# GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Re-Accredited at 'A' Grade by NAAC)
Guru Nanak Salai, Velachery, Chennai – 600042.

## B.Com (Information Systems Management)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

## Syllabus

(For the candidates admitted in the Academic year 2018-19 and thereafter)

**VISION**

To evolve into a research department in the field of Information System Management

**MISSION**

1. To enable the students to have an edge over the usage of technology and informatics in the field of management and commerce.

2. Deepen and extend knowledge about the formation and utilization of human capabilities.

3. To provide high quality technological education, strongly integrated with human values of Equality, Compassion, Sharing a social responsibility.

**PROGRAMME OUTCOME**

PO1. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Finance Manager, HR Manager, Project Manager and over all Administration abilities of a Company.

PO2. Capability of the students to make decisions at personal & professional level will increase after completion of this course.

PO3. Students can independently start up their own business.

PO4. Students can get thorough knowledge of finance, commerce and computer programming languages.

PO5. The knowledge of different specializations in accounting, costing, systems and finance with the practical exposure helps the students to stand in organization.

**PROGRAMME SPECIFIC OUTCOMES**

The students can get the knowledge, skills and attitudes during the end of the B.com degree course. By goodness of the preparation, they can turn into a Manager, Accountant, Systems Manager, Computer Programmer, Web developer, Teacher, Professor, Entrepreneur and Government employees. Students will prove themselves in different professional exams like C.A., CMA, UPSC, as well as higher education courses like MBA, MCA, MSW, M. Com etc. The students will acquire the knowledge, skill in different areas of communication, decision making, Innovations and problem solving in day-to-day business activities.

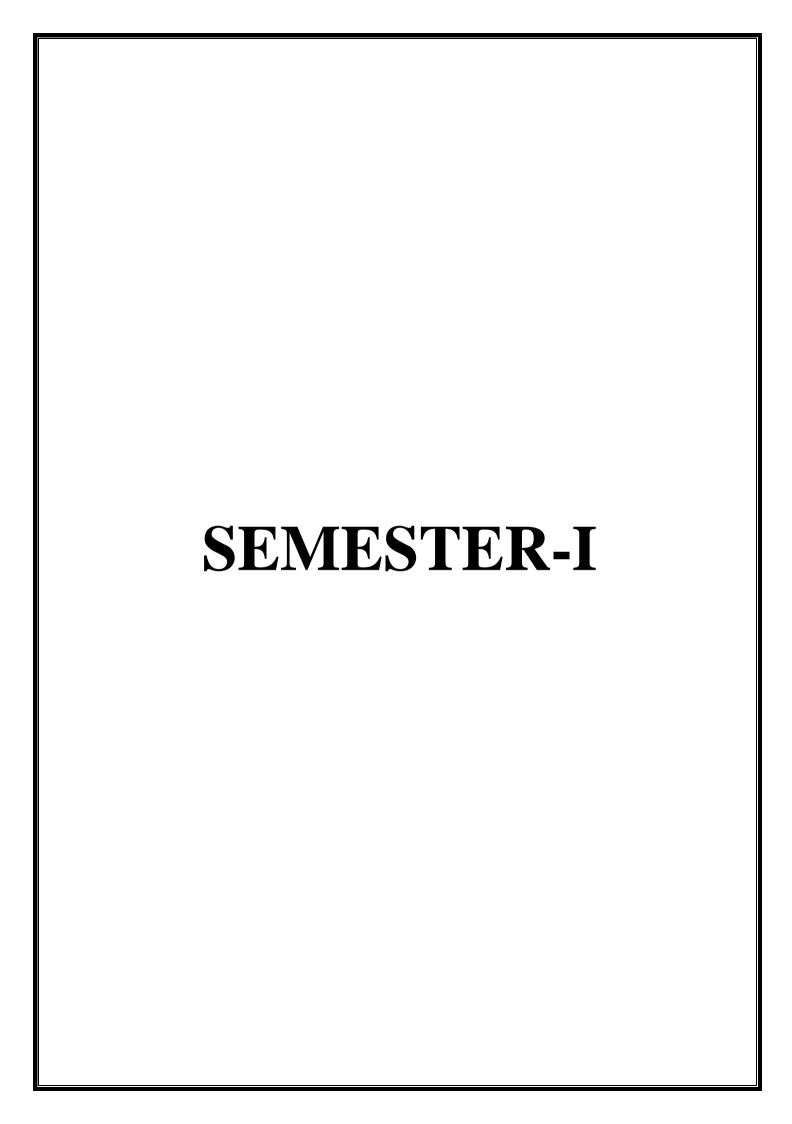# COURSE STRUCTURE

# B.Com (INFORMATION SYSTEM MANAGEMENT)

## 2018 -19 Batch

| Semester | Part | Course Component | Subject Code | Subject Name | Credits | Hours | Internal | External | Total |
|---|---|---|---|---|---|---|---|---|---|
| **Semester – I** | I | Language | 17UTAMF01 | Tamil - I | 3 | 6 | 50 | 50 | 100 |
| | II | English | 16UENGF21 | English - I | 3 | 6 | 50 | 50 | 100 |
| | III | Core Paper-I | 17UISMC01 | Financial Accounting (Common to B.Com (BM), B.Com (MM) & B.B.A.) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-II | 17UISMC02 | Principles of Management (Common to B.Com (A&F), B.Com (BM), B.Com (MM), B.B.A.) | 4 | 5 | 50 | 50 | 100 |
| | III | Allied-I | 17UISMA01P | Basic Computer Skills for Managers | 5 | 5 | 50 | 50 | 100 |
| | IV | Non Major Elective-I | 17UNME01A | Analytical and Logical Reasoning - I | 2 | 2 | - | 100 | 100 |
| | IV | Soft Skills-I | 17UGSLS01 | Listening & Speaking Skills | 3 | - | - | 100 | 100 |
| **Total Credits: 24 / Total Hours per week: 30** | | | | | | | | | |
| **Semester – II** | I | Language | 17UTAMF02 | Tamil - II | 3 | 6 | 50 | 50 | 100 |
| | II | English | 16UENGF22 | English - II | 3 | 6 | 50 | 50 | 100 |
| | III | Core Paper-III | 17UISMC03 | Business Communication | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-IV | 17UISMC04 | Elements of Cost Accounting | 4 | 5 | 50 | 50 | 100 |
| | III | Allied-II | 17UISMA02P | HTML Programming- Practical | 5 | 6 | 50 | 50 | 100 |
| | IV | Non Major Elective-II | 17UNME02G | Emotional Intelligence | 2 | 2 | - | 100 | 100 |
| | IV | Soft Skills-II | 17UGSLS02 | Reading & Writing Skills | 3 | - | - | 100 | 100 |
| **Total Credits: 24 / Total Hours per week: 30** | | | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Semester - III** | III | Core Paper-V | 16UISMC05 | Marketing Management (Common to B.Com(ISM), B.Com (A&F), B.Com (MM), & BBA) | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-VI | 18UISMC08 | Management Accounting (Common to B.Com(ISM), B.Com (MM), B.Com (BM), B.Com (A&F)) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-VII | 18UISMC06 | Programming in C (Theory) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-VIII | 18UISMC07P | Programming in C (Practical) | 4 | 5 | 50 | 50 | 100 |
| | III | Allied-III | 16UMATA18 | Business Statistics and OR-I (Common to B.Com (BM), B.Com (MM), B.Com (ISM), & B.B.A) | 5 | 6 | 50 | 50 | 100 |
| | IV | Soft Skills-III | 16UGSLS03 | Personality Enrichment | 3 | 2 | - | 100 | 100 |
| **Total Credits: 24 / Total Hours per week: 30** | | | | | | | | | |
| **Semester - IV** | III | Core Paper-IX | 18UISMC12 | Entrepreneurial Development (Common to B.Com(BM), B.Com(MM), B.B.A, B.Com(ISM) & B.Com(A&F)) | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-X | 18UISMC09 | OOPS with C++ (Theory) | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-XI | 18UISMC10P | OOPS with C++ (Practical) | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-XII | 16UISMC12 | Research Methods in Business (Common to B.Com(MM) & B.Com(ISM)) | 4 | 5 | 50 | 50 | 100 |
| | III | Allied-IV | 18UMATA20 | Business Statistics and OR - II (Common to B.B.A, B.Com (BM) B.Com(MM), & B.Com (ISM)) | 5 | 6 | 50 | 50 | 100 |
| | IV | | 16UEVS401 | Environmental Studies | 2 | 2 | - | 100 | 100 |
| | IV | Soft Skills-IV | 16UGSLS05 | Quantitative Aptitude | 3 | 2 | - | 100 | 100 |
| **Total Credits: 26 / Total Hours per week: 30** | | | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Semester - V** | III | Core Paper-XIII | 16UISMC13 | Management Information System (Common to B.B.A. & B.Com (ISM)) | 4 | 5 | 50 | 50 | 100 |
| | III | Core Paper-XIV | 17UISMC14 | Financial Management (Common to B.Com (BM), B.Com (ISM), B.Com (MM) & B.B.A) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-XV | 18UISMC15 | Web Technology (Theory) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-XVI | 18UISMC16P | Web Technology (Practical) | 4 | 6 | 50 | 50 | 100 |
| | III | Elective-I (Interdisciplinary Elective) | | Essentials of Office Automation Tools and E- Mail Etiquette Practical) | 5 | 6 | 50 | 50 | 100 |
| | IV | | 16UVED401 | Value Education | 2 | 1 | - | 100 | 100 |
| **Total Credits: 23 / Total Hours per week: 30** ||||||||||
| **Semester - VI** | III | Core Paper-XVII | 16UISMC17 | E- Business (Common to B.B.A, B.Com (MM) & B.Com(ISM)) | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-XVIII | 18UISMC18 | Database Management System | 4 | 6 | 50 | 50 | 100 |
| | III | Core Paper-XIX | 18UISMC19 | Human Resource Management (Common to B.B.A., B.Com(MM) & B.Com(ISM)) | 4 | 6 | 50 | 50 | 100 |
| | III | Elective-II | 18UISME02P | (A) Accounting Package (B) Accounting Package | 5 | 6 | 50 | 50 | 100 |
| | III | Elective-III | 16UISME03 | Project Work | 5 | 6 | 50 | 50 | 100 |
| | V | | | Community Service | 1 | - | - | 100 | 100 |
| **Total Credits: 23 / Total Hours per week: 30** ||||||||||
| **Grand Total Credits: 144 / Total Hours per week: 180** ||||||||||

