

For the candidates to be admitted from the academic year 2016 – 2017 onwards

JJ.COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), PUDUKKOTTAI-622422.

REACCREDITED WITH 'A' GRADE BY NAAC,

B. COM (CA)

COURSE STRUCTURE UNDER AUTONOMOUS STATUS

CHOICE BASED CREDIT SYSTEM

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Credit | Exam Hours | Marks | | | | Total |
|----------|-------------|---|--------|--------|------------|----------|-----|----------|-----|-------|
| | | | | | | Internal | | External | | |
| | | | | | | Max | Min | Max | Min | |
| I | U1RTL1 | Language Course-1 | 6 | 3 | 3 | 25 | 10 | 75 | 40 | 100 |
| | U1REL1 | English Language Course-2 | 6 | 3 | 3 | 25 | 10 | 75 | 40 | 100 |
| | U1RCMCC1 | Core course-1 Principles of Accountancy | 6 | 5 | 3 | 25 | 10 | 75 | 40 | 100 |
| | U1RCMAC1 | Allied Course(First)- I Computer Skills Theory | 6 | 3 | 3 | 25 | 10 | 75 | 40 | 100 |
| | U1RCMAC2P | Allied Course(First)- II Computer Skills Practical | 6 | 3 | 3 | 40 | 16 | 60 | 24 | 100 |
| | | TOTAL | | 30 | 17 | | | | | |

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Credit | Exam Hours | Marks | | | | Total |
|-----------|-------------|---|--------|--------|------------|----------|-----|----------|-----|-------|
| | | | | | | Internal | | External | | |
| | | | | | | Max | Min | Max | Min | |
| II | U2RTL2 | Language Course-II | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2REL2 | English Language Course-II | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2RCMCC2 | Core Course-II Marketing Management | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2RCMCC3 | Core Course-III Business statistics | 6 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2RCMAC3 | Allied Course(First)-III Internet concepts | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2RES | Environment Science Course | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U2RVE | Value education Course | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | | Total | 30 | 23 | | | | | | 700 |

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Credit | Exam Hours | Marks | | | | Total |
|------------|-------------|--|--------|--------|------------|----------|-----|----------|-----|-------|
| | | | | | | Internal | | External | | |
| | | | | | | Max | Min | Max | Min | |
| III | U3RTL3 | Language Course-III | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U3REL3 | English Language Course-III | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U3RCMCC4 | Core Course-IV Advanced Accountancy | 6 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U3RCMCC5 | Core Course-V Business Organization and Management | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U3RCMAC4 | Allied Course(Second)-IV C Language (Theory) | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U3RCMAC5P | Allied Course(Second)-V C Language (Practical) | 4 | 3 | 3 | 40 | 16 | 60 | 24 | 100 |
| | | Total | 30 | 22 | | | | | | 600 |

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Credit | Exam Hours | Marks | | | | Total |
|-----------|-------------|--|--------|--------|------------|----------|-----|----------|-----|-------|
| | | | | | | Internal | | External | | |
| | | | | | | Max | Min | Max | Min | |
| IV | U4RTL4 | Language Course-IV | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U4REL4 | English Language Course-IV | 5 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U4RCMCC6 | Core Course-VI Web Designing | 6 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U4RCMCC7 | Core Course-VII Cost Accounting | 6 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U4RCMAC6 | Allied Course(Second)-VI Business Law | 6 | 3 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U4RCMSBE1P | Skill Based Elective Course-I Accounting Practices Practical | 2 | 2 | 3 | 40 | 16 | 60 | 24 | 100 |
| | | Total | 30 | 21 | | | | | | 600 |

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Crediti | Exam Hours | Marks | | | Total | |
|----------|-------------|---|--------|---------|------------|----------|-----|-----|-------|-----|
| | | | | | | Internal | | Ext | | |
| | | | | | | Max | Min | Max | Mi | |
| V | U5RCMC C8 | Core Course-VIII Oral & Written Communication | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U5RCMC C9 | Core Course-IX Income Tax Theory, Law & Practice | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U5RCMC C10 | Core Course-X Computerized Accounting Practical | 6 | 5 | 3 | 40 | 16 | 60 | 24 | 100 |
| | U5RCMC C11 | Core Course-XI DBMS | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U5RCM MBE1 | Major Based Elective Course-I Annexure 1 | 5 | 4 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U5RCM SBE2 | Skill Based Elective Course-II Multimedia | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U5RCM IDC1 | Inter Disciplinary Course-I Grammar and Usage (From English) | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | | Total | 30 | 28 | | | | | | 700 |

| Sem | COURSE CODE | Title Of Paper | Hr/ Wk | Crediti | Exam Hours | Marks | | | | Total |
|-----------|------------------------------|---|--------|---------|------------|----------|-----|----------|-----|-------|
| | | | | | | Internal | | External | | |
| | | | | | | Max | Min | Max | Min | |
| VI | U6RCMC C12 | Core Course-XII Management Accounting | 6 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCMC C13 | Core Course-XIII Human Resource Management | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCMC C14 | Core Course-XIV Entrepreneurship Development | 5 | 5 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCM MBE2 | Major Based Elective -II Annexure – I | 5 | 4 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCM MBE3 | Major Based Elective -III Annexure – I | 5 | 4 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCM SBE3 | Skill Based Elective Course-III Online Business | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RCMI DC2;A U6RCMI DC2:B | Inter Disciplinary Course-II Cookery & Front Office Management (From B.Sc., HM & CS) | 2 | 2 | 3 | 25 | 10 | 75 | 30 | 100 |
| | U6RGS | Gender Studies | 2 | 1 | 3 | 25 | 10 | 75 | 30 | 100 |
| | | Extension Activities | | 1 | | | | | | |
| | | Total | 30 | 29 | | | | | | 800 |
| | | Grand Total | | 140 | | | | | | 3900 |

Annexure I

Major Based Elective

1. Stock Market Practices
2. Bank Management
3. Practical Auditing
4. Business Ethics

Skill Based Elective

1. Accounting Practices
2. Multimedia
3. Online Business
4. Customer Relationship Management

Inter Departmental Courses offered

1. General Commercial Knowledge
2. Personality Development
3. Stress Management

Semester-I
Core Course-I
PRINCIPLES OF ACCOUNTANCY

OBJECTIVES:

1. To enable the students to acquire knowledge of the accounting principles and practice
2. To familiarize students with the various steps of accounting from journal entries to the preparation of final accounts.
3. To equip the students with skills for recording various kinds of business transactions.
4. To understand the students with the techniques of preparing financial statements.

