

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER
APPLICATIONS**

UG Course : B.B.A.(C.A.)

**COURSE CONTENT, SCHEME OF EXAMINATIONS, CREDITS, SYLLABUS AND QUESTION
PAPER PATTERN**

[CHOICE BASED CREDIT SYSTEM (CBCS) PATTERN]

2015-2016 ONWARDS

❖ **ELIGIBILITY FOR ADMISSION TO THE COURSE**

Candidates for admission to the first year of the BBA (CA) degree course shall be required to have passed the Higher Secondary Examination (Academic or Vocational) which is conducted by the Government of Tamilnadu or any other examination accepted as equivalent thereto by the Syndicate.

❖ **DURATION OF THE COURSE**

The course shall extend over a period of 3 years comprising of six semesters (Two semesters per year).

❖ **COURSE OF THE STUDY**

The course of study for the BBA (CA) degree shall consist of the following:

a) Part I - Tamil or Hindi

b) Part II - English

The subjects of Part I and Part II shall be offered during the first two semesters with one examination at the end of each semester.

c) Part III - Core, Allied and Electives.

d) Part IV - 1. Tamil/ Advanced Tamil/ Non-Major Elective Papers

2. Environment Studies

3. Skill Based Subjects:

I - Entrepreneurial Skill Development

II - Multi-skill Development Paper

III – Mental Aptitude Development

IV - Concepts in Retailing

4. Value Education

e) Part V - Extension activity

❖ **NON-MAJOR ELECTIVE PAPERS**

The students have to undergo two Non-Major Elective papers under Part IV offered by other departments. Only internal evaluation for Part IV (1) – Tamil.

❖ **SKILL-BASED SUBJECTS**

The Skill-based subjects I, III and IV are offered to all students under cafeteria system across majors and the Skill-based subject II is offered to the students of BBA(CA).

❖ **CERTIFICATE COURSE**

A Certificate course on “Personality Empowerment” is offered to all the final year BBA (CA) students. For this purpose, a MoU is signed with Pheonix Training Academy, Erode.

❖ **MEDIUM OF INSTRUCTION AND EXAMINATIONS**

The medium of instruction and examination for the papers of Part I and II shall be the language concerned. For Part III subjects the medium of instruction and examination shall be English. Examinations shall be conducted at the end of every semester for the respective subjects.

❖ **PASSING MINIMUM**

a) A candidate shall be declared to have passed in a paper, if she obtains not less than 40 per cent of marks in that paper (External-30). She shall be declared to have passed the whole examination, i.e., Part I, II, III, IV&V, if she passes in all the papers.

b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for the passing of the paper.

❖ **OTHER REQUIREMENTS**

Institutional training for a period of one month in various industrial establishments is to be completed within the three years of the course followed by submission of report and the award as good/ commended by the respective faculty.

❖ **SELF LEARNING PAPER - OPTIONAL**

- Customer Relationship Management
- General Awareness(Optional)

❖ **TOTAL CREDITS**

A student will secure a total of 140 credits if she passes the whole examination. Besides, she can secure additional credits as follows:

- Self learning paper – 5 credits for each paper(One paper in each group can be opted every year, examination will be conducted during April/May every year)
- UGC-ADD-ON -20 Credits
- University approved certificate courses-3 papers -15 Credits
- Certificate courses with two papers -10 Credits
- College offered certificate courses -5 Credits

QUESTION PAPER PATTERN

Part III Papers (without Practicals)

Maximum Marks – 75 Marks

Section – A (10 x 1 =10 Marks)

Multiple Choice Pattern - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 5 = 25 Marks)

5 Questions – ‘Either’ or ‘Or’ Pattern

Q.No.11 (a & b) – Unit I

Q.No.12 (a & b) – Unit II

Q.No.13 (a & b) – Unit III

Q.No.14 (a & b) – Unit IV

Q.No.15 (a & b) – Unit V

Section – C (5 x 8 = 40 Marks)

Open Choice - 5 out of 8 questions – (One question from each unit
subject to a maximum of 2)

Part III Papers (without Practicals)

Maximum Marks – 40 Marks

Section – A (10 x 1/2 =5 Marks)

Multiple Choice Patterns - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 2 = 10 Marks)

5 Questions – ‘Either’ or ‘Or’ Pattern

Q.No.11 (a & b) – Unit I

Q.No.12 (a & b) – Unit II

Q.No.13 (a & b) – Unit III

Q.No.14 (a & b) – Unit IV

Q.No.15 (a & b) – Unit V

Section – C (5 x 5 = 25 Marks)

Open Choice - 5 out of 8 questions – (One question from each unit
subject to a maximum of 2)

Part III Pattern for Practicals**Maximum Marks – 30 Marks**

Algorithm : 10 Marks (for two programs)

Output : 15 Marks

Record : 5 Marks

Part III Pattern for Practicals**Maximum Marks – 60 Marks**

Algorithm : 20 Marks (for two programs)

Output : 30 Marks

Record : 10 Marks

Part IV Papers

* **Non-Major Elective Papers** – $5 \times 20 = 100$ Marks; Open Choice - 5 out of 8 Questions; One Question from each unit Subject to a maximum of 2.

* **Skill-Based Subject I** (Practicals) – 60 Marks (Procedure – 20, Record – 10 & Output and Presentation – 30)

* **Skill-Based Subject II** – 60 Marks; Online Examination – $60 * 1 = 60$ Marks

* **Skill-Based Subject III** – Objective type pattern-Multiple choice questions – $75 * 1 = 75$ Marks.

* **Skill-Based Subject IV** – $5 \times 15 = 75$ Marks, Open Choice - 5 out of 8 Questions , One Question from each unit subject to a maximum of 2.

***Foundation Course:** Environmental Studies, Value Education - $5*20=100$ Marks; Open choice- 5 out of 8 questions ,One question from each unit subject to a maximum of two.

***For Project Work** – Internal: 40 Marks, External: 60 Marks.

***Self-Learning Paper** – $5 \times 20 = 100$ Marks, Open Choice - 5 out of 8 Questions, One Question from each unit subject to a maximum of 2 .

***Online Examination for General Awareness (Duration : 1 Hour)** – $60*1=60$ Marks.

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Maximum 25 marks

Two tests (Avg.) : 10 marks

Assignment : 5 marks

Model test : 10 marks

Maximum 40 marks (Practical)

Two tests (Avg.): 10 marks

Observation : 10 marks

Model test : 20 marks

Maximum 10 marks

Two tests (Avg.): 4 marks

Assignment : 2 marks

Model test : 4 marks

Maximum 20 marks (Practical)

Two tests (Avg.): 5 marks

Observation : 5 marks

Model test : 10 marks

Maximum 40 marks (SBS Practical)

Two tests (Avg.) : 10 marks

Assignment : 10 Marks

Model Test : 20 Marks

Maximum 40 marks (MSD)

Two tests (Avg.): 10 marks

Assignment : 10 marks

Model test : 20 marks

VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE – 12
BACHELOR OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

2015 – 2016
COURSE CONTENT AND SCHEME OF EXAMINATIONS (CBCS PATTERN)

SEMESTER – I

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
I	Language I	15TAMU101/ 14HINU101	Tamil / Hindi	6	3	25	75	100	3
II	Language II	13ENHU101	English	6	3	25	75	100	3
III	Core	14BAUC101	Principles of Mgt. & Business Orgn.	6	3	25	75	100	4
		13BAUC102	Introduction to Information Technology	5	3	25	75	100	3
	Allied – I	13BAUA101	Managerial Economics	5	3	25	75	100	5
	Foundation Course A	09FOCU1ES	Environmental Studies	2	3	-	100	100	2
Total								600	20

SEMESTER II

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
I	Language I	15TAMU202/ 14HINU202	Tamil / Hindi	6	3	25	75	100	3
II	Language II	13ENHU202	English	6	3	25	75	100	3
III	Core	13BAUC203/ 14BAUC203	MS Office (Theory) *	2	3	10	40	50	2
		13BAUC204	Financial Accounting	5	3	25	75	100	3
	Core Practicals - I	11BAUCP01	MS Office (ProgrammingLab)	3	3	20	30	50	2
	Allied - II	11BAUA202	Mathematics for Management	6	3	25	75	100	5
IV	Foundation Course B	14VEDU2HR	Value Education and Human Rights	2	3	-	100	100	2

Total**600****20**

* Same content in syllabus except version change (From Windows 2003 to Windows 2007)

SEMESTER – III

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
III IV	Core	13BAUC305	Production and Materials Mgt.	6	3	25	75	100	4
		13BAUC306	Marketing Mgt.	6	3	25	75	100	4
		11BAUC307	Tally 9.0 (Theory)	4	3	10	40	50	2
	Core Practicals II	11BAUCP02	Tally 9.0 (ProgrammingLab)	3	3	20	30	50	2
	Allied III	13BAUA303	Taxation law & practice	6	3	25	75	100	5
	Skill-based Practical I	13BAUSP01	Entrepreneurial Skill Devt.	3	3	40	60	100	3
	Basic Tamil					100			
Advanced Tamil			2	3	25	75	100	2	
Non-Major Elective I						100			
Total								600	22

SEMESTER – IV

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
III	Core	13BAUC408	Human Resource Management	5	3	25	75	100	4
		13BAUC409	Financial Management	5	3	25	75	100	4
		13BAUC410	Organizational Behaviour	5	3	25	75	100	4
		11BAUC411	Internet & Web Designing(Theory)	3	3	10	40	50	2
	Core Practicals III	11BAUCP03	Internet & WebDesigning (ProgrammingLab)	3	3	20	30	50	2
	Allied IV	13BAUA404	Business Communication	4	3	25	75	100	5
IV	Skill based Subject II	13BAUS402	Multi-skill Development paper	3	1	40	60	100	3
	Basic Tamil					100			

	Advanced Tamil			2	3	25	75	100	2
	Non-Major Elective II						100		

SEMESTER – V									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
III	Core	13BAUC512	Legal Aspects of Business	6	3	25	75	100	4
		13BAUC513	Entrepreneurial Development & Project Mgt.	5	3	25	75	100	3
		13BAUC514	Research Methods for Management	5	3	25	75	100	4
		12BAUC515	VisualBasic(Theory	3	3	25	75	100	3
	Core Practicals IV	11BAUCP04	VisualBasic (ProgrammingLab)	3	3	40	60	100	3
	Elective I	13BAUE501	Quantitative Techniques for Management	5	3	25	75	100	5
IV	Skill based subject III	13BAUS503	Mental Aptitude Development	3	3	25	75	100	3
Total								700	25

