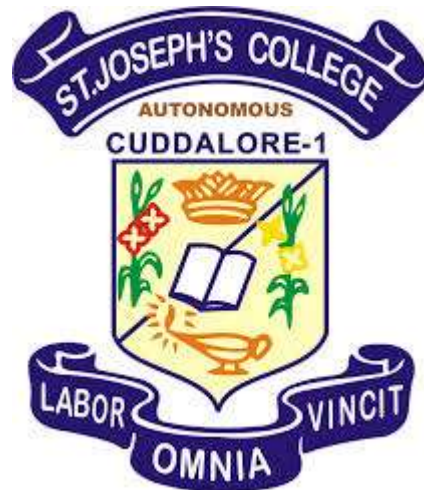


ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE

(AUTONOMOUS)

CUDDALORE – 607001



DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

ACADEMIC YEAR : 2018 – 19

SYLLABUS

ACADEMIC TEMPLATE 2018 - 2019

SEMESTER - I									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	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	420	600

SEMESTER - II									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	Total
1	I	Language	LTC202T	5	3	Tamil – II	25	75	100
2	II	English	LEC202T	5	3	English -II	25	75	100
3	III	Core Theory – 3	17BB203	6	4	Business Management	25	75	100
4	III	Core Theory – 4	17BB204	3	2	Excel for Business	25	75	100
5	III	Core Practical - I	17BP201	3	2	Excel for Business - Lab	40	60	100
6	III	Allied – II	17ABS22	5	5	Business Statistics and Operations Research	25	75	100
	IV	Skill Paper	EPD201T	3	2	Dynamics of Personality	25	75	100
				30	21		190	510	700

SEMESTER - III									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	Total
14	I	Core Theory - 5	17BB301	6	4	Production Management	25	75	100
15	II	Core Theory - 6	17BB302	5	4	Financial Accounting	25	75	100
16	III	Core Theory - 7	17BB303	6	4	Management Information System	25	75	100
17	III	Allied - III	17ABB33	5	4	Resource Management Technique	25	75	100
18	III	Allied - IV	17ABB34	5	4	Multimedia	25	75	100
19	IV	Skill Paper	17AOBL01	3	2	Business Law	25	75	100
				30	22		150	420	600

SEMESTER - IV									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	Total
1	I	Core Theory – 8	17BB401	6	4	Marketing	25	75	100
2	II	Core Theory – 9	17BB402	5	4	Import and Export Management	25	75	100
3	III	Core Theory - 10	17BB403	3	2	RDBMS	25	75	100
4	III	Core Practical - II	17BP401	3	2	RDBMS –Lab	25	75	100
5	III	Allied - V	17ABB45	5	4	Cost and Management Accounting	40	60	100
6	III	Allied - VI	17ABB46	5	4	E-Commerce and its Applications	25	75	100
	IV	Skill Paper	EVS401S	3	2	Environmental Science	25	75	100
				30	22		190	510	700

SEMESTER - V									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	Total
14	I	Core Theory – 11	17BB501	6	5	Financial Management	25	75	100
15	II	Core Theory – 12	17BB502	6	5	Research Management	25	75	100
16	III	Core Theory – 13	17BB503	6	5	Enterprise Resource Planning	25	75	100
17	III	Core Elective - I	17EBB51A	6	5	Financial and Capital market	25	75	100
18	III	Core Elective - II	17EBB52A	6	5	Internet and its applications	25	75	100
				30	25		125	375	500

SEMESTER - VI									
S.No	Part	Study Content	Course Code	Hours/Week	Credit	Title of the Paper	Maximum Mark		
							CIA	External	Total
1	I	Core Theory – 14	17BB601	6	5	Human Resource Management	25	75	100
2	II	Core Theory – 15	17BB602	6	5	Organizational Behaviour	25	75	100
3	III	Core Theory - 16	17BB603	3	3	Programming using Microsoft Technology (C#.Net)	25	75	100
4	III	Core Practical - III	17BP601	3	2	Programming using Microsoft Technology (C#.Net) - Lab	25	75	100
5	III	Core Elective - III	17EBB61A	6	5	Data Mining	40	60	100
6	III	Core Elective - IV	17EBB62A	6	5	Project - Viva Voce	25	75	100
	IV	Extension			2		25	75	100
				30	27		215	435	650

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

On successful completion of the course students will be able to

CO1: Understand the basic concepts in business organization and operations of MNC's in India.