Unit – 1: INTRODUCTION OF ACCOUNTING

Introduction – definition – objectives – advantages and limitations – branches of accounting – accounting concepts and conventions.

Unit – 2: ACCOUNTING BASICS

Journal – Ledger – Trial Balance

Unit – 3: SUBSIDIARY BOOKS

Subsidiary books – Benefits – Basic documents for subsidiary books – Purchase book – Sales book – Purchase returns book – Sales return book – Cash book – Single entry system.

Unit – 4: DEPRECIATION ACCOUNTING

Depreciation – meaning – characteristics – basic factors affecting the amount of depreciation – methods of depreciation – straight line method, diminishing balance method, annuity method.

Unit – 5: FINAL ACCOUNTS

Financial statements - Manufacturing, Trading and Profit and Loss Account – Balance Sheet – with simple adjustments.
(Theory 25% Problem 75%)

Text books

1. Financial Accounting – T.S.Reddy and A. Murthy, Margham Publications, Chennai – 17. Revised edition 2015
2. Financial Accounting – Dr. Radha, Prasanna publishers, Chennai, 2012 edition
3. Financial Accounting – Jain & Narang, Kalyani publishers, Ludhiyana.

Reference books

1. Advanced accountancy – R.L. Gupta and M.Radhaswamy, sulthan chand and sons, new delhi
2. Advanced accountancy – Raman and Arulanandham, Himalaya publishing house, Mumbai, 2014 edition

Semester-I
Allied Course (First)-I
Computer Skills - Theory

Objectives :

- To provide basic conceptual knowledge about the computer systems and information technology.
- To enable the students to have thorough knowledge of computer hardware, software, its components and its operating system.
- To impart basic knowledge about computer with application of various packages to Business and Commerce
- To be very useful for anyone wanting to be familiar with PC Software
- To be quite useful for office applications in Business

Unit-1: Introduction to Computers

Meaning of Computers- Characteristics of Computers- Areas of Computer Applications- Components of Computers- Memory and Control Units- I-P-O Cycle.

Unit-2: Operating Systems

Input Devices and Output Devices- Hardware and Software- Operating Systems-Types of Operating systems- Functionality of Operating systems-Components of Windows.

Unit-3 : MS Word

Introduction to Word- Creating Word Document- Business Letters- Editing- Inserting Objects- Spelling Check and Grammar Check- Word Count- Thesaurus- Working with Tables- Mail Merge.

Unit-4 : MS Excel

Introduction to Spreadsheet(MS Excel)- Entering Data in Worksheets- Editing Cells- Auto Fill- Printing the Worksheet- Chart Wizard- Functions in Excel- Saving, Opening and Closing of Workbook.

Unit-5 : MS PowerPoint

Introduction to PowerPoint- Creating MS PowerPoint Presentation- Method of opening a Presentation- Method of inserting a new Slide- Slide Navigation- Custom Animation- Slide Transition.

Text Books:

1. S.V. Srinivasa Vallabhan,“Computer Applications in Business”, Sultan Chand & Sons, Third Edition.
2. Harshal A. Arolkar and Sonal Jain R.P. Soni”,Working with Personal Computer Software”, 2nd Edition, Wiley India Pvt. Limited, 2010

Reference Books:

1. S.Jaiswal, “IT Today”, Galgotia Publication Pvt.Ltd., New delhi,2004.
2. Sanjay Saxena : A First Course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi, 1999.
3. P. Mohan, “Fundamentals of Computers”, Himalaya Publishing House.

Semester-I

Allied Course (First)-II **COMPUTER SKILLS - PRACTICAL**

Objectives :

- To enable the students to learn office packages
- To acquaint the students to use word processor, spread sheet and power point presentation.

MS-WORD

- Text Manipulations
- Usage of Bulletins and Numberings
- Prepare an invitation for the college function using Text boxes and clip parts.
- Prepare a 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.
- Prepare a Shareholders meeting letter for 10 members using mail merge operation.
- Prepare Bio-Data by using Wizard/ Templates.

MS- EXCEL

- Prepare 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 and sorting.
- Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
- Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.

MS- POWERPOINT

- Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc.
- Design presentation slides for any organization using organization chart.
- Design slides for the headlines News of a popular TV Channel. The slides must include Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
- Design presentation slides about your college and perform frame movement by interesting clip arts to illustrate running of an image automatically.

Semester II
Core Course - II
MARKETING MANAGEMENT

Objectives:

1. To endow students with the knowledge of Marketing.
2. To make students understand basic concepts of marketing and marketing research
3. To acquaint students with the knowledge of pricing policies
4. To give knowledge about channels of distribution
5. To make students know about promotional activities

Unit I INTRODUCTION

Market – Definition - Importance – Objective – Difference between Marketing and Selling – Definition of Marketing – Evolution – Marketing functions – Marketing Mix – Importance of Marketing Management.

Unit II PRODUCT

Definition of Product – Product line – Product Mix – product Modification – New product Development – Need for Product Modification – Product life cycle – Branding – functions – characteristics of good brand name – labeling – importance – packaging – Trade Mark – reasons for failure of some products.

Unit III PRICE

Meaning of price – definition – objectives – factors influencing pricing decision – different kinds of pricing – pricing policies and strategies – Market segmentation – methods criteria for market segmentation.

Unit IV CHANNELS OF DISTRIBUTION AND PHYSICAL DISTRIBUTION

Channels of distribution and Physical distribution - meaning – definition of channels of distribution – need for channels of distribution – factors affecting channels of distribution – Wholesaler – Retailer – Storage and Warehousing – functions of storage – advantages of Warehousing – kinds of Warehousing – ISO and ISI.

Unit V PROMOTION

Promotion – Promotional mix – The AIDA concept – merits and criticism of Promotion – Marketing research – meaning, advantages, types and storage in marketing research – Marketing Information System.

Text Book:

1. Marketing management –Dr.Radha, Prasanna Publishers,2010.
2. Marketing management – KS. Chandrasekar, Tata Mc Grawhill Education, 2013

Reference books:

1. Marketing – J.Jayansankar, Margham Publications
2. Marketing Management – S.A.Sherlaker, Himalaya Publication House. Edition 2013

Semester-II
Allied Course (First)-III

Internet Concepts

Objectives :

- To enlighten the students knowledge on the Internet concepts
- To enable the students to know the working of Internet, Uses of Search engines and Internet Protocols.
- To make the students expertise in creating webpage

Unit-1: Introduction to Internet

Introduction to internet- History of internet- Connection to internet- Internet addressing- IP address- Domain name- Uniform Resource Locator(URL).

Unit-2: The World Wide Web(WWW)

Introduction- Web page-Web servers-Web client-Web browsers-Searching the web- Search engines- Tips and techniques for web searching.

