

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



**DEPARTMENT OF BUSINESS ADMINISTRATION
(COMPUTER APPLICATIONS)**

ACADEMIC YEAR 2020 -21

SYLLABUS

ACADEMIC YEAR 2020 – 2021

Semester	Part		Subject Title	Subject Code	Hours	Credit
I	I	Language	Tamil – I	20LTC01	5	3
	II	Language	Communicative English –I	20LEC101	5	3
	III	Core Theory-1	Business Organization	19BB101	5	4
	III	Core Theory-2	Fundamentals of Information Technology	19BB102	5	3
	III	Allied-1	Application of Economics in Business	17ABE11	5	3
	IV	Core Theory	Professional English for Commerce & Management	20PECM01	3	3
	IV	SEC - 1	Value Education	VE101T	2	2
					30	21

Semester	Part		Subject Title	Subject Code	Hours	Credit
II	I	Language	Tamil –II	20LTC02	5	3
	II	Language	Communicative English – II	20LEC202	5	3
	III	Core Theoy-3	Business Management	19BB203	5	3
	III	Core Theory-4	Excel for Business	17BB204	2	2
		Core practical	Excel for Business Lab	17BP201	3	2
	III	Allied-2	Business Statistical Methods	21ABS22	5	3
	IV	Core Theory	Professional English for Commerce & Management	20PECM02	3	3
	IV	SEC - 2	Dynamics of Personality	EPD201T	2	2
					30	21

Semester	Part		Subject Title	Subject Code	Hours	Credit
III	III	Core Theory -5	Production Management	19BB301	6	5
	III	Core Theory -6	Management Information System	19BB302	6	5
	IV	Generic Elective 1	Resource Management Techniques	20ABM33	5	4
	III	Allied- 3	Financial Accounting	19ABB34	5	4
	III	Allied -4	English For Competitive Exams	19GBB31	5	4
	IV	NME	Multimedia & Design	19AOMD31	3	2
					30	24

Semester	Part		Subject Title	Subject Code	Hours	Credit
IV	III	Core Theory - 7	Marketing Management	19BB401	6	5
	III	Core Theory - 8	Relational Database Management System	19BB402	3	3
	III	Allied - 5	Cost And Management Accounting	19ABB45	5	4
	III	Allied - 6	E-commerce and its Applications	19ABB46	5	4
	IV	Generic Elective-2	Organizational Behaviour	19GBB42	5	4
	IV	AECC-1	Environmental Science	EVS401S	3	2
	III	Core practical	Relational Database Management System Lab	19BP402	3	2
					30	24

Semester	Part		Subject Title	Subject Code	Hours	Credit
V	I	Core Theory – 9	Financial Management	17BB501	6	5
	II	Core Theory – 10	Research Methodology	17BB502	6	5
	III	Core Theory- 11	Legal Aspects of Business	19BB503	6	5
	III	Discipline Specific Elective –1	Investment Management*	19EBB51A	6	5
			Retail Marketing Management	17EBB51B		
	III	Discipline Specific Elective –2	Internet and its Applications*	17EBB52A	6	5
Information System Design			17EBB52B			
					30	25

Semester	Part		Subject Title	Subject Code	Hours	Credit
VI	III	Core Theory -12	Human Resource Management	17BB601	6	5
	III	Core Theory – 13	Programing using Microsoft technology (C#.net)	17BB602	3	3
		Core Practical	Programing using Microsoft technology (C#.net) Lab	17BBP601	3	2
	III	Core Theory – 14	Strategic Management	19BB603	6	5
	III	Discipline Specific Elective – 3	Financial and Capital Markets*	19EBB63A	6	4
			Industrial Relations	17EBB63B		
	III	Discipline Specific Elective – 4	Project Work	17JBB64A	6	4
			Entrepreneurial Development	17EBB64B		
V		Extension activities	EU601	-	2	
					30	25

YEAR - I	BUSINESS ORGANIZATION	CODE – 19BB101
SEMESTER - I		HOURS/WEEK – 5
CORE THEORY -1		CREDIT - 4

Course Outcomes:

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

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

CO3: Understand the basic concepts of management theories

CO4: To understand the managerial functions of planning and organizing

CO5: To understand the managerial functions of directing, coordinating and controlling.

Semester	Course Code					Title of the paper								Hours	Credit
I	19BB101					Business Organization								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	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 ORGANIZATION	CODE – 19BB101
SEMESTER - I		HOURS/WEEK – 5
CORE THEORY -1		CREDIT - 4

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. – Liberalization, Privatisation & Globalisation Emergence of Indian MNCs & Transnational Corporations – Advantages and Disadvantages of MNC’s.

Unit - 2- Forms Of Business Organization

(15 Hrs)

Sole Tradership –Partnership -Cooperative Societies - Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative Advantages and Limitations.

Unit - 3- Business Location

(20 Hrs)

Location -Meaning of Location – Theories of Location – Weber’s Theory And Sargent Florence’s Theory of location - Factors Influencing Location - 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. **Attitude, learning values, motivation and Vroom's theory** - Social Responsibility of Business- Definition-Need- Social Responsibility of Various Stakeholders.

Text book:

1.Dr.P.Subba Rao, International Business - text and cases - Himalaya publishing house

Reference Books:

1. O.P. Khanna, “Industrial Engineering and Management”, DhanpatRai & sons,1999.
- 2.Prof. C.D.Balaji and Dr.G.Prasad, 2007. Business organization, (1st Ed.)Margham Publications.
3. P. C Tulsian-, Business organization, ST edition - Pearson Education India, 2002

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 – Answer five out of seven – Open choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - I	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CODE – 19BB102
SEMESTER - I		HOURS/WEEK – 5
CORE THEORY -2		CREDIT - 3

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	19BB102	Fundamentals of Information Technology												5	3
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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CODE – 19BB102
SEMESTER - I		HOURS/WEEK – 5
CORE THEORY -2		CREDIT - 3

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

1. 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 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - I	BUSINESS MANAGEMENT	CODE – 19BB203
SEMESTER – II		HOURS/WEEK – 5
CORE THEORY -3		CREDIT - 3

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	19BB203	Business Management												5	3
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	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - I	BUSINESS MANAGEMENT	CODE – 19BB203
SEMESTER – II		HOURS/WEEK – 5
CORE THEORY -3		CREDIT - 3

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 Organizational 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 – Answer five out of seven – Open choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer 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 – 2
CORE THEORY - 4		CREDIT - 2

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					Title of the paper								Hours	Credit
II	17BB204					Excel for Business								2	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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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			

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	EXCEL FOR BUSINESS	CODE – 17BB204
SEMESTER – II		HOURS/WEEK – 2
CORE THEORY - 4		CREDIT - 2

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- Customizing 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, Create Space 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

3) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice

4) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – 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		CREDIT - 2

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					Title of the paper								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	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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			

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	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

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

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 – 19BB301
SEMESTER – III		HOURS/WEEK –6
CORE THEORY -5		CREDIT - 5

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	19BB301	Production Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 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	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	PRODUCTION MANAGEMENT	CODE – 19BB301
SEMESTER – III		HOURS/WEEK –6
CORE THEORY -5		CREDIT - 5

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]

Management – Objectives and importance – Purchasing Material – Procedure – Store Keeping – Objectives – Functions - JIT.

