ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS), CUDDALORE-1

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (COMPUTER APPLICATIONS)

BOARD OF STUDIES MEETING (10-2-2018) - MINUTES

The board of studies meeting for BBA (Computer Applications) course was held in the department of BBA (Computer Applications), St. Joseph's College of Arts & Science (Autonomous) Cuddalore on 10th February 2018.

The members present were:

1. **Chairman** - **Rev. Fr. A. Alex**
   Assistant Professor & Head,
   Department of Business Administration (CA)
   St. Joseph's College of Arts and Science,
   (Autonomous),
   Cuddalore -1

2. **University Nominee** - **Dr.V. Prasanna Vengatesan**
   Professor & Head,
   School of Management
   Pondicherry University
   Pondicherry – 605014

3. **Subject Expert** - **Dr.A.Martin**
   Assistant Professor
   Department of Computer Science
   School of Mathematics & Computer Science,
   Central University, Thiruvarur – 610101

4. **Industry Expert** - **Mr.C. John Stephen**
   HR, Assistant Manager
   DR Enterprise, Automotive Pvt.Ltd.
   No.740, Annai illam, Krishnakuppam, PO
   Kullanchavadi, Cuddalore Dt.

5. **Internal Members** - **Mr. D. Vigneshwara Raj**
   Assistant Professor,
   Department of Business Administration (CA)
   St. Joseph's College of Arts and Science,
   (Autonomous), Cuddalore-1

   Mrs. S. Lalitha
   Assistant Professor,
   Department of Business Administration (CA)
   St. Joseph's College of Arts and Science,
   (Autonomous), Cuddalore-1

MINUTES OF BOARD OF STUDIES

1. The board has recommended the following core subjects to be introduced in the **III Semester.**
   1. Production Management
   2. Financial accounting
2. The board has recommended introducing Business Law as skill based paper.

3. The board has recommended the following core subjects to be introduced in the **IV Semester.**
   1. Marketing
   2. Import and Export management
   3. Cost and Management accounting

4. The board has recommended implementing **Diploma course** on **Goods and Service Tax** inside campus by framing MOU between the college and training institution.

**DEPARTMENT OF BACHALOR OF BUSINESS ADMINISTRATION
(COMPUTER APPLICATION)
St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
CUDDALORE 1**

SEMESTER I

S.NO	Part	Study components course title		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		SEMESTER I					CIA	Ext	Total
1	I	Language	LTC101T	5	3	Tamil - I	25	75	100
2	II	English	LEC101T	5	3	English -I	25	75	100
3	III	Core Theory-1	17BB101	6	4	Business Organisation	25	75	100
4	III	Core Theory -2	17BB102	6	4	Basic of Information Technology	25	75	100
5	III	Allied -I	17ABE11	5	5	Economics for Decision Making	25	75	100
6	IV	Skill Paper	VE101T	3	2	Value Education	25	75	100
				30	21		150	450	600

SEMESTER II

S.NO	Part	Study components course title		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		SEMESTER II					CIA	Ext	Total
7	I	Language	LTC202T	5	3	Tamil - II	25	75	100
8	II	English	LEC202T	5	3	English - II	25	75	100
9	III	Core Theory - 3	17BB203	6	4	Business Management	25	75	100
10	III	Core Theory- 4	17BB204	3	2	Excel For Business	25	75	100
11	III	Core Practical	17BP201	3	2	Excel Lab	40	60	100
12	III	Allied II	17ABS22	5	5	Business Statistics & Operation Research	25	75	100
13	IV	Skill Paper	EPD201T	3	2	Dynamics of Personality	25	75	100
				30	21		190	510	700

S.NO	Part	Study components course title	Ins.hrs week	Credit	Title of Paper	Maximum Mark		
					SEMESTER III			
						CIA	Ext	Total
14	III	Core Theory - 5	6	4	Production Management	25	75	100
15	III	Core Theory - 6	5	4	Financial Accounting	25	75	100
16	III	Core Theory - 7	6	4	Management Information System	25	75	100
17	III	Allied - I	5	4	Resource Management Techniques	25	75	100
18	III	Allied - I	5	4	Multimedia	25	75	100
19	IV	Skill Based Subject	3	4	Business Law	25	75	100
			30	22		150	450	600

S.NO	Part	Study components course title	Ins.hrs week	Credit	Title of Paper	Maximum Mark		
					SEMESTER IV			
						CIA	Ext	Total
20	III	Core Theory - 8	6	4	Marketing	25	75	100
21	III	Core Theory - 9	5	4	Import and Export management	25	75	100
22	III	Core Theory - 10	3	2	RDBMS	25	75	100
23	III	Core Practical	3	2	RDBMS – Lab	25	75	100
24	III	Allied - II	5	4	Cost and Management Accounting	40	60	100
25	III	Allied – II	5	4	E-Commerce and its Applications	25	75	100
26	IV	Skill Paper	3	2	Environmental Science	25	75	100
			30	22		190	510	700

S.NO	Part	Study components course title	Ins.hrs week	Credit	Title of Paper	Maximum Mark		
					SEMESTER V			
						CIA	Ext	Total
27	III	Core Theory - 11	6	5	Financial Management	25	75	100
28	III	Core Theory - 12	6	5	Research Methodology	25	75	100
29	III	Core Theory - 13	6	5	Enterprise Resource Planning	25	75	100
30	III	Core Elective – I- 14	6	5	Financial and Capital market	25	75	100
31	III	Core Elective – II - 15	6	5	Internet and its applications	25	75	100
			30	25		125	375	500

S.NO	Part	Study components course title	Ins.hrs week	Credit	Title of Paper	Maximum Mark		
					SEMESTER VI			
						CIA	Ext	Total
32	III	Core Theory - 16	6	5	Human Resource Management	25	75	100
33	III	Core Theory – 17	6	5	Organisational Behaviour	25	75	100
34	III	Core Theory - 18	3	3	Programming using Microsoft Technology (C#.Net)	25	75	100
35	III	Core Practical	3	2	Programming using Microsoft Technology (C#.Net)Lab	40	60	100
36	III	Core Elective – III - 19	6	5	Data Mining	25	75	100
37	III	Core Elective – IV - 20	6	5	Project - Viva Voce	25	75	100
38	V	Extension		2		50	-	50
			30	27		215	435	650

YEAR – I		CODE-LEC101T
SEMESTER – I	**ENGLISH – I**	HRS/WK – 5
FOUNDATION		CREDIT – 3

OBJECTIVE:
To expose the students to the human values through literature and to enable them to acquire communication skills.

