ABOUT THE INSTITUTION

The Kovai Kalaimagal Educational Trust established in the year 1992 with an aspiration to quench the educational thirst of the poor and the needy strata of the society particularly from rural area. It sprouted with the establishment of a school and soon extended to add Kovai Kalaimagal College of Arts and Science in the year 1996 – 1997, Coimbatore Institute of Management and Technology in 1996 – 1997, Coimbatore Institute of Engineering and Technology in 2001 – 2002 and CIET School of Architecture in 2013 – 2014. The trust is managed by the dedicated team of trustees Dr. T. Banumathi, Dr. T. Namradha, Dr. K. A. Chinnaraju, Tmt. P. Shanmugadevi, Thiru. S. Subramanian and Thiru. M. Thangavelu who fully devote their time for the development of the institutions under the trust and it is due to their tireless efforts, the colleges have carved a name for themselves in the academic circle.

The college is situated in a serene atmosphere surrounded by picturesque mountains offering a very conducive environment for the academic perseverance. It is an ISO 9001:2008 certified institution and it has also been accredited by NAAC with 'A' grade. Committed to make quality education affordable especially to economically weaker sections particularly from rural area and strengthen the areas of research, enhance the process of sensitizing the students to personal values, spiritual growth and social responsibility. The college has taken every effort to ensure sustenance and enhancement of the quality in education.

Promoting Body

The Kovai Kalaimagal Educational Trust (KKET) was started in 1992 to establish educational institutions with the motto: 'Light the Light within'. The trust has, so far, established Kovai Kalaimagal College of Arts and Science, Coimbatore Institute of Engineering and Technology, CIET School of Architecture and Coimbatore Institute of Management And Technology at Vellimalaipattinam, Narasipuram Post, Thondamuthur Via, Coimbatore - 641 109.

Environment

KKCAS is located at Vellimalaipattinam, near Narasipuram, sprawling over a land area of 10.58 acres, surrounded by green hillocks. The campus has a serene and studious atmosphere with least disturbance and distraction. The students find the environment to be very conducive for their studies. Facilities in the campus meet their needs for extra / co-curricular activities.

ISO 9001:2008

As our institution is an ISO 9001:2008 certified institution, we have a strong system which takes care of the planned activities for enhancing quality in every respect. The institution implemented the Quality Management System and registered for the ISO certification since 2002. After implementation of the Quality Management System, not a single non-conformance was noticed in any of the QMS audit.

NAAC

Our institution was accredited with "A" grade by NAAC in the year 2011 and again Re-accredited with "A" grade by NAAC from September 2016.

Centre for Research

There is a research committee constituted in KKCAS which takes care of the promotion of research activities. Majority of members of faculty of Computer Science are the research guides guiding the scholars who pursue MPhil programme. This committee motivates the eligible faculty to apply for more number of research projects sponsored by UGC in topics of current interest.

The committee reviews the progress made by the research scholars periodically and advises them accordingly. In case the progress is not satisfactory, the reason for the same is found out and a solution to progress further is provided.

The committee recommends the research scholars and faculty pursuing Ph.D to participate and present papers in seminars and conferences and also publish research articles in reputed national and international journals. Those who are yet to register for pursuing M.Phil or Ph.D programmes are advised to register immediately and necessary support is also provided for finding suitable guides. The committee also recommends cash awards to those who publish research articles in refereed journals and sanction of additional increments and promotions to those who complete the Ph.D degrees. This has created a good impact as is evidenced by the number of faculty coming forward to pursue Ph.D programme.

Placement Cell

The institution has a placement cell which is effectively functioning under a placement officer and a placement coordinator. The responsibility of the placement officer is to identify the skills that are required to be possessed by the students as per the requirements of the companies and arrange for training programs for developing such skills among the students. Thus, a number of

training programs are organized to develop the communication skills, mathematical and English aptitude, group discussion and technical skills by the professors and professional trainers.

It also arranges career-counselling programmes through psychometric tests. These tests bring out the student's strengths, weaknesses and their personal interests and attitude towards various career options available to them. If needed, it arranges for any follow-up programmes to overcome the weaknesses. Regular seminars are organized to enhance their capability for grabbing various career options. As a result, nearly 75% of students are able to get placements from reputed companies.

Hostel

Separate and comfortable accommodation for boys and girls is provided within the college campus to accommodate 650 boys and 750 girls. Facilities for playing indoor games and common reading rooms with audio visual equipment are available in all the hostels.

The institution plans for providing residential accommodation to the staff and there is a proposal for the construction of staff quarters. As there is a separate RO plant, purified and safe drinking water is provided to all the students.

Recognitions

The college has been recognized for the welfare schemes implemented for the benefit of the students and has been rewarded with "Best College Award" during 2007 – 2008 by the Bharathiar University. It has also been awarded with "Third Best College Award" for overall performances during the year 2008-2009 based on ten different criteria such as Results of University Examinations, Conducting Seminars, Workshops, Symposia and State and National Level Conferences, Self-Development Programmes for Students, Number of Placements made in the Campus Interviews, Student Supporting Services, Faculty Development Programmes, Publication of Books and Research articles in Journals and Magazines, Research Activities, Social Service through NSS, YRC and RRC and achievements in Sports and Games. The institute was awarded with "A" Grade by National Assessment and Accreditation Council (NAAC). The college was granted Autonomous status by UGC, New Delhi for six years with effect from 2016-2017.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
(An Autonomous Institute Affiliated to Bharathiar University)

Re - accredited with "A" grade by NAAC

Regulations for Undergraduate Programmes (Under

Choice Based Credit System)

(Effective from 2017 – 2018)

1.   REGULATIONS

This regulation is effective from the academic year 2017 -2018.

1.1.   Eligibility for Admission

Course	Eligibility Condition
B. B. A (CA)	A pass in Higher Secondary Course.

1.2.   Duration and Course of Study

Three Academic years with six semesters, the duration of the first, third and fifth Semesters from June to November and the second, fourth and sixth Semesters from December to April. The duration of each semester is 90 working days.

1.3.   The Medium of Instruction and Examinations

The medium of instruction and examinations shall be English.

1.4.   Requirements for Attendance

✓ A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.

✓ A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he/she will be permitted to take up the examination.

✓ A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However, he/she will be permitted to appear for the examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .

✓ A candidate who has secured less than 55% of attendance in any semester will not be permitted to take the regular examinations and to continue the study in the subsequent semester. He/she has to re-do the course by re-joining in the semester in which the attendance is less than 55%.

✓ A candidate who has secured less than 65% of attendance in the final semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after re-joining the course.

1.5. Restriction to take the Examinations

Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.

Candidates who fail in any of the papers shall pass the paper(s) concerned   within five years from the date of admission to the said course. If they fail to do so, they shall take the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

In the event of removal of that paper consequent to the change of regulations and / or curriculum after a five-year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfil the requirements as per regulations/curriculum for the award of the degree.

1.6. The Evaluation System

The major objective of the institution's evaluation system is to motivate all students to excel in their performance. The students' performance is continually assessed through Continuous Assessment (CIA) and End Assessment (EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60.

1.6.1. Break Up of Continuous Internal Assessment (CIA) Marks

Theory (Languages, English, Core, Allied and Elective)

Content	Marks Awarded

Internal Assessment Test	05
Online Test	05
Model Examination	10
Assignment (2 Numbers)	05
Total	**25**

Theory (Communication Skills, Mathematics for Competitive Examinations and Aptitude & Soft Skills) #

Content	Marks Awarded
Internal Assessment Test I	25*
Internal Assessment Test II	
Internal Assessment Test III	25
Total	**50**

*Test I and Test II will be evaluated for 25 marks each and the average of these two will be considered.

Internal Evaluation only

Practical

Content	Marks Awarded (Max Marks: 100)	Marks Awarded (Max Marks: 50)
Minimum ten Experiments / Practical Paper / Semester	20	05
Internal Assessment Test	05	05
Model Exam	10	05
Record Note Book	05	05
Total	**40**	**20**

Project

A minimum of two reviews will be done, one at the time of designing phase and the second review at the time of implementation and report writing. They should be asked to present the

work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

Content	Marks Awarded
Review	10
Record	05
Power Point Presentation	05
Content	05
Total	**25**

1.6.2. End Assessment Examinations (EAE)

a) Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.

b) End Assessment Examination for the odd semester will generally be held during November and even semester during April.

c) The question papers for all the courses will be set by the external examiners.

d) The examinations for Language, English, Core Allied and Elective will be conducted for a maximum of 75 marks for three hours. The passing minimum is 40% (30 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 40%.

e) Question Paper Pattern: **(Languages, English, Core, Allied and Elective)**

Part A	10 Marks	10 Questions - 1 Mark each – Objective type
Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	40 Marks	5 Questions- 8 Marks each – either or type.
Total	**75 Marks**	

f) The exams for value Based Eduction & Non Maor Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum is 40% (20 out of 50 marks).

g) Question Paper Pattern: **(Value Based Education & Non Major Elective)**

Part A	50 Marks	5 Questions - either or type of question - 10 Marks each

h) Question paper pattern : **(Extra Credit Courses)**

Part A	40 Marks	5 Questions- 8 Marks each – either or type.
Part B	60 Marks	5 Questions- 12 Marks each – either or type.
Total	**100 Marks**	

i) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 40% marks and above.

j) The students will be allowed to choose only two papers per semester under the extra credit courses from third semester onwards.

k) **Practical**

Content	Marks Awarded (Max Marks: 100)	Marks Awarded (Max Marks: 50)
Program – 1	20	10
Program – 2	20	10
Viva voce	10	05
Record	10	05
Total	**60**	**30**

Project

The evaluation for the end semester examination should be as per the norms given below:

Content	Marks Awarded
Report	15
Power Point Presentation	20
Viva Voce	40
Total	**75**

l) The students who have opted for the languages other than Tamil in part-I should undergo basic Tamil Course during the 2nd year of the study as a non-credit course for which there would be only Internal Evaluation .

m) For all the non-credit couses result would be indicated as"Pass" or "Re-Appearance" and not by marks or grades secured in the grade sheet.

n) There will be one independent valuation for all theory papers under parts I, II & III by

external examiner.

o) A candidate may request for re-totalling/revaluation of his/her answer script by submitting an application addressing to the Controller of Examination through the Principal, paying the prescribed fee. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of Practical papers.

p) Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

q) Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any semester subject to a maximum of three papers can appear for the supplementary exam conducted after the final semester.

1.7 Grading

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grades (Performance in a Course/Paper)

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Above Average
40-49	4.0-4.9	C	Average
00-39	0.0	U	Re - Appearance
ABSENT	0.0	AB	Absent

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n = refers to the semester in which such course were credited

For a Semester:

GRADE POINT AVERAGE [GPA] = $\sum_i C_i G_i / \sum_i C_i$

$$GPA = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the Entire Programme:

CUMULATIVE GRADE POINT AVERAGE [CGPA] = $\sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni}$

$$CGPA = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re – Appearance

Classification of Successful candidates

A candidate who passes all the examinations in Part I to Part IV securing following CGPA and Grades shall be declared as follows for each part:

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*

9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-Appearance

* The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied and Elective Course alone) are eligible.

1.8   Course Completion

Students shall complete the programme within a period not exceeding three years for UG courses from the date of admissi

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE
Business Administration with Computer Applications (2016 - 2019)

Part	Sub Code	Study Components	Ins Hrs/ week	CIA	Ext	Total	Credit
Semester-I							
Semester-I							
I	**16U1TALT01**	**Language 1** Paper I	5	25	75	100	3
II	**16U1ENLT01**	**Language 2** English I	5	25	75	100	3
	16U1ACCT01	**Core 1:** Principles of Management	6	25	75	100	5
III	**16U1ACCT02**	**Core 2:** Business Economics	6	25	75	100	5
	16U1ACAT01	**Allied 1:** Business Mathematics & Statistics	6	25	75	100	4
IV	**16U1VBET01**	**Value Based Education1:** Environmental Studies **	2	-	50	50	2
					Total Credits		**22**
Semester-II							
I	**16U2TALT02**	**Language 3** Paper II	5	25	75	100	3
II	**16U2ENLT02**	**Language 4** English II	5	25	75	100	3
	16U2ACCT03	**Core 3:** Organizational Behaviour	5	25	75	100	5
	16U2ACCT04	**Core 4:** Principles of Accountancy	5	25	75	100	5
III	**16U2ACCP05**	**Core 5:** MS-Office Practical	3	40	60	100	3
	16U2ACAT02	**Allied 2:** Operations Research	5	25	75	100	4
IV	**16U2VBET02**	**Value Based Education 2:** Ethics and Culture **	2	-	50	50	2
					Total Credits		**25**
Semester-III							
	16U3ACCT06	**Core 6:** Cost & Management Accounting	6	25	75	100	4
	16U3ACCT07	**Core 7:** Human Resource Management	5	25	75	100	4
III	**16U3ACCT08**	**Core 8:** RDBMS	5	25	75	100	4
	16U3ACCP09	**Core 9:** RDBMS - Practical	6	40	60	100	4
	16U3ACAT03	**Allied 3:** Business Law	5	25	75	100	4
	16U3NMET01	**Non-Major Elective1:** Food Science and Nutrition	2	-	50	50	2
IV	**16U3SBST01**	**Skill Based 1:** Mathematics for Competitive Examination I	2	50	-	50	2
	16U3SBST02	**Skill Based 2:** Communication Skills I	2	50	-	50	2
	16U3BTLT01	**Non-Credit Course 1:** Basic Tamil I #	-	-	-	-	-
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
					Total Credits		**26**
Semester-IV							
	16U4ACCT10	**Core 10:** Financial Management	6	25	75	100	4
III	**16U4ACCT11**	**Core 11:** Marketing Management	5	25	75	100	3
	16U4ACCT12	**Core 12:** Internet and Web Designing	5	25	75	100	4
	16U4ACCP13	**Core 13:** Internet and Web Designing- Practical	5	40	60	100	4

	16U4ACAT04	**Allied 4:** Taxation Law and Practice	6	25	75	100	4
IV	16U4NMET02	**Non-Major Elective2:** Floriculture	2	-	50	50	2
	16U4SBST03	**Skill Based 3:** Mathematics for Competitive Examinations II	2	50	-	50	2
	16U4SBST04	**Skill Based 4:** Communication Skills II	2	50	-	50	2
	16U4BTLT02	**Non-Credit Course 2:** Basic Tamil II #	-	-	-	-	-
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
						Total Credits	25

Semester-V

	16U5ACCT14	**Core 14:** Production and Materials Management	6	25	75	100	4
	16U5ACCT15	**Core 15:** Customer Relationship Management	5	25	75	100	3
III	16U5ACCT16	**Core 16:** Visual Basic	5	25	75	100	4
	16U5ACCP17	**Core 17:** Visual Basic – Practical	5	40	60	100	4
		Elective :1	5	25	75	100	3
		Elective: 2	5	25	75	100	3
	16U5NCCT01	**Non-Credit Course 3:** Aptitude and soft skills I	2	50*	-	-	-
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
						Total Credits	21

Semester-VI

	16U6ACCT18	**Core 18:** Strategic Management	5	25	75	100	4
	16U6ACCT19	**Core 19:** Rural Marketing	6	25	75	100	4
III	16U6ACCT20	**Core 20:** Entrepreneurship Development	5	25	75	100	3
	16U6ACCT21	**Core 21:** Software Project Management	5	25	75	100	4
		Elective :3	5	25	75	100	3
		Elective :4	5	25	75	100	3
	16U6NCCT02	**Non-Credit Course 4:** Aptitude and soft skills II	2	50*	-	-	-
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
						Total Credits	21
					Total Marks	3700	140

List of Elective Papers

Elective :1	16U5ACET1A	Services Marketing
	16U5ACET1B	Business Organization & Systems
	16U5ACET1C	Distributed Computing
Elective :2	16U5ACET2A	Retail Marketing
	16U5ACET2B	Shares and Commodities

	16U5ACET2C	Management of Micro Finance
Elective :3	16U6ACET3A	Industrial Relations and Labour Law
	16U6ACET3B	Stress Management
	16U6ACET3C	Multimedia
Elective :4	16U6ACET4A	Principles of Auditing
	16U6ACET4B	E-Commerce and Digital Marketing
	16U6ACEP4C	Project and Viva Voce

** Answers to the questions may also be given in Tamil

 # The students who have not studied Tamil in Higher Secondary Course and not opted for Tamil under Language I in the degree program have necessarily to study basic Tamil for 2 Hours per week during III and IV Semesters after their regular college working hours.