Text books:

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

Reference Books:

1. O.P. Khanna, “Industrial Engineering and Management”, Dhanpat Rai & sons, 1999.
2. Production and Operations Management- B.S. Goyal.
3. Material Management – M.M. Varma. SN Chary -5th edition -Tata McGraw Hill publications

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

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YEAR - II	MANAGEMENT INFORMATION SYSTEM	CODE – 19BB302
SEMESTER – III		HOURS/WEEK –6
CORE THEORY -6		CREDIT - 5

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	Course Code					Title of the paper								Hours	Credit
III	19BB302					Management Information System								6	5
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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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 Scores												3.80			

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 – 19BB302
SEMESTER – III		HOURS/WEEK –6
CORE THEORY -6		CREDIT - 5

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 - Overview

(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: Enterprise Resource Planning- Applications

(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:

1. James A O'Brien – Management Information Systems for managing IT in the internet networked 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 – Tata McGraw Hill, New Delhi, 1998

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 1) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - II	FINANCIAL ACCOUNTING Offered by Department of Commerce(Bank Management)	CODE – 19ABB34
SEMESTER – III		HOURS /WEEK –6
ALLIED - 3		CREDIT - 5

Course outcomes: Students will be able to

Co1. Acquire knowledge of double entry system, keeping accounting records and able to prepare profit and loss account and balance sheet of a business entity

Co2. Understand the procedure and principles of single entry system and able to assess the results of business entity under single entry system

Co3. Maintain the accounting books and records of non -profit organization and to able to Prepare its final accounts and statements.

Co4. Familiar with the practices of consignment and acquire knowledge to pass journal entries, value the stock at end and calculate profit and loss of each consignment

Co5. Know the joint venture system and gain knowledge to prepare joint venture accounts, assessing the results and determine the settlement amount.

Semester	Course Code	Title of the paper												Hours	Credit
III	19ABB34	FINANCIAL ACCOUNTING												5	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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3	
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1	
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9	
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8	
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9	
Mean Overall Scores												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	FINANCIAL ACCOUNTING Offered by Department of Commerce(Bank Management)	CODE – 19ABB34
SEMESTER – III		HOURS/WEEK – 6
ALLIED - 3		CREDIT - 5

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 - current account – 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 Books:

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

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	MULTIMEDIA AND DESIGN	CODE – 19AOMD31
SEMESTER – III		HOURS/WEEK–3
NME		CREDIT - 2

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	19AOMD31					Multimedia and Design								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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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 AND DESIGN	CODE – 19AOMD31
SEMESTER – III		HOURS/WEEK–3
NME		CREDIT - 2

Objective:

-To enable the students to acquire knowledge on Multimedia and Photoshop.

UNIT I: Introduction to Multimedia: Introduction to making Multimedia- Multimedia Skills and training- Text: Using text in Multimedia, Computer and Text- Font Editing and Design Tools- Hypermedia and Hypertext.

UNIT II: Hardware, Software and Multimedia Authoring Tools: Multimedia Hardware: Macintosh and Windows production platforms.

UNIT-III: Hardware Peripherals: Memory and Storage Devices, Input Devices, Output Devices, Communication Devices, Basic Software Tools.

UNIT-IV: Photoshop

Create animated buttons which is used for web design using Adobe Photoshop-Create image morphing using adobe Photoshop.

UNIT-V: Photoshop

To perform image editing using basic tool, masking effect and rendering effects using Photoshop. Create image morphing using adobe Photoshop.

Text Book:

1. Multimedia Making it Work – Tay Vaughan, McGrawHill Publication
2. Adobe Photoshop- Eileen Mullin -Muska & Lipman/Premier-Trade; 1 edition (April 1, 2002)

Reference Book:

1. John F.Koegel Buford, Multimedia systems, Pearson Education

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 1) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - II	MARKETING MANAGEMENT offered to Department of Commerce (Bank Management)	CODE – 19GBM31
SEMESTER – III		HOURS/WEEK–5
ALLIED		CREDIT - 5

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					Title of the paper								Hours	Credit
III	19GBM31					Marketing Management								5	5
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	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	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			

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	MARKETING MANAGEMENT offered to Department of Commerce (Bank Management)	CODE – 19GBM31
SEMESTER - III		HOURS/WEEK – 5
ALLIED		CREDIT - 5

Objectives: To enable the students to understand the elements of Marketing Mix and bases for Market segmentation and to know the stages of Product Life Cycle

UNIT I: INTRODUCTION (15 Hrs)

Market- Meaning- Definition- Classification of markets. Marketing – Meaning – Definition- Evolution – Approaches - Modern marketing concepts - Marketing Mix with Extended 7Ps and 10 Ps-- Meaning-Concepts - Role of Marketing in Economic Development-Market Segmentation- Definition –Requirements –Bases for Market Segmentation.

UNIT II: PRODUCT (15 Hrs)

Meaning- Features-Classification of products- Product Mix- Product Innovation-New Product Development-Product Life Cycle- Branding- Meaning- Advantages and Limitations - Packaging-Meaning- Kinds- Labeling- Meaning-Advantages and Limitation.

UNIT III: PRICING (15 Hrs)

Price – Meaning - Pricing- Importance - Objectives- Factors affecting pricing decisions Pricing Policies- Procedure for price determination- Kinds of Pricing

UNIT IV: DISTRIBUTION CHANNELS (15 Hrs)

Meaning-Importance-Marketing and Distribution- Middlemen in distribution - Function and Kinds of Middlemen -- Agents and Merchant Middlemen-Wholesalers –Types -- Services rendered by wholesalers - Retailers- Types – Requisites – Services rendered by retailers- Introduction to Supply Chain and Logistic Management – Introduction to Networking Marketing and Niche Marketing.

UNIT V: PROMOTION (15 Hrs)

Sales Promotion - Personal Selling – Meaning – Purpose – Types – Advantages - Limitations – Factors to be considered on Personal Selling. Advertising- Meaning and definition– Medias- Advantages- Limitations –Advertising copy – Definition – Elements of an Advertisement copy – Introduction to Cinema Advertising, Social Media Advertising,- Web Advertising, and Mobile Advertising.

Text Book

1. R.S.N.Pillai & Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009
2. Marketing Management- V.S Ramaswamy & S.Namakumari- Mcmillan India Limited New Delhi- 3rd Edition- 2002

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. Philip Kotler 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 – Answer five out of seven – Open choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - II	MARKETING MANAGEMENT	CODE – 19BB401
SEMESTER – IV		HOURS/WEEK –6
CORE THEORY -7		CREDIT - 5

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					Title of the paper								Hours	Credit
IV	19BB401					Marketing Management								6	5
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	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	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			

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	MARKETING MANAGEMENT	CODE – 19BB401
SEMESTER - IV		HOURS/WEEK – 6
CORE THEORY -7		CREDIT - 5

Unit I Marketing

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

Unit II 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 Pricing

14Hours

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

Unit IV Channels of Distribution

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

3. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009
4. Marketing Management- V.SRamaswamy &S.Namakumari- Mcmillan India Limited New Delhi- 3rd Edition- 2002

Reference Books

4. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management, S. Chand & sons, New Delhi.7th Edition,2005
5. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.12th Edition
6. 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

- 4) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be answered.
- 5) Part – B = $5 \times 5 = 25$ Marks – Answer five out of seven – Openchoice.
- 6) Part – C = $3 \times 10 = 30$ Marks – Answer 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 – 19BB402
SEMESTER – IV		HOURS/WEEK–3
CORE THEORY -8		CREDIT - 3

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					Title of the paper								Hours	Credit
IV	19BB402					RDBMS (Relational Database Management System)								3	3
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	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
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			

