



VELS

INSTITUTE OF SCIENCE, TECHNOLOGY
& ADVANCED STUDIES (VISTAS)



(DEEMED TO BE UNIVERSITY Estd. u/s 3 OF THE UGC ACT, 1956)

NAAC ACCREDITED

PALLAVARAM - CHENNAI - INDIA

DEPARTMENT OF COMMERCE

B.COM [GENERAL]

PROGRAMME OUTCOME

- PO – 1:** After completing three years for Bachelors in Commerce (B.Com) program, students would gain a thorough grounding in the fundamentals of Commerce and Finance.
- PO – 2:** The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.
- PO -3** The all-inclusive outlook of the course offer a number of value based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

Program Specific Outcome (PSO)

- PSO – 1:** Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books
- PSO – 2:** Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.
- PSO – 3:** Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- PSO – 4:** Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

- PSO – 5:** Learners will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.
- PSO – 6:** Learners will be able to recognise features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- PSO-7:** Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.
- PSO – 8:** Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affairs
- PSO – 9:** Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
- PSO – 10:** Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.
- PSO -11:** Learners will be able to do higher education and advance research in the field of commerce and finance.

**DEPARTMENT OF COMMERCE
BOARD OF STUDIES - LIST OF MEMBERS**

B.COM [GENERAL]

S.NO	NAME AND ADDRESS	DESIGNATION	STATUS IN BOARD OF STUDIES	MOBILE NO.
1.	M.CHANDRAN, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	HOD & PROFESSOR [A & F]	CHAIR PERSON	8444276452
2.	Dr.S.SUBRAMANIAN, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	HOD & PROFESSOR [CA]	MEMBER	9944103021
3.	Dr.P. JAGADESSAN, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	HOD & ASSO.PROFESSOR [GENERAL]	MEMBER	9962177879
4.	Dr.S.VENNILAA SHREE, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	ASSISTANT PROFESSOR	MEMBER	9443434246
5.	Dr.G.S.MAHESHWARI, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	ASSOCIATE PROFESSOR	MEMBER	9445507603
6.	Dr.M.KAVITHA, Dept. of Commerce, Vels University, Pallavaram, Chennai-117	ASSISTANT PROFESSOR	MEMBER	7092039403
7.	Mr.VASUDEVAN, RR Industries Pvt. Ltd. 3 rd tower ,Thiru. Vi. ka industrial estate, Guindy, Chennai-25.	DIRECTOR	EXTERNAL MEMBER	9710419502
8.	Dr.K.SUNDAR, Commerce wing [DDE] Annamalai University.	ASSOCIATE PROFESSOR	EXTERNAL MEMBER	9486283473
9.	Mr.P.G.SIDHEAKKYA, Kumara Rani Muthiah College, Adayar, Chennai.	ASSISTANT PROFESSOR	EXTERNAL MEMBER [ALUMNI]	9884653371

**B.COM.
GENERAL**

CURRICULUM AND SYLLABUS

(BASED ON CHOICE BASED CREDIT SYSTEM)

EFFECTIVE FROM THE ACADEMIC YEAR

2016 -2017

DEPARTMENT OF COMMERCE

B.COM
GENERAL
CURRICULUM

SEM I

Total No. of Credits = 135

Category	Course	Hours / Week			Credits
		Lecture L	Tutorial T	Practical P	
Core	Tamil – I	6	0	0	4
Core	English – I	6	0	0	4
Core	Financial Accounting – I	2	4	0	4
Core	Managerial Economics	6	0	0	4
DSE	Discipline Specific Elective – I	6	0	0	4
Total		26	4	0	20

SEM II

Category	Course	Hours / Week			Credits
		Lecture L	Tutorial T	Practical P	
Core	Tamil – II	6	0	0	4
Core	English – II	6	0	0	4
Core	Financial Accounting – II	2	4	0	4
Core	International Economics	6	0	0	4
DSE	Discipline Specific Elective – II	6	0	0	4
Total		26	4	0	20

SEM III

Category	Course	Hours / Week			Credits
		Lecture L	Tutorial T	Practical P	
AECC	E – Commerce	5	0	0	4
Core	Corporate Accounting	2	3	0	4
Core	Business Statistics	2	3	0	4
Core	Business and Corporate Law	5	0	0	4
DSE	Discipline Specific Elective – III	5	0	0	4
SEC	Skill Enhancement Elective – I	3	0	0	2
GE	Generic Elective – I	2	0	0	2
Total		24	6	0	24

SEM IV

Category	Course	Hours / Week			Credits
		Lectutre L	Tutorial T	Practical P	
AECC	Environmental Studies	5	0	0	4
Core	Corporate Accounting – II	2	3	0	4
Core	Resources Management Techniques	2	3	0	4
Core	Corporate Finance	5	0	0	4
DSE	Discipline Specific Elective – IV	5	0	0	4
SEC	Skill Enhancement Elective - II	3	0	0	2
GE	Generic Elective – II	2	0	0	2
	Total	24	6	0	24

SEM V

Category	Course	Hours / Week			Credits
		Lectutre L	Tutorial T	Practical P	
CORE	Cost Accounting	2	3	0	4
CORE	Organisational Behaviour	5	0	0	4
CORE	Income Tax – I	2	3	0	4
DSE	Discipline Specific Elective – V	5	0	0	4
DSE	Discipline Specific Elective – VI	2	3	0	4
GE	Generic Elective – III	5	0	0	4
	Total	21	9	0	24

SEM VI

Category	Course	Hours / Week			Credits
		Lectutre L	Tutorial T	Practical P	
CORE	Management Accounting	2	3	0	5
CORE	Income Tax – II	2	3	0	4
CORE	Research Project	0	0	5	2
DSE	Discipline Specific Elective – VII	5	0	0	4
DSE	Discipline Specific Elective – VIII	5	0	0	4
GE	Generic Elective – IV	5	0	0	4
	Total	19	6	5	23

List of Discipline Specific Elective Courses

		L	T	P	C
1.	Business Organization and Office Management	6	0	0	4
2.	Global Business Environment	6	0	0	4
3.	Modern Banking	5	0	0	4
4.	Human Resource Management	5	0	0	4
5.	Entrepreneurial Development	5	0	0	4
6.	Marketing Management	5	0	0	4
7.	Security Analysis and Portfolio Management	5	0	0	4
8.	Financial Management	2	3	0	4
9.	Office Management	5	0	0	4
10.	Organisational Behaviour	5	0	0	4
11.	Business Policy	5	0	0	4
12.	Human Resource Development	5	0	0	4
13.	Investment Management	5	0	0	4
14.	Business Organisation	5	0	0	4

List of Generic Elective Courses

		L	T	P	C
1.	Personality Development	2	0	0	2
2.	Project Management	2	0	0	2
3.	Computer Languages in Business	5	0	0	4
4.	E- Commerce	5	0	0	4
5.	Business Information system	5	0	0	4
6.	Materials Management	2	0	0	2
7.	Production & Supply Chain Management	2	0	0	2

List of Skill Enhancement Elective Courses

		L	T	P	C
1.	Ethics and Values	3	0	0	2
2.	National Service Scheme IV	3	0	0	2

SYLLABUS

CORE COURSES

தமிழ்மொழி,இலக்கியவரலாறு –அறிமுகம்

6004

நோக்கம்:தமிழ்மொழிமற்றும்இலக்கியத்தின்வரலாற்றைஅறிமுகம்செய்யும்நோக்கில்இப்பாடம்வடிவமைக்கப்பட்டுள்ளது.தமிழ்மொழியின்வரலாற்றைஅறிவியல்கண்ணோட்டத்துடனும்மொழிக்குடும்பங்களின்அடிப்படையிலும்விளக்குகிறது.சங்கஇலக்கியம்தொடங்கி,இக்காலஇலக்கியம்வரையிலானதழிலக்கியவரலாற்றைஇலக்கியவரலாறுஅறிமுகப்படுத்துகின்றது.அரசுவேலைவாய்ப்பிற்கானபோட்டித்தேர்வுகளுக்குப்பயன்படும்வகையிலும்இப்பாடம்அமைந்துள்ளது.

அலகு 1 தமிழ்மொழிவரலாறு

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மொழிக்குடும்பம் - இந்தியமொழிக்குடும்பங்கள் - இந்தியஆட்சிமொழிகள் - திராவிடமொழிக்குடும்பங்கள் - திராவிடமொழிகளின்வகைகள்- திராவிடமொழிகளின்சிறப்புகள் - திராவிடமொழிகளின்வழங்கிடங்கள் - திராவிடமொழிகளுள்தமிழின்இடம் - தமிழ்மொழியின்சிறப்புகள் - தமிழ்பிறமொழித்தொடர்புகள்.