EXTRA CREDIT COURSES

Subject Code	Subject	Credit
16UACECC01	Management Information System	2
16UACECC02	Brand Management	2
16UACECC03	Disaster Management	2
16UACECC04	Business Environment	2
16UACECC05	Logistics and Supply Chain Management	2
16UACECC06	Quality Management	2
16UACECC07	Research Methods for Management	2
16UACECC08	Management of Small and New Enterprises	2
16UACECC09	Tourism Management	2
16UACECC10	Event Management	2
16UACECC11	Hospitality Management	2
16UACECC12	Consumer Behaviour	2

* Will not be taken for calculation of CGPA

Project and Viva Voce:

Project Work carries 100 marks with 3 credits. The breakup of marks will be as follows: -

Internal 25 marks (Reviews) and External 75 marks (Record, PowerPoint Presentation and Viva Voce-each carry 25 marks).

SEMESTER - I
LANGUAGE 1: PAPER 1

Subject Code: 16U1TALT01   **Total Hrs: 75**   **No. of Credits: 3**

Kjy; gUtk; (nra;As;**,** rpWfij**,** ,yf;fzk; **,** ,yf;fpa tuyhW) Nehf;fk;

- r%fk; gw;wpa rpe;jidfisj; jkpo;g; gilg;gpyf;fpaq;fs; %yk; Vw;gLj;Jjy;

- GJf;ftpijfs; , rpWfijfs; Mfpatw;iwg; gbf;f itj;jy;/vOj itj;jy; ⌐ᴧ Nghl;bj; Nju;TfSf;F khztu;fisj; jahu; nra;jy; myF – 1 nra;As; jpul;L : kuGf; ftpijfs; (15 kzpNeuk;)

⌐ᴧ ghujpahu;	-	Nahfrpj;jp (ghujpahu; ftpijfs;)
⌐ᴧ ghujpjhrd;	-	jkpoDf;F tPo;rr; papy;iy (ghujpjhrd; ftpijfs;)
⌐ᴧ ftpkzp	-	ftpij (kyUk; khiyAk;)
⌐ᴧ fz;zjhrd;	-	MjpapapNy thu;j;ij ,Ue;jhu; (,NaR fhtpak;)

myF – 2 nra;As; jpul;L : GJf; ftpijfs; (13 kzpNeuk;)

⌐ᴧ GtppauR	-	fjhehafp (xU Kf;fpa mwptpg;G)
⌐ᴧ mg;Jy; uFkhd;	-	jtwhd vz; (Myhgid)
⌐ᴧ ituKj;J	-	cd; Md;kPfj;jpd; mu;j;jk; (ftpuh[d; fij)
⌐ᴧ rpw;gp ghyRg;gukzpak; -		nfhLk;ghtp rhfhNsh (xU fpuhkj;J ejp)
⌐ᴧ fyhg;gpupah	-	capu;j;njOjy; (fyhg;gpupah ftpijfs;)
⌐ᴧ ,sk;gpw	-	mrjp (Kjy; kdp\p)

myF – 3 rpWfijj; njhFg;G (20 kzpNeuk;)

⌐ᴧ ghujpahu;	-	fhf;fha ghu;ypnkz;l; (kfhftp ghujpahu; fijfs;)
⌐ᴧ GJikg;gpj;jd;	-	nghd;dfuk; (GJikg;gpj;jd; rpWfijfs;)
⌐ᴧ M.khjtd;	-	Rrpyhtpd; fij (M.khjtd; fijfs;)
⌐ᴧ n[afhe;jd;	-	Njd; tUthuh? (Njd; tUthuh?)
⌐ᴧ mNrhfkpj;jpud;	-	mg;ghpod; rpNefpju; (mg;ghpod; rpNefpju;)
⌐ᴧ tz;zjhrd;	-	Myq;fl;bkio (tz;zjhrd; fijfs;)
⌐ᴧ ehQ;rpy; ehld;	-	#ba G+ #lw;f (#ba G+ #lw;f)
⌐ᴧ v];.,uhkfpU\;zd;	-	njupe;jtu;fs; (v];.,uhkfpU\;zd; fijfs;)
⌐ᴧ tz;zepytd;	-	,uzl; htJ nrhu;f;fk; (tz;zepytd; fijfs;)
⌐ᴧ mk;ig	-	gpsh]b; f; lg;ghtpy; guhr;rp KjpypNahu; (fhlb; y; xU khd;)

myF – 4 jkpo; ,yf;fpa tuyhW (15 kzpNeuk;)

- jkpo;ehL muRg; gzpahsu; Nju;thizak; eyj;Jk; Nghl;bj; Nju;Tf;Fupa nghJJj; jkpo;g; ghlj;jpl;lk; - Xu; mwpKfk;

- +

- +GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;

- rpWfijapd; Njhw;wKk; tsu;r;rpAk;

- Gfo;ngw;w jkpo; E}y;fs;, E}yhrpupau;fs; (rpWfij, GJf;ftpij) (ghu;it E}y;: jkpo; ,yf;fpa tuyhW)

- milnkhopahy; Fwpf;fg;ngWk; E}y;fs; , E}yhrpupau;fs; (ghu;it E}y;: jkpo; ,yf;fpa tuyhW)

- Mq;fpyr; nrhy;ypw;F ,izahd jkpo;r; nrhy; (ghu;it E}y;: ew;wkpo; ,yf;fzk;)

myF – 5 ,yf;fzk;   (12 kzpNeuk;)

- Ntu;r;nrhy; mwpjy; , mfu tupirg;gb nrhw;fis khw;wpaikj;jy;.
- nra;tpid, nrag;ghl;Ltpid, cld;ghL, vjph;kiw, fyit thf;fpaq;fSk; thf;fpa tiffSk;.
- ngau; , tpid, ,il, cupr;nrhw;fs;.
- yfu-sfu-ofu, zfu-dfu – NtWghLfs;. ghl E}y;fs;

- nra;As; jpul;L > rpWfijj; njhFg;G
      (jkpo;j;Jiw ntspaPL : [{d; - 2016)

ghu;it E}y;fs;
- Gytu; ntw;wpaofd;(njh.M)> ghujpahu; ftpijfs; > uhikah gjpg;gfk;> nrd;id. " " Kjw; gjpg;G: Vg;uy; - 2008.

- njh.gukrptd;(g.M)> ghujpjhrd; ftpijfs; > epA+ nrQ;Rup Gf; `T];> nrd;id. " " %d;whk; gjpg;G: brk;gu; - 1998.

- tpj;Jthd; rpt fd;dpag;gd;> kyUk; khiyAk; > G+k;Gfhu; gjpg;gfk;> nrd;id.   " " Kjw; gjpg;G: nrg;lk;gu; - 2002.

- ftpauR fz;zjhrd;> ,NaR fhtpak; > fiyf;fhtpup gjpg;gfk;> jpUr;rp.   " " Iej; hk; gjpg;G: 1997.

- GtpauR> xU Kf;fpa mwptpg;G > tp[ah gjpg;gfk;> Nfhit.   " " ,uz;lhk; gjpg;G: brk;gu; - 2005.

- mg;Jy; uFkhd;> Myhgid > Nerdy; gg;sp\u;];> nrd;id.   " " ehd;fhk; gjpg;G: Vg;uy; - 2003.

- ituKj;J> ftpuh[d; fij > jpUkfs; gjpg;gfk;> nrd;id.   " " gdpnuz;lhk; gjpg;G: nrg;lk;gu; -2007.

- rpw;gp> xU fpuhkj;J ejp > ftpjh gjpg;gfk;> nrd;id. vl;lhk; gjpg;G: Mf];l;L-2011." "

- fyhg;gpupah> fyhg;gpupah ftpijfs; > jkpopdp gjpg;gfk;> nrd;id.   " " Kjw; gjpg;G: brk;gu; - 2001.

- ,sk;gpiw> Kjy; kD\p > jkpo; neQ;rk;> kapyhLJiu. Kjw; gjpg;G: brk;gu; -2003." "

- rp.Rg;gpukzpa ghujp> kfhftp ghujpahu; fijfs; > NrJ mykp gpuRuk;> nrd;id. " " ,uz;lhk; gjpg;G: brk;gu;- 2003.

- GJikg;gpjj; d; fijfs;>; G+k;Gfhu; gjpg;gfk;> nrd;id. ,uz;lhk; gjpg;G: [{iy 2006.–

- khjtd;> M.khjtd; fijfs; > jkpopdp gjpg;gfk;>nrd;id. Kjw;gjpg;G: brk;gu;-2001." "

- n[afhe;jd;> Njd; tUthuh > kPdhl;rp Gjj; f epiyak;> kJiu.   " " ehd;fhk; gjpg;G: [{d; - 1996.

- mNrhfkpj;jpud;> mg;ghtpd; rpNefpju; > eu;kjh ntspaPL> nrd;id.   "
         " ,uz;lhk; gjpg;G: brk;gu; - 1996.

- tz;zjhrd;> fdpT> re;jpah gjpg;gfk;> nrd;id. ,uz;lhk; gjpg;G: Vgu; y; - 2011.

- ehQ;rpy; ehld;> #ba G+ #lw;f > jkpopdp gjpg;gfk;> nrd;id. %d;whk;
  gjpg;G: 2010." "

- v];.uhkfpU\;zd;> v];.uhkfpU\;zd; fijfs; > fpof;F gjpg;gfk;> nrd;id.   "
         " ,uz;lhk; gjpg;G: Vg;uy; - 2005.

- tz;zepytd;> tz;zepytd; rpWfijfs; > ew;wpiz gjpg;gfk;> nrd;id. "   " ,uz;lhk;
  gjpg;G: Mf];l;L - 2013.

- mk;ig> fhl;by; xU khd; > fhyr;RtL gjpg;gfk;> nrd;id. %d;whk; gjpg;G: " "
  brk;gu; - 2003.

- ty;ypf;fz;zd;> Gjf;ftpijapd; Njhw;wKk; tsu;r;rpAk; > mfuk;> Fk;gNfhzk;. "
         " ehd;fhk; gjpg;G: [{iy - 1999.

- fh.Nfh.ntq;fl;uhkd;> jkpo; ,yf;fpa tuyhW > fiyaf ntspaPL> jpz;Lf;fy;.   "
         " ,uz;lhk; gjpg;G: [{d; - 2002.

- kJ.r.tpkyhde;jk;> jkpo; ,yf;fpa tuyhW > Ky;iy epiyak;> nrd;id. 2014"   "

- K.gukrptk;> ew;wkpo; ,yf;fzk;"   "> irtrpj;jhej; gjpg;gfk;> jpUney;Ntyp.
 Kjw; gjpg;G: 1995.

<div align="center">

SEMESTER – I
LANGUAGE 1: PAPER 1
Subject code: 16U1FRLT01   Total Hours: 75   No.of Credits: 3

</div>

Prescribed text   :   ALORS I

Units   :   1–5

Authors   :   Marcella Di Giura
                              Jean-Claude Beacco

Available at   :   Goyal Publishers Pvt Ltd
                              86, University Block

                              Jawahar Nagar (Kamla Nagar)

                              New Delhi – 110007.
                              Tel : 011 – 23852986 /
9650597000

Question Paper Pattern : Semester I

(ALL QUESTIONS TO BE SET ONLY FROM THE PRESCRIBED TEXT)

Maximum Marks: 75   Time: 3 hrs.

SECTION A (10)
CHOISISSEZ LA MEILLEURE RÉPONSE: (10X1=10)

SECTION B (20)
2.   TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS:(4/5) (4X5=20)
(Pg Nos : 26 ex-6,44 ex-3,56 ex-4,74ex-4,80.)

SECTION C (45)
3.   COMPRÉHENSION (8x1=8)
4.   EXERCICES DE GRAMMAIRE:(5X5=25) (EITHER/OR)
5.   FAITES DES PHRASES:(6/8) (6X1=6)
6.   TRADUISEZ LES EXPRESSIONS EN ANGLAIS :(6/8) (6X1=6)

SEMESTER – I

LANGUAGE 1: PAPER 1
Subject code: 16U1HILT01   Total Hours: 75   No.of Credits: 3

(Prose, Non-detailed , Grammar & Translation)

1. PROSE : NUTHAN GADYA SANGRAH

   Editor: Jayaprakash

   (Prescribed Lessons – only 6)

   Lesson 1 – Bharthiya Sanskurthi

   Lesson 3 - Razia

   Lesson 4 – Makreal

   Lesson 5- Bahtha Pani Nirmala

   Lesson 6 – Rashtrapitha Mahathma Gandhi

   Lesson 9 – Ninda Ras.

   Publisher: Sumitra Prakashan
   Sumitravas, 16/4 Hastings Road,
   Allahabad – 211 001.

2. NON DETAILED TEXT: KAHANI KUNJ.

   Editor: Dr.V.P.Amithab.

   (Stories 1 -6 only)

   Publisher : Govind Prakashan
   Sadhar Bagaar, Mathura,
   Uttar Pradesh – 281 001.

3. GRAMMAR : SHABDHA VICHAR ONLY

   (NOUN,PRONOUN, ADJECTIVE, VERB, TENSE,CASE ENDINGS)
   Theoretical & Applied.
   Book for reference : Vyakaran Pradeep by Ramdev.
   Publisher : Hindi Bhavan,
   36,Tagore Town
   Allahabad – 211 002.

4. TRANSLATION: English- Hindi only.

   ANUVADH ABHYAS – III
   (1-15 lessons Only)
   Publisher: DAKSHIN BHARATH HINDI PRACHAR SABHA
   CHENNAI -17.

5. COMPREHENSION : 1 Passage from ANUVADH ABHYAS – III (16- 30) DAKSHIN BHARATH HINDI PRACHAR SABHA CHENNAI- 17.

SEMESTER – I

LANGUAGE 1: PAPER 1

Subject code: 16U1MLLT01 Total Hours: 75 No.of Credits: 3

(Prose, Composition & Translation)

This paper will have the following five units:

Unit I & II   -   Novel

Unit III & IV -   Short story

Unit V   -   Composition & Translation

Text books prescribed:

Unit I & II   -   Naalukettu – M.T. Vasudevan Nair
             (D. C. Books, Kottayam, Kerala)

Unit III & IV -   Nalinakanthi – T.Padmanabhan
             (D. C. Books, Kottayam, Kerala)

Unit V   -   Expansion of ideas, General Essay and Translation of a simple passage from English about 100 words) to Malayalam

Reference books:

1.   Kavitha Sahithya Charitram –Dr. M. Leelavathi (Kerala Sahithya Academy, Trichur)

2.   Malayala Novel Sahithya Charitram – K. M.Tharakan (N.B.S. Kottayam)

3.   Malayala Nataka Sahithya Charitram – G. Sankarapillai (D.C. Books, Kottayam)

4.   Cherukatha Innale Innu – M. Achuyuthan (D.C. Books, Kottayam)

5.   Sahithya Charitram Prasthanangalilude - Dr. K .M. George, (Chief Editor)

(D.C. Books, Kottaya**m**

SEMESTER - I

LANGUAGE 2: ENGLISH - 1

Subject Code: 16U1ENLT01   **Total Hrs: 75**   **No. of Credits: 3** *Objectives:*

- To understand the basic English grammar and to develop vocabulary

- To develop the skills of speaking and writing without flaws

- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English

UNIT-I: Poetry   **(14 hrs)**
    1. On His Blindness- John Milton
    2. Menelaus and Helen- Rupert Brooke
    3. The Solitary Reaper- William Wordsworth

UNIT-II: Prose   **(16 hrs)**
    1. Sweets for Angels- R.K.Narayan
    2. At Harrow and Cambridge- Jawaharlal Nehru
    3. The Post Master- Rabindranath Tagore

UNIT-III: Short Story   **(15 hrs)**
    1. How Much Land does a Man Need?- Leo Tolstoy
    2. Games at Twilight- Anitha Desai
    3. The Gate Man's Gift- R.K.Narayan

UNIT-IV: One Act Plays   **(13 hrs)**
    1. A Meeting in a Forest – G.B.Shaw
    2. Refund – Fritz Karinthy

UNIT-V: Functional Grammar and Vocabulary   **(17 hrs)**
    1. Parts of Speech
    2. Simple Past, Perfect and Continuous
    3. Articles
    4. Usage of Idioms & Phrases
    5. Right words- Synonyms, Antonyms, One word Substitutes

Text Books:
1.   A.G . Xavier: *An Anthology of Popular Essays and Poems* - Macmillan, 2002.
2.   A.E .Subramanian : *Gifts to Posterity- An Anthology of Modern Short Stories* – Anu Chitra Publications, 2003.
3.   K.G .Seshadri : *A Prism of Plays* - Anuradha Publication,2015.

Reference Books:
1.   N. Krishnaswamy : *Modern English- A Book of Grammar Usage and Composition* - Macmillan, 2007.
2.   K. Ramappa: *Essential English Grammar Usage & Composition* - MI Publications.
3.   Raymond Murphy: *Murphy's English Grammar* -Cambridge University Press India Pvt. Ltd,200

SEMESTER - I
CORE 1: PRINCIPLES OF MANAGEMENT

Sub Code: 16U1ACCT01   **Total Hrs: 90**   **No. of Credits: 5**

Objective: On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management and delegation of authority.
- Process of decision making and Business process.

