



# **KONGU ARTS AND SCIENCE COLLEGE**

**(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)**

**ERODE – 638 107**

**B.B.A (CA)**



# **KONGU ARTS AND SCIENCE COLLEGE**

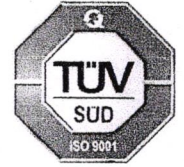
**(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)**

**ERODE – 638 107**

**2017-2018**



**KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)**



ERODE - 638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS  
BBA (CA)**

(For the candidates admitted during the Academic Year 2015 - 2016 and Onwards)

**SCHEME OF EXAMINATION - CBCS PATTERN**

P a r t	Course Code	Course	H r s / W e e k	C r e d i t s	T / P	Exa m D u r a t i o n	C I A	ES E	T o t a l M a r k s
<b>SEMESTER - I</b>									
I	15T01/15H01/ 15F01/15M01 / 15S01	Language - I	6	4	T	3	25	75	100
II	15E01	English - I	6	4	T	3	25	75	100
III	15UACCT101	Core 1 - Principles of Management and Business Organisation	5	4	T	3	25	75	100
III	15UACCT102	Core 2 - Business Communication	5	3	T	3	20	55	75
III	15UACAT103	Allied Paper I: Mathematics for Managers - I	6	4	T	3	25	75	100
IV	15ES01	Foundation Course: Environmental Studies	2	2	T	3	50		50

P a r t	Course Code	Course	H r s / W e e k	C r e d i t s	T / P	Exa m D u r a t i o n	C I A	ES E	T o t a l M a r k s
<b>SEMESTER - II</b>									
I	15T02/15H02/ 15F02/15M02/ 15S02	Language - II	6	4	T	3	25	75	100
II	15E02	English - II	6	4	T	3	25	75	100
III	15UACCT201	Core 3 - Organisational Behaviour	4	3	T	3	20	55	75
III	15UACCT202	Core 4 - Introduction to Information Technology	3	3	T	3	25	75	100
III	15UACCP203	Core 5 - PC Software ( MS Office) - Practical	3	3	P	3	40	60	100
III	15UACAT204	Allied Paper 2: Mathematics for Managers - II	6	4	T	3	25	75	100
IV	15VE01	Value Education: Human Rights	2	2	T	3	50		50

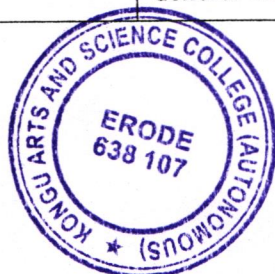
Dr. N. RAMAN

PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)

NANJANAPURAM ERODE - 638 107

P a r t	Course Code	Course	H r s / W e e k	C r e d i t s	T / P	E x a m D u r a t i o n	C I A	E S E	T o t a l M a r k s
		<b>SEMESTER - III</b>							
III	15UACCT301	Core 6 - Production and Materials Management	7	5	T	3	25	75	100
III	15UACCT302	Core 7 - Marketing Management	6	5	T	3	25	75	100
III	15UACCP303	Core 8 - Tally - Practical	6	4	P	3	40	60	100
III	15UACAT304	Allied Paper 3: Principles Financial Accounting	6	4	T	3	25	75	100
III	15UACST305	Skill based Subject 1 - Retail Management	3	3	T	3	20	55	75
IV	15BT01/15AT01/ 15NM01	Basic Tamil* / Advanced Tamil# / Non Major Elective - I :Yoga for Human Excellence#	2	2	T	3	50		50

P a r t	Course Code	Course	H r s / W e e k	C r e d i t s	T / P	E x a m D u r a t i o n	C I A	E S E	T o t a l M a r k s
		<b>SEMESTER - IV</b>							
III	15UACCT401	Core 9 - Human Resource Management	5	4	T	3	25	75	100
III	15UACCT402	Core 10 - Financial Management	6	5	T	3	25	75	100
III	15UACCT403	Core 11 - RDBMS and Oracle Programming - Theory	5	4	T	3	25	75	100
III	15UACCP404	Core 12 - RDBMS and Oracle Programming - Practical	3	3	P	3	40	60	100
III	15UACAT405	Allied Paper 4 : Business Law	6	4	T	3	25	75	100
III	15UACST406	Skill based Subject 2 - Consumer Behaviour	3	3	T	3	20	55	75
IV	15BT02/15AT02/ 15NM02	Basic Tamil* / Advanced Tamil# / Non Major Elective - II: General Awareness#	2	2	T	3	50		50



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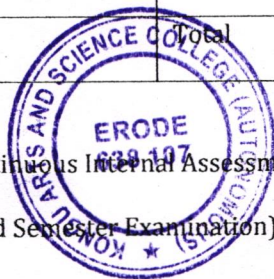
P a r t	Course Code	Course	H r s / W e e k	C r e d i t s	T / P	Exa m D u r a t i o n	C I A	E S E	Tot al M a r k s
<b>SEMESTER - V</b>									
III	15UACCT501	Core 13 - Research Methods for Management	6	5	T	3	25	75	100
III	15UACCT502	Core 14 - Entrepreneurship and Project Management	6	5	T	3	25	75	100
III	15UACCT503	Core 15 - Visual Basic - Theory	6	4	T	3	25	75	100
III	15UACCP504	Core 16 - Visual Basic - Practical	3	3	P	3	40	60	100
III	15UACET50.	Elective - I:	6	4	T	3	25	75	100
III	15UACST508	Skill based Subject 3: Merchandising Management	3	3	T	3	20	55	75
	15IT01	Institutional Training *	Completed/ Not Completed						


\* The Students have to undergo minimum three weeks of Institutional Training during the summer vacation after fourth semester Examinations and should submit a report during fifth semester for fulfillment of the programme.

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<b>SEMESTER - VI</b>									
III	15UACCT601	Core 17 - Promotion Management	6	5	T	3	25	75	100
III	15UACCT602	Core 18 - Multimedia	6	4	T	3	25	75	100
III	15UACCP603	Core 19 - Photoshop - Practical	3	3	P	3	40	60	100
III	15UACET60.	Elective - II:	6	4	T	3	25	75	100
III	15UACEV607 /15UACET60.	Elective - III:	6	4	T	3	25	75	100
III	15UACSP610	Skill based Subject - 4: Soft Skills for Business	3	3	P	3	30	45	75
V	15NS01/15NC01 / 5PE01/15YR01	Extension Activities		1				50	50
		Total		14 0					3500

\*CIA (Continuous Internal Assessment) Only.

# ESE (End Semester Examination) Only.

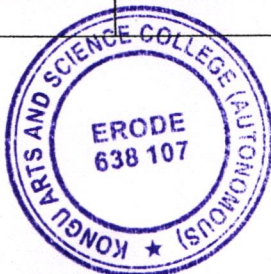



  
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List of Electives			
Elective I	A	15UACET505	International Business
	B	15UACET506	Management Information System
	C	15UACET507	Management Accounting
Elective II	A	15UACET604	Strategic Management
	B	15UACET605	Insurance Principles and Practice
	C	15UACET606	E - Commerce
Elective III	A	15UACEV607	Project Work and Viva - Voice
	B	15UACET608	Financial Services
	C	15UACET609	System Analysis and Design

List of Allied Papers		
Allied I	15UACAT103	Mathematics for Managers - I
Allied II	15UACAT204	Mathematics for Managers - II
Allied III	15UACAT304	Principles of Financial Accounting
Allied IV	15UACAT405	Business Law

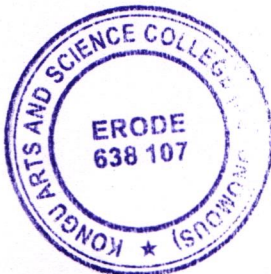
List of Skill Based Papers		
Skill I	15UACST305	Retail Management
Skill II	15UACST406	Consumer Behaviour
Skill III	15UACST508	Merchandising Management
Skill IV	15UACSP610	Soft Skills for Business




  
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<b>List of Advanced Learners Courses*</b>			
<b>Advanced Learners Course - I</b>	A	15UACAL407	Knowledge Management
	B	15UACAL408	Technology Management
<b>Advanced Learners Course - II</b>	A	15UACAL509	Office management
	B	15UACAL510	Event management

- \* ALC is offered in IV and V Semesters only.
- \* It is self study paper.
- \* This course is offered to the students who have secured 7.0 and above CGPA in the respective Semester (III & IV) in Part - III only.
- \* The students can choose any one of the Courses offered.
- \* Only ESE for this Course.
- \* 2 Extra Credits are allotted for each ALC.
- \* The marks obtained in ALC will not be considered for computation of CGPA.
- \* The students those who have no standing arrear are eligible to choose ALC.
- \* The students who have failed in ALC (IV Semester) are not eligible to reappear and choose the ALC in the succeeding Semester (V Semester).