# SEMESTER-I

# CORE 1 - FINANCIAL ACCOUNTING

| SUBJECT CODE: 17UISMC01 | THEORY & PROBLEM | MARKS: 100 |
|---|---|---|
| SEMESTER: I | CREDITS: 4 | TOTAL HOURS: 90 |

**(Common to B. Com (BM), B. Com (MM), B.B.A)**

**COURSE OBJECTIVES:**
- To build the conceptual understanding developed in simple financial accounting.
- To get the basic skills in financial accounting for the beginners.

**UNIT I:**                                                                                    **(15 Hours)**
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions-
Objective`s of Accounting – Accounting Transactions – Double Entry Book Keeping –
Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

**UNIT II:**                                                                                   **(25 Hours)**
Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and
Payments Account, Income & Expenditure Account and Balance Sheet of Non-Trading
Organizations

**UNIT III:**                                                                                  **(15 Hours)**
Classification of errors – Rectification of errors – Preparation of Suspense Account - Bank
Reconciliation Statement (Simple Problems Only)

**UNIT IV:**                                                                                   **(18 Hours)**
Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value
Method. Insurance claims – Average Clause (Loss of stock)

**UNIT V:**                                                                                    **(17 Hours)**
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double
Entry System – Statement of Affairs Method – Conversion Method

**Prescribed Texts**
1. T.S. Reddy &A.Murthy, Financial Accounting - Margham Publications Chennai –
2. Financial Accounting – Dr. S. Manikandan and R.Rakesh Shankar –3$^{rd}$ Edition-
   SCITECH Publisher

**Reference Books**
1. Jain &Narang, Financial Accounting - Kalyani Publishers. New Delhi. 2014
2. R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons. New Delhi.
3. Shukla&Grewal, Advanced Accounting – S Chand New Delhi 18$^{th}$ Edition.
4. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy,
   1st Edition 2015
5. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers –New Delhi.

**Web References**

1.      http://www.accountingcoach.com
2.      http://www.learnaccountingforfree.com

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| **A** | **Definition/Principle** Answer ANY 10 out of 12 questions (each in 50 words) | 1-12 | 2 | **20** |
| **B** | **Short Answer** Answer any 5 out of 8 questions (each in 300 words) | 13-20 | 8 | **40** |
| **C** | **Essay** Answer any 2 out of 4 questions (each in 1200 words) | 21-24 | 20 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions Theory | No. of Questions Problems |
|---------|-------|-------------------------|---------------------------|
| **A** | Unit – 1 | 2 | 1 |
|       | Unit – 2 | 1 | 1 |
|       | Unit – 3 | 2 | |
|       | Unit – 4 | 2 | 1 |
|       | Unit – 5 | 1 | 1 |
| **B** | Unit – 1 | 1 | 1 |
|       | Unit – 2 | | 1 |
|       | Unit – 3 | | 2 |
|       | Unit – 4 | 1 | 1 |
|       | Unit – 5 | | 1 |
| **C** | Unit – 1 | | 1 |
|       | Unit – 2 | | 1 |
|       | Unit – 3 | | |
|       | Unit – 4 | | 1 |
|       | Unit – 5 | | 1 |

## CORE 2 – PRINCIPLES OF MANAGEMENT

| SUBJECT CODE: 17UISMC02 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: I | CREDITS: 4 | TOTAL HOURS: 75 |

**(Common to BBA, B. Com (A&F), B. Com (BM), B. Com (MM), B. Com (ISM))**

**COURSE OBJECTIVES:**
- To enable the students, acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

**UNIT I**                                                                                                  **(20 hours)**
Management: Importance – Definition – Is Management art or science –Functions of Management: POLC framework - Role and Functions of a Manager- Managerial skill – Levels of Management – Application of management in various functional areas – Production, Accounting and Finance, Marketing and Personnel Management.

**UNIT II**                                                                                                 **(15 hours)**
Evolution of Management: Classical school of thought: Henry Fayol, PeterDrucker, Elton Mayo, Max Weber - Modern School of Thought: Systems Approach, Contingency approach, Kaizen's approach.

**UNIT III**                                                                                               **(15 hours)**
Planning: Meaning - Objectives of planning - Importance of planning – Types of planning - Decision making: Nature and significance- Process of Decision making – Types of Decision making- Styles of decision making – analytical decision making, behavioral decision making, conceptual decision making – Decision making techniques – Decision trees, payback analysis and simulations.

**UNIT IV**                                                                                                **(15 hours)**
Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing: Work specialization, Authority, Chain of Command, Delegation and Span of Control. Types of Organizational Structure – Line Organizational Structure, Staff organizational structure, Divisional Organization structure, Product/Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure.

**UNIT V**                                                                                                 **(10 hours)**
Co-ordination: What is co-ordination – Need for co-ordination, Types of co-ordination and essential requisites for excellent coordination. Controlling: Meaning and Importance –Function of controlling, Process of controlling and types of Control.

**Prescribed Texts:**
1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi, 16TH Edition.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 8th Edition.

**Recommended Texts:**
1. P.C. Tripathi& P.N Reddy, Principles of Managements - Tata McGraw Hill - New Delhi, 5thEdtion
2. Weihrich and Koontz, Management – A Global Perspective, 8th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication – Chennai8th Edition
4. J.Jayashankar, Business Management – Margham Publications - Chennai

**Web References**

1. http://www.12manage.com
2. http://www.businessballs.com
3. https://www.tutorialspoint.com/management_principles/management_principles_tutori al.pdf

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **Section A** | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| **Section B** | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| **Section C** | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |
| | **TOTAL** | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 3 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

### ALLIED 1 - BASIC COMPUTER SKILLS FOR MANAGERS

| SUBJECT CODE: 17UISMA01P | PRACTICAL | MARKS: 100 |
|---|---|---|
| SEMESTER: I | CREDITS: 5 | TOTAL HOURS: 75 |

**COURSE OBJECTIVES:**
- To familiarize student with the basic office applications
- To understand the Word Processing Basics
- To learn aesthetics of presentations.
- To comprehend and implement various spreadsheet features
- To understand Database Basics
- To generate reports

**UNIT  I**                                                                                                    **(15 Hours)**
Word: Text Manipulations -Usage of Numbering, Bullets, Footer and Headers-Usage of Spell check, Find & Replace-Text Formatting -Picture insertion and alignment -Creation of documents, using templates-Creation templates -Mail Merge Concepts -Copying Text & Pictures from Excel

**UNIT II**                                                                                                   **(15 Hours)**
Power point Presentation: Creation of Slide, Working with Design Templates, Working with Images, Creation of Slide Master, Creation of Custom themes, Use of Action Buttons and Hyperlinks, embedding videos in slides, Custom Animation, Use of Timer.

**UNIT III**                                                                                                 **(15 Hours)**
Excel: Cell Editing -Usage of Formulae and Built-in Functions -File Manipulations -Data Sorting (both number and alphabets)-Data Filters – Charts and Graphs -Usage of Auto Formatting -pivot tables-macros-hyperlinks
**UNIT IV**                                                                                                  **(15 Hours)**
Microsoft Access: Creation and working with database-Creation and linking of tables customizing fields-customizing tables- creating forms using wizard-creating queries using wizard

**UNIT V**                                                                                                   **(15 Hours)**
Microsoft Access: Creation of reports using report wizard-summary report-design view- modify existing report - beautifying forms and reports.