UNIT – I **(18 Hrs)**

Business Organization – Introduction, Types of Business Organization, Management: Importance – Definition – Nature and Scope of Management Process – Role and Function of a Manager – Levels of Management – Development of Scientific Management – Management is an Art or Science – The evolution of Management Theory.

UNIT – II **(18 Hrs)**

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 of Decision.

UNIT – **III** **(18 Hrs)**

Organization: Types of Organizations – Organizational Structure – Span of Control and Committees – Departmentalization – Informal Organization.

UNIT – IV **(18 Hrs)**

Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and purpose.

UNIT – V **(18 Hrs)**

Co-ordination – Need, Type and Techniques and Requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

TEXT BOOK:

1. P.C.Tripathi & P.N.Reddy, Principles of Management, Tata Mc.Ggraw Hill, ,5th Edition , New   Delhi, 2012
REFERENCE BOOKS

1.Knootz,H and Wechrich.H, Principles of Management, Tata McGraw Hill Publication, Ascent Series edition, 2004.
2.Charles W L Hill, Steven L McShane, Principles of Management, Tata McGraw Hill Publication, Special Indian Edition, 2007.
3.L.M.Prasad, Principles and practice of management, Sultan Chand & Sons; Eight edition (2013) 4. Dipak Bhattacharyya, Principles of Management, Pearson Education; First edition, 2011

SEMESTER - I

CORE 2:BUSINESS ECONOMICS

Sub Code : 16U1ACCT02   **Total Hrs: 90**   **No. of Credits:5**

Objective: On successful completion of this course, the students should have understood
- Factors of production and BEP Analysis
- Types of competition and price administration
- Risk theory and Uncertainty theory

UNIT - I (18 Hrs)

Objectives of business firm – Profit maximization – Social responsibilities – Demand analysis – Law of Demand – Elasticity of demand.

UNIT – II (18 Hrs)

Production function – Factors of production – Laws of diminishing returns and Law of variable proportions – Economics of Scale – Cost and Revenue Curves – Break – even – Point analysis.

UNIT – III (18 Hrs)

Market structure and prices – Pricing under perfect Competition – Pricing under Monopoly – Price discrimination – Pricing under Monopolistic competition – Oligopoly.

UNIT –IV (18 Hrs)

Pricing under factors of production; wages – Marginal productivity theory – Interest – Keynes s Liquidity preference theory – Theories of wages – theories of profit -Dynamic theory of profit – Risk theory – Uncertainty theory.

UNIT- V (18 Hrs)

Government and Business – Role of Government in Business – Public Enterprises – Public Utility – Prevention and Control of Monopolies – MRTP Act – RTP – UTP.

TEXT BOOK:
1. Dr.S.Sankaran , Business Economics-, Margham Publications; 3 edition ,2012.

REFERENCE BOOKS:

1.D.N. Dwivedi , Managerial Economics, S.Chand (G/L) & Company Ltd; Seventh edition, 2010.
2.Jagatjyoti Baruah, Business Economics, Mahaveer Publications; 1st Ed. edition ,2015.
3.Maheshwari Y , Managerial Economics, Prentice Hall India Learning Private Limited; Third Edition, 2012.
4.Dr. D.D. Chaturvedi ,Managerial Economics, Scholar Tech Press; Ist Edition edition, 2014 .

SEMESTER : I

Alied 1: BUSINESS MATHEMATICS AND STATISTICS

Subject Code:16U1ACAT01 Total Hrs: 90   No. of Credits: 4 Objectives:

- To understand the basic concepts of set theory, Matrices and Mathematics of Finance

- To understand the concept of Averages and Dispersion and the calculation of related constants.
- To clearly understand the theory and applications of Correlation and Regression
- To know various components of Time series, Method of determining the same, concept of Index numbers , various types and their calculations

UNIT I (15Hrs)

Sets and set operation - Venn Diagrams – Mathematics of Finance and series simple and compound interest.

UNIT II (20Hrs)

Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order-solving system of simultaneous linear equations.

UNIT III (20Hrs)

Definitions of Statistics - Scope and Limitations-collection of data. Measures of Central tendency – Arithmetic Mean, Median, Mode, Measures of variation- range, standard deviation, mean deviation and quartile deviation.

UNIT IV (15Hrs)

Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT V (20Hrs)

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations – Index number – Unweighted indices - Consumers price and cost of living indices.

* Questions in problems and theory carry 80% and 20% marks respectively.

Text Book:

Navanitham, P.A: Business Mathematics & Statistics, Jai Publishers -2014.

Part I

  Unit I   : Chapter 3 – Section 1- 8, Chapter 2 – Section 1- 5

  Unit II   : Chapter 4 – Section 1- 9

Part II

  Unit III : Chapter 1 – Section 3, 6, 7, Chapter 3 – Section 1- 3,

        Chapter 7 – Section 1- 3, Chapter –8

  Unit IV : Chapter 12, 13

  Unit V : Chapter 10, Chapter – 14 – Section 1- 2

Reference Books:

1.Sundaresan & Jayaseelan: An Introduction to Business Mathematics & StatisticalMethods.-1997

2.Gupta S.P.: Statistical Methods, Sultan Chand & Co -2008

3.R.S.N. Pillai, Mrs. Bhagavathi : Statistics , Sultan Chand & Co

-2008 4. R. Vittal: Business Statistics, Margham Publications- 2009

SEMESTER – I

VALUE BASED EDUCATION - 1 : ENVIRONMENTAL STUDIES

Subject Code:16U1VBET01 Total Hrs: 30 No. of Credits: 2 Objectives:

- To make the students understand the various types of natural resources and their responsibility the conservation of the same.

- To impart on various eco systems, biodiversity at various levels and their conservation .
- To make the students know on various types of environmental pollution, their causes , effects, their prevention and the students role in the same.

UNIT I

(6 Hrs)

The Multidisciplinary Nature of Environmental Studies - Definition, Scope and Importance; Need for public awareness, Natural resources - Forest resources, Mineral resources, Food resources, Energy resources and Land resources. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style.

UNIT II   **(6 Hrs)**

Ecosystems - Concept of ecosystem, Structure and Functions of an ecosystem. Producer, Consumer, Decomposers, Energy flow in ecosystem, Ecological succession, food chain, food webs and ecological pyramids. Introduction, types, characteristics, features, structure and functions of forest ecosystem, grass land, desert and Aquatic Ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).

UNIT III   **(6 Hrs)**

Biodiversity and its Conservation – Introduction - Definitions: Genetic, Species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at Global, National and local levels. India as a mega-biodiversity nation. Hot spots of biodiversity. Threads of biodiversity: habitat loss, poaching of wild life. Man wild life conflicts. Endangered and endemic species of India. Conservation of biodiversity-insitu and Exsitu conservation of biod iversity.

UNIT IV   **(6 Hrs)**

Environmental Pollution - Definitions, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution and Thermal pollution. Solid waste management: causes, effects and control measures of Urban and Industrial wastes. Role of an individual in prevention of pollution. Pollutions case studies. Disaster management: Foods, Earthquake, Cyclone and Landslides.

UNIT V   **(6 Hrs)**

Social issues and the Environment - Sustainable development, urban problems related to energy, water conservation, rain water harvesting, water shed management. Resettlement and rehabilitation of people. Environmental ethics: issues and possible solution. Climate change, global warming, ocean layer depletion, acid rain, nuclear accident and holocaust, case studies. Consumerism and waste product. Environmental protection Act. Air (prevention and control of pollution) Act. Wild life protection act. Forest conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human population and the environment.

Text Book:

1. Prof R. Ranganathan: Environmental Studies. Bharathiar University Publications-Edition-1.

Reference Books:

1. Ritu Bir : "Environmental Studies", Vayu Education of India, 2011.
2. Erach Bharucha : "Textbook for Environmental Studies", University Press India Pvt. Ltd, 2006.
3. Anubha Kaushik & C.P.Kaushik:Perspectives in Environmental Studies- New Age International Publishers, 2006.

SEMESTER – II
LANGUAGE 1 : PAPER 2

Subject Code: 16U2TALT02   **Total Hrs: 75**   **No. of Credits: 3**

KKCAS   (Autonomous)

,uz;lhk; gUtk; (nra;As;**,** ciueil**,** ,yf;fzk; **,** ,yf;fpa tuyhW)
Nehf;fk;
- rq;f ,yf;fpaj;jpd; khz;G, ,yf;fpa eak;, ePjp newpfs;, gf;jpapd; jd;ik, rq;ffhy ,yf;fz newpfs; Mfpatw;iw mwpe;J nfhs;Sjy; ┐人 tho;f;ifia thOk; newpKiwfs;> ntw;wpf;fhd cj;jpfs;> jkpo; tsu;r;rpf;fhd ekJ flikfs; Mfpad Fwpj;J njspT ngWjy;

myF **–** 1 nra;As; jpul;L : rq;f ,yf;fpaq;fs;   (20 kzpNeuk;)
- FWe;njhif   - Kjy; 5 ghly;fs; (flTs; tho;j;J cl;gl)
- ew;wpiz   - gpurq;fye;j ntz;Ritj;jPk;ghy; (gh.vz;-110) , tpisahL MaNkhL (gh.vz;-68)
- fypj;njhif   - Rlu;j; njhB, Nfsha; (gh.vz;-51)
- GwehD}W   - MTkhdpa ghu;g;gd khf;fSk; (gh.vz;-9), fha; ney;yW ftsk; mWj;Jf;nfhspd (gh.vz;-184)
- gj;Jg;ghl;L - FwpQ;rpg;ghl;L KOtJk; myF **–** 2 nra;As; jpul;L : ePjp**,** gf;jp ,yf;fpak; (15 kzpNeuk;)

- jpUf;Fws;   - mlf;fKilik (mjpfhuk;-13), Gwq;$whik (mjpfhuk;-19)
- ehybahu;   - fy;tp (mjpfhuk;-14), ey;ypdk; NrUjy;(mjpfhuk;-18)
- jpUntk;ghit   - Kjy; 10 ghly;fs;
- ehr;rpahu; jpUnkhop - Mwhk; jpUnkhop

myF **–** 3 ciueil: fl;Liuj; njhFg;G   (15 kzpNeuk;)
1. ,iwad;G   - fy;tpAk; flTs; jd;ikAk;
                   (tho;f;ifNa xU topghL)
2. mfpyd;   - gjpdhW NgWfs; (ntw;wpapd; ufrpaq;fs;)
3. Kidtu; ghQ;.,uhkypq;fk;   - khdpl cstpay; (khdpl cstpay;)
4. t.nr.Foe;ijrhkp   - jkpo; topf;fy;tp-jaf;fq;fs;, jilfs;
                   (jkpo; tsu;r;rp)
5. kzit K];jgh - jkpOf;F mwptpay; md;dpakh? (mwptpay; Nehf;fpy; fk;gu;)
6. Rfp.rptk;   - thog;goFNthk; thUq;fs;
                   (thog;goFNthk; thUq;fs;)
7. m.kq;if   - ngz;zpak; gilg;G, thrpg;G
                   (ngz; - muq;fk; - jkpo;r;#oy;)

myF **–** 4 ,yf;fpa tuyhW   (15 kzpNeuk;)
- vl;Lj;njhif, gj;Jg;ghl;L E}y;fs; ┐人 ePjp E}y;fs; - mwpKfk;
- ehad;khu;fs; Mo;thu;fs; - mwpKfk;
- ciueilapd; Njhw;wKk; tsu;r;rpAk;

myF **–** 5 ,yf;fzKk; gad;ghl;Lj; jkpOk;   (10 kzpNeuk;)
- mfk;, Gwk; − jpiz, Jiw tpsf;fq;fs;
- Kjy; , fU, cupg;nghUhs;
- kly;fs;, tpz;zg;gq;fs;

- nkhopngau;g;G (mYtyfg; gFjp, nghJg;gFjp)

ghl E}y;fs;

- nra;As; jpul;L > fl;Liuj; njhFg;G (jkpo;j;Jiw ntspaPL : brk;gu; - 2016) ghu;it E}y;fs;

- FWe;njhif> fof ntspaPL> Kjw; gjpg;G: [{d; - 2000

- Gytu; eh.,uhikahgps;is(c.M)> "ew;wpiz"> tu;jj; khdd; gjpg;gfk;> nrd;id. Kjw; gjpg;G: 1999.

- fypj;njhif> fof ntspaPL> Kjw; gjpg;G: brk;gu; - 1996.

- GwehD}W> fof ntspaPL> Kjw; gjpg;G: brk;gu; - 1996.

- Gytu; m.khzpf;fdhu; (c.M)> "gj;Jg;ghl;L – II Mk; njhFjp"> tu;jj; khdd; gjpg;gfk;> nrd;id. 1999.

- Nguh.m.khzpf;fk;(g.M)> "ehybahu;"> kzpthrfu; gjpg;gfk;> nrd;id. Kjw; gjpg;G: nrg;lk;gu;;-1995.

- Nguh.m.khzpf;fk;(c.M)> "gd;dpU jpUKiwfs; (njhFjp 11)"> tuj; ;jkhdd; gjpg;gfk;> nrd;id. gpg;utup - 2009.

- lhf;lu; fjpu;KUF> "ehr;rpyhu; jpUnkhop"> rhujh gjpg;gfk;> nrd;id. Kjw; gjpg;G:
  [{d; - 2010.

- nt.,iwad;G> "tho;f;ifNa xU topghL"> tp[ah gjpg;gfk;> Nfhit. vl;lhk; gjpg;G: brk;gu; - 2013.

- mfpyd;> "ntw;wpapd; ufrpaq;fs;"> jhfk; gjpg;gfk;> nrd;id. gjpndhd;whk; gjpg;G:
  [dtup – 2001.

- Kidtu; ghQ;.,uhkypq;fk;> "khdpl cstpay;"> rhujh gjpg;gfk;> nrd;id. jpUj;jpa gjpg;G: [{d;- 2007.

- t.nr.Foe;ijrhkp> "jkpo; tsu;;rp"> ghujp gjpg;gfk;> nrd;id. ,uz;lhk; gjpg;G:
  [{iy – 2007.

- Kzit K];jgh> "mwptpay; Nehf;fpy; fk;gu;"> thdjp gjpg;gfk;> nrd;id. ,uz;lhk; gjpg;G: 2003.

- Rfp.rptk;>"thog;goFNthk; thUq;fs;"> thdjp gjpg;gfk;> nrd;id. Mwhk; gjpg;G: etk;gu; - 2003.

- M.kq;if> "ngz;-muq;fk;-jkpo;r;#oy;">];Nefh gjpg;gfk;> nrd;id. Kjw;gjpg;G:2005.

- fh.Nfh.ntq;fl;uhkd;> "jkpo; ,yff; pa tuyhW"> fiyaf ntspaPL> jpz;Lf;fy;. ,uz;lhk; gjpg;G: [{d; - 2002.

- kJ.r.tpkyhde;jk;> "jkpo; ,yff; pa tuyhW"> Ky;iy epiyak;> nrd;id. 2014.

- K.gukrptk;> "ew;wkpo; ,yf;fzk;"> irtrpj;jhe;j gjpg;gfk;> jpUney;Ntyp. Kjw;gjpg;G:1995.

SEMESTER – II
LANGUAGE 1: PAPER 2

Subject code: 16U2FRLT02　　　　　**Total Hours: 75**　　　**No.of Credits: 3**

Prescribed text　　　　　　: ALORS I

Units : 6 – 10

Authors　　　　　　　　: Marcella Di Giura
　　　　　　　　　　　　 Jean-Claude Beacco

Available at　　　　　　: Goyal Publishers Pvt Ltd
　　　　　　　　　　　　 86, University Block
　　　　　　　　　　　　 Jawahar Nagar (Kamla Nagar)
　　　　　　　　　　　　 New Delhi – 110007.
　　　　　　　　　　　　　　 Tel : 011 – 23852986 /
　　　　　　　　 9650597000

Question Paper Pattern : Semester II (ALL QUESTIONS TO BE SET ONLY FROM THE PRESCRIBED TEXT)

Maximum Marks: 75　　　　　　Time: 3 hrs.

SECTION A (10)
　　　1.CHOISISSEZ LA MEILLEURE RÉPONSE: (10X1=10)

SECTION B (20)
　　　2.TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS:(4/5) (4X5=20)
　　　　(Pg Nos :86 ex-4,104 ex-3,116 ex-3a,b,134 ex-4,146 ex-2,162,163,164,165,166,167)

SECTION C (45)
　　　3.COMPRÉHENSION (8x1=8)
　　　4.EXERCICES DE GRAMMAIRE:(5X5=25) (EITHER/OR)
　　　5.FAITES DES PHRASES:(6/8) (6X1=6)
　　　6.TRADUISEZ LES EXPRESSIONS EN ANGLAIS :(6/8) (6X1=6)

SEMESTER - II

Subject code: 16U2HILT02   Total Hours: 75   No.of Credits: 3

(Modern Poetry, One Act Play , Translation & Letter Writing)

1.   MODERN POETRY ; Draupadi by Narendra Sharma

        PUBLISHER   :   Rajkamal Prakashan,
                                        1B Nethaji Subash Marg,
                                New Delhi.