  
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**PROJECT GUIDELINES**

Project work, which is elective, carries 100 marks (CIA - 20 marks and ESE - 80 marks). The students will do a project for period of four months. Students submit the project report during end of the semester. There is viva for project work carrying 80 marks at the end of sixth semester. The guide and an external examiner shall jointly evaluate the project report and conduct the viva. The project work shall be real time study related to field of management.

The criteria are considered for assessing the group project work:

CIA: Application of concepts and ideas	- 10 Marks
Timely report	- 5 Marks
Project Review	- 5 Marks
	-----
CIA	- 20 Marks
	-----
ESE: Report	- 40 Marks
Viva voce	- 40 Marks
	-----
ESE	- 80 Marks
	-----
Total	100 Marks
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A group of students have undergo the project, the group may consists of 4/5 students only.



**Dr. N. RAMAN**  
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NANJANAPURAM, ERODE - 638 107,  
Chairman

Board of Studies/BBA(CA)

Kongu Arts and Science College (Autonomous)

Nanjanapuram, Erode - 638 107





**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**  
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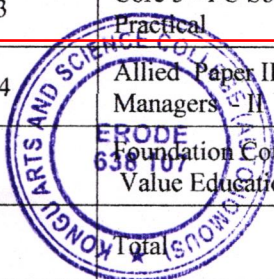
**DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**  
**BBA (CA)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

(For the candidates admitted during the Academic Year 2017 - 2018 and onwards)

Part	Course Code	Course	Hrs/Wk	T/P	Examination Details			Credits	
					Duration in Hours	CIA	ESE		Total Marks
<b>Semester I</b>									
I	17T01/17H01/ 17F01/17M01/ 17S01	Language – I	6	T	3	25	75	100	4
II	17E01	English – I	6	T	3	25	75	100	4
III	17UACCT101	Core 1 - Management Process	5	T	3	25	75	100	4
III	17UACCT102	Core 2 – Business Communication	5	T	3	25	75	100	4
III	17UACAT103	Allied Paper i: Mathematics for Managers - I	6	T	3	25	75	100	4
IV	17ES01	Foundation Course I: Environmental Studies	2	T	3	50		50	2
		Total	30					550	22

Part	Course Code	Course	Hrs/Wk	T/P	Duration in Hours	CIA	ESE	Total Marks	Credits
<b>Semester II</b>									
I	17T02/17H02/ 17F02/17M02/ 17S02	Language – II	6	T	3	25	75	100	4
II	17E02	English – II	6	T	3	25	75	100	4
III	17UACCT201	Core 3 - Organisational Behaviour	5	T	3	25	75	100	3
III	17UACCT202	Core 4 - Introduction to Information Technology	3	T	3	25	75	100	3
III	17UACCP203	Core 5 - PC Software ( MS Office) – Practical	3	P	3	40	60	100	3
III	17UACAT204	Allied Paper II: Mathematics for Managers - II	5	T	3	25	75	100	4
IV	17VE01	Foundation Course II: Value Education	2	T	3	50		50	2
		Total	30					550	23

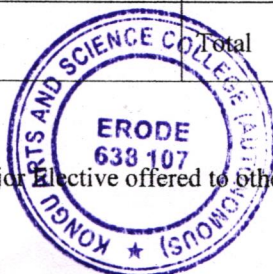


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Part	Course Code	Course	Hrs/Wk	T/P	Examination Details				Credit
					Duration in Hour	CIA	ESE	Total Marks	
<b>Semester III</b>									
III	17UACCT301	Core 6 - Operations Management	6	T	3	25	75	100	4
III	17UACCT302	Core 7 - Marketing Management	6	T	3	25	75	100	4
III	17UACCP303	Core 8 - Tally - Practical	6	P	3	40	60	100	4
III	17UACAT304	Allied Paper III: Financial Accounting	6	T	3	25	75	100	4
IV	17UACSV305	Skill based Subject 1- Soft Skills for Business - Viva – voce	4	V	3	20	55	75	3
IV	17UACNT306	Non Major Elective - I * Customer Relationship Management	2	T	3	75		75	2
		Total	30					550	21

Part	Course Code	Course	Hrs/Wk	T/P	Duration in Hours	CIA	ESE	Total Marks	Credits
<b>Semester IV</b>									
III	17UACCT401	Core 9 - Human Resource Management	5	T	3	25	75	100	4
III	17UACCT402	Core 10 - Financial Management	6	T	3	25	75	100	4
III	17UACCT403	Core 11 - RDBMS and Oracle Programming - Theory	5	T	3	25	75	100	4
III	17UACAT404	Allied Paper IV: Promotion Management	5	T	3	25	75	100	4
III	17UACCP405	Core 12 - RDBMS and Oracle Programming – Practical	3	P	3	40	60	100	4
IV	17UACSV406	Skill based Subject 2 - Interview Skills - Viva – voce	4	V	3	20	55	75	3
IV	17UACNT407	Non Major Elective - II * Retail Management	2	T	3	75		75	2
		Total	30					650	25

\* Non Major Elective offered to other Department.



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Part	Course Code	Course	Hrs/Week	T/P	Examination Details			Credits	
					Duration in Hours	CIA	ESE		Total Marks
<b>Semester V</b>									
III	17UACCT501	Core 13 - Research Methods for Management	6	T	3	25	75	100	5
III	17UACCT502	Core 14 - International Business	6	T	3	25	75	100	4
III	17UACCT503	Core 15 - Visual Basic – Theory	6	T	3	25	75	100	5
III	17UACCP504	Core 16 - Visual Basic - Practical	3	P	3	40	60	100	3
III	17UACET50.	Elective - I:	5	T	3	25	75	100	4
IV	17UACSV508	Skill based Subject 3: Managerial Development Skills - Viva – voce	4	V	3	20	55	75	3
		Total	30					575	24
	17IT01	Institutional Training #							Completed/ Not Completed

# The Students have to undergo minimum three weeks of Institutional Training during the summer vacation after fourth semester Examinations and should submit a report during fifth semester for fulfillment of the programme.

Part	Course Code	Course	Hrs/Week	T/P	Duration in Hours	CIA	ESE	Total Marks	Credits
<b>Semester VI</b>									
III	17UACCT601	Core 17 - Entrepreneurship and Project Management	6	T	3	25	75	100	5
III	17UACCT602	Core 18 - Multimedia	6	T	3	25	75	100	5
III	17UACCP603	Core 19 - Photoshop - Practical	4	P	3	40	60	100	3
III	17UACET60.	Elective - II:	5	T	3	25	75	100	4
III	17UACEV60.	Elective - III:	5	V	3	25	75	100	4
IV	17UACSV610	Skill based Subject - 4: Campus to Corporate -Viva – voce	4	V	3	20	55	75	3
V	17NS01/17NC01 175PE01/17YR01	Extension Activities						50	1
		Total	30					625	25
TOTAL									



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List of Electives			
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	B	17UACET506	Industrial Relations and Labour Law
	C	17UACET507	Financial Services
Elective II	A	17UACET604	Organizational Change and Development
	B	17UACET605	Services Marketing
	C	17UACET606	Insurance Principles and Practice
Elective III	A	17UACEV607	Project Work and Viva – voce
	B	17UACET608	Equity Research and Portfolio Management
	C	17UACET609	Retail Management

List of Allied Courses		
Allied I	17UACAT103	Mathematics for Managers – I
Allied II	17UACAT204	Mathematics for Managers – II
Allied III	17UACAT304	Financial Accounting
Allied IV	17UACAT404	Promotion Management

List of Skill Based Courses		
Skill I	17UACSV305	Soft Skills for Business - Viva – voce
Skill II	17UACSV406	Interview Skills - Viva – voce
Skill III	17UACSV508	Managerial Skill Development - Viva – voce
Skill IV	17UACSV610	Campus to Corporate - Viva – voce




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<b>List of Advanced Learners Courses</b>			
<b>Advanced Learners Course - I</b>	A	17UACAL408	Knowledge Management
	B	17UACAL409	Technology Management
<b>Advanced Learners Course - II</b>	A	17UACAL509	Office management
	B	17UACAL510	Event management

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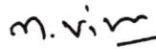
**PROJECT GUIDELINES**

Project work, which is elective, carries 100 marks (CIA - 25 marks and ESE - 75 marks). The students will do a project for period of four months. Students submit the project report during end of the semester. There is viva for project work carrying 75 marks at the end of sixth semester. The guide and an external examiner shall jointly evaluate the project report and conduct the viva. The project work shall be real time study related to field of management.