UNIT- I PROSE   **[15 Hrs]**
My Early Days – A.P.J. Abdul Kalam Headache – R.K. Narayan Six Thinking Hats – Edward de Bono

UNIT- II POETRY   **[15 Hrs]**
The Road not Taken – Robert Frost The Unknown Citizen – W.H. Auden Do not go gentle into that good night – Dylan Thomas

UNIT-III   SPOKEN COMMUNICATION SKILLS   **[15 Hrs]**
Agreeing and Disagreeing Seeking and Giving permission Sounds and Symbols in English Word and Sentence stress Effective use of Intonation

UNIT – IV   INTERPERSONAL COMMUNICATION   **[15 Hrs]**
Effective Listening Understanding the Audience Perceptual Clarity Channel Awareness Role of Nonverbal Communication Pragmatics

UNIT-V WRITTEN COMMUNICATION SKILLS   **[15 Hrs]**
Note Making. Report Writing Letters for business correspondence.

Text Books:
1. Ravindran, Padma and M.D.V Kalyani Annie, eds. Interface – 1. Chennai: Foundation Books, 2007.
2. Orient Longman, SelectedCollege Poems, Chennai : Orient Longman Limited, 1994.

Reference Books:
1. Bhatnagar, R.P., and RajulBharagava, English for Competitive Examinations. Chennai: Macmillan India Press, 2002.
2. Prince, Donna. Skills for Success, New York: CUP 1998.
3. Wallace, Michael, J. Study Skills in English. Kottayam: CUP, 2004.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x1 =10 Marks – All the Questions are to be Answered.

2) Part – B = 10x2 = 20 Marks – All the Questions are to be Answered.

3) Part – C = 3x10 = 30 Marks – Questions with Internal Choice.

4) Part – C = 3x10 = 30 Marks – Questions with Internal Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE- 17BB101
SEMESTER - I	**BUSINESS ORGANISATION**	HRS/WK – 6
CORE - 1		CREDIT – 4

Objective:
To enable the students to understand the basic concepts in business organization and operations of MNC's in India.

Unit-1-INTRODUCTION   **(20 Hrs)**
Business - Meaning – Definition - Characteristics - Objectives - Criteria For Success In Modern Business- Classification Of Business. Meaning And Evolution of Commerce & Industry - Industrial Revolution- Its Effects. -Emergence of Indian MNCs & Transnational Corporations --Advantages and Disadvantages Of MNC's..

Unit - 2- FORMS OF BUSINESS ORGANISATION   **(15 Hrs)**
Sole TraderShip,-Partnership,-Cooperative Societies- Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative Advantages and Limitations.

Unit - 3- PLANT LOCATION   **(20 Hrs)**
Location -Meaning Of Location – Theories Of Location – Weber's Theory And Sargent Florence's Theory of location - Factors Influencing Location - Plant Layout - Definition - Meaning - Objectives - Characteristics Of Good Layout - Size Of Firm - Meaning - Concept Of Size - Measures Of Size.

Unit - 4- BUSINESS COMBINATION   **(20 Hrs)**
Definition And Objectives Of Business Combination - Advantages And Limitations - Types Of Combination - Chamber Of Commerce - Meaning - Advantages And Function - Trade Associations - Features And Functions.-Trade Unions - Features And Functions.

Unit -5 -ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS   **(15 Hrs)**
Business ethics- Definition and characteristics of ethics-Code of ethics- practice and conduct-Unethical practices in business. Social Responsibility of Business- Definition-Need- Social Responsibility of Various Stakeholders.

Textbooks:
Prof. C.D.Balaji and Dr.G.Prasad, 2007. Business organization, (1st Ed.) Margham Publications,

Reference Books:
Dr.P.SubbaRao, international business - text and cases - Himalaya publishing house.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE-17BB102
SEMESTER - I	**BASIC OF INFORMATION TECHNOLOGY**	HRS/WK – 6
CORE - 2		CREDIT – 4

Objective:
To enable the students understand the basic concepts of information technology.

Unit-I Data and Information   **(20 Hrs)**
Data and Information- Introduction-Types of Data-Simple Model of a Computer-Data Processing using a Computer-Desktop Computer. Acquiring Text data-Acquiring Image Data-Acquiring Audio Data-Acquiring video Data.

Unit-II Data Storage   **(15 Hrs)**
Data Storage **-** Introduction-Storage Cell-Physical Device used as Storage Cells-Random Access Memory-read Only Memory-Secondary Storage-CDROM-Archival store.

Unit-III Central Processing Unit   **(15 Hrs)**
Central Processing Unit - Introduction-Structure of a CPU-Specifications of CPU-Interconnections of CPU with memory and I/O Unit-Embedded Processors.

Unit-IV Computer Networks   **(20 Hrs)**
Computer Networks - Introduction- Local Area Network-Applications of LAN-Wide Area Network-Internet-Naming Computers Connected to Internet-Future of Internet Technology.

Unit-V Output Devices   **(20 Hrs)**
Output Devices - Introduction-Video display Devices-Touch Screen Display-E-Ink Display-Printers-Audio Output.
Computer Software - Introduction-Operating system-Programming Languages-Classification of Programming Languages-Classification of Programming Languages based on applications

Text Book
V.Rajaraman-*Introduction to Information Technology*-Second Edition-PHI Learning Private Limited-Delhi-2013.

Reference Books
1. James A. Senn -*Information Technology: Principles, Practices, and Opportunities* - Prentice Hall publication - January 2004.
2. Alexis Leon, Mathews Leon - *Fundamentals Of Information Technology* –LeonVikas Publishing house pvt ltd – 1999

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE-17ABE11
SEMESTER - I	**ECONOMICS FOR DECISION MAKING**	HRS/WK – 5
ALLIED– 1		CREDIT – 5

Objective:
To acquaint the student with principles of business decisions in Managerial Decision-making

UNIT I: Introduction   **(10 hrs)**
Introduction - Decision making - Definition - nature - scope - steps - basic principles of business decisions - incrementalism - discounting - opportunity cost principle - Equi-Marginal principle - time perspective - decision making areas.

UNIT II: Demand and supply analysis   **(20 hrs)**
Demand and supply analysis - Law of demand - Law of supply - demand determinants - elasticity of demand – types –price elasticity- income elasticity - cross elasticity-advertisement elasticity-demand forecasting-uses-demand forecasting methods

UNIT III: Cost analysis   **(20 hrs)**
Cost analysis-cost concepts-Actual and opportunity cost –explicit and implicit cost-past cost and future cost-fixed and variable-marginal cost - cost output relationship in the short run and long run. Production Analysis-Production function-Laws of production-Law of Diminishing Returns to Scale- Economies and diseconomies of scale- isoquant curve - Optimum combination of inputs

UNIT IV: Pricing Policy and practices   **(20 hrs)**
Pricing Policy and practices - Forms of market situations–Perfect competition - monopolistic - monopoly - oligopoly - pricing methods - cost plus pricing - Rate of return pricing - marginal cost pricing - Going rate pricing - Price skimming - penetration pricing.