2.   ONE ACT PLAY: EKANKÏ SANKALAN – Lesson ''Strike' omittedBy
   Veerendra kumar mishra
        PUBLISHER   :   VANI PRAKASHAM

                                        NEW DELHI – 110 002.

3. TRANSLATION   :

                                HINDI – ENGLISH ONLY,

                                 (ANUVADH ABYAS – III)

                                Lessons.1 – 15 only
        PUBLISHER   :   DAKSHIN BHARATH HINDI PRACHAR SABHA
                                CHENNAI – 600 017.

4. LETTER WRITING   :   (Leave letter, Job Application, Ordering books,

                                Letter to Publisher, Personal letter)

5. CONVERSATION   :   (Doctor & Patient, Teacher & Student, Storekeeper
                                &
                                Buyer, Two Friends, Booking clerk & Passenger at

                                Railway station, Autorickshaw driver and Passenger)

Reference: Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan, Vani Prakashan, New Delhi.

SEMESTER II

LANGUAGE 1: PAPER II

Subject code: 16U2MLLT02 Total Hours: 75   No.of Credits: 3
(Prose : Non-
fiction)

This paper will have the following five units:

Unit I & II   -   Biography

Unit III, IV & V   -   Smaranakal

Text books prescribed:

Unit I & II   -   Kanneerum Kinavum- V.T.Bhatahirippad

(D.C. Books, Kottayam)

Unit III, IV & V   -   Balyakalasmaranakal – Madhavikkutty

                                (D.C. Books, Kottayam)

Reference books:

1.   Jeevacharitrasahithyam – Dr. K.M. George (N.B.S. Kottayam)

2.   Jeevacharitrasahithyam Malayalathil – Dr. Naduvattom Gopalakrishnan (Kerala Bhasha Institute, Trivandrum)

3.   Athmakathasahithyam Malayalathil – Dr. Vijayalam Jayakumar (N.B.S. Kottayam)

4.   Sancharasahithyam Malayalathil – Prof. Ramesh chandran. V, (Kerala Bhasha Institute, Trivandrum)

SEMESTER – II

LANGUAGE 2 : ENGLISH – 2

Subject Code: 16U2ENLT02   Total Hrs: 75   No. of Credits: 3
Objectives:

- To understand the basic English grammar and to develop the skill of constructing various sentences

- To develop the skills of speaking and writing without flaws

- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English

UNIT-I:Poetry   (14 hrs)

1. Stopping by Woods on a Snowy Evening- Robert Frost

2. Laugh and Be Merry- John Masefield

3. The Ballad of Father Gilligan- William Butler Yeats

UNIT-II: Prose   (16 hrs)

1. The Selfish Giant- Oscar Wilde

2. My lost Dollar- Stephen Butler Leacock

3. The Golden Touch- Nathaniel Hawthorne

UNIT-III: Short Story   (15 hrs)

1. Some Words with a Mummy- Edgar Allan Poe

2. The Open Window- H.H. Munro

3. The Ant and the Grasshopper- W. Somerset Maugham

UNIT-IV: One Act Plays   (13 hrs)

1. The Hour of Truth – Percival Wilde

2. The Count's Revenge – J.H. Walsh

UNIT-V: Functional Grammar & Composition   (17 hrs)

1. Active and Passive Voice

2. Models Auxillaries: Will, Would, Shall, Should

3. Reading Comprehension

1. Notices, Preparation of Agenda, Minutes, Telegrams

2. Hints Development

Text Books:

1. *A.G . Xavier: An Anthology of Popular Essays and Poems - Macmillan, 2002.*
2. *A.E .Subramanian : Gifts to Posterity- An Anthology of Modern Short Stories – Anu Chitra Publications, 2003.*
3. *K.G .Seshadri : A Prism of Plays - Anuradha Publication,2015.*

Reference Books:
1. *N. Krishnaswamy : Modern English- A Book of Grammar Usage and Composition - Macmillan, 2007.*
2. *Raymond Murphy: Essential English Grammar - Cambridge University Press India Pvt. Ltd,2012.*
3. *RajendraPal & J. S. Korlahalli : Essentials of Business Communication -Sultan Chand & Sons Publishers, 2011.*

SEMESTER II

LANGUAGE 4: ENGLISH II

Subject Code:16U2ENLT02   **Total Hrs: 75**   **No. of Credits: 3**

Objectives:
- To understand the basic English grammar and to develop the skill of constructing various sentences.
- To develop the skills of speaking and writing without flaws.
- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English.

Unit-I:Poetry   **(14 Hrs)**
1.   Stopping by Woods on a Snowy Evening- Robert Frost
2.   Laugh and Be Merry- John Masefield
3.   The Ballad of Father Gilligan- William Butler Yeats

Unit-II: Prose   **(16 Hrs)**
1.   The Selfish Giant- Oscar Wilde
2.   My lost Dollar- Stephen Butler Leacock
3.   The Golden Touch- Nathaniel Hawthorne

Unit-III: Short Story   **(15 Hrs)**
      1. Some Words with a Mummy- Edgar Allan Poe
      2.The Open Window- H.H. Munro
      3. The Ant and the Grasshopper- W. Somerset Maugham

Unit-IV: One Act Plays   **(13 Hrs)**
      1. The Hour of Truth – Percival Wilde
      2. The Count's Revenge – J.H. Walsh

Unit-V: Functional Grammar & Composition   **(17 Hrs)**
1.   Active and Passive Voice
2.   Models Auxillaries: Will, Would, Shall, Should
3.   Reading Comprehension
4.   Notices, Preparation of Agenda, Minutes, Telegrams
5. Hints Development

Text Books:
 1.A.G . Xavier: An Anthology of Popular Essays and Poems - Macmillan, 2002.
 2.A.E .Subramanian : Gifts to Posterity- An Anthology of Modern Short Stories – Anu
   Chitra Publications, 2003.
 3.K.G .Seshadri : A Prism of Plays - Anuradha Publication,2015.

Reference Books:
1.N. Krishnaswamy : Modern English- A Book of Grammar Usage and Composition -
   Macmillan, 2007.
2.Raymond Murphy: Essential English Grammar - Cambridge University Press India Pvt.
Ltd,2012.
3.RajendraPal & J. S. Korlahalli : Essentials of Business Communication -Sultan Chand &
Sons Publishers, 2011.

SEMESTER – II
CORE 3: ORGANISATIONAL BEHAVIOUR

Sub Code : 16U2ACCT03   **Total Hrs: 75**   **No. of Credits: 5**

Objective: On successful completion of this course, the students should have understood
- Personality test, Intelligence test and its measurement
- Techniques of motivation and transactional analysis.
- Factors influencing Job-satisfaction, leadership their and importance of counselling

UNIT – I   **(15 Hrs)**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT – II   **(15 Hrs)**

Perception - Factors affecting perception - Motivation - theories - financial and nonfinancial motivation - techniques of motivation - Transactional Analysis – Brain storming.

UNIT – III   **(15 Hrs)**

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV   **(15 Hrs)**

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

UNIT – V   **(15 Hrs)**

Leadership - types - theories – Trait, Managerial Grid, Fiedder's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

TEXT BOOK:
1. L.M. Prasad, Organisational Behaviour, Sultan Chand & Sons; Fifth edition , 2014.

REFERENCE BOOKS:
1. Uma sekaran, Organizational Behaviour text and cases, McGraw-Hill Education, 2nd edition, 2004**.**
2. Fred Luthans, Organizational Behaviour, McGraw-Hill Education / Asia; 12 edition, 2010.
3. Stephen P.Robbins, Organizational Behaviour, Pearson Education; 15 edition ,2013.
4. B. C. Gupta , A text book of Organizational Behaviour, S.Chand (G/L) & Company Ltd, 2014.

SEMESTER II
CORE 4 : PRINCIPLES OF ACCOUNTANCY

Sub Code : 16U2ACCT04   **Total Hrs: 90**   **No. of Credits : 5**

Objective: On successful completion of this course, the students should have understood
- The basic accounting concepts
- Double entry book keeping system and various books of accounts
- Preparation of final accounts, etc.

UNIT – I (Theory and Problems)   **(18 Hrs)** Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books: Purchase book - Sales book - Sales Return and Purchase Return books.

UNIT – II   (Problems only)   **(18 Hrs)**
Cash book – Types of cash book - Problems - Trial Balance – Bank Reconciliation Statement – Problems.

UNIT – III   (Problems only)   **(18 Hrs)**
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT – IV   (Theory and Problems)   **(18 Hrs)**
Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of calculating depreciation – problems (straight line method and written down value method only)

UNIT – V (Theory and Problems)   **(18 Hrs)**
Preparation of accounts from incomplete records. Account current and Average due date. (Theory and problems may be in the ratio of 60% and 40%respectively)

TEXT BOOK:
1. Jain and Narang, Advanced Accountancy, Kalyani Publications, Kolkata,5th edition.

REFERENCE BOOKS:
1.S N Maheshwari, An introduction to Accountancy, Vikas publications, 11th edition, 2017.
2.Grewal, T.S., Double Entry Book Keeping, Sultan Chand & Sons, New Delhi, 1st edition,2013.
   3. M.C.Shukla and T.S.Grewal, Advanced Accountancy, Sultan Chand & sons- 13th Revised edition,2013.
4. Gupta R.L., Advanced Accountancy , Sultan Chand & Sons, New Delhi ,1st edition,2008.

SEMESTER II
CORE 5: MS – OFFICE - PRACTICAL
Sub Code : 16U2ACCP05   **Total Hrs: 45**   **No. of Credits: 3**

LIST OF PRACTICAL

MS-Word   **(Hours:13)**

1. Type the text, check spelling and grammar bullets and numbering list items,   align the text to left, right justify and center.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

MS – EXCEL   **(Hours:12)**

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

MS ACCESS   **(Hours:10)**

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
10. Pay rolls processing and prepare report
11. Inventory control.
12. Screen designing for data entry.

MS POWER POINT   **(Hours:10)**

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
14. Draw an organization chart with minimum three hierarchical levels.
15. Design an advertisement campaign with minimum three slides.
16. Insert an excel chart into a power point slide.

SEMESTER : II
Allied 2 : OPERATIONS RESEARCH

Subject Code: 16U2ACAT02   **Total Hrs: 90**   **No. of Credits: 4**
Objectives:

- To understand the basic concepts of Operations Research and Solving LPP
- To solve Transportation and Assignment problems
- To understand the concept of Game theory , Queuing theory PERT and CPM.

UNIT I   **(15Hrs)**
Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Graphical method only.

UNIT II   **(15Hrs)**
Transportation (Non- degenerate only) - Assignment problems - Problems.

UNIT III   **(20Hrs)** CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT IV   **(20Hrs)**
PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

UNIT V   **(20Hrs)**
Game Theory: Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - problems. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

* Questions in problems and theory carry 80% and 20% marks respectively.

Text Book:
1.Prof V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan.,"Resource Management
   Techniques" (Operations Research)
   Unit I   : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5
   Unit II   : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5
   Unit III   : Chapter 15 – Section 15.1,15.2,15.5,15.8
   Unit IV   : Chapter 15 – Section 15.6
   Unit V   : Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2

Reference:
1.Kanti Swarup, Gupta P.K, Man Mohan : Operations Research, Sultan Chand & Sons- 1997
2.P.R. Vittal and V.Malini : Operations Research, Margham Publications -2011.
3.P.K.Gupta.,ManMohan: Problems in Operations Research,Sultan Chand &sons-2004
4.V.K.Kapoor: Operations research, Sultan Chand&sons-2007

SEMESTER - II
VALUE BASED EDUCATION – 2: ETHICS AND CULTURE

kjpg;gPl;Lf; fy;tp - mwtpaYk; gz;ghLk;

Ethics and Culture (kdpjts khz;G - jdpkdpj tpOkpaq;fs;; , rKjha tpOkpaq;fs;)

Subject Code: 16U2VBET02   **Total Hrs: 30**   **No. of Credits: 2**

Nehf;fk;

- xt;nthUtUk; jd;id cau;j;jpf; nfhz;L, rKjha kf;fSld; ,zf;fkhf tho;e;J rKjhaj;ijAk; cau;j;j Ntz;Lk;. cd;dj ,yl;rpaj;jpw;fhf tho;e;J ekJ tho;f;ifia mu;j;jKs;sjhf Mf;fpf; nfhs;s Ntz;Lk;.

- Ftiyf;F Mjhukhd Mir kw;Wk; rpdk; Mfpatw;iwj; jtpu;g;gjd; %yk; ftiyia xopg;gjw;fhd gapw;rp ngWjy;

- fy;tp> murpay;> nghUshjhuk; kw;Wk; tpQ;Qhdk; Mfpatw;Wf;Fk; rKjhaj;jpw;Fk; cs;s njhlu;gpid mwpe;J nfhs;Sjy;

myF – 1   **(5 kzpNeuk;)**

kdpjts khz;gpd; mtrpak; - Fwpf;Nfhs; , kjpg;Gfs; - tho;tpd; Nehf;fKk; jj;JtKk; - tho;f;ifj; Njitfs; , fhg;Gfs; - mwnewpfs; , mwptpd; epiyg;gbfs;.

myF – 2   **(5 kzpNeuk;)**

vz;zk; Muha;jy; - vz;zk; vof;fhuzq;fs; - vz;zk; Muha;jy; gapw;rp – Mir rPuikj;jy; - Mir rPuikj;jy; gapw;rp.

myF – 3   **(5 kzpNeuk;)**

rpdk; jtpu;j;jy; - rpdj;jpd; tpisTfs; - rpdk; jtpu;j;jy; gapw;rp – ftiy xopj;jy; - ftiyapd; tiffSk; tpisTfSk; - ftiy xopj;jYf;fhd gapw;rp.

myF – 4   **(8 kzpNeuk;)**

kdpjdpd; gupzhkk; - gpugQ;r jd;khw;wk; - capupdj; jd;khw;wk; - Mwhk; mwptpd; Nkk;ghL – kdpj NtWghl;bw;fhd fhuzq;fs; - VO rk;gj;Jfs; - gjpdhW fhuzq;fs; - kdj; J}a;ik

jUk; rKjha eyd; , mwtho;T – fUikaj;jpd; rpwg;gpay;Gfs; - ghtg;gjpTfSk; , Nghf;Fk; topfSk;.

myF – 5 **(7 kzpNeuk;)**

fy;tpAk; rKjhaKk; - fy;tpapd; rKjha Nehf;fq;fs; - fy;tpapd; gzpfs; - murpaYk; rKjhaKk; - nghUshjhuKk; rKjhaKk; - tpQ;QhdKk; rKjhaKk; - mwptpaYk; Md;kpfKk;. **ghl E}y;fs;:**

1. jdpkdpj tpOkpaq;fs;> kdpjts khz;Gf; fy;tpf;fhd jdp ntspaPL, vd;. [p.vk;. fy;Y}up, nghgs;shr;rp. 2015.
2. rKjha tpOkpaq;fs;> kdpjts khz;Gf; fy;tpf;fhd jdp ntspaPL, vd;. [p.vk;. fy;Y}up, nghgs;shr;rp. 2014.

ghu;it E}y;fs;:

1. tho;tpay; tpOkpaq;fs;> Ntjhj;jpup gjpg;gfk; , <NuhL.

   gjpndhd;whk; gjpg;G: 2013

2. kdtsf;fiy Nahfh> cyf rKjha Nrth rq;fk; , Ntjhj;jpup gjpg;gfk; , nghs;shr;rp. gjpndhd;whk; gjpg;G: [{iy – 2015.

SEMESTER – III

CORE 6: COST AND MANAGEMENT ACCOUNTING

Subject Code: 16U3ACCT06 **Total Hrs: 90** **No of Credits: 4**

Objective: On successful completion of this course, the students should have understood

- Cost sheet, Material issues, Labour cost.
- Financial Statement Analysis, Budgeting.

UNIT - I (Theory questions only)   (18 Hrs)

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-Distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification, Preparation of cost sheet.

UNIT - II (Problems and theory questions)   (18 Hrs)

Stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods -Labour cost-remuneration and incentives.

UNIT III (Problems and Theory questions)   (18 Hrs)

Standard costing-variance analysis-material and Labour variances Marginal Costing-cost volume profit analysis.