The criteria are considered for assessing the group project work:


CIA: Application of concepts and ideas	- 15 Marks
Timely report	- 5 Marks
Project Review	- 5 Marks
	-----
CIA	- 25 Marks
	-----
ESE: Report	- 60 Marks
Viva voce	- 15 Marks
	-----
ESE	- 75 Marks
	-----
	Total - 100 Marks
	-----

A group of students have undergo the project, the group may consists of 4/5 students only.

  
Dr. M. Viswanathan  
Chairman

Board of Studies/ BBA (CA)  
Kongu Arts and Science College (Autonomous)  
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SEMESTER - V

**COURSE: RESEARCH METHODS FOR MANAGEMENT**

**COURSE CODE: 15UACCT501**

**Hours per Week: 6**

**Credits: 5**

**OBJECTIVE(S):**

- On successful completion of this course, to enable the students to acquire knowledge of Research

**UNIT - I**

Research: Definition - Objectives - Significance - Types of research - Research process. Research problem: Necessity of defining the problem - Technique involved in defining a problem. Research design: Meaning - Need for research design - Important concepts relating to research design - Different types of research design.

**UNIT - II**

Sampling design: Steps in sampling design - Criteria of selecting a sampling procedure - Different types of sampling design. Measurement and Scaling technique: Measurement in research - Measurement scales - Sources of error in measurement - Test of sound measurement - Technique of developing measurement tools - Meaning of scaling - Scale classification bases - Important scaling techniques.

**UNIT - III**

Methods of Data Collection: Collection of primary data - Methods - Collection of secondary data - Characteristics - Methods. Processing and analysis of data: Processing operations - Problems in processing - Types of analysis - Statistical measures like central tendency, dispersion, asymmetry, relationship and others.

**UNIT - IV**

Hypothesis: Concept - Procedure for hypothesis Testing - Flow diagram for hypothesis testing - Parametric tests - Z test, T test, F test - Non-Parametric test - Chi-Square test.

**UNIT - V**

Interpretation and Report Writing: Meaning of interpretation - Technique of interpretation - Precaution of interpretation - Significance of report writing - Steps in writing reports - Layout of research report - Types of reports - Precautions of writing research reports.

**TEXT BOOK:**

C.R. Kothari and Gaurav Garg, Research Methodology: Methods and Techniques, 3<sup>rd</sup> Edition, 2014, New Age International (P) Limited, New Delhi.

**BOOKS FOR REFERENCE:**

1. Dr. S.L.Gupta and Hitesh Gupta, Research Methodology, 1<sup>st</sup> Edition, 2011, International Book House Private Ltd, New Delhi.
2. Uma Sekaran and Roger Bougie, Research Methods for Business, 5<sup>th</sup> Edition 2012, Wiley India (P) Ltd, New Delhi.
3. R. Pannerselvam, Research Methodology, 2<sup>nd</sup> Edition, 2012, PHI Learning Private Ltd.



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m.v.v.  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
ERODE - 638 107.

**SEMESTER - V**

**COURSE: ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

**COURSE CODE: 15UACCT502**

**Hours per Week: 6**

**Credits: 5**

**OBJECTIVE(S):**

- To enable the students to acquire knowledge of entrepreneurship and the students should have understood EDP, project management and institutional support to entrepreneurial development.

**UNIT - I**

Meaning of Entrepreneurship - Characteristics - Functions - Types of entrepreneurship - Intrapreneur - Growth of women entrepreneurship in India - Role of entrepreneurship in economic development.

**UNIT - II**

Factors affecting entrepreneurship growth - Economic and non-Economic. Entrepreneurship development programmes - Need - Objectives - Course contents - Phases - Evaluation. Entrepreneurial motivation - Process - Institutional support to entrepreneurs.

**UNIT - III**

Project Management: Meaning of project - Concepts - Categories - Objectives - Project life cycle phases - Characteristics of a project - Project manager - Role and responsibilities of project manager.

**UNIT - IV**

Project identification - Selection - Project formulation - Project preparation - Contents of a project report - Planning commission guidelines for formulating a project - Specimen of a project report.

**UNIT-V**

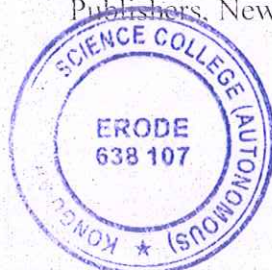
Source of finance for a project - Institutional finance supporting projects - Project evaluation - Objectives - Types - Methods.

**TEXT BOOK**

S.S.Khanka , Entrepreneurial Development, 4<sup>th</sup> Edition, 2010, Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCE**

1. C.B.Gupta and N.P.Srinivasan, Entrepreneurial Development, 6<sup>th</sup> Edition, 1999, Sultan Chand & Sons, New Delhi.
2. Vasant Desai, The Dynamics of Entrepreneurial Development & management, 6<sup>th</sup> Edition, 2010 Himalayam Publishing House, Mumbai.
3. S.Choudhury, Project Management, 1<sup>st</sup> Edition, 2008, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. K.Nagarajan, Project Management, 1<sup>st</sup> Edition 2001, New Age International (P) Limited Publishers, New Delhi.



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## SEMESTER - V

**COURSE: VISUAL BASIC**

**COURSE CODE: 15UACCT503**

**Hours per Week: 6**

**Credits: 4**

### OBJECTIVE(S):

- On successful completion of this course, the students should have understood VB environment with tool bars, controls and components. Programming steps Declaring variables and Arrays Fundamentals of Graphics and Files Data Bases

### UNIT - I

Introducing visual basic: Meaning - Events and event procedures - Object - Related concepts - Visual basic program components - The visual basic environment - Visual basic fundamentals.

### UNIT - II

Visual basic control fundamentals: Visual basic control tools - Control tool categories - Working with controls - Naming forms and controls - Assigning property values to forms and controls - Executing commands - Displaying output data - Entering input data - Selecting multiple features - Selecting exclusive alternatives - Selecting from a list - Assigning properties collectively - Generating error messages - Creating timed events - Scroll bars.

### UNIT - III

Branching and Looping - Menus and dialog boxes: Building drop - Down menus - Accessing a menu from the keyboard - Menu enhancements - Submenus - Pop-Up menus - Dialog boxes - More about the message.box function - The input box function.

### UNIT - IV

Executing and debugging a new project: Syntactic errors - Logical errors - Setting breakpoints - Defining watch values - Stepping through a program - User - Induced errors - Error handlers - Procedures: Modules and procedure - Sub procedures (Subroutines) - Event procedures - Function procedures - Scope - Optional arguments.

### UNIT - V

Arrays: Array characteristics - Array declarations - Processing array elements - Passing arrays to procedures - Dynamic arrays - Related functions - Looping with for each-next - Data files.

### TEXT BOOK:

Schaum's, Outline of Theory and Problems of Programming with Visual Basic, Edition 2002, Tata McGraw- Hill, Inc, New Delhi.