Unit-3 : Internet Protocols

Introduction to internet protocols-TCP/IP-FTP-HTTP-Telnet-Gopher-WAIS.

Unit-4 : Networks

Basics of network-Topologies of network- types of network-Bridge, Routers and Gateways.

Unit-5: Email

Email and Voice mail-creating mail address- meaning of net meeting and chatting-online searching.

Text Books:

1. Alexis Leon, Mathews Leon, "Internet for everyone", Vikas Publishing Pvt.Ltd., first edition :1998, Reprint:2004.
2. Gary Shelly, Jennifer Campbell, "Discovering the Internet: Complete", Fourth Edition, Cengage Learning, 2012

Reference Books:

1. Alexis Leon, Mathews Leon, "Introduction to Information technology", Vikas Publishing Pvt.Ltd.,
2. S.V. Srinivasa Vallabhan, "Computer Application in Business (Internet only)", Sultan chand & Sons, Third edition :2006, Reprint:2011.

Semester III
Core Course-IV
ADVANCED ACCOUNTANCY

OBJECTIVES:

1. To enable the students to acquire knowledge of the partnership accounts
2. To familiarize students with the accounting treatment adopted for raising of funds and redeeming them
3. To enable the students to prepare final accounts of joint stock companies

Unit – 1: Partnership accounts

Partnership accounts – basic concepts – partner’s capital account – preparation of profit and loss appropriation account – valuation of goodwill. Admission of a partner - adjustment in profit sharing ratio – calculation of sacrificing ratio – treatment of goodwill - revaluation of assets and liabilities – adjustment of reserves and other accumulated profits and losses – adjustment of capital.

Unit – 2: Retirement and death of partners

Retirement of a partner, death of a partner, piecemeal distribution – proportionate capital basis, maximum loss method.

Unit – 3: Company accounts

Company accounts – definition – difference – kinds – issue of shares – at par – at premium – at discount – legal provisions thereto – forfeiture and reissue of shares.

Unit – 4: Redemption of preference shares and debentures

Redemption of preference shares – issue of debentures – types – redemption of debentures – after fixed period – periodical drawings – open market and cancellation – redemption by conversion

Unit – 5: Company final accounts

Preparation of final accounts of companies (with simple adjustments) – profits prior to incorporation

(Theory 25% Problem 75%)

Text books

1. Advanced accountancy – Raman and Arulanandham, Himalaya publishing house, Mumbai, 2014 edition
2. Advanced accountancy – R.L. gupta and M.Radhaswamy, sultan chand and sons, newdelhi, 13th revised edition 2007

Reference books

1. Financial Accounting – T.s. Reddy and A. Murthy , Margham Publications, Chennai, Revised edition 2015
2. Corporate Accounting - T.s. Reddy and A. Murthy , Margham Publications, Chennai, Revised edition 2015
3. Advanced Accounting – Pillai and Bagavathi and s. Uma, S Chand and co, NewDelhi.

Semester II
Core Course - V
Business Organization and Management

Objectives

1. To make the students to gain expert knowledge on business development.
2. To enable the students to understand the management functions, principles, business decisions etc.,
3. To expose the students to the business management skills
4. To get idea and knowledge on forms of business organization.
5. To enable the students to observe Modern techniques of control.

Unit I Introduction to business studies:

Introduction to business – definition – features of business – difference between business and profession – sector of economy – social responsibilities of business – classification of business activities- interrelationship between industry commerce and trade.

Unit II Objectives of business organization:

Objectives of business organization – nature of objectives – importance of objectives – multiple objectives of business – meaning of business organization – importance of business organization – steps in setting up of a business organization – personal and impersonal aspects of business – role of business in national output and employment.

Unit III Forms of business organization in India:

Forms of business organization - sole proprietorship business – Joint Hindu Undivided family business – partnership business – Joint Stock Company – co-operative society of business- public sector business entity comparative analysis of different forms of business organizations – types of industry and transaction – purchase and sale of products – merchant middleman

Unit IV Functions of Management:

Business management – definition – nature – management functions – management vs. administration - planning – nature and importance – types of plan - merits and demerits – organization – meaning – importance - organization chart and manual –organisation structure – delegation of authority – departmentation - decentralization of authority.

Unit V Modern techniques of control:

Motivation – significance – theories of motivation – leadership – qualities of leader – communication process – co-ordination – needs –principles – control – nature and process of control – modern techniques of control.

Text books

1. Business organization and management – Tapash Ranjan Saha – Tata McGraw Hill New Delhi. – unit I, unit II, unit III
2. Principles of management – L.M. Prasad – Sultan Chand & Sons – unit IV and V

Reference books

1. Principles of management – DinkarPagare - Sultan Chand & Sons.
2. Principles of management – C.N. Sontakki - Kalyani Publications.
3. Principles of business management – S.A. Sherlekar – Himalaya Publishing House.
4. Management principles and practice – Gulshan and Lallan Prasad – Sultan Chand & Co.,

Semester III

Allied Course (Second)-IV **“C” LANGUAGE (THEORY)**

Objectives:

- To promote the knowledge of “C” concepts.
- To offer the programming skills to the students through C Language.

Unit I:- C Fundamentals :

The Structure of C- The C character set – C Tokens – Keywords and Identifiers – Variables – Data types – Declaration of variables – Operators in C- Managing Input and output Character

Unit II:- Control Statements :

If else statements – While statements – Do- While statements – For statements –Switch statements – Break statements. ARRAY : One-Dimensional arrays – Two-Dimensional arrays – Multi – Dimensional arrays.

Unit III: Functions and Strings :

Elements of user defined function – Definition of function – Function calls – Function declaration – Category of function.- Handling of character Strings.

Unit IV:- Structures and Unions:

Accessing structure members – Structure initialization –Copying and comparing structure variables – Operations on individual members – Unions –Size of structures-

Unit V: Pointers.

Introduction- Declaring ,initializing and accessing Pointers- Pointers Expressions- Pointers and arrays-Pointers and Strings- Pointers and structures.

Defining- Opening – Closing – Input/output operation – Working with Files.

TEXT BOOKS:

1. E. Balagurusammy, “Programming in ANSI C” , Tata McGraw-Hill publishing company Ltd., New Delhi, Third edition, 2005.
2. Yashvant Kanetkar, “Working with C”, BPB publication, New Delhi, 2001.

Reference Books :

1. Prateek Bhatia, ”C Programming”,BPB Publications , Second edition.
2. E. Balagurusammy, “Computer fundamentals and C Programming”, Tata McGraw-Hill publishing company Ltd., New Delhi.
3. B.W. Kernighan & D.M. Ritchie, ” The C Programming Language”,PHI Publications,Second edition,1998.