SEMESTER – VI									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM. DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
III	Core	11BAUC616	Cost and Mgt. Accounting	6	3	25	75	100	3
		13BAUC617	Promotion Management	5	3	25	75	100	4
		12BAUC618	Multimedia (Theory)	3	3	25	75	100	3
	Core Practicals V	11BAUCP05	Multimedia (ProgrammingLab)	3	3	40	60	100	3
	Elective II	15BAUE602	Investment Management	5	3	25	75	100	5
	Elective Project	15BAUE6PV	Project Work & Viva Voce	5	-	40	60	100	5
IV	Skill based subject IV	11BAUS604	Concepts in Retailing	3	3	25	75	100	3
Total								700	26

V	Extension Activity	NSS/NCC/ Physical Education /YRC/Green Society / Citizen Consumer Club /Entrepreneurship Development Programme					100	1
Total							800	27

Total Marks –4000; Total Credits – 140

SKILL-BASED SUBJECTS

S.No	Subject Code	Title of the Paper
1	13BAUSP01	Entrepreneurial Skill Development(Cafeteria System)
2	13BAUS402	Multi-skill Development paper
3	13BAUS503	Mental Aptitude Development(Cafeteria System)
4	11BAUS604	Concepts in Retailing(Cafeteria System)

BASIC TAMIL/ADVANCED TAMIL/NON MAJOR ELECTIVE PAPERS

1	14TMLU301	Basic Tamil*
	14TMLU402	
2	14ADTU301	Advanced Tamil**
	14ADTU402	
3	13BAUN301	Soft Skill Development
4	13BAUN402	Basic Promotional Techniques

*For students whose Part I in Secondary Education is not Tamil

**For students whose Part I in Higher Secondary Education is not Tamil

SELF-LEARNING PAPER(OPTIONAL)

1	13BAUSL03	Customer Relationship Management
2	13AUGSL05	General Awareness (Online Examination)

SEMESTER – I

Core Paper I

Principles of Management and Business Organisation

Instructional Hours: 90

Sub. Code: 14BAUC101

Max. Marks: CIA-25; ESE-75

Credits : 4

Objective: To enable the students to acquire knowledge on the principles and functions of management, various forms of business organization and enhance the managerial skills.

UNIT – I

20 Hrs.

Business: Meaning – Business and Profession – *Requisites of a Successful Business.*

Business Organisation: Meaning – Importance – Forms - Sole Proprietorship – Partnership - Joint Hindu Family Firm – Joint Stock Companies – Cooperative Organisations.

UNIT – II

15 Hrs.

Business Combinations: Meaning – *Types* – Forms.

Public utilities and Public enterprises. Social Responsibilities of business.

UNIT – III

20 Hrs.

Management : Meaning – Definition – Importance – POSDCORB – General Principles – *Management : A Science or an Art?* – Major Contributors to Management – Levels of Management.

UNIT – IV

20 Hrs.

Planning : Meaning – Importance – Steps – Types of Plans – MBO – MBE – Decision Making – *Types of Decisions.*

Organisation Structure: Meaning – Definition – Characteristics – Importance – Types.

UNIT – V

15 Hrs.

Span of Supervision – Decentralization - Delegation of Authority.

Directing – Nature and Purpose.

Controlling : Meaning – Process – *Control Devices.*

Note : *Italics* denotes Self Study Topic

TEXT BOOK

1.Sharma.R.K., Shashi.K.Gupta, *Business Organisation and Management*, Kalyani Publishers, Chennai, 4th Revised Edition, 2001

REFERENCE BOOKS

1. Bhusan.Y.K., *Fundamentals of Business Organisation and Management*, Sultan Chand & Sons, New Delhi, 9th Edition.

2. Dinkar Pagare, *Principles of Management*, Sultan Chand & Sons, New Delhi, 5th Edition, 2006.

3. Premavathy.N., *Principles of Management*, Sri Vishnu Publications, 2nd Edition, 2003.

4. Reddy.P.N., *Principles of Business Organization and Management*, Eurasia Publishing House, New Delhi, 6th Edition, 2003.

SEMESTER – I

Core Paper II

Introduction to Information Technology

Instructional Hrs- 75

Sub. Code:13BAUC102

Max. Marks: CIA - 25; ESE - 75

Credits : 3

Objective: To make the students acquire knowledge on the components of computer system, operating systems, networking technologies, MIS and its applications.

UNIT -I

15 Hrs.

Information Technology: Meaning and Concept – Importance of Computers in Business – Data and Information – Data Processing – Data Storage and Data Retrieval Capabilities – *Computer Applications in various areas of Business .*

UNIT – II

15 Hrs.

Operating system: DOS – Windows –UNIX- Windows NT – Windows 98 – Flow chart and programme flow charts , E- commerce –Models-Internet – Intranet – *Email its uses and importance ,WWW and Net Working-LAN-WAN –Social Networking.*

UNIT – III

15 Hrs.

MIS: Introduction - Definition – *Features*-MIS Structures-MIS as Competitive Advantage- MIS support for Planning-Organising-Controlling – MIS for specific Functions -DBMS-Models.

UNIT – IV

15 Hrs.

Types of Computer Systems: Micro, Mini, Main Frame And Super Computers – Analogue, Digital and Hybrid Computers – Business and Scientific Computer Systems –*Generation of Computers* – Laptop or Note Book Computers – Data Processing Systems–Types- Multi Programming and Multi Processing Systems.

UNIT – V

15 Hrs.

Hardware: *Components of Computer System* – Input, Output and Storage Devices.

Software: System Software and Application Software Programming Language Machine Language – Assembly Language –High Level Languages .

Note : *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Roger Hunt and Hohn Shellery** , *Computers and Commonsense* , 5th Edition, Publishers Prentice Hall of India, New Delhi 2002
2. **Brightman and Dimsdale** , *Using Micro Computers* , 1st Edition, 2000, Galgatia Publications, New Delhi.
3. **Alexis and Mathews Leon** , *Introduction to Computers*, 1st Edition,2002, Leon Vikas publishers, Chennai.
4. **Amman Jindal** , *Management Information System* , Kalyani Publishers, Mumbai, 2nd Edition, 2006.
5. **James O.Brien**, *Management Information System*, Tata Mc Grawhill, 4th Edition,New Delhi,2000.

SEMESTER – I
Allied Paper I
Managerial Economics

Instructional Hrs: 75

Sub. Code: 13BAUA101

Max. Marks: CIA -25; ESE -75

Credits: 5

Objective: To help students understand the fundamental economic principles that influence managerial decisions.

UNIT – I **10 Hrs.**

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm.

Demand and Supply: Law of Demand – Elasticity of Demand.

UNIT – II **20 Hrs.**

Market Structure: Perfect Competition – Monopoly – *Monopolistic Competition* – Oligopoly and Duopoly.

UNIT – III **15 Hrs.**

Production Function: Factors of Production – Laws of Returns – Returns to Scale and Law of Variable Proportions – *Economies of Scale* – Mixed Economy.

UNIT – IV **15 Hrs.**

Business Cycle: Characteristics – Phases – Control of Trade Cycle.

Inflation: Definition – Characteristics – Types – Effects – *Anti-Inflationary Measures*.

Deflation: Effects – Control.

UNIT – V **15 Hrs.**

National Income: GDP - GNP – NNP - Per Capita Income - Balance of Trade - *Balance of Payment*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Sankar.S, *Managerial Economics*, Margham Publications, Chennai, 5th Edition, 2006

REFERENCE BOOKS

1. **Mankar.V.G.,** *Business Economics*, Macmillan, New Delhi, 1st Edition, 2004.

2. **Mithani.D.M.** *Essential of Managerial Economics*, Himalayan Publishing House, Mumbai, 1st Edition, 2004.

3. **Sundharam.K.P.M, Sundharam.E.N,** *Business Economics*, Sultan Chand and Sons, 4th Edition, 2005.

SEMESTER – I
Foundation Course A
Environmental Studies

Instructional Hrs: 30

Sub. Code: 09FOCU1ES

Max. Marks: ESE -100

Credits: 2

Objective: To make the students to know about the Natural Resources, Pollution, Biodiversity and to create awareness on various Environmental Issues and to help students understand the fundamental environmental concepts .

UNIT – I **10 Hrs.**

The Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance - *Need for Public Awareness* - Natural Resources and associated problems – Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Role of an Individual in Conservation of Natural Resources, Equitable Use of Resources for Sustainable Lifestyles.

UNIT – II **5 Hrs.**

Ecosystem: Concept of an Ecosystem, Structure and Function of an Ecosystem – *Producers, Consumers and Decomposers*. Energy Flow in the Ecosystem – Food Chain, Food Webs and Ecological Pyramids, Ecological Successions.

UNIT – III **5 Hrs.**

Biodiversity and Its Conservation: Introduction – Definitions, Genetic, Species and Ecosystem Diversity. *Conservation of Biodiversity* – In – Situ and Ex – Situ Conservation of Biodiversity.

UNIT – IV **5 Hrs.**

Pollution: Definition, Causes, Effects and Control Measures of Air Pollution, Water Pollution, Soil Pollution, *Noise Pollution* and Thermal Pollution. **Disaster Management:** Floods, Earthquake, Cyclone and Landslides.

UNIT – V **5 Hrs.**

Social Issues: Global Warming, Ozone Layer Depletion, Acid Rain, Nuclear Accidents and Holocaust (Case Studies). *Consumerism and Waste Products*. **Environmental Protection Act:** Air, Water, Wildlife, Forest, Issues involved in Enforcement of Environmental Legislation and Public Awareness.

Field work

- Visit to a Local Area to Document Environmental Assets – River / Forest / Grass Land/ Hill/ Mountain.
- Visit to a Local Polluted Site – Urban / Rural / Industrial/Agricultural.
- Study of Common Plants, Insects, Birds.
- Study of Simple Ecosystems – Pond, River, Hill Slope, Etc.

Note: *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Bharathiar University**, *Environmental studies*, Published by Bharathiar University, Coimbatore.
2. **Sharma.R.C, Gurbir Sangha**, *Environmental Studies*, Kalyani Publishers, Ludhiana, 1st Edition, 2005.

SEMESTER– II
Core Paper III
Ms Office - Theory

Instructional Hrs: 30

Sub. Code: 13BAUC203/14BAUC203

Max. Marks: CIA -10; ESE -40

Credits: 3

Objective: To equip the students with the basics of MS-office tools and its applications.