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	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM)	CODE – 19BB402
SEMESTER – IV		HOURS/WEEK – 3
CORE THEORY -8		CREDIT - 3

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/Osborne

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 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - II	COST AND MANAGEMENT ACCOUNTING Offered by Department of Commerce(Bank Management)	CODE – 19ABB45
SEMESTER – IV		HOURS/WEEK –6
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	19ABB45	Cost and Management Accounting												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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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 Offered by Department of Commerce(Bank Management)	CODE – 19ABB45
SEMESTER – IV		HOURS/WEEK – 6
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

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	E-COMMERCE AND ITS APPLICATIONS	CODE – 19ABB46
SEMESTER – IV		HOURS/WEEK –5
ALLIED - 6		CREDIT - 4

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		Title of the paper											Hours	Credit
IV	19ABB46		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	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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		

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	E-COMMERCE AND ITS APPLICATIONS	CODE – 19ABB46
SEMESTER – IV		HOURS/WEEK – 5
ALLIED - 6		CREDIT - 4

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 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - II	ORGANIZATIONAL BEHAVIOUR (offered by Department of Commerce) From 2019 batch onwards	CODE – 19GBB42
SEMESTER – IV		HOURS/WEEK–5
GENERIC ELECTIVE-2		CREDIT - 4

Course outcomes: After completing the course the student will be able to

CO1: Understand the fundamental concept of OB

CO2: Knowledge of individual and group behavior

CO3: Knowledge about motivation of moral

CO4: Learn to power and politics

CO5: Learn to culture and conflict

Semester	Course Code	Title of the paper												Hours	Credit
IV	19GBB42	Organizational Behaviour												5	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	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	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		

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	ORGANIZATIONAL BEHAVIOUR (offered by Department of Commerce) From 2019 batch onwards	CODE – 19GBB42
SEMESTER – IV		HOURS /WEEK – 5
GENERIC ELECTIVE-2		CREDIT - 4

Unit 1 : INTRODUCTION

(15Hrs.)

Organizational behavior (OB) – Features – Scope – Fundamental Concepts of OB – Challenges and Career Development for OB – Contributing disciplines to the OB.

UNIT II : INDIVIDUAL AND GROUP BEHAVIOUR:

(20Hrs.)

Individual Behavior – Personality Determinants – Big five Personality factors – Learning Theories. The Perpetual Process – Factors influencing perception – Internal & External Attitudes and Behavior – Attitude Formation and Attitude Change. Group Behavior – Fundamentals of Groups – Stages of Development – Important Factors influencing Team Effectiveness – Cohesiveness – Norms – Decision Making.

UNIT III : MOTIVATION AND MORALE

(15Hrs.)

Motivation – Motivational Processes – Theories of Motivation (Maslow, Herzberg, McClelland and Vroom) – Learning and Reinforcement Theory. Morale – Factors influencing Morale.

UNIT IV: ORGANISATIONAL POWER AND POLITICS

(15Hrs.)

Power and Politics: Power bases – dependency – Individual versus Organizational Power – political process in Organization – factors contributing – techniques of organizational politics - managing political behavior.

UNIT V: ORGANISATIONAL CULTURE AND CONFLICT

(15Hrs.)

Organizational Culture – Concepts – Forming a Culture – Sustaining a Culture- Changing a Culture – Conflict – Transition in Conflict Thought – Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

TEXT BOOK

1. Aswathappa: Organizational behavior, Himalaya publisher

REFERENCE BOOKS:

1. Hellriegel: Organizational behavior, 10e, Thomson 2006
2. Robins P. Stephen & Judge: Organizational Behavior, 12/e PHI, New Delhi 2007
3. Daft: Organizational theory and design, Thomson 2005
4. Fred luthans: Organizational Behavior, Me Graw Hill, New Delhi
5. Nelson: Organizational Behavior, 3e, Thomson 2006

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 the units with equal weightage.

YEAR - II	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM) LAB	CODE – 19BP402
SEMESTER – IV		HOURS/WEEK – 3
CORE PRACTICAL		CREDIT - 2

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	Title of the paper												Hours	Credit
IV	19BB402	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	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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			

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	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM) LAB	CODE – 19BP402
SEMESTER – IV		HOURS / WEEK – 3
CORE PRACTICAL		CREDIT - 2

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	ENTREPRENEURIAL DEVELOPMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42A
SEMESTER – IV		HOURS/WEEK – 5
GENERIC ELECTIVE- II (A)		CREDIT - 4

Course Outcomes: After completing this course, the student will be able to:

CO1: Understand the basic concepts and theories of entrepreneurship.

CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.

CO3: Conceive business ideas and convert them into business projects.

CO4: Become familiar with institutions support various forms of assistances and subsidies.

CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code	Title of the paper												Hours	Credit
IV	19GCM42A	Entrepreneurial Development												5	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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores													4.3		

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	ENTREPRENEURIAL DEVELOPMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42A
SEMESTER – IV		HOURS /WEEK –5
GENERIC ELECTIVE- II (A)		CREDIT - 4

Unit -I Introduction

(20 Hrs.)

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities-Types and Roles of an Entrepreneur-Entrepreneur vs. Intrapreneur- Factors Promoting an Entrepreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Role of entrepreneurs in India's Economic Development

Unit -II Entrepreneurship Development Programmes

(15 Hrs.)

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organizations providing Entrepreneurship Development Programmes.

Unit -III New Venture

(20 Hrs.)

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques- Project Identification-Project Selection. - Procedures to Start a New Venture- Project : Meaning- Types-formulation of Project report -Project Appraisal- Network Analysis.

Unit -IV Institutional Support and Subsidies

(20 Hrs.)

Sources of Raising Funds for an Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs0– DIC- Industrial Estates

Unit - V MSME Act 2006

(15Hrs.)

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs- MUDRA Scheme, Prime Minister's Employment Generation Programme (PMEGP), STAND-UP INDIA and START-UP INDIA: Objectives-Purpose-Loan facilities available-Applying Procedures.

TEXT BOOKS

1. Dr.S.S Khanka, Entrepreneurial Development, Sultan Chand company Ltd.
2. Abha Jaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd

REFERENCE BOOKS

1. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
2. Prasanna Chandra- Project Preparation, Appraisal, Implementation, Tata Mc-Graw Hill, New Delhi.
3. G.N.Pande- A Complete Guide To Successful Entrepreneurship- Vikas Publishing House, New Delhi
4. C B Gupta &Srinivasan: Entrepreneurship Development in India, Sultan Chand.
5. A Gupta: Indian Entrepreneurial Culture, New Age International.

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - II	RETAIL MARKETING MANAGEMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42B
SEMESTER – IV		HOURS/WEEK – 5
GENERIC ELECTIVE- II (B)		CREDIT - 4

Course outcomes: After completing the course the student will be able to
CO1: students learn the concept of retailing, types and its important functions.
CO2: understand the knowledge about merchandise management.
CO3: identify factors that site location and layout of retail units.
CO4: familiarize with the promotions of retail, objectives with its functions.
CO5: acquire knowledge about e-retailing like IT-in retail, e-cash, e-commerce and smart cards etc.

Semester	Course Code	Title of the paper												Hours	Credit
IV	19GCM42B	Retail Marketing Management												5	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	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores												4.3			

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	RETAIL MARKETING MANAGEMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42B
SEMESTER – IV		HOURS/WEEK – 5
GENERIC ELECTIVE- II (B)		CREDIT - 4

Unit -I Introduction to Retailing [14 Hrs.]

