

VISION , MISSION AND QUALITY POLICY OF THE COLLEGE

VISION

Kovai Kalaimagal College of Arts & Science shall inspire and guide students to acquire knowledge, develop skill and a positive attitude that will enhance their personlity, providing self confidence to face the competitive world.

MISSION

1. To Strive for excellence in academics.
2. To inculcate a positive attitude and to develop skill in students ,to meet the challenges of the competitive world.
3. To develop self -confidence through adequate interaction and relevant exposure.
4. To Promote ethical and social values in the students.
5. To identify and encourage talents in academics and sports by rewarding them with scholarships.

QUALITY POLICY

“ KKCAS shall provide value -based education to its students for continual improvement in their academic performance,enhancing their competency for higher education and employment”.

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

VISION

To be a vibrant centre for achieving excellence in education and research in the field of Commerce and Computer Applications through provision of adequate knowledge, developing technical skills and inculcate values to make the students responsible to the society and environment.

MISSION

1. To enable the students to play a vital role in the fields of commerce by continuously updating their knowledge
2. To make the students to meet the competitive challenges in Banking and Finance sector.
3. To provide practical exposure in computer applications which would enable the students to be successful in Business Process Services for the public and private sector industries.
4. To promote leadership qualities and to develop entrepreneurial skills among the students.
5. To inculcate moral values and social values in the minds of the students in order to extend the services of the department for the betterment of the society.

OBJECTIVES OF THE DEPARTMENT

1. To cater to the manpower needs of companies in Accounting, Taxation, Auditing and Financial Analysis.
2. To develop business analysts for companies, capital markets and commodity markets.
3. To motivate the students to become entrepreneurs.
4. To build competencies for research activities.
5. To equip the students with professional skills and inter-personal skills.

GRADUATE ATTRIBUTES OF THE COLLEGE

1. Communication skills
2. In-depth domain knowledge
3. Technical skills
4. Knowledge Inter-disciplinary in nature
5. Positive attitude
6. Critical thinking and problem solving skills
7. Dynamism and team building skills
8. Professional ethics and social values
9. Self-awareness and emotional intelligence
10. Entrepreneurship qualities
11. Responsibility towards society and environment
12. Thirst for knowledge through life long learning

PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES

PROGRAMME EDUCATIONAL OBJECTIVES

Our students will be able to

- Occupy a decent position in Banking, Finance and Outsourcing industries.
- Become successful entrepreneurs.
- Contribute to the community development and environmental protection.

PROGRAMME OUTCOMES

After completion of three years of study, our M.Com CA Graduates will be able to :

1. Exhibit proficiency in oral and written communication.
2. Acquire the knowledge of accounting, business, taxation and financial management.
3. Provide Technical Skills (such as Word processing,Spread sheet,Visualbasic,gambas 3,Tally) in
4. Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
5. Apply their knowledge gained in multidisciplinary subjects like Mathematics and Statistics, Economics,etc for effectively solving complex problems.
6. Prepare to take up any challenging task
7. Apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
8. Work individually or as a team with responsibility to Function in a multidisciplinary team.
9. Carrying out the task assigned by the industries with professional ethics and at the same time with the consent for well being of the society.
10. Aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
11. Undertake entrepreneurship as a desirable and feasible career option.
12. Extend the services of the department for the betterment of the society and environmental protection.
13. Learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES

PO No.	Graduate Attribute	Programme Outcome
1	Communication skills	Exhibit proficiency in oral and written communication
2	In-depth domain knowledge	Acquire the knowledge of accounting, business, taxation and financial management
3	Technical skills	Provide Technical Skills (such as Word processing, Spreadsheet, Visual basic, Tally) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques
4	Knowledge Inter-disciplinary in nature	Apply their knowledge gained in multidisciplinary subjects like Mathematics and Statistics, Economics, etc for effectively solving complex problems.
5	Positive attitude	Prepare to take up any challenging task
6	Critical thinking and problem solving skills	Apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems
7	Dynamism and team building skills	Work individually or as a team with responsibility to Function in a multidisciplinary team
8	Professional ethics and social values	Carrying out the task assigned by the industries with professional ethics and at the same time with the consent for well being of the society.
9	Self-awareness and emotional intelligence	Aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships
10	Entrepreneurship qualities	Undertake entrepreneurship as a desirable and feasible career option.
11	Responsibility towards society and environment	Extend the services of the department for the betterment of the society and environmental protection
12	Thirst for knowledge through lifelong learning	Learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE**(An Autonomous Institute Affiliated to Bharathiar University)****Re-Accredited with “A” grade by NAAC****Regulations for Post Graduate Programmes****(Under Choice Based Credit System)****(Effective from 2018 – 2019)****1. REGULATIONS**

This regulation is effective from the academic year 2018 -19.

1. 1 Eligibility for Admission

S.No.	Course	Eligibility Condition
1.	M.Com(CA)	Different branches of B.Com, BBM, BCS, BBA(CA) and B.Sc (other than pure science)

1.2 Duration and Course of study

Two Academic years with four semesters, the duration of the first and third from June to November and the second and fourth semesters from December to April. The duration of each semester is 90 working days with 5 hours a day.

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 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 rejoining 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 rejoining 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 on 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 Internal Assessment (CIA) and End Assessment Examinations(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**For PG Courses – Theory**

Content	Marks Awarded
Continuous Internal Assessment Test - I	05
Continuous Internal Assessment Test - II	05
Model Examination	10
Assignment (1 Number) & Seminar (1 Number)	05
Total	25

For PG Courses - Practical

Content	Marks Awarded
Minimum ten Experiments / Practical Paper / Semester	20
Continuous Internal Assessment Test	05
Model Examination	10
Record Note Book	05
Total	40

For PG Courses - Project Viva Voce

Content	Marks Awarded
Review & Content Presentation (3 Reviews) 3*40	120
Dissertation	40
Total	160

1.6.2 End Assessment Examination (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 exam will be conducted for a maximum of 75 marks for three hours. The passing minimum is 50% (38 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 50%.
- e) Question Paper Pattern: **(Major & Elective)**

Part A	20 Marks	10 Questions - 2 Mark each- Descriptive Type
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Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	30 Marks	3 Questions out of five questions – 10 marks each.
Total	75 Marks	

f) Extra Credit Course will be valued for a total of 100 marks. The pattern of the Question paper will be as follows:

g) 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	

- h) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 50% marks and above.
- i) The students will be allowed to opt for only two papers per semester under the extra credit courses from third semester onwards.
- j) The extra credit courses are self learning courses for which only guidance will be provided by the faculty.
- k) There will be two independent valuations for all theory PG courses with first valuation by the course faculty and the second valuation by external examiner. The average marks of first and second valuation will be taken as the final marks. If there is a difference of 15% or more between the first and second valuations, then paper will be referred for third valuation and the average of the marks which are closer among the three valuations will taken as the final marks.
- l) 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 maximum of three papers can appear for the supplementary exam conducted after the final semester.
- m) A candidate may request for re-totalling of his/her answer script by applying application addressing to the Controller of Examination through the Principal, paying prescribed fees. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of theory/ practical papers.
- n) 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.

1.6.3 Break Up of End Assessment Examination (EAE) Marks

PG Courses – Practical

Content	Marks Awarded
Program - 1	20
Program - 2	20
Viva voce	10
Record Note Book	10
Total	60

PG Courses - Project Viva Voce

Content	Marks Awarded
Dissertation	10
Power Point Presentation	10
Viva Voce	20
Total	40

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 Grade

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	Average
00-49	0.0	RA	Re – Appear
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:

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

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

For the Entire Programme:

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

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

Classification of Successful Candidates

A candidate who passes all the examinations in Part I to Part V 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+	
5.0 and above but below 5.5	B	Second Class
0.0 and above but below 5.0	U	
		Re - Appearance

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

1.8 Course Completion

Students shall complete the programme within a period not exceeding two years for PG courses from the date of admission.

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE

M.Com. (Computer Applications) 2018-2020

Part	Course Code	Study Components	Ins. hours per week	CIA	Exam	Total	Credits
SEMESTER – I							
I	18P1CCCT01	Core 1 : Managerial Economics	6	25	75	100	4
	18P1CCCT02	Core 2 : Marketing Management	5	25	75	100	4
	18P1CCCT03	Core 3 : Database Management System	5	25	75	100	3
	18P1CCCT04	Core 4: Cost and Management Accounting	6	25	75	100	4
	18P1CCCP05	Core 5: Oracle - Practical	4	40	60	100	3
	18P1SBST01	Skill Based Subject 1: Mathematics for Competitive Examinations I	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							20
SEMESTER – II							
II	18P2CCCT06	Core 6 : Human Resource Management	4	25	75	100	4
	18P2CCCT07	Core 7 : Resource Management Techniques	5	25	75	100	4
	18P2CCCT08	Core 8 : Higher Corporate Accounting	5	25	75	100	4
	18P2CCCT09	Core 9 : Object Oriented Programming with C++	4	25	75	100	3
	18P2CCCT10	Core 10: Financial Markets and Institutions	4	25	75	100	4
	18P2CCCP11	Core 11: C++ & Tally - Practical	4	40	60	100	3
	18P2SBST02	Skill Based Subject 2: Communication Skills I	2	50	-	50	2
		Library work	2	-	-	-	-
Total Credits							24

SEMESTER – III							
	18P3CCCT12	Core 12 : Business Research Methods	6	25	75	100	4
III	18P3CCCT13	Core 13 : Visual Basic	5	25	75	100	3
	18P3CCCT14	Core 14 : Financial Management	6	25	75	100	4
	18P3CCCT15	Core 15: Visual Basic & VB Script - Practical	4	40	60	100	3
		Elective 1:	5	25	75	100	4
	18P3SBST03	Skill Based Subject 3: Mathematics for Competitive Examinations II	2	50	-	50	2
		Library work	2	-	-	-	-
Total Credits							20
SEMESTER – IV							
IV	18P4CCCT16	Core 16 : Investment Management	5	25	75	100	4
	18P4CCCT17	Core 17 : Direct Taxes	5	25	75	100	5
	18P4CCCT18	Core 18 : Java Programming and HTML	4	25	75	100	3
	18P4CCCT19	Core 19: Project Work & Viva Voce	8	160	40	200	8
		Elective 2:	4	25	75	100	4
	18P4SBST04	Skill Based Subject 4: Communication Skills II	2	50	-	50	2
		Library work	2	-	-	-	-
Total Credits							26
Total			120	–	–	2400	90

List of Electives		
Course Code		Subjects
Elective 1	18P3CCET1A	Indian Stock Exchanges
	18P3CCET1B	Principle and Practice of Marketing Services
	18P3CCET1C	Principles of International Trade
Elective 2	18P4CCET2A	Global Strategic Management
	18P4CCET2B	Marketing of Financial Services
	18P4CCET2C	Export and Import Procedures

EXTRA CREDIT COURSES		
Course Code	Subjects	Credits
2018ECC001	சுற்றுலா வளர்ச்சி	2
2018ECC002	இதழியல் கலை	2
2018ECC003	நாட்டுப்புறவியல்	2
2018ECC004	கணிப்பொறியில் தமிழ்	2
2018ECC005	தமிழக வரலாறும் மக்கள் பண்பாடும்	2
2018ECC006	தமிழ் இலக்கிய வரலாறு	2
2018ECC007	New Media	2
2018ECC008	Proofreading And Copyediting	2
2018ECC009	Personality Development	2
2018ECC010	Technical Writing	2
2018ECC011	An Introduction To Psychology	2
2018ECC012	Astronomy	2
2018ECC013	Fuzzy Mathematics	2
2018ECC014	Operation Research	2
2018ECC015	Mathematics For Professional Courses	2
2018ECC016	Multimedia And Its Applications	2
2018ECC017	Management Information System	2
2018ECC018	Theory Of Computation	2
2018ECC019	Oops With Java Programming	2
2018ECC020	Programming in C	2
2018ECC021	Internet of Things	2
2018ECC022	Web Technology And Its Applications	2
2018ECC023	Network Security	2
2018ECC024	Mobile And Wireless Technology	2
2018ECC025	Cloud Computing	2
2018ECC026	Cross Culture Management	2
2018ECC027	Indian Economy And Trade Dependencies	2
2018ECC028	Export Marketing	2
2018ECC029	International Trade & Forex	2
2018ECC030	Brand Management	2

2018ECC031	Stress Management	2
2018ECC032	Risk And Insurance In International Trade	2
2018ECC033	Retail Marketing	2
2018ECC034	Export And Import Procedures	2
2018ECC035	Logistics And Supplychain Management	2
2018ECC036	Quality Management	2
2018ECC037	Management of Small And New Enterprises	2
2018ECC038	Tourism Management	2
2018ECC039	Event Management	2
2018ECC040	Hospitality Management	2
2018ECC041	Consumer Behaviour	2
2018ECC042	Human Resource Management	2
2018ECC043	Principles And Practice Of Marketing Services	2
2018ECC044	Consumer Marketing	2
2018ECC045	Marketing of Health Services	2
2018ECC046	International Banking	2
2018ECC047	E-Commerce	2
2018ECC048	International Accounting	2
2018ECC049	Corporate Social Responsibility And Governance	2
2018ECC050	Enterprise Resource Planning	2

Curriculum Structure

S.No.	Courses	No. of Papers	Credits
1	Core Courses	17	74
2	Electives	2	8
3	Skill Based Subject	4	8
Total			90

SEMESTER – I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P1CCCT01	Core 1 : Managerial Economics	Batch	2018-2020
			1.Semester	I
			Credits	4
Hrs/Week	6Hrs			

COURSE OBJECTIVES

- To enable the students to understand about various managerial economic concepts.
- To acquire a knowledge in the Concept of Demand Analysis.
- To make the students to understand the Cost and Production Concepts.
- To familiarise the students with the Price Determination under perfect and Imperfect Competitions.
- To impart knowledge on public finance and Industrial Sickness.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain the basic concepts of economics.
CO2	Have thorough knowledge on the economic behavior of the society.
CO3	Apply the knowledge of cost and output relationship in BEP Analysis.
CO4	Apply economic analysis in the formulation of business policies.
CO5	Present their views about the economic reasoning to solve business problems.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	✓	-	-	-	-	-	-	-	-
CO2	-	✓	-	✓	-	-	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO4	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO5	-	✓	✓	✓	-	-	-	-	-	-	-	-

SYLLABUS

	CONTENT
Unit-I	(18 Hours) Nature and Scope of Managerial Economics in relation with other disciplines– Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Maximization of Profit – Value of enterprise.
Unit-II	(20 Hours) Demand Analysis – Demand determinants – Demand distinctions – Elasticity of demand – Types, methods- Applications – demand forecasting for industrial goods – Consumer goods – Consumer durables – Factor influencing elasticity of demand
Unit-III	(16 Hours) Cost and production analysis – Cost concepts – Cost and output relationship – Cost control – Short run and Long run – cost functions – production functions – Break-even analysis – Economies scale of production.
Unit-IV	(16 Hours) Pricing and Output decisions in different market situations - Monopoly and duopoly competition – perfect and imperfect – pricing policies.
Unit-V	(18 Hours) Business Cycle – National income, monetary and fiscal policy – public finance. TRIM's Intellectual property right – TRIP's – Industrial sickness – causes – remedies.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	R.L Varshney and K.L.Maheswari	Managerial Economics	Sultan chand and sons
2	D.Gopala krishnan	Managerial Economics	Himalaya publications

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	S.Sankaran	Managerial Economics	Margham Publications
2	Mehta.P.L	Managerial Economics Analysis problems and cases	Sulktan chand and sons publications

WEBSITE REFERENCE

1. https://peoi.org/Courses/Coursesen/mec/Managerial_Economics.html
2. http://mba-ocean.blogspot.in/2013/01/managerial-economics-definition_nature.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Casestudies, Google classroom.

SEMESTER – I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P1CCCT02	Core 2 : Marketing Management	Batch	2018-2020
Hrs/Week	5Hrs		2.Semester	I
			Credits	4

COURSE OBJECTIVES

- To make the students understand about the marketing organisation structure and marketing Research and Information System.
- To know clearly about the Product Development and Life Cycle.
- To Familiarize the Concepts of Channels of Distribution.
- To enlighten the students on Sales Promotion and Qualities of good salesman.
- To provide knowledge on advertisement and its impact on business.

COURSE OUTCOMES(COs)

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

CO Number	CO Statement
CO1	Give in detail about modern marketing concepts.
CO2	Explain the product and pricing strategies.
CO3	Express their views while selecting distribution channels.
CO4	Elaborate the values of salesmanship and personal selling.
CO5	Analyse the advertisement tools, copies and advertising agencies .

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	✓	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	-
CO3	-	✓	-	✓	-	-	-	-	-	-	-	-
CO4	-	✓	-	-	-	-	-	-	-	-	-	-
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	(15 Hours) Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management – Functions of Marketing Management – Principles of Marketing Management - Marketing Organisation Structure-Marketing Research and Information System.
Unit-II	(16 Hours) Product Development – New Product Planning and Development – Steps in New Product Development – Management of Product Life Cycle – Product Line and Product Mix Strategies – Pricing – Objectives of Pricing Decisions – Factors influencing Pricing Decisions – Process of Price determination – Kinds of Pricing.
Unit-III	(14 Hours) Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel - middlemen in distribution-Kinds –Functions - Elimination of Middlemen - Arguments in favour of and against.
Unit-IV	(15 Hours) Sales promotion - meaning and definition - objectives and importance of sales promotion - Causes for sales promotion activities - types of sales promotion programmes -salesmanship and personal selling-steps in selling - essentials of salesmanship - importance of salesmanship - qualities of a good salesman.
Unit-V	(15 Hours) Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising – Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of an Advertising copy - Objections against Advertisement copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies - Meaning and Definition - Benefits or Services of an Advertising Agency.

TEXT BOOKS

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1	S.A Sherlekar	Marketing Management	Himalaya Publishing house
2	Philip Kotler	Marketing Management	Prentice Hall of India Private Limited, New Delhi

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher
1	R.S.N Pillai and Bagavathi	Modern Marketing Principles and Practices	S.Chand and Company Limited
2	Dr.C.B.Gupta and Dr.N.Rajan Nair	Marketing Management	Sultan chand and Sons, NewDelhi

WEBSITE REFERENCE

1. <http://www.businessdictionary.com/definition/marketing-management.html>
2. https://learn.org/articles/What_is_Marketing_Management.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P1CCCT03	Core 3 : Database Management System	Batch	2018-2020
Hrs/Week	5Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES:

- To make the students to understand the architectural concepts.
- To enable the students to know about Relational Approach, Algebra and Calculus.
- To provide adequate knowledge on structural embedded SQL.
- To impart knowledge on networking and data base operations.
- To promote knowledge on Relational network approaches.