**Prescribed Text:**
1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer

**Reference Books**

1. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

2. HTML & CSS: The Complete Reference, Fifth Edition by Thomas Powel

3. MS-Office Access 2007 –Curtis D.frye-PHI -2007

**Web References:**

1. http://msdn.microsoft.com
2. http://www.gcflearnfree.org/

## NME 1 –ANALYTICAL AND LOGICAL REASONING

| SUBJECT CODE: 17UNME01A | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: I | CREDITS: 2 | TOTAL HOURS: 30 |

**(Common to B. Com (BM) and B. Com (MM)**

**COURSE OBJECTIVE:**
- To enable students to learn to describe the problem-solving process
- To make the students identify various problem-solving techniques and apply these in solving business problems
- To Understand thinking models and practice exercises to help in thinking outside-the- box and generate a larger solution space
- To Understand creativity and blocks to creativity
- To Arrive at objective, well-reasoned decisions in a reasonable time

**UNIT-I** (6 Hours)

Logical reasoning Introduction- Number Series – Verbal classification – Analogies: number, relations and picture analogies

**UNIT-II** (6 Hours)

Statement and assumptions – Statement and conclusion- Letter and symbol series

**UNIT-III** (6 Hours)

Verbal reasoning – Coding and Decoding- Reasoning Blood Relationship

**UNIT-IV** (6 Hours)

Cubes and Dice – Direction Sense Test – Data sufficiency

**UNIT-V** (6 Hours)

Venn Diagrams – Ranking Tests – Image Serie

**Reference Books**
1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition
2. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal – Publisher – S.Chand and Company Pvt. Ltd.

**Web References:**
1. http://www.careerguide.co.in/search/label/Reasoning
2. http://www.indiabix.com/logical-reasoning

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | Multiple choice Questions | 1-50 | 2 | **100** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Problems |
|----------|-------|-----------------|
| **Section A** | Unit – 1 | 10 |
| | Unit – 2 | 10 |
| | Unit – 3 | 10 |
| | Unit – 4 | 10 |
| | Unit – 5 | 10 |

# CORE 3 - BUSINESS COMMUNICATION

| SUBJECT CODE: 17UISMC03 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: II | CREDITS: 4 | TOTAL HOURS: 75 |

**(Common to B. Com (A&F), B. Com (BM), B. Com (MM), B. Com (ISM), B.B.A)**

## COURSE OBJECTIVES:

- To enable the students to acquire knowledge about the importance of communication in today's competitive business environment

**UNIT I** (20 Hours)

Concept of Communication – Meaning, Definition, Process, Need, Feedback, Principles of effective Communication – Barriers to Communication: Physical, Semantic/Language, Socio-Cultural and Psychological Barriers - Ways to overcome these Barriers. Types of Communication: Verbal, Non-verbal – Characteristics of Verbal communication and non-verbal communication Merits and Demerits of Verbal and Non-verbal communication.

**UNIT II** (25 Hours)

Channels of Communication: Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine. Business Letters and Layout: Parts, Structure, Layouts— Full Block, Modified Block, Semi – lock, Principles of Effective Letter Writing. Report Writing – Agenda, Minutes of Meeting – Memorandum– Circular Notes.

**UNIT III** (10Hours)

**Personal Correspondence**-Job Application Letter and Resume Letter of Acceptance of Job Offer, Inter-Office-Memo, Letter of Resignation

**UNIT IV** (10 Hours)

**Business Correspondence**: Trade Letters –Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Sales Letters, promotional leaflets and fliers.

**UNIT V** (10 Hours)

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Benefits and Perils of communication through social media: Website and Apps.

**Prescribed Texts:**
1. N.S. Raghunthan, B. Santhanam – Margham Publications, Chennai,3rd Edition
2. C.B. Gupta, Business communication, Organization and Management, 2014.

**Reference Books:**
1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.

4.  Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5.  Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

**Web References:**
1.          http://www.businesscommunication.org
2.          http://www.iabc.com
3.          http://www.etiquettetrainer.com

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **Section A** | **Definition/Principle** Answer any 10 out of 12 questions (Each in 50 words) | 1-12 | 3 | **30** |
| **Section B** | **Short Answer** Answer any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| **Section C** | **Essay** Answer any 4 out of 6 questions (Each in 1200 words) | 20-25 | 10 | **40** |
| | **TOTAL** | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 3 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

# CORE 4– ELEMENTS OF COST ACCOUNTING

| SUBJECT CODE: 17UISMC04 | THEORY& PROBLEMS | MARKS: 100 |
|---|---|---|
| SEMESTER: II | CREDITS: 4 | TOTAL HOURS: 90 |

## COURSE OBJECTIVES:
- To acquaint the students with basic concepts used in cost accounting.
- To introduce various methods involved in cost ascertainment and cost accounting book keeping systems.

## UNIT I                                                                              (10 Hours)

Introduction to Cost Accounting-Meaning, definition, scope and objectives of cost accounting, Cost accounting Vs. Financial accounting- Difference between Cost accounting and Management accounting – Requisites of good costing system.

## UNIT II                                                                             (15 Hours)
Elements of cost – Classification of overheads- cost sheet- Cost Sheet Vs. production statement-Stock of Raw materials – Specimen cost sheet with inventories.

## UNIT III                                                                            (25 Hours)
Meaning of material control – Essentials, objectives, advantages- Store keeping and inventory control-Economic Ordering Quantity (EOQ)- pricing of material issues (LIFO, FIFO, Simple Average and Weighted Average method) material losses.

## UNIT IV                                                                            (20 Hours)
Computation and control of labour – Labour turnover –Time keeping department – Payroll department- Remuneration and incentives – Time rate system, Piece rate system – Premium and bonus plan.

## UNIT V                                                                              (20 Hours)
Meaning and definition - Importance-Classification – Primary Distribution of overheads, Secondary distribution of overheads – Absorption of overheads.

## Prescribed Text
1. T.S. Reddy and Y. Hari prasad Reddy – Cost Accounting; Margham Publications
2. N.K. Prasad and V.K. Prasad – Cost Accounting

## Reference Books:
1. Jain S.P. and Narang K.L. – Cost Accounting.
2. Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.

## Web Reference:
1. http://www.accountingcoach.com/
2. https://www.wiziq.com/tutorials/cost-accounting

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer ANY 10 out of 12 questions (each in 50 words) | 1-12 | 2 | **20** |
| B | **Short Answer** Answer any 5 out of 8 questions (Each in 300 words) | 13-20 | 8 | **40** |
| C | **Essay** Answer any 2 out of 4 questions (Each in 1200 words) | 21-24 | 20 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions Theory | |
|----------|-------|--------|----------|
| | | Theory | Problems |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | 1 |
| | Unit – 4 | 1 | 1 |
| | Unit – 5 | 2 | 1 |
| **Section B** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 2 |
| | Unit – 5 | | 2 |
| **Section C** | Unit – 1 | | |
| | Unit – 2 | | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit - 5 | | 1 |

## ALLIED - 2 - HTML PROGRAMMING

| SUBJECT CODE: 17UISMA02P | PRACTICAL | MARKS: 100 |
|---|---|---|
| SEMESTER: II | CREDITS: 5 | TOTAL HOURS: 90 |

**COURSE OBJECTIVES:**
- To familiarize student with the basic web page development
- To make the student aware of Internet basics and learn aesthetics of web designing.

**UNIT-I**                                                                 **(15 Hours)**
Introduction to HTML-HTML Tags-Paired Tags-Singular Tags-The structure of an HTML program-Titles and Footers-Text Formatting–Emphasizing Material in a web page- Text Styles- Other Text Effects-Lists-Types of Lists-Unordered Lists- Ordered Lists- Definition Lists.

**UNIT-II**                                                                 **(15 Hours)**
Adding Graphics to HTML-Using the Border Attribute, Width and Height Attribute- Align Attribute-The ALT Attribute-Tables-The caption Tags-Using the width Attribute-Cell Padding-Cell Spacing Attribute-Using the Background Color Property-Using the Rowspan and Colspan Attributes.

**UNIT-III**                                                                 **(15 Hours)**
Linking Documents-Links-External Document References-Internal document references-Hyper Linking to a HTML File-Linking to a particular location in a separate document-Images as Hyperlinks-Image Maps-Frames-The Frameset Tags-The Frame Tags- Targeting Named frames.

