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 2020-21 and thereafter)

VISION

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

MISSION

- To enable the students to have an edge over the usage of technology and informatics in the field of management and commerce.
- Deepen and extend knowledge about the formation and utilization of human capabilities.
- To provide high quality technological education, strongly integrated with human values of Equality, Compassion, Sharing a social responsibility.

PROGRAMME OUTCOME

1. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Finance Manager, HR Manager, and Project Manager and over all Administration abilities of a Company.
2. Capability of the students to make decisions at personal & professional level will increase after completion of this course.
3. Students can independently start up their own business.
4. Students can get thorough knowledge of finance, commerce and computer programming languages.
5. 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, and 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, and 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)
2020-21 Batch onwards

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	19UENG221	English - I	3	4	50	50	100
	III	Core Paper-I	20UCOM301	Financial Accounting (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	6	50	50	100
	III	Core Paper-II	20UCOM302	Principles of Management (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	5	50	50	100
	III	Allied-I	20UISM303P	Basic Computer Skills for Managers-Practical	5	5	50	50	100
	IV	Non Major Elective-I	17UNME01A	Analytical & Logical Reasoning	2	2	50	50	100
	IV	Soft Skills-I	19UGSL401	Introduction to Study Skills	3	2	50	50	100
Total Credits: 24 / Total Hours per week: 30									
Semester - II	I	Language	17UTAMF02	Tamil - II	3	6	50	50	100
	II	English	19UENG222	English - II	3	4	50	50	100
	III	Core Paper-III	20UBBA304	E-Business (Common to B.B.A, & B.Com (ISM))	4	6	50	50	100
	III	Core Paper-IV	20UCOM305	Marketing Management (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	5	50	50	100
	III	Allied-II	20UISM306P	HTML Programming Practical	5	5	50	50	100
	IV	Non Major Elective-II	17UNME02G	Importance of Emotional Intelligence	2	2	50	50	100
	IV	Soft Skills-II	19UGSL402	Life Skills	3	2	50	50	100
Total Credits: 24 / Total Hours per week: 30									
Semester - III	III	Core Paper-V	20UISM307	Programming in C-Theory	4	6	50	50	100
	III	Core Paper-VI	20UCOM308	Management Accounting (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	6	50	50	100
	III	Core Paper-VII	20UCOM309	Business Communication (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	5	50	50	100
	III	Core Paper-VIII	20UISM310P	Programming in C- Practical (Common to B.Com General, A&F, BM, MM & BBA)	4	5	50	50	100
	III	Allied-III	20UCOM311	Business Statistics - I (Common to B.Com (Gen), B.Com (CS), B.Com (A&F), B.Com (BM), B.Com (MM), B.Com(ISM), & BBA)	5	6	50	50	100
	IV	Soft Skills-III	19UGSL403	Job-Oriented Skills	3	2	50	50	100
Total Credits: 24 / Total Hours per week: 30									

COURSE STRUCTURE
B.Com (INFORMATION SYSTEM MANAGEMENT)
2020-21 Batch onwards

Semester	Part	Course Component	Subject Code	Subject Name	Credits	Hours	Internal	External	Total
Semester - IV	III	Core Paper-IX		RDBMS with SQL-Theory	4	5	50	50	100
	III	Core Paper-X	19UBBA308	Financial Management (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	5	50	50	100
	III	Core Paper-XI	19UCMM312	Research Methods in Business (Common to MM, ISM)	4	5	50	50	100
	III	Core Paper-XII		RDBMS with SQL-Practical	4	5	50	50	100
	III	Allied-IV	19UMAT343	Business Statistics - II (Common to B.Com (Gen), B.Com (CS), B.Com (A&F), B.Com (BM), B.Com (MM), B.Com(ISM), BBA)	5	6	50	50	100
	IV		19UEVS401	Environmental Studies	2	2	50	50	100
	IV	Soft Skills-IV	16UGSLS05	Quantitative Aptitude	3	2	50	50	100
Total Credits: 26 / Total Hours per week: 30									
Semester - V	III	Core Paper-XIII		Programming in Python-Theory (Common to B.Sc (IT), BCA, B.Sc (CS))	4	6	50	50	100
	III	Core Paper-XIV	19UBBA310	Entrepreneurial Development (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	4	5	50	50	100
	III	Core Paper-XV	19UBBA312	Management Information System (Common to B.B.A & B.Com(ISM))	4	5	50	50	100
	III	Core Paper-XVI		Pyhton Programming Practical	4	6	50	50	100
	III	Elective-I (Interdisciplinary Elective)	19UIDE320	Essentials of Office Automation Tools and E- Mail Etiquette Practical)	5	6	50	50	100
	IV		19UVED401	Value Education	2	2	-	100	100
				Internship	2				
Total Credits: 25 / Total Hours per week: 30									
Semester - VI	III	Core Paper-XVII	19UCMM314	Elements of Cost Accounting	4	6	50	50	100
	III	Core Paper-XVIII		PHP Programming-Theory	4	6	50	50	100
	III	Core Paper-XIX		PHP Programming-Practical	4	6	50	50	100
	III	Elective-II	18UISMC19	Human Resources Management (Common to B.Com General, CS, A&F, MM, BM, ISM & BBA)	5	6	50	50	100
	III	Elective-III	16UISME03	Project	5	6	50	50	100
	V			Extension Activity	1	-	-	100	100
Total Credits: 23 / Total Hours per week: 30									
Grand Total Credits: 146 / Total Hours per week: 180									

SEMESTER - I

CORE PAPER – 1   FINANCIAL ACCOUNTING

SUBJECT CODE: 20UCOM301	THEORY & PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:
1. To study the basic concepts and Accounting Standards.
2. To understand the procedures of Accounting under Single entry system.
3. To foster knowledge on Depreciation Accounting.
4. To get exposure to insurance claims and Bank reconciliation statement.
5. To acquire knowledge and applicability of Departmental accounts.

UNIT I **(20 Hours)**

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards - Preparation of Final Accounts - Trading Account- Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings.

UNIT II **(20 Hours)**

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method - Conversion method.