UNIT V: Business cycles   **(5 hrs)**
Business cycles - meaning – causes - theories of business cycles - effects of business cycles – control of business cycles

Text Books:
1. Reddy P.N and Appanniah.H.R. Principles of Business Economics, S.Chand& Co. Ltd. New Delhi
2. Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co.Ltd.New Delhi

Reference Books:
1. Maheswari.K.L and Vaeshney. Managerial Economics, Sultan Chand &Sons,New Delhi
2. Mote V.L. Samual Paul and Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co.Ltd.New Delhi.
3. Dwivedi N.D. Managerial Economics, Vikas Publishing House New Delhi.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE-VE101T
SEMESTER - I	**VALUE EDUCATION**	HRS/WEEK - 3
SKILL PAPER - IV		CREDIT - 2

Objective:
To enable the student to acquiring the knowledge the human values and manage the emotions.

Unit-I   Values   (9 hrs)
Values-Definition- Concept -Sources of values-Characteristics of values-Classification of values-Importance of value education-Erosion of values-Political erosion-social erosion-economic erosion.

Unit-II   Learning   (9 hrs)
Learning-Pavlov and classical conditioning-operant conditioning-learning by insight – the modeling process and transmission of response information-kind of modeling-observational learning.

Unit-III   Memory   (9 hrs)
Memory-concept-information processing approach-sensory information stage-short term memory-memory categories-measuring memory-memory span-total learning method.

Unit-IV   Emotion   (9 hrs)
Emotion-concept of emotions-displacement-positive emotions-theories of emotion-the james-lange theory of emotion-cannon-bard theory of emotion-the facial feedback theory-Averill's social theory.

Unit-V   Intelligence   (9 hrs)
Intelligence-major intelligence test-binet-Simon test-Wechsler's test-theories of intelligence-spearman's two factor theory-Sternberg'striarchic theory of intelligence-determinants of intelligence.

Text books
RATCHAGAR .I (2010) mental health of rural youth. Vijay Nicole imprints private limited, Chennai. 2. RATCHAGAR .I (2012) Value education, personality enrichment& soft skills. Vijay Nicole imprints private limited, Chennai.

Reference Books:
1. Beliefs Attitudes and Values by Milton Rokeach (1968)
2. The Nature of Human Values by Milton Rokeach (Aug 1973)
3. Understanding Human Values by Milton Rokeach (Jul 1, 2000)
4. The Three Christs of Ypsilanti (New York Review Books Classics) by Milton Rokeach and Rick Moody (Apr 19, 2011)
5. Understanding Human Values by Milton Rokeach (Jul 1, 2001)
6. Health and Human Values by Frank Harron, (1983)

Question pattern

Section-A
Answer all the Questions (20x1=20)

Section-B
Answer any five from seven of the following (5x5=25)

Section-C
Answer all the Questions, either or pattern (3x10=30)

YEAR – I		CODE-LEC202T
SEMESTER - II	**ENGLISH – II**	HRS/WK – 5
FOUNDATION		CREDIT – 3

Objective:
To expose the students to the human values through literature and to enable them to acquire communication skills.

UNIT- I PROSE   **[13 HRS]**
The Ant and the Grasshopper – W.B. Maugham Engine Trouble – R.K. Narayan Concerning Dates – E.V. Lucas

UNIT-II ONE ACT PLAYS   **[13 HRS]**
Chandalika – Rabindranath Tagore The Merchant of Venice (The Trial Scene) - William Shakespeare.

UNIT-III   BUSINESS WRITING   **[13 HRS]**
Standard Business Letters Answering Enquiries. Handling Letters of Complaint.Drafting E-mail for Business Correspondence.Intra-organizational communication.Delayed payments and Delivery of goods.Writing short reports.Technical Writing.Intranet and Internet for Business writing.

UNIT-IV BUSINESS TRANSACTIONS OVER TELEPHONE   **[12 HRS]**
Telephone manners in Business situations. Handling customer Orders and Enquiries. Making Appointments. Cancelling or Postponing appointments. Handling Complaint Calls.Handling Delivery and After-sales problems. Asking for and Giving information. Giving online help to customers for trouble shooting.Explaining how to operate Equipment.Taking part in**Teleconferences.Tele-Interviews.**

UNIT-V JOBS AND CAREERS   **[12 HRS]**
Applying for jobs; Preparing Resumes. Writing Cover Letters for Resumes.Preparing for Interviews.Taking Interviews.Post-Interview Follow- up Promotion Interviews.

UNIT-VI   WRITTEN COMMUNICATION SKILLS   **[12 HRS]**
Dialogue Writing Letter writing (Formal & Informal)

Textbooks:
1. Samson, T., and GeethaRajeevan. Interface-2. Chennai: Foundation Books, 2008.
2. Bhatnagar, R.P., and RajulBhargava. English for Competitive Examinations. Chennai: Macmillan India Press, 2002.

Reference Books:
1. Prince, Donna. Skills for Success, New York: CUP 1998.
2. Wallace, Michael, J. Study Skills in English. Kottayam: CUP, 2004.
3. Tripathy, Byot, K. Harmony: An Anthology of Poems. New Delhi: OUP, 1981.
4. Dahia, S.P.S., Vision in Verse: An Anthology of Poems. New Delhi: OUP, 1998.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x1 =10 Marks – All the Questions are to be Answered.

2) Part – B = 10x2 = 20 Marks – All the Questions are to be Answered.

3) Part – C = 3x10 = 30 Marks – Questions with Internal Choice.

4) Part – C = 3x10 = 30 Marks – Questions with Internal Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE-17BB203
SEMESTER - II	**BUSINESS MANAGEMENT**	HRS/WK – 6
CORE - III		CREDIT – 4

Objective:
To provide basic knowledge of business management functions and familiarize the students with the concepts of management

UNIT –I INTRODUCTION   (17 Hrs)
Management- Definition- Functions of Management- Management and Administration- Art or Science- Henry Fayol's Principles of Management – F.W. Taylor's Scientific Management

UNIT-II – PLANNING   (20 Hrs)
 Planning - importance - Process of planning - types of planning - planning methods (Objectives-Policies- Procedures - Strategies &Programmes) - Obstacles to effective planning. Decision making - Steps - Types - MBO

UNIT – III - ORGANISING   (20 Hrs)
Organization - Importance - Principles of Organizing.. Organizational structure - line & staff and functional - organizational charts and Organisational manual- Delegation and Decentralization – Departmentation - Span of Management

UNIT-IV   - DIRECTING   (15 Hrs)
Directing –Meaning- Importance- principle. Leadership-Definition—Qualities of a leader - styles of leadership. Communication - Definition - Process - Barriers to effective communication.