Retailing – meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats – Product Retailing Vs Service Retailing – Retailing environment.

Unit -II Merchandise Management [18 Hrs.]

Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week’s supply method and stock to sales method – merchandiser’s skill and profile.

Unit – III Location of Retail Units [20 Hrs.]

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

Unit – IV Promotion of Retail Outlets [18Hrs.]

Retailing promotion – definition – promotional objectives – SMARTRT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

Unit – V Information Technology in Retailing [20 Hrs.]

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – E - Retailing – merits – systems of E - Retailing – kinds of retailers engaged in E - commerce – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

TEXT BOOKS

1. Retail Marketing - Dr. L.Natarajan, , Margam Publications, Chennai.
2. Retail Marketing – Gilbert Pearson, Education Asia publication, New Delhi.

REFERENCE BOOKS

1. Channel Management & Retail Marketing – MeenalDhotre, (E-book).
2. Retail Marketing Management – David Gilbert, Pearson Education, India.
3. Retail Marketing Management – SwapnaPradhan, (E- book).
4. Retail Management - Gibson & Vedamani, Jaice Publishing House, New Delhi.
5. Retail Management - Berman & Evans, Prentice-Hall of India, New Delhi.
6. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	FINANCIAL MANAGEMENT	CODE – 17BB501
SEMESTER – V		HOURS /WEEK –6
CORE THEORY -9		CREDIT - 5

Course Outcomes

- CO1 Understand the different financing decision and estimate the value of different financial instruments.
- CO2 Decide the source of finance for an organization and formulate the optimum Capital Structure
- CO3 Estimate cash flows and make capital budgeting decisions under both certainty and uncertainty.
- CO4 Analyze the factors influencing the dividend decision and formulate the dividend policy of the firm
- CO5 Describe and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.

Semester	Course Code	Title of the paper												Hours	Credit
V	17BB501	Financial Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores													4.3		

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 - III	FINANCIAL MANAGEMENT	CODE – 17BB501
SEMESTER – V		HOURS/WEEK – 6
CORE THEORY -9		CREDIT - 5

Unit- I Finance Functions (Theory Only) (12HRS)

Finance functions: Meaning- Definition and scope of Financial functions- Objectives of Financial Management- Profit maximization and Wealth maximization. Sources of Finance-Short term-Long term – Shares- equity Shares- Preference Shares- Debentures- Debt.

Unit- II Financing Decisions (Problem and Theory Questions) (17 Hrs)

Financing Decisions: Cost of Capital - Cost of specific Sources of Capital- Equity- preferred stock – debt- Reserves- Weighted average cost of Capital, Operating Leverage and Financial Leverage.

Unit- III Capital Structure (Problem and Theory Questions) (14Hrs)

Capital Structure- Factors influencing Capital Structure- Optimal Capital Structure-Capital Structure Theory- Dividend and Dividend policy: Meaning, classification – sources available for dividends – Dividend policy general, determinants of dividend policy.

Unit- IV Working Capital Management (Problem and Theory Questions) (20 Hrs)

Working Capital management: Concepts – Importance- Determinants of Working Capital-Working Capital management- Problems - Cash management: Motives for holding cash- Objectives and strategies of cash management Receivables Management: Objectives- Cost of credit Extension, benefit – credit policies- credit terms- Collection Policies

Unit- V Capital Budgeting (Problem and Theory Questions) (12 Hrs)

Capital Budgeting – meaning – Objectives- Preparation of various types of capital budgeting Pay Back Period, ARR, NPV, IRR and PI

(Theory carries 70% and problems carry 30 %)

Textbooks:

1. Financial Management (Text, Problems And Cases) **M.Y.Khan And P.K.Jain**-Published by Tata McGraw-Hill Education Private Limited-New Delhi-10th Edition.
2. Financial Management- **I.M.Pandey**-Published by Vikas Publishing house Pvt. Ltd.-Noida-19th Edition.

Reference books:

1. Financial Management **P.Periasamy**-Published by Tata McGraw-Hill Education Private Limited-New Delhi-6th Edition.
2. Financial Management (Text and Cases)-**Eugene F. Brigham and Michael C. Ehrhardt**- Published by Cengage Learning India Pvt. Ltd.- 8th Edition.
3. Fundamentals of Financial Management-**Bhabatosh Banerjee**- Published by PHI Learning Private Ltd.- New Delhi-8th Edition.
4. Financial Management **Jonathan Berk, Peter DeMarzo and Ashok Thampy**- Dorling Kindersley (India) Pvt. Ltd.,-Noida-5th Revised Edition
5. Financial Management-**A.Murthy**-Published by Margham Publications Chennai-5th Edition

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	RESEARCH METHODOLOGY	CODE – 17BB502
SEMESTER – V		HOURS/WEEK – 6
CORE THEORY - 10		CREDIT - 5

Course Outcomes: On successful completion of the course students will be able

CO1: To impart the students with knowledge in the field of research and to enhance them to utilize various methods of research.

CO2: To enrich the students to identify appropriate research topics, select and define appropriate research problem and parameters, develop a better research design and to synchronize with the research problem to fill the research gap.

CO3: To familiarize with preparing a project proposal (to undertake a project), sampling design, different types of data, data collection methods and various sources of primary and secondary data.

CO4: To enable the students to perform data processing, editing, coding of data, tabulation, data analysis using various tools.

CO5: To enhance the skills of writing a research report and thesis report writing, referencing and to explore to various reporting standards.

Semester	Course Code	Title of the paper												Hours	Credit
V	17BB502	Research Methodology												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	3	3	3	4	4	5	4	5	4	5	3	3	3.92	
CO2	5	4	5	4	5	3	5	3	3	3	4	3	2	3.77	
CO3	4	5	4	3	5	4	3	4	5	3	4	3	3	3.85	
CO4	3	4	3	5	3	4	3	4	4	5	4	3	2	3.62	
CO5	4	4	4	5	3	5	3	5	4	3	5	3	4	4.00	
Mean Overall Scores												3.83			

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 - III	RESEARCH METHODOLOGY	CODE – 17BB502
SEMESTER – V		HOURS/WEEK – 6
CORE THEORY - 10		CREDIT - 5

Unit – I Introduction to Research and Methods (15Hrs)

Research – Meaning and Definition- Types of Research – Research Methods – Problems faced by Researcher – Research Process – Various Steps in Research Process. Review of literature – Identification Research Gap – social relevance of research - Research Problem – Sources, Identification and Developing Research Problem – Construction of Research Questions – Framing Objectives and hypotheses.

Unit –II Research Design (18 Hrs)

Concepts – Meaning, Definition and types - Variables – Meaning & Definition – Types of Variables. Research Design - Meaning, Definition - types of Research Design – Experimental and non-Experimental Research Design – Characteristic of good Research Design – Relationship between Research Problem and Research Design.

Unit –III Sampling Design and Data Collection (17Hrs)

Sample – meaning and definition- sample size- sampling design – meaning and definition-essentials of good sampling design- methods of sampling- random and non- random sampling-sampling and non- sampling error- reduction of sampling errors. Data- types of data- primary data- different methods of collecting primary data- measurement of scale and scaling techniques-construction of questionnaire- secondary data- various sources of secondary data

Unit –IV Data analysis (15Hrs)

Steps in processing the data – editing- coding- classification- content analysis- tabulation-methods of tabulation. Application of statistics in data analysis- descriptive statistics- mean, median, mode, standard deviation- correlation and regression- inferential statistics using Excel- chi-square test- ANNOVA, T- test- F-Test- tools for testing hypothesis. Application of computer in modern research.

