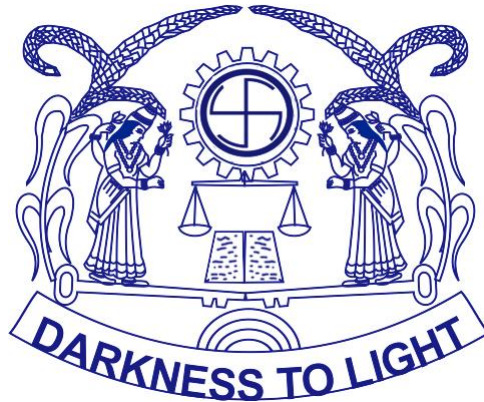


DHANRAJ BAID JAIN COLLEGE
(Autonomous)

Thoraipakkam, Chennai – 600097

Affiliated to the University of Madras

DEPARTMENT OF MANAGEMENT STUDIES
B.Com. (ISM)



SYLLABUS
(Choice Based Credit System)

Total No. of Semesters: **6**

Total No. of Credits: **140**

SCHEME OF EXMINATIONS

SEMESTER I

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|-------------------|---|------------------------------|---------------------|-------------|---------|
| I | Foundation Course: Tamil-I or any Language – I | 5 | 3 | 100 | 3 |
| II | Foundation Course: English – I | 5 | 3 | 100 | 3 |
| Core I | Core Course: Financial Accounting | 6 | 3 | 100 | 4 |
| Core II | Core Course: Introduction to Information Technology | 6 | 3 | 100 | 4 |
| Allied Subject -I | Allied – I Business Statistics | 6 | 3 | 100 | 5 |
| | Basis of Retail Marketing | 1 | 3 | 100 | 2 |
| | Soft Skill | 1 | 3 | 100 | 2 |

SEMESTER II

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|-------------------|---|------------------------------|---------------------|-------------|---------|
| | Foundation Course: Tamil/language II | 5 | 3 | 100 | 3 |
| | Foundation Course: English – II | 5 | 3 | 100 | 3 |
| Core III | Production and Materials Management | 6 | 3 | 100 | 4 |
| Core IV | Core Course: Management Information System | 6 | 3 | 100 | 4 |
| Allied Subject II | Allied – II Quantitative Analysis For Management | 6 | 3 | 100 | 5 |
| | Soft Skill | 1 | 3 | 100 | 2 |
| | Fundamental of Insurance | 1 | 3 | 100 | 2 |

SEMESTER III

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|---------------------|---|------------------------------|---------------------|-------------|---------|
| Core V | Business Management | 6 | 3 | 100 | 3 |
| Core VI | Problem Solving & Programming | 6 | 3 | 100 | 3 |
| Core VII | C Practical | 6 | 3 | 100 | 4 |
| Core VIII | Corporate Financial Management | 5 | 3 | 100 | 4 |
| Allied Subject -III | Allied – III Business Mathematics | 6 | 3 | 100 | 5 |
| | Personality Enrichment | 1 | 3 | 100 | 3 |

SEMESTER IV

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|--------------------|--|------------------------------|---------------------|-------------|---------|
| Core IX | Data Base Management System | 5 | 3 | 100 | 3 |
| Core X | DBMS Practical | 5 | 3 | 100 | 3 |
| Core XI | Management Accounting | 6 | 3 | 100 | 4 |
| Core XII | Business Communication | 5 | 3 | 100 | 4 |
| Allied Subject –IV | Allied – IV Business Environment | 5 | 3 | 100 | 5 |
| | Environmental Studies | 2 | 3 | 100 | 2 |
| | Computing Skill | 2 | 3 | 100 | 3 |

SEMESTER V

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|-----------|--|------------------------------|---------------------|-------------|---------|
| Core XIII | Human Resource Management | 6 | 3 | 100 | 4 |
| Core XIV | Visual Basic Programming | 6 | 3 | 100 | 4 |
| Core XV | Visual Basic Practical | 6 | 3 | 100 | 4 |
| Core XVI | Marketing Management | 6 | 3 | 100 | 5 |
| Core XVII | Application Oriented Subject I Entrepreneurial Development | 6 | 3 | 100 | 5 |

SEMESTER VI

| Paper No. | Subjects | Instructional Hours Per week | Exam Duration Hours | Total Marks | Credits |
|------------|--|------------------------------|---------------------|-------------|---------|
| Core XVIII | Core Course: Marketing Research | 6 | 3 | 100 | 4 |
| Core XIX | Organizational Behaviour | 5 | 3 | 100 | 5 |
| Core XX | Research Methodology | 6 | 3 | 100 | 4 |
| Core XXI | Computer Applications - Tally | 6 | 3 | 100 | 5 |
| Core XXII | Application Oriented Subject II- Project Work (Project Report and Viva Voce Examination) | 6 | 3 | 100 | 5 |
| | Value Education | 1 | 3 | 100 | 2 |
| | Extension Activities | | | | 1 |

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 16M481A | FINANCIAL ACCOUNTING | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book. |
| UNIT 2 | Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings (Simple Problems). |
| UNIT 3 | Classification of Errors – Rectification of Errors – Preparation of Suspense Account. Average Due Date . |
| UNIT 4 | Depreciation – Meaning, Causes, Types – Straight Line Methods, Written Down Value Method (Change in Method Excluded). Bank Reconciliation Statement (Simple Problems). |
| UNIT 5 | Single Entry – Meaning, Features, Defects, Difference between Single Entry and Double Entry System – Statement of Affairs Methods- Conversion Methods (Only Simple Problems). |

SKILL DEVELOPMENT: Practical preparation of Final Accounts for Sole Trading Firm.

