

## SEMESTER I

CODE	COURSE TITLE
19CEUA101/ 19PAUC102	BUSINESS ECONOMICS

Category	CIA	ESE	L	T	P	Credit
Allied-I	25	75	71	4	-	5

### Preamble

To enrich the graduates' knowledge on practical aspects of economic decisions in business, the factors driving economic systems and various market structures.

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the nature of business economics	K2
CO2	Interpret the basic principles of demand and supply	K1,K2
CO3	Apply the concepts of production function in real situations	K3
CO4	Compare and Contrast various market conditions	K2
CO5	Identify the phase of business operation and examine business success	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	L	M	S
CO2	S	S	M	M	S
CO3	M	S	S	M	S
CO4	M	S	M	M	M
CO5	M	S	S	S	S

S- Strong; M-Medium; L-Low;

## Syllabus

### UNIT I (15 Hrs.)

Economics – Meaning of Business Economics – Definition – Nature & Scope – Basic Problems of an Economy – Economic System – Theory of Consumer Behaviour – Law of Marginal Utility – Law of Equi-marginal Utility- Law of Diminishing Marginal Utility- Consumer's Surplus- Indifference Curve Analysis – Marginal Rate of Substitution- Consumers' Equilibrium.

### UNIT II (14 Hrs.)

Demand - Meaning and Definition – Demand Schedule - Determinants of Demand - Law of Demand – Demand Curves - Elasticity of Demand - Price, Income and Cross Elasticity – Demand Forecasting – Importance- Methods.

### UNIT III (16 Hrs.)

Production – Factors of Production- Law of Diminishing Returns – Returns to Scale – Scale of Production – Economies of Scale of Production – Production Optimization – Cost Function- Concepts of Costs – Short-run and Long-run Costs, Average and Marginal Costs, Total, Fixed and Variable Costs - Law of Supply – Types – Factors Influencing Supply.

### UNIT IV (16 Hrs.)

Market – Definition- Types – Equilibrium under Perfect Competition of Firm and Industry – Pricing – Pricing under Perfect Competition, Monopoly – Price Discrimination – Pricing Under Monopolistic Competition, Oligopoly and Duopoly.

### UNIT V (14 Hrs.)

Business Cycles – Meaning – Phases – Features-Causes.

National Income – Methods of Measuring National Income: Product Method, Income Method, expenditure Method and Value Added Method.

## Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.Sankaran	Economic Analysis	Margham Publications, Chennai	1991 and 7 <sup>th</sup> Edition, Reprint 2013
2.	S.Sankaran	Managerial Economics	Margham Publications, Chennai	1985 and 1 <sup>st</sup> Edition, Reprint 2015

## Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.K.Agarwal	CPT General Economics	S.Chand & Company Ltd., New Delhi	2007 and 1 <sup>st</sup> Edition, Reprint 2015
2.	Dr.D.D.Chaturvedi & Dr.S.L.Gupta	Business Economics Theory and Applications	International Book House Private Limited	2011 and 2 <sup>nd</sup> Revised Edition

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## Web Resources

- [www.economicdiscussion.net/theory-of-.../theory-of-consumer-behaviour.../4848](http://www.economicdiscussion.net/theory-of-.../theory-of-consumer-behaviour.../4848)
- <https://study.com/academy/lesson/what-is-the-law-of-demand-in-economics-definition-example.html>
- <https://courses.lumenlearning.com/wmopen-introbusiness/chapter/the-law-of-supply/>
- [www.economicdiscussion.net/business-cycles/5-phases-of-a-business-cycle.../4121](http://www.economicdiscussion.net/business-cycles/5-phases-of-a-business-cycle.../4121)

## Pedagogy

Lecture, Chalk & Talk, Power Point Presentation, Quiz, Assignment, Seminar, Group Discussion

### SEMESTER – III

CODE	COURSE TITLE
18CEUC304	CORPORATE ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	86	4	-	4

#### Preamble

To equip the students with basic knowledge of accounting practice in Corporate Companies.

#### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	Co Statement	Knowledge Level
CO1	Enumerate the basic concepts in issue, forfeiture & underwriting of shares	K1
CO2	Apply different methodology for figuring redemption of debentures	K3
CO3	Prepare to grasp the corporate practices in valuing of shares and goodwill	K3
CO4	Develop the competence in preparation of final accounts as per companies act 2013	K3
CO5	Illustrate the conception of liquidation of companies	K4

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	M	S	M	S
CO3	S	S	M	S	M
CO4	S	M	S	S	M
CO5	M	S	S	S	S

S- Strong; M-Medium

#### Syllabus

##### UNIT – I

(18 hrs.)

Issue of shares – Books to be maintained for Allotment of shares – Issue of shares at premium and at discount – Forfeiture and Re-Issue of Shares. Underwriting of shares.

**UNIT – II****(18 hrs.)**

Issue and Redemption of Debentures: Classification of Debentures-Shares and Debentures- Issue of Debentures-Debt Discount-Interest on Debentures-Redemption of Debentures-Methods (Including Ex-Interest and Cum-Interest).

**UNIT – III****(18 hrs.)**

Goodwill – Meaning – Factors influencing the goodwill – Need for valuation of goodwill – Methods of valuation of goodwill. Shares – Meaning – Factors influencing the value of shares – Need for Valuation of Shares – Methods of valuation shares

**UNIT – IV****(18 hrs.)**

Preparation and presentation of final accounts of joint stock companies as per Companies Act 2013 - Determination of Managerial remuneration – Divisible Profits and Dividends.

**UNIT – V****(18 hrs.)**

Liquidation of Companies – Preparation of Statement of affairs and Deficiency Account

**Text Books**

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Reddy.T.S & A.Murthy	Corporate Accounting	Margham Publications, Chennai	2015 and 6 <sup>th</sup> Revised Edition.