### BOOKS FOR REFERENCE:

1. Gary Cornell, Visual Basic 6 from the Ground Up, 1<sup>st</sup> Edition, 2006, Tata McGraw Hill Publishing, New Delhi.
2. Eric A Smith, Valor Whisler and Hank Marquis, Visual Basic 6 Programming Bible, 1<sup>st</sup> Edition, 2004, Wiley India, New Delhi.
3. Noel Jerke, Visual Basic 6 The Complete Reference, 1<sup>st</sup> Edition, 2008 Tata McGraw Hill Publishing, New Delhi.



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SEMESTER - V

**COURSE: VISUAL BASIC - PRACTICAL**  
**COURSE CODE: 15UACCP504**

**Hours per Week: 3**  
**Credits: 3**

**OBJECTIVE(S):**

- On successful completion of the course the students should have knowledge in Programming steps, controls and components along with tool bars, graphics and files.

**List of Programs**

1. Develop a VB project to check user name and password given by user using if statement.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to scroll text from left to right using timer.
5. Develop a VB project to display system date and time on screen with different formats.
6. Develop a VB project to find day of a week of a given date.
7. Develop a VB project for mini calculator function using select case statement.
8. Develop a VB project to view all image file in a directory.
9. Write a VB program to simulate a notepad application.
10. Draw different shapes in a form when user selects a shape from menu.
11. Write a VB program to create a text file with the textbox content.
12. Write a VB program to read a text file content to the textbox.
13. Write a VB program to sort the elements in an array.
14. Write a VB program to print the mouse click position in the form.
15. Write a VB program to demonstrate the string functions in the library.



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**SEMESTER - V**

**COURSE: INTERNATIONAL BUSINESS**

**COURSE CODE: 15UACET505**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- To enable the students to acquire knowledge of international business and understand international investment, international environment, international promotion and globalization of business.

**UNIT-I**

International Business - Introduction - Types - Nature - Stages - International orientations - International business decisions - Drivers and retainers of globalization - Social responsibilities of business - Responsibilities to different sections.

**UNIT-II**

International Business Environment - Economic - Social/ cultural - Demographic - Political - Regulation - National - Technological environment - International trading- Strategies - WTO - Functions - Principles - Benefits - Criticisms of WTO.

**UNIT-III**

International Investment - Types - Significance - Liabilities of foreign capital - Factors affecting international investment - FDI - Growth - Determinants of FDI - Foreign investment in India - International trade financing - Institutional finance for export.

**UNIT-IV**

International Promotion - Strategies - Major decision in international marketing communication - Role - Trade fairs and Exhibitions - Personal selling in international marketing - Process - Problems in international marketing communication.

**UNIT-V**

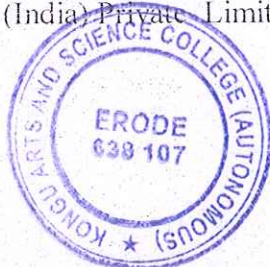
Globalisation of Business - Definition - Essentials - Advantages - Strategies - Implications and impact of Globalisation - Comparison between the old and new Globalisation - Factors favoring Globalisation.

**TEXT BOOK**

Francis Cherunilam, International Business, 15<sup>th</sup> Edition, 2016, Prentice, Hall of India Private Limited, New Delhi.

**BOOKS FOR REFERENCE**

1. K. Aswathappa, International Business, 6<sup>th</sup> Edition 2015, Mc-Graw Hill Education (India) Private Limited, New Delhi.
2. Justin Paul - International Business, 3<sup>rd</sup> Edition 2007, Prentice , Hall of India Private Limited, New Delhi.
3. Charles W.L.Hill- International Business, 11<sup>th</sup> Edition 2016, Mc-Graw Hill Education (India) Private Limited, New Delhi.



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SEMESTER - V

**COURSE: MANAGEMENT INFORMATION SYSTEM**

**COURSE CODE: 15UACET506**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- On successful completion of this course, the students should have understood Computer based information system, IS support for the functions of management.

**UNIT - I**

Introduction to Information Systems - Definition - Features - Steps in implementation of MIS - Need for information - Information system for decision making - MIS as competitive advantages - MIS structures.

**UNIT - II**

MIS - Strategic information system - MIS support for planning - Organizing- Controlling - MIS for specific functions - Personnel, finance, marketing, inventory and production.

**UNIT - III**

Computer Hardware - Description of electronic computers - CPU operations - Classification of computers - Mainframe - Mini - Workstations - Micro computers - Super computers - Personal computers. Computer Software - Types of software - Data representation in computers. Introduction to Client - Server.

**UNIT - IV**

Data resource Management - Types of databases - Operational Data base - Distributed database - External database - Hyper media database - Data warehouse and data mining - Database management - Database structure - Hierarchical - Network - Relational.

**UNIT - V**

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www.architecture, Introduction to E-Commerce - Models - Business to Business and Business to Consumer - Electronic Data Interchange - Electronic Data Interchange applications in business. Electronic payment cash, smart cards, and credit cards.

**TEXT BOOK:**

Dr.G.Murali Manohari and Dr.M.S.Ramesh Kumar, Management Information System, Thakur publishers, 2015.

**BOOKS FOR REFERENCE:**

1. Amen Jindal, Management Information System, 2<sup>nd</sup> Edition 2010, Kalyani publishers.
2. Murdick and Ross, Management Information System, Prentice Hall Publishers.



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## SEMESTER - V

**COURSE: MANAGEMENT ACCOUNTING**

COURSE CODE: 15UACET507

Hours per Week: 6

Credits: 4

**OBJECTIVE(S):**

- After the successful completion of the course the student should have a thorough knowledge on the management accounting techniques in business decision making.

**UNIT - I**

Management accounting - Meaning - Functions and scope - Utility and limitations - Tools of management accounting - Relationship between Management accounting. Cost accounting and Financial accounting.

**UNIT - II**

Financial statements analysis: Financial statements and their importance - Tools for analysis and interpretation. Ratio analysis: Meaning - Advantages and limitations - Analysis of Liquidity - Activity - Solvency and Profitability.

**UNIT - III**

Fund flow analysis: Concepts of funds flow statement - Sources and uses of funds - Managerial uses of fund flow analysis - Construction of fund flow. Cash flow analysis: Distinction of cash from funds - Utility of cash flow statement - Construction of cash flow statement.

**UNIT - IV**

Budgeting and budgetary control - Definition - Importance - Essentials - Classification of budgets - Preparation of cash budget, Sales budget, Purchase budget, Material budget. Flexible budget - Master budget.

**UNIT - V**

Marginal costing – Definition - Features - Managerial applications of marginal costing - Break even analysis- Meaning - Advantages and limitations - Managerial applications of break even analysis.

**Note: Distribution of marks: Theory 20% and Problems 80%**

**TEXT BOOK:**

Dr. R. Ramachandran and Dr.R. Srinivasan, "Management Accounting", 16<sup>th</sup> Revised and Enlarged Edition 2015, SriRam Publications, Tiruchy.

**BOOKS FOR REFERENCE:**

1. Prof. T.S. Reddy & Dr. Y. Hariprasad reddy, Management Accounting, 4<sup>th</sup> Edition 2015, Margham Publications, Chennai.
2. Dr. S.N. Maheswari, " Principles of Management Accounting", 16<sup>th</sup> Edition Reprint 2007, Sultan Chand & Sons, New Delhi.
3. A. Murthy and S. Gurusamy, "Management Accounting", 2<sup>nd</sup> Edition Second Reprint 2012, McGraw Hill Publishing Co. Ltd, New Delhi.
4. R.S.N. Pillai and Bagavathi, " Management Accounting", 4<sup>th</sup> Revised Edition 2012, S. CHAND & CO. Ltd, New Delhi.



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SEMESTER - V

**COURSE: MERCHANDISING MANAGEMENT**

**COURSE CODE: 15UACST508**

**Hours per Week: 3**

**Credits: 3**

**OBJECTIVE(S):**

- On Successful completion of the course the students should have understood merchandise planning, buying, pricing and visual merchandising.