UNIT – I

7 Hrs.

Windows : Working within windows – Using toolbars, menus and dialog boxes. Ms office Basics – Creating document – *Entering text* – Selecting text – Giving instruction – Saving files.

UNIT – II

5 Hrs.

Word basics: Using Auto text- Using Auto correct – Word editing techniques – *Finding & replacing text* – Adding headers, footers & page numbering-Checking spelling – Formatting with styles – Creating tables – Mail merger.

UNIT – III

8 Hrs.

Excel Basics: Formatting of cells and work sheets -Entering data – Selecting ranges – Editing entries – Formatting entries – Simple calculations – Entering formula for a worksheet – Naming cells & ranges data display – Working with macros – Printing worksheets – Copying entries between workbooks – Moving sheets between workbook – Deleting sheets – *Creating graphs* – Pivot Tables and charts

UNIT – IV

5 Hrs.

Power point basics: *Editing text* – Adding subordinate points – Deleting slides – Working in outline view – Using a design templates – Merging presentations in slider sorter view applying templates – Adding graphs – Adding organization charts – Running an electronic slide show -adding special effects – adding hyperlinks.

UNIT – V

5 Hrs.

Access Basics: *Creating a table entering and adding records* – Changing a structure – Working with records – Creating forms – Establish relationships using queries to extract information – Using reports to print information.

Note: *Italics denotes Self Study Topics*

TEXT BOOK

1. John Walkenbach, Herb Tyson, Faithe Wempen. Cary N. Pragne. Michael R. Groh, Peter G. Aitken and Lisa A. Bucki wiley , Microsoft office 2007 Bible – India Edition, 2007.

REFERENCE BOOK

1. Jerry Joyce and Marianne moon, *Plain and simple 2007 Microsoft office system*, Eastern Economy Edition, 2007.

SEMESTER – II
Core Paper IV
Financial Accounting

Instructional Hrs: 75

Sub. Code: 13BAUC204

Max. Marks: CIA -25; ESE -75

Credits: 3

Objective: To develop conceptual understanding of fundamentals of financial accounting system and to impart skills in accounting for various kinds of business transactions.

UNIT – I **15 Hrs.**

Book-keeping: Meaning – Systems of Book Keeping.

Accountancy: Meaning – Accounting Concepts and Conventions – Recording Business Transactions – Kinds of Accounts – Journalizing Rules – *Subsidiary Books* – Ledger Postings.

UNIT – II **14 Hrs.**

Trial Balance: *Errors* – Verification of Errors.

Bank Reconciliation Statement.

UNIT – III **15 Hrs.**

Final Accounts: Trading, Profit and Loss Account and Balance Sheet – *Manufacturing Account* – Adjusted Entries.

UNIT – IV **16 Hrs.**

Accounting for Non – Trading Concerns: Depreciation with Adjusted Entries.

UNIT – V **15 Hrs.**

Accounts from Incomplete Records: Defects – *Ascertainment of Profit* – Conversion into Double Entry.

Note: Theory and problems may be in the ratio of 20% and 80% respectively

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Nagarajan. K.L, Vinayakam.N and Mani.P.L,*Principles of Accountancy*, Sultan Chand & Company Ltd., 2009 Edition.

REFERENCE BOOKS

1. Gupta .R.L. and Radhasamy.M,*Advanced Accountancy* Sultan Chand & Company Ltd., New Delhi, 14th Edition , 2004.

2. Jain S.P. & Narang.K.L,*Financial Accounting*, Kalyani Publishers, Ludhiana, 3rd

Edition, 2008.

3. **Reddy T.S & Murthy.A**, *Financial Accounting*, Margham Publications, Chennai, 1st Edition, Reprint, 2004.

SEMESTER – II
Core Practical I
Ms Office – Programming Lab

Instructional Hrs: 45

Sub. Code:

11BAUCP01 Max. Marks: CIA -20; ESE -

30

Credits: 2

LIST OF PRACTICALS

MS WORD

1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, justify and center.
2. Prepare a Job Application letter enclosing your Bio-Data
3. Perform Mail Merger operation and prepare labels.
4. Prepare a neatly aligned error free document, add header and footer also perform find and replace operations and define bookmarks.
5. Prepare the document in Newspaper column layout.
6. Demonstrate OLE concept by linking an Excel worksheet into work document.

MS EXCEL

7. Worksheet using Formula.
8. Worksheet Manipulation for Electricity bill preparation.
9. Drawing Graphs to illustrate Class performance.
10. Calculating the total and average in an Excel worksheet containing monthly sales details of five companies.

MS ACCESS

11. Simple commands performing sorting on name, place and pin code of students database and address, printing using Label format.
12. Payroll processing and preparing report.
13. Inventory Control.
14. Screening designing for data entry.

MS POWERPOINT

15. Prepare a Power Point Presentation with atleast three slides for Department inaugural function.
16. Draw an Organization chart with minimum three hierarchical levels.
17. Design an Advertisement campaign with minimum three slides.
18. Insert an Excel chart into a Power point slide.

SEMESTER – II
Allied Paper II
Mathematics for Management

Instructional Hours: 90

Sub. Code:

11BAUA202

Max. Marks: CIA-25; ESE-75

Credits

: 5

Objective: To make the students acquire knowledge of Business Mathematics and Operations Research.

UNIT – I

18 Hrs.

Sets and Set Operation: Venn Diagrams.

Matrices - Fundamental Ideas about Matrices and their *Operational Rules* – Matrix Multiplication – Inversion of Square Matrices of Not More Than 3rd Order.

UNIT – II

18 Hrs.

Mathematics of Finance: Simple and Compound Interest – Discounts and *Present Values*.

UNIT – III

18 Hrs.

Operation Research: Meaning – Scope – Models – *Applications in Management Decision Making* - Limitations.

Linear Programming problems: Mathematical Formulation (Graphical and Simplex Methods Only).

Queuing Theory.

UNIT – IV

18 Hrs.

Transportation – Assignment Problem. Game Theory. (Simple Problems Only).

UNIT – V

18 Hrs.

Network Analysis: PERT - CPM – Construction of Network for Projects – Time Scale Analysis – Probability of *Completion of Project*.

Note: Theory carries 20% and Problems Carry 80% marks.

Note: *Italics* denotes Self Study Topics

TEXT BOOKS

1. **Dharani Venkatakrishnan.S .**, *Operation Research*, Sultan Chand & Sons, New Delhi, 7th Edition.
2. **Navaneetham. P.A.**, *Business Mathematics and Statistics [for B.B.M./B.B.A]*,Jai Publications, Tiruchy, 5th Edition, 2009.

REFERENCE BOOKS

1. **Kanti Swarup, Gupta P.K., Manmohan**, *Operational Research*, Sultan Chand & Sons, New Delhi, 14th Edition, 2008.
2. **Vittal.P.R.**, *Business Mathematics and Statistics*, Margham Publications, Chennai, 6th Edition, 2006.

SEMESTER – II
Foundation Course B
Value Education and Human Rights

Instructional Hours: 30

Sub. Code:

14VEDU2HR

Max. Marks: ESE-100

Credits

: 2

Objective: On successful completion of the course, the students should have understood the significance of human values and the rights.

UNIT – I

5 Hrs.

Aim of Value Education – Concept of human values – Types of values – Components of value education – Personal development: *Character formation towards Positive Personality* - National values.

UNIT – II

5 Hrs.

Concept and Theories of Human Rights – *Classification of human rights* – Universal declaration of human rights – International covenant on civil and political rights – International covenant on economics, social and cultural rights.

UNIT – III

5 Hrs.

Rights Guaranteed by Indian Constitution – Constitutional vision of freedom: Fundamental rights: *Fundamental duties*: Constitutional vision of justice – Directive principles of state policy.

UNIT – IV

10 Hrs.

Human Rights Issues: Gender discrimination – Women's rights issue – *Domestic violence* – Child labour – Bonded labour.

UNIT – V

5 Hrs.

Human Right Enforcements: National human rights commission – State right commission – Human right courts – Role of NGO's: Amnesty international, Asia watch – *People's Union for liberties* (PUCL), People's Union for Democratic Rights (PUDR).

Note: Italics denotes self study topics

REFERENCE BOOKS

1. **Mugammad Naqi**, *Modern Value Education*, Anmol Publications Pvt. Ltd., New Delhi, 2007.
2. **Shrimali L.L.**, *A Search for Values in Indian Education*, Vikas Publishers, Delhi, 2001.
3. **Acharya. N.K.**, *The Constitution of India*, Asia Law House, Hyderabad, 2011.
4. **Misra R.**, *Human Rights*, Sumit Enterprises, New Delhi, First Edition, 2005.

5. **Nirmal S.J.** *Human Rights in India*, Oxford University Press, New Delhi, 2000.
6. **Durgadas Basu**, *Human Rights in Constitutional Law*, Prentice Hall of India, 2004.
7. **Bajwa G.S.**, *Human Rights in India*, Anmol Publications, New Delhi, 2001.

SEMESTER– III

Core Paper - V

Production and Materials Management

Instructional Hours: 90

Sub. Code: 13BAUC305

Max.

Marks:

CIA

-25;

ESE-75

Credits:

4

Objective: To enable the students to acquire knowledge on plant location and layout, managing inventory and quality of materials.

UNIT – I

25

Hrs.

Production Management: Functions – Scope – Plant location – Factors– Site location – Plant layout-Principles – Types. Production planning & control: Meaning – Objectives- Elements: Routing – *Scheduling* – Dispatching – Control.

UNIT – II

20

Hrs.

Materials Handling : Importance – Principles – Criteria for selection of material handling equipments – Maintenance – Types – Breakdown – Preventive – Routine. Work study - Method study – Motion study – *Time study*.

UNIT – III

20

Hrs.

Organisation of Materials Management : Principles – Structure – *Integrated materials management* – Purchasing – Procedure – Principles– Just – in – time. Purchasing- Requirements - Import substitution and import purchase procedure – Vendor rating – Vendor development.

UNIT – IV

15

Hrs.

Inventory Control : Importance – Tools – ABC, VED, FSN analysis –EOQ – Reorder point – Safety stock – Lead time analysis – Store keeping – Functions – Store keeper – Duties – Responsibilities – *Location of store* – Stores ledger – Bin card.

UNIT – V

10

Hrs.