COURSE OUTCOMES(COs):

On successful completion of the course, students should be able to:

CO Number	CO Statement
CO1	Describe data models and schemes in DBMS.
CO2	Explain the features of database and Relational database.
CO3	Apply SQL- the standard language of relational databases.
CO4	Elucidate the functional dependencies and design of the database.
CO5	List out the concepts of Transaction and Query processing.

MAPPING WITH PROGRAMME OUTCOMES

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	-
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	✓	-	-	-	-	-	✓
CO5	-	✓	✓	-	-	✓	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	(15 Hours) Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach.
Unit-II	(15 Hours) Relational Approach: Relational Data Structure: relation, Domain, attributes, keys. Relational Algebra: Introduction, Traditional set operation. Attribute names for derived relations, special relational operations-Relational Calculus:Introduction -Tuple-Oriented Relational Calculus-Domain-Oriented Relational Calculus.
Unit-III	(15 Hours) Embedded SQL: Introduction – Operations not involving cursors involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built in functions, update operations, QBE Dictionary. Hierarchical Approach: The Architecture of an IMS System-Background of IMS-IMS Data Structure: Physical database, Database description, Hierarchical sequence.
Unit-IV	(13 Hours) Network Approach: Architecture of DBTG system. DBTG Data structure: The Set construc, Singular sets, Sample schema, the external level of DBTG- DBTG Data manipulation.
Unit-V	(17 Hours) The Three Approaches Revisited: The Unified Database Language-Introduction-The Approach to Commonality-Declarative Language-Manipulative Language-The Comparison of The Relational to Network Approaches-The Conceptual Level-Criteria for Conceptual Schema-The Relational Approach-The Network Approach.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	C.J.Date	An Introduction to Database Management System	Narosa Publication
2	Gerald V post	DBMS	Tata Mc Graw -Hill publications

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher
1	S.P.S Saini	Database Management system	Vayu Education of India
2	Jain V.K.Er	Database Management system	Dream Tech publication

WEBSITE REFERENCE

1. https://www.webopedia.com/TERM/D/database_management_system_DBMS.html
2. <https://www.sap.com/india/products/technology-platforms/database-management-system.html>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	18P1CCCT04	Core 4: Cost and Management Accounting	Batch	2018-2020
			Semester	I
Hrs/Week	6Hrs		Credits	4

COURSE OBJECTIVES

- To enlighten the students on various Cost concepts, methods to calculate the stock level and Pricing of Material issues.
- To enable the students to compute the labour turnover and know about distribution summary.
- To develop an understanding of the Management Accounting, Financial Statement Analysis and Accounting ratios.
- To make the students to know about working capital , its sources and determinants ,fund flow statement and cash flow analysis .
- To impart knowledge on marginal costing, Cost Volume Profit Analysis and preparation of various types of budgets.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	Course Outcome
CO1	Explain the basic Cost concepts, methods of costing and elements of cost, Management Accounting Vs Cost Accounting
CO2	Calculate the wage payment by different methods
CO3	Elucidate about Management Accounting Practices
CO4	Analyse ratios of different companies and infer about financial position of the companies
CO5	Apply management accounting techniques that facilitate managerial decision making.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO2	-	✓	✓	✓	-	✓	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	✓	-	-	-	✓	-	✓
CO4	-	✓	✓	✓	-	✓	-	-	-	-	-	✓
CO5	-	✓	✓	✓	-	✓	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	(20 Hours) Cost accounting-meaning-definition-difference between financial and cost accounting-importance of cost accounting-relationship between cost and management accounting-methods of costing element of cost-cost concepts-preparation of cost sheet-material control-fixation of stock levels E.O.Q- pricing of material issues-inventory control.
Unit-II	(18 Hours) Labour and Overheads -Labour cost-methods of wage payment-incentive system-idle time-overtime-labour turnover –causes of labour turnover-overheads-allocation and absorption of overheads.
Unit-III	(17 Hours) Nature and scope of management accounting - meaning- objectives - importance-limitation-financial statement analysis-ratio analysis-uses and limitation of ratios-Balance Sheet.
Unit-IV	(17 Hours) Working Capital Requirements- Statements of Changes in Working Capital- Funds flow and cash flow statements.
Unit-V	(18 Hours) Cost –volume-profit analysis-marginal costing- Break even analysis-managerial application of marginal costing – significance- limitations –budgeting and budgetary control-preparation of budgets-material procurement-production- sales- flexible and cash budgets.

Note: Distribution of marks for theory and problems shall be 40% and 60% respectively.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	S.N.Maheswari	Cost and Management Accounting	Sulthan chand and sons
2	Jain and Narang	Cost and Management Accounting	Kalyani publishers

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	I.M.Pandy	Essentials of Management Accounting	Vikas publishing house
2	T.S.Reddy	Cost Accounting	Margham publications

WEBSITE REFERENCE

1. <https://basicaccountinghelp.com/cost-accounting-basics.html>
2. <https://targetstudy.com/courses/mba-cost-management-accounting.html>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P1CCCP05	Core 5: Oracle - Practical	Batch	2018-2020
			Semester	I
Hrs/Week	4Hrs		Credits	3

COURSE OUTCOMES

On successful completion of the course, students should be able to:

CO Number	CO Statement
CO1	Elaborate about a good formal foundation on the relational model of data.
CO2	Formulate queries using SQL commands.
CO3	Design and implement a database scheme for given problem.
CO4	Formulate solutions to a broad range of query and data update problems.
CO5	Design different views of tables and apply embedded and nested queries.

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO2	-	-	✓	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO4	-	-	✓	-	-	✓	-	-	-	-	-	-
CO5	-	-	✓	-	-	✓	-	-	-	✓	-	-

SYLLABUS

1.	Create the following table (PK - Primary Key, FK – Foreign Key) cat_head, route_head, place_head, route_detail, ticket_detail, ticket_head with the mapping given below: cat_head route_head (cat_code PK) (cat_code FK) route_head route_detail (route_id PK) (route_id FK) ticket_head ticket_detail (tick_no PK) (tick_no FK) place_head route_detail (place_id PK) (place_id FK) (i) Alter the table ticket header to add a check constraint on ticket_no to accept values between 1 and 500 (ii) Alter table route header to add a column with data type as long.																					
2.	(a) Insert values to above tables (b) Display only those routes that originate in madras and terminate at cochin (c) Display only distinct category code from the table route_header in descending manner. Update the table route_header to set the distance between madras and Coimbatore as 500																					
3.	A. Select rows from ticket_details such that ticket number greater than any ticket_number in Ticket_header. B. Select rows from route_header such that the route_id are greater than all route_id in route_detail where place id is “100”. C. Create view tick from ticket_header with Ticket_no, Origin, Destination, route_id																					
4.	Generate a report from the table ticket_detail for the particular ticket_no																					
5.	A. Write a PL/SQL block to update the bus_station to be “ERODE” where place_id is '01' or '05' [place_header] B. Write a PL/SQL block to satisfy the following condition by accepting the route_id as user input. If the distance is less than 500 than update the fare to be 200 C. Write a Database trigger before insert for each row on the table route_detail not allowing transaction on Saturday / Sunday Write a Database trigger before delete for each row not allowing deletion and give the appropriate message on the table route_details																					
6.	Develop a Simple Project for Student Database Management System using VB as front end and ORACLE as back end																					
7.	Create a table - use name Software with the fields and insert the values: <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Programmer name</td><td>character</td><td>15</td></tr><tr><td>Title</td><td>character</td><td>20</td></tr><tr><td>Language used</td><td>character</td><td>15</td></tr><tr><td>Software cost</td><td>number</td><td>10 with 2 decimal places</td></tr><tr><td>Development cost</td><td>number</td><td>10</td></tr><tr><td>Software sold</td><td>number</td><td>3</td></tr></table> Queries: a) Display the details of software developed by “PRAKASH”. b) Display the details of the packages whose software cost exceeds “2000”.	Field name	Field type	Field size	Programmer name	character	15	Title	character	20	Language used	character	15	Software cost	number	10 with 2 decimal places	Development cost	number	10	Software sold	number	3
Field name	Field type	Field size																				
Programmer name	character	15																				
Title	character	20																				
Language used	character	15																				
Software cost	number	10 with 2 decimal places																				
Development cost	number	10																				
Software sold	number	3																				

	c) Display the details of the software that are developed in “C++”. d) What is the price of costliest software developed in “C”. e) Display the details of the programmer whose language used is same as “Suresh”.																								
8.	<p>Create a table Company with the following fields and inserts the values:</p> <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Company name</td><td>character</td><td>15</td></tr><tr><td>Proprietor</td><td>character</td><td>15</td></tr><tr><td>Address</td><td>character</td><td>25</td></tr><tr><td>Supplier name</td><td>character</td><td>15</td></tr><tr><td>No of employees</td><td>number</td><td>4</td></tr><tr><td>GP percent</td><td>number</td><td>6 with 2 decimal places</td></tr></table> <p>Queries:</p> <p>a) Display all the records of the company which are in the ascending order of GP percent b) Display the name of the company whose supplier name is “Telco”. c) Display the details of the company whose GP percent is greater than 20 and order by GP percent d) Display the detail of the company having the employee ranging from 300 to1000 e) Display the name of the company whose supplier is same as like Tata’s.</p>	Field name	Field type	Field size	Company name	character	15	Proprietor	character	15	Address	character	25	Supplier name	character	15	No of employees	number	4	GP percent	number	6 with 2 decimal places			
Field name	Field type	Field size																							
Company name	character	15																							
Proprietor	character	15																							
Address	character	25																							
Supplier name	character	15																							
No of employees	number	4																							
GP percent	number	6 with 2 decimal places																							
9.	<p>Create a table named Employee with the following fields and insert the values:</p> <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Employee Name</td><td>character</td><td>15</td></tr><tr><td>Employee Code</td><td>number</td><td>6</td></tr><tr><td>Address</td><td>character</td><td>25</td></tr><tr><td>Designation</td><td>character</td><td>15</td></tr><tr><td>Grade</td><td>character</td><td>1</td></tr><tr><td>Date of Joining</td><td>Date</td><td></td></tr><tr><td>Salary</td><td>number</td><td>10 with 2 decimal places</td></tr></table> <p>Queries:</p> <p>a) Display name of the employees whose salary is greater than “10,000”. b) Display the details of employees in ascending order according to Employee Code c) Display the total salary of the employees whose grade is “A”. d) Display the details of the employee earning the highest salary. e) Display the names of the employees who earn more than “Ravi”</p>	Field name	Field type	Field size	Employee Name	character	15	Employee Code	number	6	Address	character	25	Designation	character	15	Grade	character	1	Date of Joining	Date		Salary	number	10 with 2 decimal places
Field name	Field type	Field size																							
Employee Name	character	15																							
Employee Code	number	6																							
Address	character	25																							
Designation	character	15																							
Grade	character	1																							
Date of Joining	Date																								
Salary	number	10 with 2 decimal places																							
10.	<p>Create a table named Student with the following fields and insert the values:</p> <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Student Name</td><td>character</td><td>15</td></tr><tr><td>Gender</td><td>character</td><td>6</td></tr><tr><td>Roll No.</td><td>character</td><td>10</td></tr><tr><td>Department Name</td><td>character</td><td>15</td></tr><tr><td>Address</td><td>character</td><td>25</td></tr><tr><td>Percentage</td><td>number</td><td>4 with 2 decimal places</td></tr></table> <p>Queries:</p> <p>a) Calculate the average percentage of the students.</p>	Field name	Field type	Field size	Student Name	character	15	Gender	character	6	Roll No.	character	10	Department Name	character	15	Address	character	25	Percentage	number	4 with 2 decimal places			
Field name	Field type	Field size																							
Student Name	character	15																							
Gender	character	6																							
Roll No.	character	10																							
Department Name	character	15																							
Address	character	25																							
Percentage	number	4 with 2 decimal places																							

	b) Display the names of the students whose percentage is greater than 80 c) Display the details of the student who got the highest percentage. d) Display the details of the students whose percentage is between 50 and 70. e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA01																											
11.	Create the table PRODUCT with the following fields and insert the values: <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Product no</td><td>number</td><td>6</td></tr><tr><td>Product name</td><td>character</td><td>15</td></tr><tr><td>Unit of measure</td><td>character</td><td>15</td></tr><tr><td>Quantity</td><td>number</td><td>6with 2 decimal places</td></tr><tr><td>Total amount</td><td>number</td><td>8 with 2 decimal places</td></tr></table> Queries: a) Using update statements calculate the total amount and then select the record. b) Select the records whose unit of measure is “Kg” c) Select the records whose quantity is greater than 10 and less than or equal to 20 d) Calculate the entire total amount by using sum operation e) Calculate the number of records whose unit price is greater than 50 with count operation	Field name	Field type	Field size	Product no	number	6	Product name	character	15	Unit of measure	character	15	Quantity	number	6with 2 decimal places	Total amount	number	8 with 2 decimal places									
Field name	Field type	Field size																										
Product no	number	6																										
Product name	character	15																										
Unit of measure	character	15																										
Quantity	number	6with 2 decimal places																										
Total amount	number	8 with 2 decimal places																										
12.	Create the table PAYROLL with the following fields and insert the values: <table><tr><th>Field name</th><th>Field type</th><th>Field size</th></tr><tr><td>Employee no</td><td>number</td><td>8</td></tr><tr><td>Employee name</td><td>character</td><td>8</td></tr><tr><td>Department</td><td>character</td><td>10</td></tr><tr><td>Basic pay</td><td>number</td><td>8 with 2 decimal places</td></tr><tr><td>HRA</td><td>number</td><td>6 with 2 decimal places</td></tr><tr><td>DA</td><td>number</td><td>6 with 2 decimal places</td></tr><tr><td>PF</td><td>number</td><td>6 with 2 decimal places</td></tr><tr><td>Net pay</td><td>number</td><td>8 with 2 decimal places</td></tr></table> Queries; a) Update the records to calculate the net pay. b) Arrange the records of employees in ascending order of their net pay c) Display the details of the employees whose department is: sales” d) Select the details of employees whose HRA>=1000 and DA<=900 e) Select the records in descending order	Field name	Field type	Field size	Employee no	number	8	Employee name	character	8	Department	character	10	Basic pay	number	8 with 2 decimal places	HRA	number	6 with 2 decimal places	DA	number	6 with 2 decimal places	PF	number	6 with 2 decimal places	Net pay	number	8 with 2 decimal places
Field name	Field type	Field size																										
Employee no	number	8																										
Employee name	character	8																										
Department	character	10																										
Basic pay	number	8 with 2 decimal places																										
HRA	number	6 with 2 decimal places																										
DA	number	6 with 2 decimal places																										
PF	number	6 with 2 decimal places																										
Net pay	number	8 with 2 decimal places																										

3.

SEMESTER I

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	18P1SBST01	Skill Based Subject 1: Mathematics for Competitive Examinations I	Batch	2018-2020
			Semester	I
Hrs/week	2 Hours		Credits	2

COURSE OBJECTIVES :

To enable the Students

- To understand the fundamental arithmetic skills and problem solving.
- To solve problem related to Ages and Calander and Clocks.
- To develop the ability in solving permutation, combinations and bankers discount.

COURSE OUTCOMES

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

CO Number	CO Statement
CO1	Recall the basic concepts of numerical computation.
CO2	Solve problems on ages, races and games of skills, stocks and shares.
CO3	Find solution to the problems on calender and clocks.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
CO3	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓

SYLLABUS

Unit	Content
Unit-I	Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification-Square Roots and Cube Roots – Average - Problems on Numbers (6 Hours)
Unit-II	Problems on Ages - Surds and Indices – Percentage - Races and games of skill – Calendar. (6 Hours)
Unit-III	Clocks – Stocks and shares – Profit and Loss – Ratio & Proportion . (6 Hours)
Unit-IV	Partnership – Chain rule – Time & Distance – Time & Work. (6 Hours)
Unit-V	Permutation & Combinations – True Discount – Bankers Discount. (6 Hours)

(Simple Problems Only)**TEXT BOOKS****Recent editions of the following books only are recommended**

S. No	Author Name	Title of the Book	Publisher
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company

WEBSITE REFERENCE

- 1.<https://www.careerbless.com/aptitude/qa/home.php>
- 2.<https://www.indiabix.com/>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Google classroom.

SEMESTER – II

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P2CCCT06	Core 6 : Human Resource Management	Batch	2018-2020
			4.Semester	II
Hrs/Week	4Hrs		Credits	4

COURSE OBJECTIVES

- To provide knowledge about objectives of Human Resource Management.
- To enable the students to learn about Human Resource Planning.
- To Impart Knowledge on Human Behaviour.
- To Teach the importance of Discipline & Grievances.
- To give conceptual knowledge on Organisational Conflict.