**UNIT - I**

Merchandising - Meaning - Concept - Factors affecting merchandising function - Merchandiser role and responsibilities - Functions of buying.

**UNIT - II**

Merchandise Planning - Implications - Process - Merchandise control - Assortment planning- Tools used for merchandise planning.

**UNIT - III**

Merchandise Sourcing - Methods of procuring merchandise - Identifying - Contacting - Negotiating - Establishing - Analyzing - Private label - Category management.

**UNIT - IV**

Merchandise pricing and performance - Retail pricing - Price determination - Strategies - Merchandise allocation - Evaluating merchandise performance - Methods.

**UNIT - V**

Visual Merchandising - Exterior and Interior Store design - Types of Layout - Layout selection - Planogram - Methods of display.

**TEXT BOOK:**

Swapna Pradhan, Retail Management, 3<sup>rd</sup> Edition 2009, Tata McGraw Hill Education Private Limited, New Delhi.

**BOOKS FOR REFERENCE:**

1. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava, Retail Management, 2<sup>nd</sup> Edition 2005, Oxford University Press, New Delhi.
2. James R.Ogden and Denise T.Ogden, Integrated Retail Management, 1<sup>st</sup> Edition 2005, Biztantra Cengage Learning, New Delhi.
3. Michael Levy, Barton Weitz and Ajay Pandit, 8<sup>th</sup> Edition 2012, Tata Mc Graw Hill Education Private Limited, New Delhi.
4. Gibson G Vedamani, Retail Management – Functional Principles and Practice, 3<sup>rd</sup> Edition 2008, Jaico Publishing House, Mumbai.



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SEMESTER - V

**COURSE: OFFICE MANAGEMENT**

**COURSE CODE: 15UACAL509**

**Hours per Week: 3**

**Credits: 2**

**OBJECTIVE(S):**

- On Successful completion of the course the students should have understood functions of office management and administration.

**UNIT - I**

Modern office - Functions of an office - Importance of an office - Office management - Functions of office management - Functions of an office manager - Qualities of an office manager.

**UNIT - II**

Location - Location of the office building selection influencing factors - Merits and demerits of rural and urban area - Layout of the office - Merits of good layout - Office furniture - Principles in selecting the office furniture - Types of office furniture.

**UNIT - III**

Office correspondence - Types of correspondence - Organizing correspondence - Filing - Functions of filing - Essentials of a good filing system - Methods of filing - Classification of files.

**UNIT - IV**

Indexing - Methods of indexing - Merits and demerits - Office stationery - Essential requirements of good system of controlling office stationery and supplies - Purchase procedure.

**UNIT - V**

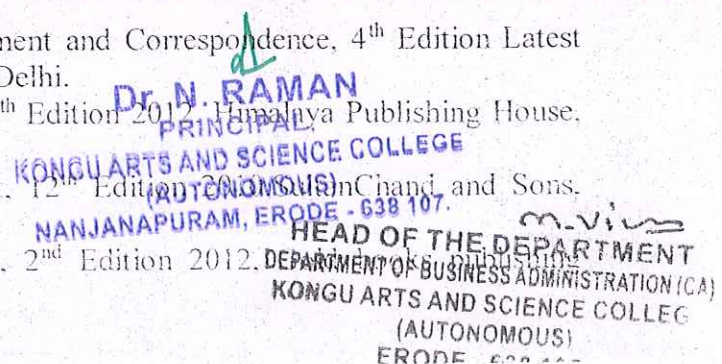
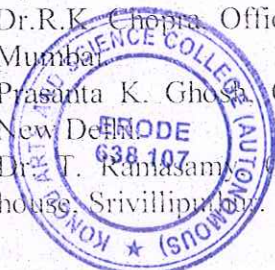
Office appliances - Importance of office appliances - Advantages and disadvantages - Factors in selecting office machines - Types of appliances.

**TEXT BOOK:**

R.S.N.Pillai and Bagavathi, Office Management, 8<sup>th</sup> Edition 2013, Sultan Chand and Sons, New Delhi.

**BOOKS FOR REFERENCE:**

1. B.N.Tandon, Manual of Office Management and Correspondence, 4<sup>th</sup> Edition Latest reprint, S. Chand & Company Ltd, New Delhi.
2. Dr.R.K. Chopra, Office Management, 16<sup>th</sup> Edition 2017, Himalaya Publishing House, Mumbai.
3. Prasanta K. Ghosh, Office Management, 12<sup>th</sup> Edition 2010, Sultan Chand and Sons, New Delhi.
4. Dr. T. Ramasamy, Office Management, 2<sup>nd</sup> Edition 2012, Department of Business Administration (CA) house, Srivilliputhur.



## SEMESTER V

**COURSE: EVENT MANAGEMENT**

**COURSE CODE: 15UACAL510**

**Hours per Week: 3**

**Credits: 2**

### OBJECTIVE(S):

- On Successful completion of the course the students should have understood managing events, financial management, organisational effectiveness, marketing and public relations

### UNIT - I

Event management - Introduction - Definition and frameworks - Categories - Historical context and precedents - Characteristics of events.

### UNIT - II

Managing events - Event feasibility - Screening process - Events planning - Planning process - Objectives - Environmental search and information gathering.

### UNIT - III

Financial management - Objectives - Creating a budget - Details of budget - Other sources of income - Sponsorship and public funding.

### UNIT - IV

Target market - How to influence the target market - Marketing plan - Marketing for a new event - Marketing for repeat events.

### UNIT - V

Organisational effectiveness - Introduction - Staffing - Factors influencing the number and type of staff - Finding staff.

### TEXT BOOK:

1. Anton Shone & Bryn Parry, Successful Event Management 4<sup>th</sup> Revised Edition 2013, Thomson Asia Private Limited, Singapore.

### BOOKS FOR REFERENCE:

1. Glenn.A.J. Bowdin, Events Management, 3<sup>rd</sup> Edition 2010, Rout ledge, Taylor & Francis Books India Pvt Ltd, New Delhi.
2. Getz D, Event Management & Event Tourism, 2<sup>nd</sup> Revised Edition 2005, Cognizant Communication Corporation, New York.



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## SEMESTER - VI

### COURSE: PROMOTION MANAGEMENT

COURSE CODE: 15UACCT601

Hours per Week: 6

Credits: 5

#### OBJECTIVE(S):

- To enable the students to acquire knowledge of promotional strategies, sales promotion, advertising media and advertising agencies.

#### UNIT - I

Promotion management - Meaning - Definition - Concept - Components - Communication process in promotion - Promotion mix - Tools - Factors deciding promotional mix - Promotion planning - Steps in promotion planning.

#### UNIT - II

Advertising - Meaning - Importance - Objectives - Classification of advertisement - Advertising agencies - Advertising budget - Organization of advertising department - Social effects of advertising.

#### UNIT - III

Advertising copy - Objectives - Essentials - Types - Elements of copy writing: Headlines, body copy - illustration - catch phrases and slogans - Identification marks - Advertising campaign - Steps in campaign planning.

#### UNIT - IV

Advertising media - Types - Print - Radio - TV, Cinema, Outdoor and other forms - Advantages - Limitations - Advertising layout - Functions - Design of layout.

#### UNIT - V

Sales promotion - Meaning - Methods - Promotional strategy - Promotional instruments - Techniques of sales promotion - Consumer and dealers promotion - Salesmanship - Process - Personal selling - Process - Objectives - Personal selling strategy.

#### TEXT BOOK

C.N. Sontakki, Advertising and Sales Management, 1<sup>st</sup> Edition, 2006, Kalyani publishers, Chennai.

#### BOOKS FOR REFERENCE

1. S.A. Chunawalla, Advertising, Sales and Promotion Management, 1<sup>st</sup> Edition, 2001, Himalaya Publishing House, Delhi.
2. John.J.Burnett, Promotion management, 2<sup>nd</sup> Revised Edition, 1988, West Publishing Co, United states.
3. George E. Belch and Michael A.Belch. Advertising and Promotion, 6<sup>th</sup> Edition. 2003, Tata McGraw, Hill Publishing Company Limited, New Delhi.