**Reference Books**

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta.R.L & M.Radhaswamy	Advanced Accountancy	Sultan Chand & Sons Educational Publishers, New Delhi	2007 and 13th Revised Edition.
2.	Jain.S.P & K.L.Narang	Advanced Accountancy	Kalyani Publishers, New Delhi	2009 and 16 <sup>th</sup> Revised Edition.
3.	Shukla.M.C. & T.S.Grewal	Advanced Accountancy	S.Chand & Company Ltd, New Delhi	2011 and 17 <sup>th</sup> Edition

**Web Resources**

- <https://www.toppr.com/guides/accountancy/accounting-for-share-capital/nature-and-classification-of-shares/>
- <https://www.toppr.com/guides/accountancy/issue-and-redemption-of-debentures/>
- [http://www.academia.edu/14692333/Preparation\\_And\\_Presentation\\_of\\_Financial\\_Statements\\_of\\_Companies\\_Act\\_2013](http://www.academia.edu/14692333/Preparation_And_Presentation_of_Financial_Statements_of_Companies_Act_2013)

- 
- <http://www.belearning.in/tybaf/wp-content/uploads/sites/9/2015/08/Liquidation-of-Company.pdf>

## **Pedagogy**

- Lecture, PPT, Assignment, Group Discussion, Seminar

### SEMESTER III

CODE	COURSE TITLE
18CEUC305/ 18COUC308	BUSINESS LAW

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

#### Preamble

To provide the knowledge about basic legal concepts and the Indian legal environment in which business is carried on.

#### Course Outcomes

On the successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the legal rules regarding contract	K1& K2
CO 2	Develop knowledge on the different elements of contract, performance of contract and different modes of discharge of contract	K3
CO 3	Familiarise with the Indian Partnership Act	K3
CO 4	Identify the rules and regulations of sale of Goods Act	K3
CO 5	Acquire the knowledge about common carrier	K1

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	M	S	S	S
CO 2	S	M	S	S	S
CO 3	S	S	S	S	S
CO 4	S	M	S	S	S

CO 5	S	S	S	S	S
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S – Strong, M- Medium

## Syllabus

### Unit I 15 Hrs.

Indian Contract Act, 1872 – Contract – Definition – Nature of Contract and Classification – Components of Valid Contract – Offer and Acceptance – Consideration – Capacity – Free Consent.

### Unit II 15 Hrs.

Different modes of Discharge of Contract – Remedies for Breach – Principles for Awarding Damages.

Contract of Indemnity and Guarantee – Rights of Surety – Discharge of Surety.

### Unit III 15 Hrs.

Indian Partnership Act, 1932 – Definition and Tests of Partnership – Implied authority of Partners - Limitations – Rights and Liabilities of Partners – Dissolution of Partnership Firm – Limited Liability Partnership Act , 2008.

### Unit IV 15 Hrs.

Sale of Goods Act, 1930 – Definition of Sale and Distinction between “Sale and Related Transaction Resembling Sale” – Sale and Agreement to Sell – Condition and Warranties – Actual and Implied - Principle of “Caveat Emptor” and its Limitations.

### Unit V 15 Hrs.

Common Carrier – Characteristics – Rights and Duties of Common Carriers – Contract of Carriage of Goods by Sea – Bill of Lading and Charter Party – Distinction.

## Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Kapoor N.D	Business Law	Sultan Chand and Company Ltd., New Delhi	2014 and 5 <sup>th</sup> Edition Reprint
2	Pillai R.S.N. and Bagavathi	Business Law	S Chand and Company Ltd., New Delhi	Reprint 2017 and 1 <sup>st</sup> Edition Reprint

## Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
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1	Kathiresan S., and Radha V.,	Business Law	Prasanna Publishers, Chennai	2011 and 1 <sup>st</sup> Edition
2	Kavita Krishnamurthi	Business Law	Global Academic Publishers and Distributors, New Delhi	2015 and 1 <sup>st</sup> Edition

### Pedagogy

- Lecture, Power Point Presentation, Quiz, Assignment, Group Discussion, Seminar

### SEMESTER III

CODE	COURSE TITLE
18CEUC306	OBJECT ORIENTED PROGRAMMING WITH C++

Category	CIA	ESE	L	T	P	Credit
Core	25	75	71	4	-	4

### Preamble

To tend the students to learn the major object-oriented concepts to implement object oriented programs in C++ for creating applications to real-time problems.

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowle dge Level
CO1	Express the concepts of oops for building object based applications	K2
CO2	Sketch the basic data types, control structures, functions, arrays, pointers, and introduction to classes for programmer-defined data types.	K3
CO3	Extend the dynamic memory management techniques using pointers, constructors, destructors, function overloading and operator overloading	K2
CO4	Categorize inheritance and demonstrate the concept of virtual functions and polymorphism	K4
CO5	Explain advanced features of C++ specifically streams and Implement file Operations in C programming for a given applications	K5

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S

S- Strong; M-Medium

## Syllabus

### UNIT I (15 hrs.)

OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Multiple Viewing of the Same Object – Encapsulation and Data Abstraction – Inheritance – Delegation – Object Composition – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology – Application of OOPs.

### UNIT II (15 hrs.)

Application of C++ - Structure of C++ Program – Tokens, Expression -Basic Data Types – Symbolic Constants – Declaring Data Types - Reference Variables – Operator in C++ - Scope Resolution Operator – Expressions and Implicit Conversions – Control Structures – Functions in C++ - Call by Reference – Call by Value – Inline Functions – Default Arguments – Constant Arguments – Classes and Objects – Defining Member Functions – Nesting Member Function – Private Member Function – Static Member Function.

### UNIT III (15 hrs.)

Array of Objects – Friend Function – Returning Objects – Constant Member Function – Pointer to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.

### UNIT IV (15 hrs.)

Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function – Pointer to Derived Classes.