UNIT –V   -CO-ORDINATION AND CONTROL   (18Hrs)
Nature - Problems of effective coordination. Control - Nature - process - control techniques (traditional and non-traditional)-Use of Computers in managing information – Concepts of keizen – six sigma.

Text books:
1. Gupta C. B,Business Management, Sultan Chand & Sons, New Delhi,2011
2. J. Jayasankar - Principles of Management - Margham Pub.

Reference books:
1. 1.Koontz, O'Donnell, Weirich, Essentials of Management,Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. 2.Pagare Dinkar,Principles of Management,sSultan Chand & Sons, New Delhi, 2003.
3. 3.Sherlekar&Sherlekar, Principles of Business Management, Himalaya Publishing House, New Delhi, 2000
4. Prasad L.M. - Principles and Practice of Management
5. Peter F. Drucker - Practice of Managemen

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I		CODE-17BB204
SEMESTER - II	**EXCEL FOR BUSINESS**	HRS/WK – 3
CORE - IV		CREDIT – 2

Objectives:
To enable the students understand use of Excel in Business.

UNIT – I: Foundation   **(6hrs)**
Foundation- Excel Introduction – The Excel Interface   Basic Navigation and Editing – Getting Going

Unit-II: Orientation and Efficiency   **(12hrs)**
Orientation and Efficiency- Editing – Viewing- Spreadsheet Structure- Cell References - Named Range - Basic Macros – Design- Administration- Customising Excel – Housekeeping-Connecting Workbooks - Documentation - Protecting and Sharing- Google Sheets- Excel Troubleshooting

Unit-III: Data Handling   **(9hrs)**
Data Handling- Sorting and Filtering - Controlling User Input - Working with Dates and Times- Working with Text - Lookup and Reference - Logical Functions

Unit-IV: Data Analysis   **(12hrs)**
Data Analysis- Working with Numbers- Summarizing Data - PivotTables 1 – Simple Summaries - PivotTables 2 – Manipulating Data - PivotTables 3 – Interpreting Data. - Power Pivot: Handling Big Data- Formula Auditing - Advanced Macros and VBA – Modelling Presentation

Unit-V: Cell Formatting   **(6hrs)**
Cell Formatting - Number Formatting - Conditional Formatting - Charts and Graphs- Page and Print Setup

Text book:
Paul Buggs, *Teach Yourself Excel 2016 Advanced,*CreateSpace Independent Publishing Platform, 27-Feb-2016

Reference Book:
John Walkenbach, *Excel 2016 Bible,* John Wiley & sons Publications

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – I			
SEMESTER - II	**Practical-I - Excel for Business**	**HRS/WK – 3**
CORE PRACTICAL		**CREDIT – 2**

OBJECTIVE

To enable the students to obtain the practical knowledge on Excel for Business

1. Editing and Cell References
2. Named Range
3. Protecting and Sharing
4. Sorting and Filtering
5. Working with Dates and Times
6. Lookup and Reference
7. Logical Functions
8. Pivot Tables
9. Formula Auditing
10. Macros
11. VBA – Modelling Presentation
12. Number Formatting
13. Conditional Formatting
14. Charts and Graphs

QUESTION PAPER PATTERN

Lab:

Internal - 40 Marks

External – 60 Marks

YEAR – I		**CODE-17ABS22**
SEMESTER - II	**BUSINESS STATISTICS AND OPERATION RESEARCH**	**HRS/WK – 5**
ALLIED II		**CREDIT – 5**

OBJECTIVE:
To motivate the students to apply the statistical techniques in their respective major subjects.

UNIT – I Introduction   **(17hrs)**
Introduction- Collection of data – Primary data and Secondary data – Different methods of collecting primary data – Classification and Tabulation of Statistical data. Frequency distribution: Simple and Cumulative. Measures of Central value: Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean.

UNIT – II Measures of Dispersion   **(17hrs)**
Measures of Dispersion- Range, Quartile Deviation, Mean Deviation, Standard Deviation- Combined standard deviation and Coefficient of Variation. Measures of Skewness: KarlPearson's and Bowley's methods.

UNIT – III Correlation   **(14hrs)**
Correlation- Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient. Regression analysis: Simple regression equations.

UNIT – IV Operations Research   **(14hrs)**
Operations Research – Nature and meaning , Scientific methodology, Scope. Linear programming – Graphical method of the solution of linear programming problems .

UNIT –V Transportation problems   **(13hrs)**
Transportation problems -North west corner method, Least cost method and Vogel's approximation method(simple problems only). Assignment problems.

Text Books:
1. "Business statistics and Operations research" – (2nd edition – 2009) , S.P.Rajagopalan and R.Sattanathan ,Tata McGraw-Hill Publishing Company Limited,New Delhi.
2. "Statistical Methods" (32nd edition - 2004), Gupta. S. P., Sultan Chand & Sons, New Delhi.

Reference Books:
1. "Business Statistics", Gupta. S. P., Gupta. P. K. and Manmohan.
2. "Introduction to OR " , Dr.P.R.Vittal
3. "Operations Research " , Hira and Gupta ,S.Chand.
4. "Business Statistics" (1st edition – 2008), Bharat Jhunjhunwala, S. Chand & Company Ltd.

(A question paper must contains 80% problems and 20% theory)

QUESTION PAPER PATTERN

1.   Part-A: 10 x 2 =20 marks. All the questions to be answered.

2.   Part-B :   5 x5 =25 marks. Five out of seven. [open choice]

3.   Part-C : 3 x10 =30 marks. Three out of Five. [open choice]

YEAR – I		CODE-EPD201T
SEMESTER - II	**DYNAMICS OF PERSONALITY**	HRS/WK – 3
SKILL PAPER		CREDIT – 2

Objective:
To enable the students to obtained over all personality development.

Unit I : Meaning   **(9hrs)**
Meaning-definition-major determinants of personality genetic determinants, social determinants, cultural determinants, psychological determinants, theories Jung's typology trait theory psychoanalytical theory importance of personality development guidance to improve personality.

Unit II   Mental health   **(9hrs)**
Meaning-concept-definition-characteristics - influential factors – biological factors - psychological factors - socio-economic and cultural factors

Unit III   Stress and its management   **(9hrs)**
Meaning, definition causes of stress, major life changes and environmental events - consequences of stress, stress management techniques.

