar Publication, New Delhi.

16UBA6EA	ELECTIVE- II : BUSINESS ENVIRONMENT	SEMESTER -VI
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Total Credits:4
Hours Per Week:6

OBJECTIVES:

To provide knowledge of the policies and legal provisions of the Government with respect to the business environment in India.

CONTENTS

UNIT - I

Theoretical Framework of Business Environment - Concept, Significance & Nature of Business Environment - Elements of Business Environment- Levels of Environment-Internal and external: Changing Dimensions of Business Environment-- Economic System Interface- environmental scanning and monitoring

UNIT - II

Economic Environment of Business - Economic environment of business: economic planning in India: Industrial policy, fiscal policy, monetary policy, export and import policy: public sector and economic development: economic reforms, liberalization and structural adjustment programmes.

UNIT - III

Social Environment - Socio-cultural environment: Critical elements of socio cultural environment: social institutions and systems: social values and attitudes: social groups: middle class: emerging rural sector in India: consumerism in India. Social responsibility of business; social audit; corporate governance.

UNIT - IV

Financial Environment of Business - Indian Money Market- Monetary and Fiscal policies-Financial Market structure-*Growth of capital-Money and Capital Markets*-Industrial Finance-Industrial Financial Institutions.

UNIT - V

Labour Environment - Labour Legislation in India-Labour Welfare and Social security-Industrial Relations- Trade Unions. Social responsibilities of trade unions-limitations and problems of trade unionism in India.

TEXT BOOK:

1. *Francis Cherunilam* [2010]. **Business Environment Himalaya Publishing House**

REFERENCE BOOKS :

1. Adhikary M 11th edition . **Economic Environment of Business,** Sulthan Chand & Co New Delhi, 2008.
2. Aswathappa 11th edition, **Essentials of Business Environment ,** Himalaya Publishing House , 2011.

16UBA6EB	ELECTIVE- II : TOTAL QUALITY MANAGEMENT	SEMESTER -VI
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Total Credits: 6
Hours Per Week: 4

OBJECTIVE:

1. To have basic knowledge total quality management
2. To enhance knowledge in ISO standards

CONTENTS

UNIT - I

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of manufacturing and service quality - Basic concepts of TQM - Definition of TQM - TQM Framework - Contributions of Deming, Juran and Crosby - Barriers to TQM.

UNIT - II

Leadership - Strategic quality planning, Quality statements - Customer focus -Customer orientation, Customer satisfaction, Customer complaints, Customer retention -Employee involvement- Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement - PDCA cycle, 5s, Kaizen - Supplier partnership - Partnering, Supplier selection, Supplier Rating.

UNIT - III

The seven traditional tools of quality - New management tools - Six-sigma: Concepts, methodology, applications to manufacturing, service sector including IT - Bench marking- Reason to bench mark, Bench marking process - FMEA - Stages, Types.

UNIT IV

Quality circles - Quality Function Deployment (QFD) - Taguchi quality loss function -TPM Concepts, improvement needs - Cost of Quality - Performance measures.

Objective: To explore industrial applications of Quality function deployment, taguchi quality concepts and TPM.

UNIT V

Need for ISO 9000- ISO 9000-2000 Quality System - Elements, Documentation, Quality auditing- QS 9000 - ISO 14000 - Concepts, Requirements and Benefits - Case studies of TQM implementation in manufacturing and service sectors including IT.

TEXT BOOK:

1. Dale H.Besterfield ., **Advanced R**, Third Edition, Indian Reprint (2006), Chapman and Hall/CRC

BOOKS FOR REFERENCE:

- 1 *James R. Evans and William M. Lindsay.*, **The Management and Control of Quality**, 6th Edition, South-Western (Thomson Learning), 2005, Pearson Education Asia,
2. *Oakland, J.S.*, **TQM - Text with Cases**, 3 Oxford, 3rd Edition, 2003, Butterworth - Heinemann Ltd
3. *Suganthi,L and Anand Samuel.*, **Total Quality Management**, Revised Edition, Prentice Hall (India)

16UBA6EC	ELECTIVE- II : FINANCIAL MARKETS	SEMESTER -VI
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Total Credits:4
Hours Per Week:6

OBJECTIVES :

1. To create awareness about the role and importance of Corporate Financing.
2. To enable the students to know the functioning of Indian Financial Markets and Institutions.