**UNIT-IV**                                                                 **(15 Hours)**
Dynamic HTML-Cascading Style Sheets- CLASS-Using SPAN Tags-External Style Sheets-Using the Div Tags- Introduction to Java script – JavaScript basic syntax – JS Variables – JS literals – JS statements (operators, comments, expressions and basic keywords)

**UNIT-V**                                                                 **(15 Hours)**
Working with Forms-Introducing HTML Form Tags and Elements-Form Elements- Text Box-Text Area-Password-Radio Button-Checkbox-The Combo Box or Drop Down List Box-Hidden Field-Image-Submit and Reset Button-Adding Elements to a Form

**Prescribed Texts:**
1. Mastering HTML, CSS & JavaScript Web Publishing; Laura Lemay (Author), Rafe Colburn (Author), Jennifer Kyrnin (Author) – BPB Publications- July 2016
2. HTML &CSS: The Complete Reference: Fifth Edition; Thomas Powell; Mar 2010

**Reference Books:**
1. HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and jQuery; by DT Editorial Services; DreamTech Press; Second Edition;April 2016
2. HTML 5 in Simple Steps Paperback – 5 Oct 2010 by Kogent Learning Solutions

**Web Reference:**
1. http://www.w3schools.com
2. https://www.codecademy.com

## NON- MAJOR ELECTIVE – II

## IMPORTANCE OF EMOTIONAL INTELLIGENCE

| SUBJECT CODE: 17UNME02G | THEORY | MARKS: 100 (50 CIA + 50 ESE) |
|---|---|---|
| SEMESTER: II | CREDITS: 2 | TOTAL HOURS: 30 |

**(Common to BBA, B. Com (A&F), B. Com (BM), B. Com (MM), B. Com (ISM)**

### COURSE OBJECTIVES:
- To evoke knowledge amongst students on Emotional Intelligence
- To make students understand the importance of self-awareness and self-development


**UNIT I-** **(6 Hours)**
**Introduction -**Emotional Intelligence –Meaning, Benefits, Importance of emotions - Self-awareness and Competencies Psychological Needs. EQ vs IQ.

**UNIT II -** **(6 Hours)**
**Personality Analysis -**Distinct Personality Type-Hand writing Analysis, Colour preference, listening, Profile, Self Esteem, Will power, Confidence

**UNIT III-** **(6 Hours)**
**Negative Traits -** Anger Management -Negative Syndrome and Attitude-Negative thinking-Guilt Quotient Stress and Emotion, Adapting to Loneliness

**UNIT IV-** **(6 Hours)**
**Positive Traits-**Humor and Happiness- Empathetic Ability-Sensitivity Profile-Empowered personality, Self-Empowerment

**UNIT V-** **(6 Hours)**
S**elf-analysis:** Psychological growth and adjustment- Personal Development Plan-Successful negotiator Personal SWOT Analysis, Celebrating Life

### Prescribed Text
1. What's Your Emotional IQ, Dr. Aparna Chattopadhyay, PustakMahal, May 2004.
2. Emotional Intelligence ina Week, JillDann, Hodder& Stoughton, 10Editions, 2007.

### Reference Books
1. Emotional Intelligence: Why It Can Matter More Than IQ Paperback – September 27, 2005by Daniel Goleman

### Web Reference:
1. www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
2. www.personality_project.org
3. www.donblake.com/module5/resources/emotionalintelligence.doc
4. www.visionrealization.com/Resources/.../Emotional_intelligence_handout.pdf

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| **A** | Descriptive Questions Answer any 5 out of 8 | 1-8 | 10 | **50** |
| **TOTAL MARKS** | | | | **50** |

**Distribution of Questions:**

| Sections | Units | No. of Theory |
|----------|-------|---------------|
| **Section A** | Unit – 1 | 1 |
| | Unit – 2 | 2 |
| | Unit – 3 | 2 |
| | Unit – 4 | 2 |
| | Unit – 5 | 1 |

## CORE – 5 MARKETING MANAGEMENT

| SUBJECT CODE: 16UISMC05 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS: 75 |

**(Common to (B. Com (MM), B. Com (BM), B. Com (A&F), B.COM (ISM), B.B.A)**

**COURSE OBJECTIVES:**
- To understand the role and importance of marketing.
- Identify the factors influencing consumer behavior and purchase decision
- To understand the facets of 4 P's in marketing
- To understand the modalities of sales distribution and control

**UNIT I**                                                                                          **(10 Hours)**

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

**UNIT II**                                                                                         **(10 Hours)**
Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behavior, Market segmentation - Need and basis of Segmentation -Targeting - positioning.

**UNIT III**                                                                                       **(20 Hours)**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods
- New Product Development process - Product Life Cycle - Branding –Packaging- Labeling– Pricing: Meaning, Objectives and Types of Pricing.

**UNIT IV**                                                                                       **(20 Hours)**
Promotion –Meaning, Objectives – Types - A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

**UNIT V**                                                                                        **(15 Hours)**
Physical Distribution: Importance – Channels of Distribution: Distribution of consumer goods, Distribution of industrial goods and Distribution of Agriculture goods – Levels of channels: Zero level, one level, two level and three level channel - distribution issues

**Prescribed Texts:**

1. Marketing Management by Sontakki C.N; Kalyani Publishers; 2009
2. R.S.N. Pillai and Bagavathi , Modern Marketing , S.Chand& Co , New Delhi.
3. Jayasankar, Marketing, Margham publications, Chennai.

**Reference Books:**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson
   Education (Singapore) Pte Ltd, New Delhi.
2. Crrainfield, Marketing Management, Palgrave Macmillan

**Web Reference:**
1. http://www.marketing91.com/marketing-management/
2. https://www.managementstudyguide.com/marketing-management-articles.htm

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions Theory | No. of Questions Problems |
|----------|-------|--------|----------|
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 3 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 6 - MANAGEMENT ACCOUNTING

| SUBJECT CODE: 18UISMC08 | THEORY & PROBLEM | MARKS: 100 |
|---|---|---|
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS: 90 |

**(Common to (B. Com (MM), B. Com (BM), B. Com (A&F), B.COM (ISM))**

**COURSE OBJECTIVES:**
- To understand and analyze financial statement to help in managerial decision-making.
- To prepare statements like Cash Flow, Fund Flow, Budgets etc., so as to assist the managements to take meaningful and correct decisions.

**UNIT I** (10 hours)

Management accounting – Meaning, nature, scope, functions, need, importance and limitations– Management Accounting vs. Cost Accounting, Management Accounting vs. Financial Accounting.

**UNIT II** (15 hours)

Analysis and Interpretation of financial statements–Nature, objectives, essentials andtools, Methods – Comparative Statements, Common Size statement and Trend analysis.

**UNIT III** (20 hours)

Ratio Analysis–Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, Turnover Ratios, and Construction of Balance sheet (simple problems only).

**UNIT IV** (20 hours)

Funds flow Analysis–Meaning of Funds, Importance and uses of Funds Flow Statement – Preparation of Working capital Statement – Funds from operations – Fund Flow Statement (simple problems only).

**UNIT V** (25 hours)

Cash Flow Analysis–Meaning of Cash and Cash Equivalents–Preparation of Cash flow Statement as per AS-3, Fund Flow Analysis vs. Cash Flow Analysis. Budgets and Budgetary Control – Meaning, Importance, Merits and Demerits, Types of Budget – Production, Cash and Flexible Budget (simple problems only)

**Recommended Texts**
1. T. S. Reddy and Hari Prasad Reddy, Management Accounting, 2014-MarghamPulication.
2. SN Maheswari, Management Accounting - Sultan Chand &Sons.

**Reference Books**
1. RSN Pillai&Bagavati, Management Accounting - S Chand & Co Ltd – New Delhi.
2. HorngrenSunderu Stratton, Introduction to Management Accounting – Pearson Education
3. DalstonL. Cecil and Jenitra L. Merwin, Management Accounting, Learn Tech press, Trichy, 3rd Edition2015

**Web References:**

1. http://pakaccountants.com/courses/managementaccounting/
2. http://www.elearnuk.co.uk/course/management-accounting

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 2 out of 4 questions (each in 1200 words) | 20-23 | 20 | **40** |
| TOTAL MARKS | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions Theory | |
|----------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | 1 |
| | Unit – 3 | 1 | 2 |
| | Unit – 4 | 1 | 1 |
| | Unit – 5 | 1 | 2 |
| **Section B** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit – 5 | | 2 |
| **Section C** | Unit – 1 | | |
| | Unit – 2 | | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit –5 | | 1 |

## CORE – 7 - PROGRAMMING IN 'C'

| SUBJECT CODE: 18UISMC06 | THEORY | MARKS: 100 |
| --- | --- | --- |
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS: 90 |

**COURSE OBJECTIVES:**
- To brief basic concepts of algorithms, flowcharting, pseudocode and programming in C
- Give them an insight into C techniques.
- To create and solve modular programs.

**UNIT I** (15 Hours)

C fundamentals - Character set - Identifiers and keywords – Basic Data types- User defined Data types - Constants - variables - Declaration - Expressions - Statements - Operators - Arithmetic, Unary, relational, Logical, Assignment and conditional Operator- Library functions.

**UNIT II** (20 Hours)

Flow of control - Control structures –If statement, If Else Statement, Nested If Statement, Else If Ladder -While Statement - Do-While Statement - For Loop - Switch Case – break - continue- go to statements - Comma Operator.