Unit IV Anger and its management   **(9hrs)**
Meaning, definition, nature-causes-symptoms and consequence of anger - physiological effects and psychological effects , techniques to control anger - Suicidal prevention

Unit V   skills development   **(9hrs)**
Soft skills development - Presentation skill - Interpersonal skill - Body language.

Text book:
Mental health of rural youth

Reference Book:
Personality development-Elizabeth .B.Hurloc

Question pattern -Semester

Section-A
Answer all the Questions (20x1=20)

Section-B
Answer any five from seven of the following (5x5=25)

Section-C
Answer all the Questions, either or pattern (3x10=30)

YEAR – II		CODE -
SEMESTER - III	**PRODUCTION MANAGEMENT**	HRS/WK – 6
CORE -V		CREDIT - 4

Objective: To give basic knowledge on production management and its related process.

UNIT - I   Scope and Significance   [15 Hours]
Production Management – Scope and Significance – Production System – Functions and Types- Factors influencing Plant Location – Plant Layout and its kinds.

UNIT –II   Work Study   [16 Hours]
Work Study – Time Study – Motion Study –Work Measurement – Principles and factors- Maintenance of Plant – Types.

UNIT- III   Production Planning   [15 Hours]
Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT-IV   Quality Control   [14 Hours]
Quality Control and Inspection - Objectives and Significance - SQC- AGMARK, ISI and ISO - Certification Marks.

UNIT –V   Material Management   [15 Hours]
Material Management – Objectives and importance – Purchasing – Procedure –Store Keeping – Objectives – Functions - JIT.

Text books:
1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Production and Operations Management – PANNERSELVAM, Prentice Hall of India

Reference Books:
1. Production and Operations Management- B.S. GOYEL.
2. Material Management – M.M. VARMA.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR II		
SEMESTER – III	**FINANCIAL ACCOUNTING**	HRS/WK -5
CORE VI		CREDIT - 4

Objective
To enable the students to acquire knowledge of accountancy and their use in business decision making.

UNIT – I   INTRODUCTION   (15 Hrs)
Meaning - Accounting concepts – IFRS - conventions - objectives of accounting - Merits and Demerits of accounting - rules - principles of double entry system - journal - ledger - subsidiary books - purchases book, sales book, returns book and cash books.

UNIT – II   FINAL ACCOUNTS   (14 Hrs)
Trial balance - Preparation of trading, profit and loss account and balance sheet – Adjusting entries

UNIT - III   SINGLE ENTRY SYSTEM   (12 Hrs)
Meaning - Difference between Single and double Entry system – Net worth Method – Conversion Method

UNIT – IV   AVERAGE DUE DATE AND ACCOUNT CURRENT   (14 Hrs)
Average Due Date - meaning of Average due date - Uses of Average due date - basic problems in average due date - calculation of interests - account current – Product method, Red ink Method, Daily Balance method - counting of days -methods of calculating interests - simple problems.

UNIT – V   DEPRECIATION   (20 Hrs)
Depreciation - need for depreciation - straight line and WDV methods of charging depreciation only.

Text Book:
1. Financial Accounting by Reddy and Murthy - Margham Publications.
2. Advanced Accounting by RL Gupta and Radhasamy - Sultan chand & sons Publications.

Reference Books:
1. Advanced Accounting by MC Sukkla - Sultan chand & sons publications.
2. Introduction to Financial Accounting by Jain. S. P -
3. Financial and Management Accounting by Maheswari.S.N -

QUESTION PAPER PATTERN

1.   Part-A: 10 x 2 =20 marks. All the questions to be answered.
2.   Part-B : 5 x5 =25 marks. Five out of seven. [open choice]
3.   Part-C : 3 x10 =30 marks. Three out of Five. [open choice]

YEAR – II		
SEMESTER – III	**MANAGEMENT INFORMATION SYSTEM**	HRS/WK – 6
CORE – VII		CREDIT –4

Objective:
To enable the students to acquire knowledge on Management information system.

UNIT I: Introduction to information systems   **(15hrs)**
Introduction to information systems(IS): why study IS- why business need information technology (IT) – fundamentals of IS a concept – overview of IS – solving business problems with IS – developing IS solutions.

UNIT II: Information systems for business operations   **(15hrs)**
Information systems for business operations: Business IS – marketing, manufacturing, human resource, accounting and financial information systems – transaction processing system – management information and decision support systems.

UNIT III: Managing information technology   **(15hrs)**
Managing information technology: Managing information resource and technologies – global IT management – planning and implementing business change with IT.

UNIT IV: Enterprise Resource Planning   **(15hrs)**
Enterprise Resource Planning (ERP): an overview – benefits of ERP – ERP and related technologies – business process reengineering – data warehousing – data mining – online analytical processing – supply chain management.

UNIT V: ERP   **(15hrs)**
ERP implementation: ERP implementation life cycle – implementation methodology – hidden cost – organizing the implementation – vendors, consultants and users contracts with vendors, consultants and employees project management and monitoring – ERP present and future – turbo change the ERP systems – enterprise integration applications – ERP and E-commerce – ERP and Internet.

Text Books:
James A O'Brien – Management Information Systems for managing IT in the internetworked Enterprise – 4th Edition, Tata McGraw Hill, New Delhi, 1999.

Reference Books:
1. Alexis Leon – ERP Demystified – Tata McGraw Hill, New Delhi, 2000.
2. W.S. Jaswadekar – Management Information Systems – Tat McGraw Hill, New Delhi, 1998

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

II – BBA(CA)	**RESOURCE MANAGEMENT TECHNIQUES**	
SEMESTER - IV	**For the students admitted from the year 2017**	HRS/WK - 5
ALLIED -3		CREDIT – 5

(For B.C.A. II – Year)

UNIT –I: BASIC CONCEPT OF OR
Definitions of OR-Linear programming problem-Graphical solution -Simplex method – Artificial variables techniques – Big M method .

UNIT-II:TRANSPORTATION MODEL
Definition , Formulation of Transportation-North-west corner method –Matrix minima method- Vogel's Approximation method –solution of Transportation-modi's method
ASSIGNMENT MODELS: Definition of Assignment models- Formulation and solution of Assignment models-Special cases in Assignment problems

UNIT-III:SEQUENCING PROBLEM
Basic term used in sequencing-Processing n jobs through two machines-Processing n jobs through three machines- Processing two jobs through k machines.

UNIT –IV:GAME THEORY
Two person zero sum game-Basic terms –Maximin and Minimax principle-Games without saddle point –Mixed stratergies– graphical solution of 2xn and mx2 games - Dominance property.