REFERENCE BOOK:

1. R.L. Gupta & V.K. Gupta –Advanced Accounting – Sultan Chand – New Delhi
2. T.S. Reddy & a. Murthy –Financial Accounting – Margham Publications – Chennai
3. Shukla & Grewal – Advanced Accounting – S. Chand – New Delhi
4. Jain & Narang – Financial Accounting
5. P.C. Tulsian – Financial Accounting
6. S. Parthasarathy and A. Jaffarulla (Kalyan Publishers) – Financial Accounting
7. R.L. Gupta & Radhaswamy – Advanced Accounting – Volume 1

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--|---|---|---|---|
| 14M481B | INTRODUCTION TO INFORMATION TECHNOLOGY | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | <ul style="list-style-type: none"> ▪ The Computer system-their uses and components-CPU: control & logic unit ▪ Generation of computers-Classification of Computers ▪ PC-Laptop ▪ Memory: Volatile, non-volatile & virtual memory-Types of Bus. |
| UNIT 2 | <ul style="list-style-type: none"> ▪ Input devices: Keyboard, mouse, joystick, scanner, light pen, and touch screen ▪ Output devices: printers, dot-matrix printer, ink-jet printer, laser printer-monitor. ▪ Storage devices: Magnetic tape, Hard disks, CD-ROM, Speakers |
| UNIT 3 | <ul style="list-style-type: none"> ▪ Software concepts: Types of software ▪ System software: Operation System and its types, Assembler, Compiler, Interpreter. ▪ Application software: Word processing, Presentation tools, Electronic Spreadsheets Database system, DTP Packages, Graphic packages, Business system. |
| UNIT 4 | <ul style="list-style-type: none"> ▪ Principles and Techniques of Programming: Program definition-Program lifestyle. ▪ Flow-Chart: Definition, Symbols, Benefits, Limitations and examples. ▪ Characteristics, Benefits, Drawbacks and Examples of Algorithms |
| UNIT 5 | <ul style="list-style-type: none"> ▪ Databases: Structure of a data table. ▪ Internet features– E-mail |

TEXT BOOKS:

1. C.S.V.Murthy, 2001, *Fundamentals of Computers*, 1st Edition, Himalaya publishing House.
2. LPEditorial Board, *Fundamentals of Computer*, 1st Edition, Law Point Publishers.

REFERENCES

1. V.RAJARAMAN, 2002, *Fundamentals of Computers*, 3rd Edition, Prentice Hall of India.
2. Marilyn W. Meyer and Roberta L. Baber, *Computers in your future*, 2nd Edition Prentice Hall of India.
3. www.itmagz.com
4. En.wikipedia.org

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|----------------------------|----------|----------|----------|----------|
| 16CA481A | BUSINESS STATISTICS | 6 | | | 5 |

| UNIT | SYLLABUS |
|---------------|--|
| UNIT 1 | Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical data – Diagrammatic and Graphical representation of data. |
| UNIT 2 | Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean. |
| UNIT 3 | Measures of Dispersion – Range – Standard deviation – Mean deviation – Quartile deviation. |
| UNIT 4 | Correlation Analysis – Types of Correlation – Karl Pearson’s coefficient of correlation – Rank Correlation. |
| UNIT 5 | Regression Analysis – Uses of Regression Analysis – Regression Lines. |

BOOK:

1. Contents and Treatment as in Statistical Methods by S.P.Gupta Published by Sultan Chand & Sons, New Delhi.

RECOMMENDED BOOKS:

1. Statistical Methods – S.P. GUPTA
2. Business Statics – P.R. VITAL
3. Basic Statics – B.AGARWAL
4. Business Statistics- J.K. SHARMA.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---------------------------|---|---|---|---|
| 14N61ZA | BASIS OF RETAIL MARKETING | 1 | | | 2 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Retailing – Definition – Retail Marketing – Growth of Organized Retailing in India Importance of Retailing |
| UNIT 2 | Functions of Retailing – Characteristics of Retailing – Types of Retailing – Store Retailing – Non-Store Retailing |
| UNIT 3 | Retail Location Factors – Branding in Retailing – Private Labeling – Franchising Concept |
| UNIT 4 | Communication Tools used in Retailing – Sales Promotion, E-Tailing – Window Display |
| UNIT 5 | Supply Chain Management – Definition – Importance – Role of Information Technology in Retailing. |

RECOMMENDED BOOKS:

1. Gilbert Pearson, Retail Marketing Education Asia, 2001
2. Vedamani Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000
3. Berman & Evans, Retail Management, Phi, New Delhi, 2001
4. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
5. Dr. L. Natarajan, Retail Marketing, Margham Publication, Chennai

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--|---|---|---|---|
| 14S61AA | Soft skill – I ESSENTIALS OF LANGUAGE AND COMMUNICATION-II | 1 | | | 2 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Recap of language skills – vocabulary, phrase, clause, sentence. |
| UNIT 2 | Fluency building. |
| UNIT 3 | Principles of Communication |
| UNIT 4 | Types of Communication. |
| UNIT 5 | LSRW in Communication. |

Recommended Texts

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi.
- Sasikumar. V and P.V. Dhamija. 1993. *Spoken English: A Self-Learning Guide to Conversation Practice*. 34th Reprint. Tata McGraw-Hill. New Delhi.
- Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York.
- Hewings, Martin. 1999. *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students*. Reprint 2003. Cambridge University Press. New Delhi.
- Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books.
- Hall and Shepherd. *The Anti-Grammar Grammar Book: Discovery Activities for Grammar Teaching*. Longman