Semester III

Allied Course (Second)-V **“C” LANGUAGE (Practical)**

Objectives:

- To offer the programming skills to the students through C Languages.
- To enable the students to construct an application with C language.

Practical List:

- 1) Simple programs
- 2) Programming using operators
- 3) Decision making programs (if-else, while, do-while)
- 4) Decision making programs (for, switch)
- 5) Matrix operations
- 6) Programming using function
- 7) Programming using structure

Semester IV
Core Course - VI
WEB DESIGNING

Objectives:

- To know the GUI Design principles, the features of HTML.
- To make the students expertise in creating web pages.
- To guide the students to develop the tool for customer interaction in Business.
- To equip the students for doing Business in online

Unit 1: Web Medium:

Core web technologies – web browsers – Markup languages – Style sheet technologies – images – sound – video – programming technologies – client side/ server side – network and related protocols – Introduction to static, dynamic and active web pages.

Unit 2: Introduction to HTML:

HTML structure – Tags – Document Layout – comments – headings – paragraphs – breaks – texts formatting – lists.

Unit3: HTML Links and Tables:

- a) Links - Link to another Web Page – Link within a Web Page – Link to an Image – Link to a File – E-mail Link – Link to an FTP Site – Change Link Colors.
- b) Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell – Span Cells – Cell Spacing and Cell Padding – Borders – Text Wrapping – Nested Tables – Wrap Text around a Table.

Unit4: HTML Images, Sounds and Videos

- a) Images – Add an Image – Background Image – Border – Wrap Text Around an Image – Aligning the Image – Horizontal Rule – Use Images in List – Convert an Image to GIF or JPEG.
- b) Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended Video – Video Considerations – Internal Video

Unit 5 : HTML Forms and Frames

- a) Introduction to Forms – Set up a Form – Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label Form Elements –
- b) Introduction to Frames –Creating Frames – Frame Considerations – Provide Alternative Information – Link to a Frame - Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Framesets – Inline Frame.

Text Books :

- 1.Thomas A Powell, “Web Design – The Complete Reference”, Tata McGraw – Hill, Second Edition, 2003.
- 2.Elizabeth Castro ,“HTML 4 for the World Wide Web”,Fourth edition, Peachpit Press, 2000,
- 3.Thomas A Powell, “The Complete Reference – HTML & XHTML”, Osborne- McGraw-Hill,Third Edition,2000.

Reference Books :

1. Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai.
2. Eric Kramer, “HTML”.
3. Kamalesh N. Agarwala, Amit Lal & Deeksha Agarwala, “Business of the Net”.
4. John Zabour, Jeff Foust & David Kerven, “HTML 4 HOW- TO”.

Semester IV
Core Course - VII
COST ACCOUNTING

Objective:

To gain knowledge of basic concepts and techniques of Cost Accounting

To gain knowledge of application of concepts and techniques of Cost Accounting.

UNIT-I: Nature and Scope of Cost Accounting

Nature and Scope - Objectives, Advantages and Limitations - Financial Vs. Cost Accounting, Cost System: Types of Costing and Cost Classification - Cost Sheet and Tenders - Cost Unit - Cost Centre and Profit Centre.

UNIT-II: Material Control:

Levels of Stock and EOQ - Perpetual Inventory System, ABC Analysis. Methods of pricing of Material Issues: FIFO, LIFO, Average Price Methods: Simple and Weighted Average Price Methods

UNIT III: Labour Cost Control

Labour Turnover: Causes, Methods of Measurement and Reduction of Labour Turnover - Idle and Over Time - Remuneration and Incentives: Time and Piece Rate - Taylor's Merrick's and Gantt's Task - Premium Bonus System - Halsey, Rowan and Emerson's Plans.

UNIT-IV: Overheads

Classification of Overhead Costs - Allocation Absorption and Apportionment of Overhead Costs - Primary and Secondary Distribution of Overheads - Computation of Machine Hour Rate and Labour Hour Rate.

UNIT-V Techniques of Costing

Job, Batch, Contract Costing: Job Costing - definition - Features - Procedure, Batch Costing - EBQ, Contract Costing - Definition, Features, Work Certified and Uncertified - Contract Account. Process Costing: Definition - Features - Job Vs Process Costing - Process Account.

(Theory 25% Problem 75%)

Text Book

1. A.Murthy and S.Gurusamy - Cost Accounting – Vijay Nicloe imprints Private Limited, Chennai.

Reference Books:

1. T.S. Reddy & Hari Prasad Reddy - Cost Accounting - Marham Publications, Chennai
2. Tulsian P.C. - Cost Accounting - Tata McGraw Hills
3. S.P.Iyengar - Cost Accounting - Sultan Chand & Sons, New Delhi

Semester IV
Allied Course (Second) VI
Business Law

Objective:

- 1.. To make learners aware of the legal aspects of business
2. To enable them to read and understand the basic provisions of various acts governing business
3. To promote the ability to apply legal provisions to particular cases

Unit I: The Indian Contract Act, 1872

a) Contract – meaning, characteristics and kinds b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. c) Void agreements d) Discharge of contract – modes of discharge including breach and its remedies. e) Contingent contracts f) Quasi – contracts

Unit II: Special Contracts

a) Contract of Indemnity and Guarantee b) Contract of Bailment and Pledge c) Contract of Agency

Unit III: The Sale of Goods Act, 1930

a) Contract of sale, meaning and difference between sale and agreement to sell. b) Conditions and warranties c) Transfer of ownership in goods including sale by non-owners d) Performance of contract of sale e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer. f) Auction Sale

Unit IV: The Limited Liability Partnership Act, 2008

a) Salient Features of LLP b) Difference between LLP and Partnership, LLP and Company c) LLP Agreement d) Nature of LLP e) Partners and Designated Partners f) Incorporation Document g) Incorporation by Registration, Registered office of LLP and change therein h) Change of name i) Partners and their Relations j) Extent and limitation of liability of LLP and partners k) Whistle blowing l) Taxation of LLP M) Conversion of LLP

Unit V: The Information Technology Act 2000

a) Definitions under the Act b) Digital signature c) Electronic governance d) Attribution, acknowledgement and dispatch of electronic records e) Regulation of certifying authorities f) Digital signatures certificates g) Duties of subscribers h) Penalties and adjudication i) Appellate Tribunal j) Offences

Text Books

1. Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.
2. Kuchhal M C, *Business Laws*, Vikas Publishing House, New Delhi
3. Tulsian P.C., *Business Law*, Tata McGraw Hill, New Delhi.