### UNIT V (15 hrs.)

Managing Console I/O Operations – C++ Streams – Stream Classes – istreams, ostream,

iostream, fstream, ifstream, ofstream, filebuff, istrstream, ostrstream – Unformatted I/O Operation –  
Classes for File Stream Operations – Opening and Closing a file.

### Text Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	E.Balagurusamy	Object Oriented Programming with C++	Tata McGraw-Hill Publishing Company Limited, New Delhi	2004 and 2 <sup>nd</sup> Edition

### Reference Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	D.Ravichandran	Programming with C++	Tata McGraw-Hill Publishing Company Limited, New Delhi	2006 and 2 <sup>nd</sup> Edition
2.	Herbert Schildt	C++:The Complete Reference	Tata McGraw-Hill Publishing Company Limited, New Delhi	2008 and 4 <sup>th</sup> Edition
3.	John R.Hubbard	Programming with C++	Tata McGraw-Hill Publishing Company Limited, New Delhi	2006

### Web Resources

- [https://www.tutorialspoint.com/cprogramming/c\\_useful\\_resources.htm](https://www.tutorialspoint.com/cprogramming/c_useful_resources.htm)
- <https://hackr.io/tutorials/learn-c-plus-plus>
- <https://www.codesdope.com/cpp-introduction/>

### Pedagogy

- Lecture, Power Point Presentation, Assignment, Seminar, Group Discussion

### SEMESTER – III

CODE	COURSE TITLE
18CEUCP02	COMPUTER APPLICATION PRACTICALS - II OOPS WITH C++

Category	CIA	ESE	L	T	P	Credit
Core – Practical	40	60	-	-	60	3

#### Preamble

To enable the students to identify, formulate all techniques of software development in the C++ Programming Language and demonstrate these techniques by the solution of a variety of problems spanning the breadth of the language.

#### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Analyze the given problem statements to create basic program algorithm	K4
CO2	Apply different functions for input, output, data types, basic operators, files and functions.	K3
CO3	Write a program in different logic with suitable validations for a given problem	K5
CO4	Develop the techniques and features of the Object Oriented Programming constructs to construct an application	K5
CO5	Write the result based on the observations from the experiments	K5

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium

## Syllabus

1. Program to calculate depreciation under Income tax Act 1961 (using class, defining member functions outside the class).
2. Program to calculate depreciation under Companies Act 2013 ( using class, defining member function inside the class)
3. Program to calculate Economic Order Quantity (using nesting of member function).
4. Program to print the Employee's payroll statement (using control structures).
5. Program to calculate simple Interest and compound Interest (using nested class).
6. Program to calculate net income of a family (using friend function in two classes).
7. Program to print the book list of library (using array of objects).
8. Program to prepare cost sheet (using inheritance).
9. Program to calculate margin of safety (using multilevel inheritance).
10. Program for bank transaction (using constructor and destructor).
11. Program to calculate increase or decrease in working capital using operator overloading.
12. Program to create the student file and prepare the marks slip by accessing the file.

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## Pedagogy

- Demonstration

### SEMESTER III

CODE	COURSE TITLE
18CEUA303/ 18CMUA303	ENTERPRISE RESOURCE PLANNING

Category	CIA	ESE	L	T	P	Credit
Allied III	25	75	71	4	-	5

#### Preamble

To acquire knowledge about Enterprise Resource Planning in the business concern. To disseminate over ERP system and decision support system practiced in Business Concern.

#### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To generalize the fundamental principles, concepts and tools used in ERP	K1,K2
CO2	Identify and describe typical functionality in an ERP system.	K2,K3
CO3	Apply key technical terminology for ERP development.	K2
CO4	Understand the concepts of reengineering and its applications to ERP system.	K2,K3
CO5	Implement the various modules to meet the emerging needs of business.	K3

#### Mapping with Programme Outcomes

CO <sub>s</sub>	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	M	M	M
CO3	S	S	S	M	M
CO4	S	M	S	M	M

CO5	S	S	S	S	S
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S-Strong; M-Medium

### Syllabus

#### UNIT – I 15 Hrs.

Introduction to ERP- Conceptual Model of ERP- Evolution of ERP- Structure of ERP- Reasons for Growth- Advantages of ERP- Enterprise an overview.

#### UNIT – II 15 Hrs.

Related technologies: Business process Re-Engineering- Management Information System- Decision Support System- Exclusive Information System- Data warehousing- Data Mining- OLAP- Supply Chain Management.

#### UNIT – III 15 Hrs.

ERP- Manufacturing perspective- Materials Requirement Planning- Distribution Requirements Planning- JIT- CAD/CAM- Product Data Management.

#### UNIT – IV 15 Hrs.

ERP Implementation Life cycle: Introduction- Pre- evaluation screening- Project Planning- Gap Analysis- Reengineering- Configuration-Implementation.

#### UNIT – V 15 Hrs.

Future directions in ERP: New markets- New Channels- Faster implementation Methodologies- Business Models.

### Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Alexis Leon	Enterprise Resource Planning - Theory and Practice	Tata McGraw Hill Publishing company Ltd, New Delhi	2008 and 2 <sup>nd</sup> Edition

### Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Rahul V.Altekar	Enterprise wide Resource Planning Theory and practice	Prentice Hall of India, New Delhi	2004
2.	Vinod Kumar Garg & Venkitakrishnan. N.K	Enterprise Resource Planning : Concepts and Practice	Prentice Hall of India, New Delhi	2004 and 2 <sup>nd</sup> Edition
3.	Rajesh Ray	Enterprise Resource Planning – Text and cases	Tata McGraw Hill Publishing company Ltd, New Delhi	2015 and 12 <sup>th</sup> Edition