Websites

- www.tatamcgrawhill.com/digital_solutions/monippally
- www.dictionary.cambridge.org
- www.wordsmith.org

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--|---|---|---|---|
| 16M482C | PRODUCTION AND MATERIALS MANAGEMENT | 6 | | | 4 |

| UNIT | SYLLABUS |
|---------------|---|
| UNIT 1 | Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Layout Planning |
| UNIT 2 | Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning. |
| UNIT 3 | Quality Assurance: Application of statistical quality control, Total quality Management - Role, scope and importance of material management - Make-or-buy Decisions. |
| UNIT 4 | Concept and scope of purchasing management, Principles and objectives of purchasing, purchasing procedure: requisitioning, selecting source of supply, Ordering, Delivery, Scientific Purchasing. |
| UNIT 5 | Inventory Management: Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis. |

REFERENCES:

1. Buffa, A.E.S: Modern Production Management
2. Chase,R.B., Acquilano N.Jr.Production and Operation Management
3. Laufer A.C.: Operations Management
4. O.P. Khanna: Industrial Engineering Management
5. S.K.Hajra & Choudhary & Nihar Roy: Production management
6. Hicks, P.E.: Introduction to Industrial Engineering & Management Science
7. S.K.Dutta: Materials Management
8. Larner & Donald: Purchasing and Material Management
9. Dean S.Ammer: Material Management

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--------------------------------|---|---|---|---|
| 14M482D | MANAGEMENT INFORMATION SYSTEMS | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Definition of Management Information System – MIS support for planning, Organizing and controlling – Structure of MIS – Information for decision – making. |
| UNIT 2 | Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage |
| UNIT 3 | Computers and Information Processing – Classification of computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware – Software. Database management system. |
| UNIT 4 | System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, production, material, marketing. |
| UNIT 5 | Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and function |

REFERENCE BOOK:

1. “Management Information Systems”, Prentice Hall of India – Mudrick & Ross
2. “Management Information System”, - Gordan B. Davis
3. “Information Systems Analysis and Design” – James A Senn
4. “Management Information Systems” – Prentice – Hall of Undua – Sadagopan
5. “Management Information System” – CSV Murthy – Himalaya Publications

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|---|----------|----------|----------|----------|
| 16C482B | QUANTITATIVE ANALYSIS FOR MANAGEMENT | 6 | | | 5 |

| UNIT | SYLLABUS |
|---------------|--|
| UNIT 1 | Origin and Development of OR – Introduction – Definitions – Scope of Operation Research – Phase of OR – Models in operations Research Advantages of a model. |
| UNIT 2 | Linear Programming – Formulation of LP Problem – Graphical solution – Procedure of solving LPP by Graphical method. |
| UNIT 3 | Transportation Problem – Introduction – definitions Finding Initial Solution – North West Corner Rule – Least Cost or Matrix Minima Method Vogel’s Approximation method. |
| UNIT 4 | Assignment Problem – Introduction – Definition – Difference between Transportation and Assignment Problem – Unbalanced Assignment problem. |
| UNIT 5 | Network Analysis – PERT and CPM (No crashing). |

RECOMMENDED BOOKS:

1. Operational Research – Hira and Gupta s. chand
2. Operational Research – Dr. P.R. Vital
3. Operational Research – Handy and A. Tata.
4. Statistical Methods and Operation Research – S.P. Gupta

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---|---|---|---|---|
| 14S62AB | Soft skill – II ESSENTIALS OF SPOKEN PRESENTATION SKILLS-II | 1 | | | 2 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Thinking and Articulation – cognitive, affect, critical, creative aspects of articulation. |
| UNIT 2 | Acquisition of Oral and Aural Skills. |
| UNIT 3 | Communication Boosters – body language. |
| UNIT 4 | Function of Cultural Codes in Presentation – etiquette. |
| UNIT 5 | Models of Presentation. |

Recommended Texts

- Powell. *In Company*. MacMillan.
- Cotton, et al. *Market Leader*. Longman.
- Pease, Allan. 1998. *Body Language: How to Read Others Thoughts by their Gestures*. Sudha Publications. New Delhi.
- Gardner, Howard. 1993. *Multiple Intelligences: The Theory in Practice: A Reader*. Basic Books. New York.
- De Bono, Edward. 2000. *Six Thinking Hats*. 2nd Edition. Penguin Books.
- De Bono, Edward. 1993. *Serious Creativity*. Reprint. Harper Business.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---------------------------|---|---|---|---|
| 14N62ZB | FUNDAMENTALS OF INSURANCE | 1 | | | 2 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Origin and history of Insurance – Meaning and definition of Insurance – Features of Insurance – Principles of Insurance – Objectives and advantages of Insurance – Types of Insurance – Insurance organizations in India and their profile – Insurance Regulatory and Development Authority – its duties and functions |
| UNIT 2 | <p>Meaning and Definition of Life Insurance – its features – its fundamental principles – Types of policies in Life Insurance</p> <p>Meaning and definition of Fire Insurance – its features – its fundamental principles – Types of policies in Fire Insurance</p> <p>Meaning and definition of Marine Insurance – its features – its fundamental principles – Types of policies in Marine Insurance</p> |

REFERENCE BOOKS:

1. A Murthy – Elements of Insurance
2. M N Mish – Insurance Principle and Practice

3.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---------------------|---|---|---|---|
| 16M483E | BUSINESS MANAGEMENT | 6 | | | 3 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Management : Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. |
| UNIT 2 | Planning: Nature – Importance – forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision Making- Process of Decision-Making – Types. |
| UNIT 3 | Organizing : Types of Organizations – Organization Structure – Span of Control– Departmentalization – Informal Organization. |
| UNIT 4 | Authority – Delegation – decentralization – Difference between Authority and Power – Responsibility –Direction – Nature and Purpose.-- Leadership and Kinds Motivation Kinds Of Motivation |
| UNIT 5 | Co- Ordination – Need, Type and Techniques and Requisites for Excellent Co - Ordination – Controlling – Meeting and Importance – Control Process. |

REFERENCE BOOKS:

- | | |
|-------------------------------|--------------------------|
| 1. P.C. Tripathi & P.N. Reddy | Principles of Management |
| 2. L.M. Prasad | Principles of Management |
| 3. Dinkar Pagare | Principles of Management |
| 4. C.B. Gupta | Business Management |
| 5. N. Premavathy | Business Management |
| 6. J. Jayasankar | Principles of Management |

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--|---|---|---|---|
| 16M483G | PROBLEM SOLVING AND PROGRAMMING | 6 | | | 3 |

| UNIT | SYLLABUS |
|---------------|---|
| UNIT 1 | INTRODUCTION TO PROGRAMMING What is programming? Programs and algorithms - Compilers and interpreters. Debugging programs. Overview of C – Constraints, Variables and Data types. |
| UNIT 2 | INTRODUCTION TO C LANGUAGE Operators and expressions – Managing Input / Output Operations – Formatted I/O – decision making – Branching – IF, Nested IF – Switch – Goto – Looping – While, do, for statements |
| UNIT 3 | ARRAYS & FUNCTIONS Arrays – Dynamic and multi-dimensional arrays – Character arrays and strings – String handling functions – User Defined functions – Categories of functions – Recursion |
| UNIT 4 | STRUCTURES & UNION Structures – Unions – Type, Definition – enum – Array of Structures – Pointers to Structures – Structures and functions. |
| UNIT 5 | POINTERS AND FILE MANAGEMENT Pointers – Declaration, Accessing a variable , Pointer Arithmetic – File management in C – File operations - Dynamic memory allocation |

REFERENCES

1. The C Programming Language (2nd Edition) by Brian Kernighan and Dennis Ritchie, published by Prentice Hall, 1988.
2. Programming in C by Stephen Kochan, published by SAMS, 2004
3. R.G. Dromey, “How to solve it by computer”, PHI, 1998
4. E.Balagurusamy, “Programming in Ansi C”, Tata McGraw Hill, 2004
5. Deitel and Deitel, “C How to program”, Addison Wesley, 2001
6. Brian W Kernighan & Dennis Ritchie, “C Programming Language”, PHI,1990
7. Byron S Gottfried, “Schaum’s Outline of Programming with C”, 2nd ed.,1996.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|---------------------|----------|----------|----------|----------|
| 16M4832 | C PRACTICAL | 6 | | | 4 |

- 1) To find Minimum and Maximum of n Numbers
- 2) To generate Fibonacci Series
- 3) NPR and NCR
- 4) Matrix Addition and Subtraction
- 5) Transpose of a Matrix
- 6) Sorting – Bubble Sort
- 7) Reverse a String and Check for Palindrome
- 8) Counting the number of Vowels, Consonants, Words and White Spaces in a line of text
- 9) Linear Search
- 10) Binary Search
- 11) Illustration of Classes and Object Concept

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--------------------------------|---|---|---|---|
| 16M483H | CORPORATE FINANCIAL MANAGEMENT | 5 | | | 4 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Meaning, objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation |
| UNIT 2 | Financial planning and control – Break – even analysis – Operation leverage – Cost – volume – Profit analysis |
| UNIT 3 | Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings |
| UNIT 4 | Capital structure decision of the firm – Composition and sources of long – term funds – financial leverage – Factors determining funds requirements. |
| UNIT 5 | Financial Information systems |

REFERENCE BOOK:

1. Financial Management – Prasanna Chandra
2. Khan and Jain – Financial Management
3. Pandey I M – Financial Management
4. Vanhorne – Fundamentals of Financial Management

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 16C483C | BUSINESS MATHEMATICS | 6 | | | 5 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Sets – Introduction – Definition – Sets Operation – Laws of Sets |
| UNIT 2 | Matrices – Introduction – Fundamental Idea about Matrices – Matrix Operation – Types of Matrix |
| UNIT 3 | Time Series Analysis – Introduction – Uses of Analysis of Time Series – Components of Time Series – Measurement of Secular Trend – Method of Semi Averages – Methods of Moving Averages – Methods of Least Squares |
| UNIT 4 | Index Numbers – Introduction – Classification of Index Numbers – Uses of Index Numbers – Laspeyre’s – Paasche’s – Fisher’s Index Numbers – Time Reversal Test – Factor Reversal Test |
| UNIT 5 | Vital Statistics – Introduction – Uses of Vital Statistics – Methods of obtaining Vital Statistics – Measurement of Mortality – Crude Death Rate – Specific Death Rates – Standardized Death Rates – Infant Mortality Rate |

REFERENCE BOOKS:

1. Statistical Methods by S.P.Gupta Published by Sultan Chand & Sons, New Delhi.
2. Business Mathematics & Statistics – P.R. Vittal
3. Business Mathematics – Sunderasen & Jayaselan.
4. Elements of Mathematics – Prem Narain.
5. Business Mathematics – P.P. Gupta & G.S. Malik