UNIT –V:PERT/CPM NETWORKS:
Introduction –Network and basic component –Logical sequencing -Fulkerson's rule of the Network construction –Critical path Analysis &PERT analysis- PERT-Distinction between PERT and CPM .

TEXT BOOKS:
Kanti Swaru, Gupta P. K. and Manmohan[1999], "Operations Research", Sulthan Chand & Sons., Delhi.

REFERENCE BOOKS:
1. Gupta P. K and Hira D. S. [2000], "Problems in Operations Research", Sulthan Chand & Sons., Delhi.
2. J. K. Sharma, [2001], "Operations Research Theory and Applications", Macmillan, Delhi
3. Taha H. A.[2003], "Operations Research" , Macmillan Publishing Company, New York.
4. P.R. Vittal [2003], "Operations Research" , Margham Publications, Chennai.

YEAR – II		
SEMESTER – III	**MULTIMEDIA**	**HRS/WK – 5**
ALLIED I		**CREDIT – 4**

Objective:
To enable the students to acquire knowledge on Multimedia.

UNIT-I Introduction 　　　　　　　　　　　　　　　　　　　**(15hrs)**
Introduction - What is Multimedia: Definitions – Where to use multimedia – Introduction to Making Multimedia: What you need – Macintosh and Windows production platforms

UNIT-II Text 　　　　　　　　　　　　　　　　　　　　　　　**(15hrs)**
Text **-** The power of meaning – About fonts and faces – Using text in multimedia – Computers and Text – Font editing and Design tools – Hypermedia and Hypertext

UNIT-III Sound 　　　　　　　　　　　　　　　　　　　　　　**(15hrs)**
Sound **-** The power of sound – Multimedia system sounds – MIDI versus Digital Audio – Digital Audio – Making MIDI audio – Audio, File formats – Working with sound on the Macintosh – Notation Interchange File Format (NIFF) – Adding sound to your multimedia project – Toward Professional sound: The Red Book standard – Production tips.

UNIT-IV Images 　　　　　　　　　　　　　　　　　　　　　**(15hrs)**
Images **-** Making still Images – Color – Image file formats. Animation - The Power of Motion – Principles of Animation – Making animations that works.

UNIT-V Video 　　　　　　　　　　　　　　　　　　　　　　**(15hrs)**
Video **-** Using Video – How Video works – Broadcast video standards – Integrating computers and television – Shooting and Editing Video – Video tips – Recording formats – Digital Video. Planning and Costing: Project planning – Estimating – RFPs and Bid Proposals – Designing and producing: Designing – Producing

Text Book:
Multimedia Making it Work – Tay Vaughan,McGrawHill Publication

Reference Book :
John F.Koegel Buford, Multimedia systems,Pearson Education

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR II		CODE:
SEMESTER - III	**BUSINESS LAW**	**HRS/WK - 3**
SKILL PAPER		**CREDIT - 2**

Objective:
To understand the legal aspects of business operations

UNIT – I Meaning & Definitions   **(10 hrs)**
Law-Meaning & Definitions – Need – Indian Contract Act 1872-Contract – Meaning & Definitions - Nature of Contract – Essentials-Classifications – Offer and Acceptance – Capacities of parties to contract .

UNIT – II Free Consent   **(10 hrs)**
Free Consent – Consideration – Lawful Object - Agreement declared void - Performance of Contract – Quasi Contract -

UNIT –III Discharge of Contract   **(05 hrs)**
Discharge of Contract – Remedies for Breach of Contract.

UNIT IV Special Contract   **(10hrs)**
An Overview of Special Contract – Indemnity & Guarantee – Meaning & Definitions – Essentials – Rights of indemnity holder and indemnifier – Differences between Contract of Indemnity & Guarantee- Rights of surety – Surety's liability-

UNIT –IV Bailment & Pledge   **(10hrs)**
Bailment - Meaning & Definitions – Essentials – Rights and duties of bailor & bailee – **Pledge** - Meaning & Definitions – Essentials – Rights and duties of pawnor and pawnee.

Text Books:
1. Business Law , N.D.kapoor, Sultan Chand, 3rd edition, New Delhi,1999.
2. Business Law,R.S.N.Pillai Bagavathi,Chand& co, 1st edition,New Delhi,2000.
3. Business Law,P.C.Tulsian, Tata MCGrawell Hill, 2nd edition, New Delhi, 2002.

Reference Books:
1. Legal Aspects of Business , P.saravanavel & S. sumathi, Himalaya publication,1st edition,New Delhi,2005.
2. Business Law ,M.R.Sreenivasan,Margham publication ,1st edition, Chennai,2006.
3. Legal Aspects of Business,Akhilashware Pathek, Tata MCGrawell Hill,3rd edition,New Delhi 2005.
4. Business Law –Bulchandhani K.P, HPH, 2nd edition,New Delhi,2001.
5. Business Law ,M.C. Kuchal, Vikas Publication, 4th edition, New Delhi, 2005.

Question Paper Pattern

Time: 3 Hours   **Marks-75**

Part-A: (10x2=20 marks)
All the questions are to be answered

Part-B (5x5=25Marks)
Five questions with internal choice (either or pattern)

Part-C (3x10=30marks)
Three out of five with open choice

Note: Questions should be asked from All five units,with a maximum of Two questions from each unit.

YEAR – II			
SEMESTER - IV		**MARKETING**	**Hrs/Wk-6**
CORE - VIII			**CREDIT - 4**

Objectives

To enable the students in familiarise with principles of marketing and process of marketing in a business firm.

UNIT I Meaning   **15 Hours**

Marketing - Meaning, Definition and importance of marketing- Approaches of marketing -Functions- Marketing environment – Internal and External factors- Ma rketing mix – 7 elements of marketing mix- Market segmentation- Definition - bases for market segmentation

UNITII   Consumer and industrial goods   **14 Hours**

Meaning and definition - Consumer and industrial goods – New product development – Meaning- Steps in New Product Development- Product life cycle – Reasons for product failure.

UNIT III   Price   **14Hours**

Price – Definition – Objectives of pricing – Factors affecting pricing decision- Pricing policies – Procedure for price determination – Methods of pricing.

UNIT IV   Channels   **16 Hours**

Definition and importance - types of channels; factors affecting choice of a particular channel –Kinds of middlemen – Agent andMerchant Middlemen – Wholesalers –Types- Services rendered by wholesalers: Retailers –Requisites –Types- Services rendered by retailers.

UNIT V   Sales promotion   **16 Hours**

Sales promotion- Meaning - Purpose–Types-Advantages and limitations of sales promotion.Advertising - Meaning –Definition- Medias and its relative merits and demerits.Social Media Advertising,- Web Advertising, and Mobile Advertising.