UNIT III **(18 Hours)**

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard – Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT IV **(17 Hours)**

Bank Reconciliation statement-Insurance claims, claim for loss of stock destroyed including Average Clause

UNIT V **(15 Hours)**

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter - Departmental Transfers at cost or Selling Price-Treatment of Expenses that cannot be apportioned – Preparation of Departmental profit and loss account.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Gupta .R.L & Gupta .V.K, 2005, Financial Accounting, Sultan Chand & Sons, New Delhi, 6th edition.
2. Reddy T.S & Murthy.A, 2007, Financial Accounting, Margham Publications, Chennai, 5th edition.
3. Dr.S.Manikandan, Financial Accounting, Scitech Publications, Chennai.

REFERENCE BOOKS

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

E-LEARNING RESOURCES

1. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
2. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
3. https://www.profitbooks.net/what-is-depreciation/
4. https://books.google.co.in/books?isbn=8126909935 5. https://books.google.co.in/books?isbn=9966254455 6. https://books.google.co.in/books?isbn=0470635290

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			**SECTION B - 7**		**SECTION C - 4**	

CORE PAPER - 2 PRINCIPLES OF MANAGEMENT

SUBJECT CODE: 20UCOM302	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:
1. To enable the students to acquire knowledge on principles of management
2. To know the concepts and functions of management
3. To learn the importance, types, process and techniques of decision making
4. To understand the Organization structure and its importance
5. To develop the knowledge in coordination and controlling techniques

UNIT I (20 Hours)

Management- Definition – Importance – Is Management art or science – Functions of Management: POLC framework – Role and Functions of a Manager – Managerial skills – 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; Administrative Management: Henry Fayol, Scientific Management: F.W.Taylor, Bureaucratic management: Max Weber, Human relations management: Elton Mayo, Modern Management: Peter Drucker-Approaches to Management: 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.

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)

Introduction to co-ordination – Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance – Functions of controlling, process of controlling and types of Control. - Introduction to Management Information System (MIS)

RECOMMENDED TEXTBOOKS
1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons – New Delhi, 16th Edition.
2. L.M.Prasad, Principles & Practice of Mangement – Sulatan Chand & Sons – New Delhi, 8th Edition.

REFERENCE BOOKS

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

E-LEARNING RESOURCES

1. http://www.12manage.com
2. http://www.businessballs.com
3. http://www.tutotrialspoint.com/management_principles/management_principlestutorial.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A - 12			**SECTION B - 8**		**SECTION C - 6**	

ALLIED PAPER - 1   BASIC COMPUTER SKILLS FOR MANAGERS

SUBJECT CODE : 20UISM303P	PRACTICAL	MARKS : 100
SEMESTER : I	CREDITS : 5	TOTAL HOURS: 75 HRS

COURSE OBJECTIVES:

1. To familiarize student with the basic office applications
2. To understand the Word Processing Basics
3. To learn aesthetics of presentations.
4. To comprehend and implement various spreadsheet features
5. 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 viewmodify existing report - beautifying forms and reports.

RECOMMENDED TEXTBOOKS

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

NON MAJOR ELECTIVE - 1 ANALYTICAL AND LOGICAL REASONING

SUBJECT CODE : 17UNME01A	PROBLEM	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS: 30HRS

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

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

UNIT I   **(6 Hours)**

    Logical reasoning Introduction- Number Series

UNIT II   **(6 Hours)**

    Statement and assumptions – Statement and conclusion

UNIT III   **(6 Hours)**

    Verbal reasoning – Coding and Decoding (with alpha numeric characters) - Reasoning Blood

Relationship

UNIT IV   **(6 Hours)**

    Direction Sense Test – Data Interpretation from bar chart, pie chart.

UNIT V   **(6 Hours)**

    Venn Diagrams – Image Series

RECOMMENDED TEXTBOOKS
1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition

REFERENCE BOOKS
1. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal – Publisher – S.Chand and Company Pvt. Ltd.

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Multiple Choice Questions	1-50	1	**50**

Break up of questions for theory and problem

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

SEMESTER - II

SEMESTER II CORE PAPER - 3 -E- BUSINESS

SUBJECT CODE: 20UBBA304	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90 HRS

(Common to B.B.A, 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 EBusiness. Network
Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN)
Protocols, Wide Area Network (WAN).

UNIT II (18 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 (17 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

RECOMMENDED TEXTBOOKS

1. E-Commerce – A Managerial Perspective- Prentice Hall- Joseph PT
2. The Complete 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, Thomson Learning, 2000

3. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business

WEB REFERENCE:

1. www.**tutorials**point.com/**e_commerce**/

2. www.ecommercetutorial.net

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3		2		1	
II	3		1		2	
III	2		2		1	
IV	2		2		1	
V	2		1		1	
TOTAL	12		8		6	
SECTION A - 12			**SECTION B - 8**		**SECTION C - 6**	

SUBJECT CODE: 20UCOM305	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To develop an understanding about the basic concepts of marketing.
2. To determine the various methods of promotion in marketing.
3. To provide an insight on the various marketing channels along with modern technology.
4. To understand the consumer behavior process & marketing ethics.
5. To demonstrate the concept of product life cycle and pricing.

UNIT I   (14 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   (14 Hours)

Consumer – Customer – Buying Process – Introduction to Buyer Behavior – Factors influencing buyer Behavior, Market segmentation – Need and basis of Segmentation – Targeting – Positioning – CRM and Customer Satisfaction.

UNIT III   (17 Hours)

The Product – Goods - Services – Ideas - Characteristics – benefits – Classifications – Consumer goods – Industrial goods- Difference between Consumer goods and Industrial goods New Product Development process – Product life Cycle – Introduction ,Growth , Maturity, Decline. Branding – Packaging & Labeling – Pricing – Meaning, Objectives and Types of Pricing.

UNIT IV   (16 Hours)

Physical Distribution: Importance – Channels of Distribution of consumer goods, Distribution of industrial goods and Distribution of Agricultural goods – Levels of channels: Zero level, one level, two levels and three level channel- Distribution issues-online Marketing-Green Marketing.

UNIT V   (14 Hours)

Promotion – Meaning, Objective, Types – A brief overview of Advertising – Different types of

Advertising - Publicity – Public Relations – personal selling – Direct selling and Sales promotion – Dealer Promotion –Customer Promotion

RECOMMENDED TEXTBOOKS

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. *New Delhi*, 35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. *S. chand& Co. Ltd*.