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|------------------------|---|---|---|---|
| 14S63AC | PERSONALITY ENRICHMENT | 1 | | | 3 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | <p>Introduction</p> <ul style="list-style-type: none"> • Definition of Personality • Components of Personality – Structural and Functional aspects • Determinants of Personality – Biological, Psychological and Socio-Cultural factors • Assessment of Personality – Observation, Interview and Psychological Tests • Misconceptions and Classifications • Need for Personality Development |
| UNIT 2 | <p>Self Awareness and Self Motivation</p> <ul style="list-style-type: none"> • Self Analysis through SWOT and Johari window • Elements of Motivation • Seven rules of Motivation • Techniques and Strategies for Self Motivation • Motivation Checklist and Goal Setting based on the principles of SMART • Self Motivation and Life |
| UNIT 3 | <p>General Knowledge and Current Affairs</p> <ul style="list-style-type: none"> • Regional, National and International events • Geographical, Political and Historical facts • Information on sports and other recreational activities <p>Basic knowledge with regard to health and health promotion</p> |
| UNIT 4 | <p>Memory, Decision Making and Study Skills</p> <ul style="list-style-type: none"> • Definition and Importance of Memory • Causes of Forgetting • How to forget (thought stopping), how to remember (techniques for improving memory) • The technique of passing exams • The rational decision making process • Improving creativity in decision making and components of creativity |

| | |
|---------------|--|
| UNIT 5 | <p>Power of Positive Thinking</p> <ul style="list-style-type: none"> • Thinking power – seven steps for dealing with doubt • Traits of positive thinkers and high achievers • Goals and techniques for positive thinking • Enhancement of concentration through positive thinking • Practicing a positive life style |
|---------------|--|

PRACTICAL TRAINING – The course would include the following practical exercises

- Ice Breaking
- Brainstorming
- Stimulation Exercises
- Thought Stopping
- Memory
- Study Skills Training

REFERENCES

1. Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
2. Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3. Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4. Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5. Hurlock, E B (2006), Personality Development, 28th Reprint, New Delhi, Tata MCGraw Hill.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-----------------------------|---|---|---|---|
| 16M484J | DATABASE MANAGEMENT SYSTEMS | 5 | | | 3 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Purpose of Database Systems – Overall System Structure – Entity Relationship Model – Mapping Constraints – Primary Key – Foreign Keys – ER Diagrams |
| UNIT 2 | Relation Model: Structure – Formal Query languages – SQL – DDL – DML – DCL – TCL |
| UNIT 3 | Relational database Design: Pitfalls – Normalization using Functional Dependencies – Decomposition – Third Normal Form |
| UNIT 4 | PL/SQL: Approach and Advantages – PL/SQL Blocks – Variables – Manipulating Data – Procedural Constructs – Exception Handling – Program Units in Oracle forms – PL/SQL Editor |
| UNIT 5 | Database Admin – Development Stages – Application types – Backup and Recovery – Security and Privacy |

REFERENCE BOOKS:

- 1) C.J.Date – An Introduction to Database Systems – 7th Edition – Addison Wesley 2000
- 2) H.F.Korth and A.Silberschatz – Database System Concepts – McGraw Hill International Publication – 1988
- 3) Albert Lulushi – Developing ORACLE FORMS Applications – Prentice Hall – 1997

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|-----------------------|----------|----------|----------|----------|
| 16M4843 | DBMS PRACTICAL | 5 | | | 3 |

- 1) Execute a single line and group functions for a table
- 2) Execute DCL and TCL Commands
- 3) Create and manipulate various DB Objects for a table
- 4) Create Views, Partitions and locks for a particular DB.
- 5) Write PL/SQL procedure for an application using Exception Handling
- 6) Write PL/SQL Procedure for an application using cursors
- 7) Write a DBMS program to prepare reports for an application using functions.
- 8) Write a PL/SQL block for transaction operations of a typical application using triggers.
- 9) Write a PL/SQL block for transaction operations of a typical application using package.
- 10) Design and develop an application using any front end and back end tool (Make use of ER diagram and DFD)

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-----------------------|---|---|---|---|
| 16M484K | MANAGEMENT ACCOUNTING | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting vs. Cost Accounting – Management Accounting vs. Financial Accounting. |
| UNIT 2 | Analysis and interpretation of financial statements – Nature, Objective, Tools – Methods – Comparative statements, Common size statement and Trend Analysis – Ratio Analysis – Classification of ratios – Profitability, Turnover & Solvency Ratio |
| UNIT 3 | Funds Flow and Cash Flow Statements (Simple Problems only) |
| UNIT 4 | Budgets and Budgetary control – Meaning, Objectives, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets. |
| UNIT 5 | Marginal Costing (excluding decision making) – Break Event Analysis – Break Even chart. |

REFERENCE BOOKS:

1. Dr. Maheswari S.N – Management Accounting – Sultan Chand & Sons
2. Reddy and Murthy - Management Accounting – Margham Publications

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|------------------------|---|---|---|---|
| 16M484L | BUSINESS COMMUNICATION | 5 | | | 4 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout. |
| UNIT 2 | Kinds of Business Letter: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints. |
| UNIT 3 | Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors. |
| UNIT 4 | Report Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes. |
| UNIT 5 | Modern Forms of Communication : Fax – e-mail – Video Conferencing – Internet – Websites and their use in Business. |

REFERENCE BOOK:

1. Essentials of Business Communication – Rajendra Pal & J.S. Korlahalli
2. Communication for Business – Shirley Taylor.
3. Business Communication Today – Bovee, Thill, Schatzman
4. Advanced Business Communication – Penrose, Rasbery, Myers