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SEMESTER – VI

**COURSE: MULTIMEDIA**

**COURSE CODE: 15UACCT602**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- On successful completion of the course the students should have knowledge on media, text, image, audio and video.

**UNIT - I**

Multimedia an Overview: Introduction - Multimedia presentation and production - Characteristics of a multimedia presentation - Multiple media - Hardware and Software Requirement - Uses of multimedia - Promotion of multimedia based content - Steps for creating a multimedia presentation - Text.

**UNIT - II**

Image: Image types - Seeing color - Color modals - Basis steps for image processing - Specification of digital images - Image processing software - File formats. Graphics: Surface characteristics and texture - Lights.

**UNIT - III**

Audio: Introduction - Acoustics - Nature of sound wave - Fundamental characteristics of sound - Elements of audio systems - Audio file formats and CODECs - Audio and multimedia - Audio processing software.

**UNIT - IV**

Video: Analog video camera - Transmission of video signals - Video signal formats - PC video - Video file formats and CODECs - Video editing - Video editing software.

**UNIT - V**

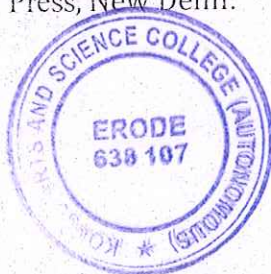
Animation: Introduction - Uses of animation - Key frames a tweening - Types of animation - Computer assisted animation - Creating movement - Principles of animation - Some techniques of animation - Animation on the web - 3D Animation - Animation software - File formats.

**TEXT BOOK:**

Ranjan Parekh, Principles of Multimedia, 1<sup>st</sup> Edition, 2007, Tata McGraw Hill Publishing, New Delhi.

**BOOKS FOR REFERENCE:**

1. John F. Koegel Buford, Multimedia Systems, 3<sup>rd</sup> Edition, 2007 Pearson Education, New Delhi.
2. Judith Jeffcoate, Multimedia in Practice, 2<sup>nd</sup> Edition, 2007, Pearson Education, New Delhi.
3. Vikas Gupta, Comdex Multimedia and Web Design, 1<sup>st</sup> Edition, 2007, Dream Tech Press, New Delhi.



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SEMESTER – VI

**COURSE: PHOTOSHOP - PRACTICAL**

**COURSE CODE: 15UACCP603**

**Hours per Week: 3**

**Credits: 3**

**OBJECTIVE(S):**

- On successful completion of the course the students should have knowledge in Programming steps, media, text, image, audio and video.

**List of Programs**

Use an image editing software like Photoshop or GIMP.

1. Create an X-ray Effects image.
2. Create a Happy New Year Colorful Greeting Card.
3. Create Roses Bouquet with Splash Effect.
4. Design a Glossy Download Icon.
5. Design a Vista Styled Wallpaper.
6. Create a Custom Pattern.
7. Design a License Plate for a car.
8. Design a Colorful Glowing Text.
9. Design an Infrared-Looking Photography.
10. Design a double exposure effect for images.
11. Apply a saturated paint effect to photos.
12. Apply a nice saturated paint effect to photos.
13. Removing Red Eye from an image.
14. Add Fog and Mist effect to an image.
15. Turn a Photo into a Pencil Sketch Drawing.



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SEMESTER - VI

**COURSE: STRATEGIC MANAGEMENT**

**COURSE CODE: 15UACET604**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- The objective of this subject is to expose the students to the various strategic issues such as strategic formulation, implementation and evaluation.

**UNIT - I**

Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy - Strategic Management Process - Benefits - TQM and strategic management process - Social responsibility - Social audit.

**UNIT - II**

Strategic Formulation: Corporate mission and Vision: Need - Formulation - Objectives: Classification - Guidelines - Goals: Features - Types - Environmental scanning - Need - Approaches - SWOT analysis - ETOP - Value chain analysis - Porter's five forces model.

**UNIT - III**

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic strategies: stability, expansion, retrenchment, combination strategies.

**UNIT - IV**

Strategic Implementation: Role of top management - Strategic Business Unit - Process - Approaches - Resource allocation - Factors - Approaches - Mckinsey's 7'S framework - Strategic positioning - Four routes to competitive advantage.

**UNIT - V**

Strategic Evaluation: Importance - Criteria - Quantitative and qualitative factors - Strategic control: Process - Criteria - Types - Essential features of effective evaluation and control systems.

**TEXT BOOK:**

Francis Cherunilam, Strategic Management, 4<sup>th</sup> Revised Edition 2003, Himalaya Publishing House, Mumbai.

**BOOKS FOR REFERENCE:**

1. P.K.Ghosh, Strategic Planning and Management. 1<sup>st</sup> Edition Reprint 2011. Sultan Chand & Sons, New Delhi.
2. Azhar Kazmi, Business Policy and Strategy and Science Edition 2008. Tata McGraw Hill Publishing Company Limited, New Delhi.
3. S.Ramasamy and S.Namakumari, Strategic Planning - Formulation of Corporate Strategy. 1<sup>st</sup> Edition Reprint 2008. Macmillan India Limited, New Delhi.
4. Dr.M. Jayaramam, Strategic Management, 5<sup>th</sup> Edition Himalaya Publishing House Pvt. Ltd., Mumbai.



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SEMESTER - VI

**COURSE: INSURANCE PRINCIPLES AND PRACTICE**

**COURSE CODE: 15UACET605**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

**UNIT - I**

Meaning, concept, principles and classification of insurance - History of insurance - Life insurance scenario in India, Organizational structure of life insurance business- Recent trends in insurance.

**UNIT - II**

Life Insurance: Introduction - Types of life insurance policies - Whole life endowment, money back, group insurance, unit linked insurance policies, pension plan - Role of insurance agent, field officer, surveyors assessor and responsibilities of insurer.

**UNIT - III**

Principles of general insurance - Comparison between general and life insurance. Study and scope of general insurance in India - Marketing of general insurance business in India.

**UNIT - IV**

GIC: Role of general insurance company of India- Types of general insurance - Fire, marine motor, personal accidents, health, engineering, corps, etc. Study of various policies and insurance cover - study of risk factor and causes of insurance claim.

**UNIT - V**

Deposit and credit insurance - Role of deposit insurance and credit guarantee corporation - Regulation of insurance business in India. IRDA: Role of insurance regulatory and development authority.

**TEXT BOOK:**

M.N. Mishra, Insurance Principles and Practices, 22<sup>nd</sup> Edition, Chand and Company Ltd, 2016.

**BOOKS FOR REFERENCE:**

1. Vinayakan, N.M. Radhaswami and V. Vasudevan, Insurance Principle and Practices S Chand and company Ltd, 2015.
2. G.R. Desai, Life Insurance in India, Macmillan India Limited, 1973.
3. P.Periyasamy, Principles and Practices of Insurance, 7<sup>th</sup> edition, Himalaya publishing House, 2014.



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## SEMESTER - VI

**COURSE: E - COMMERCE**

**COURSE CODE: 15UACET606**

**Hours per Week: 6**

**Credits: 4**

### OBJECTIVE(S):

- The objective of the course is to learn types, process of e-commerce, the tools, channels and the related issue in implementing the e-commerce practices.

### UNIT - I

Business models for e-commerce: Business model - E-business models based on the relationship of transaction parties - Transaction types - Internet standards and specifications - Internet service provider.

### UNIT - II

E-Marketing: Traditional marketing - Identifying web presence goals - Online marketing - E-marketing - Target markets - Internet marketing trends - E-branding - Marketing strategies.

### UNIT - III

E-payment systems: E-banking at ICICI bank- Main concerns in internet banking - Digital payment requirements - Digital token based E-payment systems - Classification of new payment systems - Properties of electronic cash - Digital signature - Online financial services in India - Online stock trading.

### UNIT - IV

E-supply chain and E-strategy management: Supply chain - Supply chain management at Macro/Micro industries - E-strategy - Information - The virtual value chain - Seven dimensions - Value chain - Planning e-commerce project - Knowledge management - Data warehouse and data mining.