REFERENCE BOOKS

1. Joshi, G. (2009). *Information Technology for retail*. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). *Marketing management: A strategic Decision- making approach*. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). *Retailing management: Text and cases*. Tata McGraw-Hill Education. 4. Ramaswamy, V. S., & Namakumari, S. (2009). *Marketing management: Global perspective, Indian context*. Macmillan.
5.Withey, F. (2006). *Marketing Fundamentals. The Official CIM Coursebook 06/07*.Taylor & Francis.

E-LEARNING RESOURCES

1. https://iedunote.com/marketing-definition-functions-importance-process
2. http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152
3. http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/
4. https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html
5. https://www.marketingtutor.net/consumer-decision-making-process-stages/
6. https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/
7. https://www.youtube.com/watch?v=Mco8vBAwOmA

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	**12**	**-**	8	-	6	-
	SECTION A - 12		**SECTION B - 8**		**SECTION C - 6**	

ALLIED PAPER - 2   HTML PROGRAMMING

SUBJECT CODE : 20UISM306P	PRACTICAL	MARKS : 100
SEMESTER : II	CREDITS : 5	TOTAL HOURS : 75 HRS

COURSE OBJECTIVES:

1. To familiarize student with the basic web page development
2. 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 StylesOther 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 PaddingCell Spacing Attribute-Using the Background Color Property-Using the Row span and Colspan Attributes.

UNIT-III   (15 Hours)

Linking Documents-Links-External Document References-Internal document referencesHyper 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)

Concept of CSS-Creating Style Sheet-CSS Properties-CSS Styling (Background, Text Format, Controlling Fonts)-Working with block elements and objects-Working with Lists and Tables-CSS Id and Class-Box Model (Introduction, Border properties, Padding Properties, Margin properties).

UNIT-V   (15 Hours)

CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector)-CSS Color-Creating page Layout and Site Designs.

RECOMMENDED TEXTBOOKS

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 Inc. (Author)
3. Beginning CSS: Cascading Style Sheets for Web Design Wiley Ind, Ian Pouncey, Richard York.

WEB REFERENCE:
1. http://www.w3schools.com
2. https://www.tutorialpoint.com

IMPORTANCE OF EMOTIONAL INTELLIGENCE

SUBJECT CODE : 17UNME02G	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 2	TOTAL HOURS: 30 HRS

(Common to B.Com (Gen), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (ISM), B.Com (BM) and BBA)

COURSE OBJECTIVES

1. To evoke knowledge amongst students on Emotional Intelligence.
2. To make students understand the importance of self-awareness and self-development.
3. Outline the Students about Positive and Negative traits.
4. To demonstrate about self- Analysis.

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)**
Self-analysis: Psychological growth and adjustment- Personal Development plan-Successful negotiator Personal SWOT Analysis, Celebrating Life.

RECOMMENDED TEXTBOOKS

1. What's Your Emotional IQ, Dr.AparnaChattopadhyay,PustakMahal,May 2004.
2. Emotional Intelligence In A Week,JillDann,Hodder& Stoughton,10 Edition,2007.

REFERENCE BOOKS

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

E-LEARNING RESOURCES
1. www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
2. www.personality_project.org
3. www.donblake.com/module5/resources/emotionalintelligence.doc

GUIDELINES TO THE QUESTION PAPER SETTERS
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**

Break up of questions for theory

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

SEMESTER - III

CORE 5- PROGRAMMING IN 'C'

SUBJECT CODE: 20UISM307	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90 HRS

COURSE OBJECTIVES:
 ➢ To brief basic concepts of algorithms, flowcharting, pseudo code 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 **(20 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 **(20 Hours)**

Arrays - Definition and Declaration - Passing arrays to function – Array Types - One-dimensional array- Two-dimensional arrays - Multidimensional arrays – Arrays.

UNIT V **(15 Hours)**

String functions - Storage classes: Private- Public- Automatic- Extern- Static storage classes.

RECOMMENDED TEXTBOOKS

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

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A-12			**SECTION B-8**		**SECTION C-6**	

CORE 6 - MANAGEMENT ACCOUNTING

SUBJECT CODE: 20UCOM308	THEORY & PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To enable the students to acquire sound knowledge of concepts, methods and techniques of management accounting.
2. To apply the analytical skills associated with the interpretation of accounting reports.
3. To evaluate the results of profitability, liquidity, solvency and efficiency levels in the business.
4. To communicate the knowledge about fund flow and cash flow statements under (AS-3) and also the concept of budgetary control.
5. To evaluate the classification of budgets.

UNIT I   (15 Hours)

Management Accounting: Meaning- nature, scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statements - objectives and methods of financial statements analysis comparative, common size statements and Trend analysis.

UNIT II   (20 Hours)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios.

UNIT III   (20 Hours)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement - schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT IV   (20 Hours)

Cash flow statement – significance preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT V   (15 Hours)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget)

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Maheswari, D. S, "Principles of Management Accounting" Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Murthy, A, Financial accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, Vijay Nicole
5. Srinivasan, N. P., & Murugan, M. S,. Accounting for management. S. Chand.

E-LEARNING RESOURCES

1. https://www.wallstreetmojo.com/ratio-analysis/
2. https://books.google.co.in/books?isbn=0070620237
3. https://books.google.co.in/books?isbn=1853963836 4.
   https://books.google.co.in/books?isbn=8131731782

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			**SECTION B - 7**		**SECTION C - 4**	

CORE 7 - BUSINESS COMMUNICATION

SUBJECT CODE: 20UCOM309	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To discuss the importance and essentials of communication in business activities.
2. To draft the various types of business letter and to practice the same.
3. To demonstrate the various types of business enquiries.
4. To compile the different types of correspondence relating to the company and secretarial practice.
5. To utilize the knowledge about the vital role played by computer in business entities.

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UNIT I (15 Hours)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in-formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT II (15 Hours)

Understanding the purpose of writing a Business Letter – 4 C's of Good Communication: correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters – Lay out - Kinds of Business Letters.

UNIT III (15 Hours)

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors.

UNIT IV (15 Hours)

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation- Rules of making effective PowerPoint presentations- Effective Sales Presentation.