Quality Control: Types of inspection – *Centralized and decentralized*. **TQM** – Meaning – Objectives – Elements – Benefits - Six sigma.

Bench Marking: Meaning – Objectives – Advantages – ISO – Procedure –Advantages.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.P.Saravanavel & S.Sumathi, *Production & Materials Management*, Margham Publications, Chennai, Reprint2003.

REFERENCE BOOKS

- 1.Jayakumar.V,** *Total Quality Management*, Lakshmi Publications India, 3rd Edition 2006.
- 2.Aswathappa.K,***Essentials of Production Management*, Himalaya Publications, Mumbai, 1st Edition, Reprint 2003.
- 3.Badi R.V and Badi N.V,** *Modern Production Management*, Vrinda Publications Pvt Ltd, Mumbai, Reprint 2005.

SEMESTER – III

Core Paper-VI

Marketing Management

Instructional Hours: 90

Sub. Code: 13BAUC306

Max. Marks: CIA -25; ESE -75

Credits: 4

Objective: To enable the students to acquire knowledge on the Marketing Concepts and Strategies and the application of various Branding Techniques.

UNIT – I

20 Hrs.

Definition of Marketing – **Marketing Management** :Marketing Concepts – Meaning – Importance – *Importance of Marketing in Developing Countries*– Functions of Marketing - **Marketing Environment** : Various Environmental factors affecting the marketing functions. Concept of social and not-for-profit marketing.

UNIT – II

20 Hrs.

Buyer Behaviour: Buying Motives - Market Segmentation on Different Bases – Marketing Strategy – Market Structure.

Channel of Distribution– Definition and Types of Channel – Channel Selection and *Problems*.

UNIT – III

20 Hrs.

The Product: Marketing Characteristics – Consumer Goods – FMCG -Industrial Goods – Production Policy – Product Life Cycle (PLC) –Product Mix – Modification and Elimination –Developing New Products –*Strategies*. **Marketing Risks.**

UNIT – IV

15 Hrs.

Pricing: Meaning to Buyer & Seller – Policies – Objectives – Factors influencing Pricing Decisions – Types of Pricing - Multi Product Pricing – *Competitors reaction to Price*

Changes.

Physical Distribution– Transportation – Warehousing – Logistics.

UNIT – V

15 Hrs.

Branding Decision: – Brand – Brand Image – Brand Loyalty – Brand Positioning –Brand Equity – Brand identity – Brand personality – *Packaging* – Case studies[only internal assessment].

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Pillai &Bhagavati - *Marketing Management*-Sultan Chand &Sons, New Delhi, 3rd Edition, 2007.

REFERENCE BOOKS

1. Bansal.S.P, *Marketing Management*, Kalyani Publishers, Mumbai, 1st Editon ,2004.

2. Rajan Nair & M.M.Varma-*Marketing Management*, sultan Chand & Sons, New Delhi, 2nd Edition,2003.

3.Sontakki.C.N"-*Marketing Management*, Kalyani Publishers, Mumbai, 1st Edition 2009.

SEMESTER-III
Core Paper- VII
Tally 9.0(Theory)

Instructional Hours:60

Sub.Code:11BAUC307

Max. Marks : CIA – 10 ; ESE-40

Credits : 2

Objective: To familiarize the students with Tally and its applications in the field of business.

Unit I

15 Hrs.

Tally 9.0: Introduction – *Features* –Requirements for Installing Tally 9.0.

Company Creation: Creation –Selection – Alteration – Deletion – Configuring Accounting.

Master: Groups – Creation – Primary Group – Sub Group – Ledger Creation.

UNIT II

10 Hrs.

Vouchers: Types – Writing Voucher – *Voucher Entry* – Accounting Voucher –Type – Inventory masters.

UNIT III

10 Hrs.

Inventory voucher: Purchases Entry – *Sales Entry* – Purchases Order – Sales Order.

Inventory Information: Stock Categories – Stock Items.

UNIT IV

10 Hrs.

Taxation: TDS: Concept – Features – *Benefits* – Creation – Voucher Entry.

VAT: Concept – Classification – Ledgers pertaining to VAT.

UNIT V

15 Hrs.

Reporting: Preparation of Trial Balance – *Book of Accounts*, Cash Book, Bank Book, Ledger Accounts, Group Summary, Sales Register and Purchases Register, Journal Register, Statement of Account and Balance Sheet , Funds flow and cash flow statements.

Note: *Italic* denotes self learning Topics.

REFERENCE BOOKS

1. **Kogent Solution Inc** *Tally 9 In Simple Steps*, Dreamtech Press, New Delhi, 1st Edition 2009.
2. **Namrata Agrawal** *Tally 9*, Dreamtech Press, New Delhi, 1st Edition 2008.
3. **Certificate Course on Tally 9 & Office Automation**, Genesis (House of Accountants), 1st Edition, 2009.
4. **Tax Accounting in Tally**, Genesis (House of Accountants), 3rd Edition, 2008.

SEMESTER –III

Core Practical- II

Tally 9.0 (Programming Lab)

Instructional Hours: 45

Subcode:11BAUCP02

Max. Marks: CIA-20; ESE-30

Credit: 2

1. Create a new company, groups & ledger and record minimum 10 Transactions & Display the results.
2. Prepare accounting vouchers by using the following methods.
 - Contra
 - Payment
 - Receipt
 - Journal
 - Sales
 - Purchase
 - Credit Note
 - Debit Note
3. Create a stock item of a company by providing stock group with a unit of measurement.
4. Create a godown for the company stock items to store them in a office godown.
5. Prepare inventory vouchers by using the following methods.
 - Delivery Note
 - Receipt Note
 - Rejection In
 - Rejection Out
 - Stock Journal

- Physical Stock
6. Create masters including party's ledger, expenses ledger, related to TDS.
 7. Create the ledger purchase accounts and also activate the features related to VAT.
 8. Prepare the Trial Balance, Profit & Loss a/c and Balance Sheet.
 9. Prepare the fund flow statement and cash flow statement.

SEMESTER-III

Allied Paper- III

Taxation-Law and Practice

Instructional hours: 90

Sub. Code: 13BAUA303

Max. Marks: CIA-25; ESE-75

Credits: 5

Objective: To acquaint the students with legal framework of taxation affecting business plans, profits and liabilities of business and tax on the individual's salary and house property and to gain the knowledge of basic principles underlying the substantial provisions of VAT Act and its applications.

UNIT-I (Theory only)

20 hrs.

General principles of taxation: Objectives, System distinction between direct and indirect taxes- Cannons of taxation- *Tax evasion*-avoidance-cause-remedies.

Direct taxes: Income tax Act 1961- Important definitions-Residential status-Gross Total Income [GTI]- *specimen* - **Heads of income.**

UNIT-II (Theory and Problems)

15

hrs.

Income from salary- Income from house property.

UNIT-III (Theory only)

20

hrs.

Profits and gains of business or profession: Definition-Expressly admissible deductions- General deductions-Expenses expressly disallowed-Computation of professional income.

Income from capital gains: Scope of charge –Types of capital gains-tax on capital gains.

Income from other sources: General Income-specific Income- tax treatment-*Types of assessment procedures* - Powers of IT authorities

UNIT-IV (Theory only)**15****hrs.**

Indirect taxes: Provisions relating to registration of dealers-Procedures & effects of registration- Mode of charging VAT-Exemptions from VAT – *Authorities & their powers*-selected provisions of CST Act ,1956.

UNIT-V (Theory only)**20****hrs.**

Central Excise Duty: Basis of charge-goods on which excise duty can be levied-exemptions and concessions. **Customs duty:** Important definitions-Restrictions on import and export of goods - Levy of customs duty-*Exemptions*.

Note: *Italics* denotes self study topics.

TEXT BOOKS

- 1. Dingare Pagare**, Revised by Balachandran, *Business Taxation,(Indirect taxes)*, Sultan Chand & Sons Educational Publishers, New Delhi,8th Edition,2007.
- 2. Gaur V.P, Narang D.B, Puja Ghai& Rajeev Puri**, *Income tax Law & Practices*, Kalyani Publishers,Ludhiana,38th Edition,2010.

REFERENCE BOOKS

- 1. Parameshwaran.R**, *Principles of Taxation*, Prasanna publishers, Chennai, 1st Edition, 2003.
- 2. Radha and Parameshwaran**, *Indirect Taxation*, Prasanna publishers, Chennai, 1st Edition, 2007.
- 3. Senthil Kumar.D, Senthil Rajan.A**,*Business Taxation*, Himalaya Publishing House, Mumbai, 2nd Edition, 2006.

SEMESTER – III
Skill-Based Practical I
Entrepreneurial Skill Development

Instructional Hours: 45

Sub.Code:13BAUSP01

Max. Marks: CIA-40; ESE-60

Credits: 3

Objectives: To educate the students on different activities of Small Scale Business and promote entrepreneurship.

UNIT-I: 5

hrs.

MSME: Meaning of Micro, Small and Medium Enterprises – Associated Organisations.
Formation of SHGs. Preparation of Business Plan – Simple Marketing Techniques.

(Only internal assessment)

UNIT-II: 10

hrs.

Toy using Fur – Rugs using Fabric.

UNIT-III: 10

hrs.

Fashion Jewelry: Using Beads - Using Terracotta.

UNIT-IV: **10**

hrs.

Jute products: Bags, purses and pouches.

UNIT-V: **10**

hrs.

Paper Products: Envelopes, Gift bags and Binding process.

Others: Pen-stands, Key-chains and Incense sticks

Text Book: Study materials provided by the Department.

SEMESTER-III

Non -Major Elective-I

Soft Skill Development

Instructional Hours: 30

Sub. Code:

13BAUN301

Max. Marks: ESE- 100

Credits : 2

Objectives: To impart knowledge on various soft skills to enhance the students' skills and personalities.

Unit-I: **5 hrs.**

Knowing Thyself: Significance-Process-Self Analysis through SWOT & Johari Window.

Goal Setting: Significance-Ten Commandments-Steps to achieve goals.

Unit-II: **5 hrs.**

Creativity: Concepts- Characteristics of creative person- Process of creativity- Mental blocks and Block- busting techniques - Creative methods- Creative tools and techniques - Brainstorming.

Unit-III: **5 hrs.**

Stress Management: Introduction- Classification-Teen stress- Causes of stress-Specific Stress factors- The negative stress cycle- Techniques to manage stress.