### Web Resources

- [https://www.caniaserp.com/blog/do-you-need-to-shift-to-an-erp-system-today-find-out-now?gclid=CjwKCAjw96fkBRA2EiwAKZjFTYJtZp4gfa1jwlpqH2KFawthxaWESIGVwP9KR1dViyv-pLQYd47BxoCoLIQAvD\\_BwE](https://www.caniaserp.com/blog/do-you-need-to-shift-to-an-erp-system-today-find-out-now?gclid=CjwKCAjw96fkBRA2EiwAKZjFTYJtZp4gfa1jwlpqH2KFawthxaWESIGVwP9KR1dViyv-pLQYd47BxoCoLIQAvD_BwE)
- <https://solutiondots.com/blog/erp-cloud/brief-introduction-enterprise-resource-planning-erp/>

- [https://www.tutorialspoint.com/sap/sap\\_introduction.html](https://www.tutorialspoint.com/sap/sap_introduction.html)
- [https://www.finecomb.com/web?qsrc=999&qo=semQuery&ad=semD&o=603747&l=sem&askid=899079d4-d49a-4bfd-b01c-281ba381c089-fc\\_gsb&q=what%20is%20a%20erp%20system&dqi=&am=broad&an=google\\_s](https://www.finecomb.com/web?qsrc=999&qo=semQuery&ad=semD&o=603747&l=sem&askid=899079d4-d49a-4bfd-b01c-281ba381c089-fc_gsb&q=what%20is%20a%20erp%20system&dqi=&am=broad&an=google_s)

### Pedagogy

- Lecture, Power Point Presentation, Assignment, Seminar

### SEMESTER III

CODE	COURSE TITLE
18CEUS301	INFORMATION TECHNOLOGY

Category	CIA	ESE	L	T	P	Credit
Skill Based Subject - I	25	75	41	4	-	3

### Preamble

After the successful completion of the course the students should have basic knowledge about concepts and principles of Information technology.

### Syllabus

#### UNIT – I

**9 Hrs.**

**Introduction to Information Technology:** Information – Characteristics of Information – Definition –Importance –Generations of Computers.

#### UNIT – II

**9 Hrs.**

**Fundamentals of Computers:** Classification of Computers –Input, Output and Storage devices.

#### UNIT – III

**9 Hrs.**

**Data Processing:** Data Processing Concepts– Objectives –Methods of Data Processing.

#### UNIT – IV

**9 Hrs.**

**Network:** Introduction to Network – Types of Networks. E-Waste – E-waste Management

#### UNIT – V

**9 Hrs.**

**Management Information System:** Introduction – Characteristics – Background of MIS – Designing of MIS – Benefits of MIS.

### Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Saravanakumar.R, R. Parameswaran and T. Jayalakshmi	A Text book of Information Technology	S. Chand Co. Pvt. Ltd., New Delhi	2010 and



				1 <sup>st</sup> Edition
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<b>Reference Books</b>				
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<b>Sl.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
1.	Richard Brightman and W. Dimsdale	Using Micro Computers	Galgotia Publications Pvt. Ltd., New Delhi	2001
2.	Taxali.R.K	P.C. Software made Simple	Tata McGraw Hill Publishing Company Ltd, New Delhi	2001 and 1 <sup>st</sup> Edition
3.	Alexis and Mathews Leon	Introduction to Computers	Leon (Tech) World, Chennai	2008

### SEMESTER III

CODE	COURSE TITLE
18CEUN301	BRAND MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Non –Major Elective I	-	100	26	4	-	2

#### Preamble

To enrich the students' knowledge on Brand Management for the successful marketing techniques.

#### Syllabus

##### UNIT I

**6 Hrs.**

**Brand Management:** Introduction - Meaning – Definition – Concepts - Process- Significance of Brand

##### UNIT II

**6 Hrs.**

**Brand positioning:** Need of positioning - Rules for successful brand positioning. Brand equity – Definition - Measurement-Building brand equity

##### UNIT III

**6 Hrs.**

**Brand Identity:** Definition – Models – Elements. Brand Personality - Definition-Scales.

##### UNIT IV

**6 Hrs.**

**Brand Image** - Brand gap - Decoding Brand Image - Brand Communication – Tools.

##### UNIT V

**6 Hrs.**

**Brand Awareness** - Brand Extension - Merits and Demerits of Brand Extension-Choosing the right Brand Extension-Global Branding – Benefits.

#### Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Mahim Sagar , Deepali Singh, D.P.Agarwal & Achintya Gupta	Brand Management	Ane Books Pvt. Ltd , New Delhi	2009

#### Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kevin Lane Keller	Strategic brand Management	Pearson Education, New Delhi	2003
2.	Jean Noel, Kapferer	Strategic brand Management	The Free Press, New York	1992
3.	Brad VanAuken	Branding	Jaico Publishing House, New Delhi	2010and

				4 <sup>th</sup> Edition,
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### SEMESTER IV

<b>Code</b>	<b>COURSE TITLE</b>
18CEUC407	BUSINESS FINANCE

Category	CIA	ESE	L	T	P	Credit
Core	25	75	86	4	-	4

#### Preamble

To equip the students regarding the concept of business finance and the practical application of finance to business.

#### Course Outcome

On the successful completion of the course, the students will able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire knowledge of basic concept of traditional and modern finance functions.	K2 & K3
CO2	Understand the fundamental concepts of financial planning	K2
CO3	Apply the methods of cost of capital and theories of capital structure	K3
CO4	Implement the capital budgeting techniques in business.	K2 & k3
CO5	Compute the estimation of working capital management and acquaint knowledge on dividend theories.	K3

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	M	S	S
CO 2	S	M	S	S	S
CO 3	S	M	S	L	S
CO 4	S	S	S	S	M
CO 5	S	S	M	S	S

S- Strong M-Medium L-Low

#### Syllabus

##### UNIT – I

(18 hrs.)

**Business Finance:** Introduction – Meaning – Concept - Traditional and Modern Concepts - Scope – Functions of Finance– Contents of Modern Finance Functions.

##### UNIT – II

(18 hrs.)