Unit –V Report writing (10Hrs)

Research report- meaning-, types of research report- essential of good research report- stages in preparing research report- structure of research report- preliminary pages, main body of the report and reference material- guidelines and mechanics for preparing research report. Reporting standards.

Text book:

1. Donald R Cooper, Pamela S Schindler, Business Research Methods, 9th Edition, McGraw Hill Publications, 2006
2. Kothari.C.R. —Research Methodology – methods and technology, New age international publisher, New Delhi.

Reference books:

1. Paneerselvam.R. - —Research Methodology| Prentice Hall of India, New Delhi,2004.
2. Krishnaswami .O.R. – —Methodology of Research in Social sciences| Himalaya Publishing House, Mumbai.
3. Dr.D. Amarchand, (2000) Research Methods in Commerce, Emerald Publications, Chennai.

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	LEGAL ASPECTS OF BUSINESS	CODE – 19BB503
SEMESTER – V		HOURS/WEEK – 6
CORE THEORY - 11		CREDIT - 5

Course Outcomes

CO1 To Demonstrate an understanding of the nature of the company law and legal aspect.

CO2 To understand the documents of AoA, MoM, And other securities related legal documents

CO3 Understand the concept of management and partnership and formalities in creation, admission and dissolution of partnership firm

CO4 Demonstrate the conceptual and practical knowledge in contract Act

CO5 Elaborate to possessed the knowledge of special contract and bailment

Semester	Course Code	Title of the paper												Hours	Credit
V	19BB503	Legal Aspects of Business												6	5
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	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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 - III	LEGAL ASPECTS OF BUSINESS	CODE – 19BB503
SEMESTER – V		HOURS/WEEK –6
CORE THEORY - 11		CREDIT - 5

Unit - I Introduction

[15 Hours]

Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one-person company, small company and dormant company; association not for profit; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

Unit - 2 Documents

[15 Hours]

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management prospectus-shelf and red herring prospectus, Misstatement in prospectus, GDR; Book building; Issue, allotment and forfeiture of share, Transmission of shares, Buyback and provisions regarding buyback; Issue of bonus shares.

Unit - 3 Management

[15 Hours]

Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting; Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee

Unit - IV Contract Act

[15 Hours]

Law –meaning and definition-need- Indian contract act1872-meaning and nature of contract-essential classification of contracts- offer and acceptance- capacities of contract. Free Consent – Consideration – Lawful Object - Agreement declared void - Performance of Contract – Quasi Contract- -Discharge of Contracts– Remedies for Breach of Contract.

Unit - V Special Contract

[15 Hours]

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- **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.PillaiBagavathi,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.saravanel& 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 Mc-GrawHill,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

- 1) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be answered.
- 2) Part – B = $5 \times 5 = 25$ Marks – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	INVESTMENT MANAGEMENT	CODE – 19EBB51A
SEMESTER – V		HOURS/WEEK –6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

Course Outcomes

- CO1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
- CO2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
- CO3 Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.
- CO4 Students will have the knowledge and skills to select and employ base level tools for financial analysis.
- CO5 Students will have the knowledge and skills to develop portfolio strategies for individual and institutional investors.

Semester	Course Code	Title of the paper												Hours	Credit
V	19EBB51A	Investment Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
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 **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 - III	INVESTMENT MANAGEMENT	CODE – 19EBB51A
SEMESTER – V		HOURS/WEEK –6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

Unit -I Introduction to Investment

(15 Hrs.)

Investment Meaning- Investment Vs. Speculation- Investment Vs Gambling- Important factors favorable for Investment Program- Stages in Investment - Investors Classification

Unit – II Security Investment

(15 Hrs.)

Meaning- Bonds- Preference Shares- Equity shares- Derivatives- Options- Swaps- Futures- Mutual funds

Unit - III Non Security Investment

(15 Hrs.)

Meaning- Government Securities- Life Insurance- UTI- Commercial banks- Provident fund- Post office schemes- National Savings Schemes- Fixed Deposit Schemes.

Unit -IV Risk and Return

(15 Hrs.)

Meaning- Historical and Expected return- Types of risk- Measurement of risk

Unit -V Fundamental and Technical Analysis

(15 Hrs.)

Meaning- Economy, Industry and Company Specific analysis- Tools for technical analysis- Charts, Support and Resistant level analysis.

TEXT BOOKS

1. Investment Management - Preeti Singh, Himalaya Publishing House. New Delhi. 2014
2. Prasanna Chandra, (2009), Investment Analysis and Portfolio Management, Tata McGraw – Hill Publishing Company Limited, New Delhi.

REFERENCE BOOKS

1. Natarajan L, (2009), Investment Management Security Analysis and Portfolio Management, Margham Publication, Chennai.
2. Avadhani VA, (2008), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2009), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.
4. Ranganathan and Madhumita, Investment Management -19th edition-Margham publications
5. Gurusamy - Investment Management Security Analysis and Portfolio -11th edition -Aph publication

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	RETAIL MARKETING MANAGEMENT	CODE – 17EBB51B
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

On successful completion of the course students will be able

CO1: To understand about retail marketing management concepts, frameworks and apply these to Recent times business.

CO2: To cognize about merchandise management.

CO3: To have an overview of location of retail units and its influences.

CO4: To demonstrate various promotion activities of retail outlets.

CO5: To synthesize the inevitable role of technology in retail marketing.

Semester	Course Code	Title of the paper												Hours	Credit
V	17EBB51B	Retail Marketing Management												6	5
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	P O 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	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			

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 - III	RETAIL MARKETING MANAGEMENT	CODE – 17EBB51B
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

Unit-I Introduction to Retailing

[14 Hrs.]

Retailing – meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats – Product Retailing Vs service Retailing – Retailing environment.

Unit-II Merchandise Management

[18 Hrs.]

Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week’s supply method and stock to sales method – merchandiser’s skill and profile.

Unit – III Location of Retail Units

[20 Hrs.]

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

Unit – IV Promotion of Retail Outlets

[18Hrs.]

Retailing promotion – definition – promotional objectives – SMARTRT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

Unit – V Information Technology in Retailing

[20 Hrs.]

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – E - Retailing – merits – systems of E - Retailing – kinds of retailers engaged in E - commerce – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

TEXT BOOKS

1. Retail Marketing - Dr.L.Natarajan, ,Margam Publications, Chennai.
2. Retail Marketing – Gilbert Pearson, Education Asia publication, New Delhi.

REFERENCE BOOKS

1. Channel Management & Retail Marketing – MeenalDhotre, (E-book).
2. Retail Marketing Management – David Gilbert, Pearson Education, India.
3. Retail Marketing Management – SwapnaPradhan, (E- book).
4. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

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 – Answer five out of seven – Open choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	INTERNET AND ITS APPLICATION	CODE – 17EBB52A
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -2		CREDIT - 5

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

CO1: Knowledge in Internet Connection Technologies.

CO2: Basics of HTML.

CO3: Programming Skills using Basic HTML Tags

CO4: Programming Skills to create tables in HTML tags.

CO5: Programming Skills to create forms in HTML.