அலகு 2 சங்கஇலக்கியம்

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சங்கஇலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை - ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு - புறநானூறு - பத்துப்பாட்டு- திருமுருகாற்றுப்படை - சிறுபாணாற்றுப்படை - பெரும்பாணாற்றுப்படை - பொருநராற்றுப்படை - மலைபடுகடாம் - குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, பட்டினப்பாலை-நெடுநல்வாடை - மதுரைக்காஞ்சி.

அலகு 3 அறஇலக்கியங்களும்காப்பியங்களும்

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களப்பிரர்காலம்விளக்கம் - நீதிஇலக்கியத்தின்சமூகத்தேவை - பதினெண்கீழ்க்கணக்குநூல்கள்அறிமுகம் - திருக்குறள்,நாலடியார். காப்பியங்கள்- ஐம்பெருங்காப்பியங்கள்மற்றும்ஐஞ்சிறுங்காப்பியங்கள்அறிமுகம்-காப்பியஇலக்கணம் - சிலப்பதிகாரம்-மணிமேகலை - சீவகசிந்தாமணி - வளையாபதி - குண்டலகேசி.

அலகு 4 பக்திஇலக்கியங்களும்சிற்றிலக்கியங்களும்

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தமிழகப்பக்திஇயக்கங்கள் - பக்திஇலக்கியங்கள் - சைவஇலக்கியம் -
நாயன்மார்கள்அறுபத்துமூவர் - சமயக்குரவர்நால்வர் - வைணவஇலக்கியம் -
பன்னிருஆழ்வார்கள் - முதல்மூன்றுஆழ்வார்கள். சிற்றிலக்கியக்காலம் - சிற்றிலக்கியங்கள்
- வகைகள் - பரணி - கலிங்கத்துப்பரணி - குறவஞ்சி - குற்றாலக்குறவஞ்சி - பிள்ளைத்தமிழ்
- மீனாட்சியம்மைப்பிள்ளைத்தமிழ்- தூது - தமிழ்விடுதூது - கலம்பகம் - நந்திக்கலம்பகம் -
பள்ளு - முக்கூடற்பள்ளு.

அலகு 5 இக்காலஇலக்கியங்கள்

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நவீனகாலம் - நவீனஇலக்கியம் - உள்ளடக்கம் - புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்-
நாவல் - முதல்மூன்றுநாவல்கள் - நாவலின்வகைகள் - பொழுதுபோக்குநாவல்கள் -
வரலாற்றுநாவல்கள் - சமூகநாவல்கள் - இக்காலநாவல்கள் - மொழிபெயர்ப்புநாவல்கள் -
சிறுகதை-வகைகளும்வளர்ச்சியும்- நாடகம்-காலந்தோறும்நாடகங்கள் -
புராணஇதிகாசநாடகங்கள் - சமூகநாடகங்கள் - வரலாற்றுநாடகங்கள்-
மொழிபெயர்ப்புநாடகங்கள் -நகைச்சுவைநாடகங்கள்.

மொத்தம்: 75 மணிநேரம்

பார்வைநூல்கள்:

1. அகத்தியலிங்கம். ச., “திராவிடமொழிகள்தொகுதி1, மணிவாசகர்பதிப்பகம்,
முதற்பதிப்பு, 1978.
2. சக்திவேல். சு., “தமிழ்மொழிவரலாறு”, மணிவாசகர்பதிப்பகம், முதற்பதிப்பு 1998.
3. பூவண்ணன், “தமிழ்இலக்கியவரலாறு”, சைவசித்தாந்தநூற்பதிப்புக்கழகம்,
முதற்பதிப்பு, 1998.
4. வரதராசன். மு., ”இலக்கியவரலாறு”,சாகித்யஅகாதெமி, ஒன்பதாம்பதிப்பு, 1994.
- 5.விமலானந்தம். மது.ச., “இலக்கியவரலாறு”, பாரிநிலையம், மறுபதிப்பு, 2008.

HINDI I

6 0 0 4

Course Objective: To train the students in the use of KaryalayinBasha.To enable the students to develop the communication skill in Hindi language.

UNIT I GADYA AUR KARYALAYIN BASHA 15

Mamata, -

YogyathaevamvyavasaykaaChunaavParibashikshabdavalilprashasanikvakyansh,padanam,

UNIT II GADYA AUR SARKARI PATRA 15

RajneethikaaBhantwara, ,Samanyasarkaripatra,gyapan,karyalaygyapan

UNIT III GADYA AUR SARKARI PATRA 15

Computer

nayikranteekeedastak,,Karyalayaadesh,Ardhasarkaripatraparipatra,Adhisoochana

UNIT IV GADYA AUR SAMANYA PATRA 15

Raspriya, Samanyapatra- chuttipatra,sampadakkenaampatra, shikayatipatra,
pustakvikrethakenaampatra

UNIT V VYAVASAAYIK PATRA 15

Bankonmeinbachkhaataakholnekeliye – chekbukkeliye, run lenehetu, chekbuk

Gum ho janehetu, kitaabonkaakrayadesh

Total: 75 Hours

Text book:

1. GadyaAurPrayojanmulakHindied by Dr.N.LavanyaMayura Publishers, edition 2008.

15LFR001

FRENCH I

6 0 0 4

Course Objective: To introduce French Language. To enable the students understand and to acquire the basic knowledge of the French Language with the elementary grammar.

UNIT I INTRODUCTION 15

Introduction - Alphabet – Comment prononcer, écrire et lire les mots- Base : Les prénoms personnel de 1^{er}, 2^{ème} et 3^{ème} personnes – Conjugaisons les verbes être et avoir en forme affirmative, négative et interrogative

UNIT II LEÇONS 1-3 15

Leçons 1.Premiers mots en français,- 2. Les hommes sont difficiles,- 3 Vive la liberté- Réponses aux questions tirés de la leçon - Grammaire : Les adjectives masculines ou féminines – Les articles définis et indéfinis - Singuliers et pluriels

UNIT 3 LEÇONS4-6 15

Leçons 4. L’heure, C’est l ;heure,- 5. Elle va revoir sa Normandie,- 6 .Mettez –vous d’accord groupe de nom - Réponses aux questions tirés de la leçon - Grammaire : A placer et accorder l’adjectif en groupe de nom- Préposition de lieu –A écrire les nombres et l’heure en français

UNIT IV LEÇONS 7- 9 15

Leçons7. Trois visages de l’aventure,- 8. A moi, Auvergne,- 9. Recit de voyage - Réponses aux questions tirés de la leçon - Grammaire : Adjectif possessif – Les Phrases au Présent de l’indicatif - Les phrases avec les verbes pronominaux au présent

UNIT V COMPOSITION 15

A écrire une lettre à un ami l’invitant à une célébration différente ex : mariage – A faire le dialogue - A lire le passage et répondre aux questions

Total : 75 Hours

Text Book :

1. Jacky Girarder& Jean Marie GRIDLIG, « Méthode de FrançaisPanorama », Clé Internationale , Goyal Publication, New Delhi.,Edition 2004

References:

1. DondoMathurin , “ Modern French Course”, Oxford University Press.,New Delhi., Edition 1997
2. NityaVijayakumar, “Get Ready French Grammar – Elementary”, GoyalPublications, New Delhi., Edition 2010

15LEN001

ENGLISH - I

6 0 0 4

Course Objective: To enable the students to develop their communication skills effectively. To make students familiar with the English Language. To enrich vocabulary in English. To develop communicative competent.

UNIT I DETAILED POEMS I **15**

1. On His Blindness - John Milton
2. The Village Schoolmaster - Oliver Goldsmith
3. The Daffodils - William Wordsworth

UNIT II DETAILED POEMS II **15**

1. Night and Death - Joseph Blanco White
2. The Ballad of Father Gilligan - W.B. Yeats

UNIT III PROSE **15**

1. Martin Luther King Jr. - Coretta s King
2. Albert Schweitzer - Norman Wymar
3. Stanley Finds Livingstone - Lawrence Wilson
4. Srinivasa Ramanujan - C.P. Snow
5. My Days - R.K. Narayan

UNIT IV GRAMMAR **15**

1. Articles
2. Prepositions
3. Tenses
4. Wh - Questions
5. Synonyms and Antonyms
6. One Word Substitution

UNIT V COMPOSITION **15**

7. Reading Comprehension
8. Filling up Forms
9. Railway Reservation/ Cancellation Forms
10. Bank-Chalan
11. Convocation Form
12. Money Order Form

Total: 75Hours

Text book:

1. Mahadevan, Usha. Empower with English, Sun Beams - 1. Emerald Pub:
Chennai. 2012. Print.

Course Outcome:

- CO-I Preparing financial statements in accordance with appropriate standards.
- CO-II Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly
- CO-III Interpreting the business implications of financial statement information
- CO-IV Preparing accounting information for planning and control and for the evaluation of finance.
- CO-V Prepare Bank reconciliation statement from incomplete statement
- CO-VII Explain the purpose of double entry system to understanding the accounting system properly. Preparation of ratification errors.