**UNIT III** (15 Hours)

Input/output functions-Printf function- Scanf function - Simple C programs - Functions - Defining, Declaration, accessing functions - Function prototypes - Passing arguments to functions - Call by Value- Call by reference – Recursion**.**

**UNIT IV** (15 Hours)

Arrays - Definition and Declaration - Passing arrays to function – Array Types - One- dimensional array- Two-dimensional arrays - Multidimensional arrays – Arrays - Storage classes: Private- Public- Automatic- Extern- Static storage classes.

**UNIT V** (20 Hours)

String functions - Structures - Pointers – Definition- Declaration, Operations on pointers, passing pointers to functions, Pointers and arrays**.**

**Prescribed Texts:**
1. Programming in C by E.Balaguruswamy; Tata Mc Graw Hill Publication; 2008
2. Programming in C by V. Raja Raman; Prentice Hall, New Delhi; July 2006

**Reference Books:**
1. Gottfried B.S - Programming with C - second edition TMH Pub. Co. Lt., - New Delhi – 1996
2. Kanetkar Y - : Let us C - BPB Pub. - New Delhi – 1999
3. E. Balagurusamy - Programming in ANSI C

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| **A** | **Definition/Principle** Answer ANY 10 out of 12 questions (Each in 50 words) | 1-12 | 3 | **30** |
| **B** | **Short Answer** Answer any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| **C** | **Essay** Answer any4 out of 6 questions (Each in 1200 words) | 20-26 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |

# CORE 8 - PROGRAMMING IN 'C' PRACTICAL

| SUBJECT CODE: 18UISMC07P | PRACTICAL | MARKS: 100 |
|---|---|---|
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS: 75 |

## COURSE OBJECTIVES:

- To enable students to learn practical programming in C.


1. To find max and min of numbers
2. To generate Fibonacci series
3. Simple Interest
4. Compound Interest
5. Factorial with and without recursion
6. Sum of n natural numbers
7. Matrix addition and subtraction
8. Matrix Multiplication
9. Sorting – bubble sort
10. Prime number check
11. Odd or Even Number
12. Reverse a string and check for palindrome
13. Linear Search
14. Array addition/Subtraction
15. Swapping of variables using pointers

**ALLIED: 3 BUSINESS STATISTICS AND OPERATION RESEARCH -I**

| SUBJECT CODE: 16UMATA18 | THEORY& PROBLEM | MARKS: 100 |
|---|---|---|
| SEMESTER: III | CREDITS: 5 | TOTAL HOURS: 90 |

**(COMMON TO B.B.A, B.COM (BM), B.COM(ISM)AND B.COM (MM))**

**COURSE OBJECTIVES:**
- To introduce basic concepts of statistics and understand the statistical techniques used for business data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

**UNIT –I** **(10 H**ours**)**

Introduction to statistics: Definition, Scope and limitation of statistics – Collection of Data: Meaning, types of data – Classification of data: Types of classification-Frequency Distribution-Tabulation of data: Components of table – Formation of frequency table- Diagrammatic and graphical representation of data: Simple bar diagram, Multiple bar diagram, subdivided bar diagram, Deviation bar diagram, Histogram, Pie diagram - Measures of Central tendency: Mean, median and mode.

**UNIT – II** **(20 H**ours**)**

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness.

**UNIT – III** **(25 H**ours**)**

Correlation – Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Regression Lines and Coefficients.

**UNIT – IV** **(17 H**ours**)**

Introduction to OR: Definition, Applications of OR, Techniques or tools of OR - LPP model formulation– Graphical and Algebraic Solution. (Simple Problems only)

**UNIT – V** **(18 H**ours**)**

Network Analysis - PERT and CPM (no crashing) **(Simple Problems only)**

**Prescribed Text:**
1. Statistical Methods – S.P. Gupta, Sultan 2000.
2. Introduction to Operations Research – Dr. P.R. Vittal, Margham Publications

**Reference Books:**
1. Statistics - Elhance
2. Operations Research – Hira and Gupta, S. Chand.

**Web Reference**

1. https://www.easycalculation.com/tutorial.php
2. http://people.brunel.ac.uk/~mastjjb/jeb/or/contents.html
3. Operations Research – Handy and A. Taha, Macmillan Publishers.

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---|---|---|---|---|
| **Section A** | **Definition / Principles** Answer any **10** out of 12 questions | 1 – 12 | 3 | **30** |
| **Section B** | **Short Answer** Answer any **5** out of 7 questions | 13–19 | 6 | **30** |
| **Section C** | **Essay** Answer any **4** out of 6 questions | 20– 25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|---|---|---|---|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 2 | 1 |
| | Unit – 2 | 1 | 2 |
| | Unit – 3 | 1 | 1 |
| | Unit – 4 | 2 | |
| | Unit – 5 | 1 | 1 |
| **Section B** | Unit – 1 | 1 | 1 |
| | Unit – 2 | | 2 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit – 5 | | 1 |
| **Section C** | Unit – 1 | | 1 |
| | Unit – 2 | | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit - 5 | | 2 |

# CORE 9: ENTREPRENEURIAL DEVELOPMENT

| SUBJECT CODE: 18UISMC12 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS: 75 |

**(COMMON TO B.B.A, B.COM (MM), B.COM (BM), B.COM (ISM), B.COM (A & F))**

## COURSE OBJECTIVES:
- To create awareness among students about entrepreneurship and its importance.
- To keep the students informed about various financial institutions that promote ED.
- To encourage students to become entrepreneurs.

**UNIT I**                                                                                      (**13 Hours**)
Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

**UNIT II**                                                                                     **(20 Hours)**
Entrepreneurial Development Agencies. - Commercial Banks – District Industries Centre - National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI - IRDBI

**UNIT III**                                                                                    **(15 Hours)**
Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities - Preparation of Project Report – Tools of Appraisal.

**UNIT IV**                                                                                     **(12 Hours)**
Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements - Role of Government in organizing EDPs – Critical evaluation.

**UNIT V**                                                                                      **(15 Hours)**
Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs Networking, Niche play, Geographic Concentration, Franchising / Dealership – Development of Women Entrepreneurship.

## Prescribed Text:
1. Jayashree Suresh – Entrepeneurial development
2. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

**Reference Books:**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Holt – Entrepreneurship – New Venture Creation
5. J.S. Saini& S.I. Dhameja – Entrepreneurship and small business

**Web Reference:**

1. www.inderscience.com/jibed
2. http://www.slideshare.net/balajisetty/entrepreneurship-development-8886110

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions Theory | No. of Questions Problems |
|---------|-------|--------|----------|
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 3 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 10 - OOPS with C++

| SUBJECT CODE: 18UISMC09 | THEORY | MARKS :100 |
|---|---|---|
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS: 75 |

### COURSE OBJECTIVES:
- This course covers object-oriented programming principles and techniques using C++. The aim is to help students to gain a better understanding of OO design and program implementation by using Object Oriented language features.

### UNIT – I                                                                                                (15 Hours)
Principles of Object-Oriented Programming (OOP) – Software Evaluation - OOP Paradigm
- Basic Concepts of OOP - Benefits of OOP - Application of OOP- Scope Resolution Operator-
Structure of C++ program.

### UNIT – II                                                                                              (15 Hours)
Introduction to C++ - Tokens - Keywords - Identifiers – Variables- Constants- Basic Data types- User-defined Data types - Operators - Manipulators - Expressions and their Types- Control Structures.

### UNIT – III                                                                                            (15 Hours)
Classes and Objects – Introduction- Defining Member Functions - C++ program with Classes- Private Member functions- Static Member Functions- Inline Functions - Friend Functions - Function Overloading.

### UNIT – IV                                                                                            (15 Hours)
Arrays within class - arrays of objects - Constructors - Parameterized constructors - Multiple constructors- Copy Constructors-Dynamic Constructors- Destructors -- Type Conversions.

### UNIT – V                                                                                              (15 Hours)
Operator overloading - Inheritance - Types of Inheritance- Single – Multiple- Multilevel- Hierarchical-Hybrid - Virtual Functions and Polymorphism.

### Prescribed Texts:
1. E. Balagurusamy - Object Oriented Programming with C++ - TMH.
2. Robert Lafore - Object Oriented Programming in Microsoft C++ - Galgotia.
   - Pointers - Functions - Function Prototyping Parameters Passing in Functions - Values Return by Functions

### Reference Books:
1. Object Oriented Programming Using C++ and Java Paperback – 2011 by Ramesh Vasappanavara

**Web Reference:**

**1.** www.w3schools.in/cplusplus/intro/

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer ANY 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 8 questions (each in 300 words) | 13-20 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 21-26 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions Theory | Problems |
|----------|-------|--------|----------|
| Section A | Unit – 1 | 3 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| Section B | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 1 | |
| Section C | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 11 - OOPS with C++PRACTICAL

| SUBJECT CODE: 18UISMC10P | THEORY | 100 MARKS |
|---|---|---|
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS: 75 |

**COURSE OBJECTIVES:**

- This course covers object-oriented programming principles and techniques using C++. The aim is to help students to gain a better understanding of OO design and program implementation by using Object Oriented language features.