Text Book

R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009

Reference Books
1. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management , S. Chand & sons, New Delhi.7th Edition,2005
2. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.12th Edition
3. PhilipKotler and Gary Armstrong, 11th Edition, Principles of Marketing, Pearson Prentice Hall of India Ltd, New delhi.12th Edition - 2005

QUESTION PAPER PATTERN

Time: 3 Hours   Marks: 75

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – II		
SEMESTER – IV	**IMPORT AND EXPORT MANAGEMENT**	**HRS/WK – 5**
CORE - IX		**CREDIT – 4**

Objectives:
To enable the students to acquire the knowledge on import and export management.

UNIT – I: Policy   (10hrs)
Export –Import Policy Historical review and current Export – Import policy of the Govt. of India and its implications. Export –Import Licensing – Policy & Procedure, Inco terms.

UNIT – II Government Authorities   (16hrs)
Government Authorities– Department of Commerce, CCI&E, Cabinet committee, Board of Trade, Zonal Advisory Committee, State Govt.CommodityOrganisation – Export Promotion councils, Commodity Boards, ECGC, Trade fair Authority, FIEO, Exim Bank, DGCI&S, STC, and MMTC etc.

UNIT – III Significance of Export Documents   (14 hrs)
Significance of Export Documents -Type of documents, Trade documents, Regulatory documents. Import documentation –Import procedures – Guidelines – Key documents used in importing – import licensing and other incentives.

UNIT – IV Export procedure   (20hrs)
Export procedure -Steps of Export procedure, Banking procedure of Export Documents-Bill of lading, Bill of Exchange, Certificate of Origin, Marine Insurance Policy, Letter of Credit, GR-1 Form, Schemes under Foreign Trade Policy

UNIT – IV GST   (15hrs)
GST in India – Introduction – Supply under GST – Charge of GST – Exemptions from GST – Time of Supply – Value of Supply – Input Tax Credit – Registration – Tax invoice, Credit and Debit notes – Payment of Tax – Returns.

Text Books:
1. International Marketing Management – Varshney& Bhattacharya
2. Export Management, T.A.S. Rajagopal ,Himalya Publishing House.

Reference Books:
1.   Export Marketing – B.S.Rathore& J.S. Rathore
2.   Foreign Trade Management – Verma&Agrawal
3.   Foreign Trade Management in India – M.L. Verma
4.   Export Management – R. Sharma
5.   Export Import Procedures & Documentation-Khushpat S. Jain.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 10x2 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – II		
SEMESTER - IV	**RDBMS (Relational Database Management System)**	**HRS/WK - 3**
CORE -		**CREDIT -**

Objectives:
To enable the students to acquire the knowledge on RDBMS (Relational Database Management System)

UNIT-I Introduction   (9 hrs)
Introduction - Relational Database - Using SQL*plus - Understanding the Common Oracle Data types -Structured Query Language(SQL):Data Query Language (DQL) Statements-Data Manipulation Language(DML)Statements-Data Definition Language(DDL) Statements-Data Transaction Language(DTL)Statements-Data Control Language(DCL)statements-Filtering and Ordering rows.

UNIT-II Overview of Operators and Functions   (9 hrs)
Overview of Operators and Functions: Comparison or Relational operators-Arithmetic operators-Logical operators-Special operators-String operators-SET operators Built-in SQL functions: Character functions-Numeric functions-Date functions-Conversion functions-Aggregate functions-using Grouping rows and filter Group of Rows.

UNIT-III SQL*Plus Reports and Commands   (9 hrs)
SQL*Plus Reports and Commands - Viewing the Structure of a table-Editing SQL statements-Saving, Retrieving and Running Files-Formatting Columns-Setting the Page Size-Setting the Line Size-Clear Column Formatting-Using Variables-Creating Simple Reports.

UNIT-IV Database Integrity   (9 hrs)
Database Integrity - Primary key-Unique-Not null-Check-Foreign key. Database Security-Users-Grant and Revoke-System privileges-Object privileges- Synonyms- Roles, Creating table from another table- Sequences-Indexes-Views.

UNIT-V SUBQUERIES   (9 hrs)
SUBQUERIES - Single Rowsub queries-Multiple Row sub queries-Multiple Column sub queries-Inline sub queries-Scalar sub queries-Nested Sub queries. JOINS - Cartesian products-Equi joins-Non-equijoins-Outer joins-Self joins.

Text Book:
ORACLE DATABASE 10g SQL-JASON PRICE-ORACLE PRESS-EXCLUSIVELY FROM MCGRAW-HILL/OSBRONE

Reference Book:
ORACLE DATABASE 10g-The complete reference- KEVIN LONELY, Tata McGraw-Hill Publishing Company Ltd 2004

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

YEAR – II		
SEMESTER - IV	**RDBMS- ORACLE PRACTICAL**	**HRS/WK - 3**
CORE -		**CREDIT -**

To enable the students to obtain the knowledge on RDBMS - ORACLE PRACTICAL

1. Simple Queries using DML, DDL, DCL commands.
2. Writing Queries using Operators.
3. Built-In SQL functions.
4. Generating Reports using SQL*PLUS Commands.
5. Working with Constraints.
6. Creating VIEWS.
7. SUB-QUERIS.
8. JOINS

QUESTION PAPER PATTERN

Lab:

Internal - 40 Marks

External – 60 Marks

YEAR – II		COST AND MANAGEMENT ACCOUNTING	HRS/WK - 5
SEMESTER - IV			
ALLIED			CREDIT - 4

Objectives:
To enable the students to acquire the knowledge on cost and management Accounting.

UNIT I: Introduction   (15 hrs)
Cost accounting – introduction – definition – objectives – advantages – limitations – methods of costing – types of costing – differences between cost account and management account – differences between cost accounting and financial accounting – installation of costing system - Cost sheet – meaning – definition – elements of cost – purpose – cost sheet – valuation of finished stock – production statement – tenders and quotation.

UNIT II: Materials control   (15 hrs)
Materials control – meaning – objectives – need – advantages. Inventory control and its techniques – objectives – stock levels and EOQ – perpetual inventory system –– methods of pricing material issues – FIFO – LIFO – Standard price – simple average – weighted average.

UNIT III   Capital budgeting   (15hrs)
Capital budgeting – meaning – definition – importance – steps – methods of capital budgeting – pay back period – accounting rate of return – net present value method – internal rate of return method.