COURSE OUTCOMES(COs)

On successful completion of the course, students should be able to:

CO Number	CO Statement
CO1	Explain the existing theories and practice in the field of HRM.
CO2	Use methods of job analysis information for effectively recruiting the candidates.
CO3	Describe the role of human resource manager in an organization.
CO4	Interpret about measuring and monitoring Employee's performance.
CO5	Explain application of conflict resolution skills in real time situations.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	✓	-	✓	-	✓
CO2	-	✓	✓	-	-	-	-	✓	✓	✓	-	-
CO3	-	✓	✓	-	-	-	-	✓	✓	✓	-	✓
CO4	-	✓	✓	-	-	-	-	✓	✓	✓	-	-
CO5	-	✓	✓	-	-	-	-	✓	✓	✓	-	-

SYLLABUS

	CONTENT
Unit-I	(12 Hours) Meaning- Importance- Evaluation- Objectives- Scope- Hawthorn Studies- Its Implications- Recognition of participation- Theories X&Y- Organization structure.
Unit-II	(13 Hours) Human resource Planning- Job analysis- Role analysis- Selection and Recruitment- Testing – Interview- Placement Training- Promotion – Performance appraisal. Job evaluation and merit rating- Job satisfaction and Morale (theories of motivation).
Unit-III	(13 Hours) Human behavior process- Perception learning- Motivational and Personality Development- Definition of learning- learning theories- concept- the meaning of human motivation- comprehensive stages- Main determinants of personality- Theories of personality- Group dynamics and Internal Organization.
Unit-IV	(11 Hours) Discipline- Meaning- Causes of indiscipline- Acts of indiscipline- Procedure for Disciplinary action- Grievance- Meaning- Characteristics of Grievance- Causes of Grievance- Methods of knowing Grievance- Grievance Redressal Procedure.
Unit-V	(11 Hours) Organization conflict - conflict in organizational behaviors - Individual aspect of conflict- Organizational conflict- Management of Conflict - Leadership - Leadership theories.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	K.Aswathappa	Human Resource Management	Hill Education
2	P.C.Tirupathi	Personal Management and Industrial Relations	Sultan Chand & Sons

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	P.Subba Rao	Personal and Human Resource Management	Himalaya Publication
2	L.M.Prasad	Organisation Behaviour	Sultan Chand & Sons

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER II

Programme Code	M.Com(CA)	Programme Title	Master of Commerce with Computer Applications	
Course Code	18P2CCCT07	Core 7 : Resource Management Techniques	Batch	2018-2020
Hrs/week			Semester	II
5 Hrs			Credits	4

COURSE OBJECTIVES

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

COURSE OUTCOMES(COs)

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

CO Number	CO Statement
CO1	Acquire knowledge in formulating linear programming problem and queuing models.
CO2	Describe the mathematical tools that are needed to solve optimisation problem.
CO3	Apply the notations of linear programming in solving transportation , assignment and traveling sales man problems.
CO4	Determine the theory of games for solving simple games.
CO5	Explore various techniques to solve real life problems.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-		-	✓	-	-	-	✓	-	✓
CO2	-	-	✓	✓	✓	✓	-	-	-	✓	-	✓
CO3	-	✓	✓	✓	✓	✓	-	-	-	✓	-	✓
CO4	-	✓	✓	✓	✓	✓	-	-	-	✓	-	✓
CO5	-	✓	✓	✓	✓	✓	-	-	-	✓	-	✓

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Linear Programming-Mathematical Model assumption of Linear programming-Graphical Method-Principles of Simplex method, Big-m Method
Unit-II	(12 Hours) Transportation Problem(NWC, LCM and VAM)- Assignment problem- Assignment and Travelling sales man problem
Unit-III	(12 Hours) Game Theory-Concept of pure and Mixed Strategies-Solving 2x2 matrix with and without saddle point- nx2-2xm games.
Unit-IV	(12 Hours) (Derivations Not included) Queueing Theory- definition of waiting line model- Queue discipline-Traffic Intensity- Poison Arrival- Birth Death process- Problems from single server: finite population model- Problems from multi server: finite population model.
Unit-V	(12 Hours) PERT and CPM- Network representation- Backward pass- forward pass- Computation- PERT network.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Prof. V. Sundaresan, K.S. Ganapathy Subramanian, K. Ganesan	Resource Management Techniques	A.R. Publications, Chennai
2	Kanti Swarup, P.K. Gupta and Man Mohan	Operation Research	Sultan Chand & sons, New Delhi.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Prem Kumar Gupta D.S, Hiras Chand & Company Ltd	Operation Research	Ram Nagar, New Delhi.
2	P.K. Gupta and Man Mohan	Problems in Operation Research	Sultan Chand & Sons, New Delhi.

Unit 1: Chapter 2: Section: 2.1-2.5

Chapter 3: Section: 3.1.1-3.1.4, 3.2, 3.2.1

Unit 2: Chapter 7: Section: 7.1

Chapter 8: Section: 8.1-8.9

Unit 3: Chapter 16: Section: 16.1-16.7

Unit 4: Chapter 13: Section: 13.1- 13.6, 13.8

Unit 5: Chapter 15: Section: 15.1-15.7

WEBSITE REFERENCE

1. www.pondiuni.edu.in/storage/dde/downlods/mbaii qt.pdf
2. <https://onlinecourse.nptel.ac.in/noc17 mg10>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P2CCCT08	Core 8 : Higher Corporate Accounting	Batch	2018-2020
			5.Semester	II
Hrs/Week	5Hrs		Credits	4

COURSE OBJECTIVES

- To Know about the Procedure of Amalgamation of Companies and Purchase Of Companies.
- To know about the preparation of final accounts of Banking Companies.
- To know about the preparation of final accounts of Insurance Companies
- To know about the double accounts system followed in Electricity Companies.
- To know about the preparation of accounts of Holding Companies.

COURSE OUTCOMES(COs)

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

CO Number	CO Statement
CO1	Explain the accounting procedures followed by companies.
CO2	Prepare profit and loss accounts and balance sheet of Banking companies .
CO3	Prepare profit and loss accounts and balance sheet of Insurance companies .
CO4	Use the double accounting systems while preparing profit and loss of Electricity companies.
CO5	Prepare accounts of holding company and elucidate the procedures involved in liquidation.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	✓	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	CONTENT
Unit-I	(18 Hours) Amalgamation – Purchase Consideration –Amalgamation in the nature of purchase- Preparation of Balance sheet – Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).
Unit-II	(18 Hours) Accounting of Banking companies- Rebate on Bills discounted – Profit and Loss Account – Balance sheet.
Unit-III	(18 Hours) Insurance companies - Life Insurance -Life Assurance Fund - Revenue Account – Profit and Loss Account - Balance sheet – Fire Insurance - Marine Insurance – Profit and Loss Account – Balance sheet
Unit-IV	(18 Hours) Double Account System -Accounts of Electricity Companies- Single Accounts System Vs Double Account System - Advantages and Disadvantages of Double Account System- Final Accounts Under Double Account System – Revenue Account – Net Revenue Account – Capital Account – Balance Sheet - Replacement of Assets – Simple Problems in Disposal of Profit.
Unit-V	(18 Hours) Holding company accounts excluding inter-company holdings –Minority interest – Pre-Acquisition Reserves and Profits - Common transaction – Unrealised Profit - Good will – Revaluation of Assets .

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	S.P. Jain and K.L. Narang	Higher Corporate Accounting	Kalyani Publishers, New Delhi.
2	T.S. Reddy	Corporate Accounting	Margham Publications, Chennai.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	R.L. Gupta	Corporate Accounting	Sultan Chand and Sons, New Delhi.
2	M.C. Shukla and T.S. Grewal	Advanced Accountancy	Sultan Chand and Sons, New Delhi.

WEBSITE REFERENCE

1. <https://study.com/academy/lesson/corporate-accounting-definition-principles.html>
2. <https://www.aicpa.org/career/careerpaths/corporateaccounting.html>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programme	M.COM CA	Programme	Master of Commerce with
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Code		Title	Computer Applications	
Course code	18P2CCCT09	Core 9 : Object Oriented Programming with C++	Batch	2018-2020
			Semester	II
Hrs/Week	4Hrs		Credits	3

COURSE OBJECTIVES

- To make the students understand about elements of OOPs with C++.
- To provide knowledge on Data types and Arrays.
- To enable the students to construct an Application with C++.
- To know about operator overloading and inheritance.
- To impart knowledge on Virtual functions and Polymorphism.

COURSE OUTCOMES(COs)

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

CO Number	CO Statement
CO1	Explain how C++ improves C with object-oriented features.
CO2	Design C++ classes for code reuse.
CO3	Present the concept of copy constructors and class member functions.
CO4	Elaborate the concept of data abstraction, encapsulation and overload functions.
CO5	Write a program using containment and inheritance in C++.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO2	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO3	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO5	-	✓	✓	-	✓	-	✓	-	-	-	-	-

SYLLABUS

Unit	CONTENT
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Unit-I	(12 Hours) Evaluation of Programming Paradigm – Elements of object oriented programming - Data encapsulation and Abstraction classes- Inheritance- Derived classes- Polymorphism- Operator overloading- Friend functions- Polymorphism- Virtual functions- Merit and demerits of OOP- Popular OOP languages- C++ at a glance- Applications of C++- C++ statements- Structure of C++ program.
Unit-II	(13 Hours) Data types- character set- Token, Identifiers and Keywords- Variables- Operators and Expressions- Control flow- IF, IF...Else, Nested If... Else, For loop, While...Loop, Do. While loop, Break statement, switch statement, continue statement and go to statement. Arrays- Operations on arrays- Multidimensional arrays- String- String manipulations. Functions- Function components- Library functions- Inline function.
Unit-III	(12 Hours) Classes and Objects- Class specifications- Class objects- Accessing class members- Defining member functions- Data hiding- Friend Functions and Friend Classes. Constructor- Parameterized constructors-Destructor- Constructor overloading- Order of constructor and destructor- Copy constructor.
Unit-IV	(11 Hours) Operator overloading- Over loadable operators- Rules for overloading operators- data conversion. Inheritance- Forms of inheritance- Single, Multiple, Multilevel, Hierarchical and Hybrid Inheritance- When to use inheritance- Benefits of inheritance.
Unit-V	(12 Hours) Virtual functions and Polymorphism- Need for virtual functions- Pointers to derived class object- Pure virtual function- Abstract classes- Rules for virtual functions- Data file operations- Opening of file- Closing of file- Stream state member functions- Reading/writing a character from a file- Structure and file operations- Classes and file operations.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	E.Balagurusamy	Object Oriented Programming with C++	Tata Mc Graw Hill Publishing Company Ltd
2	Ashok N.Kamthan	ObjectOriented Programming with Ansi and Turbo C++	pearson Education

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Robert Labre	Object Oriented Programming in Turbo C++	Galgotia publications Pvt Limited
2	James Rumbaugh.	Object Oriented Modelling and Design	Prentice Hall of India

WEBSITE REFERENCE

1. https://www.ntu.edu.sg/home/ehchua/programming/cpp/cp3_OOP.html
2. <http://www.tenouk.com/cplusplus/tutorial.html>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programmme	M.COM CA	Programme	Master of Commerce with Computer
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Code		Title	Applications	
Course code	18P2CCCT10	Core 10: Financial Markets and Institutions	Batch	2018-2020
			Semester	II
Hrs/Week	4Hrs		Credits	4

COURSE OBJECTIVES

- To enable the students to understand about the various Financial Markets.
- To make the students to know about the capital market and Foreign Exchange Market.
- To know about Financial Service Institutions.
- To know about various credit rating agencies of India.
- To provide knowledge about EXIM and NABARD.

COURSE OUTCOMES(COs)

On successful completion of the course, students should be able to:

CO Number	CO Statement
CO1	Give in detail about the different market structures.
CO2	Describe the various functions of new issue market and foreign exchange market.
CO3	Enumerate the roles of regulatory authority and financial service Institutions.
CO4	Recall the role of credit rating agencies in India and NSDL.
CO5	Evaluate the performance of various financial Institutions.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO2	-	✓	✓	-	-	-	-	-	-	✓	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	-	-	-	-	✓	-	✓
CO5	-	✓	✓	-	-	-	-	-	-	✓	-	-

SYLLABUS

Unit	CONTENT
Unit-I	(12 Hours) Financial markets- An overview- Money market- Call money market- Commercial paper market- Commercial bill market- Certificate of deposit (CD) market- Treasury bill market- Government or Gilt-edged Securities market.
Unit-II	(12 Hours) Capital market- An overview- Capital market Instruments – Types - Capital market Reforms- New issue market (NIM) -New issue market (NIM) Vs Secoundry Market -Mathods of Marketing Securities - Debt market- Advantages - Risk of Debt - Foreign Exchange market- Charecteristics – Participants - Derivatives Market – Functions of Derivative Market -categories of Derivative Market.
Unit-III	(11 Hours) Financial Service Institutions- Clearing Corporation of India limited (CCIL) – Settlement Risks – Settlement methods - Credit Rating and Information Services of Indian Limited (CRISIL) - Range of Services – CRISIL's Strength – CRSIL's Achievements - Discount and Finance House of Indian Limited (DFHIL) – Objectives and Operations of DFHIL.
Unit-IV	(12 Hours) Investment Information and Credit Rating Agency of Indian limited (ICRA) – Rangesc of Services – Achievements of ICRA - Over the counter exchange of India (OTCEI)- -Need – Objectives – Features – Benefits - OTCEI Vs Other Stock Exchanges - National securities depository limited (NSDL) - Objectives – Basic Services – Special Services of NSDL - Securities Trading Corporation of India Limited (STCL)- Current Activities.
Unit-V	(13 Hours) Financial Institutions- Money market institutions- Capital market institutions- Merchant Banking-Factoring-National Housing Bank(NHB) – Constitution – Functions and Working of NHB -Export-Import (EXIM) Bank of India – Project and Services Exports – Operaating Procedures - NABARD Functions – Major Activities of NABARD.

TEXT BOOKS

Recent editions of the following books only are recommended

S.No	Author Name	Title Of The Book	Publisher
1	S.Gurusamy	Financial Markets and Institutions	Tata McGraw-Hill publications
2	E.Gordon	Financial Markets and Services	Himalaya Publishing house

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	V.K.Gupta	Financial Markets and Services	Ane books Private Limited
2	L.M.Bhole.	Financial Markets & Institutions.	Tata McGraw- Hill Publishing Company Ltd.

WEBSITE REFERENCE

- [1.https://www.mheducation.com/highered/product/financial-markets-institutions-saunders-cornett/M0077861663.html](https://www.mheducation.com/highered/product/financial-markets-institutions-saunders-cornett/M0077861663.html)
- [2. https://www.ecb.europa.eu/press/key/date/2001/html/sp010531.en.html](https://www.ecb.europa.eu/press/key/date/2001/html/sp010531.en.html)

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P2CCCP11	Core 11: C++ & Tally Practical	Batch	2018-2020
			Semester	II
Hrs/Week	4Hrs		Credits	3

COURSE OUTCOMES

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

CO Number	CO Statement
CO1	Write, compile and execute programs using appropriate predefined functions in C++.
CO2	Implement the object oriented concepts in developing application using C++.
CO3	Develop applications using Inheritance and polymorphism in C++.
CO4	Apply practical skills in preparing financial and inventory statement.
CO5	Calculate ratios and cash flow and fund flow statement.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	✓	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	✓	-	-	-	-	-	-	-
CO4	✓	-	-	-	-	-	-	-	-	-	-	-
CO5	✓	-	-	-	✓	-	-	-	-	-	-	-

SYLLABUS

TALLY

1. By Using Tally – Create Voucher & Ledger with Adjustments (using F11 & F12 Keys).
2. Prepare Trial Balance, Profit & Loss Account & Balance Sheet
(With Minimum of Any 5 Adjustments).
3. Prepare Inventory Statement Using (Calculate Inventory By using All Methods).
a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Prepare a Fund Flow Statement and give your Opinion.
5. Prepare a Cash Flow statement and Present your View.
6. Analyze the Performance of an Organisation by Using Ratio (Minimum 5 Ratios are Essential).
7. Prepare Bills and Cheques.
8. Calculation of Tax.

C++

9. Pay roll Calculation (Using Simple Program).
10. Find Out EOQ, Minimum Level, Maximum Level, Re-Order Level (Using Simple Program).
11. Write a C++ Program to Calculate Working Capital Using Class & Objects (Member Function Should Write Inside & Outside the class).
12. Program to Calculate Contribution, P/V Ratio, BEP & Margin of Safety Using Functions.
13. Calculate Simple Interest & Compound Interest Using Inline Functions.
14. Calculate Depreciations – By Using Constructors & Destructors.
15. Write a C++ Program to calculate the sum & Product of two Complex Numbers using Operator Overloading.
16. Write a C++ Program to Prepare a Cost Sheet Using Inheritance.

SEMESTER – II

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P2SBST02	Skill Based Subject 2: Communication Skills I	Batch	2018-2020
			Semester	II
Hrs/Week	2 Hrs		Credits	2

COURSE OBJECTIVES

- To encourage students' analytical and creative skills in order that they will be prepared to address a wide variety of challenges in their professional life.
- To enhance the opportunities of the students to excel in their corporate environment or business negotiations in the global business scenario.

COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	Adopt the use of the spoken words in Interpersonal Communication, small group interaction and public speaking.
CO2	Adopt the use of the written word for informational, persuasive and creative purpose.
CO3	Enhance and develop confidence, skills related to the creative writing such as film and video.
CO4	Understand various styles in Technical Communication and to apply techniques in writing and speaking.
CO5	Identify the types of listening during conversation.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	-	-	-	✓	-	-	-	-	-	-
CO5	✓	-	-	-	-	✓	-	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	<p style="text-align: right;">(10 Hours)</p> <p>Communication Theory</p> <ol style="list-style-type: none"> 1. Process of Communication <ul style="list-style-type: none"> Corporate Communication 2. Communication through Body Language <ul style="list-style-type: none"> Personal Appearance Posture Gesture Facial Expression Eye Contact 3. Communication through Technology <ul style="list-style-type: none"> Word Processor Desktop Publisher Power point Presentation Electronic mail Voice mail
Unit-II	<p style="text-align: right;">(10 Hours)</p> <p>Oral Communication</p> <ol style="list-style-type: none"> 1. Seminar and Conferences <ul style="list-style-type: none"> Types of Discussion groups Conducting Seminars Organising Conferences 2. Audio-Visual aids <ul style="list-style-type: none"> Basic Principles & Guidelines Types of Audio-Visual aids & their use 3. Effective Speaking <ul style="list-style-type: none"> Presentation and Speeches
Unit-III	<p style="text-align: right;">(10 Hours)</p> <p>Written Communication</p> <ol style="list-style-type: none"> 1. Memorandum Writing 2. Research Papers & Articles 3. Advertising & Job Description

TEXT BOOKS

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Krishna Mohan	Developing Communication Skills	(Macmillan)

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi-skill course	Macmillan Publishers India LTD.
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi
3	Joyce Pereire	Technical English –II	Vijay Nicole Imprints Pvt.Ltd.