### UNIT - V

E-security: Information system security - Security on the internet - E-business risk management issue - Information security environment in India - Legal and ethical issues.

### TEXT BOOK:

S.J., Joseph P.T., "E-Commerce - An Indian Perspective", 3<sup>rd</sup> Edition, 2012, PHI Learning Private Limited, New Delhi.

### BOOKS FOR REFERENCE:

1. Whitely and David, E-Commerce Strategy, Technologies and Applications, 2008, McGraw Hill, Singapore.
2. Awad and Elias M. Electronic Commerce From Vision to Fulfillment, 3<sup>rd</sup> Edition, 2007, Prentice-Hall of India, New Delhi.
3. Kalakota, Ravi and Whinston, Andrew B. Frontiers of Electronic Commerce, 2004, Pearson Education.



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SEMESTER - VI

**COURSE: FINANCIAL SERVICES**

**COURSE CODE: 15UACET608**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- Successful completion of the course is to familiarize the financial services and their role in the financial system.

**UNIT - I**

Merchant Banking: Functions - Types - Modes of raising capital from domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India - Types of NBFCs.

**UNIT - II**

Hire Purchase: Concept - Evaluation of hire purchase proposals. Leasing: Overview - Tax aspects - Lease accounting - Types of leases - Benefits of lease.

**UNIT - III**

Mutual funds: Concepts - Risks in mutual fund - Features - Importance - Mutual fund schemes - Operations performances - Regulations: RBI, UTI's, SEBI guidelines for mutual funds.

**UNIT - IV**

Other financial services: Venture Capital - Bill Discounting - Factoring - Credit rating - Asset securitization - Depositories.

**UNIT - V**

Mergers and acquisitions: Types - Merger process - Reason for merger - SEBI code on Takeovers - Business failures and reorganisations.

**TEXT BOOK:**

Gurusamy S, "Merchant Banking and Financial Services", 2<sup>nd</sup> Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.

**BOOKS FOR REFERENCE:**

1. Khan M Y, Financial Services, 5<sup>th</sup> Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.
2. Shanmugam R, Financial Services, 1<sup>st</sup> Edition, 2010, Wiley India, New Delhi.
3. Ravichandran K, Merchant Banking and Financial Services, 2013, Himalaya Publishing House, New Delhi.
4. Punithavathy Pandian, Financial Services and Markets. 2009, Vikas Publishing House Pvt. Ltd, New Delhi.



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SEMESTER - VI

**COURSE: SYSTEM ANALYSIS AND DESIGN**

**COURSE CODE: 15UACET609**

**Hours per Week: 6**

**Credits: 4**

**OBJECTIVE(S):**

- It aims at acquainting these students with tools techniques of planning, analyzing, designing, implementing and maintaining information system.

**UNIT - I**

System Concepts: Definition - Characteristics of a system - Elements of a system - Types of system - The system development life cycle: Introduction - System development life cycle -The Role of the systems analyst: Definition - The multifaceted role of the analyst.

**UNIT - II**

Systems analysis - Initial investigation: Needs identification - Determining the user's information requirements - Background analysis - Fact-finding techniques and analysis - Information gathering: Information - Gathering tools.

**UNIT - III**

The tools of structured analysis: Data flow diagram - Data dictionary - Decision table - Feasibility study: Feasibility considerations - Steps in feasibility analysis - Report and oral presentation - Cost/benefit analysis.

**UNIT - IV**

Systems design - The process of design - Design methodologies - Processing controls and data validation - Input/output and form design - File organization and database design: File structure - Sequential - Indexed - Sequential organization - Data base design: objectives of data base - Logical and physical views of data.

**UNIT - V**

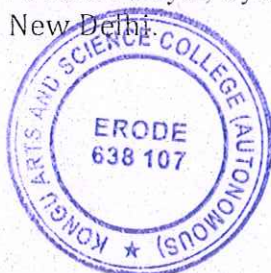
System testing and quality assurance: System testing - Quality assurance - User training - Implementation and software maintenance: Post implementation review - Software maintenance.

**TEXT BOOK:**

Elias M. Awad, System Analysis and Design, 2<sup>nd</sup> Edition, 2002, Galgotia Publications Pvt. Ltd, New Delhi.

**BOOKS FOR REFERENCE:**

1. Lee, Introducing Systems Analysis and Design, 2<sup>nd</sup> Edition, 1994, Galgotia Publications, New Delhi.
2. Dennis Wixom Roth, Systems Analysis and Design, 3<sup>rd</sup> Edition, 2006, John Wiley & Sons, New Delhi.
3. Arunesh Goyal, Systems Analysis and Design, 1<sup>st</sup> Edition, 2011. Prentice Hall of India, New Delhi.



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## SEMESTER - VI

**COURSE: SOFT SKILLS FOR BUSINESS****COURSE CODE: 15UACSP610****Hours per Week: 3****Credits: 3****OBJECTIVE(S):**

- Successful completion of the course is to develop the essential soft skills and its usage in business aspects.

Presentation skills - Effective presentation of an idea or concept - Use of MS – Power point or Flash is assisting the presentation need to be encouraged.

Negotiation skills - Dealing and preparing for negotiation - Clinching and compromising - Observe and record - Practical role plays.

Group discussions - Leaderless group behavior - Arguments vs. discussions - Guiding and controlling - Small group practices as well as observation.

Team working skills (forming, norming, performing) - Problems and prospects - Encourage team formation inter and intra-class teams - List the experiences.

Assertiveness building - How to say - 'no' and 'yes' - Knowing limits - Identify and list the occasions where you could not be assertive.

Facing interviews - How to prepare - How to presents - Manners and etiquettes to be maintained during an interview - sample questions (FAQs) commonly asked during interview - Conduct a vox pop - Make a brief report - Present to the group.

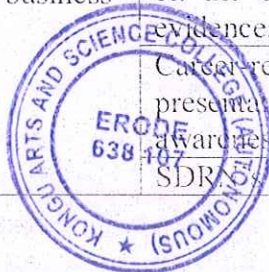
Non verbal Cues in Communication - Body Language - Gesture - Postures - Facial Expressions.

Career options - Skills and physique vis-à-vis career options - Career planning - SWOT analysis (self) - Career focus - Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

The following table gives the metrics to be evaluated in the viva-voce exam with the (weight - age) [in marks] to be assigned for each criterion.

Soft skills for business	Presentation, negotiation and team-working skills	10
	Job-specific resume preparation, mock interview / group discussion presentation of the on the chosen general study (vox-pop) with evidences	10
	Career-related: SWOT analysis and its presentation. [job-offering] industry-related awareness, so on	10
	SDRN originality and maintenance	10



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Sem.	Course Code	Core 1 MANAGEMENT PROCESS	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
I	17UACCT101				5	4

**Objective:**

- On successful completion of this course, the students should have understood the nature, types of business organizations, principles, functions of management and modern trends in management process.

**Unit I**

Management: Definition - Role of managers - Nature and scope of management process - Management a science or an art? - Scientific management: Elements of scientific management - Managerial functions - Principles of management - Levels of management - Forms of business (Meaning only).

**Unit II**

Planning: Meaning and purpose of planning - Steps in planning process - Types of planning - Objectives and Policies - Types of policies. Decision making: Process of Decision making - Types of decisions.

**Unit III**

Organizing: Types of organization - Organizational structure - Span of control - Use of staff units and committees. Delegation: Delegation and centralization. Departmentation - Line and staff departmentation. Staffing: meaning - Selection process - Sources of recruitment

**Unit IV**

Directing: Nature and purpose of directing - Principles. Co-ordination: Meaning - Techniques of effective co-ordination - principles of co-ordination. Leadership: Meaning - Styles.

**Unit V**

Controlling: Meaning and importance of controls - Control process - Budgetary and non - budgetary controls techniques - Requisites of an effective control system - Relationship between planning and controlling - Management by objectives.



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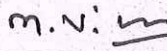
**TEXT BOOK:**

Prasad. L. M, Principles and Practice of Management, 9<sup>th</sup> Edition, 2015, Sultan Chand & Sons, New Delhi.