Text books:

1. T.S.Reddy&A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011.
2. P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd, 2003.

References:

1. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002.
2. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd., 2002, Reprint – 2008.

MANAGERIAL ECONOMICS

6 0 0 4

Course Objective: To understand and appreciate the basic Micro and Macroeconomics and their application to the business.

UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS 15

Managerial economics – Definition, Nature and scope – Decision Making – Risk and Uncertainty – Concept of Efficiency.

UNIT II LAWS OF DEMAND AND SUPPLY 15

Demand – Law of Demand – Elasticity of Demand – Law of Supply – Demand Forecasting – Consumer durable and Capital Goods – Consumer Surplus.

UNIT III CLASSIFICATION OF COST AND THEORIES OF PROFIT 15

Cost Classification - Short Run and Long Run, Cost Function, Theories of profit – Profit Maximization – Break-Even Analysis.

UNIT IV LAW OF DIMINISHING RETURNS AND ECONOMICS OF SCALE

15

Production Function – Law of Variable Proportions – Law of Returns to Scale – Law of Diminishing Returns – Economics of Scale.

UNIT V TYPES OF MARKETS AND PRICING 15

Price and Output Determination – Under Perfect Competition Monopoly – Monopolistic Competition – Oligopoly – Pricing Objectives and Methods

Total: 75Hours

Course outcomes

Co – 1: To understand the basic elements of managerial economics aspects ,
nature and decision making

Co – 2:To understand the law of demand , supply forecasting , consumer durable

Co – 3:To understand theories of profit , profit maximization and analysis of Breack Even Point

Co – 4:To know law of diminishing proportion , product function , Economies of scale

Co – 5:To understand Pricing policy under Perfect Competition Monopoly,

Monopolistic Competition , Oligopoly and Pricing Objectives and Methods for production to minimize the cost and maximum the profit

Text books:

1. S.Shankaran, “Managerial Economics”, Margham Economics, Chennai, 2008.
2. R.Cauvery& Others – Managerial Economics. S. Chand And Company, New Delhi, 2015.

References:

1. S.Mukherjee, “Business And Managerial Economics in global Context”, New Central Bank Agency (P) Ltd, Kolkatta, 2009.
2. William F. Samuelson and Stephen G. Marks, “Managerial Economics”, Johny Wiley & Sons, Reprint - 2015

தமிழிலக்கியம்

6 0 0 4

நோக்கம்:

சங்ககாலம்தொடங்கிதற்காலம்வரையிலும்தமிழில்உள்ளபடைப்பிலக்கியங்களைஇப்பாடம்அறிமுகம்செய்கின்றது.

தமிழ்இலக்கியத்தில்தேர்ந்தெடுக்கப்பட்டமிகமுக்கியமானசெய்யுட்கள், கவிதைகள், கதைகள்,

உரைநடைஆகியவற்றைக்கொண்டுஇப்படம்கட்டமைக்கப்பட்டுள்ளது.மாணாக்கரிம்இலக்கியத்தேடலைஉருவாக்குவதும்,

தற்சார்புடையஅறிவைமேம்படுத்துவதும்இப்பாடத்தின்நோக்கமாகும்.

அலகு 1 செவ்வியல்இலக்கியங்கள்

15

திருக்குறள்- அன்புடைமை, ஒழுக்கமுடைமை, பெரியாரைத்துணைக்கோடல் – மூன்றுஅதிகாரங்கள்முழுமையும். புறநானூறு-பாடல்எண்: 18, 55, 182, 183, 192 – ஐந்துபாடல்கள். குறுந்தொகை- பாடல்எண்: 2, 167, 27, 202, 184 - ஐந்துபாடல்கள்.

அலகு 2 காப்பியங்கள் 15

சிலப்பதிகாரம்- கனாத்திறம்உரைத்தக்காதைமுழுவதும். மணிமேகலை-
பவத்திறம்அறுகஎனப்பாவைநோற்றகாதைமுழுவதும். கம்பராமாயணம்-
மந்தரைச்சூழ்ச்சிப்படலம் (தேர்ந்தெடுக்கப்பட்டஒன்பதுபாடல்கள்).

அலகு 3 கவிதையும்புதுக்கவிதையும் 15

பாரதிதாசனின் 'தமிழியக்கம்' - (i) நெஞ்சுபதைக்கும்நிலை - (ii)
இருப்பதைவிடஇறப்பதுநன்று -இரண்டுகவிதைகள். ஈரோடுதமிழன்பனின்,
“அந்தநந்தனைஎளித்தநெருப்பின்மிச்சம்”
என்னும்தொகுதியில்இடம்பெற்றுள்ள'விடிகிறது' என்னும்புதுக்கவிதை.

அலகு 4 சிறுகதைகள் 15

தி.ஜானகிராமனின் 'சக்திவைத்தியம்' கி.ராஜநாராயணனின் 'கதவு'
இரண்டுகதைகள்

அலகு 5 உரைநடை 15

வைரமுத்துஎழுதிய 'சிற்பியேஉன்னைச்செதுக்குகிறேன்' முழுவதும்

மொத்தம்: 75 மணிநேரம்

பாடநூல்கள்:

1. இரவிச்சந்திரன். சு.(ப.ஆ), “செய்யுள்திரட்டு”,வேல்ஸ்பல்கலைக்கழகம்,
முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., “சிற்பியேஉன்னைச்செதுக்குகிறேன்”, திருமகள்நிலையம்,
பதினேழாம்பதிப்பு, 2007.

பார்வைநூல்கள்:

1. பாலச்சந்திரன்.சு., “இலக்கியத்திறனாய்வு”, நியூசெஞ்சுரிபுக்ஹவுஸ், பத்தாம்பதிப்பு, 2007.
2. மாதையன்.பெ., “தமிழ்ச்செவ்வியல்படைப்புகள்”, நியூசெஞ்சுரிபுக்ஹவுஸ், முதல்பதிப்பு, 2009.
3. வரதராசன்.மு., “குறள்காட்டும்காதலர்”, பாரிநிலையம், மறுபதிப்பு, 2005.

HINDI II

6 0 0 4

Course Objective: To enable the students to have the knowledge in contemporary literature of the modern era. It also provides an idea how translation to be effected.

UNIT I	KAHANI AUR EKANKI	15
	PoosKeeRaat.,-Duzhazar	
UNIT II	EKANKI AUR KAHANI	15
	. Vaapasi, Akeli, .Akbharivigyapan	
UNIT III	KAHANI AUR ANUVAD	15
	Sharandatha -Anuvadanuchedangreji se hindi me karnekeliye.	
UNIT IV	EKANKI AUR ANUVAD	15
	RaatkeRaahi Main BhiMaanavhoonAnuvadanuchedangrejisehindi me karnekeliye.	
UNIT V	KAHANI ,EKANKI AUR ANUVAD	15
	Parda -YehMeriJanmaBhoomiHai -anuvadanuchedangreji se hindi me karnekeliye.	

Total: 75 Hours

Text Book

1. SankalanKahanievamEkankied by Dr.N.Lavanya, Mayura Publishers, edition 2010.

Course Outcomes :

- CO-I To familiarize the concept of Branch account and its system
- CO- II To understand the Scope of departmental accounting
- CO–III To introduce the system of Hire Purchasing
- CO –IV Enable the students to understand partnership account from admission to dissolution

Text books:

1. T.S.Reddy&A.Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011.
2. P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd, 2003.

References:

1. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002.
2. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd., 2002, Reprint – 2008.

INTERNATIONAL ECONOMICS

6 0 0 4

Course Objective: To provide an idea of international trade and its economic implication. To enable students to have a feel of the Theories of International Economics.

UNIT I INTERNATIONAL TRADE 15

Introduction – Definition – Need – Types International Trade – Difference Between Internal and International Trade - Importance of International Trade in Global Context.

UNIT II THEORIES OF FOREIGN TRADE 15

Theories of Foreign Trade, Absolute, Comparative and Equal Cost Differences (Adam Smith, Ricardo, Haberler’sHeckscher and Ohlin Theories only) .

UNIT III BALANCE OF PAYMENT AND BALANCE OF TRADE 15

Balance of Trade, Balance of Payment – Concepts – Balance of Payment, Causes of Disequilibrium – Fixed and Floating Exchange Rates.

UNIT IV INTERNATIONAL MONETARY SYSTEM 15

Market, International Monetary System – International Liquidity – IBRD – Money.

UNIT V WTO AND INDIA 15

WTO and Its Implication with special Reference to India. Trips & Trims.

Total: 75Hours

Course outcome

- CO-I : Develop the knowledge of international Trade
CO-II: It enable the students to understand the theories of Foreign trade in a wide aspects
CO–III To provide an idea regarding Balance of trade and Payment
CO- IV Enabling the students to familiarize international monitoring System
CO-V To introduce WTO and its implication on trade

Text books:

1. Dr.s. Sankaran, “International Economics”, Margham Publications, 2015.
2. Peter B. Kenen, “International Economics”, Cambridge university Press, Low Price edition, 1996.