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google classroom.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCCT12	Core 12 : Business Research Methods	Batch	2018-2020
			Semester	III
			Credits	4
Hrs/Week	6Hrs			

COURSE OBJECTIVES

- To know what is business research and its types, understand how to formulate research problems.
- To know about various sampling methods of data collection.
- To know about various measurement and scaling techniques, statistical tools used in research and steps in drafting reports.
- To know how to use large and small tests of significance.
- To make the students to interpret the analysis and report writing.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Develop a conceptual understanding of research framework.
CO2	Build a knowledge on sampling methods and techniques.
CO3	Compute the Measures of Central tendency and Dispersion .
CO4	Analyse the data by using statistical Tools.
CO5	Build a knowledge on Interpretation and preparation of Report.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	✓	✓	-	✓	-	✓	-	✓
CO2	✓	-	-	✓	-	-	✓	✓	-	-	✓	-
CO3	-	-	✓	✓	-	✓	-	-	-	-	-	-
CO4	-	-	✓	✓	✓	-	-	-	-	-	-	-
CO5	✓	-	✓	-	-	✓	-	-	✓	-	-	-

SYLLABUS

	CONTENT
Unit-I	(13 Hours) Business Research- Meaning - Scope and significance - Utility of Business research -qualities of good researcher - Types of research - Research process -Identification, selection and formulation of research problems – Hypothesis - Research design.
Unit-II	(13 Hours) Sampling - Methods and techniques - sample size - sample error - Field work and data collection. Tools of data collection-Interview schedule- Questionnaire - Observation, interview and mailed questionnaire - pilot study and final collection of data.
Unit-III	(18 Hours) Measurement and scaling techniques - Processing and analysis of data - editing and coding - Transcription and Tabulation - Statistical tools used in research - Measures of central tendency -Standard deviation.
Unit-IV	(20 Hours) Correlation simple partial and multiple correlation-Test of significance ‘t’ Test –large sample and ‘f’ Test, test of significance for attributes –Chi-square test-ANOVA-One way –Two way- Multivariate and Factor analysis
Unit-V	(11 Hours) Interpretations and report writing – types and contents and style of reports – steps in drafting reports.

Question in Problems and Theory carry 40% and 60%

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	C.R. Kothari	Research Methodology	NewAge international(P) Ltd
2	S.P Gupta	Statistical Methods	SultanChand & Sons

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Bill Taylor	“Research Methodology”	PHI Learning Pvt Ltd
2	Nandagopal	Research Methods in Business	Excel Books

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies,Google classroom.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCCT13	Core 13 : Visual Basic	Batch	2018-2020
			Semester	III
			Credits	3
Hrs/Week	5 Hrs			

COURSE OBJECTIVES

To make the students to know clearly about

- Integrated Development Environment
- Intrinsic Controls and Array Controls.
- Variables, Arrays and VB libraries.
- Databases and Database Programming.
- Tables and Reports.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Design, create, build, and debug Visual Basic applications.
CO2	Design Visual Basic classes for code reuse.
CO3	Explore Visual Basic's Integrated Development Environment (IDE).
CO4	Implement syntax rules in Visual Basic programs.
CO5	Explain variables and data types used in program development.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	✓	✓	-	-	-	-	✓
CO2	-	✓	✓	-	✓	-	✓	-	-	-	-	✓
CO3	-	✓	✓	-	✓	✓	✓	-	-	-	-	✓
CO4	-	✓	✓	-	✓	-	✓	-	-	-	-	✓
CO5	-	✓	✓	-	✓	✓	✓	-	✓	-	-	✓

SYLLABUS

	CONTENT
Unit-I	(12 Hours) First steps with Microsoft VB6: Integrated Development Environment - First program in VB -Introduction to forms: Common properties, methods and events.
Unit-II	(12 Hours) Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box,Dir-list box and file list box controls and other controls.
Unit-III	(12 Hours) Variables & Procedures: Scope & Lifetime of variables, native data types and aggregate data types – Arrays-Control Arrays.VB for application and VB libraries: Control Statement, Looping structure, working with numbers, Strings, Date and Time.
Unit-IV	(12 Hours) Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, processing data.
Unit-V	(12 Hours) Tables and Reports - Data grid control - Flex grid control - Data Report - Data Report Designer.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Steven Holzner	Visual Basic 6 – Black Book	Dreamtech Press,New Delhi
2	Content Development group	Visual Basic 6	Tata McGraw Hill Publishing Company Ltd, New Delhi

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Gary Cornell	Visual Basic 6- From The Ground Up	Tata McGraw Hill Publishing Company Ltd,New Delhi
2	Eric A.Smith	Visual Basic 6 Programming-Bible	Wiley ,Dreamtech

WEBSITE REFERENCE

1. <http://lt-jds.jinr.ru/record/67710/files/JDS-MANUAL-2015-030.pdf>
2. <https://winworldpc.com/product/microsoft-visual-bas/60>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCCT14	Core 14 : Financial Management	Batch	2018-2020
			Semester	III
Hrs/Week	6 Hrs		Credits	4

COURSE OBJECTIVE

- To know about what is financial management and Capital Budgeting.
- To know fully about the various types of Cost of Capital.
- To understand clearly about theories of Capital Structure.
- To understand dividend theories and dividend policy.
- To understand the concepts working capital managements and its computations.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understand the various techniques used in the investment decision.
CO2	Determine the Cost of Capital and Financial Leverage.
CO3	Computation of Capital Structure with its theories.
CO4	Analyse the dividend decision and dividend policy of the corporates.
CO5	Describe the components of working capital.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	-
CO2	-	✓	-	-	-	✓	✓	-	-	-	-	-
CO3	-	✓	-	-	-	✓	-	-	-	-	-	-
CO4	-	✓	-	-	-	✓	-	-	-	-	-	-
CO5	-	✓	-	-	-	✓	-	-	-	-	-	-

SYLLABUS

	CONTENT
Unit-I	(15 Hours) Financial Management: Nature - Scope of finance - Financial goal profit Vs. Wealth maximisation - Finance functions – investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions - Investment evaluation criteria – Net Present Value. Internal Rate of Return - Profitability Index - Payback period - Accounting Rate of Return - NPV and IRR comparison – Capital rationing - Risk analysis in capital budgeting.
Unit-II	(15 Hours) Cost of Capital: Significance of cost of capital - Calculation of Cost of Debt - Preference Capital - Equity Capital - Retained earnings - Combined Cost of Capital (weighted) - Cost of Equity and CAPM. Operating and Financial Leverage: Measurement of Leverages; Effects of Operating and Financial Leverage on profit - Analysing alternate financial plans - Combined Financial and Operating Leverage.
Unit-III	(15 Hours) Capital Structure Theories: Traditional and M.M. Hypotheses – without taxes and with taxes - Determining capital structure in practice.
Unit-IV	(15 Hours) Dividend Policies: Issues in dividend decisions - Walter's Model - Gordon's Model, MM Hypothesis - dividend and uncertainty - Relevance of Dividend - Dividend Policy in practice - Forms of dividends - Stability in dividend policy - Corporate dividend behaviour.
Unit-V	(15 Hours) Management of Working Capital: Determinants of Working Capital - Significance and Types of Working Capital - Calculating Operating Cycle Period - Computation of Working Capital.

(Question in problems and Theory carry 60% and 40%)

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	I.M. Pandey	Financial Management	Vikas Publishing House, Delhi
2	A.Murthy	Financial Management	Vikas Publishing House, Delhi

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	M.Y. Khan and P.K. Jain	Financial Management	Tata McGraw Hill
2	Chandra, Prasanna	Financial Management	Tata Mc Graw Hill

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCCP15	Core 15 : Visual Basic and VB Script -Practical	Batch	2018-2020
Hrs/Week	4 Hrs		Semester	III
			Credits	3

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explore Visual Basic's Integrated Development Environment (IDE).
CO2	Implement syntax rules in Visual Basic programs.
CO3	Apply arithmetic operations for displaying numeric output.
CO4	Write and apply loop structures to perform repetitive tasks.
CO5	Write and apply procedures, sub-procedures, and functions to create manageable code.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	✓	-	-	-	-	-	✓
CO2	-	-	-	-	-	✓	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	✓
CO4	-	-	-	-	-	✓	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	-	-	-	-	-	-

SYLLABUS

1	Write a VB program to use Menu Editor and add a picture.
2	Write a VB program to prepare a pay slip.
3	Write a VB program to calculate depreciation.
4	Write a VB program to calculate Various Leverages.
5	Write a VB program to find the PV and FV by using Financial Functions.
6	Write a VB program to find the currency conversion.
7	Program to compute cost of capital using Finance function.
8	Program to prepare Capital Budget using Option Button and check box.
9	Design a form to link it with inventory management table from database.
10	Design a form using option button, combo box, and list box for preparing a supermarket bill.
11	Program to create customer database and prepare report using Flex Grid control and common control.
12	Program to create student database and prepare report using ADO control and common control.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3SBST03	Skill Based Subject 3: Mathematics for Competitive Examinations II	Batch	2018-2020
			Semester	III
Hrs/Week	2 Hours		Credits	2

COURSE OBJECTIVE

- To enable the students understand about the conceptual framework of financial management and its applications under appropriate decision making situations.
- To provide adequate knowledge on financial management.
- To Present knowledge on Working Capital Management.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
C01	Several tricks and formulas for pipes, cisterns, train, boats and stream are available which reduces the effort to solve the problem.
C02	Apply the concept of Alligation and height & distance to solve problem.
C03	Solve the problems on logarithms, area, Volume, Sequence and series.
C04	Find solution to the problems on Tabulation, graphs and puzzles.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
CO3	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
CO4	-	✓	✓	✓	-	✓	✓	-	-	✓	-	✓

SYLLABUS

	CONTENT
Unit-I	Pipes and cistern – Probability – Problems on trains. (6 Hours)
Unit-II	Problems on Boats and Streams – Alligation or mixture. (6 Hours)
Unit-III	Heights & Distance- Odd Man Out & Series – Simple Interest-Compound Interest -Logical Venn Diagram. (6 Hours)
Unit-IV	Logarithms – Sequence and series – Area-Volume and Surface areas. (6 Hours)
Unit-V	Tabulation – Bar Graphs – Puzzles – Pie Charts-line Graphs- Mental Ability and Logical reasoning. (6 Hours)

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company

WEBSITE REFERENCE

- <https://www.careerbless.com/aptitude/qa/home.php>
- <https://www.indiabix.com/>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCET1A	Elective 1 : Indian Stock Exchanges	Batch	2018-2020
Hrs/Week	5 Hrs		Semester	III
			Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

- Meaning,scope ,function of stock exchanges and about trading in stock exchanges.
- Stock exchange regulatory frame work and the concerned acts and rules.
- Listing,legal provisions,speculation and investor protection.
- Sebi and its function and working.
- Internet stock trading e-IPO and e-commerce acts.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain the Functions of Stock Exchange and its Trading.
CO2	Outline on Regulations of Stock Exchanges.
CO3	Describe about the Steps in Listing.
CO4	Enumerate the Functions of SEBI.
CO5	Overview on Internet Stock Trading and its procedures.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	-
CO2	-	✓	-	-	-	✓	✓	-	-	-	-	-
CO3	-	✓	-	-	-	✓	-	-	-	-	-	-
CO4	-	✓	-	-	-	✓	-	-	-	-	-	-
CO5	-	✓	-	-	-	✓	-	-	✓	-	-	-

SYLLABUS

	Content
Unit-I	(12 Hours) Stock Exchange – Meaning - Scope and Functions – World’s Stock Exchanges – Indian Stock Exchanges – Stock Exchange Traders – Stock Exchange Trading – Jobbers Vs Brokers -Stock Exchange Dealings - Trading of Securities.
Unit-II	(12 Hours) Stock Exchange Regulatory Framework - Under the SEBI Act - Securities Contract Regulation Act 1956 - Securities Contracts Rules 1957 – BSE – NSE - Restructuring Indian Stock Exchanges – Demutualization.
Unit-III	(12 Hours) Listing – Meaning – Characteristics – Steps - Legal provisions – Benefits - Consequences of Non-Listing – Delisting – Insider Trading – Speculation - Speculation Vs Gambling - Investors Vs Speculators – Investor Protection, Demat, Remat.
Unit-IV	(12 Hours) The Securities Contracts (Regulation) Act, 1956 - Important provisions – SEBI - Functions and working.
Unit-V	(12 Hours) Internet Stock Trading - Meaning and features - Current Scenario - Regulating Internet Stock Trading - IPOs on the Internet - e-IPO – E-commerce Act and Internet Stock Trading–Stock Index Futures.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Dr.S.Gurusamy	Financial Markets and Institutions	Tata Mc Graw-Hill Publishing Company Limited, New Delhi
2	L.M.Bhole	Financial Institutions and Markets	Tata Mc Graw-Hill Publishing Company Limited

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	E. Gordan	Financial Markets and Services	Himalaya Publishing House, Mumbai
2	M.Y.Khan	Financial Services	Tata Mc Graw-Hill Publishing Company Limited,

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCET1B	Elective 1: Principle and Practice of Marketing Services	Batch	2018-2020
			Semester	III
			Credits	4
Hrs/Week	5 Hrs			

COURSE OBJECTIVES

To make the students to know clearly about

- Meaning, definition and importance of services of marketing.
- Various concepts of services marketing.
- Marketing mix, concept of product life cycle and the related strategies with reference to services.
- Services marketing relating to banks, insurance companies and transportation.
- Services marketing relating to tourism and hotel industries, education and communication services.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Describes about Characteristics and Growth of Service Marketing.
CO2	Awareness on Buyer behaviour Concepts.
CO3	Developing of Service Marketing Mix.
CO4	Explain about Bank, Insurance and Transport Marketing.
CO5	Explain about Tourism, Hotel ,Education and Communication Service Marketing.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	✓	-	✓	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	✓	✓	-	-	✓	-
CO5	-	-	-	-	-	-	✓	✓	-	-	✓	-

SYLLABUS

	CONTENT
Unit-I	(12 Hours) Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.
Unit-II	(12 Hours) Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.
Unit-III	(12 Hours) Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.
Unit-IV	(12 Hours) Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.
Unit-V	(12 Hours) Services Marketing– II: Tourism and Hotel Marketing -Education Marketing – Communication Services Marketing .

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	S.M.Jha	Services Marketing	Himalaya Publication House, Mumbai
2	Christopher love lock	Services Marketing	Pearson Education Chennai

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Philip Kotler	Marketing Management	Person Education, Chennai
2	S.Sherlekar	Marketing Management	Himalaya Publication House, Mumbai

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – III

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P3CCET1C	Elective 1: Principles of International Trade	Batch	2018-2020
Hrs/Week	5 Hrs		Semester	III
			Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

- Meaning,scope and importance of international marketing, trade barriers and obstacles to international marketing.
- International product life cycle,pricing,decision making and marketing research.
- Various trade agreements,made between countries such as GATT, WTO, ASEAN world bank and IMF etc.
- Indian foreign trade and its recent trends export assistance,role of various agencies in foreign trade.
- International logistics role and functions of export promotion councils and export regulations.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Outline about international business along with aspects of international business environment.
CO2	Acquire in international business with the help of Marketing Research, Marketing Strategy and Marketing Decisions.
CO3	Describe the role of Various Organisations in governing international trade.
CO4	Aware on Export Assistance and Export Finance(SEZ's , EPZ's ,ECGC,EXIM Bank).
CO5	Identify the Export Regulations.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	✓	✓	-
CO2	-	-	-	-	-	✓	✓	-	-	✓	✓	-
CO3	-	-	-	✓	-	✓	-	-	-	✓	✓	-
CO4	-	-	-	✓	-	✓	-	✓	-	✓	✓	-
CO5	-	-	✓	-	-	✓	-	✓	✓	✓	✓	-

SYLLABUS

	CONTENT
Unit-I	(12 Hours) International Marketing – Scope, International Marketing vs. Domestic Marketing – Trade Barriers such as Tariff and Non-Tariff Barriers – Transition from Domestic to International Business – Advantages or importance of International Marketing – Obstacles to International Marketing – Balance of Trade and Balance of Payments - International Marketing Environments.
Unit-II	(12 Hours) International Product Life Cycle -Slide down, Demand curve, Skimming the Market – Export Pricing, Penetration Pricing -Pre-emptive Pricing – Extinction Pricing. International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision. International Marketing Research: Marketing Information System – Marketing Research – International Research Strategy .
Unit-III	(12 Hours) General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS –UNCTAD – Trade Blocks: Customs Union – EU – European Free Trade Area (EFTA) –North American Free Trade Agreement (NAFTA) – Association of South East Asian Nations (ASEAN), World Bank, IMF, International Finance Corporation
Unit-IV	(12 Hours) India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc.
Unit-V	(12 Hours) Globalisation and Role of Multinational Enterprises (MNEs). International Logistics - Basic Objectives, Role and Functions of Export Promotion Councils - Export Regulations: Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order – Export and Import Documentation – Different Modes of Payment and Letters of Credit

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	R.L. Varshney	International Marketing Management	Sultan Chand and Sons, New Delhi
2	Francis Cherunilam	International Trade and Export Management	Himalaya Publication House, Mumbai

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	P. Subba Rao	International Business	Himalaya Publication House, Mumbai
2	Paras Ram	International Business	Anupam Publication House, New Delhi

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCCT16	Core 16 : Investment Management	Batch	2018-2020
			Semester	IV
			Credits	4
Hrs/Week	5 Hrs			

COURSE OBJECTIVES

To make the students to know clearly about

- Meaning, importance and process of investment also about various alternative forms of investment.
- Risk, return and valuation models.
- Various types of economics analysis and the related theories.
- Portfolio analysis and the importance of capital market theory.
- Techniques of portfolio revision, performance measurement of portfolio management and invest.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Evaluate the benefits of various investment alternatives.
CO2	Appraise the risk of securities.
CO3	Outline on fundamental Analysis along with its Theories.
CO4	Acquire a Knowledge on Portfolio Analysis.
CO5	Explain about mutual funds and Portfolio Revision.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	✓	-	-	-	-	-	-	-	✓
CO3	-	✓	-	✓	-	-	-	-	-	-	-	✓
CO4	-	✓	-	✓	-	-	-	✓	-	✓	-	✓
CO5	-	✓	-	-	-	-	-	✓	-	✓	-	✓

SYLLABUS

	CONTENT
Unit-I	(12 Hours) Investment -meaning-Investment vs. Speculation and Gambling-Importance of investment Factors favourable -Investment Media-Investment Process. Investment Alternative: Bond,Preference and equity Shares.Alternative Forms of investment.
Unit-II	(12 Hours) Risk: Systematic and unsystematic- Methods of Returns (Theory Only).Security Valuation: Approaches to investment-Basic Valuation Models (Theory Only)
Unit-III	(12 Hours) Fundamental Analysis- : Economic Analysis – Industry Analysis - Company Analysis.Technical Analysis : Dow Theory - Elliott Wave Theory - Odd-lot Theory- Breadth of Market- Relative Strength- Trading Volume-Moving Average Analysis.Efficient Market Theory: Efficient Market Hypothesis- Empirical Analysis-The Random Walk Model.
Unit-IV	(12 Hours) Portfolio Analysis- traditional Vs Modern Portfolio-Modern Portfolio Theory-Investors attitude towards risk and Return- Rationale for diversification of investments-Capital Market Line.Portfolio Selection and International Diversification : Importance of Beta-Capital Market Theory- Security Market Line.
Unit-V	(12 Hours) Techniques of Portfolio Revision: Formula Plan-constant Rupee Value Plan-Constant Ratio Plan-Variable Ratio Plan. Performance measurement of Managed portfolios: Structure of Mutual Fund-Net Asset Value-SEBI & Mutual Fund Regulation. Diversification of funds and International Scenario : Internal Diversification-Factors affecting and Dilemma of the Indian Investors- Investment Opportunities in the Indian Scenario.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Preeti Singh	Investment Management	Himalaya Publishing House,Mumbai
2	Bhalla and Tuteja	Investment Management	S.Chand and Sons Publisher, New Delhi