**Financial Plan:** Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals.

**UNIT – III** (18 hrs.)

**Cost of Capital:** Meaning and Importance - Cost of Debt, Preferences, Equity and Retained Earnings - Weighted Average Cost of Capital - Theories of Capital Structure - Net Income Approach- Net-Operating Income Approach - MM hypothesis - Determinants of Capital Structure.

**UNIT – IV** (18 hrs.)

**Capital Budgeting** – Techniques - ROI, Pay Back and Discounted Cash Flows. **Leverages** - Operating Leverage – Financial leverage.

**UNIT – V** (18 hrs.)

**Working Capital Management and Dividend Theories:** Working Capital- Need – Determinants – Estimating Working Capital Needs - Computation of Working Capital. **Dividend Theories:** Walter’s Model - Gordon and MM’s Model Dividend Policy - Forms of Dividend - Determinants of Dividend Policy.

**Note: Distribution of marks 40% Theory and 80 % Problems**

#### Text Book

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Sharma.R.K and Shashi.K.Gupta	Management Accounting	Kalyani Publishers., New Delhi	13 <sup>th</sup> Edition 2014

#### Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	R.M.Sri Vastava	Essentials of Business Finance	Himalaya Publishing House, Mumbai	2016 and 7 <sup>th</sup> Edition
2.	Dr.Maheswari.S.N	Financial Management Principles and Practice	Sultan Chand & Sons, New Delhi	2014 Edition
3	Prasanna Chandra	Financial Management	Tata Mc Graw Hill Education (India) Pvt. Ltd - New Delhi	2015 and 9 <sup>th</sup> Edition

#### Web resources

- <https://www.toppr.com/guides/business-studies/sources-of-business-finance/meaning-nature-and-significance-of-business-finance/>
- <http://www.yourarticlelibrary.com/financial-management/cost-of-capital/cost-of-capital-meaning-importance-and-measurement/65195>
- <https://www.edupristine.com/blog/capital-budgeting-techniques>

- <http://www.yourarticlelibrary.com/theories/theories-of-dividend-walters-model-gordons-model-and-modigliani-and-millers-hypothesis/29462>

## **Pedagogy**

- Lecture, Chalk & Talk, Seminar, Group Discussion and Assignment

**SEMESTER IV**

<b>CODE</b>	<b>COURSE TITLE</b>
18CEUC408	DATABASE MANAGEMENT SYSTEM

<b>Category</b>	<b>CIA</b>	<b>ESE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
Core	25	75	71	4	-	4

**Preamble**

To facilitate the students to understand the various functionalities of DBMS software and perform many operations related to creating, manipulating and maintaining databases, understanding various designing concepts, storage methods, querying and managing databases for Real-world applications .

**Course Outcomes**

On the successful completion of the Course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO 1	Discuss the fundamentals of database, to study the physical and logical database designs, database modeling, relational, hierarchical and network models	K2
CO 2	Explains the structure and model of the relational database system	K2
CO 3	Classify the Embedded SQL statements and apply Normal forms	K2, K3
CO 4	Express the tree structured relationship in hierarchical model.	K2
CO 5	Construct the relationship between records by using links in network model	K3

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
CO 1	S	S	S	S	M
CO 2	S	S	S	M	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S – Strong, M- Medium

**Syllabus****UNIT I****(15 hrs.)**

**Database System Architecture Basic Concepts:** Data System, Operational data, data Independence, Architecture for a database system, Distributed databases, Storage Structures : Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach.

**UNIT II** (15 hrs.)

**Relational Approach:** Relational Data Structure: relation, domain, attributes, keys Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations. Special relational operations.

**UNIT III** (15 hrs.)

**Embedded SQL:** Introduction – Operations not involving cursors, involving cursors - Dynamic statements, Query by Example – Retrieval operations, Built – in – functions, update operations. QBE Dictionary. Normalization: Functional dependency, First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.

**UNIT IV** (15 hrs.)

**Hierarchical Approach :** IMS data structure. Physical Database, Database description. Hierarchical sequence. External level of IMS: Logical Databases, the program communication block IMS Data manipulation : Defining the Program communication Block : DL / 1 Examples.

**UNIT V** (15 hrs.)

**Network Approach:** Architecture of DBTG system. DBTG Data Structure: The set construct, Singular sets, Sample schema, the external level of DBTG – DBTG Data manipulation.

#### Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Date.C.J	An Introduction to database Systems	Narosa Publishing House, New Delhi.	2002 and 3 <sup>rd</sup> Edition.

#### Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Abraham Silberschatz Henry F Korth	Database Systems Concepts	Tata McGraw Hill Companies, New York	2011 and 6 <sup>th</sup> Edition
2	Bipin C. Desai.	An Introduction to Database System	Galgotia Publications Pvt. Ltd, New Delhi	2002 and 1 <sup>st</sup> Edition,
3	Pannerselvam.R. B	Database Management System	Prentice- Hall of India, New Delhi	2011 and 2 <sup>nd</sup> Edition

#### Web Resources

- <https://www.youtube.com/playlist?list=PL9426FE14B809CC41>
- <https://www.marcaria.com/ws/en/articles/online-database-resources>
- <https://academy.vertabelo.com/blog/18-best-online-resources-for-learning-sql-and-database-concepts/>

#### Pedagogy

- Lecture, Chalk & Talk, Power Point Presentation, Seminar and Assignment



## SEMESTER – IV

CODE	COURSE TITLE
18CEUC409	SOFTWARE ENGINEERING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

### Preamble

This syllabus covers the methods, attitudes and values which underlie professional contemporary software systems development. The emphasis is on how to undertake formal software development through requirements specification, design and implementation, but within a broader understanding of software engineering practices.