CONTENTS

UNIT - I

Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.

UNIT - II

Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.

UNIT - III

Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

UNIT - IV

Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.

UNIT - V

New Modes of Financing - Leasing as Source of Finance - Forms of leasing - Venture Capital - Dimension Functions - Venture Capital in India - Factoring - Types - Modus Operandi of Factoring - Factoring as Source of Finance - Securitization of assets - Mechanics of Securitisation- Utility of Securitization - Securitization in India.

TEXT BOOKS:

1. *Gurusamy,S.* 2009. **Indian Financial System** [Second Edition]. Tata Mc Graw-Hill Publishing Company Ltd., New Delhi.
2. *Shasi,K.Gupta., and Nisha Aggarwal* 2013. **Financial Institutions and Markets** [fourth Edition]. **Kalyani Publishers , Ludhiana.**

REFERENCE BOOKS:

1. *Punithavathy panndian.* 2009. **Financial Services and Markets** [First Edition]. Vikas publishing house Pvt.,Ltd.,
2. *Clifford Gomez.* 2010. **Financial Markets, Institutions and Financial Services**, [Third Edition]. PHI Learning Pvt Ltd., New Delhi.

16UBA6ED	ELECTIVE- III : BUSINESS FINANCE	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To make the student understand the concept of Business Finance.
2. To make the student understand the concept of the Application of Finance to Business.

CONTENTS

UNIT - I

Business Finance: Introduction – Meaning – Concepts – Scope –Objectives of Financial Management–Profit Maximisation and Wealth Maximisation–Function of Finance–Traditional and Modern Concepts – Functions of a Finance Manager.

UNIT - II

Financial Plan: Meaning – Concept – Objectives – Characteristics of Financial Plan –Types of Financial Plan – Steps in Financial Planning – Significance of Financial Planning – Estimating long term and short term financial needs – Limitations of Financial Planning.

UNIT - III

Cost Theory – Earning Theory – Over Capitalisation – Causes of Over Capitalisation – Effects of Over Capitalisation – Remedies for Over Capitalisation – Under Capitalisation – Causes Capitalisation – Meaning – Modern Concept of Capitalisation– Bases of Capitalisation – of Under Capitalisation – Effects of Under Capitalisation – Remedies for Under Capitalisation–Watered Stock – Causes of Watered Stock – Watered Stock Vs. Over Capitalization – Over Trading and Under Trading.

UNIT - IV

Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Theories of Capital Structure – Net income approach – Net operating income approach – The traditional approach – Modigliani and Miller approach – Factors determining the Capital Structure – Cost of Capital – Concept – Importance – Classification of Cost- Calculation of Individual and Composite Cost of Capital.

UNIT - V

Sources and Forms of Finance: Equity Shares, Preference Shares – Types of Preference Shares, Bonds, Debentures – Types of Debentures – Retained Earnings – Fixed Deposits – Features – Advantages and Disadvantages – Lease Financing: Meaning – Features – Forms – Merits and Demerits.

TEXT BOOKS:

1. *Murthy, A.*, 2010. **Financial Management** [First Edition]. Margham Publication, Chennai.
2. *Shashi, K. Gupta., and Anuj Gupta.* 2010. **Business Finance** [First Edition]. Kalyani Publishers, New Delhi.

REFERENCE BOOKS:

1. *Khan, M.Y., and Jain, P.K.* 2010. **Financial Management** [Fifth Edition]. The McGraw Hill Companies.
2. *Maheshwari, S.N.* 2006. **Financial Management Principles and Practic** [Sixth Edition]. Sultan Chand & Company Ltd., New Delhi.