    1. Sum of square of N natural numbers.

    2. Fibonacci series

    3. Manipulators

    4. Class and Objects.

    5. Friend functions

    6. Inline functions

    7. Function overloading

    8. Arrays within objects.

    9. Constructor & Destructor

    10. Copy Constructor

    11. Operator overloading

    12. Practical on use of classes, objects in C++

    13. Single Inheritance

    14. Multiple Inheritance

    15. Parameterized constructor.

## CORE 12 - RESEARCH METHODS IN BUSINESS

| SUBJECT CODE: 16UISMC12 | THEORY | 100 MARKS |
|---|---|---|
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS: 75 |

**(Common to B. Com (MM), B. Com (ISM))**

**COURSE OBJECTIVES:**
- To make students aware about the importance of research in business
- To make students acquire skills to locate problem areas in organisation settings, and plan, organize, design, and conduct research to help solve the identified problems.

**UNIT I** **(10 H**ours**)**
**Fundamentals of Research:** Meaning, Objectives and Significance. Types of Research: Descriptive vs. Analytical, Applied vs Fundamental, Quantitative vs. Qualitative, Conceptual vs.Empirical. **Approaches to Research-** Quantitative approach, Qualitative approach.

**UNIT II** **(20 H**ours**)**
Defining the research problem, Selecting the problem; technique involved in selecting a problem. Research design – Meaning, need, features of good research design. **Sample design**Meaning- Steps in sampling design – Characteristics of Good Sample Design – Classification of Sampling design: Brief about Probability sampling, non-probability sampling, restricted, un-restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

**UNIT III** **(15 H**ours**)**
**Sources and Methods of data collection -** Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

**UNIT IV** **(20 H**ours**)**
**Meaning, definition and importance of Hypothesis –**Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (Theoretical explanation only) Chi-square test, Correlation Co- efficient and Regression analysis.

**UNIT V** **(10 H**ours**)**
Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing  Research, Government policies and economic systems, social relationship.

**Prescribed Texts:**

1. Research Methodology by Dr.P.Ravilochanan – Margham Publications (2012)
2. Research Methodology: Methods and Techniques Paperback – Abridged, Audiobook, Box set by C R Kothari

**Reference Books:**

1. Research Methodology: A Step by Step Guide for Beginners, 2e – 2005 –by Ranjit Kumar – Pearson.

**Web Reference:**

1. http://study.com/academy/lesson/research-methodology-approaches- techniques-quiz.html

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| A | **Definition/Principle** Answer ANY 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions Theory | Problems |
|---------|-------|:----:|:----:|
| Section A | Unit – 1 | 2 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 3 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| Section B | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| Section C | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |

# ALLIED: 4 BUSINESS STATISTICS AND OPERATION RESEARCH - II

| SUBJECT CODE: 18UMATA20 | THEORY& PROBLEM | 100 MARKS |
|---|---|---|
| SEMESTER: IV | CREDITS: 5 | TOTAL HOURS: 90 |

**(COMMON TO B.B.A, B.COM (BM) AND B.COM (MM), B.Com(ISM))**

**COURSE OBJECTIVES:**
- To introduce basic concepts of statistics and understand the statistical techniques used for business data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

**UNIT –I** **(18 H**ou**rs)**

Time Series Analysis – Secular trend: Graphic or free hand method, Method of semi average, moving average and Method of least squares-To fit a straight line-Seasonal variation: Method of simple average only**.**

**UNIT – II** **(18 H**ou**rs)**

Index Numbers: Simple aggregative, simple average of price relative method, weighted average of price relative method and weighted aggregative method – Fixed and Chain base Index – Cost of Living Index.

**UNIT –III** **(18 H**ou**rs)**

Sampling Techniques – Types of Sample and Sampling procedures – Tests of Significance – t, Chi – square test only. (**Simple problems).**

**UNIT – IV** **(18 H**ou**rs)**

Assignment Problems: Minimization, Maximization case in assignment problem. Unbalanced assignment problem.

**UNIT –V** **(18 H**ou**rs)**

Transportation Problems: North West Corner Method (NWCM) – Lowest Cost Entry Method (LCM), Vogel's Approximation Method (VAM) and MODI Method.

**Prescribed Texts:**
1. Statistical Methods – S.P. Gupta, Sultan 2000.
2. Introduction to Operations Research – Dr. P.R. Vittal, Margham Publications

**Reference Books**
1. Statistics - Elhance
2. Operations Research – Hira and Gupta, S. Chand.
3. Operations Research – Handy and A. Taha, Macmillan Publishers

**Web Reference**

1. https://www.easycalculation.com/tutorial.php
2. http://people.brunel.ac.uk/~mastjjb/jeb/or/contents.html

**Question Paper Pattern**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **A** | **Definition/Principle** Answer ANY 10 out of 12 questions | 1-12 | 3 | **30** |
| **B** | wer any 5 out of 7 questions | 13-19 | 6 | **30** |
| **C** | wer any 4 out of 6 questions | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions Theory | Problems |
|----------|-------|--------|----------|
| **Section A** | Unit – 1 | 2 | 1 |
| | Unit – 2 | 1 | 2 |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | 1 |
| | Unit – 5 | 1 | 1 |
| **Section B** | Unit – 1 | | 1 |
| | Unit – 2 | | 2 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 2 |
| | Unit – 5 | | 1 |
| **Section C** | Unit – 1 | | 1 |
| | Unit – 2 | | 1 |
| | Unit – 3 | | 1 |
| | Unit – 4 | | 1 |
| | Unit - 5 | | 2 |

## SKILL: 4     QUANTITATIVE APTITUDES

| SUBJECT CODE: 16UGSLS05 | PROBLEM | 100 MARKS |
|---|---|---|
| SEMESTER: IV | CREDITS: 2 | TOTAL HOURS: 30 |

**COURSE OBJECTIVES:**
- To make students familiarize in quantitative aptitude.
- To train students to face competitive exams and other entrance level tests conducted as part of recruitment drive by employers both in public and private sector.

**Unit-1**                                                        (6 Hours)
Divisibility – HCF and LCM

**Unit-II**                                                       (6 Hours)
Averages – Percentage – Ratio and Proportions

**Unit-III**                                                      (6 Hours)
Time and work – Time and Distance.

**Unit-IV**                                                       (6 Hours)
Simple Interest – Compound Interest – Profit and Loss

**Unit-V**                                                        (6 Hours)
Area – Volume and surface Areas.

**Prescribed Text**
1. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Company, New Delhi, 2012

**Reference Books**
1. Govind Prasad Singh and Rakesh Kumar, Text Book of Quickest Mathematics (For all Competitive Examinations), Kiran Prakashan, 2012
2. R.S. Aggarwal, Objective Arithmetic, S. Chand & Company, New Delhi, 2005

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **A** | 50 MCQs | 1-50 | 2 | **100** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Problems |
|----------|-------|-----------------|
| **Section A** | Unit – 1 | 10 |
| | Unit – 2 | 10 |
| | Unit – 3 | 10 |
| | Unit – 4 | 10 |
| | Unit – 5 | 10 |

| SUBJECT CODE: 16UISMC13 | THEORY | 100 MARKS |
|---|---|---|
| SEMESTER: V | CREDITS: 4 | TOTAL HOURS: 75 |

**(COMMON TO B.B.A AND B.COM (ISM))**

**COURSE OBJECTIVES:**

- To emphasize the importance of information system in today's world.
- To create an understanding about the importance and implications of information system in business.

**UNIT I** (15 Hours)

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

**UNIT II** (15 Hours)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

**UNIT III** (15 Hours)

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware – Software Database management Systems.

**UNIT IV** (20 Hours)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

**UNIT V** (10 Hours)

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

**Prescribed Text:**

1. Sadagopan , "Management Information Systems" - Prentice- Hall of India
2. CSV Murthy -"Management Information Systems" Himalaya publishing House.

**Reference Books:**

1. Mudrick&Ross , "Management Information Systems", Prentice - Hall of India
2. Dr.S.P. Rajagopalan,"Management Information Systems and EDP " , Margham Publications , chennai .