References:

1. Robert.J, “International Economics”, Thomson, 2008.
2. Dominick Salvatore,Ph.D, “International Economics”, Tata Mcgraw – Hill Publishing Company limited, 2005.

CORPORATE ACCOUNTING – I

2 3 0 4

Course Objective: To Impact Company Accounts to understand and appreciate the Provisions of the companies act 1956. To give them an exposure to calculate the value of Goodwill and shares.

UNIT I ISSUE OF SHARES AND DEBENTURES 15

Issue of shares and debentures – various kinds of issues – forfeiture – re-issue – underwriting of shares and debentures.

UNIT II REDEMPTION OF PREFERENCE SHARES AND DEBENTURES 15

Redemption of preference shares and debentures – purchase of business – profits prior to incorporation – Treatment of profit or loss prior to incorporation.

UNIT III COMPANY FINAL ACCOUNTS 15

Preparation of company final accounts – company balance sheet preparation – computation of managerial remuneration.

UNIT IV VALUATION OF GOODWILL AND SHARES 15

Valuation of good will and shares – Factors affecting value of goodwill – Methods of valuation of shares – Computation of valuation of goodwill and shares.

UNIT V INTERNAL RECONSTRUCTION 15

Alteration of share capital – internal reconstruction and reduction of capital – different kinds of alteration of share capital – Procedure for alteration reducing share capital – Accounting entries for alteration and reduction of share capital.

Total: 75Hours

- CO-I Enabling the students to understand the features of Shares and Debentures
- CO-II Develop an understanding about redemption of Shares and Debenture and its types
- CO-III To give an exposure to the company final accounts
- CO-IV To provide knowledge on Goodwill
- CO-V Students can get an idea about internal reconstruction

Text book:

1. T.S. Reddy & Murthy, “Corporate Finance”, Margham Publications, Reprint, 2013.

References:

1. Dr. S. Kr.Paul&Chandri Paul, “Corporate Finance”, New Central Book Agency (p) Ltd, 2009.
2. K. K. Varma, “Corporate Accounting”, Published by Anurag Jain for Excel Books, First Edition, 2008.
3. Dr. Naseem Ahmed, “Corporate Accounting”, Atlantic Publication, First Edition, 2007.

BUSINESS STATISTICS

2 3 0 4

Course Objective: To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques in Business decision-making.

UNIT I INTRODUCTION TO STATISTICS 15

Introduction to statistics -scope of statistics – limitations of statistics – diagrammatic and graphical representation.

UNIT II MEASURES OF AVERAGE 15

Measure of location – mean – median – mode – geometric mean – harmonic mean – measures of dispersion – quartile deviation – mean deviation – standard deviation.

UNIT III MEASURES OF CORRELATION AND REGISTRATION 15

Correlation – scatter diagram – types of correlation – regression – method of least squares– simple problems.

UNIT IV BASIC THEORIES OF PROBABILITY 15

Introduction to probability – different approaches of probability – addition theorem – multiplication theorem – conditional probability – Bayes' theorem.

UNIT V TREND ANALYSIS 15

Time-series analysis – components –trends moving averages – seasonal variation – cyclical variation – irregular variation – index number : introduction – construction of index numbers – laspeyre's method – Paasche's method – Fischer's and Kelly's methods – chain index.

Total: 75Hours

- CO-I To familiarizes the concept of statistics
- CO-II To provide practical exposure on calculation of measures of average
- CO-III To provide practical exposure on calculation of measures of correlation and irrigation
- CO-IV To introduce the students about the concept of provability
- CO-V To provide practical exposure on calculation of trend analysis

Text books:

1. S.P.Gupta, "Statistical methods", Sultan Chand, 2000.
2. P.R.Vittal, 'Business statistics and operation', Margham publications, 2nd edition, 2010.

References:

1. B_Basinab, "Elements of probability and statistics", A.P-Tmh, 1993.
2. Dr. S. P. Rajagopalan, "Business Statistics", Windom Publishing Private Ltd, 2005.

BUSINESS AND CORPORATE LAW 6004

Course objective: To help the students to understand the basic laws related with business and corporate.

UNIT I INTRODUCTION

Law of contract-Nature of contract-classification-offer and acceptance-capacity of parties to contract-free consent-consideration-legality of object-Agreement declared void.

UNIT II CONTRACT

Performance of contract-discharge of contract-Remedies of breach of contract-Quasi contract(general contract-section 1 to 75) Contract of indemnity-Guarantee-Bailment &pledge-contract of agency.

UNIT III SALE OF GOODS

Sale of goods act-Definition-sale-Agreement to sell-distinction between sale and agreement to sell-condition and warranties-distinction between condition and warranties-Right and duties of an unpaid seller.

UNIT IV COMPANIES

Company-types of companies-memorandum of association-Articles of association-prospectus-shares and debentures-company meetings.

UNIT V FOREIGN EXCHANGE

Foreign exchange management act 1999(FEMA)-Information technology act-Intellectual property rights(IPRA).

Course Outcomes

- CO-I Make the students understand about business and corporate law
- CO-II Develop knowledge on contract and various types of contracts

- CO-III To help the students to understand the concept of sale of goods
- CO-IV Make the students understand about companies and its types
- CO-V To equip the students with proper knowledge about Foreign exchange

REFERENCE BOOKS:

1. Legal system in business-P.Saravanel,S.Sumathi
2. Business laws-N.D.Kapoor.
3. Student guide to mercantile law-kapoor publication pvt.ltd.,
4. Company law by Balachandran-Vijai Nicole publication.

CORPORATING ACCOUNTING - II

2 3 0 4

Course Objective: To introduce students to the changes in the preparation of Banking and Insurance Company Accounts and the relevance of Accounting Standards in Company Accounts.

UNIT I ACCOUNTS RELATING TO AMALGAMATION, ABSORPTION AND EXTERNAL RECONSTRUCTION OF COMPANIES 15

Amalgamation – Absorption and External Reconstruction of a Company – Purchase Consideration – Methods of Accounting – Accounts for closing the books of the Vendor Company – journal entries in the books of the purchasing company

UNIT II ACCOUNTS OF BANKING COMPANIES 15

Final Accounts of Banking Company – Preparation of Profit and Loss Account – Balance Sheet – Preparation of Schedules.

UNIT III ACCOUNTS OF INSURANCE COMPANIES 15

Final Accounts of Insurance Company – Preparation of Final Accounts of Life Insurance and General Insurance – Revenue Account – Profit and Loss Account and Balance sheet.

UNIT IV LIQUIDATION OF COMPANIES 15

Liquidation – Meaning and Definition – Modes of Winging Up – Statement of Affairs and Deficiency Account – Liquidator’s Final Statement of Accounts.

UNIT V HOLDING COMPANY ACCOUNTS

15

Holding Company- Subsidiary Company – capital Profit – Revenue Profits –Minority Interest – Cost of Control – Mutual Owings – Preparation of Balance sheet - Consolidated.

Total: 75 Hours

Course Outcomes

- CO –I Enable the students to understand about amalgamation , absorption and external reconstruction
- CO –II To make them aware about accounts of banking companies
- CO –III Keep them aware about accounts of insurance companies
- CO –IV Enable the students to gain an idea of liquidation of companies
- CO –V To introduce and develop knowledge of holding companies accounts

Text book:

1. T.S. Reddy & Murthy, “Corporate Finance”, Margham Publications, Reprint, 2013.

References:

1. Dr. S. Kr.Paul&Chandri Paul, “Corporate Finance”, New Central Book Agency (p) Ltd, 2009.
2. K. K. Varma, “Corporate Accounting”, Published by Anurag Jain for Excel Books, First Edition, 2008.
3. Dr. Naseem Ahmed, “Corporate Accounting”, Atlantic Publication, First Edition, 2007.

References:

1. Operations research by HamdyTaha – Mcmillan Publishing company – New York – 1995
2. Operations research by S.D. Sharma – S. Chand & Co – 2001.

CORPORATE FINANCE**5 0 0 4**

Course Objective: To help the students understand the working of corporate financial system and investment decision.

UNIT I INTRODUCTION 15

Nature and Scope – Role of Financial Institutions- Valuation of the Firm Dividend Valuation Model- Dividend Policies- Walter Model- Gordon Model- Payment Ratio Divided as a Residual Payment- Mm Irrelevance Doctrine.

UNIT II INVESTMENT DECISION 15

Investment decision- investment analysis- risk analysis probability approach- business failures- mergers- consolidations and liquidations.

UNIT III CAPITAL MARKET 15

Capital market- fiscal policies- government regulations affecting capital market- role of SEBI- stock market.