UNIT V (15 Hours)

Importance of Report Writing - Kinds of reports- Business Meetings -Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing

RECOMMENDED TEXTBOOKS

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand &Sons, New Delhi.
2. N.S.Raghunathan, R.Santhanam,Business Communication-Margham Publications

REFERENCE BOOKS

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand &Sons, New Delhi.
2. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi 3. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

E-LEARNING RESOURCES

1. https://books.google.co.in/books?isbn=130556023X
2.https://books.google.co.in/books?isbn=0618990488
3. https://books.google.co.in/books?isbn=0538466251

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory and Letter writing

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	**LETTER WRITING**	THEORY	**LETTER WRITING**	THEORY	**LETTER WRITING**
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	1	-	1
IV	3	-	1	1	-	1
V	2	-	1	-	1	-
TOTAL	12	-	5	3	3	3
SECTION A-12			**SECTION B-8**		**SECTION C-6**	

CORE 8

PROGRAMMING IN 'C' PRACTICAL

SUBJECT CODE: 20UISM310P	PRACTICAL	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75 HRS

COURSE OBJECTIVE:

1. To enable students to learn practical programming in C

EXERCISES

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

ALLIED PAPER - 3 BUSINESS STATISITICS - I

SUBJECT CODE: 20UCOM311	THEORY& PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 5	TOTAL HOURS: 90 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To communicate the origin and basics about the statistics.
2. To demonstrate the classifications, tabulation of data including diagrammatic and graphical methods.
3. To analyze the knowledge of measures of central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean.
4. To explain the characteristics of the range, Quartile deviation, mean deviation, variance, and the standard deviation.
5. To evaluate the measures of skewness – Karl Pearson's coefficient of skewness and Bowley's Coefficient of Skewness.

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UNIT–I **(15 Hours)**

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations -

Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data-Scatter diagram.

UNIT–II **(20 Hours)** Measures of Centra

UNIT–III **(20 Hours)**

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Coefficient of Variation.

UNIT–IV **(15 Hours)**

Measures of Skewness – Meaning, Definition and Types – Karl Pearson's coefficient of Skewness and Bowley's Coefficient of Skewness.

UNIT–V **(20 Hours)**

Probability – Addition and Multiplication Theorem – Conditional probability – Bayer's Theorem (without proof) – Simple problems.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. S.P.Gupta ,Statistical Methods ,Sultan Chand & Sons, 2011
2. P.R.Vital ,Business Statistics, Margham Publications.

REFERENCE BOOKS

1. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.

2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics,S.Chand& Company.

E-LEARNING RESOURCES

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	-	-
II	2	-	-	1	-	1
III	1	3	-	2	-	1
IV	1	1	-	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12		**SECTION B - 7**		**SECTION C - 4**		

SEMESTER - IV

CORE 9 – RDBMS with SQL

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HRS

COURSE OBJECTIVES:

1. To lay a strong foundation into the basic principles, theory and practice of using relational databases
2. To emphasize the need, role, importance and uses of databases in applications development
3. To distinguish between different models of organizing, storing and use of data
4. To lay the foundation for the study and use of relational databases
5. To perform E-R modeling in a given situation and provide the foundation for development of relational database structure

UNIT-I   **(15 Hours)**

Database and Database management Systems: Introduction-Meaning and Definition of Database Management System-Components of Database Management system-Database Engine-Data Dictionary-Query processor-Report Writer-Forms Generator-Application Generator - Advantages of database Management Systems. History of Database Management System-Hierarchical DatabasesNetwork Databases-relational Databases-Object oriented Databases.

UNIT-II   **(15 Hours)**

Designing Databases-Identifying User Requirements-Business Objects-Tables and RelationshipsDefinitions -Primary key. Class diagrams-Classes and Entities-Association and Relationships. Data Types-Text-Numbers-Dates and Times-Binary Objects-Computed Values-User-Defined Types. Events.

UNIT-III   **(15 Hours)**

Data Queries-Query basics-Single Table-Introduction to SQL-Sorting the Output-Distinct-Useful WHERE clauses. Computations- Basic Arithmetic Operators-Aggregation- Functions. Subtotals and GROUP BY-Conditions on Totals (HAVING)-WHERE versus HAVING. Multiple Tables-Joining Tables- Identifying Columns in Different Tables-Joining Many Tables-Create View.

UNIT-IV   **(15 Hours)**

SQL Syntax-Alter Table-Commit Work-Create Table-View-Delete-Drop-Insert-Grant-RevokeRollback-Select-Select Into-Update-Sub query with ANY and ALL-Inner Join and Outer Join.

UNIT-V   **(15 Hours)**

Relational Implementation- Primary Key ,Composite Key and Foreign Keys- Relationships in the Relational Model Introduction to ER Model- One-to-One, One to- Many, Many to Many relationship- Examples of DDL – Data Definition Language-DQL – Data Query Language- DML – Data Manipulation Language-DCL – Data Control Language.

   1. DATABASE SYSTEMS USING ORCLE – Nilesh Shah, 2nd edition, PHI. (UNIT-I: Chapters 1 & 2 UNIT-II: Chapters 3 & 4 UNIT III: Chapters 5 & 6 UNIT-IV: Chapters 10 & 11 UNIT-V: Chapters 12,13 & 14)

REFERENCE BOOKS:
1. DATABASE MANAGEMNET SYSTEMS – Arun Majumdar & Pritimoy Bhattacharya, 2007, TMH.
2. DATABASE MANAGEMETN SYSTEMS – Gerald V. Post, 3rd edition, TMH.

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A - 12			**SECTION B - 8**		**SECTION C - 6**	

CORE 10 - FINANCIAL MANAGEMENT

SUBJECT CODE: 19UBBA308	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To understand how crucial financial decisions are taken in a firm and gain insight into wealth maximization and profit maximization.
2. To understand the cost of capital, importance of leverage and capitalization.
3. To Demonstrate the Theories of capital structure.
4. To formulate dividend decisions in a firm.
5. To select and apply techniques for short term financial needs of the firm using working capital management concepts.