Note: Latest edition of text books may be used

Semester IV
Skill Based Elective - I
ACCOUNTING PRACTICES PRACTICAL

OBJECTIVE: To give practical knowledge in accounting practices to the students

1. Preparation of invoice, receipts, voucher, challan, entry pass and gate pass, debit notes and credit notes
2. Preparation of transaction from the receipts, vouchers, credit notes and debit notes
3. Preparation of application for shares and allotment letter for share transfer forms from the secretary
4. Drawing, endorsing and crossing of cheque, filling up of pay in slips, demand draft, application and preparation of demand drafts
5. Making entries in the pass book and filling up of account, opening forms for SB account, current account and FDRs
6. Filling up of application forms for admission to cooperative societies, filling up loan application forms and deposit challan
7. Filling up jewel loan application form, procedure for releasing of jewellery in jewel loans and repayment
8. Filling up of Permanent Account Number (PAN CARD)
9. Filling up of an application form for a LIC policy
10. E-application form of submission of income tax statements

Note: students may be requested to collect original or Xerox copies of the documents and affix them on the record note book after having filled up. Drawing of the documents should not be insisted on for marks

Practical 75% and record note book 25%

Semester V
Core Course VIII
ORAL AND WRITTEN COMMUNICATION

OBJECTIVES

To improve the Speaking, Listening and Public Relation Skills of the Learners.

To familiarize learners with the mechanics of writing

To enable learners to write in English precisely and effectively

COURSE OUTCOME:

Learners should be able to

- get into the habit of writing regularly,
- read quite widely to acquire a style of writing and identify their areas of strengths and weaknesses in writing

UNIT – I: INTRODUCING COMMUNICATION

Definition – The communication cycle – importance of effective communication – objectives of communication – media of communication – types of communication.

UNIT – II: ORAL COMMUNICATION

Speeches – Committees and Conferences – interviews – Public Relations Department – Listening – Suggestion schemes.

UNIT – III: PERSONAL COMMUNICATION

Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, con-soling, conveying information.

UNIT – IV: WORK PLACE COMMUNICATION

e-mails, minutes, reports to different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT – V: RESEARCH WRITING

Articles for publication (journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

TEXT BOOKS:

1. Raymond V Lesikar, John D Pettit and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.
2. Sharan J.Gerson and Steven M.Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.
3. Rajendra Pal – Essentials of Business Communication – Sultan Chand & Sons.

REFERENCES:

E.H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi
Management books.

Robin Sharma – The greatness guide Steven Covey – 7 Habits of Effective People.

Arindham Chauduri – Count your chickens before they hatch Ramadurai – TCS Story.

SEMESTER V
Core Course IX
INCOME TAX THEORY, LAW AND PRACTICE

Objectives:

1. To introduce the learner of the Income Tax Act and amendments
2. To enable the learner to compute taxable income, allowable deductions under various sections, etc.
3. To promote the ability to apply legal provisions to particular cases

UNIT I : INTRODUCTION TO INCOME TAX

Basic concepts- objectives of taxation- characteristics of a good tax system- Definition of important terms- Assessment, Assessee, Person, Income, Assessment year, Previous year- Residential Status-Exempted Incomes – Capital and Revenue.

UNIT II: INCOME FROM SALARY

Computation of Income under the head Salaries – Basis of charge- Different forms of salary- Allowances, Perquisites – Treatment of Provident Fund, Gratuity, Pension, Leave Salary

UNIT III: INCOME FROM HOUSE PROPERTY

Computation of Income under the head Income from House Property – Basis of Charge- Determination of Gross Annual Value- Income from let out property – Self occupied property – Deductions

UNIT IV PROFITS AND GAINS OF BUSINESS AND PROFESSION

Computation of Income from Profits and Gains of business and profession- Definition of Business and Profession – an overview of deductions U/S 30 to 37.

UNIT V INCOME FROM CAPITAL GAINS AND INCOME FROM OTHER SOURCES

Income from Capital gains- Short term and Long term Capital gains- – Indexed Cost of Acquisition and Improvement – Computation of Short term and long term Capital Gains Exemptions – Income from other sources (Dividends and Interest on Securities)

THEORY: 25% PROBLEMS 75%

Text Book

Income Tax Theory Law and Practice- T.S. Reddy, Y.Hari Prasad Reddy – Margham Publications, Chennai.

Reference books

1. Income Tax Manual. Dr.H.C. Mehrotha
2. Law and Practice of Income Tax- DinkarPagare – Sultan Chand and Sons
3. Taxmann's Direct Taxes Law and Practice. Dr.VinodK.Singhania

SEMESTER V

Core Course X

COMPUTERISED ACCOUNTING -PRACTICAL

Objective:

- I. To understand the Computerised Accounting skills to the student to make easy way to convey accounting information to the organisation.
- II. The purpose of this syllabus presents the fundamental of computer knowledge relating to accounting.
- III. Profound efforts have been taken to make the book more understandable to the student community.
- IV. The invention of computer software programme helped the business in improving the economy.
- V. The student community and those who are intended in learning to use computer for their various application.

Practical Excises

1. Creation / Setting up of Company in Tally.
2. Ledger Creation with predefined Primary Groups
3. Predefined Sub Groups and New Sub Groups.
4. Prepare final account (Simple business transaction are given)
5. Prepare final account (From trial balance given in the problem)
6. Accounting Voucher Entries (Contra, Payment, Journal, Sales and Purchase).
7. Inventory Accounting- Inventory Voucher Entries.
8. Bank Reconciliation Statement.
9. Preparation of Bank Reconciliation Statement.
10. Preparation of TDS Report.
11. Computation VAT rates.

SEMESTER V
Core Course XI
DATABASE MANAGEMENT SYSTEMS (DBMS)

Objectives:

- To provides knowledge of the electronic data system, process structures
- To enables the students to learn the data base operations
- To enlighten the students knowledge of Architectural Concept of DBMS, Structural Embedded SQL and Normalization.

UNIT-I Introduction:

Purpose of Database- Overall system Structure- Entity Relationship Model- Mapping Constraints-Keys- E-R Diagrams

UNIT-II Relational Model:

Relational Model- structure –Formal Query Language-Relational Algebra- Tuple and Domain Relational Calculus.

UNIT-III SQL:

Structured Query Language- Basic structure- Set Operations- Aggregate Functions- date, Numeric and Character Functions—Nested Subqueies

UNIT-IV Database Normalization:

Relational Database Design-Pitfalls-Normalization using Functional Dependencies- 1NF, 2NF, 3NF, and BCNF.