Semester	Course Code	Title of the paper												Hours	Credit
V	17EBB52A	Internet And Its Application												6	5
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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
CO1	5	4	4	3	4	4	4	4	4	2	3	2	4	3.60	
CO2	5	4	4	3	4	4	4	4	5	2	3	2	4	3.70	
CO3	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0	
CO4	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0	
CO5	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0	
												Mean Overall Scores		3.91	

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 - III	INTERNET AND ITS APPLICATION	CODE – 17EBB52A
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -2		CREDIT - 5

Unit – I Web Design Principles:

[15 Hrs]

Basic principles involved in developing a web site - Planning process - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept. Brief History of Internet - What is World Wide Web - Why create a web site - Web Standards.

Unit – II Introduction to HTML:

[15 Hrs]

What is HTML - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags.

Unit – III Elements of HTML:

[15 Hrs]

Text level tags: Bold - Italic - Underlined - Strike-through - superscript - subscript. Horizontal Rules
Colors' in web page: Background color - Text color - Link color. Lists: Ordered Lists - Unordered Lists - Definition List - Nesting lists - **Images:** Image formats.

Unit - IV Using Tables in HTML:

[15 Hrs]

Creating Tables - Editing of rows and columns of table – rows pan – colspan - **formatting tables using** attributes border - Border colour - back ground - align - width - cell spacing - cell height.

Unit – V Creating Forms:

[15 Hrs]

Forms controls: text controls - Password fields - Radio Buttons - Check boxes - Reset and Submit buttons. Introduction to frames - Advantages and disadvantages of frames - creating basic frames Frame targeting.

Text Book:

1. Castro, HTML 4 for World Wide Web, 3rd edition. Pearson education.

Reference Books:

1. HTML 5 in simple steps Dreamtech Press, Kogent Learning Solutions Inc.
2. A beginner's guide to HTML, NCSA, 14th May, 2003.

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 1) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - III	INFORMATION SYSTEM DESIGN	CODE – 17EBB52B
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -2		CREDIT - 5

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

- CO1: Knowledge on information systems.
- CO2: Basic Knowledge on Computers.
- CO3: Knowledge on System Analysis.
- CO4: Capability to manage information Technology.
- CO5: Skill set in Decision support system.

Semester	Course Code	Title of the paper												Hours	Credit
V	17EBB52B	Information System Design												6	5
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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
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 Scores												3.80			

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 - III	INFORMATION SYSTEM DESIGN	CODE – 17EBB52B
SEMESTER – V		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -2		CREDIT - 5

Unit– I

[15 Hrs]

Definition of Management Information System - Structure of MIS - Information system for decision making - The role of system analyst - Data base management system.

Unit - II

[15 Hrs]

Computes and Information Processing - Classification of computers - Main frames – Mini Computers - workstations - microcomputers - super computers - Personal Computers -Input Devices - Computer mouse - touch screen - MICA - OCR - pen based input – digital scanners - voice input devices - sensors - Output devices - video display terminals - printers- plotters - voice output devices - Secondary storage - magnetic disk storage – magnetic tape storage - optical disk storage.

Unit - III

[15 Hrs]

System Analysis - System Planning and the mutual investigation - Information gathering MIS Organization - Top management - Data processing group’s responsibility

Unit - IV

[15 Hrs]

Management and MIS - MIS as competitive advantage – MIS support for planning, organizing, operating, controlling an knowledge work - specific function - finance - personnel - production - materials –marketing -Data representation in computers – Batch Processing Vs online processing.

Unit – V

[15 Hrs]

Decision Support System - definition - examples of DSS - components - building DSS –Group Decision Support System - GDSS tools - role of GDSS - Executive System– role developing DSS - benefits – examples.

TEXT BOOK:

1. Gordon Bitter Davis, Margrethe H. Olson, Management Information System: conceptual foundations, structure, and development, McGraw Hill, 2nd Reprint.

REFERENCE BOOKS:

1. S. Sadagopan, Management Information Systems, Prentice Hall of India, Eastern Economy Edition.
2. Robert G. Murdick, Joel E. Ross, Introduction to Management Information Systems, Prentice-Hall of India.
3. S. P. Rajagopalan, Management Information System, Margham Publications.

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 1) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice
- 2) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - III	HUMAN RESOURCE MANAGEMENT	17BB601
SEMESTER -VI		HRS/WK – 6
CORE THEORY - 12		CREDIT - 5

Course Outcomes

- **CO1:** To understand fundamentals about human resource management, qualities of a HR manager problems and challenges faced by a HR manager.
- **CO2:** To understand the human resource planning process, analysis of job and various methods of job analysis.
- **CO3:** Will know the methods of recruitment and selection process.
- **CO4:** Will have the knowledge about the need for training, training and evaluation methods.
- **CO5:** Will have the knowledge about performance and potential appraisal, grievance handling and disciplinary procedures.

Semester	Course Code	Title of the paper												Hours	Credit
VI	17BB601	Human Resource Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
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 - III	HUMAN RESOURCE MANAGEMENT	17BB601
SEMESTER -VI		HRS/WK – 6
CORE - 12		CREDIT - 5

Unit - I: [15 Hrs]

Human Resources Management – definition, meaning and function of HRM -qualities and roles of HR manager - problems and challenges of a HR manager.

Unit -II: [15 Hrs]

Human Resource Planning – definition – importance - HRP process - Job analysis – nature, process, concept of job design, methods- techniques– Job description- job specification

Unit -III: [15 Hrs]

Recruitment and selection – meaning and definition, objectives - sources of recruitment, process, methods, and recruitment practice in India- interviews.

Unit- IV: [15 Hrs]

Training and Development Methods - Meaning – nature, principles, assessing the needs of training, training and development as source of competitive advantage – methods of training, evaluation of effectiveness of training programme.

Unit- V: [15 Hrs]

Performance And Potential Appraisal - meaning, purpose-process - methods, problem - managing grievances and discipline.

Text books:

1. K. A. Aswathappa, Human resource management, McGraw Hill Education; 6th edition (2010)
2. VenkataRatnam C.S. & Srivastava B.K.: Personnel Management and Human Resources, Tata Mc-Graw Hill, (1994)

Reference books:

1. Personnel Management and Industrial Relations- P.C. Tripathi -Sultan Chand & sons- 19th Edition- (2006)
2. Personnel & Human Resource Management- P.Subba Rao, Himalaya Publishing House, Mumbai, 3rd Edition, (2003)
3. Human Resource management- M.S. Saiydyan, Tata McGraw Hill Publishing, New Delhi, 1st Edition.

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.net)	CODE – 17BB602
SEMESTER – VI		HOURS/WEEK – 3
CORE THEORY - 13		CREDIT - 3

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

CO1: Knowledge in Dot Net Framework.

CO2: Programming Skill set in C#.Net

CO3: Programming Skill set in windows forms using C#.

CO4: Programming Skill set in different controls using C#.

CO5: Programming Skill set in ADO.Net

Semester	Course Code	Title of the paper												Hours	Credit
VI	17BB602	Programming Using Microsoft Technology (C#.Net)												3	3
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	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS08		
CO1	5	4	5	5	4	4	4	4	4	2	3	2	4	3.85	
CO2	5	4	5	5	4	4	4	4	5	2	3	2	4	3.90	
CO3	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
CO4	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
CO5	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
Mean Overall Scores												4.14			

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	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.net)	CODE – 17BB602
SEMESTER – VI		HOURS/WEEK – 3
CORE THEORY - 13		CREDIT - 3

UNIT-I (15 Hrs)
Introduction to Dot Net- Introducing C# and its features- Variables-data types and Operators.