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Describe the plan of a software engineering process life cycle including the specification, design, implementation , and testing of software systems that meet specification, performance, maintenance and quality requirements	K2
CO2.	Analyze the cost estimate and problem complexity using various estimation techniques	K4
CO3.	Analyze and translate a specification into a design, and then realize that design practically, using an appropriate software engineering methodology.	K4
CO4.	Develop the code from the design and effectively apply relevant standards and perform testing, and quality management and practice	K5
CO5.	Explain the concepts of software maintenance	K2

### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	S	S	S
CO2.	S	S	S	S	S
CO3.	S	S	S	S	S

<b>CO4.</b>	S	S	S	S	S
<b>CO5.</b>	S	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT I ( 15 hrs.)

**Software Engineering:** Introduction – Definition –Size factors-Quality and productivity factors. Planning a software project: Defining the problem-Developing a solution strategy- Planning the development process.

### UNIT II ( 15 hrs.)

**Software cost estimation:** Software cost factors- Software cost estimation techniques- Estimating software maintenance costs.

### UNIT III ( 15 hrs.)

**Software Design:** Fundamental design concepts- Coupling and cohesion- Design notations- Structured design- Integrated top down development- Design Guidelines.

### UNIT IV ( 15 hrs.)

**Implementation Issues-** Verification and validation techniques: Quality assurance-Static analysis-Symbolic execution- Unit testing and debugging- System testing.

### UNIT V ( 15 hrs.)

**Software Maintenance:** Enhancing maintainability during development-Managerial aspects of software maintenance- Configuration management- Source code metrics.

## Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Richard E. Fairley	Software Engineering Concept	Tata McGrawHill Pub,Company Ltd., New Delhi	1997 and 1 <sup>st</sup> Edition

## Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1.	Roger Pressman	Software Engineering	Tata McGrawHill Pub,Company Ltd., New Delhi	1997 and 1 <sup>st</sup> Edition
2.	Ian Sommerville	Software Engineering	Addison-wesley, London	2007 and 8 <sup>th</sup> Edition
3.	Eve Anderson, Philip Greenspun, Andrew Grumet	Software Engineering for Internet Applications	PHI learning Private Limited, New Delhi	2009 and 1 <sup>st</sup> Edition

## Web Resources

- <http://www.site.uottawa.ca/school/research/lloseng/weblinks.html>

- 
- <http://www.rspa.com/spi/>
  - <https://www.qasymphony.com/blog/101-software-development-resources/>

## **Pedagogy**

- Lecture, Power Point Presentation, Assignment, Seminar and Group Discussion

## SEMESTER - IV

CODE	COURSE TITLE
18CEUCP03	COMPUTER APPLICATION PRACTICALS - III ORACLE –SQL

Category	CIA	ESE	L	T	P	Credit
Core	40	60	-	-	60	3

### Preamble

To facilitate students with hands on training on SQL and programming language extension to SQL within the DBMS environment.

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Apply SQL queries to user specifications	K3
CO2	Analyse the SQL queries for data definition/manipulation/alteration/Transaction and involve decision making.	K4
CO3	Design database schema considering normalization and relationships within database	K5
CO4	Develop nested queries for complicated queries	K5
CO5	Prepare results based on the observations of the experiments	K5

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium

### Syllabus

1. Create a table "Company" with the following fields and insert the values for 10 employees.

Field Name	Field Type	Field size
Company Name	Character	15
Proprietor	Character	15
Address	Character	25
Supplier Name	Character	15

No of employees	Number	4
GP Percent	Number	6 with 2 decimal places

**Queries:**

- Display all the records of the company which are in the ascending order of GP percent.
- Display the name of the company whose supplier name is "Telco".
- Display the details of the company whose GP percent is greater than 20 and order by GP Percent.
- Display the detail of the company having the employee ranging from 300 to 1000.
- Display the name of the company whose supplier is same as the Tata's.

2. Create a table named "Employee" with the following fields and insert the values.

Field Name	Field Type	Field Size
Employee Name	Character	15
Employee Code	Number	6
Address	Character	25
Designation	Character	15
Grade	Character	1
Date of Join	Date	-
Salary	Number	10 with 2 decimal places

**Queries**

- Display the name of the employee whose salary is greater than Rs.10,000
- Display the details of employees in ascending order according g to Employee Code.
- Display the total salary of the employees whose grade is "A"
- Display the details of the employee earning the highest salary.
- Display the names of the employees who earn more than "Ravi"

3. Create a table "Product" with the following fields and insert the values:

Field Name	Field Type	Field Size
Student Name	Character	15
Gender	Character	6
Roll No	Character	10
Department Name	Character	15
Address	Character	25
Percentage	Number	4 with 2 decimal places

**Queries:**

- Calculate the average percentage of students.
- Display the names of the students whose percentage is greater than 80.
- Display the details of the student who got the highest percentage.
- Display the details of the students whose percentage is between 50 and 70.
- Display the details of the students whose percentage is greater than the percentage of the roll no=12CA01.

4. Create a table "Product" with the following fields and insert the values:

Field Name	Field Type	Field Size
Product No	Number	6
Product Name	Character	15
Unit of Measure	Character	15
Quantity	Number	6 with decimal places
Total Amount	Number	8 with decimal places

**Queries:**

- a) Using update statements calculate the total amount and then select the record.
- b) Select the records whose unit of measure is "Kg".
- c) Select the records whose quantity is greater than 10 and less than or equal to 20.
- d) Calculate the entire total amount by using sum operation.
- e) Calculate the number of records whose unit price is greater than 50 with count operation.

5. Create the table PAYROLL with the following fields and insert the values:

<b>Field Name</b>	<b>Field Type</b>	<b>Field Size</b>
Employee No	Number	8
Employee Name	Character	8
Department	Character	10
Basic Pay	Number	8 with 2 decimal places
HRA	Number	6 with 2 decimal places
DA	Number	6 with 2 decimal places
PF	Number	6 with 2 decimal places
Net Pay	Number	8 with 2 decimal places

**Queries:**

- a) Update the records to calculate the net pay.
- b) Arrange the records of the employees in ascending order of their net pay.
- c) display the details of the employees whose department is "Sales".
- d) Select the details of employees whose HRA $\geq$  1000 and DA $\leq$ 900.
- e) Select the records in descending order.