CO2: To comprehend different forms of business organisation, its merits, demerits and applications

CO3: Acquainted with business location, various theories of location, size and measures of location size.

CO4: Cognise and interpret various combination of business, their features, functions and advantages.

CO5: Equip with ethical issues in business, ethical codes and social responsibility of business.

Semester	Course Code	Title of the paper												Hours	Credit
I	17BB101	Business Organisation												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association Scale	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - I	BUSINESS ORGANISATION	CODE- 17BB101
SEMESTER - I		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 = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.

3) Part – C = $3 \times 10 = 30$ 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	BASIC OF INFORMATION TECHNOLOGY	CODE-17BB102
SEMESTER – I		HRS/WK – 6
CORE – 2		CREDIT – 4

Course Outcomes:

At the end of the Course the students should be able to exhibit

CO1: Knowledge pertaining to Fundamentals of Computer Model.

CO2: Knowledge pertaining to Data Storage.

CO3: Basics knowledge of CPU.

CO4: Knowledge pertaining to Fundamentals of Computer Networking.

CO5: Fundamentals of output devices and programming Languages.

Semester	Course Code	Title of the paper												Hours	Credit
I	17BB102	Basic of Information Technology												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	4	3	4	4	4	4	3	2	3	2	4	3.50	
CO2	4	4	4	3	4	4	4	4	3	2	3	2	4	3.50	
CO3	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
CO4	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
CO5	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
Mean Overall Scores												3.68			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - I	BASIC OF INFORMATION TECHNOLOGY	CODE-17BB102
SEMESTER - I		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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part – B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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

YEAR - I	BUSINESS MANAGEMENT	CODE – 17BB203
SEMESTER – II		HOURS/WEEK – 6
CORE -3		CREDIT - 4

Course Outcomes:

CO1: To comprehend the nature of entrepreneurial development.

CO2: To understand the significance of creativity and innovations in entrepreneurship

CO3: To know about social entrepreneurship

CO4: To understand the nature of family businesses and its significance

CO5: To understand the financing mechanism for entrepreneurship.

Semester	Course Code	Title of the paper												Hours	Credit
II	17BB203	Business Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	P O 1	P O 2	P O 3	P O 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores												4.20			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - I	BUSINESS MANAGEMENT	CODE-17BB203
SEMESTER - II		HRS/WK - 6
CORE - 3		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. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. Pagare Dinkar, Principles of Management, Sultan Chand & Sons, New Delhi, 2003.
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 Management

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

1) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.

3) Part – C = $3 \times 10 = 30$ 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	EXCEL FOR BUSINESS	CODE – 17BB204
SEMESTER – II		HOURS / WEEK – 3
CORE - 4		CREDIT - 2

Objectives:

To enable the students understand use of Excel in Business.

Course Outcomes: At the end of the Course the students should be able to exhibit

CO1: Basics of Excel.

CO2: Knowledge pertaining to spreadsheet.

CO3: Basics knowledge of data handling in Excel.

CO4: Knowledge pertaining to Pivot tables.

CO5: knowledge pertaining to formatting in Excel.

Semester	Course Code	Course Title												Hours	Credit
II	17BB204	Excel for Business												3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	5	4	4	4	4	4	4	3	2	3	2	4	3.50	
CO2	4	4	4	3	4	5	4	3	3	2	3	2	4	3.50	
CO3	5	3	4	4	4	5	4	5	3	2	4	2	4	3.80	
CO4	5	3	4	4	4	5	5	3	4	2	4	2	4	3.80	
CO5	5	3	4	3	5	5	5	4	3	2	4	2	4	3.80	
Mean Overall Scores												3.68			

Result: The Score of this Course is 3.68 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - I	EXCEL FOR BUSINESS	CODE-17BB204
SEMESTER - II		HRS/WK - 3
CORE - 4		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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part – B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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

YEAR - I	EXCEL FOR BUSINESS - LAB	CODE – 17BP201
SEMESTER – II		HOURS / WEEK – 3
CORE PRACTICAL - I		CREDIT - 2

OBJECTIVE

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

Course Outcomes:

At the end of the Course the students should be able to exhibit

CO1: Skills using editing, formatting in Excel.