UNIT -II: (15 Hrs)
Control Structures-Array-Classes-Methods-Namespace-Interface-Simple example using Console Application.

UNIT-III: (15 Hrs)
Introduction to C# Window Forms-Standard Controls: Label, Button, Textbox, Radio Button, Combo Box.

UNIT-IV: (15 Hrs)
Picture Box, Timer Control, Rich text Box, Progress Bar, Date time Picker, MenuStrip.

UNIT –V: (15 Hrs)
Introduction to ADO .Net Objects – Creating new data Connection – Accessing data using Connection class, Command Class and DataReader Class.

Text books:

1. Yashavant Kanetkar, 2004 C#.Net. Motilal Books of India.
2. Peter Drayton , Ben Albahari, Ted Neward. C# in a nutshell. O'Reilly Publication.
3. E. Balaguruswamy. Programming with C# - 1- Edition. Tata McGraw – Hill Publication.

Reference books:

1. Herbert Schlitz. 2002 C# - A Beginner's Guide. Osborne/ McGraw – Hill Publication.
2. Burton Harvey, Simon Robinson, Julian Templeman and Karli Weston, 'C# Programming with the Public Bata', Shroff Publishers & Distributors Pvt.Ltd (SPD) Mumbai, April 2001.
3. Ben Albahari, Peter Drayton and Brad Merrill, '_C# Essentials', SPD, Mumbai March 2001.
4. Thamari Selvei, A text Book on C#: A Systematic Approach

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 5) Part - A = 5 x 5 = 25 Marks – Answer five out of eight – Open choice
- 6) Part – B = 5 x 10 = 50 Marks – Answer five out of eight – Open choice

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

YEAR - III	STRATEGIC MANAGEMENT	CODE – 19BB603
SEMESTER – VI		HOURS/WEEK – 6
CORE THEORY -14		CREDIT - 5

Course Outcomes:

- **CO1:** Understand the basic concepts about strategic management and strategic decision making process.
- **CO2:** Characterize and differentiate mission, vision, goals, objectives, policies and strategies.
- **CO3:** Analyze the business environmental variables.
- **CO4:** Cognize and interpret about various business and corporate level strategies
- **CO5:** Understand about strategic alliances, collaborative partnerships, merger, acquisition and diversifications.

Semester	Course Code	Title of the paper												Hours	Credit
VI	19BB603	Strategic Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
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		

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 - III	STRATEGIC MANAGEMENT	CODE – 19BB603
SEMESTER – VI		HOURS/WEEK – 6
CORE THEORY -14		CREDIT - 5

Unit - I

[15 Hrs]

Introduction : Strategic management – definition - Conceptual evolution of strategies – need, importance, scope of strategic management –risks of strategic management – Strategic decision making process.

Unit - II

[15 Hrs]

Mission – Vision – Goals – Objectives - Policies and Strategies – Characteristics – Strategic Planning – meaning, definition and process.

Unit – III

[15 Hrs]

Environmental scanning and analysis - international, external, internal analysis – Michael Porter’s Five Forces Model - SWOC analysis.

Unit - IV

[15 Hrs]

Generic competitive strategies –integration strategies –outsourcing strategies –offensive and defensive strategies.

Unit - V:

[15 Hrs]

Strategic alliances - collaborative partnerships – merger - acquisition – diversifications strategies.

TEXT BOOK:

1. Upendra Kachru, Strategic Management: Concepts and Cases, Excel Books, New Delhi.

REFERENCE BOOKS:

1. Vipin Gupta, Kamala Gollakota, R. Srinivasan, Business policy and strategic management concept and application, Oxford University Press, Chennai.
2. Sukul Lomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.

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 – Answer five out of seven – Open choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	FINANCIAL AND CAPITAL MARKETS	CODE – 19EBB63A
SEMESTER – VI		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Course Outcomes

- **CO1:** To understand fundamentals of Indian Financial Market.
- **CO2:** To understand the functions and purpose of capital markets.
- **CO3:** To know the operations and functions of secondary markets
- **CO4:** To understand the functions and operations of money market.
- **CO5:** To understand the functions and regulations of the regulator (SEBI)

Semester	Course Code	Title of the paper												Hours	Credit
VI	19EBB63A	Financial and Capital Markets												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	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
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			

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 - III	FINANCIAL AND CAPITAL MARKETS	CODE – 19EBB63A
SEMESTER – VI		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Unit: 1 Introduction Indian Financial Market (15 hours)

Indian Financial System – Overview- Significance – Indian Financial Market And International Financial Market – Financial Institution – Financial Services – Meaning - Functions - Primary Market – Secondary Market – Difference Between Primary Market And Secondary Market .

Unit: 2 Capital Market (15 hours)

Capital Market – Importance – Classification – Primary Market (New Issue Market) – IPO - Advantages – Capital Market Instrument - Equity Shares – Preference Share – Debentures – Derivatives - Functions Of New Issue Market – Offer For Sale – Private Placement – Rights Issue – Bonus Issue.

Unit: 3 Secondary Market (15 hours)

Secondary Market – Importance Of Secondary Market – Factors Influence Of Secondary Market – Stock Exchange – Need And Function of Stock Exchanges –OTCE - Broker – Sub Broker – Trading And Clear Members - Foreign Brokers – Jobbers – Market Makers.

Unit 4: Money Market (15 hours)

Money Market – Concepts –Features of Money Market – Structure of Money Market - Difference between Capital And Money Market - Money Market Instruments – Participant In Money Market.

Unit 5: SEBI (15 hours)

Securities Exchange Board of India – Importance, Functions and Departments of SEBI - Regulations - SEBI Power and Guidelines – Securities Contract Regulation Act.

TEXT BOOKS:

- 1 Siddhartha Sankar Saha, Indian Financial systems: Financial markets institutions and services, McGraw-Hill , 2nd Edition (2018)
- 2 Frederic S Mishkin, Economics of money and Banking; Pearson India, 11th Edition (2019)

REFERENCE BOOKS:

1. Financial Services, M.Y.Khan, McGraw-Hill, 7th edition (2013)
2. Financial Services – B.Santhanam, Margham publications (2016)
3. Peter S. Rose, Money and Capital Markets: Financial Institutions and instruments in a global market place, Irwin/ McGraw-Hill (2003)

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	INDUSTRIAL RELATIONS	CODE – 17EBB63B
SEMESTER – VI		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Course Outcomes:

On successful completion of the course students will be able to

- **CO1:** Understand the basic concepts about industrial relations, relationship among. IR, technology, productivity, Indian culture and IR.
- **CO2:** To comprehend about trade union, legislations about trade union, social responsibility of trade unions, welfare and productivity.
- **CO3:** Acquainted with knowledge about employee counselling, methods, problems and workers development.
- **CO4:** Cognize and interpret about grievance procedures and grievance redressal machinery and various redressal procedures.
- **CO5:** Equip with ethical issues in collective bargaining, process, skills and strength.

Semester	Course Code	Title of the paper												Hours	Credit
VI	17EBB63B	Industrial Relations												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	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
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 - III	INDUSTRIAL RELATIONS	CODE – 17EBB63B
SEMESTER – VI		HOURS/WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Unit - I: **[15 Hrs]**
Introduction - Concept and Determinants of Industrial Relations – Industrial Relations in India – Managing IR Changes – IR and Productivity – Technology and IR – Indian Culture & IR.