6. Create a Table Publisher and Book with the following fields:

<b>Field Name</b>	<b>Field Type</b>	<b>Field Size</b>
Publisher Code	Var Char	5
Publisher Name	Var Char	10
Publisher city	Var Char	12
Publisher State	Var Char	10
Title of book	Var Char	15
Book Code	Var Char	5
Book Price	Var Char	5

**Queries:**

- a) Insert the records into the table publisher and book.
- b) Describe the structure of the tables.
- c) Show the details of the book with the title "DBMS".
- d) Show the details of the book with price $>$ 300.
- e) Show the details of the book with publisher name "Kalyani".
- f) Select the book code, book title, publisher city is "Delhi".
- g) Select the book code, book title and sort by book price.
- h) Count the number of books of publisher starts with "Sultanchand".
- i) Find the name of the publisher starting with "S".

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

<b>Field Name</b>	<b>Field Type</b>	<b>Field Size</b>
Account	Var Char	6
Branch Name	Var Char	15

Customer Name	Var Char	20
Balance Amount	Var Char	10
Loan Number	Var Char	7
Loan Amount	Var Char	6

### **Queries:**

- a) Insert the records into the table.
  - b) Describe the structure of the table.
  - c) Display the records of Deposit and Loan.
  - d) Find the number of loans with amount between 10000 and 50000.
  - e) List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
  - f) Find the average account balance at the Coimbatore branch.
  - g) Update deposits to add interest at 5% to the balance.
  - h) Arrange the records in descending order of the loan amount.
  - i) Find the total amount of deposit in 'Erode' branch.
8. Write a program to “create table and writing simple queries” using operations.
- a) Display the records of table1.
  - b) Display the records of table2
  - c) Display the records where the department no is 2
  - d) Display the details of table whose salary is less than 40,000 and whose address in erode
  - e) Combine the two tables by using union all
  - f) Select the common fields by using intersect operator
  - g) Arrange the records of the table, in order of their department no
  - h) Select the specific field by using group up method
9. Create “Purchase department” table with the following attributes: job name, salary, experience, working hours
- a) Display the journal is purchase manager
  - b) Show the values of salary more than 5000 and less than 10,000
  - c) Display the values of working hours not equal to 18
  - d) Using in select experience column values the match, any one of a list of values
  - e) Select that job name whose salaries do not name the items in the select list using not in
10. Create a table “Programmer details” with the following fields
- a) Create a table and insert the values
  - b) Display all the details of the table
  - c) Display the details with their data types
  - d) Display all the records of the order by gender name
  - e) Display the details of the programmer earning the highest salary
  - f) Count the name of male programmer
  - g) Display the oldest male programmer
  - h) Display the details of the programmer whose salary is greater than ‘surya’

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### **Pedagogy**

- Demonstration

## SEMESTER IV

CODE	COURSE TITLE
18CEUA404/ 18CMUA404	ALLIED - BUSINESS MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Allied - IV	25	75	72	3	-	5

### Preamble

- ❖ To help the students to understand the process of business management and its functions and disseminate the students with current management practices.

### Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge of management principles and its thoughts.	K1
CO2	Enumerate the concept of planning and decision making in the business situation.	K2
CO3	Identify common organizational structure and describe current trends in organization.	K3
CO4	Apply the various theories of motivation in an organization.	K3&K4
CO5	Evaluate the knowledge of methods and need of Co-ordination and control.	K4

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S



<b>CO3</b>	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	M	S	S	M

S – Strong, M- Medium

## Syllabus

### UNIT I

**17 Hrs**

Nature and scope of Management – Functions of Management – Scientific Management – Contribution by Henry Fayol.

### UNIT II

**13 Hrs**

Planning - Meaning, Nature and Importance of Planning – Steps in planning – Forecasting – Decision Making: Process – Types of decision.

### UNIT III

**18 Hrs**

Organisation – Meaning, nature and importance – Types of organisation – Span of Control – Delegation and Decentralisation.

### UNIT IV

**15 Hrs**

Staffing – Recruitment & Selection - Motivation – Meaning – benefits – MBO - Maslows, Herzberg, McGregor theories.

### UNIT V

**12 Hrs**

Communication – Importance – Types – Barriers - Co-ordination – Principles of Co-ordination – Control – Steps in control – Essentials of effective control.

## Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Ramasamy .T	Principles of Management	Himalaya Publishing House,Mumbai.	2008,9th Edition.

## Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Dinakar Pagare	Business Management	Sultan Chand & Company Ltd., New Delhi	1996, 5 <sup>th</sup> Edition.
2	R.P & Lakhe.R.R	TQM in service sector	Jaico publishing House, Mumbai	2002, 1 <sup>st</sup> Edition.
3	Dr.Prasad L.M.	Principles and Practice of Management	sultan Chand & Company Ltd., New Delhi	2009, 7 <sup>th</sup> Edition.

## Web Resources

<https://www.managementstudyhq.com/functions-of-management.html>

<https://www.toppr.com/guides/business-studies/planning/planning-process/>

<http://www.businessmanagementideas.com/organisation/types/5-main-types-of-organisation/6194>

[https://saylordotorg.github.io/text\\_organizational-behavior-v1.1/s09-theories-of-motivation.html](https://saylordotorg.github.io/text_organizational-behavior-v1.1/s09-theories-of-motivation.html)

## Pedagogy

- Lecture, Chalk & Talk and Assignment

## SEMESTER – IV

CODE	COURSE TITLE
18CEUS402	MULTI SKILL DEVELOPMENT PAPER

Category	CIA	ESE	L	T	P	Credit
Skill Based Subject - II	40	60	40	5	-	3

### Preamble

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

### Syllabus

#### 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 - Presentation Skills - Presentation through PowerPoint – Soft Skills - Interpersonal Skills – Employability Skills – Soft Skills Training – Resume Preparation – Interview Tips and Questions.