Unit-IV: **5 hrs.**

Body language: Types of non-verbal communication- Positive body language to adopt- Negative body language to avoid- Body language tips for job interview

Unit-V: **10 hrs.**

Team building: Meaning - Aspects- Skills - Process-Characteristics of an effective team- Simple Management games.

Interpersonal Skills: Meaning-Tips for improvement.

Text Book: Study materials provided by the Department.

SEMESTER-IV

Core Paper-VIII

Human Resource Management

Instructional Hours:75

Sub.Code:13BAUC408

Max. Marks: CIA-25;ESE-75

Credits:4

Objective: To enable the students to acquire knowledge on various aspects of Human Resource Management.

UNIT-I

15hrs.

Human Resource Management : Meaning- Nature, Scope and Objectives –Functions of HR Department – *The Role of HR Manager* – Organisation of HR Department – HR Policies And

Procedures. E-HRM – Concept – Scope.

UNIT-II **15hrs.**

Man Power Planning : Job Description – *Job Analysis* – Job Design – Job Specification – Recruitment and Selection – Training and Development- Case Studies[only internal assessment].

UNIT-III **15hrs.**

Performance Appraisal : Job Evaluation and Merit Rating – *Promotion* –Transfer and Separations – Human Relations – Approaches to Good Human Relations.

UNIT-IV **15hrs.**

Wages and Salary Administration : Incentive System – Labour Welfare –*Retirement Benefits to Employees*

UNIT-V **15hrs.**

Industrial Relations : Nature – Trade Union – Disputes and their Resolution – Nature of Disputes – Causes for Disputes – *Settlement of Disputes* – Collective bargaining.

TEXTBOOK

1. **Mamoria C.B.**, *Personnel Management*, Himalaya Publishing House, Mumbai, 23rd Edition,2003.

REFERENCE BOOKS

1.**Aswathappa .K.**,” *Human Resource and Personnel Management*”, Tata McGraw hill, New Delhi,5thEdition,2008.

2.**Chatterjee. S.K.**,” *Personnel Management and industrial Relations*”,Sujrect Publications, New Delhi, Reprint, 2001.

3.**Tripathi.C.**,” *Personnel Management and industrial Relation*”s, Sultan Chand and Sons,New Delhi, 1st Edition, 2003.

SEMESTER – IV

Core Paper- IX

Financial Management

Instructional Hours: 75

Sub. Code : 13BAUC409

Max. Marks: CIA-25; ESE-75

Credits : 4

Objective : To understand the significance of cost of capital for deciding the capital structure and evaluate the implications of financial decisions for shareholders and the company. Also, to acquire knowledge on managing working capital.

UNIT – I

15 Hrs.

Finance Functions : Meaning – Definition and *Scope of Finance Functions* – Objectives of Financial Management – Profit Maximization and Wealth Maximization.

Sources of Finance : Short Term – Long Term.

UNIT – II **15 Hrs.**

Cost of Capital : Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Reserves – Weighted Average Cost of Capital.

Capital Structure : Factors influencing Capital Structure – *Optimal Capital Structure*.

UNIT – III **15 Hrs.**

Dividend : Meaning, Classification – Sources – Dividend Policy – *Factors influencing Dividend Policy*.

Working Capital Management : Concepts – Importance – Determinants of Working Capital. **UNIT – IV**

15Hrs.

Cash Management : Motives for Holding Cash – *Objectives* – Strategies of Cash Management, **Receivables Management** : Objectives – Cost and Benefits of Credit Extension – Crucial Decisions in Credit Extension – Factoring services.

UNIT – V **15 Hrs.**

Capital Budgeting : Meaning – *Importance* – Appraisal Methods.

Leverage: Operating and Financial Leverage.

Note : *Italics* denotes Self Study Topics

TEXT BOOK

1. **Sharma.R.K., Shashi.K.Gupta**, *Financial Management*, Kalyani Publishers, Ludhiana, 1st Edition, 2003.

REFERENCE BOOKS

1. **Khan.M.Y., Jain.P.K.**, *Basic Financial Management*, Tata McGraw Hill Publishing Company Ltd, 2nd Edition, 2000.
2. **Pandey.I.M**, *Financial Management*, Vikas Publishing House Private Ltd., New Delhi, 9th

Edition, 2004.

3. Periyasamy.P., *Financial Management*, Vijay Nicole Imprints, Chennai, 1st Edition, 2008.

SEMESTER – IV

Core Paper- X

Organisational Behaviour

Instructional

Hours:

75

Sub.Code:13BAUC410

Max.

Marks:

CIA-25;ESE-

75

Credits:4

Objective: To enable the students to understand contemporary organizational behavior theories and to demonstrate effective individual and teamwork behaviours: to help them evaluate methods of motivating and rewarding individuals and group.

UNIT – I

10 Hrs.

Organizational Behaviour: *Importance* and Scope of Organizational Behaviour – Hawthorne Experiment – Individual Differences – Learning – Perception – Personality tests – nature – types and uses.

UNIT – II

15 Hrs.

Motivation: Maslow's, Herzberg, Mc Gregor & ERG Theory – Financial and Non – Financial Motivation – *Techniques of Motivation*. Transactional analysis.

UNIT – III

20 Hrs.

Job Satisfaction: Meaning – Factors – Management of Job Satisfaction – Morale – *Importance* – Employee Attitude and Behaviour and their Significance to Employee Productivity – Job Enrichment – Job Enlargement.

UNIT – IV

10 Hrs.

Group Dynamics: Cohesiveness – Competition – Cooperation.

Conflict: Types of Conflict – Resolution of Conflict – Sociometry – *Group Norms* – Role – Status.

UNIT – V

20 Hrs.

Leadership: Types – Trait, Managerial Grid and Fielder's Contingency Theory activities. Organizational Climate – Organizational Effectiveness – Organizational Development.

Counselling and Guidance: Importance of Counsellor – Types of Counselling – *Merits of Counselling*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.Prasad.L.M.,*Organisational Behaviour*, S.Chand and Company Ltd,New Delhi,
2nd Edition.

REFERENCE BOOKS

1. **Ghosh.P.K., Ghorpade.M.B.," *Industrial Psychology*"**, Himalaya Publishing House, Mumbai
4th Edition.
2. **Keith Davis," *Human behaviour at works*"; *Organisational Behaviour***, Tata Mcgraw-Hill, New Delhi, 6th Edition, 2005.
3. **Khanka.S.S.," *Oraganisational Behaviour*"**, S.Chand and Company Ltd, New Delhi, 4th Edition, 2010.

SEMESTER –IV

Core paper -XI

Internet and Web Designing (Theory)

Instructional Hours: 45

Sub.Code:11BAUC411

Max. Marks: CIA-10; ESE-40

Credits: 2

Objective: To enable the students to acquire knowledge on Internet, HTML DHTML, and Hyperlink with a view to help students employed.

UNIT – I

9Hrs.

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

UNIT – II

9Hrs.

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

UNIT – III

9Hrs.

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

UNIT – IV

9Hrs.

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

UNIT – V

9Hrs.

Introduction to DHTML: Cascading style sheets – color and background attributes – text attributes – border attributes – *marginal related attributes* – list attributes – class – external style sheet.

Note: *Italics* denotes Self Study Topics

TEXT BOOKS

1.Maureen Adams,” Internet Compete”BPB Publications.

2.Ivan Bayeross ,” Web Enabled Commercial Application Development Using HTML, DHTML, Java Script , Perl CGI,” BPB Publications – 2000.

SEMESTER-IV

Core Practical- III

Internet and Web Designing (Programming Lab)

Instructional Hours: 45

Sub Code: 11BAUCPO3

Max. Marks: CIA-20; ESE-30

Credits: 2

List of programs:-

1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail id using any available service providers.
5. Send an email to another person’s email id.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail ID.
16. Develop a HTML page to conduct auction.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display students results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product ID.

SEMESTER – IV
Allied Paper -IV
Business Communication

Instructional Hours: 60

Sub.Code:

13BAUA404

Max. Marks: CIA- 25; ESE -75

Credits:

5

Objective: To enable the students to learn the nuances of good communication and to develop the oral and written communication skills for business situations.

UNIT – I

12

Hrs.

Introduction to Communication: Importance – *Elements* – Communication Process – Methods & Media of Communication – Barriers – Principles of Communication.

Devices in Communication: Intercom, Telephone, Fax, Internet, E-Mail – Video Conferencing – Tele-Conferencing – Data Conferencing

UNIT – II

12

Hrs.

Trade Correspondence : Inquires – Offers and Quotations Orders –Execution and *Cancellation* – Claims, Adjustment and Settlement of Accounts.

UNIT – III

12

Hrs.

Complaints Letter : Collection Letter – Letters relating to Agencies, *Credit and Status Enquiry* – Banking & Insurance Correspondence.

UNIT – IV

12

Hrs.

Communication Through Reports : Drafting Methods and Procedure –Importance, Types & Characteristics of Reports – Reports by Individual and Committees – Annual Report – *Press Report*. **Oral Communication:** Drafting of Speeches – *Methods and Procedures*.

UNIT – V

12

Hrs.

Secretarial Correspondence : (A) Internal Correspondence – Memo –Circulars – Notices – Explanations To Superiors. (B) Correspondence with Share Holders, Directors and Other Government Departments. *Agenda and Minutes Preparation.*

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Rajendra Pal ,” *Essentials of Business Communication”*, Sultan Chand & Sons, New Delhi, 10th Edition, 2004

REFERENCE BOOKS

1.Asha Kaul ,” *Effective Business Communication”*, Prentice – Hall of India, New Delhi, 1st Edition, 2003.

2. Urmila Rai & Rai S.M ,” *Business Communication”*, Himalaya Publishing House, New Delhi, 4th Edition, 2003.

3. Varinder Kumar & Bodh Raj,” *Business Communication”*, Kalyani Publishers, Ludhiana, 1st Edition, 2003.

SEMESTER - IV
Skill Based Subject-II
Multi-Skill Development Paper

Instructional Hours: 45

Sub.code:13BAUS402

Max. Marks: CIA – 40; ESE – 60

Credits:

3

Objective: To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.

UNIT I

9

Hrs.

Communication: Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary – Synonyms – Antonyms - Prepositions – Articles – One word substitution – Sentence completion.

UNIT II

9

Hrs.

Numerical Aptitude : Problems on numbers - Problems on Ages – Percentage - Profit and loss - Ratio & Proportion - Time & Work - Time & Distance - *Simple Interest* - Compound Interest.