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	V.A.Avadhani	Investment Management	Himalaya Publication House, Mumbai
2	Punithavathy Pandian	Security Analysis and Portfolio Management”	Vikas Publishing House Pvt Ltd,New Delhi

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCCT17	Core 17 : Direct Taxes	Batch	2018-2020
			Semester	IV
Hrs/Week	5 Hrs		Credits	5

COURSE OBJECTIVES

- To make the students understand recent amendments in Income Tax.
- To make them know how to compute taxable income.
- To Calculate the income from House Property , Business and Profession.
- To Learn about the concept of Capital Gain.
- To provide adequate knowledge on tax filing.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Examine the basic concepts of Tax and assess the residentail status.
CO2	Computation of the taxable portions of Salaries.
CO3	Calculation of House Property ,Business or Profession.
CO4	Examine the capital gains and income from other sources
CO5	Apply and Practice the computation of Total income and E-Filing.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	✓	✓
CO2	-	✓	-	-	-	-	-	-	-	-	✓	✓
CO3	-	✓	-	-	-	-	-	✓	-	✓	✓	✓
CO4	-	✓	-	-	-	-	-	-	-	-	✓	✓
CO5	-	✓	-	-	-	-	-	-	-	-	✓	✓

SYLLABUS

	CONTENT
Unit-I	(10 Hours) Income Tax Act – Definition of Income – Assessment year – Previous year – Assessee-Residential Status of an individual – Scope of Total Income – Charge of Tax – Exempted Income..
Unit-II	(15 Hours) Heads of Income: Income from Salaries – Provident fund – Allowances - Perquisites- Profit in lieu of Salary- Leave encashment – Gratuity – Pension – Leave Travel Concession - Deductions – Taxable Salary.
Unit-III	(11 Hours) Income from House Property – Let out house property – Self occupied house property – Deductions – Taxable House property income – Profit and Gains of Business or Profession.
Unit-IV	(12 Hours) Capital Gains – Long Term Capital Gain – Short Term Capital Gain – Income from other sources: Gifts – Deductions from Gross Total Income.
Unit-V	(12 Hours) Set off and Carry forward of losses – Computation of Tax liability – Assessment of Individuals – Income Tax Authorities – Powers and duties – Filing of Income Tax - e-filing – Procedures of e-filing.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Gaur and Narang	Income Tax Law and Practice	Kalyani Publishers, New Delhi.
2	Dr. H.C. Mehrotra	Income Tax Law and Practice	Sahithya Bhavan Publishers

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	T.S.Reddy and Dr.A.Murthy.	Income Tax Law and Practice	Margham Publications
2	N. Hariharan	Income Tax Law and Practice	Tata McGraw Hill, Chennai

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCCT18	Core 18 : Java Programming and HTML	Batch	2018-2020
Hrs/Week	4 Hrs		Semester	IV
			Credits	3

COURSE OBJECTIVES

To make the students to know clearly about

- Object based and oriented programming, history, feature and structure of java programming.
- Classes and object, java tokens and data types.
- Array, strings, inheritance and difference between overriding and over loading methods.
- Static and dynamic web pages history and structure of html document.
- Images in html.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understanding of the principles and practice of object oriented analysis and design in the construction of robust, maintainable programs which satisfy their requirements.
CO2	Ability to implement, compile, test and run Java programs comprising more than one class, to address a particular software problem.
CO3	Demonstrate the principles of object oriented programming.
CO4	Analyze a web project and identify its elements and attributes in comparison to traditional projects.
CO5	Understand, analyze and create web pages using HTML.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO2	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO3	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO5	-	✓	✓	-	✓	-	✓	-	-	-	-	-

SYLLABUS

	CONTENT
Unit-I	(10 Hours) Evolution of programming languages – Structured and Procedure oriented programming – Object based and Object oriented programming – History of Java – Feature of Java – How Java differs from C and C++ - JDK – JRE – API – JVM – Structure of a simple Java program.
Unit-II	(10 Hours) Classes and Object – Structure of a class – Defining a field, methods – Creating objects – Accessing class members – Java Tokens: Character set, Keywords, Identifiers, Literals, Operators, Separators – Datatypes and Type casting – Operators in Java – Constants and Variables: Local variables, Instance variable, class variables.
Unit-III	(10 Hours) Array: One dimensional, Two dimensional – Creation, Declaration, Initialization in Array – Strings in Java – String methods – Inheritance: Single, Multiple, Multi-level, Hierarchical, Hybrid – Difference between Over ridding and Over Loading a methods.
Unit-IV	(10 Hours) Introduction to Mark-up languages – Web pages: Static and Dynamic web pages – HTML: History – Structure of HTML document – Head, Title and Body section – Is HTML Compiled or interpreted ? – Basic formatting tag in HTML – Special tags.
Unit-V	(10 Hours) Images in HTML – Image formats supported in HTML - and its attributes – Image as Hyperlinks – Different types of links.Anchor tag: Linking text and images – Attributes – List : Ordered and un ordered list – Tables.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	E.Balagurusamy	Programming with JAVA- A Primer	TMH Publications,New Delhi
2	C.Xavier	World wide web DesignWith HTML	TMH Publication,New Delhi,

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Patrick Naughton	Java HandBook	Tata McGraw Hill, Chennai
2	C.Xavier	Programming With JAVA 2	SciTech Publications

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies,Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCCV19	Core 19 : Project Work and Viva Voce	Batch	2018-2020
			Semester	IV
Hrs/Week	8 Hrs		Credits	8

COURSE OBJECTIVES :

- To apply conceptual knowledge in practical situations.
- To resolve the specific business problems from different angles.
- To give meaningful suggestions for improving either the quality or the business or the performance.

GUIDELINES FOR PROJECT WORK

1. Project work carries 200 marks with 8 credits.
2. Internal Assessment : 160 marks (Review & Content Presentation (3 Reviews 3 *40=120), Record 40 marks and External Assessment : 40 Marks .(Report 10 ,Power Point Presentation 10 and Viva-Voce 20)
3. For awarding a pass, a candidate should have obtained 50 % of the total 200 marks. The evaluation would be done jointly by both the examiners (Internal and External) . Students who fail in the project work and viva-voce examination or who are absent for the project viva voce or who fail to submit the project report before the due date will have to re-submit the project work and appear for the Viva-Voce examination during the subsequent year.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCET2A	Elective 2 : Global Strategic Management	Batch	2018-2020
Hrs/Week	4 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

- Various processes involved in global strategic management.
- Various techniques used in global environmental analysis.
- Strategic options available at various levels and their evaluation.
- Strategic issues and alternatives in global markets, multicountry and global strategies, and outsourcing strategies.
- Various methods of strategy evaluation.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understand the basic concepts and principles of strategic management
CO2	Have a thorough knowledge on Environmental Analysis.
CO3	Knowledge on various Theories in strategic choice.
CO4	Apply strategic approaches to managing a business successfully in a global context
CO5	Ability to integrate knowledge regarding the Recent case laws.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	✓	✓	-	-	-	-	-	✓
CO2	-	✓	-	-	✓	✓	-	-	-	-	-	✓
CO3	-	✓	-	-	✓	✓	-	-	-	-	-	✓
CO4	-	✓	-	-	✓	✓	-	-	-	-	-	✓
CO5	-	✓	-	-	✓	✓	-	-	-	-	-	✓

SYLLABUS

	Content
Unit-I	(12 Hours) Introduction: Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors and Top Management; Strategic Intent; Concept of Strategic Fit, Leverage and Stretch; Global Strategy and Global Strategic Management; Strategic flexibility and learning organization.
Unit-II	(12 Hours) Environmental Analysis: Analysis of Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT (TOWS) Matrix; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis, Analysis of Internal Environment.
Unit-III	(12 Hours) Strategic Choice: Strategic options at Corporate Level – Growth, Stability and Retrenchment Strategies; Corporate Restructuring Strategic options at Business Level- Michael Porters' Competitive Strategies and Cooperative Strategies; Evaluation of Strategic Alternatives – Product Portfolio Models (BCG matrix, GE Matrix, etc.)
Unit-IV	(12 Hours) Strategic Issues and Alternatives in Globally Competitive Markets: Reasons and process of firms internationalization; International entry options; Multi-country and global strategies; Outsourcing strategies- KPO, LPO & BPO.
Unit-V	(12 Hours) Strategy Evaluation : Operations Control and strategic Control-symptoms of malfunctioning of Strategy -Use of Balanced Score card for Strategy Evaluation.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Dirt Morschett & Joachim Zentes	Global Strategic Management	Wiesbaden Publications
2	Kamel Mellahi, Jedrej George	Global Strategic Management	Oxford University

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Davidson W.H	Global Strategic Management	John Wiley
2	Thompson, Arthur A. and A. J. Strickland	Strategic Management	McGraw Hill, New York

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCET2B	Elective 2: Marketing of Financial Services	Batch	2018-2020
Hrs/Week	4 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

- Significance, structure, role and functions of financial systems in India.
- Various money markets and capital markets and their functions.
- Venture capital, its advantages, disadvantages, objects and types of credit rating agency.
- Types of mutual fund, their advantages, disadvantages and financial intermediaries.
- Role of RBI & SEBI, in banking laws governing banking and non banking financial corporation.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Awareness on Financial systems and Capital Market.
CO2	Understand the concepts of SEBI and Merchant Banking.
CO3	Acquire a knowledge on Venture capital in Credit rating Agency.
CO4	Outline on the various aspects of Mutual funds, Securitisation and Intermediaries.
CO5	Build a knowledge on the Role of SEBI & RBI.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	✓	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	✓	-	-	✓	-	✓	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	(10 Hours) Overview of Financial systems In India - Significance - Structure, Regulation Role And Functions of Financial Systems – Financial Instruments – Money Market : Importance – Call Money Market ,Treasury Bill Market – Short Term Loan Market - Capital Market: Meaning ,Characteristics, Functions – Corporate Securities.
Unit-II	(10 Hours) Merchant Banking - Origin - - Registration of Merchant Banker - Scope of Merchant Banking - Functions - Code of Conduct for Merchant Banking – SEBI Guidelines - Factors Determining Merchant Banking.
Unit-III	(10 Hours) Venture Capital – Dimensions - Advantages and Disadvantages - Venture Capital Companies – Credit Rating Agency : Definition, Objectives, Types : CRISIL, ICRA and CARE – Process of Credit Rating Agency.
Unit-IV	(10 Hours) Mutual Funds: Objectives - Advantages and Disadvantages - Types of Mutual Fund – Securitization : Objectives - Functions – Financial Intermediaries : Underwriters, Jobbers, Brokers.
Unit-V	(10 Hours) Regulatory and Legal framework of Government in Banking - Role of RBI – Functions of Stock Exchange - Listing and formalities in Stock Exchange – Laws governing SEBI -- Role of SEBI – Laws governing Non Banking Financial Corporations – Laws pertaining anti-money laundering.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	Frederice S.Misthkin	Financial Markets & Institution	Pearson Education, Chennai
2	S. Gurusamy	Financial Services	Tata Mcgraw Hill Publication, New Delhi

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	Thummuluri Siddaiah	Financial Services	Pearson Education,Chennai.
2	Sandeep Goel	Financial Services	PHI Learning Pvt Ltd

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4CCET2C	Elective 2 : Export And Import Procedures	Batch	2018-2020
Hrs/Week	4 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

- Meaning,object,scope,need and importance of export trade and problems faced by exporters.
- Features and functions of export marketing.
- Steps involved in exporting the goods.
- Procedures involved in starting an import business and import trade law in india
- Retirement of import documents,making payment,customs clearance and imports,under special schemes.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understanding the export managment concepts in International Trade.
CO2	Awareness of Export marketing Functions.
CO3	Identification of Procedures in Export.
CO4	Interpret the various import trade laws in India.
CO5	Acquire thorough knowledge on import documents and sepcial schemes.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO2	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO3	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO5	-	✓	✓	-	✓	-	✓	-	-	-	-	-

SYLLABUS

	Content
Unit-I	(10 Hours) Introduction to Export Management: Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.
Unit-II	(10 Hours) Features and Functions of Export Marketing – Sources of Market Information – Product Planning – Quality Control – Export pricing – Export Marketing Channels – Strategy formulation.s Model of Industry Analysis; Strategic Group Analysis, Analysis of Internal Environment.
Unit-III	(10 Hours) Steps involved in Export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents – Regulatory documents – ISO Certificate.
Unit-IV	(10 Hours) Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.
Unit-V	(10 Hours) Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

TEXT BOOKS

Recent editions of the following books only are recommended

S.NO	Author Name	Title of the Book	Publisher
1	T.A.S. Subramanian Balagopal	Export Marketing	Himalaya Publication House, Mumbai
2	Francis Cherunilam	International Trade & Export Management	Himalaya Publication House, Mumbai

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher
1	P. Veera Reddy	Import Made Easy	Commercial Law Publication, New Delhi
2	I.M. Mahajan	Export Policy Procedure & Documentation	Snow White Publication, Mumbai

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	18P4SBST04	Skill Based Subject 4: Communication Skills II	Batch	2018-2020
Hrs/Week	2 Hrs		Semester	IV
			Credits	2

COURSE OBJECTIVES

- To encourage students' analytical and creative skills in order that they will be prepared to address a wide variety of challenges in their professional life.
- To enhance the opportunities of the students to excel in their corporate environment or business negotiations in the global business scenario.

COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	Adopt the use of the spoken words in Interpersonal Communication, small group interaction and public speaking.
CO2	Adopt the use of the written word for informational, persuasive and creative purpose.
CO3	Enhance and develop confidence, skills related to the creative writing such as film and video.
CO4	Understand various styles in Technical Communication and to apply techniques in writing and speaking.
CO5	Identify the types of listening during conversation.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	-	-	-	✓	-	-	-	-	-	-
CO5	✓	-	-	-	-	✓	-	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	<p style="text-align: right;">(10 Hours)</p> <p>Introduction to Modern Communication Media 1.Technology based Communication tools Telephone &Voice mail Facsimile Machines,Computers Internet,Instant Messaging,E-mails</p>
Unit-II	<p style="text-align: right;">(10 Hours)</p> <p>Oral Communication 1.Public Speaking &Oral presentation Preparatory Steps Structuring the Contents Modes of Delivery Time Management Handling Questions 2.Meetings Purpose Procedure Chairmanship Participation Physical Arrangements</p>
Unit-III	<p style="text-align: right;">(10 Hours)</p> <p>Written Communication 1.Business and Technical reports Definition Preparatory steps Types Structure 2.Paragraph Development Central Components of a Paragraph Topic Sentence Coherence Techniques for Paragraph Development</p>

TEXT BOOKS

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Krishna Mohan	Developing Communication Skills	(Macmillan)

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi
3	Joyce Pereire	Technical English –II	Vijay Nicole Imprints Pvt.Ltd.

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google classroom.

சுற்றுலா வளர்ச்சி

Subject Code: 2018ECC001

No. of Credits: 2

அலகு I

1. சுற்றுலா - ஒரு விளக்கம்
2. உலக நாடுகளில் சுற்றுலா வளர்ச்சி
3. பாரதத்தில் சுற்றுலா வளர்ச்சி

அலகு II

1. தமிழ்நாட்டில் சுற்றுலா வளர்ச்சி
2. பன்னாட்டு பலவகைப் பயணிகள்
3. சுற்றுலாவின் சமூக பொருளாதார விளைவுகள்

அலகு III

1. சுற்றுலாப் பயணிகள் பற்றிய புள்ளி விவரங்கள்
2. சுற்றுலாவைத் திட்டமிடுதலும் மேம்படுத்தலும்
3. சுற்றுலா விடுதிகள்

அலகு IV

1. சுற்றுலாப் பயணிகளின் பல்வேறு போக்குவரத்துகள்
2. சுற்றுலாக் கழகங்கள்
3. சுற்றுலாப் பயண முகவர்கள்

அலகு V

1. சுற்றுலாவின் வணிகச் சந்தைகள்
2. சுற்றுலாவின் வழிகாட்டிகள்
3. தமிழ் இலக்கியத்தில் பயணநூல்கள்

பாடநூல் : சுற்றுலா வளர்ச்சி

ஆசிரியர் - வெ. கிருட்டிணசாமி

மணிவாசகர் பதிப்பகம்

சென்னை,

இதழியல் கலை

Subject Code: 2018ECC002

No. of Credits: 2

அலகு I இதழியல் - இயல்பும் பரப்பும்

1. இதழியல் விளக்கம்.
2. இதழ்களின் பணிகள், கடமைகள், பொறுப்புகள்.
3. இதழ்கள் வகைகளும் இயல்புகளும்.
4. மக்களாட்சியில் இதழியல்.
5. இதழ்களின் சுதந்திரம்.
6. இதழியல் நடத்தையறக் கட்டளைகள்.
7. இதழியல் தொழில் வாய்ப்புகள்.