UNIT IV LEASE FINANCING, VENTURE CAPITAL & MUTUAL 15

Lease financing- venture capital- mutual funds- inflation and financial decisions- derivatives- futures and options.

UNIT V FOREIGN COLLABORATION AND MULTINATIONAL 15

Foreign collaboration- business ventures aboard- international financial institutions- Multinational Corporation.

Total: 75 Hours**Course Outcomes**

- CO –I Aiming to enable the students to get the Know-how of corporate finance in its wide aspects
- CO –II To create an interest in investment habit keeping its wide scope

- CO –III To introduce the concept of Capital Market
- CO –IV To familiarize the concept of lease financing venture Capital and Mutual Fund
- CO –V In order to equip the students with details about foreign collaboration and multinational corporates

Text book:

1. Dr.S.C. Kutchal, "Corporate finance" SultAN& Co- Publication, 2009.

References:

1. Dr. K. Nirmala, "Corporate Finance" Himalaya Publication, 2008.
2. Dr.Matabadal, "Corporate Management" Sukla publications, 2011.

COST ACCOUNTING

2 3 0 4

Course Objective: To familiarize students with the basic concepts of cost and various methods and techniques of costing.

UNIT I INTRODUCTION TO COST ACCOUNTING 15

Cost accounting – Definition – Scope and Objectives of Cost Accounting – Cost Accounting Vs Financial Accounting – Advantages and Limitations of Cost Accounting – Installation of Cost Accounting System – Classification of Cost – Cost Centers and Profit Centers – Methods of Costing – Techniques of Types of Costing.

UNIT II PREPARATION OF COST SHEET 15

Cost Sheet – Tenders and Quotation – Reconciliation of Cost and Financial Accounts

UNIT III MATERIAL CONTROL AND PRICING METHODS 15

Material control – Meaning – Objectives – Essential – Advantages – Purchase control – Centralized Vs Decentralized purchasing – Advantages and Dis-advantages – Purchase procedure – Store Keeping and Stock control and inventory control – Meaning and importance – Duties And Responsibilities of Store Keeper – Centralized and Decentralized stores - Classification and codification of Materials – Stores Records – VED analysis – pricing of material issues FIFO, LIFO, HIFO, Market price, Base stock and Standard price Method.

UNIT IV REMUNERATION AND INCENTIVES**15**

Labour Cost – Computation and Control – Labour Turnover – Time Keeping – Remuneration and Incentives – Time Rates System – Price Rate System – Premium and Bonus Plans – Treatment of Ideal Times and Overtime.

UNIT V OVERHEAD COST**15**

Over Head Cost – Meaning And Definition - Importance of Over Head Cost – Classification of Over Head Cost – Allocation, Apportionment and Absorption and of Over Head Cost – Primary And Secondary Distribution – Classification Machine Hour Rate.

Total: 75Hours**Course Outcomes:**

CO -I Aimed to familiarize the concept of cost accounting

CO –II Helps to gather knowledge on preparation of cost sheet in its practical point of view

CO –III To facilitate the idea and meaning of material control with pricing methods

CO –IV Develop the knowledge about remuneration and incentives

CO –V To introduce the concept of overhead cost

Text books:

1. Manosh Dutta, “Cost Accounting”, Dorling Kindersley (India) Pvt. Ltd, 2010.
2. T.S. Reddy & Y. Hari Prasad Reddy, “ Cost Accounting”, Margham Publications, 2014.

References:

1. Manash Dutta, “Cost Accounting”, Pearson Education (Singapore) Pvt. Ltd, Second Edition Print, 2005.
2. M.C. Shukla, T.S. Grewal, Dr.M.P.Gupta, “ Cost Accounting”, S.Chand& Company Ltd, 2010.

Course Objective: To introduce students to the basic concepts in Income-Tax. To help them to apply the provisions and complete incomes under various heads.

UNIT I INTRODUCTION TO INCOME TAX 15

Meaning of Income – Canons of Taxation and Income Tax values Act – Important definition Under Income Tax. Act – Residential status – Incidence of Tax of an Individual – Income exempted from tax.

UNIT II HEADS OF INCOME – INCOME FROM SALARY 15

Income From Salary – Allowance perquisites And Their Valuations – Profit in Lien of Salary – Deductions of Salary – Other Related Provisions – Gratuity – Pension – Communication of Pension – Provident Fund and Rebate.

UNIT III INCOME FROM HOUSE PROPERTY 15

Income from House Property – Annual Income – Reduction From Annual Income – Computation of Income From House Property Under Different Circumstances.

UNIT IV INCOME FROM BUSINESS OR PROFESSION 15

Income from Business or Profession – Allowable and Not Allowable Expenses – General Deductions – Computation of Taxable Income from Business or Profession.

UNIT V PROVISIONS RELATING TO DEPRECIATION 15

Depreciation – Meaning – Bases – Rates – Block of Assets – Unabsorbed – Depreciation – Provisions Relating To Depreciation.

Total: 75Hours

Course Outcomes

CO – I To introduce the basic concept of Income Tax

CO – II In order to familiarize the different know-how and heads of income with its components

CO – III It helps to build an idea about income from house property as a concept

CO – IV It give more idea about the income from business or profession

CO – V Make the students familiarizes with the concept of depreciation and its provisions

Text books:

1. V.B. Gaur & Narang, "Income Tax Law And Practice", Kalayani Publishers, 2001.
2. T.S. Reddy & Y. Hari Prasad Reddy, "Income Tax Law and Practice" Margham Publications, 2008.

References:

1. Dr Vinod K. Singhanian, "Income Tax Law and Practice", Taxmann Publications Pvt. Limited, 2005.
2. V. Bala Chandran, S. Thothadri, "Taxation Law and Practice", Published by Asoke K. Ghosh, PHI Learning Private Limited, Volume 1, 2003.

ORGANISATIONAL BEHAVIOUR**5 0 0 4**

Course Objective: to introduce the students the various behaviours of the organizations and their processes to compete in the business world.

UNIT I INTRODUCTION 15

Introduction of Organisational Behaviour: Foundations of Individual Behaviour – Personality, Perception, Learning, Values and Attitudes.

UNIT II MOTIVATION 15

Motivation – Early theories, Contemporary theories, Motivation at work – Designing Motivation Jobs.

UNIT III GROUP BEHAVIOUR 15

Group Dynamics – Group Behaviour, Communication and Group Decision making, Intergroup relations.

UNIT IV LEADERSHIP 15

Leadership – trait, Behavioral and contingency theories ; Power and Politics; Trait, Behavioral Analysis (T.A); Work stress

UNIT V CONFLICT 15

Organisational Conflict; Causes, Types of Conflict, Management, Conflict.

Total: 75Hours

Course Outcomes

CO – I To equip the students with the basic idea and introduction on organizational behavior as a concept

CO – II To give a light on the concept and difference theories on motivation

CO – III Explain and helps the students to gain more knowledge on Group Behavior

CO – IV To introduce the concept of leadership

CO – V Understand the concept of conflict management

Text books:

1. Dr. Niraj Kumar - Organisational Behaviour, Himalaya Publications, 2010.
2. Dr. P.Subba Rao - Organisational Behaviour, Himalaya Publications, 2009.

References:

1. Dr. V&p. Rao -Organisational Behaviour, Himalaya publications, 2013.
2. Dr. VelayLimarse - Organisational Behaviour, Himalaya Publications, 2015.

MANAGEMENT ACCOUNTING

2 3 0 4

Course Objective: To introduce students to the various tools and techniques of management Accounting. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.

UNIT I INTRODUCTION TO MANAGEMENT ACCOUNTING 15

Management Accounting – Meaning – Scope – Objectives – Importance – Limitations – Function – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.

UNIT II FINANCIAL STATEMENT ANALYSIS – RATIOS 15

Financial statement Analysis – Meaning-process of Financial Statement Analysis And Interpretation – Types Of Analysis – techniques Of tools of financial statement analysis – Ratio analysis – Meaning of Ratio – Advantage-classification of Ratios – Profitability Ratios – Turnover or Activity Ratio – Solvency or Financial Ratios – Computation Of Ratio.

UNIT III FUND FLOW & CASH FLOW STATEMENT 15

Funds flow statement – Concepts of Funds – Importance or used of Funds Flow Statement – Working capital Statement or schedule Of Changes In Working Capital – Preparation of Funds

Text books:

1. V.B. Gaur & Narang, "Income Tax Law And Practice", Kalayani Publishers, 2001.
2. T.S. Reddy & Y. Hari Prasad Reddy, "Income Tax Law And Practice" Margham Publications, 2008.

References:

1. Dr Vinod K. Singhania, "Income Tax Law And Practice", Taxmann Publications Pvt. Limited, 2005.
2. V. Bala Chandran, S. Thothadri, "Taxation Law and Practice", Published by Asoke K. Ghosh, PHI Learning Private Limited, Volume 1, 2003.