CO2: Skills using filtering and sorting in Excel.

CO3: Skills using different functions in Excel.

CO4: Programming Skills in Macros.

CO5: Skills using Pivot Tables in Excel.

Semester	Course Code	Course Title												Hours	Credit
II	17BP201	Excel for Business - Lab												3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	5	4	4	4	4	5	4	5	4	4	4	4	4.2	
CO2	5	4	4	5	5	4	4	4	4	4	4	4	5	4.3	
CO3	4	5	5	5	5	5	5	5	5	4	4	4	5	4.7	
CO4	5	4	4	5	5	5	5	5	5	4	4	4	5	4.6	
CO5	4	5	4	5	5	5	5	5	5	4	4	4	5	4.6	
Mean Overall Scores												4.48			

Result: The Score of this Course is 4.48 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - I	EXCEL FOR BUSINESS - LAB	CODE -17BP201
SEMESTER - II		HRS/WK - 3
CORE PRACTICAL - I		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 - II	PRODUCTION MANAGEMENT	CODE - 17BB301
SEMESTER - III		HRS/WK - 6
CORE - 5		CREDIT - 4

Course outcomes: students will be able

CO1: To understand the core features, scope and significance of production management and overall idea about Plant location and plant layout.

CO2: To enlighten the ideas about work, time and motion study, types of plant and how to maintain a plant.

CO3: To understand about production planning control, its elements and to have an insight into routing and scheduling.

CO4: To explore about different quality certification marks, quality control and inspection, maintenance, maintenance cost preventive and predictive maintenance.

CO5: To acquire knowledge about managing materials, purchasing procedure, store keeping objectives and the modern methods of material handling.

Semester	Course Code	Title of the paper												Hours	Credit
III	17BB301	Production Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores													4.20		

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	PRODUCTION MANAGEMENT	CODE 17BB301
SEMESTER - III		HRS/WK - 6
CORE -5		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	MANAGEMENT INFORMATION SYSTEM	CODE – 17BB303
SEMESTER – III		HRS/WK – 6
CORE – 7		CREDIT –4

Course Outcomes: At the end of the Course the students should possess

- CO1: Knowledge on information systems.
- CO2: Knowledge on information systems for business operations.
- CO3: Capability to manage information Technology.
- CO4: Knowledge in ERP
- CO5: Capability to implement ERP.

Semester III	Course Code 17BB303	Title of the Paper Management Information System												Hours 6	Credits 4
Course Outcomes	Programme Outcomes(PO)					Programme Specific Outcomes (PSO)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO2	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO3	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO4	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO5	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
Mean Overall Score													3.8		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	MANAGEMENT INFORMATION SYSTEM	CODE - 17BB303
SEMESTER – III		HRS/WK – 6
CORE – 6		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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part - B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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

YEAR - II	MULTIMEDIA	CODE – 17ABB34
SEMESTER – III		HOURS / WEEK – 5
ALLIED - I		CREDIT - 4

Course Outcomes: At the end of the Course the students should possess

- CO1: Inhibit basic Knowledge about Multimedia.
- CO2: Basic knowledge about software, hardware and multimedia tools.
- CO3: Fundamentals of peripheral devices.
- CO4: Fundamentals of Photoshop.
- CO5: Explore Photoshop features.

Semester	Course Code	Title of the paper												Hours	Credit
III	17ABB34	Multimedia												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	5	5	4	4	4	4	4	2	3	2	4	3.75	
CO2	4	4	5	5	4	4	4	4	5	2	3	2	4	3.85	
CO3	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
CO4	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
CO5	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
Mean Overall Scores												3.9			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	MULTIMEDIA	CODE – 17ABB34
SEMESTER - III		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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part – B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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

YEAR - II	BUSINESS LAW	CODE – 17AOBL01
SEMESTER – III		HOURS / WEEK – 3
SKILL PAPER		CREDIT - 2

Course Outcomes

CO1 To demonstrate an understanding of the nature of the business law.

CO2 To understand the documents of free consent.

CO3 To learn about the discharge of contract.

CO4 To understand about special contract.

CO5 To learn about bailment and pledge.