UNIT IV (Problems only)   (18 Hrs)

Financial statement Analysis - preparation of comparative and common size statements analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT V (Problems only)   (18 Hrs)

Fund flow analysis - Cash flow analysis

(Theory carries 60 % marks and problems carry 40% marks)

TEXT BOOK:

1. Suveeragill,, Cost and Management Accounting, Vikas Publishing House, I st edition,2015.

REFERENCE BOOKS:

1. S.P.Jain and K.L.Narang , Cost Accounting, Sultan Chand & Sons , Kalyani Publishers, Eighth edition 2016.
2. M.N.Arora, Cost & Management Accounting , Himalaya Publishing House, 2014.
3. V.K.Saxena & C.D.Vaishist, Cost and Management Accounting, Sultan Chand , 4 th Edition 2015.
4. S.N.Maheswari, Cost and Management Accounting, 14th Edition , 2013.

SEMESTER - III
CORE 7: HUMAN RESOURCE MANAGEMENT

Subject Code: 16U3ACCT07   **Total Hrs: 75**   **No of Credits: 4**

Objective: On successful completion of this course, the students should have understood

- Functions of HR/Personnel Department.
- Salary administration, Labour Welfare, Industrial Relations.

UNIT – I (15 Hrs)

Nature and Scope of Human Resource Management – Difference between Personal Management and HRM – Environment of HRM – Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of Various test – Interview Techniques in selection and placement.

UNIT – II (15 Hrs)

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services.

UNIT – III (15 Hrs)

Job Satisfaction – Job Description and Job analysis - Job evaluation and merit rating - Promotion - Transfer and Demotion - Career Development

UNIT – IV (15 Hrs)

Remuneration – Components of remuneration – Incentives – Benefits – Motivation - Labour welfare and Social Security - Retirement benefits to employees.

UNIT – V (15 Hrs)

Human relations - Approaches to human relations - Punishment - Human Resource Audit – Nature – Benefits – Scope and Approaches.

TEXT BOOK:

1. K. Aswathappa, Human Resource Management: Text and Cases, McGraw Hill Education; Seventh edition , 2013.

REFERENCE BOOKS:

1. L.M.Prasad, Human Resource Management, Sultan Chand & Sons; Third edition ,2014.
2. Gary Dessler, Biju Varkkey, Human Resource Management, Pearson Education India, 14 edition , 2015.
3. P.Jyothi, D.N.Venkatesh, Human Resource Management, Oxford University Press, Second edition, 2012
4. V.S.P.Rao, Human Resource Management, Excel Books , 2010

SEMESTER-III

CORE 8: RDBMS

Subject Code: 16U3ACCT08   **Total Hrs: 75**   **No of Credits: 4**

Objective: On successful completion of this course, the students should have understood

- To understand what is RDBMS.

- To have knowledge on DBMS & RDBMS.
- To enhance their on SQL, DDL, DML, DCL Statements, Select, group by & having clause String & set operations, Aggregate Functions, Nested Sub Queries.
- To develop the skills of Embedded & Dynamic SQL.

UNIT – I   **(15 Hrs)**

Data base Management System and RDBMS – Normalization – Oracle terminology – Database Connection – Creating tables – The Basics of SQL : SQL Grammar.

UNIT – II   **(15 Hrs)**

Data manipulation – data types – Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – views .

UNIT – III   **(15 Hrs)**

Manipulating strings – Dealing with Dates - handling Numbers – defining table and Column constraints - Table Indexes.

UNIT – IV   **(15 Hrs)**

Sophisticated queries – Built-in group functions – The join operation, sequences and synonyms.

UNIT – V   **(15 Hrs)**

Transaction – The Basics of PL/SQL, creating and using stored procedures, Functions and Packages – Retrieving Data with cursors. Enforcing Business Rules with Database triggers.

TEXTBOOK:

1. Database Systems using Oracle, Nilesh Shah, 2nd edition, PHI,2004.

REFERENCE BOOKS:
1. Database Management Systems, Majumdar & Bhattacharya, 2007, TMH.
2. Database Management Systems, Gerald V. Post, 3rd edition, TMH.
3. Relational Database Management Systems, Mrs. Vidya H. Bankar, Mrs. Deepashree K. Mehendale, Mrs. Sujata P. Patil,Personal Educations.
4. Oracle pl/sql programming,o'reilly, 5rd edition.

SEMESTER-III
CORE 9 : RDBMS - PRACTICALS

Subject Code: 16U3ACCP09   Total Hrs: 90   No of Credits:4

LIST OF PRACTICALS

1. Design a database for student information.

2. Insert records for student database table.

3. Alter a field size in the student database table.

4. Delete a field in the students' database table.

5. Select records with roll number, name, class, subject with all mark details.

6. Prepare a list of all students who are having arrears.

7. Find the percentage of marks of a student.

8. Find the pass percentage of a subject in student database.

9. Prepare semester mark sheet for a given student roll number.

10. Design a database for employee information.

11. Insert records for employee database table.

12. Select records with employee id , name, department, designation with all salary details.

13. Prepare a list of employees who are getting net pay more than 10000.

14. List all employees with total allowances and total deductions.

SEMESTER - III
ALLIED 3: BUSINESS LAW

Subject Code: 16U3ACAT03   **Total Hrs: 75**   **No of Credits: 4**

Objective: On successful completion of this course, the students should have understood
- Law of contract, Law of sale of goods
- Law of Agency, Negotiable Instruments Act.

UNIT - I (15 Hrs)

Contracts -Essentials of Contract-Agreements-Void-voidable and illegal contracts -Express and implied Contracts -Executed and Executory Contracts -Absolute and contingent contracts -Offer Legal rules as to offer as to offer and lapse of offer -Acceptance -and rules as to acceptance -to create legal relation -Capacity of parties to create contract .

UNIT –II (15 Hrs)

Consideration -Legal rules as to Consideration-Stranger to a Contract and exceptions Contract without consideration -Consent -Coercion -undue influence –misrepresentation -fraud mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality -Wagering Agreements.

UNIT –III (15 Hrs)

Agreement opposed to public policy -Agreements in Restraint of trade -Exceptions –void agreements -Restitution -Quasi-contracts -Discharge of contract-Breach of contract -Remedies for breach of Contract. Formation of contract of sale-Sale and agreement to sell –Hire purchase agreement -Sale and bailment.

UNIT –IV (15 Hrs)

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods-Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non – owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT -V (15 Hrs)

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

TEXT BOOK:

1. N.D.Kapoor, Business Law, Sultan Chand & Sons , 30th edition, 2013.

REFERENCE BOOKS:

1.M.C.Kuchhal, Vivek Kuchhal, Business Law, Vikas Publishing House, Sixth edition, 2013
2.Avtar Singh, Business Law, Eastern Book Company, 10th edition, 2014
3.P C Tulsian , Bharat Tulsian, Business law, McGraw Hill Education; 3 edition, 2014
4.Bulchandani K R, Business Law for Management, Himalaya Publishing House, Eighth Edition 2014

SEMESTER – III

NON-MAJOR ELECTIVE 1: FOOD SCIENCE AND NUTRITION

Subject Code: 16U3NMET01   **Total Hrs: 30**   **No. of Credits: 2**

Objectives

- To understand the importance of Nutrition and the role of food in health.
- To know about the functions, deficiency and toxicity of nutrients.
- To understand Malnutrition and its prevention
- To know about various adulterants in food and the methods of detecting them.
- To have an awareness on the prevailing food laws, hygiene and sanitation of foods.

UNIT 1   **(6 Hrs)**

   Introduction to Nutrition: Terms used in Nutrition and Health. Definitions - Health, Nutrition, Nutrients, Foods, Diet, R.D.A., Balanced diet, Malnutrition, Under nutrition, Over nutrition, Optimum nutrition. Five Food Groups and Food guide, relationship between food and nutrition, functions of food, classification of nutrients, factors affecting food consumption and food acceptance. Elementary idea of probiotics, prebiotics and organic food.

UNIT 2   **(6 Hrs)**

 Basic Nutrition: WATER- Functions, sources, requirements, water balance, dehydration (ORS) and toxicity. CARBOHYDRATE - Composition and classification, source, functions, requirements. LIPIDS- composition, sources, functions, requirements, deficiency and excess; fatty acids- essential and non-essential, SFA, USFA, MUFA, PUFA, significance of fatty acids, Rancidity. PROTEINS- composition, classification sources, functions, requirements, deficiency. ENERGY- unit of energy, food as a source of energy, definition of calorie and joules, energy requirement and factors affecting it- BMR, RMR, SDA.

UNIT 3   **(6 Hrs)**

  VITAMINS- classification, sources, functions, requirements, deficiency and excess of the following: Vitamin A, D, E, K, C, Thiamin, Riboflavin, Niacin and B Complex. MINERALS - distribution in body, functions and sources, requirement, deficiency and excess of the following. Calcium, Phosphorus, Iron and Iodine. FIBRE- definition, types, sources, functions, importance in disease prevention.

UNIT 4   **(6 Hrs)**

 Ecology of malnutrition- Definition, causes and consequences of malnutrition Ecological factors leading to malnutrition such as income, family size, dietary pattern, occupation, customs, food fads, fallacies and other factors. Measures to overcome malnutrition (only introduction)- Increased agricultural production through food technology, food fortification and enrichment,
Nutrition education, Nutrition intervention programme genesis, objectives and operation of school lunch programme and ICDS, Organizations that combat malnutrition- International organization – FAO, WHO, UNICEF National Organizations – ICMR, NIN, CFTRI, DFRL, ICAR

UNIT 5   **(6 Hrs)**

  Food Adulteration and Food Laws- Definition, Types, Common adulterants and home scale methods of detecting adulterants; Food Laws (only introduction) – PFA, BIS, AGMARK, FPO, HACCP. Food toxicants- Naturally occurring toxicants in canned foods, Alcoholic and non alcoholic beverages Sugars, preservatives, mushrooms Carcinogens in heated foods.

Text Book

1.Healthy Vittles and Bits- Dr.A.Indhuleka

Reference Books:

1. Guthrie Helen (1986) Introductory Nutrition. Times Mirror/ Mosby College Publishing. 2. Mudambi, S.R., Rajgopal, M.V.(1990) Fundamentals of Foods and Nutrition, NewAge International Pvt. Ltd.

SEMESTER III

SKILL BASED SUBJECT 1: MATHEMATICS FOR COMPETITIVE EXAMINATIONS -I

Subject Code: 16U3SBST01   **Total Hrs: 30**   **No. of Credits: 2**

Objectives:
- To understand the fundamental arithmetic skills and problem solving.
- To solve problem related to Ages and Calendar and Clocks.
- To develop the ability in solving Permutation , Combinations and Bankers Discount

UNIT I **(6 Hrs)**

Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification-Square Roots and Cube Roots – Average - Problems on Numbers

UNIT II **(6 Hrs)**

Problems on Ages - Surds and Indices-Percentage-Races and games of skill – Calendar

UNIT III **(6 Hrs)**

Clocks – Stocks and shares - Profit and Loss – Ratio and Proportion

UNIT IV **(6 Hrs)**

Partnership – Chain Rule - Time and Distance – Time and work

UNIT V **(6 Hrs)**

Permutation & Combinations - True Discount- Bankers Discount

(Simple Problems Only)

Text Book:

1.R. S. Agarwal : Quantitative Aptitude (for Competitive Examinations), S. Chand and Company Limited, 7th Revised Edition -2007.

    Unit I : Chapters 1 -7
    Unit II : Chapter 8- 10, 26 and 27
Unit III : Chapters 28 and 29, 11 and 12
Unit IV : Chapter 13 and 14 , 15 and 17
Unit V   : Chapter 30 - 33

Reference Books:

1. Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.
2. R.V.Praveen: Quantitative Aptitude and Reasoning, PHI Learning pvt. Ltd-2012.
3. Abhijit Guha : Quantitative Aptitude for Competitive Examinations, Tata Mc-Graw Hill Publishing Company, 7th reprint-2003.

SEMESTER-III

SKILL BASED SUBJECT 2: COMMUNICATION SKILLS- I

Subject Code:16U3SBST02 **Total Hrs: 30** **No. of Credits: 2**

Objectives:

- To enhance Listening, Speaking, Reading and Writing Skills among students.
- To familiarize the students with the Sounds and Symbols used in English Language.
- To emphasize the importance of Communication in the Global Scenario.

Unit –I- Communication

- Verbal and Non-Verbal Communication

- Barriers to Communication

Unit- II- Listening Skills

- Types of Listening
- Tips for Effective Listening
- Traits of Good Listening

Unit- III- Speaking

- Role Play
- Group Discussion
- Speaking at Different Types of Interviews
- Making Effective Telephone Calls
- Telephone Etiquette

Text Books:

1. Communication Skills by Meenakshi Raman (Oxford University Press)

2. Essential Communication Skills by Shalini Aggarwal (Ane Books Pvt.Ltd. New Delhi)

Reference Books:

1. Communication Skills a multi- skill course by Course team, Bharathiar University(Macmillan)

2. Developing Communication Skills by Krishna Mohan(Macmillan)

3. Technical English – II by Joyce Pereire(Vijay Nicole Imprints Pvt.Ltd.)

SEMESTER – IV
CORE 10: FINANCIAL MANAGEMENT

Subject Code: 16U3ACCT10   **Total Hrs: 90**   **No of Credits: 4 Objective:**

On successful completion of this course, the students should have understood

- Finance Functions, Cost of capital, Capital structure.
- Capital Budgeting, Working capital management.
- Preparation of Budgets.

UNIT - I (Theory only)   **(18 Hrs)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Theory and Problems)   **(18 Hrs)**

Investment Decisions- Meaning – Importance – Types of acceptance criteria – factors affecting investment decision – Preparation of cash flow – Evaluation criteria – capital rationing.

UNIT - III (Problem only)   **(18 Hrs)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage – Composite Leverage – Working capital leverage.

UNIT - IV (Theory only)   **(18 Hrs)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - V (Problems only)   **(18 Hrs)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital - Estimation of Working capital - Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

 Note : Theory carries 60% Marks, Problems carry 40% Marks

TEXT BOOK:

1. Dr.S.N.Maheswari, Financial Management, Sultan Chand & Sons,14th Edition , 2014.

REFERENCE BOOKS:

1.   I.M.Pandey, Financial Management,Vikas Publication,10th Edition, 2015.
2.   Prasana Chandra, Financial Management,Mcgraw – Hill,8thEdition, 2012
3.   Khan and Jain - Financial Management - A Conceptual Approach, Mcgraw – Hill, 2nd Edition   2007
4.   JohnTennent, Guide to Financial Management, Profile Book Publisher, 2008

SEMESTER - IV

CORE 11: MARKETING MANAGEMENT

Subject Code: 16U4ACCT11   **Total Hrs: 75**   **No of Credits: 3**

Objective: On successful completion of this course, the students should have understood
- Principles of marketing management, market segmentation
- Product life cycle, pricing, branding.

UNIT I   **(15 Hrs)**

Definition of marketing – Marketing Management – Marketing Concept – meaning, Importance – Importance of Marketing in developing countries – Functions of Marketing – Marketing Environment: Various Environmental factors effecting the marketing functions

UNIT II   **(15 Hrs)**

Buyer Behaviour – Buying motives – Explanation of motivation – Market segmentation of different bases – Marketing Strategy – Market structure – Definition and types of channel – channel Selection and Problems.

UNIT III   **(15 Hrs)**

The Product – Marketing Characteristics – Consumer goods –Industrial goods –Production Policy – Product Life Cycle (PLC) – Product mix – modification and elimination – Packing – Developing new products – strategies

UNIT IV   **(15 Hrs)**

Pricing: Meaning to Buyer and Seller – Pricing Policies – Objective factors influencing Pricing Decisions – Competitors action to Price changes – Multi product pricing. Physical Distribution – Management of physical Distribution –Marketing Risks.

UNIT V   **(15 Hrs)**

Branding Decisions: Brand – Brand image, Brand Identity - Brand personality – Positioning and Leveraging the brands – Brands Equity.

TEXT BOOK:

1. Philip Kotler, Marketing Management, Pearson Education India, Fifteenth edition, 2015

REFERENCE BOOKS:

1. Philip Kotler , Gary Armstrong, Principles of Marketing, Pearson Education India, 15th edition 2015
2. Rajan Saxena, Marketing Management, McGraw Hill Education, Fifth edition, 2015
3. V.S. Ramaswamy, Marketing Management: A Strategic Decision Making approach, McGraw Hill Education, 5 edition, 2013

SEMESTER-IV

CORE 12: INTERNET AND WEB DESIGNING

Subject Code:16U4ACCT12   **Total Hrs: 75**   **No of Credits: 4**

Objective: On successful completion of this course, the students should have understood
- The Basic Concept of Internet
- The Concept of E-Mail
- The Concept of HTML and DHTML Programs

UNIT – I   **(15 Hrs)**

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

UNIT – II   **(15 Hrs)**

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

UNIT – III   **(15 Hrs)**

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

UNIT – IV   **(15 Hrs)**

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

UNIT – V   **(15 Hrs)**

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

TEXT BOOKS:
1. Margaret Levin Young, Internet: The Complete Reference, Osborne, McGraw- Hill, 3rd Edition , 1999
2. Ivan Bayross ,Web enabled Commercial Application Development using HTML,DHTML , Java Script , Perl CGI,BPB Publications, 3rd Edition, 2000.