UNIT-V Transaction Processing

Concurrency Control: Transaction processing, locking techniques and associated, database recovery, security and authorization. Recovery Techniques, Database Security

Text Books :

1. Bipin Desai, “An Introduction to database systems”, Galgotia Publications,2001.
2. Abraham Silberschatz, Henry Korth, S.Sudarshan, “Database Systems Concepts”, 4 Edition, McGraw Hill, 1997.

Reference Books :

1. A.K.Majumdar, P. Bhattacharya, “Database Management Systems”, TMH, 1996.
2. Jim Melton, Alan Simon, “Understanding the new SQL: A complete Guide”, Morgan Kaufmann Publishers, 1993.
3. Gerald.V.Post,”DBMS –Designing and Building Business Applications”, McGraw-Hill Higher Education, 2004

SEMESTER V
MAJOR BASED ELECTIVE I
STOCK MARKET PRACTICES

Objectives

To help students understand the types of stock exchanges, methods of trading in stock exchanges and kinds of intermediaries in the capital market.

Unit 1 Introduction to stock exchanges

Meaning, Functions of stock exchanges – stock market in India – Trading System – Settlement – Regulation of stock exchanges.

Unit 2 Secondary market

Secondary market – origin and growth – types of securities traded – Role and directions of stock exchanges – organization and management – OTCEI – NSE – Reading Of Stock Indices – Weakness of stock exchanges.

Unit 3 criteria for Listing

Listing of securities – Group A, Group B, Group C, Shares – Advantages of Listing – Drawbacks – Listing Procedure – Criteria for Listing – Listing obligations.

Unit 4. Brokers and Speculators

Registration of stock brokers – Registration procedure – code of conduct of stock brokers kinds of brokers and their Assistants – methods of trading in a stock exchange – Carry over for badia Transaction – Genuine – Kinds of speculators – Speculative transactions.

Unit 5 Rating

Credit rating – CRISIL – CARE – ICRA- AGENCIS – Dematerialization – Depositories – NSDI- CDSL

Text Books:

1. Security Analysis and Portfolio Management – Punithavathy Pandian – Vikas publication, Mumbai.
2. Investment Management M. Sulochana Kalyani Publishers, Ludhiyana.

Reference Books:

1. Security Analysis and Portfolio Management – Preeti singh – Himalaya Publishing House,
2. Security Analysis and Portfolio Management – Samuel Thomas, HPH,

Semester V

Skill Based Elective –II

MULTIMEDIA

Objectives :

To impart the basics of Multimedia.

To know the students to understand the Multimedia components and Compression techniques

UNIT- I Definition

Classification - MM application - MM H/w - MM s/w - CDROM - DVD.

UNIT-II MM Audio

Digital medium - Digital audio technology - sound cards - recording - editing - MP3 - MIDI fundamentals - Working with MIDI - audio file formats - adding sound to MM project.

UNIT-III MM TEXT

Text in MM - MM graphics: coloring - digital imaging fundamentals - development and editing - file formats - scanning and digital photography

UNIT-IV MM Animation

Computer animation fundamentals - Kinematics - morphing - animation s/w tools and techniques.
MM Video : How video works - broadcast video standards - digital video fundamentals - digital video production and editing techniques - file formats.

UNIT-V MM Compression :

Need for Compression- Non-Lossy Compression- Lossy compression- Hardware and Software Compression

Text Books :

1. Multimedia Making it Work - Tay Vaughen , 8th Edition ,TMH.
2. Ze-Nian Li, Mark S. Drew, ” Fundamentals of Multimedia, PHI Learning, New Delhi 2012.

Reference Book :

1. Multimedia Magic - S.Gokul, revised and updated second edition - BPB

SEMESTER VI

CORE COURSE-XII MANAGEMENT ACCOUNTING

OBJECTIVES:

- To know the application of accounting tools and Techniques for managerial decisions.
- To maintain a balance between conceptual and practical approaches to accounting.
- To acquire the knowledge from collection, analysis and uses of accounting information

Unit 1

Management Accounting

Meaning – Definition - Nature and scope –Objectives – functions – distinction between Financial Accounting and management accounting – Distinction between cost Accounting and Management Accounting – Tools and techniques - advantages and limitations.

Unit 2

Financial Statement Analysis

Meaning – nature – Functions o financial statements – objectives of analysis and interpretations- Types of Analysis – Tools and Techniques of financial Analysis – Comparative and common Statement analysis – Trend analysis.

Unit 3

Ratio Analysis and Fund Flow Statement

Ratio analysis – Meaning – Definition – Advantages – Classifications of Ratios – Funds Flow Statement and Cash Flow Statement (As per Accounting Standard 3)

Unit 4

Marginal Costing

Introduction – definition Salient Features – Advantages and limitations – Cost Volume Profit analysis – Break Even Analysis and Break Even Point. Margin of safety.

Unit 5

Budget and Capital Budgeting

Budget Administration – Budget and Budgetary Control – Types of Budget and its Advantages. Capital Budgeting – Definitions – Importance – Methods of Capital Budgeting – Pay Back Period Method –DCF – NPV Methods - ARR .

Text Book;

Management Accounting: T.S. Reddy and Hariprasad Reddy. Margham Publications, Chennai. 5th Edition, 2014.

Reference Books:

Management Accounting Principles and Practices: M.A. Sahaf. Vikas Publishing house Private Ltd, Noida, Second Edition (2010 R P)

Management accounting – A. Murthy and S. Gurusamy, Vijay Nicloe Imprints Pvt.Ltd, Chennai, 2012(Re-Print)

Journals

1. *International Journal of Accounting and Financial Research.*
2. *International Journal of Financial Management Research.*

(www.Academicresearchjournals.com)

Semester VI
Core Course XIII
HUMAN RESOURCE MANAGEMENT

Objective:

1. To initiate the learner into the exciting field of HRM, its conflicting concerns and psychological complexities.
2. This syllabus has been prepared keeping in mind of employment opportunities.
3. To aggregate the attitude of student that reflects this syllabus.
4. The process of determining the nature and content of the job.
5. It encourage the management decision and internal control of organisation.

Unit I: Introduction

Nature and Scope of Human Resource Management- Personnel management and Human Resource Management- Function of Human Resource Management- Human Resource manager- Human Resource Management as a profession – Indian Perspective.

Unit II: Human Resource Planning

Human Resource Planning- Recruitment – Selection – Methods of selection – Use of various tests – Interview techniques in selection – Induction –Placement.

Unit III: Training

Training methods – Techniques – Identification of training. Transfer – Promotion and Termination of Services

Unit IV: Job Satisfaction

Job satisfaction – Motivation (Maslow's and Two Factor Theory only) – Performance appraisal – Methods – Compensation – Incentives – Monetary and Non- Monetary .