UNIT I **(12 Hours)**

Financial Management – Introduction – Scope – Finance and other related disciplines –Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT II **(17 Hours)**

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT III **(17 Hours)**

Capital structure – Importance – Factors affecting Capital structure - Determining Debt – Equity proportion – Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT IV **(12 Hours)**

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter's - Gordons's – M.M Hypothesis – Forms of Dividend

UNIT V **(17 Hours)**

Working Capital – Components of working Capital – Operating Cycle – Factors influencing working capital – Determining working capital requirements. Capital Expenditure Capital Budgeting Techniques: Discounted Cash flow technique: Net Present Value - Internal Rate of Return- Profitability Index, Non – Discounted Cash flow Techniques: Pay back methods – Accounting Rate of Return

THEORY: 20% PROBLEMS: 80%

1. M.Y.Khan and P.K.Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra :Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management , Taxman's publication,14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

E-LEARNING RESOURCES

1. https://www.managementstudyguide.com/financial-management.htm
2. https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/
3. https://www.investopedia.com/terms/c/capitalbudgeting.asp
4. https://efinancemanagement.com/dividend-decisions
5. https://cleartax.in/s/working-capital-management-formula-ratio
6. https://books.google.co.in/books?isbn=812591658X

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A-12			**SECTION B-7**		**SECTION C-4**	

SUBJECT CODE: 19UCMM312	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B. Com (MM)) COURSE OBJECTIVES

1. To make students aware about the importance of research in business

2. 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 Hours)

Fundamentals of Research: Meaning, Objectives and Significance. Types of Research: - Descriptive vs. Analytical, Applied vs Fundamental, Quantitative vs. Qualitative, and Conceptual vs. Empirical. **Approaches to Research-** Quantitative approach, Qualitative approach.

UNIT II (20 Hours)

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 Hours)

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 Hours)

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 Coefficient and Regression analysis.

UNIT V (10 Hours)

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.

RECOMMENDED TEXTBOOKS

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-techniquesquiz.html

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	2	-
III	3	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	8	-	6	-
Section A-12			**Section B-8**		**Section C-6**	

CORE PAPER 12 RDBMS WITH SQL-PRACTICAL

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HRS

COURSE OBJECTIVES:
1. To develop relational tables and be able to normalize the tables as per specific normalization forms
2. To emphasize the need, role, importance and uses of databases in applications development
3. To apply specific SQL statement on relational tables as per requirements

RDBMS SQL Exercises

1. SQL Retrieve data from tables
2. SQL Boolean and Relational operators
3. SQL Wildcard and Special operators
4. SQL Aggregate Functions
5. SQL Formatting query output
6. SQL Querying on Multiple Tables
7. FILTERING and SORTING on HR Database

SQL JOINS

1. SQL JOINS
2. SQL JOINS on HR Database

SQL SUBQUERIES

1. SQL SUBQUERIES
2. SQL SUBQUERIES on HR Database
3. SQL Union
4. SQL View
5. SQL User Account Management

HOSPITAL DATABASE

1. Introduction
2. BASIC, SUBQUERIES, and JOINS

EMPLOYEE DATABASE

1. BASIC queries on employee Database
2. SUBQUERIES on employee Database

STUDENT DATABASE

1. BASIC queries on Student Database
2. SUBQUERIES on Student Database

ALLIED PAPER – 4 BUSINESS STATISITICS – II

SUBJECT CODE: 19UMAT343	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 5	TOTAL HOURS: 90 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com(ISM), BBA)

COURSE OBJECTIVES:
1. To discuss the scope of correlation and use of regression analysis to estimate the relationship between two variables and its applications
2. To analyze the use of time series models for forecasting and the limitations of the methods
3. To utilize the necessary set of skills in using statistical tool and technique of index number for price level changes.
4. To communicate the methods of interpolation & extrapolation.
5. To compile the various methods of statistical tools of quality monitoring including control charts

UNIT I **(18 Hours)**

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson's Coefficient of Correlation – spearman's Rank Correlation.

UNIT II **(19 Hours)**

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

UNIT III **(19 Hours)**

Time Series Analysis – Meaning, Need and Components of Time Series – Different Methods – Simple Average Method- Free Hand, Semi Average, Moving Average and Least Square Method- Seasonal Indices.

UNIT IV **(19 Hours)**

Index Numbers – Definition Usage, Methods of Construction of Index Numbers – Types – Unweighted and weighted Index Numbers Simple, Aggregate, Price Relative Methods- Laspeyres, Paasche's , Bowley's and Fisher's Index Numbers – Time and Factor Reversal Tests – Cost of Living Index.

UNIT V **(15 Hours)**

Meaning of Sampling - Probability sampling Methods : Simple Random Sampling -Stratified sampling-Systematic sampling-Cluster Sampling-Multi stage Sampling, Non-probability sampling methods: Convenience Sampling -Judgmental Sampling-Quota Sampling -Snowball Sampling-Sampling error and standard error relationship between sample size and standard error.

<div align="center">THEORY: 20% PROBLEMS: 80%</div>

RECOMMENDED TEXTBOOKS
1. Statistical Methods- S.Gupta – Sultan Chand & Sons
2. Statistics –P.R.Vital- Margham Publications.

REFERENCE BOOKS
1. Elements of Statistical Hypothesis – E.L.Lehmann – Johu Wiley &Sons.
2. Practical Statistics – R.S.N.Pillai & B.Bhagavathi – S.Chand & Company.

E-LEARNING RESOURCES
https://books.google.co.in/books?isbn=8122415229
https://books.google.co.in/books?isbn=8131301362
https://books.google.co.in/books?isbn=8122415229

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	2	-	1
IV	1	1	-	1	-	1
V	2	1	1	-	-	-
TOTAL	7	5	2	5	-	4
SECTION A 12			**SECTION B 7**		**SECTION C 4**	

SOFT SKILL IV: QUANTITATIVE APTITUDES

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

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 HRS)

Divisibility – HCF and LCM

UNIT-II (6 HRS)

Averages – Percentage – Ratio and Proportions

UNIT-III (6 HRS)

Time and work – Time and Distance.

UNIT-IV (6 HRS)

Simple Interest – Compound Interest – Profit and Loss

UNIT-V (6 HRS)

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

SEMESTER - V

CORE 13 -PROGRAMMING IN PYTHON

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90 HRS

(Common to B. Sc. (CS), B.C. A, B.Sc. (IT), B. Com (ISM))

COURSE OBJECTIVES:

1. To learn how to install Python, Start the Python shell.
2. To learn to perform basic calculations, print text on the screen and create lists, and perform simple control flow operations using if statements and for loops.
3. To learn how to reuse code with functions.