REFERENCE BOOKS:
1. Douglas E Comer, The Internet Book : Everything You Need to Know about Computer Networking and How the Internet Works, 4th Edition, Prentice Hall, 2007
2. Jon Duckett, Beginning HTML, XHTML, CSS, and JavaScript, Wiley publishing inc, 1st Edition, 2010
3. Kogent , Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, ASP.NET, XML and Ajax, Black Book, Dreamtech Press,1st Edition , 2015

SEMESTER-IV

CORE 13 : INTERNET AND WEB DESIGNING - PRACTICAL

Subject Code: 16U4ACCP13   **Total Hrs: 75**   **No of Credits: 4**

LIST OF PROGRAMS

1.Search a particular topic in using internet search engines.

2.Create a new mail id using any available service providers.

3.Send an email to another person's email id.

4.Send an email to more than one users at the same time.

5.Send an email to a person with an attachment.

6.Send a greeting to a person using internet.

7.   Develop a HTML page to check username and password.

8.   Develop a HTML page to link other web page.

9.   Develop a HTML page to scroll text from left to right.

10. Develop a HTML page to display an advertisement.

11. Develop a HTML page for college information.

12   Develop a HTML page for student information.

SEMESTER IV

ALLIED 4: TAXATION LAW AND PRACTICE

Subject Code: 16U4ACAT04   **Total Hrs: 90**   **No. of Credit: 4**

Objective: On successful completion of this course, the students should have understood
- Principles of Direct and Indirect Taxes
- Tax Authorities and its Procedures.

UNIT – I   (18 Hrs)

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies. Direct Taxes: Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.

UNIT – II   (18 Hrs)

Computation of income under salary and house property. (problems to be included).

UNIT – III   (18 Hrs)

Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

UNIT – IV   (18 Hrs)

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V   (18 Hrs)

Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorum and specific duties.

Note: Theory and problems shall be distributed at 60% & 40% respectively.

TEXT BOOK:
1. Dr. R. K. Jain,Income Tax Law & Practices,, SBPD Publications; 21st Revised Edition, 2017.

REFERENCE BOOKS:
1.   C. Vijay Vishnu Kumar M. Jeevarathinam, Income Tax Law and Practice, Scitech Publications (India) Pvt. Ltd.; 7th Edition , 2017
2.   Dr. Vinod K Singhania, Direct Taxes Law And Practice, Taxmann; 57th Edition , 2017
3.   Mohd Rafi, Indirect Taxation,Bharat Law House; Edition, 2016.

SEMESTER – IV

NON MAJOR ELECTIVE 2 : FLORICULTURE

Subject Code: 16U4NMET02   **Total Hrs: 30**   **No. of Credits: 2**

Objectives:

- To learn about the cultivation of flowers and ornamental crops from the time of planting to the time of harvesting.
- To focus on the promotional and awareness aspects by motivating them to grow traditional as well as non-traditional floral crops and houseplants for commercial purpose.
- To learn the basics of growing and fertilizing plants and flowers.
- To learn design techniques and work on dried and live bouquets, arrangements, corsages and boutonnières.

UNIT I   **(6 Hrs)**

Floriculture – Definition, Introduction and Scope of Floriculture. Status of floriculture in India.

Development of Floriculture

UNIT II   **(6 Hrs)**

Cut Flowers- Types of cut flowers, Arranging bouquets, Using floral design tools. Loose Flowers-Scope of loose flower trade, Significance in the domestic market/export,

UNIT III   **(6 Hrs)**

Design- Types of design Flower choice for design, Corsages/Boutonnières, Vase design, Basket/mug design.

UNIT IV   **(6 Hrs)**

Propagation-Types of propagation, Annuals & Perennials, Varieties, Growing seasons, Potting techniques.

UNIT V   **(6 Hrs)**

Careers in Floriculture. Export/Import and marketing in floriculture. Government Incentives and Schemes. The role of supporting agencies.

Text Book:

1. Introduction to Floriculture – Dr.S.N.Suresh

Reference Books:

1.Know your Garden Plants – Jacob Varghese Kunthara 2.Production Technology of

Ornamental Crops and Landscape Gardening – Dr. B. Hemlanaik

SEMESTER IV

SKILL BASED SUBJECT 3 :MATHEMATICS FOR COMPETITIVE EXAMINATIONS -II

Subject Code: 16U4SBST03   **Total Hrs: 30**   **No. of Credits: 2**

Objectives:

- To make the students to know the concept of Probability and Problem on Trains.
- To solve problem related to Problems on Boats and Streams and Venn Diagram.
- To develop the skills in solving problems in Mental Ability and Logical reasoning.

UNIT I   **(6 HRS)**

Pipes and cistern – Probability - Problems on trains

UNIT II   **(6 HRS)**

Problems on Boats and Streams - Allegation or mixture

UNIT III   **(6 HRS)**

Heights & Distance- Odd Man Out & Series - Simple Interest-Compound Interest Logical Venn Diagram

UNIT IV   **(6 HRS)**

Logarithms – Sequence and series - Area-Volume and Surface areas

UNIT V   **(6 HRS)**

Tabulation-Bar Graphs-Puzzles - Pie Charts-line Graphs- Mental Ability and Logical reasoning

(Simple Problems Only) Text

Book:

1.R. S. Agarwal : Quantitative Aptitude (for Competitive Examinations), S. Chand and Company Limited, 7th Revised Edition -2007.

Unit I   **:** Chapter 16 ,18 and 31
Unit II   **:** Chapter 19,20
Unit III   **:** Chapter 34 and 35, 21 and 22
Unit IV   **:** Chapter 23 - 25
Unit V   **:** Chapter 36 – 39

Reference Books:

1. Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.

2.R.V.Praveen: Quantitative Aptitude and Reasoning, PHI Learning pvt. Ltd-2012.

3. Abhijit Guha : Quantitative Aptitude for Competitive Examinations, Tata Mc-Graw Hill Publishing Company, 7th reprint-2003.

SEMESTER-IV

SKILL BASED SUBJECT 4:COMMUNICATION SKILLS- II

Subject Code:16U4SBST04   **Total Hrs: 30**   **No. of Credits: 2**

Objectives:

- To enhance Listening, Speaking, Reading and Writing Skills among Students.
- To familiarize the students with the Sounds and Symbols used in English Language.
- To emphasize the importance of Communication in the Global Scenario.

Unit-I : Reading & Writing
1. Reading Techniques (Skimming and Scanning)
2. Types of Reading - Intensive Reading and Extensive Reading
3. Brain Storming
4. Resume Preparation
5. Report Writing
6. Minutes of a Meeting
7. Data Representation and Interpretation
8. Memos

Unit- II : Sounds & Symbols
1. Vowels
2. Consonants
3. Dip thongs
4. Stress and Intonation

Text Books:
- Communication Skills by Meenakshi Raman (Oxford University Press)
- Essential Communication Skills by Shalini Aggarwal (Ane Books Pvt.Ltd. New Delhi)

Reference Books:
- Communication Skills a multi- skill course by Course team, Bharathiar University(Macmillan)
- Developing Communication Skills by Krishna Mohan(Macmillan)
- Technical English – II by Joyce Pereire(Vijay Nicole Imprints Pvt.Ltd.)

SEMESTER – V
CORE 14: PRODUCTION AND MATERIALS MANAGEMENT

Sub Code : 16U5ACCT14   **Total Hrs: 90**   **No. of Credits: 4**

Objective: On successful completion of the course, the students should have understood
- The concept of Materials management and Supply Chain Management.
- The concept of Total quality management

UNIT-I   **(18 Hrs)**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNIT-II   **(18 Hrs)**

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III   **(18 Hrs)**

Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development.

UNIT-IV   **(18 Hrs)**

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

UNIT-V   **(18 Hrs)**

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOK:
1. S.K.Sarangi, Production and Materials Management, Asian Books Publications - Edition 2012.

REFERENCE BOOKS:
1. Sudhir Kausik, Production and Materials Management, Anmol Publications , Edition 2014.
2. Stan C. Mc Donald, Materials Management – An executive supply chain, Wilsey publishers , Edition 2009
3. John W.Toomey, Inventory Management – Principles, concepts and Techniques, Springer Publications, I Edition 2012.
4. Neeti Gupta & Anuj Gupta, Production and Materials Management, Kalyani Publishers - Edition 2015

SEMESTER – V

CORE 15: CUSTOMER RELATIONSHIP MANAGEMENT

Sub Code : 16U5ACCT15   **Total Hrs: 75**   **No. of Credits: 3**

Objective: On successful completion of the course the students should have understood

- The concept and application of Customer relationship management
- Concept of value chain in the Customer relation
- Significance of customer relationship in various fields

UNIT – I   **(15 Hrs)**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II   **(15 Hrs)**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III   **(15 Hrs)**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV   **(15 Hrs)**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V   **(15 Hrs)**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

TEXT BOOK:

1.   Dr.K.Govinda Bhat, Customer RelationshipManagement , Himalaya Publishing House, First Edition 2009.

REFERENCE BOOKS:

1.Anton.J, Customer Relationship Management – The Bottom, Pearson Education Pvt Ltd, 2 nd Revised Edition,2002
2.Ed.Peelen, Customer Relationship Management, Pearson India, Ist Edition 2008.
3.Buttle, Customer Relationship Management, Elser Publication, 2nd Edition 2009
4.Alok Kumar Roi, Customer Relationship Management – Concept and Cases,PHI Learning, 2nd Edition 2013**.**

SEMESTER – V

CORE 16: VISUAL BASIC

16U5ACCT16   **Total Hrs: 75**   **No. of Credits: 4**

Objective: On successful completion of this course, the students should have
- Understood VB environment with tool bars, controls and components.
- Programming steps Declaring variables & arrays
- Fundamentals of Graphics & Files Data bases & SQL

UNIT- I   **(15 Hrs)**

Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, image controls, text boxes, labels.

UNIT – II   **(15 Hrs)**

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants - controlling program flow- repeating operation – making decisions - string function - data and time functions.

UNIT – III   **(15 Hrs)**

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures - code module - documents for users defined types with statements - common dialog box - MDI forms .

UNIT – IV   **(15 Hrs)**

Fundamentals of Graphics and files - the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method - file commands - file system controls.

UNIT – V   **(15 Hrs)**

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics.

TEXT BOOK:

1. Gary Cornell, Berkeley, Calif, Visual basic 5 from the Ground up, MC Gray Hill, 1st Edition,1997.

REFERENCE BOOKS:

1. Brayan Newsome, Beginning Visual Basic 2015, Wiley Publications,1st Edition, 2015.
2. Mike MCGrath , Visual Basic in Easy Steps ,Paperback Publisher,4th Edition, 2016.
3. David I.Schneider, An Introduction to Programming using Visual Basic, Pearson Publisher, 10th Edition,2016.
4. Michael Halvorson, Microsoft Visual Basic 2013 step by step, Intermedia publisher , 1st Edition 2013

SEMESTER – V
CORE 17: VISUAL BASIC - PRACTICAL

Sub Code :16U5ACCP17   **Total Hrs: 75**   **No. of Credits: 4**

LIST OF PRACTICALS

1. Develop a VB project to design student information.

2. Develop a VB project to design employee information.

3. Develop a VB project to design product information.

4. Develop a VB project to check user name and password given by user.

5. Develop a VB project to add and remove items from the list box.

6. Develop a VB project to copy all items in a list box to combo box.

7. Develop a VB project to enter and display student information.

8. Develop a VB project to scroll text from left to right using timer.

9. Develop a VB project to display system date and time on screen.

10. Develop a VB project to find day of a week of a given date.

11. Develop a VB project for notepad.

12. Develop a VB project to view all image file in your system.

SEMESTER V
ELECTIVE 1: SERVICES MARKETING

Sub Code : 16U5ACET1A   **Total Hrs: 75**   **No. of Credits: 3**

Objective: On successful completion of the course the students should have understood
- The value of intangible services embedded onto their products.
- The significance of services in every organization.
- The role of service providers in day to day business operations

UNIT I   **(15 Hrs)**

Introduction -The Services Sector in the Indian Economy -Components of services economy

y -Distinctive characteristics of services -Importance of services -Classification of services -Players in services sector -Evolution and growth of service sector- Differences between goods and services

UNIT II   **(15 Hrs)**

Service marketing system - Importance of services in marketing -Expanded marketing mix Services marketing mix -Service product planning - Service pricing strategy - Services distributions -Employees' and Customers' Roles in Service Delivery -Services promotions Physical evidence- Role of technology in services marketing.

UNIT III   **(15 Hrs)**

Service quality- Understanding customer expectations and perception - Measuring service quality -Gap model of service quality –SERVQUAL- Service Quality function development - Service Quality Management - Quality Function Deployment for Services

UNIT IV   **(15 Hrs)**

Services from Sectoral perspective - Hospitality -Travel & Tourism - Financial - Logistics - Educational – Entertainment – Healthcare & Medical - Telecom Services

UNIT V   **(15 Hrs)**

Marketing the Financial Services - Devising of Strategies in financial Services marketing mix. Education as service - Marketing of educational services - Strategies for educational marketing.

TEXT BOOK:
1. R.Srinivasan, Service Marketing, The Indian Context, PHI Publishers, Edition-4, 2014.

REFERENCE BOOKS:
1. Roa, Services Marketing, Pearson India, Edition 2011.
2. Lovelock, Services Marketing Pearson, Edition-6, 2010.
3. Rajendra Nargundkar, Services Marketing, Mcgraw Hill Education, Edition-3, 2010.
4. Rai Shankar, Service Marketing, Excel Books, Edition-1, 2002.

SEMESTER V
ELECTIVE 1: BUSINESS ORGANIZATION AND SYSTEMS

Sub Code : 16U5ACET1B   **Total Hrs: 75**   **No. of Credits: 3**

Objective: On successful completion of this syllabi the students will •

Understand the basic concepts in commerce, trade and industry.

- Understand modern business practices, forms, procedures and functioning of various business organizations.

UNIT I   **(15 Hrs)**

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

UNIT II   **(15 Hrs)**

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability– Government Enterprises – Co-operative societies.

UNIT III   **(15 Hrs)**

Mergers & acquisitions-mergers in India. Networking, Franchising, BPOs & KPOs, Ecommerce, On-line trading, patents, trademarks & copyright

UNIT IV   **(15 Hrs)**

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy

UNIT V   **(15 Hrs)**

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization

TEXT BOOK:

1. Richard Whitley, Business Systems and Organizational Capabilities, Oxford Publications, 1st Edition, 2008.

REFERENCE BOOKS:

1. Arnold Maria Manuela Cruz Cunha, Social, Managerial, Organizational Dimensions of Enterprise Information Systems ,Business Science Reference Publisher , 1st Edition 2011.
2. Kishor Vaidya ,Inter- Organizational Information Systems and Management , Hershey Publisher, 1st Edition,2011.
3. Rodrogo Magalhaes, Organizional Knowledge and Technology, Edward Elgar Publishing Limited,1st Edition, 2014.

SEMESTER V
ELECTIVE 1: DISTRIBUTED COMPUTING

Sub Code : 16U5ACET1C **Total Hrs: 75** **No. of Credits: 3**

Objectives: On successful completion of the course the students will understood

- The core ideas behind modern coordination and communication paradigms and distributed data structures
- Introduce a variety of methodologies and approaches for reasoning about concurrent and distributed programs

UNIT I **(15 Hrs)**

Distributed Systems: Fully Distributed Processing systems –Networks and interconnection structures –designing a distributed processing g system.

UNIT II **(15 Hrs)**

Distributed systems: Pros and Cons of distributed processing – Distributed databases –the challenges of distributed data – loading, factors –managing the distributed resources division of responsibilities.

UNIT III **(15 Hrs)**

Design considerations: Communication Line loading –line loading calculations - partitioning and allocation -data flow systems –dimensional analysis - network database design considerations - ration analysis - database decision trees - synchronization of network databases.

UNIT IV **(15 Hrs)**

Client server network model: Concept –file server – printer server and e-mail server.

UNIT V **(15 Hrs)**

Distributed databases: An overview, distributed databases -principles of distributed databases –levels of transparency -distributed database design - the R* project techniques problem of heterogeneous distributed databases .