16UBA6EE	ELECTIVE- III : SUPPLY CHAIN MANAGEMENT	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 6

OBJECTIVES:

1. To create awareness about the supply chain activities taken in order to deliver the goods.
2. To get awareness on Procurement , Outsourcing and dimensions of customer value

CONTENTS

UNIT - I

Supply Chain Management - Global Optimisation - importance - key issues - Inventory management - economic lot size model. Supply contracts - centralized vs. decentralized system

UNIT - II

Supply chain Integrates - Push, Pull strategies - Demand driven strategies - Impact on grocery industry - retail industry - distribution strategies.

UNIT - III

Strategic Alliances: Frame work for strategic alliances - 3PL - merits and demerits - retailer - supplier partnership - advantages and disadvantages of RSP - distributor Integration.

UNIT - IV

Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement.

UNIT - V

Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures.

TEXT BOOKS:

1. *Rushton, A., Oxley, J., and Croucher, P.* 2000. **Handbook of Logistics and Distribution** [Second Edition]. Management. Kogan Page.
2. *David Simchi-Levi., Kamisnsky., Philip and Simchi-Levi Edith.* 2004. **Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies** [Second Edition]. McGraw Hill Publication.

REFERENCE BOOKS:

1. *Agrawal. D. K.* 2009. **Textbook of Logistics and Supply Chain Management** [First Edition]. Macmillan Publishers India limited.

16UBA6EV	ELECTIVE- III : PROJECT WORK	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 6

1. A Guide will be allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2.CIA Marks Distribution:

A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

First Review	10 Marks
Second Review	10 Marks
Work Diary	05 Marks
	—————
	<u>25 Marks</u>

3. End Semester Examination:

The evaluation for the end semester examination should be as per the norms given below:

External Examiner	25 Marks
Internal Examiner	25 Marks
Viva-Voce Examination (external and internal examiner)	25 Marks (Jointly given by the external and internal examiner)
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	<u>75 Marks</u>

NON - MAJOR ELECTIVE COURSES

16UNM34X	NMEC - I : BUSINESS ETHICS	SEMESTER- III
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Total Credits: 2
Hours Per Week: 2

OBJECTIVE:

To make the students to learn the ethical aspects in all areas of business, including global business.

CONTENTS

UNIT - I

Ethics – Meaning, Definition, Objectives, Types – Ethics and business – principles of business ethics

UNIT - II

Ethics in marketing: Ethics in areas of advertising, new product pricing, product packaging and labeling, personal selling

UNIT - III

Ethics in work place – Individual in the organization, discrimination, gender in equality - Advantages of Managing Ethics in Workplace

UNIT - IV

Ethics in production and operations management – ethics in finance and importance issues

UNIT V

Ethics in global business – Ethical international decision – Making methods – Corporate responsibility and the environment

TEXT BOOKS:

1. *C S V Murthy*, **Business Ethics- Text and cases** Himalaya publishing house 2nd edition, 2006
2. *Joseph W Weiss*, **Business ethics - A stakeholder and issues management approach** Thomson (South- Western) 3rd edition, 2003
3. *Swapna Pradhan*, **Retailing management** - Text and cases Tata McGraw Hill 2nd edition, 2004

16UNM44X	NMEC - II : ANALYTICS FOR DECISION MAKING	SEMESTER- IV
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Total Credits: 2
Hours Per Week: 2

OBJECTIVE:

To make the students to learn the basic concept of analytics and decision making

CONTENTS

UNIT - I

Introduction to the BA Role - Business Analyst- The basic rules of Business & Business Analysis - The evolving role of the Business Analyst

UNIT - II

Different levels of business analysis - Classical Requirements and Tasks performed by Business Analysts.

UNIT III

Decision Making - meaning - objective - characteristics - Steps in Decision Making

UNIT - IV

Types of decision - Committees and group Decision Making- Decision making Techniques

UNIT - V

Value of analytics in decision making - Predictive Analytics and Decision Making, Descriptive Analytics and Decision Making

TEXT BOOKS:

3. *RN Prasad, Seema Acharya* **Fundamentals of Business Analytics**
Wiley **Publisher** Reprint Edition 2014
4. *Dinkar Pagare*, 2013. **Principles of Management**, [5th Edition], Sultan
chand & Sons.
5. *Prasad.L.M*, 2004. **Principles of Management**, [6th Edition], Sultan
chand & Sons.