UNIT I   (18 Hours)

Introduction: Introduction to Python, Python Variables, Expressions, Statements: Variables, Keywords, Operators & Operands, Expressions, Statements, Order of Operations, String Operations, Comments, Keyboard Input. Functions: Type Conversion function, Math functions, Composition of Functions, Defining own function, Parameters, Arguments, Importing Functions.

UNIT II   (20 Hours)

Conditions & Iterations: Conditions, Modulus Operator, Boolean Expression, Logical Operators, if, if-else, if-elif-else, nested conditions. Iteration while, for, break, continue, Nested loop.

UNIT III   (18 Hours)

Recursion: Python recursion, Recursion error. Strings: Accessing values in String, Updating String, Slicing String, String Methods – upper(), find(), lower(), capitalize(), count(), join(), len(), isalnum(), isalpha(), is digit(), is lower(), isnumeric(), isspace(), isupper() max(), min(), replace(), split().

UNIT IV   (18 Hours)

Structures & Functions: List: Introduction, Traversal, Operations, Slice, Methods, Delete element, Difference between Lists and Strings. Dictionaries: Introduction, Brief idea of Dictionaries & Lists. Tuples: Introduction, Brief idea of Lists & Tuples, Brief idea of Dictionaries & Tuples**.** Date & Time, Modules, Defining Functions, Exit function, Default arguments.

UNIT V   (16 Hours)

Classes & Objects: Creating class, Instance objects, Accessing attributes, Built in class attributes, destroying objects, Inheritance, Method overriding, Overloading methods, Overloading

operators, Data hiding. Exceptions in Python, Detecting and Handling Exceptions, Exceptions as Strings, Raising Exceptions, Assertions, Standard Exceptions.

RECOMMENDED TEXTS

1. Allen Downey, Jeffrey Elkner, Chris Meyers, ―How to Think Like a Computer Scientist - Learning with Python, Green Tea Press,2002.

REFERENCE BOOKS

1. Prentice Hall of India, 2014.
2. Mark Lutz, ―Learning Python: Powerful Object-Oriented Programming‖, Fifth Edition, O'Reilly, Shroff Publishers and Distributors, 2013.

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A 12			**SECTION B 8**		**SECTION C 6**	

CORE 14 ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: 19UBBA310	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 75 HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:
1. To discuss the concept of entrepreneurship and its importance.
2. To analyze the scope of various financial institutions for the enhancement of small entrepreneurs.
3. To utilize the various technical tools for the business premises and encounter business ventures.
4. To communicate the important values of EDPs and the government role in ED.
5. To design the valuable approaches in the changing economic scenario and to apply the same for the improvement of small scale entrepreneurs.

UNIT I   (13 Hours)
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 – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme - Pradhan Mantri Yuva Yojana - 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, Technology & Legal Formalities Preparation of Project Report – Tools of Appraisal.

UNIT IV   (12 Hours)
Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), 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 - problems – steps taken by Government- Women and Self Help Groups. (SHGs)

RECOMMENDED TEXTBOOKS
1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand & Sons, (2001).
2. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entre-preneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R.Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development Margham Publications, (2002).

E-LEARNING RESOURCES

1. http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetyps-and-functions-of-entrepreneurship/5228
2. https://landor.com/thinking/eight-principles-of-innovation
3. http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html
4. https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship
5. https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem- for-entrepreneurs/18184
6. https://www.entrepreneur.com/article/323660
7. https://www.entrepreneur.com/article/314723

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A-12		**SECTION B-8**		**SECTION C-6**		

CORE 15 – MANAGEMENT INFORMATION SYSTEM

SUBJECT CODE: 19UBBA312	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 75 HRS

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

COURSE OBJECTIVES:

1. To facilitate the importance of information systems in business.
2. To familiarize the concepts of system and databases.

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 **(10 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 **(15 Hours)**

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

RECOMMENDED TEXTBOOKS

1. Mudrick & Ross , Management Information Systems, 3rd Edition, Prentice - Hall of India
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.

REFERENCE BOOKS:

1.   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**

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	2	**20**
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	**30**
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	**40**
TOTAL MARKS				**100**

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2		1		1	
II	2		2		2	
III	3		2		1	
IV	2		2		1	
V	3		1		1	
TOTAL	12		8		6	
SECTION A-12			**SECTION B-8**		**SECTION C-6**	

CORE 16 – PYTHON PROGRAMMING PRACTICAL

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90 HRS

(Common to B.Sc. (CS), B.C. A, B.Sc. (IT), B. Com (ISM))

COURSE OBJECTIVES:
1. To understand why Python is a useful scripting language for developers.
2. To learn how to read and write files in Python.
3. To learn how to design and program Python applications.
4. Design programs using Python object types.

EXERCISES

1. Compute the GCD of two numbers.

2. Find the square root of a number (Newton's method).

3. Exponentiation (power of a number).

4. Find the maximum of a list of numbers.

5. Linear search and Binary search.

6. Selection sort, Insertion sort.

7. Merge sort.

8. First n prime numbers.

9. Multiply matrices.

10. Programs that take command line arguments (word count).

11. Find the most frequent words in a text read from a file

ELECTIVE 1 INTER DISCIPLINARY ELECTIVE ESSENTIALS OF OFFICE AUTOMATION TOOLS AND E-MAIL ETIQUETTE

SUBJECT CODE: 19UIDE320	PRACTICAL	MARKS: 100
SEMESTER: V	CREDITS: 5	TOTAL HOURS: 90 HRS

COURSE OBJECTIVES:

This course will equip students to familiarize with office automation tools practically and help them understand the importance and intricacies of E-Mail Etiquette.

UNIT I   **(15 Hours)**

Word Processing: - Creation of documents, Editing, formatting and printing documents, using tools such as spelling check, thesaurus, etc., in work processors (MS Word), Formatting with pictures, mail merge, use of references tools, document style management, change tracking, custom template creation.