TEXT BOOK

1. Sunita Mahajan, Seema shah, Distributed Computing, Oxford University Press, second edition, 2013.

REFERENCE BOOKS:

1. Udit Agarwal, Distributed Computing, S.K.Kataria & Sons Publication, First Edition, 2013.
2. Ajay D.Kshemkalyani, Mukesh Singhal, Distributed Computing, Cambridge University, 2010
3. Vijay K.Garg, Elements of distributed Computing, Wiley Publishers, student Edition, 2014.
4. M.L.Liu, Distributed Computing, Pearson Publishers, Indian Edition, 2004.

SEMESTER V

ELECTIVE 2: RETAIL MARKETING

Sub Code : 16U5ACET2A   **Total Hrs: 75**   **No. of Credits: 3**

Objective: On successful completion of the syllabi, the students will understood
- The concepts of effective retailing
- Management of the retail chains and understand the retail customer's behavior

UNIT I   **(15 Hrs)**

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India   policy implications on retails.

UNIT II   **(15 Hrs)**

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III   **(15 Hrs)**

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV   **(15 Hrs)**

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V   **(15 Hrs)**

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TEXT BOOK:
1.   A.Sivakumar, Retail Marketing, Excel Books, Edition-1, 2007.

REFERENCE BOOKS:
1.   Dr.L.Natarajan, Retail Marketing, Margham Publications, Edition-1,2013.
2.   David Gilbert, Retail Marketing Management, Pearsons Education, Edition-2006.
3.   S.Banumathi, Retail Marketing, Himalaya Publishing House, Edition-2015.
4.   B.B.Mishra, Retail Marketing, Vrinda Publication, Edition-2010.

SEMESTER V

ELECTIVE 2: SHARES AND COMMODITIES

Sub Code : 16U5ACET2B   **Total Hrs: 75**   **No. of Credits: 3**

Objective : On successful completion of the syllabi, the students will understood
- The fundamental concepts of stock marketing
- To analyze stock movements
- To know the role of intermediaries in the capital market.

UNIT I   **(15 Hrs)**
Need and Importance of Capital Market – SEBI- Different types of Securities dealt in the Capital Market.

UNIT II   **(15 Hrs)**
Primary Market - Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

UNIT III   **(15 Hrs)**
Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

UNIT IV   **(15 Hrs)**
Registration of Stock Brokers – Procedure – Code of Conduct – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Bald Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

UNIT V   **(15 Hrs)**
commodities market – functions of commodities market – pricing – settlement -Credit Rating Agencies - CRISIL – CARE – ICRA Agencies Dematerialization – Depositories

TEXT BOOK:
1. S. Kevin, Security Analysis and Portfolio Management, Prentice-Hall of India Pvt.Ltd, 2nd Revised Edition 2010.

REFERENCE BOOKS:
1. Dr. Vanita Tripathi , Security Analysis & Portfolio Management, Taxmann Publications Pvt. Ltd, Edition 2016.
2. Fischer, Security Analysis & Portfolio Management, Pearson Education India, 6th Edition 2002.
3. Punithavathy Pandian, Security Analysis & Portfolio Management, Vikas Publishing House, 2ndedition 2012.
4. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education, 4th Edition 2012.

SEMESTER V
ELECTIVE 2:MANAGEMENT OF MICRO FINANCE

Sub Code: 16U5ACET2C   **Total Hrs: 75**   **No. of Credits: 3**

Objective: The broad objective of the syllabi is to make the students
- To analyses the operating system of Micro finance for mobilization of saving.
- Understand the delivery of credit to the needy, management of group funds.
- Establishing linkage with banks and examine the social benefits derived by the members

UNIT I   **(15 Hrs)**

Micro Finance: Introduction – Economic growth and Transformation – Micro Finance Definitions, Scope and Assumptions; Micro Finance: Lessons from International Experience; Micro Finance Services – Scope, Achievements and Challenges

UNIT II   **(15 Hrs)**

Current Debates and Challenges for Micro-Finance : An Overview; State Interventions in Rural Credit in India; NABARD and SHG – Bank Linkage Programmes; Constraints in Mainstreaming of MFIs; Governance and the Constitution of the Board of various Forms of MFI"s; MicroFinance versus Informal Sources of Lending; Micro- Finance Delivery Methodologies;

UNIT III   **(15 Hrs)**

Micro-Finance in India : Present and Future; Some innovative and Creative Micro-Finance Models; Impact of Micro-Finance; Emerging Issues; Impact Assessment and Social Assessment of MFIs

UNIT IV   **(15 Hrs)**

Financial Product and Services : Introduction – Minimalist vs Integrated – Financial services – Credit delivery methodologies – Non Financial Services – Fundamentals of Designing products – Sustainable Interest Rate; Financial Accounting and Reporting : Characteristics of Financial Statement

UNIT V   **(15 Hrs)**

Revenue Models of Micro-Finance : Profitability, Efficiency and Productivity ; Risk Management; Basics of Banking

TEXT BOOK:

1.   Indian Institute of Banking & Finance "Micro-Finance Perspectives and Operations" Mcmillan India, 2nd edition, 2008.

REFERENCE BOOKS:

1.   Ranjit Kumar Siringi,Micro finance from SHGs for Rural Development, Scholars press, 1st edition, 2015.
2.   Karthick Das and Gopal Sharma, Financial Inclusion, Self-Help Groups(SHGs) and Women, New Century Publication, Edition-2013.
3.   M.S.Bhairamkar, Self Help Groups for Rural Poor, Raj Publications, Edition 2012.
4.   R.Ramachandra Roa,Women Empowerment through Self Help Group, Serials Publications, Edition-2014.

SEMESTER-V
NON-CREDIT COURSE 3: APTITUDE AND SOFT SKILLS I

Subject Code: 16U5NCCT01   **Total Hrs: 45**

Objectives:

1.To develop Positive attitude among students by mastering Soft Skills.

2.To enable the students to face the personal Interviews Successfully.

Unit I: Soft Skills

1.   Empathy

2.   Intrapersonal Skills

3.   Interpersonal Intelligence

4.   Problem Solving Skills

5.   Critical Thinking

6.   Aptitude and Assessment Test

Unit II: Aptitude

Numerical Reasoning

Mental Ability

Logical Reasoning

Text Books:

1.Techinical English – I by Prof .N. Lakshmana Perumal (Sri Krishna Hitech Publishing Company Pvt. Ltd.)

2.Quantitative Aptitude for Competitive Examinations, Revised 2017 EDITION by R. S. Aggarwal (English, Paperback).

Reference Book:

1. Technical English – II by Joyce Pereire(Vijay Nicole Imprints Pvt.Ltd.)

SEMESTER-V
CORE 18: STRATEGIC MANAGEMENT

Sub Code : 16U5ACCT18   **Total Hrs: 75**   **No. of Credits: 4 Objective:** The Course is designed to assist the students

- To understand and develop the holistic perspective of enterprise.
- To create and assist in strategy planning and implementation
- To manage the global environment

UNIT-I   **(15 Hrs)**

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

UNIT-II   **(15 Hrs)**

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis-ETOP-Value chain analysis.

UNIT-III   **(15 Hrs)**

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT-IV   **(15 Hrs)**

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

UNIT-V   **(15 Hrs)**

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

TEXT BOOK:

1.   PK Ghosh, Strategic Planning & Management, Sultan Chand & Sons, Edition 2002

REFERENCE BOOKS:

1. V S Ramaswamy & S.Namakumari, Strategic Planning –Formulation of Corporate Strategy, Macmillan Business Books, Edition-2001.
2. John A Pearce, Richard B Robins, Strategic Management, AITBS Educational Books, Edition-2000.
3. Micheal E Porter, Competitive Strategy, Prentice Hall, Edition-2004.
    4.   Wheelen Hunger, Strategic Management, Addison Wesley, Edition-5, 1996.

SEMESTER – VI
CORE 19: RURAL MARKETING

Sub Code : 16U5ACCT19   **Total Hrs: 75**   **No. of Credits: 4**

Objective : On successful completion of the course the students should have understood

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

UNIT I   **(15 Hrs)**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

UNIT II   **(15 Hrs)**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

UNIT III   **(15 Hrs)**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

UNIT IV   **(15 Hrs)**
Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

UNIT V   **(15 Hrs)**
Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

TEXT BOOK:

   1. Devendra Prasad, Rural Marketing, Adhyanan Publishers, Edition 2009

REFERENCE BOOKS:

1.   Balram Dogra,Rural Marketing – Concept and Practices, Mc Grawhill, Edition 2007.

2.   Dr.Rajesh S,Shinde, Rural Marketing in India, ABD Publishers, Edition 2011

3.   S.D.Singh , Rural Marketing, Anmol Publications, Edition 2012.

4.   Meenu Agarwal, Consumer behavior and Rural marketing, New century Publications,1 st Edition2009.

SEMESTER – VI
CORE 20: ENTERPRENEURSHIP DEVELOPMENT

Sub Code : 16U5ACCT20   **Total Hrs: 75**   **No. of Credits: 3**

Objective: To encourage the students to understand
- The concepts of entrepreneurship development
- Acquire requisite knowledge and skills for becoming successful entrepreneurs
- Formulate and develop business projects.

UNIT – I   **(15 Hrs)**

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions - Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT – II   **(15 Hrs)**

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT – III   **(15 Hrs)**

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

UNIT - IV   **(15 Hrs)**

Project Management – Concept of Project and Classification – Sources of a Business Idea -Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

UNIT – V   **(15 Hrs)**

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

TEXT BOOK:

1. Nuzhath Khatoon- Entrepreneurial Development, Himalaya Publishing House Pvt., Ltd., Edition-1.

REFERENCE BOOKS:

1.   John R Adams, The Principles of Project Management, Macmillan Business Books, Edition-1997.
2.   Dr.Dilip M Sarwate, Entrepreneurship Development and Project Management, Everest Publishing House, Edition-1
3.   Clifford F Gray, Erik W. Larson, Gawtan V Desai, Project Management: Managerial Process, McGraw Hill Education, Edition-6, 2014.
4.   S.Choudhury, Project Management, Mcgraw Hill Education, Edition-1,2001.

SEMESTER – VI
CORE 21: SOFTWARE PROJECT MANAGEMENT

Sub Code : 16U5ACCT21   Total Hrs: 75   No. of Credits: 4

Objectives : On successful completion of the course, the students should have understood
- Issues and challenges faced while doing the Software project Management
- Failure probability of software can be reduced effectively.
- Project Scheduling, tracking, Risk analysis, Quality management and Project Cost estimation using different techniques

UNIT I   **(15 Hrs)**

Introduction -Software projects -Various other types of projects -Problems with software projects -An overview of project planning -Project evaluation -Project analysis an technical planning -Software estimation.

UNIT II   **(15 Hrs)**

Activity planning -Project schedules -Sequencing and scheduling projects -Network planning model -Shortening project duration -Identifying critical activities .

UNIT III   **(15 Hrs)**

Risk management -Resource allocation -Monitoring and control -Managing people and organizing teams -Planning for small projects.

UNIT IV   **(15 Hrs)**

Software configuration management -Basic functions -Responsibilities -standardsConfiguration management -Prototyping-Models of prototyping.

UNIT V   **(15 Hrs)**

Case study -PRINCE Project management.

TEXT BOOK:

1. Bob Hughes, Mike Cotterell, Software and Project Management, Tata McGraw-Hill Publishing Company Limited, Third Edition, 2004.

REFERENCE BOOKS:

1.   Darrel Ince. H.Sharp and M.Woodman. ―Introduction to Software Project Management and

   Quality Assurance, Tata McGraw -Hill,First Edition, 1993.

2.   Robert K. Wyzocki, Rudd McGary, Effective Project Management , WILEY -Dreamtech   India Pvt. Ltd.,Forth Edition 2006.

3.   Roger S Pressman, "Software Engineering A Practitioner approach" , Fourth Edition, McGraw Hill International, 2000.

4.   Lan Somerville, "Software Engineering", Fifth Edition, Addison Wesley publications, 1996.

SEMESTER VI
ELECTIVE 3: INDUSTRIAL RELATIONS AND LABOUR LAW

Sub Code : 16U5ACET3A   **Total Hrs: 75**   **No. of Credits: 3**

Objective:
- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

UNIT I   **(15 Hrs)**
Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II   **(15 Hrs)**
Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

UNIT III   **(15 Hrs)**
LABOUR WELFARE Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

UNIT IV   **(15 Hrs)**
Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

UNIT V   **(15 Hrs)**
Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour - Social Assistance – Social Security – Implications.

TEXT BOOK:
1. S C Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House, 6th Revised Edition 2014.

REFERENCE BOOKS:
1. Arun Monappa, Industrial Relations and Labour Laws, McGraw Hill Education, 2nd Edition 2013.
2. J.N. Jain , Ajay Bhola, Modern International Relations and Labour Laws: Principles and Techniques, Regal Publications Edition 2009.
3. Kaushik Basu, International Labor Standards: History, Theory, and Policy Options, Wiley-Blackwell, Edition 2003.

4. R. Blanpain, Comparative Labour Law and Industrial Relations in Industrialised Market

   Economies, Kluwer Law International; 6th Revised Edition 1998**.**

SEMESTER VI
ELECTIVE 3 : STRESS MANAGEMENT

Sub Code:16U5ACET3B   **Total Hrs: 75**   **No. of Credits: 3**

Objective:
- To provide a broad physical, social and psychological understanding of stress.
- To understand the management of work related stress
- To develop and implement effective strategies to prevent and manage stress at work.

UNIT I   **(15 Hrs)**

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

UNIT II   **(15 Hrs)**

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say 'No'.

UNIT III   **(15 Hrs)**

Implications – People issues – Environmental issues –Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

UNIT IV   **(15 Hrs)**

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

UNIT V   **(15 Hrs)**

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

TEXT BOOK:
1. D M Pestonjee, Stress and Work: Perspectives on Understanding and Managing Stress, SAGE Response, 1st edition 2013.

REFERENCE BOOKS:
1. Kamlesh Jani, Ratish Kakkad, Stress Management, Pothi Publishers, Edition 2008.
2. Aarti Gurav , Time Management , Buzzing stock Publishing House,1st Edition 2014.
3. Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press, 2nd Edition 2015.
4. Barun Mitra, Personality Development and Soft Skills, Oxford University Press, 2nd Edition 2016.

SEMESTER VI
ELECTIVE 3 : MULTIMEDIA

Sub Code : 16U5ACET3C   **Total Hrs: 75**   **No. of Credits: 3**

Objective :

- To learn about multiple media and the usage of related technology
- To inculcate knowledge on media , text , image , text , audio & video creation.

UNIT I   **(15 Hrs)**

Introduction: multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves – digital representation-need for digital representation.

UNIT II   **(15 Hrs)**

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

UNIT III   **(15 Hrs)**

Image: Image type –seeing color- color modals –basis steps for image processing- scanner-digital camera – interface standards – specification of digital images.

UNIT IV   **(15 Hrs)**

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

UNIT V   **(15 Hrs)**

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

TEXT BOOK:
   1. Ranjan Parekh, Principles of Multimedia, MC Gray Hill Education, 2nd Edition 2013.
REFERENCE BOOKS:
   1.   Tay Vaughan, Multimedia Making it Work , MC Gray Hill Education, 8th Edition, 2011.
   2.   Vikas Gupta, Complex Multimedia and Web Designing, Preamtech Press,1st Edition 2006.
   3.   Prof.Sathish Jain, Shashi Singh, Introduction to Multimedia, BPB Publications,1st Edition, 2015.
   4.   Jeffcoate,Multimedia in Practice, Pearson India Publications, 1st Edition, 2006.

SEMESTER VI

ELECTIVE 4 : PRINCIPLES OF AUDITING

Sub Code:16U5ACET4A   **Total Hrs: 75**   **No. of Credits: 3**

Objectives:

- To understand the significance of auditing in business
- To schedule the audit plans and controls in an organization
- To assess the risk and overcome problems in joint stock companies

UNIT I   **(15 Hrs)**

 Introduction; Meaning and definition of auditing – nature and importance of Auditing Objectives of Auditing-Advantages –Different types of audit - qualities of an Auditor-Audit report- Auditing in a computerized environment.

UNIT II   **(15 Hrs)**

   Audit planning and Control: Factors affecting audit planning – Audit programme - Advantages – Audit note book – Appointment of a company auditor – Qualifications, Disqualification – Rights and duties of a company Auditor.

UNIT III   **(15 Hrs)**

 (a) Internal check and internal control – Meaning and objectives- internal check for various transactions – Limitation of Internal control. (b) Vouching – Meaning and importance – vouching of cash transactions.