Semester	Course Code	Title of the paper												Hours	Credit
III	17AOBL01	Business Law												3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	3	5	3	5	4	5	3	4	5	4	3	4.1	
CO2	5	4	5	3	5	5	3	4	5	3	5	4	5	4.3	
CO3	5	3	5	5	4	4	3	5	4	3	4	5	4	4.2	
CO4	5	5	4	5	4	4	5	5	4	3	3	3	4	4.2	
CO5	4	5	5	4	5	4	3	3	4	5	4	5	4	4.2	
Mean Overall Scores													4.2		

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR II	BUSINESS LAW	CODE 17A0BL01
SEMESTER - III		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	MARKETING	CODE – 17BB401
SEMESTER – IV		HOURS / WEEK –6
CORE - 8		CREDIT - 4

Objectives

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

Course outcomes: Students will be able

CO1: To understand about marketing management concepts and frameworks, marketing mix, market segmentation and apply these to a new or existing business.

CO2: To cognize and able to differentiate industrial and consumer goods, the concepts of new product development and product life cycle.

CO3: To have an overview of pricing, pricing objectives and to develop skills to analyze, determine price for various products and methods of pricing.

CO4: To demonstrate various distribution channel, channel partners, importance and services offered by various middlemen.

CO5: To synthesize information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Semester	Course Code	Course Title													Hours	Credit
IV	17BB401	Marketing													6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S		
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8			
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38		
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23		
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31		
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08		
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38		
Mean Overall Scores													4.28			

Result: The Score of this Course is 4.28 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - II	MARKETING	CODE 17BB401
SEMESTER - IV		HOURS / WEEK -6
CORE - 8		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- Marketing 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 and Merchant 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 = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.

3) Part – C = $3 \times 10 = 30$ 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	IMPORT AND EXPORT MANAGEMENT	CODE – 17BB402
SEMESTER – IV		HOURS / WEEK –5
CORE THEORY -9		CREDIT - 4

Objectives

To enable the students in familiarise with principles of Import and Export in Indian Context.

Course outcomes: Students will be able

CO1: To understand about the import export policy.

CO2: To learn about the government authorities involved in the EXIM operations

CO3: To understand the significance of export documents.

CO4: To demonstrate various export procedures.

CO5: To learn about the GST involved in EXIM operations.

Semester	Course Code	Course Title												Hours	Credit
IV	17BB402	Import and Export Management												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

Result: The Score of this Course is 4.28 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - II	IMPORT AND EXPORT MANAGEMENT	CODE – 17BB402
SEMESTER - IV		HRS/WK - 5
CORE - 9		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. Commodity Organisation – 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 - V 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 = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.

3) Part – C = $3 \times 10 = 30$ 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	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM)	CODE – 17BB403
SEMESTER – IV		HOURS / WEEK – 3
CORE - 10		CREDIT - 2

Objective:

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

Course Outcomes: At the end of the Course the students should possess

- CO1: Knowledge in Basic Database Concepts.
- CO2: Knowledge in Different Function concepts.
- CO3: Knowledge in basic SQL commands.
- CO4: Programming Skill set in database integrity
- CO5: Programming Skill set in SQL.

Semester	Course Code	Course Title												Hours	Credit
IV	17BB403	RDBMS (Relational Database Management System)												3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	4	5	4	4	4	4	4	2	3	2	4	3.75	
CO2	5	4	4	5	4	4	4	4	5	2	3	2	4	3.85	
CO3	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO4	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO5	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
Mean Overall Scores												4.1			

Result: The Score of this Course is 4.1 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - II	RDBMS (Relational Database Management System)	CODE 17BB403
SEMESTER - IV		HRS/WK - 3
CORE - 10		CREDIT - 2

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 Row sub queries-Multiple Row sub queries-Multiple Column sub queries-Inline sub queries-Scalar sub queries-Nested Sub queries. JOINS - Cartesian products-Equi joins-Non-equi joins-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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part - B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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

YEAR - II	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM) LAB	CODE – 17BP401
SEMESTER – IV		HOURS / WEEK – 3
CORE PRACTICAL		CREDIT - 2

Objective:

To enable the students to obtain practical knowledge on RDBMS.

Course Outcomes: At the end of the Course the students should possess

CO1: Knowledge in Basic Database Concepts.

CO2: Knowledge in Entity Relationship Model.

CO3: Knowledge in Normalization Techniques.