UNIT 2   **(15 Hours)**

Electronic Spreadsheet, Structure of spreadsheet Concept of absolute and relative cell reference; using graphics and formatting of worksheet; Managing multiple panes and windows

UNIT 3   **(20 Hours)**

Advanced spreadsheet functions: built in functions, statistical and mathematical functions, Data Validation tool, pivot table and charting, Goal seeking and solver tools

UNIT 4   **(20 Hours)**

Creation of presentation using presentation tools such as MS-power point. Designing master slides, custom layouts, use of timer and animation for effective presentation

UNIT 5   **(20 Hours)**

Creation of E-Mail ID, drafting of formal and informal e-mails, importance of CC and BCC, essentials of e-mail etiquette.

RECOMMENDED TEXTBOOKS
1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, and BPB Publication.

REFERENCE TEXT

1. Internet Complete Reference-Margrett Levine Young-Millennium edition-TMGH 2001

WEB REFERENCE:

1. www.w3schools.com

GUIDELINES TO THE QUESTION PAPER SETTERS   Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	2	1	1	-	-
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	2	-	1	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12		**SECTION B - 7**		**SECTION C - 4**		

VALUE EDUCATION

SUBJECT CODE: 19UVED401	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 2	TOTAL HOURS: 30HRS

COURSE OBJECTIVES:
➢ Full development of child's personality in its physical, mental, emotional and spiritual aspects, ...
➢ Inculcation of good manners and of responsible and cooperative citizenship.
➢ Developing respect for the dignity of individual and society.

Unit 1: Education and Values

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education

Role and Need for value education in the contemporary society, Role of education in transformation of values in society

Role of parents, teachers, society, peer group and mass media in fostering values

Unit 2: Value Education and Personal Development

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life.

Character Formation towards Positive Personality

Modern challenges of adolescents: emotions and behavior

Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc.

Unit 3: Human Rights and Marginalized People

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc

Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain –secular civil society

Unit 4: Value Education towards National and Global Development

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity)
Social Values: (Pity and Probity, Self-Control, Universal Brotherhood).
Professional Values:(Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith).
Religious and Moral Values: (Tolerance, Wisdom, character).
Aesthetic Values: (Love and Appreciation of literature, fine arts)
Environmental Ethical Values
National Integration and international understanding.
Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

Unit 5:

Guru Nanak Devji's Teachings
Relevance of Guru Nanak Devji's teachings' relevance to Modern Society
The Guru Granth sahib
The five Ks
Values and beliefs
Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech)
Empowerment of women
Concept of Langar
Eminent Sikh personalities

REFERENCES

1. Dr.Abdul Kalam. *My Journey-Transforming Dreams into Actions*. Rupa Publications, 2013.
2. Steven R Covey, *8th Habit of Effective People (From Effectiveness to Greatness)*, Free Press, NewYork, 2005.
3. Prem Singh, G.J. (2004). *'Towards Value Based Education'*, University News. Vol. 42 (45): P.11-12.
4. V.R. Krishna Iyer. *Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow,* Eastern Law House (1999, Reprint 2018)
   http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf

SEMESTER - VI

CORE 17 – ELEMENTS OF COST ACCOUNTING

SUBJECT CODE: 19UCMM314	THEORY & PROBLEM	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90HRS

COURSE OBJECTIVES:

1. To acquaint the students with basic concepts used in cost accounting.
2. 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.

RECOMMENDED TEXTBOOKS

1. T.S. Reddy and Y. Hariprasad 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

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	-	
II	2	1	1	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	2	-	1
V	2	1	-	2	-	1
TOTAL	8	4	2	6	-	4
SECTION A - 12		**SECTION B - 8**		**SECTION C - 4**		

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90 HRS

COURSE OBJECTIVES:

1. Understand how server-side programming works on the web.
2. How to receive and process form submission data.
3. Reading and writing cookies.
4. Create a database in phpMyAdmin.
5. Read and process data in a MySQL database.

UNIT I   (15 Hours)

Evaluation of PHP-Basic Syntax-Defining variable and constant-PHP Data type-Operator and
Expression-Handling Html Form With PHP-Capturing Form Data-Dealing with Multi-value
filed -Generating File uploaded form-Redirecting a form after submission.

UNIT II   (20 Hours)

Decisions and loop-Making Decisions-Doing Repetitive task with looping-Mixing Decisions and
looping with Html-Function-What is a function-Define a function-Call by value and Call by reference-
Recursive function.

UNIT III   (15 Hours)

String -Creating and accessing String-Searching & Replacing String-Formatting String-String Related
Library function.

UNIT IV   (20 Hours)

Array-Anatomy of an Array-Creating index based and Associative array-Accessing array Element-
Looping with Index based array-Looping with associative array using each() and foreach()-Some
useful Library function.

UNIT V   (20 Hours)

Generating Images with PHP-Basics of computer Graphics-Creating Image-Manipulating Image
-Using text in Image. Sessions – introduction-Start a PHP session-session variables-modify
session-destroy session-Cookies-Cookies-Start a PHP Cookies-Cookie variables-modify Cookie-
destroy Cookie.

REFERENCE BOOKS:

1. The Joy of PHP Programming: A Beginner's Guide – by Alan Forbes. ...
2. PHP & MySQL Novice to Ninja – by Kevin Yank. ...

3. Head First PHP & MySQL – by Lynn Beighley & Michael Morrison. ...
4. Learning PHP, MySQL, JavaScript, and CSS: A Step-by-Step Guide to Creating Dynamic Websites – by Robin Nixon.

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A-12			**SECTION B-8**		**SECTION C-6**	

CORE 19 – PHP PROGRAMMING PRACTICAL

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90HRS

COURSE OBJECTIVES:

➢ PHP Basic syntax for variable types and calculations.
   ➢ Creating conditional structures
   ➢ Storing data in arrays
   ➢ Using PHP built-in functions and creating custom functions ➢ Understanding POST and GET in
      form submission.