Unit - II: **[15 Hrs]**
Trade Unions – Purpose, Functions and Structure of Trade Unions – Trade Union Legislation – Multiplicity of Trade Unions – Social Responsibility of Trade Unions - Welfare and Productivity

Unit - III: **[15 Hrs]**
Employee Counselling – Types, Methods, Content, Problems, Consultative Bodies (Bipartite, Tripartite) and IR Strategies – A Discussion – Worker Development & Worker participation.

Unit - IV: **[15 Hrs]**
Discipline and Grievance Redressal Machinery – Purposes and Procedures of Disciplinary Action – Grievance Redressal Procedures – Conciliation – Arbitration and Adjudication.

Unit - V: **[15 Hrs]**
Collective Bargaining (Perspective, Bargaining Structure, Procedure and Machinery for Collective Bargaining) – The Bargaining Process – Strengths and Skills.

TEXT BOOKS:

1. Arun Monappa: Industrial Relations; Tata Mc Graw Hill Publishing Company Ltd.
2. Pramod Verma: Management Of Industrial Relations – Reading And Cases; Oxford And IBH Publication.

REFERENCE BOOKS:

1. T.N. Bhagoliwala: Economic Of Labor And Social Welfare.
2. Relevant Reports Of Government Of India Such As Report Of National Commission Labor – Five Year Plans.
3. B.O. Sharma: Art Of Conciliation And Industrial Unrest; Labor Consultancy Bureau, Bombay, 1985.
4. Journals: Indian Labor Journal and Indian Journal of Industrial Relations.

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 – Answer five out of seven – Openchoice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	PROJECT WORK	CODE – 17JBB64A
SEMESTER – VI		HOURS/WEEK –6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

Course outcomes:

- C01. Know the technique how to write the introduction, familiar with research methodology and the contents are included in the introduction part.
- C02. Acquire knowledge to write review of literature and organize them to suit with objectives
- C03. Know how to write and organize the profile of study area and study population.
- C04. Acquire knowledge to choose and apply various statistical tools and how to write interpretation.
- C05. Obtain a skill to prepare a project report and organize of the contents of the project reports

Semester	Course Code	Title of the paper												Hours	Credit
VI	17JBB64A	Project Work												6	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	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			

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 - III	PROJECT WORK	CODE – 17JBB64A
SEMESTER – VI		HOURS/WEEK –6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

Chapter	Contents
Chapter -1	Introduction
	Need for the study
	Objectives of the study
	Hypotheses of the study
	Scope of the study
	Limitations of the study
	Research Methodology <ul style="list-style-type: none"> • Nature of the study • Study area • Period of study • Population • Sample size • Sampling technique • Sample collection instrument • Method of data collection • Data analysis tools (statistical tools)
	Chapter Scheme
Chapter -2	Review of Literature <ul style="list-style-type: none"> • Conceptual Literature • Related Literature
Chapter -3	Company Profile / Industry profile
Chapter -4	Analysis and Interpretation of Data <ul style="list-style-type: none"> • Frequency Tables (Percentage analysis) • Tools Tested Tables
Chapter -5	Findings Suggestions Conclusion
Chapter -6	Appendices <ul style="list-style-type: none"> • Bibliography • Questionnaire/Interview Schedule

Guidelines

- Group Project shall be undertaken.
- Maximum number of students per group is five (5).
- Project work shall be done in companies (preferably) or shall be undergone free-lance.
- Project report is mandatory (in prescribed format)
- Hard bound copy and soft copy of the project report must be submitted to the department.

Examination Pattern

- **Project report – 75 Marks**
- **Viva Voce – 25 Marks**

(Detailed Project Guidelines are attached at the end)

YEAR - III	ENTREPRENEURIAL DEVELOPMENT	CODE – 17EBB64B
SEMESTER – VI		HOURS /WEEK –6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

Course Outcomes: After completing this course, the student will be able to:

CO1: Understand the basic concepts and theories of entrepreneurship.

CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.

CO3: Conceive business ideas and convert them into business projects.

CO4: Become familiar with institutions support various forms of assistances and subsidies.

CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code	Title of the paper												Hours	Credit
III	17EBB64B	Entrepreneurial Development												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	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	PS 08		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores												4.3			

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 - III	ENTREPRENEURIAL DEVELOPMENT	CODE – 17EBB64B
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

Unit -I Introduction

(20 Hrs.)

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities-Types and Roles of an Entrepreneur-Entrepreneur vs. Intrapreneur- Factors Promoting an Entrepreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Role of entrepreneurs in India's Economic Development

Unit -II Entrepreneurship Development Programmes

(15 Hrs.)

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organizations providing Entrepreneurship Development Programmes.

Unit -III New Venture

(20 Hrs.)

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques- Project Identification-Project Selection. - Procedures to Start a New Venture- Project : Meaning- Types-formulation of Project report -Project Appraisal- Network Analysis.

Unit -IV Institutional Support and Subsidies

(20 Hrs.)

Sources of Raising Funds for an Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs0– DIC- Industrial Estates

Unit - V MSMED Act 2006

(15Hrs.)

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs- MUDRA Scheme, Prime Minister's Employment Generation Programme (PMEGP), STAND-UP INDIA and START-UP INDIA: Objectives-Purpose-Loan facilities available-Applying Procedures.

TEXT BOOKS

3. Dr.S.S Khanka, Entrepreneurial Development, Sultan Chand company Ltd.
4. Abha Jaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd

REFERENCE BOOKS

6. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
7. Prasanna Chandra- Project Preparation, Appraisal, Implementation, Tata Mc-Graw Hill, New Delhi.
8. G.N.Pande- A Complete Guide To Successful Entrepreneurship- Vikas Publishing House, New Delhi
9. C B Gupta & Srinivasan: Entrepreneurship Development in India, Sultan Chand.
10. A Gupta: Indian Entrepreneurial Culture, New Age International.

QUESTION PAPER PATTERN

Time: 3 Hours

Marks: 75

- 4) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be answered.
- 5) Part – B = $5 \times 5 = 25$ Marks – Answer five out of seven – Open choice.
- 6) Part – C = $3 \times 10 = 30$ Marks – Answer three out of five – Open Choice.

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

YEAR - III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.net) LAB	CODE – 17BBP601
SEMESTER – VI		HOURS/WEEK – 3
CORE PRACTICAL		CREDIT - 2

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

CO1: Basic Programming skill set in C#.

CO2: Object Oriented Programming Skill set in C#

CO3: Programming Skill set in windows forms using C#.

CO4: Programming Skill set in different controls using C#.

CO5: Programming Skill set in ADO.Net

Semester	Course Code	Title of the paper													Hours	Credit
VI	17BBP601	Programming Using Microsoft Technology (C#.Net) 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	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8			
CO1	5	4	5	5	4	4	4	4	4	2	3	2	4	3.85		
CO2	5	4	5	5	4	4	4	4	5	2	3	2	4	3.90		
CO3	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30		
CO4	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30		
CO5	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30		
Mean Overall Scores													4.14			

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 - III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.net) LAB	CODE – 17BBP601
SEMESTER – VI		HOURS/WEEK – 3
CORE PRACTICAL		CREDIT - 2

Console Application:

1. Factorial Number using methods.
2. Implement Arithmetic Manipulation using Namespace.
3. Prime number using Interface.

Windows Application:

4. Create a simple Window Forms in c#.
5. Create a simple Bio data.
6. Login Form Creation using MS Access
7. Database Application to store phone numbers along with your name.
8. Database Application for Student mark list processing.

QUESTION PAPER PATTERN

Lab:

Internal - 40 Marks

External – 60 Marks