UNIT III

9

Hrs.

Critical Reasoning: Logical Inference Questions and Syllogism.

Analytical Reasoning: Arrangement problems – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.

Verbal Reasoning: Verbal Analogy (Letter series and number series only) – Coding and Decoding.

UNIT IV

9

Hrs.

Self Introduction: Preparation of curriculum vitae – Presentation skill. Exercises.

Group Discussion: Meaning- Elements-skills- Good Etiquette.

UNIT V

Interview Skill: Meaning- Purpose- Type-Personality traits-FAQ's- Do's And Don'ts

Interview Etiquettes – Tips for Success in Interview. Exercises.

Note: *Italics denotes Self Study Topics*

REFERENCE BOOKS

1. **Hari Mohan Prasad & Uma Rani Sinha. 2011.** Objective English for Competitive Examinations. New Delhi: Tata McGraw Hill Education Private Ltd. (Unit – I)
2. **R.S. Aggarwal,**” *Quantitative Aptitude*”, S.Chand 2010. (Unit - II)
3. **Edgar Thorpe,** *Test of Reasoning for Competitive Examinations –4th edition,* 2002,Tata McGraw-Hill Publishing Company Limited, New Delhi. (Unit – III)
4. **R.S. Agarwal,**” *A Modern Approach to Verbal Reasoning*” (Fully Solved) –Revised Edition, S.Chand Company Limited, New Delhi, 2012. (Unit – III)
5. **M. S. Rao,** *Soft Skills Enhancing Employability-Connecting Campus with Corporate,* IK International Publishing House, NewDelhi, 2010. (Unit – IV)
6. **Alex.K,** *Soft Skills-Know Yourself and Know the World,* S.Chand Company Ltd., 2011.(Unit V)
7. *Group Discussions- Pass with Flying Colours,* G. K. Publications, NOIDA, 2012.
8. **Jain T.S.Upkar's** *SBI Clerical Cadre Recruitment Examination.* Agar Upkar Prakashan
9. **Mark Peterson,**” *Group Discussion Sure Way to Success*”, Lotus Press, New Delhi, 1st Edition,2009.
10. **Edgar Thorpe,Showich Thorpe,**” *Winning at Interviews*”, Dorling Kindersley, 3rd

Edition.

11. **L.Ron Hubbard**,” *Self Analysis*”,Pustak Mahal, 1st Edition.

12. **Jayant Neogy** , *Sure Success in Interview*, Pustak Mahal , December 2002 , 1st Edition , 2002.

13. **Professor Shakthi Batra & P.S.Bright** , “*Modern Interview*”, Bright Career,18th Edition.

SEMESTER –IV

Non Major Elective-II

Basic Promotional Techniques

Instructional Hrs: 30

Sub. Code: 13BAUN402

Max. Marks: ESE- 100

Credits : 2

Objective: To educate the students on various promotional tools and their suitability in business.

UNIT I

10 hrs.

Promotional Mix: Meaning – Importance – Push-Pull strategy.

Direct Marketing: Meaning – Characteristics – Channels – Benefits.

UNIT II **5 hrs.**

Advertising: Meaning – Importance – Types – Parts – Creativity in Advertisements.

UNIT III **5 hrs.**

Sales Promotion: Meaning – Types – Tools – Suitability.

UNIT IV **5 hrs.**

Personal Selling: Meaning – Objectives – Steps.

Salesmanship: Meaning – Features – Types – Qualities of a good salesman.

UNIT V **5 hrs.**

Publicity: Meaning – Advantages – Suitability.

Public Relations: Meaning – Characteristics – Publics – Tools.

Text Book: Study materials provided by the Department.

REFERENCE BOOKS

1. **Philip Kotler,**” *Marketing Management*”, Prentice hall of India, New Delhi, 2009 Edition.
2. **Rajan Sexena,** “*Marketing Management*”, Tata Mc. Graw Hill, New Delhi, 2003 Edition.
3. **Pillai R.S.N.,Bagavathi,**” *Marketing Management*”, S.Chand & Co.Ltd., New Delhi, 2010 Edition.
4. **Adrian Palmer,**” *Principles of Marketing*”, Oxford University Press – New Delhi – 2000.

SEMESTER – V

Core Paper- XII

Legal Aspects of Business

Instructional Hours: 90

Sub. Code: 13BAUC512

Max Marks: CIA-25; ESE-75

Credits :4

Objective: To introduce the elements of some legal enactments which are used in business and management. To enable the students to acquaint with the legal cases.

UNIT-1 **20 Hrs.**

Law of Contract : Contracts – Essentials and Classification – Agreement – Features and Kinds – Difference between Agreement & Contract - Offer – Characteristics & Types – Acceptance Essentials & Legal Rules – Consideration – Essential & Legal Rules – Consent and its Factors – Coercion – Its Effects.

UNIT – II **20 Hrs.**

Legality of Object – Unlawful & Illegal Agreements – Effects of Illegality – *Breach of Contract* – Remedies – Discharge of Contract – Sale of Goods Act – Conditions and Warranties.

UNIT – III **20 Hrs.**

Standing Orders Act, 1946 - Factories Act 1948 - Objects, Provisions Relating to Health, Safety, *Welfare* – Approval, Licensing and Registration of Factories.

UNIT – IV **20 Hrs.**

Banking Law : Banking – Meaning – Functions of Banks – Negotiable Instrument Act 1881 – Negotiable Instruments – Characteristics – Cheque – Essentials – *Endorsements* – Crossing – Demand Draft – Bill of Exchange.

UNIT – V **10 Hrs.**

Insurance law: Meaning – Types – *Principles* – law relating to Life insurance and General insurance. **Insurance Regulatory and Development Authority (IRDA) Act 1999**: Duties, Powers and Functions of IRDA.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Kapoor.N.D.**, *Elements of Business Law*, Sultan Chand & Sons, New Delhi, Twenty fifth Edition, 2008.

REFERENCE BOOKS

1. **Gognal.P.P.S.**, “ *A Text book of mercantile Law*”, S.Chand & Company Ltd, New Delhi, Reprint 2002.

2. **Motihar. M.**” *Insurance Principles, Practices*”, *Management and Salesmanship*, Sharda Pustak Bhawan, Mumbai, First Edition, 2004.

3. **Sumathi.S, Saravanavel.P** ” *Legal Aspect of Business*”, Emerald Publishers, Chennai, Revised Edition, 2003.

SEMESTER – V

Core Paper – XIII

Entrepreneurial Development and Project Management

Instructional Hours: 75

Sub.Code:

13BAUC513

Max Marks: CIA-25; ESE-

Objective: To make the students to acquire knowledge on entrepreneurship and project management and enable them to take up entrepreneurship.

UNIT – I**15 Hrs.**

Entrepreneurship: Meaning - Characteristics – Functions and Types of Entrepreneurship – *Intrapreneurs* – Development of rural and women entrepreneurs – Recent trends: Edupreneurship & Ecopreneurship : Meaning – Features.

UNIT – II**15 Hrs.**

Entrepreneurship development programmes: Need – Objectives – Course contents – Phases – Evaluation - *Role of entrepreneurship in economic development.*

UNIT – III**15 Hrs.**

Small Scale Industries: Concept – *Importance* – Incentives and Subsidies for SSI – Steps in Starting SSI. Sources of Finance – Institutional Support to Entrepreneurs.

UNIT – IV**15 Hrs.**

Project Management: Concept – Categories – *Project life cycle phases* – Characteristics of a Project – Project Appraisal – Preparation of Business plan – Contents.

UNIT – V**15 Hrs.**

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

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Khanka.S.S.,** “*Entrepreneurial Development*”, S.Chand & Company Ltd., 1st Edition, Reprinted 2004.

REFERENCE BOOKS

1. **Choudary,** “*Project Management* “, Tata Mc Graw hill, New Delhi, 1st Edition, 2003.
2. **Gupta C.B., & Srinivasan.N. P.,** “*Entrepreneurial Development*”, Sultan Chand & sons, 1st Edition .
3. **Prasanna Chandra,** “*Projects, Planning analysis Selection Implementation & Review*”, Tata McGraw Hill Publishing Company Ltd , New Delhi, 4th Edition.
4. **Prasanna Chandra** “*Projects- Preparation Appraisal, Budgets & Implementation* “Tata McGraw Hill Publishing Company Ltd, New Delhi, 3rd Edition.
5. **Renu Arora** “*Fundamentals of Entrepreneurship and small business*”, Kalyani Publishers , Ludhiana, 1st Edition , 2003.

SEMESTER – V**Core Paper- XIV****Research Methods for Management****Instructional Hours: 75****Sub.code:**

13BAUC514

Max Marks: CIA-25, ESE-

75

Credits : 3

Objective: To enable the students to understand the basic concepts of research, its application in various areas and enable them to undertake research.

UNIT – I

15Hrs.

Research: Definition – Importance – Advantages and Limitations. The Research Process – *Research Problem* – Formulation - Research Design - types.

UNIT – II

15Hrs.

Data Collection: Primary Vs Secondary Data – Methods – Questionnaire– Pre-Testing – Sampling - Steps – Types – Size – Errors – *Pilot Surveys*.

UNIT – III

15Hrs.

Scaling: Measurement Scales – Scaling Techniques – Hypothesis –Concepts – *Characteristics* – Types – Testing of Hypothesis.

UNIT – IV

15Hrs.

Interpretation And Report Writing: Types of reports - Steps in Writing Reports – Layout of Report, Types, Principles of Report Writing – *Graphical Representation of Results*.

UNIT – V

15Hrs.

Application of Research: Product Research – Price Research –Motivation Research – Promotion Research – Distribution Research –Sales Control Research – *Media Research*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Kothari.C.R.**, " *Research Methodology*", New Age International (P) Publishers, New Delhi, 2nd Edition, 2006.

REFERENCE BOOKS

1. **Gupta.S.P**" *Statistical Methods*", Sultan Chand Publications, New Delhi, 3rd Edition, 2002.

2. **Saravanavel.P**," *Research Methodology*", Kitab Mahal Publications, Allahabad, 15th Edition, 2003.

3. **Sharma.S.P**" *Marketing Research*", Sultan Chand Publication, New Delhi, 3rd Edition.

Core Paper- XV
Visual Basic – Theory

Instructional Hours:

45

Sub.Code:12BAUC515

Max Marks: CIA-25; ESE-75

Credits :3

Objective: To make the students acquire knowledge on Visual Basics Environment and help to apply in practice.