UNIT IV   Budget   (15hrs)
Meaning and definition of Budget – Meaning and definition of Budgeting – Meaning of Budgetary control – Objectives – Merits and demerits – Types of budget – Preparation of sales, Production, materials, flexible, cash and overhead budget.

UNIT V   Marginal costing   (15hrs)
Marginal costing – definition – features – advantages – limitations – breakeven analysis –PV ratio - margin of safety.

TEXT BOOKS:
1. TS Reddy and Y. Hariprasad Reddy – Cost and Management accounting – Margam publication, Chennai.
2. Dr. S. N. Maheswari, principles of cost and management accounting – S. Chand & Sons, New Delhi.

REFERENCE BOOKS:
1. KL Narang, PK Jain – cost accounting – TATA McGraw Hill Co ltd., New Delhi.
2. SP Iyengar, cost and management accounting – S. Chand & Co. Ltd, New Delhi
3. KL. Ramachandran & R. Srinivasan, cost accounting theory & problems. – Sriram Publications, Trichy
4. MC Shukla & TS Grewal, Cost Accounting – S. Shand &Co Ltd. New Delhi.
5. Guruprasad Murthy – management accounting – Himalaya publishing house, New Delhi.

QUESTION PAPER PATTERN

1. Part-A: 10 x 2 =20 marks. All the questions to be answered.

2. Part-B : 5 x5 =25 marks. Five out of seven. [open choice]

3. Part-C : 3 x10 =30 marks. Three out of Five. [open choice]

YEAR – II		
SEMESTER - IV	**E-COMMERCE AND ITS APPLICATIONS**	HRS/WK - 5
ALLIED		CREDIT - 4

Objectives:
To enable the students to acquire the knowledge on E-Commerce and its Applications

Unit I: **Introduction to E-Commerce**   **(15 hrs)**
Introduction to E-Commerce **-** Categories of E-Commerce, the Development and Growth of Electronic Commerce, Advantages and Disadvantages of E-Commerce.
Technology Infrastructure **-** The Internet and the World Wide Web-Origins of the Internet-Growth of the Internet**.** Packet Switched Networks - Routing Packets. Internet Protocols -TCP/IP, IPAddressing, DomainNames, Electronic Mail Protocols.

Unit II: Mark-up Languages and The web   **(15 hrs)**
Mark-up Languages and The web - Mark-upLanguages, HypertextMark-up Language, Html Tags and Links.Intranets and Extranets **-** Public and Private Networks, Virtual Private Network (VPN)
Internet Connection Options - ConnectivityOverview, Voice Grade Telephone Connections, BroadbandConnections, Leased Line Connections, Wireless Connections

Unit III: Marketing on the Web   **(15 hrs)**
Marketing on the Web **-** Web marketing Strategies-Product Based Marketing Strategies, Customer Based Marketing Strategies. **Advertising On the Web**-Banner Ads, Text Ads and other web Ads.

Unit IV: Electronic Commerce Security   **(15 hrs)**
Electronic Commerce Security - Security for Client Computers, Communication Channel Security, Security for Server Computers, Organization that promote Computer Security.

Unit V: Payment System for E Commerce   **(15 hrs)**
Payment System for E Commerce - online payment Basics-Payment Cards,E-Cash,E-Wallets,Stored Value Cards, Internet Technologies and the Banking Industry, Criminal Activity And the payment Systems - Phishing and Identity Theft.

Text Book:
Gary P.Schneider, Ph.D., CPA,Electronic Commerce, Joe Sabatino Publications, 9th Edition.

Reference book:
Ravi Kalakota, Andrew B.Whinston—Electronic Commerce:A Manager's Guide, Addison-Wesley

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

1) Part - A = 5x5 =25 Marks – All the Questions are to be Answered.

2) Part – B = 10x5 =50 Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

II YEAR			
SEMESTER – III	**ENVIRONMENTAL STUDIES**		**HRS/WK - 3**
FOUNDATION COURSE			**CREDIT - 2**

Objectives:
To enable the students to acquire the knowledge on Environmental Studies.

Unit I : Environmental studies and Natural resources   **(9 Hrs)**
Definition, scope and importance of environmental studies – forest resources: deforestation, mining, dams – water resources: over – utilization, floods, drought – mineral resources: exdploitation, extraction and usage – food resources: food problems, overgrazing, pesticide problems, water logging, salinity – energy resources: energy needs, renewable and non renewable energy – land resources: land degradation, landslides, soil erosion and desertification – conserving natural resources.

Unit II: Ecosystems :   **(7 Hrs)**
Concept, structure and function of an ecosystem – producers, consumers and decomposers – energy flow – ecological succession – food chains, food webs and ecological pyramids – types, characteristics, structure and function of forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem –

Unit III: Biodiversity: **(7Hrs)**
Definition of biodiversity – genetic, species and ecosystem diversity – value of biodiversity – India as a mega diversity nation – hot spots – threats to biodiversity – endangered and endemic species of India – In-situ and Ex-situ conservation of biodiversity.

Unit IV: Environmental Pollution: **(7 Hrs)**
Cause, effects and control measures of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution and nuclear hazards – solid waste management: causes, effects, control measures and disposal of wastes – disaster management: floods, earthquakes, cyclone, land slides and tsunami.

Unit V: Social Issues, Human population and the Environment: **(8 Hrs)**
Water conservation, rain water harvesting, watershed management – environmental ethics: issues and possible solution – climate change, global warming, acid rain, ozone depletion, nuclear accidents and holocaust – wasteland reclamation – Environment protection Act – Wildlife protection Act – Forest Conservation Act – public awareness – Population explosion – Environment and human health – Role of Information Technology in Environment and human health.

Field work: **(7 Hrs)**
1. Visit to a local area to document environmental assets – river / forest / grassland/mangrove.
2. Visit to a local polluted site – urban / rural / industrial / agricultural.
3. Study of common plants, insects, birds.
4. Study of simple ecosystems – pond, river, forest, etc.,
5. Practical work

Text Book:
1. Joseph C.Daniel,2004. Principles of Environmental Science. Brightson's Publications, Chennai.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

Reference Books:
1. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net
2. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi
3. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co.
4. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA,
5. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
6. Trivedi R.K., Hand book of Environmental Laws, Rules Guidelines, Compliances and Standards. Vol I and II, Enviro Media9.Wanger K.D., 1998. Environmental Management. W.B. Saunders Co. Philadelphia, USA

QUESTION PAPER PATTERN

Time: 3 Hours   Marks: 75

1) Part - A = 20x1 =20 Marks – All the Questions are to be Answered.

2) Part – B = 5x5 = 25 Marks – Five Questions with Internal Choice.

3) Part – C = 3x10 = 30 Marks – Three Out of Five – Open Choice.