**Web Reference:**

1. www.tutorialspoint.com/management_information_system
2. http://www.academia.edu/4246296/Management_Information_Systems_Tutorial

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **A** | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| **B** | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| **C** | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions | |
|---|---|---|---|
| | | **Theory** | **Problems** |
| Section A | Unit – 1 | 2 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 3 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 3 | |
| Section B | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| Section C | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 14 – FINANCIAL MANAGEMENT

| SUBJECT CODE: 17UISMC14 | THEORY&PROBLEM | 100 MARKS |
|---|---|---|
| SEMESTER: V | CREDITS: 4 | NO. OF HOURS PER WEEK: 6 |

**(Common to B. Com (BM), B.B. A, B. Com (ISM))**

**COURSE OBJECTIVES:**

- To appreciate the role of the finance in an organization.
- To identify sources from where funds can be raised keeping in mind the cost and risk involved.
- To familiarize the students the techniques to be employed for investing the funds, taking into consideration the risk and the return

**UNIT- I**                                                                                                       **(10 Hours)**
Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management

**UNIT- II**                                                                                                     **(20 Hours)**
Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

**UNIT- III**                                                                                                   **(20 Hours)**
Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

**UNIT- IV**                                                                                                   **(15 Hours)**
Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's)

**UNIT – V**                                                                                                   **(10 Hours)**
Capital budgeting- Definition– Importance and objectives– Payback Period –
ARR and NPV method (Theory and simple problems). Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

**Prescribed Texts:**
1. Murthy Dr. A., Financial Management, Margaham Publications, Chennai
2. Maheswari S.N., Financial Management, Sultan Chand & Sons, New Delhi.

**Reference Books:**
1. Pandey I. M., Financial Management, Vikas Publishing. House Pvt. Ltd.
2. Dalston L. Cecil, Financial Management, Learn Tech press, Trichy, 2nd Edition 2015

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (each in 50words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 2 out of 4 questions (each in 1200 words) | 20-23 | 20 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions | |
|---------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | 1 |
| | Unit – 3 | 1 | 2 |
| | Unit – 4 | 1 | 1 |
| | Unit – 5 | 1 | 2 |
| **Section B** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | 1 |
| | Unit – 3 | | 2 |
| | Unit – 4 | | 1 |
| | Unit – 5 | | 1 |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | | 1 |
| | Unit – 3 | | |
| | Unit – 4 | | 1 |
| | Unit - 5 | | 1 |

# CORE 15: WEB TECHNOLOGY

| SUBJECT CODE: 18UISMC15 | THEORY | 100 MARKS |
|---|---|---|
| SEMESTER: V | CREDITS: 4 | TOTAL HOURS: 90 |

### COURSE OBJECTIVES:

- The course aims to introduce fundamental concepts of web applications using ASP.NET.

**UNIT I** **(20 H**ou**rs)**

ASP.NET Basics- ASP.NET Language structure- Page Structure-Page load event- Page unload event- Ispostback property- Isvalid property- Compiler directives-@Page directive- @Import directive- @Outputcatch directive.

**UNIT II** **(15 H**ou**rs)**

Basic web server controls (Label, Textbox, Button, Link button, Checkbox, Radio Button, Hyper Link, and Image Controls). Server controls- Anchor Control- Table - Form and Form Input Controls-Input File Control-Data List Web Server Controls- Checkbox List Control- Radio Button List Control-Dropdown List Control- List Box Control.

**UNIT III** **(15 H**ou**rs)**

Repeater Control- Other Web Server Controls-Calendar Control- Ad Rotator Control.
Validation Controls (Required Field Validator, Compare Validator, Range Validator, Custom Validator, Validation Summary Control) Request Object- Query String Collection- Form Collection-Browser Object- Server Variables Collection- Accept Types Collection- Headers Object- Visitor and Referrer Information- Saves Method.

**UNIT IV** **(15 H**ou**rs)**

Response Object- Cookies. Working with Data- System. Data and System.Data.OLEDB Namespaces- OLEDB Connection Class- OLEDB Command Class- OLEDB Transaction Class-OLEDB Data Adapter Class- Data Set Class. System. Data. SQL Client Namespace- Connecting to a SQL Server Database- Manipulating Data in a Server Database-Retrieving Data from a SQL Server Database.

**UNIT V** **(20 H**ou**rs)**

Advanced Issues- E-mail-Sending a sample E-mail message- Smtp Mail and Mail Message Classes-Attaching a File- Sending an HTML E-mail Message- File Request Sample Site Page- Product Info Sample Site Page.

**Prescribed Texts:**
1. ASP.NET Developers Guide by Greg Buczek; Tata Mc Graw Hill Publication;

**Reference Books:**

**1.** Beginning ASP.NET 4.5.1 in C# and VB Paperback – 22 May 2014 by Imar Spaanjaars

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (Each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 8 questions (each in 300 words) | 13-20 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 21-26 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|--------|----------|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |

# CORE 16 –WEB TECHNOLOGY PRACTICAL

| SUBJECT CODE: 18UISMC16P | PRACTICAL | 100 MARKS |
|---|---|---|
| SEMESTER: V | CREDITS: 4 | TOTAL HOURS: 75 |

- Write an Asp.Net program to implement link and hyperlink button control.

- List the headers sent by the Request Objects.

- Implement Request and Response object using Asp.Net.

- Create a Login form using Asp.Net.

- Load a webpage whenever a mouse moves over a link.

- Create a web page Image with mouse event.

- Create an employee database using Asp.net controls.

- Create on line library using calendar.

- Check in and Checkout program using Asp.net.

- Create a web page using student database.

- Create a web site student mark list preparation.

- Checking e-mail id with validation control.

- Checking voter eligibility with validation control.

- Create digital clock with timer control.

- Create banner with adrotator control.

- Select favorite food with checkbox control.

- Select favorite movie with drop down list box control.

- Select favorite book with radio button control.

- Create an online application form with calendar control.

- Display greater number with if condition.

## Elective 1: BUSINESS ENVIRONMENT

| SUBJECT CODE: | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: V | CREDITS: 5 | TOTAL HOURS: 90 |

### COURSE OBJECTIVES:

- Understand the concept and nature of the Business Environment.
- Understand the significance of the Business Environment on individual Decision – Making units.
- Scan and analysis the Business Environment in terms of the political, economic, social, legal and financial ramifications.

### UNIT I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

### UNIT II

Political Environment - Government and Business relationship in India

### UNIT III

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems -linguistic and religious groups - Types of social organization

### UNIT IV

Economic Environment - Economic systems and their impact of business - Fiscal deficit- Plan investment -Five Year Planning.

### UNIT V

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - lDBI - Non-Banking Financial Companies NBFCs

### Recommended Texts

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran , Business Environment, Margham Publications.
3. K Aswathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy KapoorSangam, Business Environment, Kalyani Publishers, Ludhiana

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|-------------------|---------|-------|-------|
| **A** | **Definition/Principle** Answer ANY 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| **B** | **Short Answer** Answer any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| **C** | **Essay** Answer any 4 out of 6 questions (Each in 1200 words) | 20-26 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|--------|----------|
| | | Theory | Practical |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 3 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 17– E- BUSINESS

| SUBJECT CODE: 16UISMC17 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS: 90 |

**Common to B.B. A, B. Com (MM) ,B.COM (ISM**

**COURSE OBJECTIVES:**
- This course provides a foundation to prepare students, to play leading roles in the application and management of e-business system construction.

**UNIT I** **(20 Hours)**

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E-Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network (WAN).

**UNIT II** **(20 Hours)**

The Internet – Intranet and Extranet – Common Gateway Interface – Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography -encryption, decryption, digital signature and virtual private network.

**UNIT III** **(15 Hours)**

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e- wallet, e-check, and credit card, debit card, smart card, EFT and ACH

**UNIT IV** **(20 Hours)**

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e- stores, e-mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

**UNIT V** **(15 Hours)**

Overview of M-Commerce – Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

**Prescribed Text:**
1. E-Commerce – A Managerial Perspective- Prentice Hall- Joseph PT
2. The Compelete Idiot's Guide to E-Commerce – Smith Rob, Thompson Mark – Year 2000

**Reference Books**

1. Kosivr, David - Understanding E-Commerce
2. Garry P Schneider and James T Perry - Electronic Commerce, Course technology,
3. Thomson Learning, 2000Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business

**Web Reference:**

1. www.tutorialspoint.com/e_commerce/
2. www.ecommercetutorial.net

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (Each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** Answer any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (Each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Section | Units | No. of Questions Theory | Problems |
|---------|-------|--------|----------|
| Section A | Unit – 1 | 3 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| Section B | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| Section C | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 18–DATABASE MANAGEMENT SYSTEM

| SUBJECT CODE: 18UISMC18 | THEORY | 100MARKS |
|---|---|---|
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS: 90 |

**COURSE OBJECTIVES:**

- Develop an understanding of the classic data models in Database
- Become familiar with the concepts of managing databases.
- Implement a DBMS
- Learn new ways to model data

**UNIT-I** **(15 H**ou**rs)**

Database Concepts - Database System Applications - Data Models -Database Languages - Database users and Administrator - Transaction Management - Database system structure - Application Architecture.