UNIT – I **10 Hrs.**

Getting started: Visual Basic Environment-Initial VB screen-Single Document Interface- Tool bars and systems control and components-Use of file, edit, view, projects, format, Run and Debug, tools, Window menu, *Properties window*, Procedures, Image controls, Message boxes and grids.

UNIT – II **10 Hrs.**

Steps in programming - The Code window- Editing tools- Statements in VB-Assignment and property setting-variable, strings, numbers, constants, display information- Controlling program flow- Repeating operation- Making decisions-GOTO-String function-RND functions- Date and Time functions-Financial functions.

UNIT – III **10 Hrs.**

Control arrays- Lists: One Dimensional arrays-*Arrays with more than one dimension*-Using lists functions and procedures-Passing by reference/ Passing by values-Code module-Global procedures and global variable-Document for user defined types with statements-Common dialog box-MDI forms.

UNIT – IV **8 Hrs.**

Fundamentals of Graphics and files: Screen- The Line and Shapes-Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method-Graphics control- File commands-File system controls-Sequential files-Random access files- Binary files.

UNIT – V **7 Hrs.**

Clip board: DDE, OLE, Data control-Programming with data control-Monitoring Changes to the data bases-SQL basics- Data Base Objects.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.Gary Cornell” Visual Basic 6 from the Ground Up” , Tata McGraw Hill Publishing Company Ltd, New Delhi, 1st Edition, 2003.

REFERENCE BOOKS:

1. **Krishnan.N & Saravanan.N**-“ *Visual Basic 6.0 in 30 days*”, Scitech Publications (India) Pvt Ltd Chennai , Third Edition, June 2006
2. **Steven Holzner** “ *Visual Basic Programming Black Book*”, Dream tech press New Delhi, 1st Edition, 2008

SEMESTER-V
Core Practical- IV
Visual Basic- Programming Lab

Instructional Hours: 45

Sub.Code:11BAUCP04

Max Marks: CIA-40, ESE-60

Credits:

3

List of Programming Lab

1. Develop a VB project to check user name and Password given by USER.
2. Develop a VB project to add and remove Items from List Box.
3. Develop a VB project to copy all Items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a give date.
8. Develop a VB project for mini calculator functions.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in our system.
11. Develop a VB project for note pad.
12. Develop a VB project for documents typing using MDI Form.

Use Employee Information For The Following Projects.

13. Develop a VB project to search a record in MS-Access database using data control.
14. Develop a VB project to delete a record from MS-Access database using data control.
15. Develop a VB project to perform following operations in MS-Access data base using DAO.
 - a) Move First Record
 - b) Move Next Record.
16. Develop a VB project to perform following operations in MS-Access data Base using DAO.
 - a) Move Previous record
 - b) Move Last Record.

SEMESTER – V

Elective Paper- I

Quantitative Techniques for Management

Instructional Hours: 75

Sub.code: 13BAUE501

Marks: CIA 25; ESE 75

Credits: 5

Objective: To equip the students with the practical knowledge of applying various statistical and analytical tools of research this facilitates in the process of decision making.

UNIT – I

12Hrs.

Statistics: Concept – Scope – Limitations – Survey – Data Collection. Processing

Operations: Editing – Coding – Classification – *Tabulation*-frequency distribution.

UNIT – II

18Hrs.

Measures of Central Tendency: *Mean* – Median - Mode. Measures of Dispersion: Range – Quartile Deviation – Mean Deviation – Standard Deviation. Probability Distribution: Binomial – Poisson – Normal.

UNIT – III

18Hrs.

Correlation Analysis: Scatter Diagrams – Karl Pearson's Co-Efficient of Correlation –

Spearman's Rank Correlation. Regression: Regression Lines – Regression Equations – Regression Co-Efficient – Multiple Regressions - *Difference between Correlation and Regression.*

UNIT –

IV

12Hrs.

Hypothesi

s Testing of Means - Hypothesis Testing for Difference Between Means - Hypothesis

Testing for Comparing a Variance to Other Population Variance-*Limitations.* **SPSS:** Basic Concepts–Applications - examples.

UNIT –

V

15Hrs

Parametric

Test: Likert Scaling method - Chi Square as a Parametric Test – *Conditions* –Steps- Z Test – T-Test – F-Test- Weighted Average Score Ranking Method.

Note: Theory carry 20% of marks and problems carry 80% marks.

TEXT BOOKS

1. **Gupta.S.P**, *Statistical Methods*, Sultan Chand & Sons Educational Publishers, New Delhi, 31st Edition, 2002.
2. **Kothari.C.R.**, *Research Methodology*, New Age International (P) Publishers, New Delhi, 2nd Edition, 2006.

REFERENCE BOOKS

1. **Saravanavel.P**, *Research Methodology*, Kitab Mahal Publication, Allahabad, 15th Edition, 2003.
2. **Dr.Vittal.P.R**, *Business Mathematics & Statistics*, Margham Publications, Chennai, 6th Edition, 2004.

SEMESTER-V
Skill Based Subject II
Mental Aptitude Development

Instructional Hours: 45

Sub.Code:13BAUS503

Max Marks: CIA – 25; ESE-75

Credits : 3

Objective: To enable the students to enhance their mental aptitude skills with the aid of verbal and non-verbal tests and help them achieve success in competitive examinations.

UNIT-I **10**

Hrs.

Verbal Test: Statement & conclusion – Statement & arguments – Statement & course of action – Exercises.

UNIT- II **10**

Hrs.

Puzzle Test- Time sequence test – Number test- Exercises.

UNIT- III **5 Hrs.**

Data Interpretation – Data sufficiency – Data comprehension - Exercises.

UNIT- IV **10**

Hrs.

Non Verbal Test: Series, Analogy, Classification, Assertions & Reasoning – Exercises.

UNIT- V **10**

Hrs.

Best Reason Test- Common sense test – Pattern completion – Series completion – Exercises.

Text Book: Study Material published by the department

REFERENCE BOOKS:

1. **R.S.Agarwal**, *A modern approach to logical reasoning* , S.Chand Publishers New Delhi , 2009 Edition Pg.no.1-185.
2. **Uma Kant Singh**, *Cracking the CSAT paper-2* ,Arihant publications(India) limited, 1st edition, Pg.no.449- 458.
3. *Topicwise Analysis and solutions MAT* – pg.no-487-576.
4. **IMA – CMS**, G.K.Publishers – 2010 edition-, Section A 9.1 – 9.04. pg.no-690- 691& section B- Part-III 4.1-4.02, 13.1- 13.02, 1.1- 1.60
- 5.**P.K.Agarwal** , *A Handbook of Test of Reasoning & quantitative Aptitude*, S.Chand publishing company , Edition 2004 , Pg.no 122-168, 365-432.
- 6.**Edgar Thorpe** ,*Test of Reasoning for competitive Examination* , Tata MC Graw- Hill publishing company limited, 2003 edition , Pg.no 512-524.
- 7.**Dr. Ravi Chopra**, *Master key to MBA- Entrance exam*, Galgotia publications pvt.ltd, Pg.no.C27- C47.

SEMESTER – VI

Core Paper XVI

Cost and Management Accounting

Instructional Hours: 90

Sub.code: 11BAUC616

Max Marks: CIA-25, ESE-75

Credits : 3

Objective: To make the students to learn about the cost and management accounting concepts and to equip the students with the ability to analyse, interpret and use accounting information in managerial decision – making.

UNIT – I (Theory)

15 Hrs.

Cost and Management Accounting: Meaning – Definition – Scope –Objectives – *Functions* – Merits and demerits of cost and management accounting – Distinction between cost, management and financial accounting – Elements of cost – Cost concepts and cost classifications.

UNIT – II

20 Hrs.

Preparation of Cost sheet .Stores control: EOQ – Stock level –Methods of Pricing materials issues – FIFO, LIFO, Average cost, Standard price –Labour cost, remuneration and incentives.

UNIT – III

20 Hrs.

Standard costing: Variance analysis – Material and *labour variances*. Cost Volume Profit analysis – Budgeting preparation of various budgets.

UNIT – IV **20 Hrs.**

Financial statement analysis: Preparation of comparative and common size statements – Analysis and interpretation.

Ratio analysis: Classification of ratios – liquidity, *profitability*, solvency.

UNIT – V **15 Hrs.**

Fund flow analysis. Cash flow analysis: Modern Method – *Traditional Method*.

NOTE: Theory 20% marks and problems 80% marks

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Shashi K.Gupta & Sharma .R.K,** *Cost and Management Accounting*, Kalyani Publishers, Ludhiana, 1st Edition, 2003.

REFERENCE BOOKS

1. **Jain and Narang,** *Cost accounting*, Kalyani Publishers, Ludhiana, 1st Edition, 2002

2. **Maheswari.S.N,** *Management accounting*, Sultan Chand & Sons, New Delhi, 2nd Edition.

3. **Pillai.R.S.N & Bagavathi,** *Management accounting*, SultanChand & Company Ltd, New Delhi, 2nd Edition 2000.

SEMESTER – VI

Core Paper XVI

Promotion Management

Instructional Hours: 75

Sub.Code:

13BAUC617

Max Marks: CIA-25; ESE-

75

Credits: 4

Objective: To familiarize the students with the basic principles of various promotional tools and its application in practice.

UNIT – I

15 Hrs.

Promotion: Meaning – Methods – *Promotional Strategy* – Promotional Instruments. **Sales**

Promotion– Techniques of Sales Promotion.

Personal Selling: Objectives – Process -Publicity – Nature and management of publicity – Propaganda.

UNIT – II

15 Hrs.

Public Relations : Scope – Importance – Developing a public relations plan.

Packaging: Meaning – *Functions* – Kinds. After sales-service – Guarantee. Point of Purchase Display – Concept – Effectiveness.

UNIT–III

15 Hrs.

Advertising: Meaning – Importance – Objectives – Media – *Forms of Media* – Indoor Advertising – Outdoor Advertising – Net advertising. Advertising Layout– Design of Layout – Functions. Advertising Campaign: Steps in Campaign Planning.

UNIT – IV

15 Hrs.

Advertising Agencies: Advertising Budget – Advertising Appeals – Social Effect of Advertising – Advertising Organization – Advertising Copy – Objectives – *Essentials* – Types – Elements of Copy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans – Identification Marks

UNIT – V

15 Hrs.

Sales Force Management : Importance –Types of Salesman- Sales Force Decision – Sales Force Size – Recruitment & Selection – Training – Methods – Motivating Salesman – Controlling – Compensation & Incentives – Fixing Sales Territories – Quota – Evaluation.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Sontakki. C.N**, *Advertising* , *Kalayani publishers*, Ludhiana, 2nd Edition .