அலகு II இதழியல் தோற்றமும் வளர்ச்சியும்

1. இதழியல் வளர்ச்சி
2. தமிழகத்தில் இதழியல் வளர்ச்சி
3. பத்திரிக்கைச் சட்டங்கள்
4. பத்திரிக்கை மன்றம்

அலகு III இதழ்களின் அமைப்பு முறை

1. இதழ்கள் தொடங்குவதற்கான வழிமுறைகள்
2. செய்தித்தாள் நிர்வாக அமைப்பு

அலகு IV செய்திகள், சேகரித்தல், எழுதுதல்

1. செய்தியாளர்
2. செய்தி
3. செய்தியின் உள்ளடக்கங்கள்
4. செய்தி திரட்டுதல்
5. செய்தி நிறுவனங்கள்
6. பேட்டி
7. குற்றச் செய்திகள்
8. பல்வேறு வகையான செய்திகள்
9. செய்திகளும் சிறப்புத்தனி இயல்புகளும்
10. படங்களும் இதழ்களும்

அலகு V செப்பனிடுதல் (பதிப்பித்தல்)

1. செய்திகளைச் செப்பனிடுதல் - நுட்பங்கள்
2. ஆசிரியர்
3. செய்தி ஆசிரியர்
4. துணை ஆசிரியர்
5. செய்தியின் கட்டமைப்பு
6. பக்க வடிவமைப்பு
7. அச்சுப்படி திருத்துதல்
8. இதழியல் கலைச் சொற்கள்

பாடநூல் : இதழியல் கலை

ஆசிரியர் : டாக்டர் மா.பா. குருசாமி

ஸ்ரீ சக்தி ஃபைன் ஆர்ட்ஸ்

சிவகாசி

நாட்டுப்புறவியல்

Subject Code: 2018ECC003

No. of Credits: 2

அலகு I

நாட்டுப்புற இயல் என்றால் என்ன?

நாட்டுப்புற இயலின் வரலாறு

நாட்டுப்புற அயல் கல்வி - ஒரு விளக்கம்

அலகு II

நாட்டுப்புற ஆடல்கள்

நாட்டுப்புற கூத்துகள்

நாட்டுப்புற கைவினைக் கலைகள்

அலகு III

நாட்டுப்புற விளையாடல்கள்

நாட்டுப்புற மருத்துவம்

நாட்டுப்புற நம்பிக்கைகள்

அலகு IV

நாட்டுப்புற வழிபாடுகள்

நாட்டுப்புறக் கதைகள்

நாட்டுப்புறப் பாடல்கள்

கதைப்பாடல்கள்

அலகு V

விடுகதைகள்

பழமொழிகள்

புராணங்கள்

பாடநூல் : நாட்டுப்புறவியல்

ஆசிரியர் : சு. கண்முக சுந்தரம்

காவ்யா பதிப்பகம்,

கணிப்பொறியில் தமிழ்

Subject Code: 2018ECC004

No. of Credits: 2

அலகு I

கணிப்பொறியில் தமிழ்
விசைப்பலகை அமைப்பு முறைகள்
எழுத்துருவின் வகைகள்

அலகு II

தமிழ் எழுத்துருக்கள்
எழுத்துரு / விசைப்பலகை இயக்கியை நிறுவுதல்

அலகு III

தமிழில் தட்டச்சு செய்யும் முறை
சிக்கல்களும் தீர்வுகளும்

அலகு IV

இணையத்தில் தமிழ்
தமிழ் இணையப் பல்கலைக்கழகம்
மின்னஞ்சல்

அலகு V

யூனிகோடு
விண்டோஸ் எக்ஸ்பீயில் தமிழ்
தமிழ் இணையதளங்கள்

ஆசிரியர் : த. பிரகாஷ்

பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2018ECC005

No. of Credits: 2

அலகு I

1. தமிழக வரலாற்றுக்கான அடிப்படை ஆதாரங்கள்
2. தமிழகத்தின் இயற்கை அமைப்புகள்.
3. வரலாற்றுக் காலத்துக்கு முந்திய தமிழகம்.
4. சிந்து வெளி அகழ்வாராய்ச்சி.

அலகு II

1. பண்டைய தமிழரின் அயல்நாட்டு தொடர்புகள்
2. தமிழ் வளர்த்த சங்கம்
3. சங்க இலக்கியம்
4. பண்டைய தமிழரின் வாழ்க்கை

அலகு III

1. களப்பிரர்கள்
2. பல்லவர்கள்
3. தமிழகத்தில் நான்காம் நூற்றாண்டு முதல் ஒன்பதாம் நூற்றாண்டு வரையில் சமூக நிலை.

அலகு IV

1. சோழப் பேரரசின் தோற்றம்.
2. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும்.
3. சோழர் காலத்தில் தமிழரின் சமுதாயம்.
4. பாண்டியரின் ஏற்றமும் வீழ்ச்சியும்.

அலகு V

1. மதுரை நாயக்கர்கள்.
2. தமிழகத்தில் 13 முதல் 18 ஆம் நூற்றாண்டு வரை சமூகநிலை
3. ஐரோப்பியரின் வரவு.
4. 19 ஆம் நூற்றாண்டின் அரசியலும் தமிழகத்தின் சமூக நிலையும்.
5. 20 ஆம் நூற்றாண்டில் தமிழகம் மேற்கோள் நூல்கள்.

பாடநூல் : தமிழக வரலாறும் மக்கள் பண்பாடும்

ஆசிரியர் - கே. கே. பிள்ளை.

உலகத் தமிழாராய்ச்சி நிறுவனம்.

தமிழ் இலக்கிய வரலாறு

Subject Code: 2018ECC006

No. of Credits: 2

அலகு I

1. காலப்போக்கில் கன்னித்தமிழ் ஒரு கண்ணோட்டம்
2. தமிழ்ச்சங்கம்
3. அகத்தியர்
4. தொல்காப்பியர்
5. சங்க இலக்கியம்
6. பதினெண் கீழ்கணக்கு

அலகு II

1. இரட்டைக் காப்பியங்கள்
2. நாயன்மார்கள்
3. ஆழ்வார்கள்
4. சமயமும் தமிழும் (பௌத்தம், சமணம், சைவம், வைணவம்)
5. கன்னித் தமிழ் காப்பிய வளர்ச்சி
6. புராணங்களும் பிறவும்.

அலகு III

1. சிற்றிலக்கியங்கள்.
2. பதினெண் சித்தர்கள்.
3. உரையாசிரியர்கள்.
4. பிற்காலப் புலவர்கள்.
5. கிருத்துவமும் தமிழும்.
6. இஸ்லாமியமும் இந்தமிழும்.

அலகு IV

1. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும்.
2. கவிஞர் பெருமக்கள்.
3. புதக்கவிதை.
4. உரைநடை இலக்கியம், சிறுகதை இலக்கியம்.

அலகு V

1. தமிழ் நாவல் இலக்கியம்.
2. தாளிகைகள்.
3. இசைத்தமிழ் வரலாறு.
4. நாடகத் தமிழ் வரலாறு
5. 20 ஆம் நூற்றாண்டில் இந்தமிழ் வளர்ச்சி.
6. பிற நாடுகளில் பைந்தமிழ்

பாடநூல் : தமிழ் இலக்கிய வரலாறு

ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்

முல்லைநிலையம்,

சென்னை

NEW MEDIA

Subject Code: 2018ECC007

No. of Credits: 2

Objectives :

To enable the students to understand the new age media sources.

UNIT I:

Spread of Internet; Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

UNIT II:

Online journalism; Earlier websites of newspapers, E-books and E-publishing Status of online journalism today.

UNIT III:

Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates.

UNIT IV:

Open source journalism: Responding to the audience, Annotative reporting; Citizen Journalists, Problem of verification, accuracy and fairness.

UNIT V:

Use of blogs, tweets, etc. for story generation and development; Protecting copyright, Exploring Cyberspace: Individual Blog; Group weblog

TEXT BOOKS:

Recent editions of the following books only are recommended

- 1.Jagdish Chakravarthy, Net, Media and the Mass Communication,Authors press, New Delhi.
2. Gopal Bhargava ,Mass Media and Information Revolution,Isha Books, New Delhi ,.

REFERENCE BOOKS:

1. Nath, Shyam ,Assessing the State of Web Journalism ,Authors Press, New Delhi.
2. Narayana Menon, The Communication Revolution.National Book Trust .

PROOF READING AND COPY EDITING

Subject Code: 2018ECC008

No. of Credits: 2

Objectives:

To enable the students to proofread and edit texts.

UNIT I:

Introduction to Proofreading and Copyediting, The use of style sheets and style guides in Proofreading and copyediting, finding the appropriate style guides, how to create and use a style sheet.

UNIT II:

Proofreaders' marks and how they are used to copyedit and proofread, your job as a proofreader.

UNIT III:

How to proofread, Proofreading practice.

UNIT IV:

The job of copyediting, how to copyediting, copyediting practice.

UNIT V:

How to copyedit or proofread one's own Work, copyediting or proofreading as a career.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. [Laura Anderson](#) ,Proofreading Handbook ,McGraw-Hill .
2. [Elsie Myers Stainton](#), The Fine Art of Copyediting ,[Columbia University Press](#).

REFERENCE BOOKS:

1. [Suzanne Gilad](#) ,Copyediting and Proofreading For Dummies .
2. [Peter Ginna](#) ,What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) ,University of Chicago Press.

PERSONALITY DEVELOPMENT

Subject Code: 2018ECC009

No. of Credits: 2

Objectives :

To make students groom their personality and prove themselves as good Samaritans of the society

UNIT I:

Introduction to Personality Development ; The concept of personality, Theories of Freud & Erickson, Significance of personality development; The concept of success and failure: What is success-Hurdles, What is failure- Causes of failure.

UNIT II:

Attitude & Motivation, Factors affecting attitudes-Positive attitude, Advantages, Negative attitude- Disadvantages - Concept of motivation - Significance – Internal and external motives -Importance of self- motivation-Factors leading to de-motivation

UNIT III:

Term self-esteem, Symptoms, Advantages - Do's and Don'ts to develop positive self-esteem, Low self-esteem, Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships.

UNIT IV:

Other Aspects of Personality Development, Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.

UNIT V:

Employability Quotient , Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical), Interview, Psychometric Analysis, Mock Interview Sessions.

TEXT BOOKS:

Recent editions of the following books only are recommended

1.E.B. Hurlock ,Personality Development ,Tata McGraw Hill, New Delhi.

2. [Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall.](#)

REFERENCE BOOKS:

1. Sudhir Andrews , How to Succeed at Interviews, New Delhi.Tata McGraw-Hill.

2. Heller, Robert., Effective leadership, Essential Manager series. Dk Publishing.

TECHNICAL WRITING

Subject Code: 2018ECC010

No. of Credits: 2

Objectives :

To enable the students to practice professional writing.

UNIT I:

Technical Writing Basics, Technical Communication: Definition & Purpose.

UNIT II:

Characteristics of Technical Communication, Audience, Centered Communication.

UNIT III:

Legal and Ethical Communication: Description & Importance, Implicit and Explicit Rules of Communication: Definitions & Examples.

UNIT IV:

Types of Technical Documents.

UNIT V:

The Technical Writing Process: Prewriting, Writing & Rewriting, Spread of Internet; Salient features and advantage over traditional media.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Kieran Morgan , Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures , Better on paper publications.
2. Thomas Arthur Rickard ,A Guide to Technical Writing ,Bibliolife.

REFERENCE BOOKS:

1. [Gerald J. Alred](#), [Charles T. Brusaw & Walter E. Oliu](#) , Handbook of Technical Writing ,Bedford/St. Martin's.
2. [Mike Markel](#), Technical Communication, Palgrave MacMillan.

AN INTRODUCTION TO PSYCHOLOGY

Subject Code: 2018ECC011

No. of Credits: 2

Objectives :

To enable the students to articulate how psychological research adheres to ethical and scientific principles, and communicate the difference between personal views and scientific evidence in understanding behavior.

UNIT I:

Introducing Psychology, Psychological Science, Brain, Body and Behavior.

UNIT II:

Sensing and Perceiving Remembering and Judging, Intelligence and Language.

UNIT III:

States of Consciousness, Growing and Developing, Learning.

UNIT IV:

Emotions and Motivation, Personality

UNIT V:

Defining Psychological Disorders, Treating Psychological Disorders, Psychology in Our Social Lives.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. David Myer , David Myer's Psychology , Worth Publishers .
2. Daniel Kahneman, Thinking Fast and Slow , Farrar , Straus and Giroux.

REFERENCE BOOKS:

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall.
2. [Robert Feldman, Understanding psychology, McGraw Hill Educatio.](#)
3. [Thomas E. Ludwig , Psychsims , WortSh Publishers.](#)

ASTRONOMY

Subject Code: 2018ECC012

No. of Credits: 2

Objectives:

On successful completion of this course the students should gain knowledge about Astronomy.

UNIT I:

General description of the Solar system. Comets and meteorites – Spherical trigonometry.

UNIT II:

Celestial sphere – Celestial co – ordinates – Diurnal motion – Variation in length of the day.

UNIT III:

Dip – Twilight – Geocentric parallex.

UNIT IV:

Refraction – Tangent formula – Cassinis formula.

UNIT V:

Kepler's laws – Relation between true eccentric and mean anamolies.

Text Book

Recent editions of the following books only are recommended

“ASTRONOMY” by S.Kumaravelu and Susheela Kumaravelu.

FUZZY MATHEMATICS

Subject Code: 2018ECC013

No. of Credits: 2

Objective:

- To know the basic concepts of fuzzy sets and its characteristics.
- To understand the concept of various operations on fuzzy sets.
- To learn the concept of fuzzy relations and its applications.

UNIT I:

From classical sets to Fuzzy sets: Introduction-Crisp Sets: An overview-Fuzzy set: Basic types-Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift.

UNIT II:

Fuzzy sets versus crisp sets: Additional properties of α -Cuts- Representations of fuzzy sets-Extension Principle of Fuzzy sets.

UNIT III:

Operations on fuzzy sets: Types of Operations-Fuzzy complements-Fuzzy Intersections: t-Norms-Fuzzy unions: t-conorms

UNIT IV:

Fuzzy Arithmetic: Fuzzy Numbers-Linguistic Variables-Arithmetic Operations on intervals

UNIT V:

Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylindric Extensions-Binary Fuzzy Relations-Binary relations on a single set-Fuzzy Equivalence Relations-Fuzzy Compatibility Relations.

Text Book:

Recent editions of the following books only are recommended

Fuzzy Sets Uncertainty and Information, George, J.Klir and Tina A, Folger, Printice Hall of India Pvt Ltd, New Delh, 2006

UNIT I: Page no: 1-30

UNIT II: Page no: 35-48

UNIT III: Page no: 50-96

UNIT IV: Page no: 97-102

UNIT V: Page no: 119-135

Reference Book:

1. Fuzzy Logic Intelligence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delh.
2. Fuzzy logic and Neural Networks, M.Amirthavalli, Scitech Publications Pvt Ltd, Chennai and Hyderabad.
3. Fuzzy Logic with Engineering Applications, Timothy J, Ross, McGraw-Hill INC, New York.

OPERATION RESEARCH

Subject Code: 2018ECC014

No. of Credit :2

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:

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Graphical method only.

UNIT II:

Transportation (Non- degenerate only) - Assignment problems - Problems.

UNIT III:

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT IV:

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

UNIT V:

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - problems . Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

Text Book:

Recent editions of the following books only are recommended

Prof. V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan: Resource Management Techniques (Operations Research) A.R.Publications- 2002

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.
2. P.R. Vittal and V.Malini : Operations Research, Margham Publications.
- 3.P.K.Gupta.,ManMohan: Problems in Operations Research,Sultan Chand &sons.
- 4.V.K.Kapoor: Operations research, Sultan Chand&sons.

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2018ECC015

No. of Credits: 2

OBJECTIVES

- To understand the fundamental concepts of Set Theory and Linear Equations.
- To solve the problems in Mathematics of Finance, sequence and series.
- To acquire the knowledge of correlation, regression and problem solving.

UNIT I:

Sets, Functions and Relations -Equations Linear equations–Homogeneous linear equations .

UNIT II:

Sequence and Series–Arithmetic progression-Geometric progression; Mathematics of Finance: Simple interest-Compound interest.

UNIT III:

Limits — Basic concepts of Differentiation - Integration

UNIT IV:

Measures of Central Tendency and Dispersion, Arithmetic Mean, Median – Mode, Geometric Mean and Harmonic Mean, Standard deviation, Quartile deviation

UNIT V:

Correlation and Regression.

Text Book:

Recent editions of the following books only are recommended

1. Discrete Mathematics, B.S. Vatssa, Wishwa Prakashan Private Limited.
2. Business Mathematics and Statistics, P.A. Navanitham, Jai Publisher.

Reference Book:

- 1 .Dr.M.K.Venketaramen,Dr.N.Sridharan,N.Chandarasekaran: DiscreteMathematics
The National publishing Company.
- 2.P.R.Vittal :Business Mathematics and Statistics, Margham Publications.
3. Sanchetti, D.C and Kapoor, V.K: Business Mathematics, Sultan chand Co & Ltd.

Unit I : Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)

Unit II : Chapter 1 and 2 (Text Book 2, Part 1)

Unit III : Chapter 5, 6 and 8 (Text Book 2, Part 1)

Unit IV : Chapter 7 (Text Book 2, Part 2)

Unit V : Chapter 12 and 13 (Text Book 2, Part 2)

Chapter 3 , Section 3.1-3.4 and Chapter 6, Section 6.1-6.3 (Text Book 3)

MULTIMEDIA AND ITS APPLICATIONS

Subject Code: 2018ECC016

No.of Credits: 2

Objectives:

- To enable the students learn the overview of Multimedia systems.
- To provide knowledge about the Basic concepts of Sound and Image Processing.
- To enhance the knowledge about the Multimedia Applications.

UNIT I:

Media and Data Streams : Medium – Main Properties of a Multimedia Systems –
Multimedia – Traditional Data Streams Characteristics – Data Streams characteristics for
continuous media.

UNIT II:

Sound / Audio: Basics sound Concepts – Music – Speech . Video and Animation : Basics
concepts – Television – Computer Based Animations.

UNIT III:

Images and Graphics : Basics concepts – Computer Image Processing – Data
Compression : Storage space – coding requirement – source entropy and hybrid coding –
some basic compression techniques – JPEG – MPEG – DVI.

UNIT VI:

Multimedia Communication system : Application subsystem – Transport subsystem –
quality of services and resource management.

UNIT V:

Multimedia Applications : Introduction – Media Preparation – Media Composition –
Media Integration – Media Communication – Media Entertainment.

Reference Books:

Recent editions of the following books only are recommended

1. Ralf Steinmetz and Klara Nahrstedt , Multimedia : Computing , Communication &
Applications. ,Pearson Education.

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2018ECC017

No. of Credits: 2

Objectives:

- To familiarise the students with Business Information through Computers.
- To enable the students aware of utilization of business information for decision making.
- To bestow knowledge about Database Management System

UNIT I:

Management information system: meaning – features – requisites of effective MIS – MIS Model – components – subsystems of an MIS – role and importance – corporate planning for MIS – growth of MIS in an organization – centralization vs decentralization of MIS - Support – Limitations of MIS.