**REFERENCE BOOKS:**

1. Govindarajan. M and Natarajan. S Principles of management, 7<sup>th</sup> Edition, 2009, PHI learning Private limited, Delhi.
2. Ramasamy.T - Principles of Management, 1<sup>st</sup> Edition, 2010, Himalaya publishing House, New Delhi.
3. Tripathi. P.C and Reddy.P.N - Principles of Business organization and Management, 5<sup>th</sup> Edition, 2012, Tata McGraw Hill education private limited, New Delhi.
4. Harold Koontz and Heinz Wehrich- Essentials of Management, 10<sup>th</sup> Edition, 2015, Tata McGraw Hill education private limited, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

  
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Sem.	Course Code	Core 2 BUSINESS COMMUNICATION	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
I	17UACCT102				5	4

**Objective:**

- To enable the Students to understand the methods of communication, types of Communication and to draft business letters relating to different situations.

**Unit I**

Communication: Meaning - Definition - Importance of business communication - Objectives of communication - Process of communication - Principles of communication - Media of communication - Types of communication - Barriers of communication.

**Unit II**

Business letters : Meaning - Essentials of an effective business letter - Layout of letter- Enquiries and replies - Offers and quotations - Orders and their execution - Credit and status Enquiries - Complaints and adjustments - Collection letters .

**Unit III**

Bank correspondence - Agency correspondence - Correspondence of company secretary - Letter to the editor - Agenda and minutes of meeting.

**Unit IV**

Reports: Meaning - Importance - Types of report - Preparing a report - Reports by individuals - Reports by committees - Application letters - Interview letters and letter of appointment.

**Unit V**

Internal Communication: Short speeches - Memo - Circulars - Notices - Explanations to Superiors - Communication media: Merits of various devices - Intercom - Telephone - Internet - Facsimile (Fax) - Multimedia - Email - Voicemail - Teleconferencing. **Social media - etiquette of using social media.**

**TEXT BOOK:**

Rajendra Pal and J.S.Korlahalli, Essentials of Business Communication, 13<sup>th</sup> Edition, 2015, Sultan Chand & Sons, New Delhi.



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**REFERENCE BOOKS:**

1. Ramesh.MS, C.C.Pattanshetti and Madhumati Kulkarni, Business Communication, 28<sup>th</sup> Edition, 2011, R.Chand&Co, New Delhi.
2. UrmilaRai and Rai, Business Communication, 11<sup>th</sup> Edition, 2010, Himalaya Publishing, New Delhi.
3. Subha Rao, B.Anita Kumar and C.Hima Bindu, Business Communication, 1<sup>st</sup> Edition, 2012, Cengage Learning India Pvt Ltd, Delhi.
4. Rodriques M. V, Effective Business Communication, 2<sup>nd</sup> Revised and Enlarged Edition, 2013, Concept Publishing Company, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	Core 3 ORGANISATIONAL BEHAVIOUR	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
II	17UACCT201				5	3

**Objective:**

- On successful completion of this course, the students should have understood personality, perception, motivation, job-satisfaction, morale, group dynamics, leadership traits, counselling and guidance, etc.

**Unit I**

Organisational behaviour: Individual Behaviour - Personality types - Personality theories - Factors influencing personality - Attitude and values.

**Unit II**

Perception: Factors affecting perception - Motivation - Theories - Techniques of motivation - Financial and non - Financial motivation - Brainstorming. Emotions: Definition and concept - Emotional Intelligence.

**Unit III**

Job satisfaction: Meaning - Factors. Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.

**Unit IV**

Hawthorne experiments - Group behaviour - Groups in organizations - Formation - Influence - Group dynamics - Group cohesiveness. Conflict - Types of conflict - Resolution of conflict - Sociometry - Group norms - Supervision - Style - Training for supervisors.

**Unit V**

Leadership: Styles - Organizational culture - Meaning - Formation - Functions - Importance. Counselling - Meaning - Importance of counsellor - Types of counselling - Merits of counselling.

**TEXT BOOK:**

Stephen Robbins, Organizational Behaviour, 15<sup>th</sup> Edition, 2012, Prentice Hall Publishers.



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**REFERENCE BOOKS:**

1. Keith Davis, Human Behaviour at Work, 11<sup>th</sup> Edition, 2001, Mc Graw, Hill Publisher.
2. Ghos, Industrial and Organizational Psychology, 6<sup>th</sup> Edition, 2006, Himalaya Publisher.
3. Fred Luthans, Organisational Behaviour, 12<sup>th</sup> Edition, 2010, Mc Graw Hill Publisher.
4. Prasad L.M, Organisational Behaviour, 5<sup>th</sup> Edition, 2011, Sulthan Chand Publisher.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice. Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	Core 4 INTRODUCTION TO INFORMATION TECHNOLOGY	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
II	17UACCT202				3	3

**Objective:**

- To enable the Students to understand the types and components of computer system, usage of computer system. Hardware and software and the recent trends in information technology.

**Unit I**

IT in Business: Business pressures - Organizational responses - Office automation technologies - Overview of information systems. Introduction to computers: Importance of computers - Characteristics of computer - Uses of computer - Overview of computer - Parts of computer - Classification of computers.

**Unit II**

Central processing unit: CPU - Memory - Registers - Factors affecting processor speed - Instruction set - Machine cycle. Computer memory: RAM – ROM. Secondary storage Devices: Classification of secondary storage devices - Advantages of secondary storage devices - Magnetic disk - Optical disk.

**Unit III**

Input devices of technologies: Keyboard - Mouse - Game controller - Scanners - Barcode reader - OCR - Digitizer - Voice recognition - Web cams - Digital cameras - Video cameras. Output devices of technologies: Monitor - Printer - Plotter.

**Unit IV**

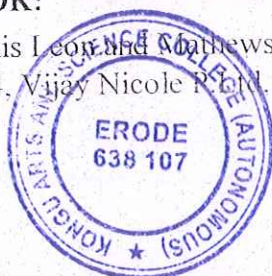
Computer software: Meaning - Hardware/software interaction - Software categories - Classification of software - Operating system - Utilities - Compilers and interpreters - Word processor - Spreadsheets - Presentation software - DBMS - Image processor - Enterprise software - Programming language: Machine - Assembly - High level languages - Types of high level languages - The Compilation Process.

**Unit V**

Telecommunications and networks: Telecommunications systems - Communication processors - Communication media - Characteristics - Types of networks - Network topologies - Network architecture - Business and networks. Information system for the enterprise: Information system to business function - TPS - Integrated information systems - ERP – EDI and EFT.

**TEXT BOOK:**

Alexis Leon and Matthews Leon, Introduction to Information Systems, 1<sup>st</sup> Edition, 2004, Vijay Nicole P. Ltd, Chennai.



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**REFERENCE BOOKS:**

1. Henry C Lucas, Information Technology for Management, 7<sup>th</sup> Edition, 2001, Tata McGraw-Hill, New Delhi.
2. Saravana kumar, Parmeshwaran and Jayalakshmi, A Textbook of Introduction to Information Technology, 1<sup>st</sup> Edition, 2003, S.Chand Publishing P.Ltd, New Delhi.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION - A</b>	<b>SECTION - B</b>	<b>SECTION - C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	Core 5 PC SOFTWARE (MS OFFICE) - PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE: 60		
II	17UACCP203				3	3

**Objective:**

- To enable the students to understand the office automation effectively.

**MS WORD**

1. Create a job application letter with proper formatting.
2. Perform a mail merger operation.
3. Prepare a document in newspaper column layout.

**MS EXCEL**

4. Prepare a student mark sheet which automatically generates Total and Percentage using formula.
5. Generate a graph to illustrate the sales of various products of a company in last 6 months.
6. Create a **pivot table** to analyze worksheet data.

**MS POWER POINT**

7. Create a power point presentation for a company with minimum five slides.
8. Design an advertisement campaign for a product with slide transitions and custom animation effects.
9. Insert an excel chart into a power point slide.

**MS ACCESS**

10. Create a database in MS-Access.
11. Perform finding, sorting and displaying the data in MS-Access data base.
12. Create a Report using a Report Wizard.



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