PHP LAB Exercises:
1. PHP Basic
2. PHP arrays
3. PHP for loop
4. PHP functions
5. PHP classes
6. PHP Regular Expression
7. PHP Date
8. PHP String
9. PHP Math
10. PHP JSON
11. PHP Searching and Sorting Algorithm

SUBJECT CODE : 18UISMC19	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS: 90HRS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

1. To explain the importance of Human Resource Management and its Processes concerned with various management activities and to run an effective organization.
2. To outline different methods and techniques of Training and Performance Appraisal that are used in an organization
3. To assess the different methods and techniques relating to administration and to retain the human resources.
4. To discuss the various mechanisms in HR environment that are capable of applying the principles and techniques as professionals for developing human resources in an organization.
5. To predict the different faces of executives and preparing policies and practices based on it and Human Resource audit

COURSE OUTCOME:

CO1: To develop the understanding of the concept of human resource management and to understand its
relevance in organizations.
CO2: To analyse the role of HR manager in guiding the work force, influence their behavior and motivate
them to conduct maximum towards the achievement of organizational goals.
CO3: To develop necessary skill set for application of various HR issues.
CO4: To analyse the strategic issues and strategies required to select and develop manpower resources.
CO5: To integrate the knowledge of HR concepts to take correct business decisions.

UNIT I   (16 Hours)
HRM Concepts and Functions, Role, Status and competencies of HR Manager - HR Policies – Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment – Differences between personnel management and HRM

UNIT II   (20 Hours)
Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation – Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment – Internal Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews - Placement

UNIT III   (18 Hours)
Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training and Development Methods - on the Job Training – off the Job Training – Evaluating Training Effectiveness – Career Development.

UNIT IV (20 Hours)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT V (16 Hours)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and Non-Monetary benefits.

RECOMMENDED TEXTBOOKS

1. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
2. Gupta, C. B. (2011). Human Resource Management: New Delhi. *Sultan Chand & sons Educational publishers*.

REFERENCE BOOKS

1. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management,* John Wiley & Sons.
2. Dessler, G., & Varrkey, B. (2005). *Human Resource Management, 15e*. Pearson Education India.
3. Durai, P. (2009). Human Resource Management (Publisher: Dorling Kindersley (India) Pvt. *Limited:*
4. Prasad, L. M. (2006). Human Resource Management (Sultan Chand & Sons.
5. Rao, P. S. (2009). *Personnel and human resource management* (pp. 236-345). Himalaya Publishing House.

E-LEARNING RESOURCES

1. https://bohatala.com/impact-of-internal-and-external-environment-on-human-resourcemanagement
2. https://studiousguy.com/human-resource-planning/
3. https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/
4. https://hrmpractice.com/employee-welfare/
5. https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-lifeqwl.html

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	**30**
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Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	6	-	6	-
SECTION A 12		**SECTION B 8**		**SECTION C 6**	

ELECTIVE 3–PROJECT WORK

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

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, in case 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.

SOFT SKILLS -UG

2019 Batch onwards

2020-21

FIRST YEAR FIRST SEMESTER:
  Introduction to Study Skills

CREDITS:2   **30 hrs.**
COURSE OBJECTIVES:

- To help, develop and improve the vocabulary of the learners
- To help the learners develop the skill of inference
- To help the learners to acquire writing skills in English

Use of Dictionary and Dictation
Speech Sounds in English & Right Pronunciation
Stress & Intonation
Vocabulary Building Exercises
Listening and Reading Comprehension
Paragraph and Essay Writing

Books for Reference:

1.Hewings, Martin. 1999. Advanced English Grammar: A Self- study Reference and Practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2.Lewis Norman.1991. Word Power Made Easy.
3.Mohan, Krishna &Meenakshi Raman. 2000. Effective English Communication. Tata Mc Graw Hill Publishing Company Ltd.
4.Mohan, Krishna &Meera Banerji. 2001. Developing Communication Skills. Macmillan.
5.Syamala. 2002. Effective English Communication for You. Emerald Publishers, Chennai.
6.Harishankar, Bharathi. Ed. Essentials of Language and Communication. University of Madras.
7.Swan, Michael and Catherine Walter. 1990. The Cambridge English Course-2. Cambridge University Press.

DEPARTMENT OF ENGLISH
UG Part IV SOFT SKILLS
2019 Batch onwards
2020-21

FIRST YEAR

SECOND SEMESTER: Life Skills

CREDITS:2   **30 hrs.**

COURSE OBJECTIVES:
- To build the confidence of learners to face the challenges of a globalized society
- To sensitize learners' ethical, moral and social values in their work environment
- To help them understand how to overcome stress-related problems
- To train the learners to use their time effectively

SWOC Analysis
Etiquette
Stress Management
Time Management
Discussion of Success Stories
         i. Auto-suggestions
         ii. Problem solving
         iii. Decision Making
         iv. Presentation Skills-Oral/PPT

Books for Reference:

1. Pease, Allen. 1998. Body Language: How to read other's thoughts by their gestures. Sudha Publications. New Delhi. 2. Powell. In Company. MacMillan 3. http://www.essentiallifeskills.net//

2020-21
SECOND YEAR

THIRD SEMESTER: Job-oriented Skills

CREDITS:2   **30 hrs.**

COURSE OBJECTIVES:
- To prepare the students to be job-ready.
- To help learners use English Language appropriately to the role or situation.
- To develop confidence in them to face Interviews.
- To train them to prepare their own CV/Resume

Different kinds of Interviews
Letter of Application and CV
Technical Writing - Circulars, Memos, Agenda and Minutes
Group Discussion
Review
    i.   Books
    ii. Films

Books for Reference:
1. *Harishankar, Bharathi. ed. Essentials of Spoken and Presentation Skills. University of Madras.*
2. *John, Seely. 1998. The Oxford Guide to writing and speaking. Oxford U P, 1998, Delhi.*
3. *The Princeton Language Institute and Lanny Laskowski.2001. 10 days to more confident Public Speaking. Warner Books.*
4. *http://jobsearch.about.com/cs/curriculumvitae.html.//*
5. *http://www.cvtips.com//*

QUESTION PAPER PATTERN

UG - SOFT SKILLS

TIME – 3 HRS   **MAXIMUM MARKS – 50**

PART – A (5X2=10)

Answer any FIVE from the questions given below from Q.No.1 to Q.No.7 (5 out of 7)

PART – B (4X5=20)

Answer any FOUR from the questions given below from Q.No.8 to Q.No.13 (4 out of 6)

PART – C (2X10=20)

Answer TWO questions only choosing one each from Q.No.14 &Q.No.15 (Internal Choice)