#### UNIT V

9 hrs.

Group Discussion – Importance – Types of GD – GD Skills – GD Etiquette(do's and don'ts) – Essential Elements of a GD – Movements and Gestures to be avoided in a GD. Online Services – Reservation –Banking –Purchases –Passport application

### Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1.	Hari Mohan Prasad and Uma Rani Sinha.	Objective English for Competitive Examinations	Tata McGraw Hill Education Private Ltd. (Unit – I)	2011
2.	R.S. Aggarwal	Quantitative Aptitude	S.Chand (Unit – II)	2010

3.	Edgar Thorpe	Test of Reasoning for Competitive Examinations	Tata McGraw-Hill Publishing Company Limited, New Delhi (Unit – III)	4 <sup>th</sup> edition
4.	R.S. Agarwal	A Modern Approach to Verbal Reasoning (Fully Solved) –Revised Edition	S.Chand Company Limited, New Delhi (Unit – III)	2012.
5.	M. S. Rao	Soft Skills Enhancing Employability-Connecting Campus with Corporate	IK International Publishing House, NewDelhi (Unit – IV)	2010
6.	Alex.K	Soft Skills-Know Yourself and Know the World	S.Chand Company Ltd (Unit – V)	2011
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	-

**SEMESTER – IV**

<b>CODE</b>	<b>COURSE TITLE</b>
18CEUN402	EXIM MANAGEMENT

<b>Category</b>	<b>CIA</b>	<b>ESE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
Non-Major Elective II	-	100	25	5	-	2

**Preamble**

The subject deals with the Export and Import Policies sales negotiations Execution of the sale and provides knowledge on the various aspects connected with Banking, Foreign Buyers and Sellers.

**Syllabus****UNIT I** **6 hrs.**

Introduction of Import and Export Trade – Principal Commodities Of Export and Import, Categories of Exporters – Foreign Trade Policy – Objectives – Highlights.

**UNIT II** **6 hrs.**

Export Procedures - Documentation Procedures - Cargo Insurance - Negotiation and Finalization - Selection of Carriers - Export Benefits.

**UNIT III** **6 hrs.**

Overview of various export promotion schemes - Duty Drawback- Advance License - Remission Scheme - DEPB Scheme - Export Promotion Capital Goods Scheme - Diamond & Jewellery - Agricultural & Pharmaceutical product exports promotion scheme.

**UNIT IV** **6 hrs.**

Import Policy – Current Import Policy – Licenses, Customs Clearances, Permits, Open general licenses - License Issuing authorities – Registration of Licenses – Supplementary Licenses.

**UNIT V** **6 hrs.**

Import Procedures - Import Documentation - Types of Imports - Import Licenses.

**Text Books**

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Nabhi's Board of Editors	How to Export	Nabhi Publications	-

**Reference Books**

S. No.	Author	Title of the Book	Publisher	Year and Edition
1.	Nabhi's Board of Editors	New Import Export Policy	Nabhi Publications	-
2.	Mahajan	A Guide on Export Policy Procedure &	Snow White Publications Pvt. Ltd	2015 and

		Documentation		26 <sup>th</sup> Edition
3.	D.C Kapoor	Export Management	Vikas Publishing House	2009
4.	-	EXIM Policy & Handbook of EXIM Procedure	-	Vol I & II
5.	Usha Kiran Raj	Export –Import and Logistics Management	PHI Learning Private Limited, New Delhi	2010 and Second Edition,

## SEMESTER VI

### Skill based Subject – Cyber Law and Security

**Instructional Hrs:45**

**Sub. Code: 17CEUSP04**

**Max. Marks: CIA-25; ESE-75**

**Credits : 3**

**Objectives:** To enable the students to acquire knowledge about the regulation of E-Commerce, facilitate E-governance and to prevent cybercrime.

#### UNIT –I

**9 Hrs.**

Introduction to Information Security – Need for Information System. **Role of Internet and Web Services:** Mobile Devices and Wireless Communication – GSM Security – SIM Card. **Organizational Security:** *Electronic Information* – Confidentiality of Files – Identification and Authentication – Physical Attack Methods – Loss of Access to Physical Systems.

#### UNIT-II

**9 Hrs.**

**Network Security:** Why Network Security is Important – Intrusion monitoring and Detection - Types of IDS – *Types of Attacks* – Firewalls

#### UNIT-III

**9 Hrs.**

**Security Metrics:** Introduction Measurement Basics – Key Characteristics of Security Metrics – *Risk* – Analyzing Security Metrics Data – How to identify and Select Right Metrics.

#### UNIT-IV

**9 Hrs.**

**Information Security and Laws:** Introduction – Legal Perspective IPR – Copyright Law – Patent Law – *Ethical Issues* – Privacy issues for Data and Software

#### UNIT-V

**9 Hrs.**

**Cyber Crimes and Related Laws:** Introduction – *Types of Cyber Crimes* – Cyber Law – Information Technology Act, 2000. Cyber Law cases India and Abroad.

**Note:** *Italics denote topics for self study.*

#### TEXT BOOK

1. **Saurabh Sharma**, *Information Security and Cyber Laws*, Vikas Publishing House Pvt. Ltd., New Delhi, First Edition 2011.

#### REFERENCE BOOKS

1. **Rachel N P, Mohanasoundari R, Karpagavalli V**, *A Text book of Cyber Law*, Shree Mahalakshmi Publishers, New Delhi, First Edition 2017.
2. **Thakur, L K & Narayan Asit**, *Internet Marketing E-Commerce and Cyber Law*, Authors Press, New Delhi, 2005.