UNIT II:

System concepts – elements of system – characteristics of a system – types of system – categories of information system – system development life cycle – system enhancement.

UNIT III:

Information systems in business and management: Transaction processing system: Information repeating and executive information system.

UNIT IV:

Database management systems – conceptual presentation – client server architectures networks.

UNIT V:

Functional management information system: Financial – accounting – marketing – production – Human resource – business process outsourcing.

Text Books:

Recent editions of the following books only are recommended

1. Gordon B.Davis and Margrethe H.Olson: “Management Information System”, Tata McGraw Hill Publication, New Delhi.
2. Aman Jindal: “Management Information system”, Kalyani Publishers, New Delhi.

Reference Books:

1. Kenneth C. Laudon: “Management Information System”, Pearson Education, New Delhi.
2. Stephen Haag: “Management Information System”, Tata McGraw Hill Publication, New Delhi.

THEORY OF COMPUTATION

Sub Code: 2018ECC018

No. of Credits: 2

Objectives:

- To learn about the basic of theory of computing
- To understand the concept of finite automata and push down automata
- To acquire knowledge in formal language
- To enhance the concept of conversion of deterministic automata to non deterministic automata.

UNIT- I:

Introduction to theory of Computing – Why Study the theory of Computing- What is Computation- Set theory-Alphabets-Strings and Languages-Relations-Functions-Graphs and Trees.

UNIT -II:

Finite Automata: Introduction-Finite state Machines -Deterministics Finite Automata(DFA)-Finite Automata with and without Epsilon Transitions-Language of Deterministic Finite Automata-Acceptability of a String by a Deterministic Finite Automata-Processing of Strings by Deterministic Finite Automata;Non-Deterministic Finite Automata(NFA)- Language of Non- Deterministic Finite Automata-Equivalence between DFA and NFA-Non Deterministic Automata with or without Epsilon Transitions.

UNIT -III:

Formal Language: Introduction-Theory of Formal Language-Kleene and positive Closure-Defining Language-Recursive Definition of Language-Arithmetic Expression-Grammar-Classification of Grammar and Language-Language and their Relation-Operations On Language-Chomsky Hierarchy.

UNIT- IV:

Regular Language: Introduction-Regular Language and Expression-Operations of Regular Expression-Identity Rules-Algebraic Laws for Regular Expression-Finite Automata and Regular Expression- Kleene's Theorem-Problems-Context Free Grammar and Context Free Language: Introduction-Derivation Tree-Parse Tree-Right Most and Left most Derivation -Ambiguity-Problems

UNIT- V:

Push Down Automata: Description and Definition-Language of PDA-Graphical Notation of PDA-Acceptance by Final State and Empty Stack, From Empty Stack to Final State and Vice versa-Deterministic Pushdown Automata and Non deterministic Pushdown Automata-Language-Problems.

Text Books:

Recent editions of the following books only are recommended

1. Theory of Computing-A Gentle Introduction, Efim Kinber, Carl Smith, published by Pearson Education.(UNIT 1)
2. Theory of Automata, Language & Computation, Rajendra Kumar, Tata McGraw Hill Education Private Limited, New Delhi. (UNIT 1to 5)

Reference Book:

A Textbook Automata Theory, S.F.B.Nasir, P.K.Srimani, Published by Cambridge University Press India Pvt, Ltd, New Delhi.

UNIT 1: Chapter 1: Section 1.1, 1.2 (Text Book 1)

Chapter 1: Section 1.1-1.6 (Text Book 2)

UNIT 2: Chapter 2: Section 2.1-2.11

UNIT 3: Chapter 3: Section 3.1-3.10

UNIT 4: Chapter 4: Section 4.1-4.5, 4.6, 4.6.1, 4.6.2

Chapter 6: Section 6.1-6.10

UNIT 5: Chapter 7: Section 7.1-7.10

OOPS WITH JAVA PROGRAMMING

Subject Code: 2018ECC019

No. of Credits: 2

Objectives :

- To Understand fundamentals of object – oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.
- To be able to use the Java SDK environment to create, debug and run simple Java programs.
- To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

UNIT I:

Introduction to Object-Oriented Programming : Fundamentals – Object oriented Paradigm – Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy – Concurrency-Persistence – Inheritance – Polymorphism – Benefits of OOP – Applications of OOP.

UNIT II:

Java Evolution : History – Features – Difference between Java, C, C++ - Java and Internet – Java and WWW – Web Browsers . Overview : Simple Java Program - Structure – Java Tokens- Statements - JVM - Constants – Variables – Data types – Operators and Expressions.

UNIT III:

Decision Making and Branching : if, if...else, nested if, switch – Decision making and looping : while, do, for – Jumps in Loops – Labeled loops – Classes, Objects and Methods. Arrays, Strings and vectors - Interfaces : Multiple Inheritance – Packages : Putting classes together – Multithreaded programming – Thread exceptions – Life cycle of Thread - Thread priority – Synchronization.

UNIT IV:

Managing Errors and Exceptions – Types of Errors – Exceptions – Applet Programming – Applet life cycle – Graphics Programming.

UNIT V:

Managing Input / Output Files in Java: Concepts of Streams – Stream classes – Byte stream classes – Character stream classes - Using streams – I/O classes – File classes - I/O Exceptions – Creation of files – Reading / Writing characters, Byte - Handling Primitive data types – Random Access Files

Text Books:

Recent editions of the following books only are recommended

1. Grady Booch: “Object Oriented Analysis & Design with Applications”, Second Edition, Pearson Education.
2. E.BalaGurusamy: “Programming with Java”, Third edition, Tata McGraw Hill Pvt Ltd.

Reference Books:

1. Patrick Naughton & Hebert Schildt: “The Complete Reference Java 2”, Third edition, Tata McGraw Hill Pvt Ltd.
2. Programming with Java – John R.Hubbard, Second Edition, Tata McGraw

PROGRAMMING IN C

Subject Code: 2018ECC020

No. of Credits: 2

Objectives:

To enable the students

- To know about problem solving techniques and algorithm fundamentals.
- To know about the basics of C Programming and its various computation logics.

UNIT I:

Overview of C - Introduction – Structure of C - Character set - C tokens - Keyword & Identifiers - Constants - Variables - Data types - Declaration of variables - Assigning values to variables - Defining Symbolic Constants - Operators – Arithmetic Expressions: - Evaluation of expression - Type conversion in expression - operator precedence .

UNIT II:

Decision Making and Branching - Decision making with IF statement - simple IF statement - The IF ELSE Statement - Nesting of IF ...ELSE statements - The ELSE IF ladder - The switch statement – The GOTO statement -- Decision Making and Looping - The WHILE statement - The DO statement - The FOR statement – Jumps in Loop.

UNIT III:

Arrays - One Dimensional - Two Dimensional - Multidimensional arrays - Character string Handling - Declaring and initializing string variables - String:Introduction-Standard Functions. Functions: User - defined Functions - Need for user Defined functions - Types of Functions :No Arguments and no return values - Arguments with return values - Recursion.

UNIT IV:

Structure : Structure definition - Giving values to members – Structure initialization - comparison of structure variables - Structures within structures- size of structures.

UNIT V:

Pointers to structures. Pointers – Introduction-Features of Pointers - Declaring and initializing pointers - Accessing a variable through its pointers - pointers and arrays - pointers and character strings

Text Books:

Recent editions of the following books only are recommended

1. E. Balagurusamy: “Programming in ANSI C” , Tata Mc. Graw Hill, 5th Edition (reprint), 2011. (Unit II, Unit III, Unit IV, Unit V)
2. R.G.Drimey: ”How to Solve it by Computer”, Prentice Hall of India, Delhi,2000 (Unit-I)

Reference Books:

1. Byron Gottfried: “Programming with C”(Schaum's Outline Series), Tata Mc.Graw Hill.
2. Ashok. N. Kamathane: “Programming with ANSI and Turbo C”, Pearson Education Asia.
3. Yeswanth Kanethkar: “Let us C” Tata Mc. Graw Hill.

INTERNET OF THINGS

Subject Code: 2018ECC021

No. of Credits: 2

Objectives:

- To get the vision and introduction to IoT .
- To Understand IoT Market perspective, Data and Knowledge Management and use of Devices in IoT Technology.
- To understand state of the art IoT architecture, real world IoT design constraints, industrial automation and commercial building automation in IoT.

UNIT I:

Introduction- Concepts behind the Internet of Things- The IoT Paradigm- Smart Objects- Creative Thinking Techniques – Modifications- Combination Scenarios- Breaking Assumptions- Solving Problems.

UNIT II:

M2M to IoT – A Market Perspective– Introduction, Some Definitions, M2M Value Chains, IoT Value Chains, An emerging industrial structure for IoT, The international driven global value chain and global information monopolies.

UNIT III:

M2M and IoT Technology Fundamentals- Devices and gateways, Local and wide area networking, Data management, Business processes in IoT, Everything as a Service(XaaS), M2M and IoT Analytics, Knowledge Management Introduction, Technical Design constraints-hardware is popular again.

UNIT IV:

Introduction, State of the art, Architecture Reference Model- Introduction, Reference Model and architecture, IoT reference Model IoT Reference Architecture- Introduction, Functional View, Information View, Deployment and Operational View, Other Relevant architectural views. Real-World Design Constraints.

UNIT V:

Service- oriented architecture-based device integration, SOCRADES: realizing the enterprise integrated Web of Things, IMC-AESOP: from the Web of Things to the Cloud of Things, Commercial Building Automation- Introduction, Case study: phase one-commercial building automation today.

Text Book:

Recent editions of the following books only are recommended

1. Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stefan Avesand, Stamatis Karnouskos, David Boyle: “From Machine-to-Machine to the Internet of Things: Introduction to a New Age of Intelligence”, First Edition, Academic Press, 2014.

Reference Books:

1. Vijay Madisetti and Arshdeep Bahga: “Internet of Things (A Hands-on-Approach)”.
2. Francis daCosta: “Rethinking the Internet of Things: A Scalable Approach to Connecting Everything”, First Edition, Apress Publications.
3. Hakima chaouchi, “The Internet Of Things Connecting Objects.

WEB TECHNOLOGY AND ITS APPLICATIONS

Subject Code: 2018ECC022

No. of Credits: 2

Objectives: To enable the students

- To learn about the basic concepts of various networking model and its layers.
- To learn about the concepts of protocol and its architecture.
- To learn about the Java Scripts and XML.

UNIT I:

Networking Protocols and OSI Model: OSI Model, Layer functions. Internetworking concepts, devices, internet basics: why internetworking, problems, virtual network, repeaters, bridges, routers, gateways, history of internet, growth.

UNIT II:

TCP/IP Part I: basics, addressing, IP addressing, logical addresses, concept of IP address, ARP, RARP, BOOTP, DHCP, ICMP. TCP / IP Part II: TCP, UDP – basics, features, relationship, ports and sockets, connections, TCP segment format, UDP, differences.

UNIT III:

DNS, Email, FTP, TFTP – DNS, Email, FTP, TFTP. TCP / IP Part IV : WWW, HTTP, TELNET – history, basics, HTML, common gateway interface, remote login (TELNET).

UNIT IV:

Java Script and AJAX. PHP / MySQL – scripting language, client side vs Server side, Features of PHP, reference, MySQL basics, using MySQL with PHP.ASP.NET: overview of .NET framework, Details, Server controls and web controls, validation controls.

UNIT V:

Java Web Technologies – Java servlets and JSP, Creating and testing, servlet, session management, introduction to JSP, JSP and JDBC, EJB, architecture, overview, types of EJB, session beans. Web Security: principles, cryptography, plain text and cipher text, digital certificates, signatures, secure socket layer. XML – what is XML? XML versus HTML, EDI, Terminology, Document-Type Declaration, Element-Type declarations.

Text Book:

Recent editions of the following books only are recommended

1. Achyut Godbole and Atul Kahate : "Web Technologies – TCP / IP, Web / Java Programming and Cloud Computing", McGraw Hill Education India Private Limited.

Reference Books:

1. Behrouz A. Forouzan : "TCP / IP – Protocol Suite", McGraw Higher Education.
2. Paul Deitel, Harvey Dietel and Abbey Dietel: "Internet & World Wide Web – How to Program", Tata McGraw Hill.

NETWORK SECURITY

Subject Code: 2018ECC023

No. of Credits: 2

Objectives: To enable the students

- To know about cryptography and its various functions.
- To understand the concepts of hashes and public key algorithm.
- To have a knowledge on different types of authentication.
- To know about the standards, IP security and their applications.

UNIT I:

Cryptography - Introduction – Primer on Networking –Active and Passive Attacks –Layers and Cryptography – authorization Viruses, worms, Trojan Horses – The Multi level Model of Security. Cryptography – Breaking an Encryption Scheme – Types of Cryptographic functions – secret key Cryptography – Public key Cryptography – Hash algorithms.

UNIT II:

Secret Key Cryptography - Secret Key Cryptography – Generic Block Encryption – Data Encryption Standard – International Data Encryption Algorithm (IDEA) – Advanced Encryption Standard.

UNIT III:

Hashes and Public Key Algorithms - Hashes and Message Digests: Introduction – Things to do with hash – MD2 – MD4 – MD5. Public Key Algorithms: Modular arithmetic – RSA – Diffie-Hellman – Digital Signature Standard – Elliptic Curve Cryptography.

UNIT IV:

Authentication - Overview of Authentication Systems: Password-Based Authentication – Address-Based Authentication – Cryptographic Authentication Protocols –Eavesdropping and Server Database Reading – Trusted Intermediaries – Session Key Establishment.

UNIT V:

Standards, IP Security and Applications - Standards: Kerberos V4: Introduction – Tickets and Ticket-Granting Tickets – Configuration – Logging into the Network – Replicated KDCs. IP Security: Overview of IPsec – IP and IPv6 – Authentication Header – ESP.

Reference Books:

Recent editions of the following books only are recommended

- Charlie Kaufman, Radia Perlman and MikeSpeciner : “Network Security Private Communication in a Public World”, Pearson Education, New Delhi .
- Stallings William : “Cryptography and Network Security Principles and Practices”, Prentice Hall India, New Delhi.
- Stallings William : “ Network Security Essentials Applications and Standards “ Prentice Hall India.
- Atul Kahate : “Cryptography and Network Security “ Tata Mc.Graw Hill.

MOBILE AND WIRELESS TECHNOLOGY

Subject Code: 2018ECC024

No. of Credits: 2

Objectives:

To learn the wireless communication on digital mobile communication system and integration of services and applications from fixed networks into networks supporting mobility of end user and wireless access.

UNIT – I:

Introduction: Applications – A Simplified Reference Mode. Wireless Transmission: Cellular System. Medium Access Control : Motivation for a Specialized MAC : Hidden and exposed terminals – Near and far terminals – SDMA – FDMA – TDMA : Fixed TDM – Classical Aloha – Slotted Aloha – Carrier Sense Multiple Access – Demand assigned Multiple Access – PRMA Packet Reservation Multiple Access – Reservation TDMA – Multiple Access With Collision Avoidance – Polling – Inhibit Sense Multiple Access. CDMA: Spread Aloha multiple access.

UNIT -II:

Telecommunication Systems: GSM: Mobile Services – System Architecture – Radio Interface – Protocols - Localization And Calling – Handover – Security – New Data Services.

DECT: System Architecture – Protocol Architecture – TETRA.

UNIT -III:

UMTS and IMT 2000: UMTS Releases and Standardization – UMTS System Architecture – UMTS Radio Interface – UTRAN – Core Network – Handover. Satellite System: History – Applications – Basics: GEO – LEO – MEO . Routing – Localization – Handover. Broadcast Systems: Overview – Cyclical Repetition Of Data – Digital Audio Broadcasting – Digital Video Broadcasting – Convergence of Broadcasting and Mobile Communication.

UNIT -IV:

Wireless LAN: Infra Red Vs Radio Transmission – Infrastructure and Ad-Hoc Network – IEEE 802.11: System Architecture – Protocol Architecture – Physical Layer – Medium Access Control Layer – MAC Management – HIPERLAN: HIPERLAN1 -WATM – BRAN– HiperLAN2. Bluetooth: User scenarios – Architecture – Radio layer – Base band layer – Link manager protocol

UNIT -V:

Mobile Network Layer: Mobile IP – Dynamic Host Configuration Protocol – Mobile Ad-Hoc Networks. Mobile Transport Layer: Traditional TCP-Classical TCP Improvement-TCP Over 2.5/3G Wireless Networks – Performance Enhancing Proxies.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Asoke K Talukder and Roopa R Yavagal , Mobile Computing, Tata McGraw-Hill.
2. John Schiller , Mobile communication, Pearson Edition.

REFERENCE BOOKS:

William C.Y.Lee, Mobile Communication Design Fundamentals , John Wiley, Ivan Stojmenoric , Wireless network & Mobile communication.

CLOUD COMPUTING

Subject Code: 2018ECC025

No. of Credits: 2

Objectives:

To Understand the Cloud computing architectures, applications and challenges and learn about various cloud storages

UNIT – I:

INTRODUCTION: Cloud Computing Introduction, From, Collaboration to cloud, Working of cloud computing, pros and cons, benefits, developing cloud computing services, Cloud service development, discovering cloud services.

UNIT -II :

CLOUD COMPUTING FOR EVERYONE: Centralizing email communications, cloud computing for community, collaborating on schedules, collaborating on group projects and events, cloud computing for corporation, mapping schedules managing projects, presenting on road.

UNIT -III:

USING CLOUD SERVICES: Collaborating on calendars, Schedules and task management, exploring on line scheduling and planning, collaborating on event management, collaborating on contact management, collaborating on project management, collaborating on word processing, spreadsheets, and databases.

UNIT -IV:

OUTSIDE THE CLOUD : Evaluating web mail services, Evaluating instant messaging, Evaluating web conference tools, creating groups on social networks, Evaluating on line groupware, collaborating via blogs and wikis.

UNIT -V:

STORING AND SHARING: Understanding cloud storage, evaluating on line file storage, exploring on line book marking services, exploring on line photo editing applications, exploring photo sharing communities, controlling it with web based desktops.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Michael Miller, Cloud Computing, Pearson Education, New Delhi.
2. Anthony T. Velte, Cloud Computing A Practical Approach, Tata Mcgraw Hill Education Private Limited.