SYLLABUS

DISCIPLINE SPECIFIC ELECTIVE COURSES

BUSINESS ORGANISATION AND OFFICE MANAGEMENT 6004

Course objective: To understand the student about the various forms of business organization and stock exchange & functions of SEBI.

UNIT I INTRODUCTION

Nature and scope of business, Forms of business organization-sole trader, partnership firms, companies and co-operative societies-public enterprise.

UNIT II SOURCES OF FINANCE

Sources of finance, shares, debentures, public deposits, bank credit and trade credit-Factor influencing location, localization of industries.

UNIT III STOCK EXCHANGE

Stock exchange-functions-procedure of trading-function of SEBI-DEMAT of shares-trade associations-chamber of commerce.

UNIT IV OFFICE

Office-its function and significance-office layout and office accommodation-filing and indexing.

UNIT V EQUIPMENT

Office equipment and machines-office furnishers-data processing system-EDP-users and limitations.

Total 75 hours

Course Outcomes

- I. To enlighten with nature and scope of business organisation
- II. To familiarize the students about various sources of finance
- III. To provide knowledge about stock exchange
- IV. To make them understand of the office function and its significance on office layout
- V. To enable them with office equipment's and system

REFERENCE BOOKS:

- 1.Y.K.Bhushan-business organization and management,sultanchand and sons.
- 2.Shukla-business organization and management S.Chand& company ltd.
- 3.Sing.B.P.&Chopra-Business organization and management-Dhanpat& sins.

Subject code: GLOBAL BUSINESS ENVIRONMENT 6004

Course objective: To make aware about the importance of global business environment and marketing strategies.

UNIT I INTRODUCTION

Introduction to international business-participants-objectives-mode of international business-international trade theories-Trade and investment-Balance of payment.

UNIT II TRADE POLOCY

India's trade policy-magnitude and direction of Indian international trade,Bilateral and multilateral trade agreement, EXIM policy, role of EXIM Bank.

UNIT III International business

Strategies of international business-Import and export –strategies-Export financing-sources of fund-Internal and external-Types of collaborative arrangements-motives-problems-decision making and controls.

UNIT IV ENVIRONMENT

Cultural-legal-political-economic-World financial environment-Foreign exchange market-The determination of Exchange rate-Role of international institutions(IMF,IBRD,IFC,IDA)

UNIT V MARKETING STRATEGIES

Global marketing environment-International marketing strategies-product policies-pricing-promotion strategies-supply chain management-information technology-supplier network-global sourcing of Human resource management-Factors influencing HRM in international business-strategies function of international HRM.

TOTAL:75 HOURS

Course Outcomes

- I. To familiarize with global business environment
- II. To make them understand about different trade policy on export and import
- III. To develop the knowledge about international business
- IV. To create an awareness about various international trade institutions (IMF, IBRD, IFC, IDA)
- V. To develop knowledge about different marketing strategies

BOOKS FOR REFERENCES :

1. Frances Cherunilam, "International business" Text and cases, prentice hall of india pvt. ltd, New Delhi.
2. John D. Daniels, "International business" environment and operations pearson education.
3. K. Awanthappa, "International business" Tata-Mcgraw hill education pvt. ltd.

MODERN BANKING

5 0 0 4

Course Objective: To enrich students with the knowledge of the functioning of banks. To help students realize the quintessential role of banks in the world today.

UNIT I INTRODUCTION 15

Banking and Financial System – Introduction – Definition – Classification of Banks – Banking System In India – Economic And Monetary Implication Of Modern Banking Operation – Modern Functions Of Banks.

UNIT II COMMERCIAL BANKS 15

Commercial Banks – Definition – Primary Function – Function Of Modern Commercial Banks – Teller System – ATM System – Home Banking – Green card – Factoring – Underwriting – Mutual Funds – Electronic Clearing System – Electronic Fund Transfer – Gold Banking – Role Of Commercial Banks In Economic Development.

UNIT III CENTRAL BANKING 15

Central Banking – Definition – Features Of Central Bank – Difference Between Central Bank And Commercial Bank – Need For central Bank – Management of Central Bank Of India –

Functions of Central Bank – Traditional Functions – Promotional Functions – Supervisory Function – Monetary Policy Of Reserve Bank Of India

UNIT IV CUSTOMER RELATIONSHIP 15

Banker and customer Relationship – Rights of a Banker – Duties of a Banker – Paying Banker – Duties and Responsibility of a Paying Banker – Collecting Banker – Duties of a Collecting Banker – Statutory Protection to Collecting Banker.

UNIT V E-BANKING 15

E-Banking – Introduction – Meaning of E- Banking – Benefits of E- Banking – Various Activities Under E-Banking – Types of Credit Cards And Their Uses – ATM – Internet Banking – Tele Banking – E- Banking In India.

Total: 75Hours

Course Outcomes

- I. To help to gather knowledge on banking and financial system in India
- II. To provide knowledge about commercial banks and its products
- III. To aim to familiarize banking system in India
- IV. To enable them to understand better customer relationship
- V. To create awareness about modern banking services like e-banking, m-banking and internet banking

Text books:

1. Sundharam and Varshini, “Banking Law, Theory AndPracticies”, Sultan Chand & Sons, 2003.
2. B. Santhanam, “Banking And Financial System”, Margham Publications, Chennai, 2006.

References:

1. Nirmala Prasad, “Banking And Financial System”, Himalaya Publishing House, Mumbai, 2004.
2. Radhaswamy, “Text Book of Banking”, S. Chand & Co. New Delhi. 2004.

Course Outcomes

- I. To aiming to enable the students in Human Resources Management
- II. To introduce the students about placement and training
- III. To facilitate the knowledge about performance appraisal and different methods
- IV. To provide an idea about different compensation policies

Text book:

1. V.S.P. Rao, "Human Resource Management", Excel Books, New delhi, 2000.

References:

1. Ashwathappa, "Human Resource Management", TataMcGraw Hill, New Delhi, 1999.
2. Gary Dessler, "Human Resource Mangement", Dorling KindesslyPvt Ltd., Twelfth Edition, 2011.

ENTREPRENEURIAL DEVELOPMENT

5 0 0 4

Course Objective: To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.

UNIT I INTRODUCTION 15

Entrepreneurship – Meaning – Definition – Types – Entrepreneur – Definition – Entrepreneur and Entrepreneurship – Characteristics - Types – Functions – Factors Influencing Entrepreneurship – Role of Entrepreneur in Economic Development – Factor Affecting Entrepreneurial Growth – Development of Women Entrepreneur and Rural Entrepreneurs.

UNIT II ENTREPRENEURIAL DEVELOPMENT PROGRAMME 15

Entrepreneurial Development Programmes (EDP's) – their Relevance and Achievement – Phases Of EDP – Course Content EDP – Role Of Government in Organizing EDP's – Critical Evaluation.

Unit III PROJECT FORMULATION 15

Project Formulation – Importance of Project formulation - Project Identification – Process of Project indentification - Evaluation – Feasibility Analysis – Project Report.

UNIT IV EDP SCHEMES**15**

Entrepreneurial Development Agencies – Commercial Banks – District Industries Centers (DIC's) – National Small Industries Corporation (NSIC) – Small Industries Development Organization (SIDO) – Small Industries Service Institute (SISI) – All India Financial Institution – IDBI, IFCI, ICICI, IRDBI.

UNIT V ENTERPRENEURIAL GROWTH**15**

Economic Development and Entrepreneurial Growth – MSME – Definition – Importance – Role in Economic Growth – Incentives and Subsidies of Government to MSME – Networking – Niche Play – Geographic Concentration – Franchising and Dealership.

Total: 75Hours**Course Outcomes**

- I. To aiming to develop students about Entrepreneurship development
- II. To create an awareness on various Entrepreneurship Development Programme
- III. To enable them to understand project formulation
- IV. To familiarize the students with EDP schemes
- V. To give an introduction about MSME, EDI and other training institutes in Entrepreneurship

Text book:

1. C.S.V. Murthy, “ Entrepreneurial Development”, Himalaya publishing house, 2015.

References:

1. Dr.S.S. Khanka, “Entrepreneurial Development”, S. Chand & Company (pvt).Ltd, 2014.
2. Sami Uddin, “Entrepreneurial development in India”, Mittal Publications, First Edition, 1989.

MARKETING MANAGEMENT

5 0 0 4

Course Objective: to acquaint the students with the basics of marketing to make them understand the consumer behaviour and buying motives

UNIT I INTRODUCTION 15

Nature Scope and importance of marketing – marketing approaches – Role of marketing – Various environmental factors affecting marketing functions – concept of marketing mix – Market – meaning types of market.

UNIT II CONSUMER BEHAVIOUR 15

Consumer Behavior – Meaning and its importance – factors influencing Buying Behavior Buying motives.