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 16C484D | BUSINESS ENVIRONMENT | 5 | | | 5 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | The concept of Business Environment – its nature and significance – Brief overview of political – Cultural – legal – economic and social and environments and their impact on business and strategic decisions. |
| UNIT 2 | Political Environment – Government and Business relationship in India – Provisions of Indian Constitution pertaining to business. |
| UNIT 3 | Social environment – Cultural heritage – social attitudes – impact of foreign culture – castes and communities – joint family system – linguistic and religious groups – Types of social organization – social responsibilities of business. |
| UNIT 4 | Economics Environment – Economic systems and their impact on business – Macroeconomic parameters like GDP – growth rate of population – Urbanisation – Fiscal deficit – Plan investment – Per capita income and their impact on business decisions – Five Year Planning. |
| UNIT 5 | Financial and Technological environment– Financial system – Commercial banks – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs |

REFERENCE BOOKS:

1. Sankaran S – Business Environment
2. Francis Cherunilam - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta – Government and Business in India
5. Srinivisan K. – Productivity and social Environment

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|------------------------------|---|---|---|---|
| 14E64AA | ENVIRONMENTAL STUDIES | 2 | | | 2 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | <p>The Multi disciplinary Nature of Environmental Studies</p> <p>Definition, scope and importance, Need for public awareness</p> |
| UNIT 2 | <p>Natural Resources Renewable and non-renewable resources: Natural resources and associated problems</p> <ul style="list-style-type: none"> • Forest Resources: Use and over-exploitation, deforestation case studies, limber extraction, mining, dams and their effects on forests and tribal people. • Water Resources: Use and over-utilization of surface arid ground water, floods, drought, conflicts over water, dams – benefits and problems. • Mineral Resources: Use and exploitation, environmental effects of extracting using mineral resources case studies. • Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies. • Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources – Case Studies. • Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. <p>Role of an individual and conservation of natural resources – Equitable use of resources for sustainable life styles.</p> |
| UNIT 3 | <p>Ecosystems</p> <p>Concept of an Ecosystem – Structure and Function – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristics, features, structures and function of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem and Aquatic Ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)</p> |

| | |
|--------|---|
| UNIT 4 | <p>Biodiversity and its Conservation Introduction – Definition genetic species and eco-system diversity – Bio-geographical classification of India – Value of the biodiversity consumptive use, productive use, social, ethical. Aesthetic and option values – Biodiversity at Global, National and Local levels – India as a mega – diversity nation – Hot-Spots of biodiversity – Threats to biodiversity habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.</p> |
| UNIT 5 | <p>Environmental Pollution Definition Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid water management causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution of case studies – Disaster management, floods, earthquake, cyclone and landslides.</p> |
| UNIT 6 | <p>Social Issues and the Environment Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns & Case Studies – Environmental ethics issues and possible solutions – Climate change, global warming, Acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation – Consumerism and waste products – Environmental Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness.</p> |
| UNIT 7 | <p>Human Population and the Environment Population growth, variation among nations – Population explosion – Family Welfare Programme – Environment and human health – Human Rights – Value Education – HIV / AIDS – Women and Child welfare – Role of Information Technology in Environment and human health – Case Studies</p> |
| UNIT 8 | <p>Field Work Visit to a local area to document environmental assets – river / forest / grassland / 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 slopes, etc. (Field work equal to 5 lecture hours)</p> |

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|------------------------|---|---|---|---|
| 14S64AD | COMPUTING SKILL | 2 | | | 3 |

| UNIT | SYLLABUS |
|---------------|--|
| UNIT 1 | <i>Introduction to Computers</i> – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking. |
| UNIT 2 | <i>Word Processing</i> – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options. |
| UNIT 3 | <i>File Management</i> – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing. |
| UNIT 4 | <i>Spreadsheets</i> – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing. |
| UNIT 5 | <i>Networks</i> – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages. |

References:

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill.
2. Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------------|---|---|---|---|
| 16M485M | HUMAN RESOURCES MANAGEMENT | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Human Resource Management (HRM) Definition – Objectives – Functions – nature and scope of HRM – Difference between personnel management and HRM – Qualities of good HR manager – changing roles of a HR manager – problems and challenges of HR manager. |
| UNIT 2 | Human Resource Planning (Man power planning) Definition of HR planning – objectives – Steps in HR Planning – Types of Planning – Need and importance – Tools and Techniques - Job analysis – Job analysis – Job Description Job Specification - Job evaluation. |
| UNIT 3 | Recruitment & Selection Recruitment and Selection – objectives of Recruitment Recruitment – Sources – internal and external recruitment – application blank – Testing – Interviews – Techniques in selection – Placement & Induction. |
| UNIT 4 | Training & Development Training and Development – Principles of Training – Assessment of Training needs – methods – evolution of effectiveness of training programme. |
| UNIT 5 | Performance Appraisal Performance Appraisal – Process – Methods of Performance appraisal – appraisal counseling – Motivation Process – Theories of motivation – compensation – Incentives – Monetary & Non-Monetary – Promotion & Transfers |

REFERENCE BOOKS:

1. Aswathappa - HRM Tata me grow hill Publishing co. New Delhi.
2. LM Prasad, HRM – Sultan Chand & Sons, New Delhi.
3. Jayashankar – HRM – Margham Publications, Chennai.
4. Chitra Atmaran Naik – Hen – Ane books Pvt.Ltd
5. Dr. Radha – HRM