REFERENCE BOOKS:

1. Arshdeep Bahga, Cloud Computing: A Hands-On Approach, Paperback-Import..

CROSS CULTURE MANAGEMENT

Subject Code: 2018ECC026

No. of Credits: 2

Objective: To provide a thorough understanding

- The impact of an international context on management practices based on culture.
- Frameworks for guiding cultural and managerial practice in international business.

UNIT-I:

Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation.

UNIT-II:

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage – Guanxi – Managing Informal Systems –Implications.

UNIT-III:

Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.

UNIT-IV:

Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.

UNIT-V:

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.

TEXT BOOK:

Recent editions of the following books only are recommended

- Jean-Francois Chanlat, Cross Culture Management, T&F publication.

REFERENCE BOOKS:

- Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan.
- Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd.
- Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication.
- Richard R.Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press.

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code: 2018ECC027

No. of Credit :2

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

- The diversity of issues prevalent in the Indian Economy.
- Trade related issues of the Indian Economy.
- The importance of trade in the present globalized era.

UNIT- I:

Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India.

UNIT-II:

Planning and Economic Development : Redefining the Role of the State –Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty –Measures to Remove Regional Disparities.

UNIT-III:

Indian Industries : Review of Industrial Growth under 10th and 11th Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy.

UNIT-IV:

Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

UNIT-V:

India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves – Convertibility of the Rupee – WTO and India.

TEXT BOOK:

Recent editions of the following books only are recommended

- Ramesh Singh, Indian Economy, Mcgraw Hill Education.

REFERENCE BOOKS:

1. P.Arunachalam-Indian Economy and Trade, Serial Publication.
2. Sankarganesh, Indian Economy Key concepts, Kavin Mukhil Publications.
3. Gaurav Kumar, Indian Economy, Kd Publication.
4. Puri Misra, Indian Economy, Himalaya Publication.

EXPORT MARKETING

Subject Code: 2018ECC028

No. of Credits: 2

Objectives:

- To gain knowledge on Export distribution channels.
- To enable the students to understand Export and Import Procedures.
- To create awareness regarding the export promotion and export finance.

UNIT I:

Export marketing – an overview -export marketing – meaning difference between export marketing and domestic marketing – basic function of export marketing.

UNIT II:

Export distribution channels – direct export – indirect export – channel; small manufacturer.

UNIT III:

Export promotion – characteristics of foreign buyers – forms of export promotion- importance of Promotional Activities.

UNIT IV:

Export and Import Procedure Documents used in Foreign Trade.

UNIT V:

Export Finance- Needs- Short terms, Medium and long term Source of Finance types of Credit.

Text Book

Recent editions of the following books only are recommended

1.Rathor. BS-Export Marketing - Himalaya publishing House.

INTERNATIONAL TRADE & FOREX

Subject Code: 2018ECC029

No. of Credits: 2

Objectives:

- To learn the overview of International Trade and Globalisation.
- To make the students to understand the concepts of foreign exchange management.
- To gain the knowledge on the basic regulation of FEMA.

UNIT I:

International trade- Meaning- Scope- Challenges- Theories of International Trade- Balance of Payment- Trade Barriers

UNIT II:

Competition Law and International Trade- Competition and Consumer Protection- Regulation of anti competition activity

UNIT III:

Export Policy and Procedure- features- Export Promotion Schemes- SEZs , EOU- Deemed Export- Export Promotion Council

UNIT IV:

Import Policy and Procedure- Import of Goods- Import on Import basis- Procedure for customs clearance- Warehousing- Canalised import

UNIT V:

Introduction to FEMA- Forex Management-Nature- Forex Manager- Foreign Exchange Market- Foreign Exchange Rate- Types- Present status of Foreign exchange Market in India

Text Books:

Recent editions of the following books only are recommended

1. Francis cherunilam -International trade-Himalaya publication House.

BRAND MANAGEMENT

Sub Code: 2018ECC030

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:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

STRESS MANAGEMENT

Subject Code: 2018ECC031

No. of Credits: 2

Objectives:

- 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:

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

UNIT II:

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:

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:

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:

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:

Recent editions of the following books only are recommended

- 1.D M Pestonjee, Stress and Work: “Perspectives on Understanding and Managing Stress”, SAGE Response, First Edition 2013.

Reference Books:

- 1.Kamlesh Jani, Ratish Kakkad, Stress Management, Pothe Publishers.
- 2.Aarti Gurav , Time Management , Buzzing stock Publishing House.
- 3.Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press.
- Barun Mitra, Personality Development and Soft Skills, Oxford University Press.

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code: 2018ECC032

No. of Credit :2

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

- Basic principles of insurance and risk management
- Understanding contemporary issues related to insurance

UNIT-I:

Nature and History of Insurance Business - Insurance Business in India Europe, UK and USA - insurance Act 1938 -General insurance business -Nationalisation - Insurance as a social security tool – Insurance and economic development - IRDA- Entry of private players into Insurance business -Actuarial profession -Global Trends and developments in Insurance Business

UNIT-II:

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Cause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatory Frame work.

UNIT-III:

Global Non-life Insurance: Principles & Practices Fire insurance – Standard fire policy; Marine - Cargo and Hull insurance – Types; Motor insurance – Liability insurance, Types of policies; Engineering insurance – Electronic equipment insurance, Burglary insurance – Underwriting Practices – Claims settlement in International Perspectives.

UNIT-IV:

Risk management process – Risk identifications: perception of risk, Threat analysis, Even analysis, Safety Audit – Risk evaluation – Concept of probability –Statistical methods of risk evaluation – Value at Risk (VaR)

UNIT-V:

Risk Management Methods – Contingency Planning – Risk Transfer – Captive Insurance agreements – Reinsurance – Catastrophe covers – Legal Aspects of Reinsurance – Reinsurance Markets – Lloyds Markets – Risk Management techniques for global insurance market players.

TEXT BOOK:

Recent editions of the following books only are recommended

1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

REFERENCE BOOKS:

- 1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private Limited
2. Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers.
3. Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis.
4. S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis.

RETAIL MARKETING

Subject Code: 2018ECC033

No.of Credits: 2

Objective:

- To enable the students to understand about Global Retailing.
- To provide knowledge on Visual Merchandise Management.
- To familiarise the students with the Retail shoppers' behaviour.

UNIT I:

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:

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:

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:

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:

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:

Recent editions of the following books only are recommended

1. A.Sivakumar, Retail Marketing, Excel Books.
2. David Gilbert, Retail Marketing Management, Pearsons Education.

REFERENCE BOOKS:

1. Dr.L.Natarajan, Retail Marketing, Margham Publications.
2. S.Banumathi, Retail Marketing, Himalaya Publishing House.
3. B.B.Mishra, Retail Marketing, Vrinda Publication.

EXPORT AND IMPORT PROCEDURES

Subject Code: 2018ECC034

No.of Credits: 2

Objective:

- To enable the students to understand about export and import procedures
- To provide adequate knowledge on export and import documentation.
- To impact knowledge on export and import procedures.

UNIT I:

Introduction to Export Management : Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

UNIT II:

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT III:

Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents – Regulatory documents – ISO Certificate.

UNIT IV:

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

UNIT V:

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

Text Books:

Recent editions of the following books only are recommended

- 1.Subramanian Balagopal.T.A.S", Export Marketing",Himalaya Publication House,Mumbai.
- 2.Francis Cherunilam,"International Trade & Export Management",Himalaya Publication House,Mumbai.

References Books :

1. Veera Reddy.P,"Import made Easy",Commercial Law Publication,New Delhi".
2. Mahajan.M.I,"Export Policy Procedure & Documentation",Snow White Publication,Mumbai.
3. A Nabhi : "How to Import 2005-2006",A Nabhi Publications.

LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 2018ECC035

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:

Recent editions of the following books only are recommended

1.Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education.

REFERENCE BOOKS:

1. Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications.
2. Janat Shah, Supply Chain Management, Pearson Education.
3. Ballou, Business Logistics/Supply Chain Management, Pearson Education India.
4. Chopra & Kalra, Supply Chain Management, Pearson Education India.

QUALITY MANAGEMENT

Sub Code : 2018ECC036

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. Benchmarking 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:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications.
2. L.Suganthi Anand Samuel, Total Quality Management, PHI learning,
3. Joseph M.Juran, Quality Handbook, Mc Grawhill .
4. Bell Desmond Heivemann, Managing Quality, Butterworth Publications.

MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code : 2018ECC037

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:

Recent editions of the following books only are recommended

1. Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications.

REFERENCE BOOKS:

- 1.C.S.Prasad, Small and Medium Enterprise in global Perspective, New Century Publications.
- 2.Taxmann, Small and Medium Enterprises in India, Tax mann Publication.
- 3.Karen Patten Ayman, Information Technology for small business, Springer publications.
- 4.Sarika Lohana, Medium, Micro and Small Enterprises, New century Publications.

TOURISM MANAGEMENT

Sub Code : 2018ECC038

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:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

EVENT MANAGEMENT

Sub Code: 2018ECC039

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:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

HOSPITALITY MANAGEMENT

Sub Code: 2018ECC040

No. of Credits: 2

Objective :

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

Recent editions of the following books only are recommended

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.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press.

CONSUMER BEHAVIOUR

Sub Code : 2018ECC041

No. of Credits: 2

Objective:

- On successful completion of the course the students should have understood
- 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 — Behavioural 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:

Recent editions of the following books only are recommended

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication.

REFERENCE BOOKS:

1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication.
2. Suja R.Nair, Consumer Behaviour, Himalaya publication.
3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd.
4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press.

HUMAN RESOURCE MANAGEMENT

Subject Code : 2018ECC042

No. of Credits: 2

Objectives:

- To understand the nature of human resources and its significance to the organization
- To familiarise students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- To bring the attention of the students on the latest trends in managing human resources in an organization.

UNIT I:

Human Resource Management: Definition – Objectives – Functions - Evolution And Growth Of HRM– Qualities Of A Good HR Manager – Changing Roles of a HR Manager— Problems And Challenges of a HR Manager.

UNIT II:

Planning The Human Resources : definitions Of Human Resource Planning – Objectives – Steps In Human Resources Planning – Dealing With Surplus And Deficient Man Power - Job Analysis – Job Description – Job Specification.

UNIT III:

Recruitment & Selection : Recruitment And Selection – Objectives of Recruitment – sources – Internal And External Recruitment – Application Blank – Testing – Interviews.

UNIT IV:

Training & Development : Training and development – Principles of Training – Assessment Of Training Needs – on the Job Training methods - off the Job Training Methods – Evaluation of Effectiveness of Training Programmes.

UNIT V:

Performance Appraisal : Performance Appraisal– process – Methods of Performance Appraisal – Appraisal Counseling – Motivation process – Theories of motivation – Managing Grievances and Discipline.

Text Books:

Recent editions of the following books only are recommended

1. Tripathi: “Personnel Management”, Sultan Chand & Sons, New Delhi.
2. L M Prasad: “Human Resource Management”, Sultan Chand & Sons, New Delhi.

References Books:

1. Aswathappa: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi.
2. Davis and Werther: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi.

PRINCIPLES AND PRACTICE OF MARKETING SERVICES

Subject Code: 2018ECC043

No. of Credits: 2

Objectives:

- To enable the students to gain knowledge on marketing of various services.
- To enlighten the students' knowledge on marketing services.
- To make the students understand about practice of marketing services.

UNIT I:

Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT II:

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

UNIT III:

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

UNIT IV:

Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

UNIT V:

Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

Reference Books:

Recent editions of the following books only are recommended

1. S.M.Jha, "Services Marketing", Himalaya Publication House, Mumbai.
2. Christopher love lock: "Services Marketing", Person Education Chennai.
3. Philip Kotler: "Marketing Management", Person Education Chennai.
4. S.Sherlekar: "Marketing Management", Himalaya Publication House, Mumbai.

CONSUMER MARKETING

Subject code: 2018ECC044

No. of Credits: 2

Objectives:

- To make the students to understand the concepts of consumer marketing and the motivation theories.
- To understand the customer value chain and their demography.
- To understand market segmentation and their uses.

UNIT I:

Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories— Content theories- Personality and Self Concept- Theories of Personality – Trait Theory

UNIT II:

Building Customer Value and Satisfaction- Delivering Customer Value- Value Chain – Value Delivery Network- Attracting and Retaining Customer Retention- Relationship Marketing- Customer Demand- Demography- Market Segmentation- Benefits- Criteria for Market Segmentation.

UNIT III :

Learning Theories and their application- Brand Loyalty- Brand Extension- Conditioning Theories- Cognitive Learning Theory- Attitude and Attribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption

UNIT IV :

Perception- Threshold of perception- Subliminal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries

UNIT V :

Advertising- Role in Marketing Process- Legal and Ethical Process- Social Aspects- Function and Types of Advertising- Integrated Marketing Communication- Brand Management- Brand Equity- Image in Brand Equity Building- Ethics in Advertisement

Text Books:

Recent editions of the following books only are recommended

1. Schiffman L.G and Kanuk L: “Relationship Marketing”, Tata MC Graw Hill.
2. R.S.N Pillai and Bhavathi : “Modern Marketing Principles and Practices”, S.Chand & Co., Ltd., New Delhi.
3. Paul green Berg: “Customer Relationship Management”, Tata MC Graw Hill.

Reference books:

1. Philip Kotler and Gray Armstrong: “Principles of Marketing”, Pearson Education Pvt Ltd..
2. Dr.Rajan Nair: ”Marketing Management”, Sulthan Chand & Sons, NewDelhi

MARKETING OF HEALTH SERVICES

Subject Code: 2018ECC045

No. of Credits: 2

Objectives:

- To enable the students understand about health services.
- To make the students aware of different marketing mix in health industry.
- To confer knowledge about online health services .

UNIT – I :

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model

UNIT – II :

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT – III :

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV :

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT – V:

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies

Note: Question paper shall cover 100% Theory

REFERENCE BOOKS:

Recent editions of the following books only are recommended

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide.
2. Zeithaml, Services Marketing, Mcgraw Hill Education.
3. Lovelock, Services Marketing, Pearson India.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning.

INTERNATIONAL BANKING

Subject Code: 2018ECC046

No. of Credits: 2

Objectives:

The course aims to provide the students with

- A sound grasp of the practices of modern international banking
- the central themes and issues will be examined in an international and comparative context.

UNIT-I:

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

UNIT-II:

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

UNIT-III:

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

UNIT-IV :

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

UNIT-V:

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Indian Institute of Banking and Finance, International Banking, Macmillan.

REFERENCE BOOKS:

1. Ruonaryan Bose, Fundamentals of International Banking, Laxmi Publications.
2. Indaian Institute of Banking and Finance, International Banking Operations, Macmillan.
3. Yoon S. Park, International Banking and Financial Centers, Springer Publications.
4. Emmanuel N Roussakis, International Banking, Greenwood Press.

E-COMMERCE

Subject Code: 2018ECC047

No. of Credits: 2

Objectives:

- To provide knowledge about Electronic Commerce.
- To enable the students understand the technology of e-Commerce for Business Application.
- To make the student aware of the Techniques in the Application of e-Commerce.

UNIT I:

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology.

UNIT II:

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT III:

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

UNIT IV:

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.

UNIT V:

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

Text Books:

Recent editions of the following books only are recommended

1. Ravi Kalakota and Andrew B. Whinston: "Frontiers of Electronic Commerce", Pearson Education.
2. Elias M Awand: "Electronic Commerce", Phi Learning Pvt Ltd.

Reference Books:

1. Daniel Minoli and Emma Minoli: "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi.
2. Efrain Turban and David King: "Electronic Commerce", Pearson Education.
3. Pete Loshin: "Electronic Commerce", Firewall Media, Fourth Edition.

INTERNATIONAL ACCOUNTING

Subject Code: 2018ECC048

No. of Credits: 2

Objective:

To make the students understand

- The concept and nuances of international accounting standards and practices for international business firms
- The importance of financial reporting in international environment.

UNIT-I:

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting

UNIT-II:

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

UNIT-III:

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

UNIT-IV:

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profile profit & expenses.

UNIT-V:

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

TEXT BOOK:

Recent editions of the following books only are recommended

1. A. K. Das Mohapatra, International Accounting, Prentice Hall India Learning Private Limited , Edition 2, 2012.

REFERENCE BOOKS:

1. Med , Accounting and Finance for Bankers, Macmillan Education.
 2. Timothy Douppnik, International Accounting, McGraw-Hill Higher Education.
 3. Frederick D.S. Choi, International Accounting, Pearson Education.
- Shirin Rathore , International Accounting, PHI.

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Subject Code: 2018ECC049

No. of Credits: 2

Objectives:

- To make the students to understand the concepts of corporate governance
- To gain knowledge on legislative framework of corporate governance and Corporate Social Responsibility and good corporate citizenship.
- To understand the Business Ethics and Genesis.

UNIT-I:

Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

UNIT-II:

Legislative framework of corporate governance:UK,USA,India-Corporate communication-Art and Craft of investors relation-Shareholders activism-Investor protection-changing role of Institutional Investors

UNIT-III:

Corporate social responsibility and good corporate citizenship:Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG)

UNIT-IV:

Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership

UNIT-V:

Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability.Legal framework -conventions and treaties on environmental- Health and safety-Social security issues.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books.

ENTERPRISE RESOURCE PLANNING

Subject Code: 2018ECC050

No.of Credits: 2

Objectives:

- To enable the students understand about the different organizational processes and work flows in ERP.
- To bestow knowledge on ERP services and Business Process Re-engineering .
- To give knowledge on ERP project and its implementation.

UNIT 1:

ERP: Introduction : Define – Functional Module in ERP System – Evolution of Systems - Characteristics of ERP – Process Intergration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems. ERP Market and Vendors: ERP Market – ERP Vendors – Service Oriented Architecture - ERP Package features.

UNIT II:

Extended ERP Services: Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. Business Process Re-engineering And ERP: Defining Business Process Reengineering- Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementation – Methodology for BPR Implementation – Role of IT in BPR – BPR and ERP Systems – BPR success / failure factors.

UNIT III:

Planning for ERP – Planning for ERP Implementation – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determining Resources – Creating Budget for ERP Implementation – Selecting the Right ERP Package- Preparing Organizations for ERP Implementation. Implementation of ERP: Designing for ERP systems – ERP implementation approaches – ERP implementation Life cycle.

UNIT IV:

Managing ERP Projects: Risk Failure factors in ERP Implementation – Examples of ERP Failure- Mitigating implementation risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projects.

UNIT V:

ERP Going live and post implementation: Preparing to go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems. Expanding ERP Boundaries: Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementation.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd.