Unit V: Promotional activities.

Performance Appraisal- Methods – 360 Degree performance appraisal- Competency Mapping – Career development – Monitoring.

Text Books:

1. J. Jayachandran – Human Resource Management – Margham Publication – Chennai.
2. A Text Book of Human Resource Management – C.B. Mamoria and S.V. Gankar- Himalaya Publishing House- Mumbai.

Reference Books

1. Dr. N. Premavathy – Human Resource management and Development – Sri Vishnu Publication – Chennai.
2. Dr. K. Sundar and Dr. J. Srinivasan – Human Resource management – Margham Publication – Chennai.
3. L.M. Prasad – Human Resource Management – Sultan Chand Publication – New Delhi.

SEMESTER –VI
Core Course - XIV

ENTREPRENEURIAL DEVELOPMENT

OBJECTIVES:

1. To familiarize the students with the requisites needed for being a successful entrepreneur
2. To identify the stages involved in setting up of a small business unit and to motivate the students to start self-employment

Unit – 1: ENTREPRENEUR

Entrepreneur – meaning – definition – characteristics – functions – role of entrepreneurs in the economic development – classification of entrepreneurs – factors affecting entrepreneurial growth

Unit – 2: ENTREPRENEURSHIP

Entrepreneurship – concept – distinction between entrepreneur and entrepreneurship – entrepreneurship development programmes (EDPs) – objectives – stages in EDP – Pre-training stage – training phase – post training – evaluation and feedback of EDP

Unit – 3: PROJECT IDENTIFICATION

Project identification – sources of ideas – preliminary evaluation and testing of ideas – constraints – project formulation – stages – feasibility study and feasibility

Unit – 4: PROJECT REPORT AND APPRAISAL

Project report – project appraisal – technical – commercial appraisal – financial appraisal – sources of finance – steps to start an individual unit

Unit – 5: INCENTIVES AND SUBSIDIES

Incentives and subsidies of state and central government – aims – backward areas – industrial estates – role of DIC, SISI, TCO in entrepreneurial growth

Text books

1. Entrepreneurial development – S.S. Khanka – S.chand and company – revised edition 2012
2. Entrepreneurial development – E. Gordon , K. Natarajan – Himalaya publishing house, Mumbai, first edition 2003

Reference books

1. Entrepreneurship development – C.B. Gupta and Srinivasan – sultan chand and sons – 4th edition – 1995
2. Entrepreneurial development – Renu arora, S.K. Kalyani publishers – edition 2007

SEMESTER - VI
MAJOR BASED ELECTIVE II
BANK MANAGEMENT

OBJECTIVES:

- To know how to manage the bank
- To study the various aspects of bank management
- To acquire the knowledge about current trends of bank management

Unit: 1 Basics of Bank Management

Introduction - systems, procedures, policies and management of Indian Banking. Purpose of bank management – Organization – Management of Assets and Liabilities – Balance sheet Management – Accounting Frame Work – Risk Management – Different Types of Risk.

Unit 2 Credit Management

Introduction to lending procedure and formalities – Basic principles of lending – Different Types of Loan facilities extended by banks - types of Guarantees – security – Types of Securities – Mortgage – Pledge – Hypothecation – Different types of borrowers – Documentation.

Unit 3 Management of Non - performing Assets

Introduction – Non – Performing Assets – Definition – Classification – General aspects of NPA Management – Guidelines of purchase / sale of non performing Financial Assets.

Unit 4 Risk Management

Risks in banking business – Risk assessment – Risk Management – Risk based Supervision – Internal Audit – Asset Liability Management - Core banking solutions- Audit of Banks – Principles of Audit – Concept of CAMELS.

Unit 5 Electronic Banking

Introduction – Technology in Banks – Purpose of information Technology enabled services in banks – scope – Bank computerization - E-Payment - Retail Funds Transfer Systems – Electronic Clearing Services (ECS) – ECS Debit and Credit – Special Electronic Fund Transfer (SEFT) – National Electronic Fund Transfer (NEFT) – Real Time Gross Settlement (RTGS) – Money Transfer Service Scheme (MTSS).

Text Book:

Bank Management - S. Arunajatesan and S. Radhakrishnan, Margham Publications, Chennai. 1st Edition (2009)

Reference Books:

Banking and financial system B. Santhanam Margham Publications Chennai. 4th Edition 2007.

Journals:

Journal of Money, Banking and Finance; Academic Research Journals, New Delhi.
www.Academicresearchjournals.com

SEMESTER VI
Major Based Elective - III
PRACTICAL AUDITING

Objectives :

- To make the students understand the Knowledge of Auditing Procedure

UNIT-I Introduction to Auditing

Meaning and Definitions of Auditing-Objectives of Auditing-
Classification of audit-Advantages of Audit-Limitations of Auditing

UNIT-II Internal Control and Internal Check

Internal Control-objectives-Characteristics of an Effective internal
control system-Internal Check as a means of Internal Control-Objects

UNIT-III Vouching

Vouching-Meaning-Objects-features of good voucher-Procedure &
importance-vouching of trading transaction-vouching of cash transactions-verification
and valuation of assets and liabilities.

UNIT-IV Auditors of a Company

Appointment of an Auditor-Qualification, Disqualification, Removal of
Auditor-Duties-Powers-Auditor's Remuneration.

UNIT-V Typical Audit Programmes

Specialized audits and Charitable Institutions, Clubs, Cinema,
Educational Institutions, Hospital, hotel-Auditors Reports

TEXT BOOK:

1. Practical Auditing-BN Tandon-Sultan Chand and Company

REFERENCE BOOK:

1. Principles and Practice of Auditing-sultan chand & Sons

SEMESTER VI
Skill Based Elective III
ONLINE BUSINESS

Objective: To increase understanding the concept of E-Business and E-Business technologies

Unit – 1 Frame work of E-Business v/s E-Commerce, traditional v/s E-Business transactions, infrastructural requirements for E-Business, issues and challenges of E-Business. EDI: applications in business, implementation, security, standardisation and internet based EDI.

Unit – 2 Payments of the net: e-transaction, requirements of payment systems, types of payments, implementation of payment systems, risks of internet based payments, control and minimisation.

Unit – 3 Security and ethical challenges of E-Business: Breach in security and its remedies.