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|---------------------------------|----------|----------|----------|----------|
| 16M485N | VISUAL BASIC PROGRAMMING | 6 | | | 4 |

| UNIT | SYLLABUS |
|---------------|--|
| UNIT 1 | Data Types – String – Numbers – Variables – Text Boxes – Labels – Creating Controls – Tool Box Name Property – Command Button – Access Keys – Image Controls – Message Boxes |
| UNIT 2 | Displaying information – Determinate Loops – Indeterminate Loops – Conditional Built in Functions – Customizing a Form – Writing Simple Programs |
| UNIT 3 | Functions and Procedures – Lists – Arrays – Control Arrays – Combo Boxes – Grid Control – Do Events and Sub Main |
| UNIT 4 | Error Trapping – Event Handling – Module – monitoring Mouse Activity – Dialog Boxes – Common Controls – Menus |
| UNIT 5 | Error Trapping – MDI Forms – Database Connectivity using Data Control and DAO. |

REFERENCE BOOKS:

1. Visual Basic 6 – The Complete Reference – Noel Jerke – Tata McGraw Hill 1999
2. Visual Basic from the Groud Up – Gary Cornell – Tata McGraw Hill – 1999

| COURSE CODE | COURSE TITLE | L | T | P | C |
|--------------------|-------------------------------|----------|----------|----------|----------|
| 16M4854 | VISUAL BASIC PRACTICAL | 6 | | | 4 |

- 1) Simple Calculator with minimum operation using push buttons
- 2) Application to demonstrate font, font style and font size using combo box
- 3) Application to develop the digital clock using timer control
- 4) Application to implement login details using VB intrinsic controls
- 5) Application to implement the concept of modal and modalless dialog boxes
- 6) Application to implement font and color dialog boxes
- 7) Application to load a picture in picture box and image box control
- 8) Application to implement the concept of VB Menu Editor
- 9) Application to perform Pay-Slip Calculation for an Organization
- 10) VB Application for Quiz Program

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 16M485P | MARKETING MANAGEMENT | 6 | | | 5 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Marketing Management Definition of Marketing and Marketing Management Marketing Process – marketing management – orientation – marketing plan – marketing mix – functions of marketing management – MIS. |
| UNIT 2 | Emerging Issues in Marketing Consumer orientation – Integrated marketing – Business Ethics in Marketing – Direct and online marketing (Cyber Marketing) – Green Marketing – Quantitative Techniques for marketing Decisions – Consumerism – Customer Relation Building. |
| UNIT 3 | Product and Pricing Decisions Product – features – Product Mix – Product Policy – Product Planning – New Product Development – Product Life Cycle – Pricing – Importance – Objectives – Pricing Policies, Strategies and Techniques – Pricing Methods. |
| UNIT 4 | Consumer / Business Market Segmentation Definition – Need for Segmentation – factors deciding the success of market segmentation – Bases for Segmentation – Process of market segmentation – Niche Marketing – Characteristics of Niche Market. |
| UNIT 5 | Sales Promotion and Advertising Sales Promotion Techniques and Methods – Advertising – Objectives Benefits – Selection of Media, Advertising copy – Ethics in Advertising Salesmanship – Objectives, qualities and types of salesman – E-marketing. |

REFERENCE BOOKS:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi
2. Kotler Philip Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, new Delhi
3. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi
4. Mc Garchy, E. Nenome and William D Perrault, Jr. Basic Marketing management Approach, Richard D. Irwin, Homewood, Illionois.
5. Ramaswamy, V.S, and Namakumari, S: Marketing Management, macmillan India, New Delhi
6. Srinivasan R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi
7. Santon, William, J and Charles Futrell: Fundamentals of Marketing: McGraw Hill Publishing co, New York
8. Still, Richard R, Edward W, Clundiff and Norman A.P

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-----------------------------|---|---|---|---|
| 16A485A | ENTREPRENEURIAL DEVELOPMENT | 6 | | | 5 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs |
| UNIT 2 | Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI. |
| UNIT 3 | Project Management - Business idea generation techniques – identification of Business Opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities- Preparation of Project Report Tools of Appraisal. |
| UNIT 4 | Entrepreneurial Development programmes (EDP) – their role, relevance, and achievements – Role of Government in organizing EDPs – critical evaluation |
| UNIT 5 | Economic development and entrepreneurial growth Role of Entrepreneur in economic growth – Strategic approaches in the changing economic scenario for small scale Entrepreneurs – Networking – Niche play, Geographic Concentration, Franchising/dealership – Development of Women Entrepreneurship. |

REFERENCE BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project Management
4. Jayashree Suresh – Entrepreneurial Development
5. Holt – Entrepreneurship – New Venture Creation

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|--------------------|---|---|---|---|
| 16M486Q | MARKETING RESEARCH | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | Introduction – Definition of Marketing Research – Nature and Scope – Marketing Research as aid rational decision making. |
| UNIT 2 | Sampling techniques – Random – Stratified – Area – Quota – Questionnaire – Interview techniques – Interviewing skills on the part of investigator. |
| UNIT 3 | Motivation Research – Product Research |
| UNIT 4 | Consumer Survey – Sales Control Research |
| UNIT 5 | Media Research – Various Techniques – Measuring advertising effectiveness – Analysis and reporting research finding to the management. |

REFERENCE BOOKS:

1. Majumdar – Marketing Research
2. Green and Tull - Marketing Research
3. Donal H. McBurn, Research Mathics – Thomson.
4. M. Basher Ahmed Khan - Marketing Research : Text and Cases, PHI, New Delhi
5. Sharma DD - Marketing Research
6. Tull and Hawkins : Marketing Research