CO4: Programming Skill set in SQL

CO5: Programming Skill set in PL/SQL

Semester	Course Code	Course Title												Hours	Credit
IV	17BP401	RDBMS (Relational Database Management System) Lab												3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	4	5	4	4	4	4	4	2	3	2	4	3.75	
CO2	5	4	4	5	4	4	4	4	5	2	3	2	4	3.85	
CO3	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO4	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO5	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
Mean Overall Scores												4.1			

Result: The Score of this Course is 4.1 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - II	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM) LAB	CODE - 17BP401
SEMESTER - IV		HRS/WK - 3
CORE PRACTICAL		CREDIT - 2

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	CODE – 17ABB45
SEMESTER – IV		HOURS / WEEK – 5
ALLIED - 5		CREDIT - 4

Course outcomes: Students will be able to

Co1. Understand the procedure to calculate average due date and able to determine the interest and instalment amount.

Co2. Acquire basic knowledge of different methods adopted to find profit and loss of a branch.

Co3. Accumulate the knowledge of distributing common expenditures among the departments and able to Prepare of trading and Profit & Loss account of the department.

Co4. Know the changes take place when a new partner is admitted or retired or died and acquire knowledge to incorporate these changes in partnership books of accounts and final statements

Co5. Familiar with dissolution procedures of the partnership and able to prepare a statements of distribution of cash from sale of assets and close the books of accounts of partnership business.

Semester	Course Code	Title of the paper												Hours	Credit
IV	17ABB45	Cost and Management Accounting												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	3	3	5	5	3	3	4	5	5	3	4.1	
CO2	4	5	5	4	3	5	5	3	3	4	5	5	2	4.1	
CO3	4	5	4	4	3	5	4	4	4	3	5	4	3	4.0	
CO4	5	5	4	4	4	5	4	3	3	3	5	2	2	3.7	
CO5	4	4	4	4	4	5	4	4	3	3	5	2	2	3.6	
Mean Overall Scores												3.9			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	COST AND MANAGEMENT ACCOUNTING	CODE – 17ABB45
SEMESTER - IV		HRS/WK - 5
ALLIED - 5		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: $10 \times 2 = 20$ marks. All the questions to be answered.
2. Part-B : $5 \times 5 = 25$ marks. Five out of seven. [open choice]
3. Part-C : $3 \times 10 = 30$ marks. Three out of Five. [open choice]

YEAR - II	E-COMMERCE AND ITS APPLICATIONS	CODE – 17ABB46
SEMESTER – IV		HOURS / WEEK – 5
ALLIED - 6		CREDIT - 4

Objectives:

To enable the students to acquire knowledge on E-Commerce and its applications.

Course Outcomes: At the end of the Course the students should be able to exhibit

CO1: Basic Knowledge pertaining to E-Commerce

CO2: Basic Knowledge pertaining to HTML Language.

CO3: Skills in Marketing on the web.

CO4: E-Commerce Web site, Security Services.

CO5: E-Commerce Payment Models.

Semester	Course Code	Course Title												Hours	Credit
IV	17ABB46	E-Commerce and its Applications												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	4	3	4	4	4	4	2	3	4	5	4	3.75	
CO2	4	3	4	3	4	3	3	4	2	3	4	4	4	3.5	
CO3	4	3	5	3	4	4	4	4	2	3	3	5	4	3.7	
CO4	5	4	4	4	4	4	4	4	2	4	4	4	4	3.9	
CO5	5	5	5	4	4	4	4	4	2	5	5	5	4	4.3	
Mean Overall Scores												3.8			

Result: The Score of this Course is 3.8 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

YEAR - II	E-COMMERCE AND ITS APPLICATIONS	CODE 17ABB46
SEMESTER - IV		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, IP Addressing, Domain Names, Electronic Mail Protocols.

Unit II: Mark-up Languages and The web (15 hrs)

Mark-up Languages and The web - Mark-up Languages, Hypertext Mark-up Language, Html Tags and Links. Intranets and Extranets - Public and Private Networks, Virtual Private Network (VPN) - Internet Connection Options – Connectivity Overview, Voice Grade Telephone Connections, Broadband Connections, 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 = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part - B = $10 \times 5 = 50$ Marks – Five Questions with Open Choice.

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