UNIT III PRODUCTS 15

Products –Classifications of products – Product characteristics – new product development process – product life cycle – product positioning, Targeting, Branding and Packaging –Market segmentation – needs and basis of segmentation.

UNIT IV PRICING 15

Pricing – Objection of pricing, pricing policies and procedures, Factors influencing pricing decision – importance of distribution, Various kinds of marketing channels.

UNIT V SALES FORECASTING 15

Sales forecasting – Various methods of sales forecasting sales management – Motivation and Compensation of salesman – Personal selling – Direct selling – Sales promotion – An overview of Advertising, Publicity and public Relations.

Total: 75Hours

Course Outcomes

- I. To develop an idea about marketing and its functions
- II. To enhance the students on consumer behaviour
- III. To familiarize students about product and its classifications
- IV. To make them understand pricing policies
- V. To introduce the concept of sales forecast

Text books:

1. Philp Kotler, "Marketing Management", Pearson Education, 06-Jan-2015.
2. Slanton , W.J. "Fundamentals of Marketing", McGraw-Hill, 01-Jan-1994.

References:

1. Rajan Nair, "Marketing Management", Sultan Chand & Sons, 01-Jan-1995
2. RamaswanyNamakumari, "Marketing Management", Macmillan India Limited, 2002.

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT 5 0 0 4

Course Objective: To make the students aware of security analysis and portfolio management.

UNIT I INTRODUCTION 15

Security Analysis – Valuation and Return- Evaluation of Fixed Income Securities- Evaluation of Ordinary Shares.

UNIT II RISK AND RETURN 15

Fundamental Analysis – Risk and Return Sources of Risk - Dividend Policy and Valuation- Leverage and Valuation. Technical Analysis – Security Price Movements – Market Hypotheses- Behaviour of Stock Prices.

UNIT III EVALUATION OF SECURITIES 15

Evaluation of Securities - Objectives and Principles.

UNIT IV DERIVATIVES 15

Derivatives- Futures and Options – Trading in Derivatives – Mutual Funds.

UNIT V PORT FOLIO ANALYSIS 15

Portfolio Analysis – Selection and Management – Investment Decisions under Uncertainty- Investment Preference under Policies- Individual Investors- Utility Analysis – Assessment of Portfolio Performance and Portfolio Revision.

Total: 75Hours

Course Outcomes

- I. To help them to understand security analysis
- II. To create an awareness about risk and return of different investments
- III. To enlighten the evolution of securities and derivatives

IV. To make them understand the investment decisions and portfolio performance

Text book:

1. Dr.A.V.Avadhani, “Security Analysis and Portfolio Management”, 2001.

References:

1. G.P.Agarwal, “Security Analysis and Investment Management”, 2005.
2. Reilly & Brown, “Investment Analysis & Portfolio Management”, South – Western Cengage Learning Publication, 10th Edition, 2012.

FINANCIAL MANAGEMENT

2 3 0 4

Course Objective: To introduce the students to the vitty – gritty of financial management to understand the role of financial manager to give them an input into various concepts like capital structure planning cost of capital, dividend policies and working capital which will be foundation if they go for management studies.

UNIT I INTRODUCTION TO FINANCIAL MANAGEMENT 15

Meaning, objectives and importance of finance – Sources of finance – Functions of financial management – Role of financial manager in financial management.

UNIT II CAPITAL STRUCTURE 15

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III COST OF CAPITAL 15

Cost of capital – Cost of equity – Cost of preference capital – Cost of debt – Cost retained earnings – Weighted average (or) composite of capital (WACC).

UNIT IV DIVIDEND POLICIES 15

Dividend policies – Factors affecting dividend payment – Company law provisions on dividend payment – Various Dividend models (Walter’s Gordon’s – M.M. Hypothesis) .

UNIT V WORKING CAPITAL 15

Working capital – Components of working capital – Working Capital Operating Cycle – Factors influencing working capital – Determining (or) forecasting of working capital requirements.

Total: 75Hours

Course Outcomes

- I. To provide introduction to Financial Management
- II. To create an awareness about capital structure and theories of capital structure

- III. To make them understand the cost of capital in wide aspects
- IV. To provide knowledge about dividend policies and various dividend models.
- V. To enable them to understand working capital management

Text books:

- 1. I.M. Pandey , “Financial Management”,Vikas Publishing House Pvt Ltd, 01-Nov-2009
- 2. P.c. Kulkarni, “Financial Management”, B.G. Sathyaprasad, Himalaya Publications, 2004.

Reference:

- 1. Dr..V.R.Palanivelu, “Financial Management”, S.Chand Publication,2010

BUSINESS MANAGEMENT

6 0 0 4

Course Objective: To throw light on the basic processes of Management. To grasp the Financial of Management.

UNIT I IMPORTANCE AND EVOLUTION OF MANAGEMENT THOUGHT

15

Management – Meaning – Definition – Importance – Nature and Scope – Process – Role and Functions of Manager – Levels of Management – Development of Scientific Management – Contribution of Henry Fayol and F.W. Taylor.

UNIT II PLANNING AND DECISION MAKING

15

Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedure methods Decision Making – Process of decision making – Types of Decision.

UNIT III ORGANISATION STRUCTURE

15

Organizing – Types of organization – Organization structure – Span of Control – Departmentalization - Informal Organization.

UNIT IV AUTHORITY AND RESPONSIBILITY AND RECRUITMENT PROCESS AND TRAINING

15

Authority – Delegation – Decentralization – Responsibility – Recruitment - Sources – Selection – Stages In Selection – Training Benefits of Training – Methods of Training.

**UNIT V PROCESS OF MOTIVATION, COMMUNICATION, CO - ORDINATION
AND CONTROL** **15**

Motivation – Need and Importance – Communication – Importance – Elements - Channels – Types – Barriers to Communication – Guide lines for ensuring Effective Communication – Co-ordination – Meaning – Definition – Need - Principles of Co-ordination – types of Co-ordination – Controlling – Meaning – Definition – Importance – Steps in Controlling.

Total: 75Hours

Course Outcomes

- I. To develop knowledge about evolution of management thoughts
- II. To better understanding of planning and decision making
- III. To give an idea about organisation structure and different types of organisation
- IV. To make them familiarize with recruitment process and stages in selection
- V. To provide idea about motivation, importance of communication and Principles of coordination.

Text books:

1. P.C. TirpathiAnd P.N. Reddy, “Principles Of Management”, Tata Mcgrawhil New Delhi, 1991.
2. WeirichAnd Koontz, “Management – A Global Perspective”, 10th Edition, 1993.

References:

1. N.Premavathi, “Principles of Management”, 2nd Edition Sri Vishnu Publication, Chennai, 2003.
2. J.Jayashankar, “Business Management”, 1st Edition Margham Publication, Chennai, 2004.

FINAICIAL SERVICES

5 0 0 4

Course Objective: To help students to Understand the working of Financial System in India. To introduce them to the view areas of merchant banking, Leasing, Factoring and Insurances.

UNIT I FINANCIAL SERVICES 15

Introduction to Financial Services – Meaning and Importance Of Financial Services – Types Of Financial Services – Financial Services And Economic Environment – Players in Financial Services Sectors.

UNIT II MERCHANT BANKING 15

Merchant Banking – Functions – Issue Management – Managing Of New Issue – Underwriting – Capital Market – Stock Exchange – Role Of SEBI.

UNIT III LEASING AND HIRE PURCHASE 15

Meaning and Defintion of Leasing - Leasing and hire purchase concepts and Features – types of lease accounts.

UNIT IV FACTORING 15

Meaning and Definition of Factoring - Factoring – functions of Factor – Consumer Finance – venture capital – mutual funds – Credit rating.

UNIT V INSURANCE 15

Meaning and definition of Insurance - Insurance – different types – life, marine, fire, motor, health, pension, plan, annuity, rural Insurance, Insurance law and regulation Brief Introduction IRDA act, insurance act 1938.

Total: 75Hours

Course Outcomes

- I. To give an idea about fundamentals of financial services and players in financial sectors
- II. To create an awareness about merchant banking, issue management, capital markets and role of SEBI
- III. To provide knowledge about leasing and hire purchase concepts
- IV. To make them understand about different types of insurance and IRDA Act.

Text book:

1. M.Y. Khan, “Financial Services”, Tata McGraw Hill, 2004.

References:

1. K. Sasidharan, Alex Mathews, “Financial Services”, Tata McGraw Hill, 2010.
2. B. S. Bhatia, G. S. Batra, “Management of Financial Services, Deep & Deep Publications Pvt Ltd., 2008.

OFFICE MANAGEMENT**5 0 0 4**

Course Objective: To enlighten the students to know about the process of an office through which the internal control of all the organizations are achieved.