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---|---|---|---|---|
| 16M4846R | Paper 2 - ORGANIZATIONAL BEHAVIOUR | 5 | | | 5 |

| UNIT | SYLLABUS |
|---------------|---|
| UNIT 1 | The concept of organization, meaning of organization theory. Organization goals, determinants of goals, goal displacement, goal distortion, organizational and industrial goals, integration of goals. Concept and determinants of organization structure. Different types and importance of organizational structure. Environment and structure, designing and organizing structure, planning for the structure. |
| UNIT 2 | Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional analysis. |
| UNIT 3 | Attitudes and perception : Concept of attitude; attitude, opinions and beliefs; attitudes and behaviour, formation of attitude, factors determine formation of attitude, attitude measurement; attitude change. Definition and meaning of perception; perceptual process; factors influencing perception. |
| UNIT 4 | Conflict and change: Meaning and Process of conflict; causes, sources, consequences of conflict; conflict resolution strategies. Kind of change; Identification of the problem and implementation of change; resistance to change, overcoming resistance to change. |
| UNIT 5 | Organizational Effectiveness : The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness. |

REFERENCES:

1. Fred Luthans: Organizational Behaviour
2. Keith Davis: Human Behaviour at work
3. Stephen Robbins: Organization Behaviour
4. V.S.P. Rao & P.S.Narayan: Organization Theory and Behaviour
5. LM Prasad: Organizational Theory and Behaviour
6. R.A.Sharma: Organization Theory and Behaviour
7. Paul Hersey & Keith: Management of Organizational Behaviour Blanchard
8. Edgar H Schien: Organizational Psychology
9. Udai Pareek, T.V.Rao & Pestonjee, D.M: Behavioural process in Organisation

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|----------------------|---|---|---|---|
| 16M486S | RESEARCH METHODOLOGY | 6 | | | 4 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Research – Meaning, Objectives and Purpose - Types of Research - Pure and applied, survey, case study experimental, exploratory – Research Process - Criteria of good research. |
| UNIT 2 | Research Design – Meaning, Significance and Features - Research Problem - Steps in selection and formulation of research problem - Review of Literature - Formulation of Hypothesis |
| UNIT 3 | Methods of data collection - Primary and secondary data - observation - interview -questionnaire - construction of tools for data collection |
| UNIT 4 | Data Analysis and Interpretation – Types of Analysis – Chi-Square Test - Multivariate Analysis – t-Test – ANOVA (Only Theory) |
| UNIT 5 | Report Writing – Significance – Steps in writing Report – Layout of the Research Report – Types of Reports. |

REFERENCE BOOKS:

1. William C Emory, Business Research Methods, Richard D Irwin, NJ,
2. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
3. Krishnaswami OR, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
4. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
5. C R Kothari & Gaurav Garg, Research Methodology Methods and Techniques, New Age International Publishers

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-------------------------------|---|---|---|---|
| 16M486T | COMPUTER APPLICATIONS - TALLY | 6 | | | 5 |

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | Computer - Environment usage - Tally loading - Setting the directory. |
| UNIT 2 | Tally - Starting - Creating Company - Altering company operations - General environment configuration – Functional keys and shortcut keys. |
| UNIT 3 | Voucher entry - delivery note - Payment voucher - Receipt voucher debit note - Credit note. |
| UNIT 4 | Creations of various accounts - Indexing - Creation of ledgers -Multiple ledgers - Cost categories - cost centers, Budget - Bank reconciliation - Inventory maintenance - Inventory valuation - Interest calculation. |
| UNIT 5 | Consolidation of accounts - Import / export data - Final accounts -Reporting - Fund flow statements, cash flow statements - Inventory analysis report - Printing of Report – ERP |

Reference Books:

1. Vishnu Priya Singh – Tally 9
2. Kogent Solutions Inc – Tally 9
3. Ramaiah Publications – Tally 9

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|---------------------------------|---|---|---|---|
| 16A486B | APPLICATION ORIENTED SUBJECT II | 6 | | | 5 |

PROJECT WORK

| UNIT | SYLLABUS |
|--------|---|
| UNIT 1 | <p>A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same.</p> <p>The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.</p> <p>Project report shall carry 75 marks and Viva – Voce examinations 25 marks.</p> <p>Those who fail in the project work will have to redo the project work and submit to the college for external examination.</p> |

| COURSE CODE | COURSE TITLE | L | T | P | C |
|-------------|-----------------|---|---|---|---|
| 14V66AG | VALUE EDUCATION | 1 | | | 2 |

| UNIT | SYLLABUS |
|--------|--|
| UNIT 1 | <p>Introduction: Value Education and its relevance to present day – Meaning of Value Education – The meaning of the word value – Significance of Thirukkural about ‘Value Education’ –</p> <p>Personal Values: Meaning – Different personal values – Love – Compassion – Gratitude – Courage – Optimism – Friendship</p> |
| UNIT 2 | <p>Family Values: Meaning – Social Attitude to Women, Children and Elders – Familal Responsibilities – Dos and Don’ts for Stronger Family bonding – Significance of Thirukkural about ‘Family Values’.</p> |
| UNIT 3 | <p>Self Esteem: Fear of failure – Approval seeking – Self Esteem is not selfishness / Ego – Self Esteem / Arrogance – Qualities of a person with Self Esteem – Significance of Thirukkural about ‘Self Esteem’ –</p> <p>Anger: Common situations where people fly into rage – Anger at services – Some practical methods of handling anger – techniques to handle our anger – Handling anger in others – methods to replace anger.</p> |

REFERENCE BOOKS:

1. Value Education - N S Raghunathan, Margham Publication