UNIT IV   **(15 Hrs)**

 Verification and valuation of liabilities: Meaning-Problems in valuation of assets verification and valuation of some assets and liabilities, Assets: (a) Goodwill (b) Stock in trade (c) Investment Liabilities: (a) Capital (b) Sundry creditors (c) Debentures

UNIT V   **(15 Hrs)**

        Audit of different types of organizations: (a) Audit of Government accounts (b) Audit of Joint stock companies

TEXT BOOK:

   1. Whitting ton,Principles of Auditing, Mcgrawhill publications,17th Edition 2009

REFERENCE BOOKS:

   1.   John Raymond Wildman, Principles of Auditing, Nabu publications, Edition 2009.
   2.   Ravinder kumar virendar sharma, Auditing Principles and Practices, 3rd Edition 2015.
   3.   SK .Basu, Auditing Principles, Pearson Publications, 1st edition 2005.   4. Principles of Auditing, Mayur Publications, Edition 2010

SEMESTER VI
ELECTIVE 4 : E- COMMERCE AND DIGITAL MARKETING

Sub Code : 16U5ACET4B   **Total Hrs: 75**   **No. of Credits: 3**

Objective: The successful completion of the course will help the students
- To gain competitive understanding of creating, funding and managing internet business.
- To develop EDI transactions between vendor and buyer, and Web-based transactions

UNIT I   **(15 Hrs)**

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT II   **(15 Hrs)**

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT III   **(15 Hrs)**

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet - Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT IV   **(15 Hrs)**

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT V   **(15 Hrs)**

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

TEXT BOOK:

1. P.T.Joseph, E-Commerce an Indian Perspective, PHI Learning Private Limited ,3rd Edition,2016.

REFERENCE BOOKS:

1. Murali Bhupathi , Managerial Approaches to the Problems and Perspective of ECommerce in India, LAP Publishing,1st Edition, 2012.
2. Chaffey,Business and E-Commerce Management,Pearson India Publisher,1st Edition,2013.
3. Laxaman Tandon, E-Commerce, Mohit Publications, 1st Edition, 2016.
4. John Butler, E-Commerce and Entrepreneurship, Information age Publishing,1st Ed 2001,

SEMESTER VI
ELECTIVE 4 : PROJECT AND VIVA VOCE

Sub Code : 16U5ACET4C   Total Hrs: 75   No. of Credits: 3

Components of the Major Project Work

a) Project Review

The students are expected to submit their work in progress to a panel of two faculty members, of which one would be their respective faculty co-ordinator, for the purpose of review. Three such project reviews would be conducted before the preparation of the final project report and viva - voce.

First Project Review

To be conducted before the commencement of the field work / study.

Details to be reviewed

1. Review of literature and arrival of research gap.
2. Finalization of the objective of the study.
3. Scope and need for the study.
4. Framing of the hypothesis if any.
5. Details on the methodology of the study.
6. Selection of the statistical tools.
7. Finalization of questionnaire.

(If primary data collection is adopted)

Second Project Review

To be conducted after the completion of field work and data collection.

Details to be reviewed

1. Adequacy of data collected.
2. Analysis and interpretation of the data by using the chosen statistical tools.

Third Project Review

To be conducted after the completion of the analysis and interpretation of the data before the preparation of the final report.

Details to be reviewed

1. Finalization of the analysis and interpretation.
2. Drawing the findings, suggestions, recommendations and conclusions.

After the third project review, the students are to prepare a rough draft and submit the same to their respective co-ordinator for approval before preparing the final report and submit the same for the viva - voce.

Documents and other details to be submitted to the Faculty Co-ordinator

Completion Certificate obtained from the organization in which the study was conducted, mentioning the duration of the study and the successful completion of the same.

b) Project Report

After getting the approval for the final draft from the staff co-ordinator, the students should prepare their report and submit the same to the department on or before the last date of submission. The report submitted by the student after the notified day

(the last date of submission), will be rejected and the same will be treated as 'Not Completed'.

c) Viva-Voce

The students are to appear for a viva - voce before the panel consisting of the External & Internal Examiners. The external examiners may be called either from the academia or from the industry. The students who have abstained from attending the vivavoce will be marked absent and the same will be treated as 'Not Completed'.

SEMESTER-VI
NON-CREDIT COURSE 4: APTITUDE AND SOFT SKILLS II

Subject Code: 16U5NCCT02   **Total Hrs: 45**

Objectives:

1. To develop Positive attitude among students by mastering Soft Skills.

2. To enable the students to face the personal Interviews Successfully.

Unit I: E- Materials

1.   Interactive Exercises for Grammar and Vocabulary

2.   Audio/Video Excerpts of different Accents

3.   Interpreting Posters

Unit II: Aptitude

1. Numerical Reasoning

2. Mental Ability

3. Logical Reasoning

Text Books:

1. Techinical English – I by Prof .N. Lakshmana Perumal (Sri Krishna Hitech Publishing Company Pvt. Ltd.)

2. Quantitative Aptitude for Competitive Examinations, Revised 2017 EDITION by R. S. Aggarwal (English, Paperback).

Reference Book:

1. Technical English – II by Joyce Pereire(Vijay Nicole Imprints Pvt.Ltd.)

EXTRA CREDIT : MANAGEMENT INFORMATION SYSTEM

Sub Code :16UACECC01   **No. of Credits: 2**

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

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organizing - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers. Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

TEXT BOOK:
1. S.Sadgo Pan, Management Information Systems, PHI Learning Publications, 1st Edition, 2014.

REFERENCE BOOKS:
1. A.K.Gupta, Management Information Systems, S.Chand Publications, 3rd Edition, 2013.
2. George M.Marakas, James.A, Management Information Systems, Tata MCGraw Hill Education, 9th Edition, 2009.
3. Kenneth C.Landon and Jane Laudon, Management Information Systems, Pearson Education , 14th Edition, 2016.
4. Gordon B.Davis, Management Information Systems, Black Well Publishers, 2nd Edition,2016

EXTRA CREDIT : BRAND MANAGEMENT

Sub Code: 16UACECC02   **No. of Credits: 2**

Objective:

- To understand the methods of managing brands and strategies for brand management.
- To successfully establish and sustain brands and lead to extensions

UNIT I

   Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II

   Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III

   Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV

   Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V

   Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

TEXT BOOK:

1. Keller/ Parameswaran & Jacob, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson Education India; 4 Edition 2015.

REFERENCE BOOKS:

1. Y.L.R. Moorthi, Brand Management, Vikas Publishing House, 1st Edition 2003.
2. Sagar Mahim, D. P. Agrawal, Brand Management, ANE Books Edition 2009.
3. Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press, Edition 2012.
4. Ranjeet Verma, Brand Management, Laxmi Publications, 1st Edition 2009.

EXTRA CREDIT : DISASTER MANAGEMENT

Sub Code : 16UACECC03   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood • Existing institutional arrangements, interdepartmental linkages, role of NGO's in Disaster Management

- Agency for the execution of disaster management schemes of the Government
- Creating awareness among the people about disasters and its consequences

UNIT I

Understanding Disasters · Meaning, nature, characteristics and types of Disasters, Causes and effects, Disaster: A Global View, Disaster Profile of India, The Disaster Management cycle.

UNIT II

Geological and Mountain Area Disasters · Earthquakes · Volcanic Eruption · Landslides · Snow Avalanches - Wind and Water Related Natural Disaster · Floods and Flash Floods · Droughts · Cyclones · Tsunamis- Man Made Disasters · Understanding Man-Made Disasters · Fires and Forest Fires · Nuclear, Biological and Chemical disaster · Road Accidents

UNIT III

Introduction to disaster Preparedness · Disaster Management: Prevention, Preparedness and Mitigation · Disaster Preparedness: Concept & Nature · Disaster Preparedness Plan · Disaster Preparedness for People and Infrastructure · Community based Disaster Preparedness Plan

UNIT IV

Technologies for Disaster Management · Role of IT in Disaster Preparedness · Remote Sensing, GIS and GPS · Use and Application of Emerging Technologies · Application of Modern Technologies for the Emergency communication. · Application and use of ICST for different disasters.

UNIT V

Reconstruction and Rehabilitation as Means of Development · Damage Assessment · Role of various Agencies in Disaster Management and Development · Information Management Structure · Development of Physical and Economic Infrastructure

TEXT BOOK:

1.   M.M.Sulphey, Disaster Management, PHI Learning Pvt., Ltd., Edition-1, 2016.

REFERENCE BOOKS:

1.   Krishna Kumar Singh, Disaster Management, APH Publishing Corporation, Ed1 2015
2.   T.Sezhiyan, I. Sunder, Disaster Management, Sarup Book Publishers, Edition-1, 2007.
3.   B.K. Reza, Disaster Management, Global Publication, Edition-2011.
4.   Dhawan, Disaster Management & Preparedness, CBS Publishers, Edition-2014.

EXTRA CREDIT : BUSINESS ENVIRONMENT

Sub Code : 16UACECC04   **No. of Credits: 2**

Objective:

• To promote basic understanding of the concepts of business environment   • To provide broad knowledge on domestic and international business environment   • To make learners the impact of environment on business.

UNIT I

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

UNIT II

Economic Environment- Concept –Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives.

UNIT III

Political Environment- Political Institutions-Legislature, Executives and Judiciary - Government in Business-Regulatory, Intervention and Participatory roles.

UNIT IV

Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

UNIT V

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

TEXT BOOK:
1. Justin Paul, Business Environment – Text and Cases, McGrawhill Publications, 3rd Edition 2010

REFERENCE BOOKS:
1. Jan Bojo Karigoran Maler, Environment and Development Economic Approach, Springer Publications, Edition 2011.
2   Anil Tandon,, Business Environment Text and Cases, Anmol Publications, Edition 2010.
3   A.C.Fernando, Business Environment, Pearson India, Edition 2011
4   R.D'Souza, Environment, Technology & Development: Critical and Subversive essays, Orient blackswan Publications, Edition 2012.

EXTRA CREDIT : LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 16UACECC05   **No. of Credits: 2**

Objective: The objective of the subject is to explore
- The interlinking between Logistics and supply chain management.
- The course seeks to provide the key concepts and solution in the design, operation, control and management of supply chain as integrated systems.
- The impact of supply chain in gaining competitive advantage.

UNIT I

Introduction to logistics – Business logistics – marketing logistics – objectives – importance – logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT III

Warehousing – concepts & development – types – operations location analysis – storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

TEXT BOOK:
1. Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education , 3rd Edition 2016.

REFERENCE BOOKS:
1. Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications, Edition 2015.
2. Janat Shah, Supply Chain Management, Pearson Education, 1st Edition 2009.
3. Ballou, Business Logistics/Supply Chain Management, Pearson Education India, 5th Edition 2007.
4. Chopra & Kalra, Supply Chain Management, Pearson Education India; 6th Edition 2016

EXTRA CREDIT : QUALITY MANAGEMENT

Sub Code : 16UACECC06   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood

- To introduce the fundamental concepts of total quality management, statistical process control, six sigma and the application of these concepts
- To provide a basic understanding of "widely-used" quality analysis tools and techniques.

UNIT I

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward. **TEXT BOOK:**

1. R. Janakiraman and R,K Gopal, Total Quality Management, PHI Learning, 1st Edition 2009.

REFERENCE BOOKS:

1.   Howard S.Taylor and Francis, Quality Management Systems, New century Publications,   Edition 2000

2.   L.Suganthi Anand Samuel, Total Quality Management,PHI learing, 1st Edition 2009,

3. Joseph M.Juran, Quality Handbook, Mc Grawhill,6th Edition .

4. Bell Desmond Heivemann, Managing Quality,Butterworth Publications, Edition 1994.

EXTRA CREDIT : RESEARCH METHODS FOR MANAGEMENT

Sub Code :16UACECC07   **No. of Credits: 2**

Objective: On successful completion of this course, the students should have understood

- Significance of research in the field of business
- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

UNIT -I   **(15 Hrs)**

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II   **(15 Hrs)**

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III   **(15 Hrs)**

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT –IV   **(15 Hrs)**

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V   **(15 Hrs)**

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOK:

1. C.R.Kothari, Research Methodology, New age International Publishers Ltd., Edition-2014.

REFERENCE BOOKS:

1. J.K. Sachdera, Business Research Methodology, Himalaya Publishing House Pvt., Ltd., Edition-2, 2011.
2. R.Panneerselvam, Research Methodology, PHI, Edition-2014.
3. V.P. Michael, Research Methodology in Managemnt, Himalaya Publishing House, Edition2014.
4. Gupta Deepa, Gupta Mukal, Research Methodology, New Arrivals-PHI, Edition-1, 2011.

EXTRA CREDIT : MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code:16UACECC08   No. of Credits: 2

Objective: On successful completion of the course the students should have understood
- Identification, organization and building of new enterprise
- To prepare, analyze and execute business plan
- The logical decision making in business

UNIT I

Entrepreneurship: Small Scale Introduction Institutional- Small scale Enterprises – Infrastructure-Entrepreneurial Competencies for Small Scale Enterprises -Institutional Interface

UNIT II

Establishing small scale enterprises -opportunities scanning—choice of enterprise - market assessment for sse - choice of technology and selection of site

UNIT III

Small scale enterprises — getting organized- financing the new/small enterprise - preparation of the business plan - ownership structure and organization framework

UNIT IV

Operating the small scale enterprise - financial management issues in SSE -operations management issues in SSE- Marketing management issues in SSE - organizational relations in SSE

UNIT V

Performance appraisal and growth strategies - management performance lessons growth and Assessment and control from stabilization - strategies for stabilization and successful strategies Growth entrepreneurs of small - managing family enterprises

TEXT BOOK:

1. Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications, 5ᵗʰ Edition,2016.

REFERENCE BOOKS:

1. C.S.Prasad, Small and Mdium Enterprise in global Perspective, New Century Publications, I Edition, 2009
2. Taxmann, Small and Medium Enterprises in India, Tax mann Publication, Edition 2013.
3. Karen Patten Ayman, Information Technology for small business, Sprnger publications, Edition 2012.
4. Sarika Lohana, Medium,Micro and Small Enterprises, New century Publications, 1ˢᵗ Edition 2014.

EXTRA CREDIT : TOURISM MANAGEMENT

Sub Code :16UACECC09   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood

- The handling of human resource in the context of complex work situations of the tourism industry.
- The complexities of marketing the tourism product
- The challenges and rewards of Tourism industry

UNIT I

History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

UNIT II

Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

UNIT III

Growth and development of tourism in India, National Action Plan 1992.

UNIT IV

Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

UNIT V

Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TEXT BOOK:

1. Rajan chauhan, Tourism Management, APH Publishing Corporation- Edition-2012.

REFERENCE BOOKS:

1. David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishiners, Edition-1, 2008.
3. Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd., Edition-2010.
4. Vandhana Joshi, Achana Biwal, Tourism Operations & `Management, Oxford University Press, Edition-1, 2009.

EXTRA CREDIT : EVENT MANAGEMENT

Sub Code: 16UACECC10　　　　　　　　　　　　　　**No. of Credits: 2**

Objective: On successful completion of the course the students should have understood

- Organization and management of events
- The management of accounting and financial aspects in organizing an event
- Planning the logistics and coordinating the technical aspects

UNIT I

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT II

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT III

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT IV

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT V

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

TEXT BOOK:

1. Sita Ram Singh , Event Management, Aph Publishing Corporation , Edition 2009.

REFERENCE BOOKS:

1. Wagen, Event Management, Pearson, 1st edition 2005.
2. C.P. Harichandan, Event Management, Global Vision Publishing House, 1st edition 2010.
3. Tony Rogers, A Global Industry (Events Management), S.Chand (G/L) & Company Ltd, 3rd Edition 2013.
4. D. G. Conway, The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event, Viva Books 1st Edition 2010.

EXTRA CREDIT : HOSPITALITY MANAGEMENT

Sub Code: 16UACECC11　　　　　　　　　　　　　　**No. of Credits: 2**

Objective : On successful completion of the course the students

- To plan and execute hospitality events in coordination with back-of-the-house managers
- To Design and evaluate a hospitality operations plan, employing control systems and technologies, with guest preferences
- To Supervise and coordinate personnel, demonstrating clear communication and cultural sensitivity

UNIT I

The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

UNIT II

The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

UNIT III

The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

UNIT IV

Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

UNIT V

Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

TEXT BOOK:

1. Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

REFERENCE BOOKS:

1.Teason.D, Principles of Management for Hospitality Industry, Routledge, Edition 2009.
2.Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation, Edition-2013.
3.Gajanan Shirke, Hospitality Management, Shorff Publishers, Edition-2011.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press, Edition-2012

EXTRA CREDIT : CONSUMER BEHAVIOUR

 Sub Code : 16UACECC12   No. of Credits: 2

Objective: On successful completion of the course the students

- Consumer motivation and perception
- Learning and attitude

- Consumer decision making

UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioral learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

TEXT BOOK:

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication, 11th Edition, 2015.

REFERENCE BOOKS:

1.   Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication, 2nd Edition, 2008.

2.   Suja R.Nair, Consumer Behaviour, Himalaya publication, 1st Edition, 2016.

3.   Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd, 7th Edition, 2009.

4.   Rajneesh Krishna, Consumer Behaviour, Oxford University Press, 1st Edition, 2014.