REFERENCE BOOKS

1. **Chunnawalla, Kumar Sethia Subramanian Suchaki**, *Marketing , Salesmanship and Advertising*, Himalaya Publishing house, Mumbai, 5th Edition 2004 .

2. **Philip Kotler**, *Principles of Marketing*, Prentice – Hall, New Delhi ,7th Edition, 2005.

3. **RadhaswamyS.M** , *Marketing, Salesmanship And advertising* , Streling Publications, New Delhi, 1st Edition .

4. **Saravanavel .P and Sumathi.S.** , *Advertising and Salesmanship*, Margham Publications, 1st Edition, 2004.

SEMESTER-VI
Core Paper XVIII
Multimedia (Theory)

Instructional Hours:45

Code:12BAUC618

Max marks : CIA – 25 ; ESE-75

Credits : 3

Objective: To impart knowledge on various multimedia software tools and meet the future demands.

UNIT I

8 Hrs.

Multimedia Presentation and Production: Meaning - *Characteristics*-Uses- Utilities of multi sensory perception- Multiple media-Steps for creating a multimedia presentation. Digital Representation- Need.

UNIT II

10 Hrs.

Photoshop: Exploring the interface of Photoshop Cs-Creating a new document-Saving files - Reverting - *Closing*. Using selection tools- Modifying selection- Managing palates.

UNIT III

10 Hrs.

Image resolution- Images & Layers: Image size- Editing images- Color mode-File formats. Layers- Creating a new layer-*Deleting layers*- Layer styles- Filters-Filter gallery.

UNIT IV

7 Hrs.

Flash 8: Exploring the user interface-working with work spaces- saving a flash document-working with templates- *working with colors in flash*-working with frames and key frames in flash- creating a frame-by –frame animation- creating a motion tween.

UNIT V

10 Hrs.

3Ds Max: Menus- Command panel- View ports- Working with primitive objects- *Selecting objects*- Transforming objects-Understanding frames, key frames and keys – 3d Max animation tools. **Sound Forge 9.0:** Feature- User interfaces- Copying- Pasting- Deleting- Cropping data- Undoing and Redoing changes- Echo effects.

Note: *Italics* denotes self learning topics.

REFERENCE BOOKS

1.Ranjan Parekh, *Principles of Multimedia*, Tata McGraw , Hill,New Delhi , 1st Edition, 2008.

2.Tay Vaughan , *Multimedia : Making It Work*, Tata McGraw , Hill , New Delhi , 4th Edition, 2001.

3.Vikas Gupta, *Multimedia and web Design* , DreamTech Press , New Delhi, REP 2008.[Kogent Solutions INC]

4. *Photoshop CS3 in simple steps*- Kogent Solutions Inc- Dreamtech Press- 2013 Edition.

5.Joey Lott and Robert Reinhardt, *Flash 8 Action Script*- Sharda offset press, 2007 Edition.

6. *Flash CS6 in simple steps*- Kogent Solutions Inc- Dreamtech Press- 2013 Edition.

7.*3Ds Max in simple steps*- Kogent Solutions Inc- Dreamtech Press- 2013 Edition.

8.*Sound Forge 9.0 in simple steps*- Kogent Solutions Inc- Dreamtech Press- 2013 Edition

SEMESTER –VI
Core Practical V
Multimedia (Programming Lab)

Instructional Hours: 45

Sub.code:11BAUCP05

Max marks: CIA-40; ESE - 60

Credit:3

1. Photoshop

- a. Create a glowing, backlit effect for text.
- b. Merge images using layer palette.
- c. Apply different filter and color option for an image.

2. Flash

- d. Design a few shapes using line, circle and rectangle in different layers and create animation of these shapes using motion tween.

- e. Create a scene like a sea with few fishes and animate the fishes.
- f. Create an animation using Morphology.

3. 3D MAX

- g. Perform ball jumping on steps using simple animation.
- h. Animating objects using rendering effects.

4. Sound Forge

- i. Mixing of 2 Songs.
- j. Create various effects for a sound file.

SEMESTER – VI

Elective II

Investment Management

Instructional Hours: 75

Sub.Code: 15BAUE602

Max Marks: CIA-25; ESE-75

Credits: 5

Objective : To enable the students to acquire the knowledge of investment opportunities and Portfolio decisions

UNIT – I

15 Hrs

Concept of Investment – Importance and Scope – *Speculation Vs Gambling* - Meaning – Alternate forms of investment : Insurance Scheme, - LIC schemes – Bank deposit – government securities – Mutual fund schemes – Post office schemes – Provident fund – Company deposit – Real estate – Gold & Silver.

UNIT – II

15 Hrs

Primary market : *Role of NIM* – Mechanics of floating new issues – Secondary market – Functions – Mechanics of Security trading – OTCEI – NSE – Derivatives.

UNIT – III

15 Hrs

Risk– *Kinds* – Measures of risk and return. Valuation of securities : Valuation of bonds – Valuation of preference and equity shares.

UNIT – IV

15 Hrs

Security analysis – Fundamental – Economic – Industry and company analysis – Technical analysis – Dow theory – Types of chart – Important chart patterns.

UNIT – V

15 Hrs

Random walk theory – Efficient market theory – Weak form – Semi-strong form- Strong form – Portfolio analysis: Objectives – *Importance* –Markowitz theory – Optimum portfolio.

Note: *Italics* denotes self learning topics.

TEXT BOOK

1.Preeti Singh, *Investment Management*, Himalaya Publishing House, Mumbai, 14th Edition, 2006

REFERENCE BOOKS

1.Gopalakrishnan.C, *Investment Management*, Kalyani Publishers, New Delhi, Reprint, 2002.

2.Bhalla.V.K *Investment Management, Security analysis and Portfolio Management*, Sultan Chand &Company Ltd, New Delhi, 11th Edition 2004.

SEMESTER-VI

Elective Project

Project Work and Viva – Voce

with Internal and External Examiner.

Instructional Hours: 75

Sub. Code:

15BAUE6PV

Max. Marks: CIA- 40 ; ESE-60

Credits : 5

SEMESTER – V
Skill Based Subject IV
Concepts in Retailing

Instructional Hours: 45

Sub.Code:11BAUS604

Max. Marks: CIA- 25 ; ESE-75

Credits : 3

Objective : To make the students to have knowledge on the concepts in retail management.

UNIT – I

9 Hrs.

Retail – Meaning – *Functions and special characteristics of retailing*– Marketing concepts applied to retailing – Projected trends in retailing.

UNIT – II

9 Hrs.

Stores Format – Stores formats in retail parlance – *Stores planning* –Effective retail space management.

UNIT III **9Hrs.**

Retail Strategies – Role of personal selling in retailing – *Retail research* – Retail audits.

UNIT – IV **9 Hrs.**

Online Retailing – The New Online retail categories – *Pitfalls of online retailing.*

UNIT – V **9 Hrs.**

Retail In India: Evolution and size of retail in India – Challenges facing global retailers - *Factors affecting the success of a global retailing strategy.* FDI in retail sector.

Note: *Italics*denotes **Self Study Topics**

REFERENCE BOOKS

1. **Gibson.G. Vedamani**, *Retail Management Functional Principles and Practices*, Jaico Publishing House, Mumbai, Third Edition, 2009 .
2. **JamesR.Ogden, Denise. T. Ogden**, *Integrated Retail Management*, Bixtantox Publications, New Delhi, First Edition, 2006.
3. **Suja Nair**, *Retail Management*, Himalaya Publications, Mumbai, Fourth Edition, 2009

PART-V

EXTENSION ACTIVITY

GREEN SOCIETY

Objectives

To educate the students in environment related issue and problems

- ❖ To involves themselves in environment and action based programmes and activities locally

- ❖ To enable them to appreciate the importance of tree plantation and green audit

- ❖ To provide opportunity for the students to observe and learn more about Nature, Immediate environment and Biodiversity

The activities of the Green Council are as follows

- ❖ Tree Plantation
- ❖ Importance of Rainwater harvesting
- ❖ Conservation of renewable energy
- ❖ Internal Green auditing
- ❖ Awareness on Disaster and Pollution mitigation, Ozone depletion, Global warming and importance of wetlands through the below mentioned programmes :
Ramp shows, debates, speeches, rallies (3 to 5 km walk) with banners and Placards, Competitions, presenting articles in Journals and distributing pamphlets and Celebrating Environmental days.

As per the CDC recommendations Green Council has been introduced in additions to NCC, NSS, Physical Education, YRC under part V Extension activity of Course content and scheme of examination for 2013 to 14 onwards .The Green Councils syllabus was approved by Botany Board of studies meeting held on 9.3.2013.

Self-Learning Paper - I

Customer Relationship Management

Sub. Code: 13BAUSL03

Max. Marks: ESE - 100

Credits : 5

Objective: To develop the students with better relationship with customers and to make the students to learn more about Customer Relationship Management and also eCRM.

UNIT – I

Overview of Relationship Marketing: Basis of Building Relationship –Types of Relationship Marketing – Customer Life Cycle.

UNIT – II

CRM: Overview and Evolution of the Concept – CRM and Relationship Marketing – CRM Objectives - CRM Strategy – Process Framework-Elements-Architecture.

UNIT – III

Contact Management : Sales Force Automation - Call centre - Types of CRM - CRM development cycle- Attracting and retaining customers – Forming strong customer bonds.

UNIT – IV

eCRM: Concepts –Differences between CRM and eCRM- Need to adopt CRM-Key eCRM features –eCRM in India.

UNIT – V

CRM implementation issues: Broad areas of CRM -CRM by Indian firms-CRM success factors - Future trends in CRM. Database Marketing –Prospect Database – Data Warehouse and Data mining.

REFERENCE BOOKS

1. **Mukesh Chaturvedi & Abhinav Chaturvedi**, CRM-An Indian perspective, Excel Books, New Delhi, 1st Edition, 2005.
2. **Paul Green Berg**, *CRM*, Tata MC Graw Hill, 3rd Edition, 2002.
3. **Peeru Mohamed.H. & Sagadevan.A.**, **CRM – A step by step approach**, Vikas Publishing House Private Ltd.,1st Edition, 2003.