Unit – 4 Electronic market: Consumer and business markets, e-ordering, marketplace for buyers and seller advertising and marketing on internet, distribution chain, customer support, virtual factories

Unit – 5 Cyber laws: Information Technology Bill 2000, UNO resolutions concerning cyber crimes, provisions under law and scope of various cyber laws. Legal amendments in the Evidence Act concerning cyber crimes

Readings:

1. David koisur, “Understanding Electronic Commerce: How online transactions can grow your business” Microsoft – PHI, New Delhi 2001
2. Ravi Kolkatta and m. Robinson, “E-Business: Roadmap to success:, Addison and Werley, New Delhi 2000
3. Bare act: IT Bill 2000. Khanna Publication, Delhi 2001
4. Management information system, Managing IT in the E-Business enterprise
5. James A.O’Brien Tal Mc Graw hill edition. Fifth edition

Major Based Electives
Paper IV
BUSINESS ETHICS

Objectives:

1. The basic objective of this course is to provide fundamental knowledge about business values & ethics.
2. Sufficient coverage of matters in each business in a simple language.
3. For furthering ethical practices in business community and profession.
4. The concept of Professional Codes or Codes of Conduct.
5. It studies the impact of acts on the good for individual and the firm.

Unit-I. Introduction to Ethical Code of Business Behaviour:

Corporate Governance: Issues, Need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporate sector.

Unit-II. Value & Business: Values impact in Business:

Indian Value System and Values, Teaching from scriptures and tradition. (Geeta, Ramayana, Mahabharata, Upanishads, Vedas, Bible and Quran).

Unit-III. Ethical Issues in the Era of Profit Making:

Ethics impact in Business: Ethical Issues in Capitalism and market systems

Unit-IV. Observance of Ethical Values In Competitive Environment:

Global industrial competition, Competitive Strategy, Benchmarking, Total Quality Management.

Unit-V. Value Additions & Brand Building:

Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Supply Chain Management, Horizontal Organisation Diversification, The Indian Scenario.

Text Books:

1. Business Ethics and Corporate Governance – S.K. Bhatia- Deep and Deep publication- New Delhi. Unit-1: Chapter 1. Unit-2: Chapter 2 And 3. Unit-3: Chapter 3 and 4. Unit-4: Chapter 5. Unit-5: Chapter 6 and 7.
2. Iyer S.S., *Managing for Value*, New Age International Publishers, 2002.
3. Hartman Laura P & Abha Chatterjee, *Business Ethics*, Tata McGraw Hill, 2007.
4. Bhatia S.K., *Business Ethics and Managerial Values*, Deep & Deep Publications Pvt. Ltd, 2000.

Reference Books:

1. Velasquez, *Business Ethics – Concepts and Cases* Prentice Hall, 6th Ed.
2. Reed Darryl, *Corporate Governance, Economic Reforms & Development*, Oxford University Press.
3. Mathur U.C., *Corporate Governance & Business Ethics*, McMillan.

Skill Based Electives IV
CUSTOMER RELATIONSHIP MANAGEMENT

Objectives:

1. To impart knowledge of the basic concepts and procedures of Customer Relationship Management.
2. To enable the students to design suitable practices and programs for the company they would be working.

UNIT I

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues, Purpose of relationship marketing, Approach towards marketing:

UNIT II

A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

UNIT III

Customer Satisfaction: Meaning, Definition, Significance , Components , Customer Satisfaction Models, Rationale , Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction

UNIT IV

Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales

UNIT V

Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, ,

Suggested Readings

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)- PHI Learning
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall
5. Peelan-Customer relationship management prentice hall
6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education
9. Lumar- Customer Relationship Management (Wiley India)

Inter Disciplinary Course-I

GENERAL COMMERCIAL KNOWLEDGE

Objective:

To gain the students to gain basic knowledge of Trade, Industry and Commerce.

UNIT-I

Commerce, Trade, Industry - Meaning - Scope and Importance of Commerce - Economic Basis of Commerce.

UNIT-II

Forms of Business Organizations - Sole Trade - Partnership Features - Merits and Demerits.

UNIT-III

Joint Stock Company - Features - Memorandum and Articles - Contents - Prospects and Contents - Shares and Debentures - Types - Co-operatives - Features - Types - Advantages.

UNIT-IV

Office Organization - What is an Office? Functions of Office - Office Accommodation and Environment - Office Layout - Office Manual.

UNIT-V

Handling of Mail, Filing and Indexing - Inward / Outward Mail - Filing and Indexing - System, Essentials and Classification - Methods - Horizontal vs Vertical Filing - Centralized and Decentralized - Indexing.

REFERENCE BOOKS:

1. Principles of Commerce and General Commercial Knowledge - K.L.Nagarajan, Vinayagam, Radhasamy and Vasudevan - S.Chand & Co., New Delhi.
2. A text book of Commerce - J.C. Sinha & V.N.Mughali - R.Chand & Co., New Delhi.
3. Commerce - Principles & Practice - P.N. Reddy & S.S.Gulshan - S. Chand & Co., New Delhi.
4. General Commercial Knowledge - Ghosh and Bhushan - Sultan Chand & Sons, New Delhi.

Inter Disciplinary Course-II

PERSONALTY DEVELOPMENT

Unit-1 : Introduction to Personality

Introduction to Personality : Basic of Personality- Human Growth and behavior- Theories in personality- Motivation

Unit-2: Communication Skills

Communication skills and Personality Development: Intra personal Communication and Body Language- Inter personal Communication and Relationships- Leadership skills- Team Building and Public speaking

Unit-3: Techniques in Personality Development-I

Techniques in Personality Development-I: Self confidence- Mnemonics- Goal Setting- Time management and Effective planning

Unit-4: Techniques in Personality Development-II

Techniques in Personality Development-II: Stress Management- Meditation and concentration Techniques- Self hypnotism- Self acceptance and Self Growth

Unit 5 Techniques in Personality Development-II

Introduction to conflict management – Levels of conflict – Managing conflict.

Text Book :

Personality Development by Rajiv K.Mishra, Rupa & Co.

Inter Disciplinary Course-III

STRESS MANAGEMENT

Unit-1 :

Concept, Nature and Dimensions of Stress

Unit-2:

Stress: Its Effects, Causes and Ways of coping

Unit-3:

Stress Management Tips: Relaxation Techniques- Stress and Faith Healing

Unit-4:

Common Meditation Techniques: Positive Forces of Nature- Relaxation by Music- Exercise, Yoga and Meditation

Unit 5

General Source of stress – Stress and Health – Physiological and psychological illness.

Text Book :

1. Stress Management by Dr. Satish Pai, Dr. S. Ravishankar, Dr. H.L. Kalia, Shri.S.V.Kamat, Himalaya, Second Edition.

Reference:

1. http://www.easternbookcorporation.com/moreinfo.php?txt_searchstring=14036