SELF STUDY

17UCISS1	SELF STUDY : OFFICE MANAGEMENT	SEMESTER - I to V
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UNIT - I

Office Administration and Management – Its functions and significance – Office layout- Need for office layout – Factors in Layout- Types of Layout - office accommodation – location of office – Factors in choosing Location- Office Building – Factors in choosing building.

UNIT - II

Office Manager: Qualifications and qualities of office manager- The status of office manager in total organization- The authorities and responsibilities of an office manager.

UNIT - III

HRM for office Management: Recruitment, Selection and Training of office staff - Office supervision - duties and responsibilities of supervisory staff- Motivation- Financial and non-financial incentives to subordinates.

UNIT - IV

Office accommodation: Selection of site- Office layout - Environment and working conditions.

UNIT - V

Office Communication: Various means of communication - Their use, merits and limitations - Selection of means of communication - Correspondence through Internet.

TEXT BOOKS

1. *Sharma & Shashi K.Gupta*, 2011. **Business Organization and Management** [Third Revised Edition, Reprint 2011] Kalyani Publishers, New Delhi. (UNIT I to V)
2. *Bhushan Y.K.*, 2008. **Business Organization and Management**, [First Revised Edition] Sultan Chand and Sons, New Delhi. (UNIT I to V)

REFERENCE BOOKS

1. *Shukla M.C*, 2007. **Business Organization and Management**, [18th Edition], S., Chand and Company Ltd, New Delhi.
2. *Gupta C.B*, 2013. **Business Organization** [8th Edition], Jain Book Agency, New Delhi.

16UCISS2	SELF STUDY : RETAIL MANAGEMENT	SEMESTER - I to V
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UNIT - I

Retail: Meaning- Functions- Characteristics of a Retailing- Reasons for Studying Retailing- Marketing- types of retailing- Marketing Concepts applied to Retailing – Retailing as a Career- Trends in Retailing. Typical Day to day life cycle of Store Operations and Merchandising

UNIT - II

Retail Formats- functions of retail formats-Retail Value Stream - Life cycle and phases in growth of retail market- Business models in retail- Other retail models-Rural retailing consumerism and ethics in retailing - corporate social responsibilities in retailing- Evolution of Multi-Channel Retailing - New Marketing Strategies to address Multichannel needs - Collaboration of Multi-channel retail with Brick and Mortar Stores.

UNIT - III

Retail Market - Strategy-Strategic Planning in Retailing - Strategic retail planning process Situation Analysis - Objectives - Need for Identifying Consumer Needs- Overall Strategy - Feed Back and Control- Consumer Decision - Making Process. Online Marketing - Social Media Strategy.

UNIT - IV

Retail in India - Evolution and Size of Retail in India- Drivers of Retail Change in India shopping trends in Indian retail market - Challenges in Retail Developments in India Environment and Legislation for Retailing- Face of E-Commerce in India- FDI in Retailing - Difference between

Retailing in US Vs India - Potential gains Vs loss, Threats of FDI to Unorganised Retail

UNIT - V

Retail Marketing - Methods - Problems - Retail Marketing in India - Marketing of Services - E-Marketing - Marketing Ethics - Consumerism - Meaning - Evolution - Types of Exploitation - Consumer Rights - Laws Protecting the Consumer Interest - Consumer Protection Acts - Consumer Courts

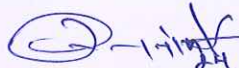
TEXT BOOK:

Swapna Pradhan, 2009, Retailing Management Text and cases, Tata Mc Grawhill


REFERENCE BOOK :

Barry Berman and Joel R Evans, 2011, Retail Management A strategic Approach 12th edition, Prentice Hall of India,

James R Ogden, Denise Ogden Integrated , Retail Management , 2005 , Biztantra

M.S.  24/6/2016

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