**UNIT-II** **(15 H**ou**rs)**

Database System Architecture, Centralized and Client Server architecture, Server system architecture, parallel system, distributed systems, Network types**.**

**UNIT-III** **(15 H**ou**rs)**

Transactions-concept-transaction state-Implementation of Atomicity and Durability- concurrent executions-serializability-recoverability

**UNIT-IV** **(15 H**ou**rs)**

Concurrency control-lock based protocol-timestamp-based protocol-validation based protocol-deadlock handling

**UNIT-V** **(15 H**ou**rs)**

Recovery System- Failure classification-storage structure-recovery and atomicity-log based recovery**.**

**Prescribed Text:**

1. Abraham Silberschatz, Henry F. Korth, Sudarshan, "Database System Concepts",
McGrawHill, 5th Edition

**Reference Books:**

1. SilberschatzKorthSudarshanDatabase System Concepts, , McGraw – Hill 4th Edition 1988
2. Distributed Databases: Concepts and Systems by Stefano Ceri

**Web Reference:**

1. www.tutorialspoint.com/dbms/
2. www.studytonight.com/dbms

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---|---|---|---|---|
| **Section A** | **Definition/Principle** Answer any 10 out of 12 questions (Each in 50 words) | 1-12 | 3 | **30** |
| **Section B** | **Short Answer** any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| **Section C** | **Essay** Answer any 4 out of 6 questions (each in 1200 words) | 20-25 | 10 | **40** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|---|---|---|---|
| | | **Theory** | **Problems** |
| **Section A** | Unit – 1 | 3 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| **Section B** | Unit – 1 | 2 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 1 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit - 5 | 1 | |

## CORE 19 –HUMAN RESOURCE MANAGEMENT

| SUBJECT CODE: 18UISMC19 | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS: 90 |

**(Common to B.B. A, B. Com (MM), B. Com (ISM)**

**COURSE OBJECTIVES:**
➢ To understand the nature of human resources and its significance to the organization.
➢ To familiarize students with the various techniques in HRM that contributes to the overall effectiveness of an organization.
➢ To bring to the attention of the students the latest trends in managing human resources in an organization.

**UNIT I** **(20 Hours)**
Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Sources of Recruitment – Selection – Methods of Selection – Process of Selection - Uses of various tests – Interview techniques in selection and placement.

**UNIT II** **(20 Hours)**
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career Development

**UNIT III** **(20 Hours)**
Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Abraham Maslow's theory, Mc Gregor's "X", "Y", William Obuchi's "Z" Theory - Herzberg's two factor theory and Vroom's valence expectancy theory – McClelland's Need Achievement theory

**UNIT IV** **(15 Hours)**
Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness.

**UNIT V** **(15 Hours)**
Industrial Disputes and Settlements (Laws Excluded) – Settling Industrial Disputes in India – Arbitration – Adjudication – Settlement.

**Prescribed Texts:**
1. Essentials of Human Resource Management and Industrial Relations- P.Subba Rao – Himalaya Publishing House- 2010
2. Human Resource Management – L M Prasad- Third Edition Reprint 2014 – Sultan Chand & Sons.
3. Human Resource Management –Ashwathappa-5th Edition –McGraw Hill

**Reference Books**

1. Human Resource Management – Garry Deseler -11<sup>th</sup> Edition – Pearson International
2. Human Resource Management- By DrCharmine E.J. Härtel , Dr Yuka Fujimoto – 2<sup>nd</sup> Edition

**Web References:**

1. https://www.wiziq.com/tutorials/human-resource-management
2. https://www.sophia.org/tutorials/introductory-human-resource-concepts

3.

**Question Paper Pattern:**

| Section | Question Component | Numbers | Marks | Total |
|---------|--------------------|---------|-------|-------|
| A | **Definition/Principle** Answer any 10 out of 12 questions (each in 50 words) | 1-12 | 3 | **30** |
| B | **Short Answer** any 5 out of 7 questions (Each in 300 words) | 13-19 | 6 | **30** |
| C | **Essay** Answer any 4 out of 6 questions (Each in 1200 words) | 20-25 | 10 | **40** |
| **TOTAL MARKS** | | | | **100** |

**Distribution of Questions:**

| Sections | Units | No. of Questions | |
|----------|-------|------------------|----------|
| | | Theory | Problems |
| **Section A** | Unit – 1 | 2 | |
| | Unit – 2 | 3 | |
| | Unit – 3 | 3 | |
| | Unit – 4 | 2 | |
| | Unit – 5 | 2 | |
| **Section B** | Unit – 1 | 1 | |
| | Unit – 2 | 2 | |
| | Unit – 3 | 2 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |
| **Section C** | Unit – 1 | 2 | |
| | Unit – 2 | 1 | |
| | Unit – 3 | 1 | |
| | Unit – 4 | 1 | |
| | Unit – 5 | 1 | |

## ELECTIVE 2- ACCOUNTING PACKAGE

| SUBJECT CODE: 18UISME02P | THEORY | MARKS: 100 |
|---|---|---|
| SEMESTER: VI | CREDITS: 5 | TOTAL HOURS: 90 |

**COURSE OBJECTIVES:**

- To use accounting software to compile accounts of business concerns
- To give an understanding of the practical applications of the branches of accounting

## (I) ACCOUNTING APPLICATION PACKAGE
### (Lab Based Practical Paper)
Computerized Accounting - Tally Accounting Software

### UNIT I

Tally-origin- General Features- Accounting Features-Inventory Feature-Starting TALLY Start up

screen component-Processing icons –Multilingual feature of TALLY- Quit TALLY

### UNIT II

Company creation –creating, selecting, deleting, shutting a company –altering company details-

changing data directory –auto selection of company

### UNIT III

Pre-defined groups in TALLY- Primary groups-sub groups- creation of user defined primary

groups – display- alteration of groups-Ledger Accounts-creations, display, alteration, deletion

### UNIT IV

Tally vouchers-Meaning-Payment Vouchers-Receipt vouchers-entering,

deleting, Canceling, printing a voucher- Postdated vouchers

### UNIT V

Security Control- Meaning, need- creation, Display, alteration of security –TALLY Audit-

features-conduct

**Recommended Books:**

1. Tally Bible by V. Sundaramoorthy

2. Tally – V. Palanivel , Margham Publications, Chennai

# ACCOUNTING SOFTWARE PACKAGE-ELECTIVE 2

| SUBJECT CODE: 18UISME02P | PRACTICAL | MARKS: 100 |
|---|---|---|
| SEMESTER: VI | CREDITS: 5 | TOTAL HOURS: 90 |

## COURSE OBJECTIVES:
- To use accounting software to compile accounts of business concerns.
- To give an understanding of the practical applications of the branches of accounting

## (i) ACCOUNTING APPLICATION PACKAGE
## (Lab Based Practical Paper)

Computerized Accounting - SPSS Accounting Software
1. Construction of Frequency tables
 (a) Univariate Frequency tables
(b) Cross- Tabulation

2. Graphical representation of Data
(a) Bar diagram – Simple Bar diagram, Multiple Bar Diagram,
Sub divided Bar Diagram,
(b) Histogram
(c) Pie Diagram

3. Calculation of Measures of Central Tendencies
(a) Mean, Median and Mode
(b) Geometric mean

4. Calculation of Methods of Dispersion
(a) Standard Deviation
(b) Quartiles
(c) Skewness
(d) Kurtosis

5. Calculation of Correlation Coefficient
(a) Karl Pearson's Correlation Coefficient
(b) Spearman's Rank Correlation Coefficient

6. Calculation of Regression Trend
(a) Trend Line

7. Test of Significance for Single and two Samples – Large Sample Test (Z-Test)
(a) Test for Mean
(b) Test for Proportion
(c) Test for Standard Deviation

8. Test of Significance for Single and two Samples – Small Sample Test (t-Test, F-test)
(a)  Test of Mean
(b)  Test of Variances


9. Non-Parametric Test
(a)  One –Way Chi-square test (test for Homogeneity)
(b)  Two–Way Chi-square test (test for Attributes)

10.  Test of Homogeneity of Means for more than 2 samples
(a)  One –Way ANOVA
(b)  Two–Way ANOVA

**Recommended Text Books:**

1.  SPSS for Beginners, 1999 Vijay Gupta, Published by **VJBooks**Inc.
2.  Levine's Guide to SPSS for Analysis of Variance.2nd Edition, Melanie C. Page, Sanford L. Braver and David P. MacKinnon, **LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS2003** Mahwah, New Jersey, Londo

## ELECTIVE 3–PROJECT WORK

| SUBJECT CODE: 16UISME03 | PROJECT | MARKS: 100 |
|---|---|---|
| SEMESTER: VI | CREDITS: 5 | TOTAL HOURS: 90 |

**COURSE OBJECTIVES:**

- To give a hands-on practicum to the students in the fields of management, marketing, information systems, human resources, finance or software project management, thus enabling them to learn the nuances of working both as an individual and as a team.

- The team size shall not be more than 3 students, incase if the students opt for software development project otherwise the students must pursue the project individually. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the Examination.

- The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

- Those who fail in the project work will have to redo the project work and submit to the college for external examination.