UNIT I INTRODUCTION 15

Office and Office Management – Meaning of Office, Function of Office , Primary and Administrative Functions, Importance of Office. Relation of Office with other Departments of Business Organization, Concept Of Paperless Office, Virtual Office, Back And Front Office, Open And Private Office. Definition and Elements of Office Management, Duties of an Office Manager.

UNIT II FILING AND INDEXING 15

Filing and Indexing – Meaning and Importance of Filing, Essential of Good Filing System. Centralized and Decentralized Filing System. Meaning, Need and Types of Indexing used in the Business Organization.

UNIT III OFFICE FORMS 15

Office forms- Meaning and Types of forms used in Business Organization, Advantages Form Controls, Objectives form designing, Principles Of Forms Designing and Specimens of Forms Used in Office. Office Record Management- Meaning, Importance of Record Keeping Management, Principles of Record Management and Types of records kept in a Business Organization.

UNIT IV OFFICE SALARY 15

Office Machines and Equipments - Importance, Objectives of Office Machines. Office Safety and Security – Meaning, Importance of Office Safety, Safety Hazards and Steps to Improve Office Safety. Security Hazards and Steps to improve Office Security.

UNIT V MEASUREMENT OF OFFICE WORK**15**

Measurement of Office Work – Importance, Purpose, Difficulty in Measuring Office Work. Different ways of Measurement, Setting of Work Standards. Benefits of Work Standards. Techniques of Setting Standards. Office Manuals- Meaning , Need, Types of Office Manuals and Steps in Preparing of Office Manuals.

Total: 75Hours**Course Outcomes**

- I. To make them understand office management and duties of an office manager
- II. To give an idea about proper filing and indexing of office documents
- III. To understand the principles of record management and different types of records in business organisation
- IV. To enable them to aware about safety hazardous and steps to improve office safety.
- V. To introduce different measures of office work

Text books:

1. Dr. Jayashree, Business Organisation and Business Management, Kalyani Publication, 2011.
2. Dr. Jayashankar , Office Management, Margham Publication, 2015.

Reference:

1. Dr.P. Subbarao – Office Management , Himalaya Publication, 2015.
2. R. C. Bhatia, “Pnciple of Office Management”, Lotus Press Publication, 2007.

BUSINESS POLICY

5 0 0 4

Course Objective: To throw light on the policies of business which should be established and followed by the business men to achieve the objectives.

UNIT I INTRODUCTION 15

Business as a Social System/Economic System: Objective of Business; Business Environment- Socio economic sector. Technology Sector, Government Sector. The Industry Environment – Customer, Sector/Supplier Sector/ Competitor Sector. The International Environment- Opportunities for International activities/ Threats from International activities.

UNIT II SOCIETY AND BUSINESS 15

Society and Business: Business ethics, Social responsibility of Business/ Indian Businessmen, Social Audit. Business Policy in Various Economic systems: Capitalist Economy: economic system of socialism and Mixed Economic System.

UNIT III POLICY CORPORATE STRATEGY 15

Business policy and Corporate Strategy : How to make policy corporate strategy : Policies : Strategies And Tactics : Policies And Procedures.

Policy formulation and implementation: Policy Formulation: Objectives, Direction: Consideration of change: Business Policy concepts. Business, policy- Characteristics importance. Different types of policies; Classification, Strategies, Programmes . Procedures and Rules M.B.O/M.B.E Major and Minor policies : Supporting composite and contingency policies: Parameter of policy : Development of Business policy : SWOT Analysis: Element of Business Policy : Implementation of Policy.

UNIT IV MAJOR BUSINESS POLICIES 15

Major Business Policies: Man Power Planning, Product Policies, Marketing Policies, Production and Purchase Policies, Financial Policies, Capital Procurement and Distribution. Administration and Control of Policy: Communication System: Policy Implementation, Rules and Procedures: GOI Policy: Appended Implies and Imposed Policy : Oral and Written Polices : Control and Review.

UNIT V CORPORATE STRATEGY 15

Functions and Importance, Strategy Alternatives, Considering Strategy Variations, Strategic Choice, Implementation.

Total: 75Hours

Course Outcomes

- I. To provide an introduction on Business system and its function
- II. To understand the concepts of social audit, business policy and capitalist economy
- III. To enable them to familiarize with corporate strategy
- IV. To provide an idea about man power planning, product policies, market policies and capital procurement.
- V. To make them aware about alternate strategies

Text book:

1. Dr.C.BMamoria, “Business Planning and Policy”, Himalaya publications, 2011.

References:

1. G.S. Reddy , “Business Environment and Strategies”, Himalaya publications, 2015.
2. AzharKazari, “Business Policy and Strategies”, Tata McGraw – Hill Publishing Company Limited, 2002.

HUMAN RESOURCES DEVELOPMENT (HRD)

5 0 0 4

Course Objective: To familiarize the students with the human recourses development, the development human capacity, which help them to develop their attitudes and knowledge.

UNIT I INTRODUCTION

15

HRD: Definition, Evolution of HRD from Personnel Management, Developmental Perspective of HRD, HRD at Macro and Micro Levels: Outcomes of HRD in the National and Organizational Contexts. Qualities and Competencies required in a HRD Professional. Importance of HRD in the Present Context. Development of HRD Movement in India.

Theory and Practice of HRD: HRD Concepts, Subjects of HRD: Human Resource Planning, Potential, Potential Appraisal, Assessment Center, Performance Appraisal including 375 Degree Appraisal.

Organisational Culture And Climate: Meaning and Types of Organizational Culture and Climate; Role of HRD in Promoting a Development Oriented Culture and Climate in the Organizations.

UNIT II DEVELOPMENT HUMAN CAPACITY 15

Development Human Capacity : Aptitude, Knowledge, Values Skills of Human Relations, Responsiveness, Loyalty and Commitment, Transparency, Leadership Development.

Training and Development: Meaning and Scope of Training, Education and Development: Training Need Analysis, Types of Training Internal and External, Outbound Training, Attitudinal Training, Training Effectiveness.

Learning Organization: Organizational Learning, Importance of Experiential Learning, Learning Organization, Knowledge Management, Achieving Organizational Effectiveness and Excellence.

UNIT III HUMAN RESOURCE AUDIT 15

Evaluating HRD: Human Resource Accounting, HR Audit and Bench Marketing, Impact-Assessment of HRD Initiatives on the Bottom-Line of an Organization.

UNIT IV ORGANIZATIONAL DEVELOPMENT 15

Organizational Development (OD) : Meaning of OD, OD Interventions, OD Programs And Techniques: Behaviour Modeling, Gaming, Encounter Groups, Quality of Work life(QWL) and Quality of Life Programs, Grid Training, Benefits of OD: OD Consultant

UNIT V TRAINING AND DEVELOPMENT 15

Recent Trends in HRD and OD: Training for Trainers and HRD Professionals, Promoting Research in HRD and OD. Impact of Developments in the other fields such as Psychology, Business Management, Communication and Information Technology Appraisal, Training and Development, Career Planning & Succession Planning.

Total: 75Hours

Course Outcomes

- I. To provide an idea about HRD, its concepts and its functions.
- II. To enable the students to understand training and development and various life skills.
- III. To create an awareness regarding human resource audit
- IV. To make them understand organizational development and different techniques in OD
- V. To develop competence in HRD

Text books:

1. Dr. K.Sundar, "Human Resource Development" , Margham Publications, 2003.
2. Dr. Jayashankar, "Human Resource Development", Kalyani Publications, 2011.

References:

1. Dr.Tripatti, "Human Resource Development" , Sultan & sons Publications,2015.
2. Dr.S.P.Iyankar "Human Resource Development", Kalyani Publications, 2010.

INVESTMENT MANAGEMENT**5 0 0 4**

Course Objective: To make the students study the concepts, importance, schemes and analysis related to investment.

UNIT I INTRODUCTION 15

Concepts & investments- importance- alternative forms of investment- LIC schemes- bank deposits- government securities- mutual fund schemes- post office schemes- provident fund- company deposits- real estate- gold & silver.

UNIT II INVESTMENT IN SHARE AND DEBENTURES 15

Investment in shares and debentures- comparison with other forms of investment- primary market: role of NIM mechanics & floating new issues- secondary markets: functions- mechanics of security market- OTCEI- NSE- features and options.

UNIT III RISK & RETURNS 15

Risk- kinds- measures of risk- returns- valuation of securities- valuation of bonds- valuation of preference & equity shares.

UNIT IV SECURITIES ANALYSIS 15

Security analysis- fundamental analysis- economic, industry and company analysis, technical analysis- Dow theory- types of charts- importance chart pattern.

UNIT V MARKET THEORY 15

Efficient market theory- random walk theory- weak- semi strong- strong- portfolio analysis- Markovitz theory- optimum portfolio.

Total: 75Hours.

- I. To provide an idea about investments and its various alternatives
- II. To enable the students to understand Shares and Debentures

UNIT V TRADE ASSOCIATION**15**

Trade association and chamber of commerce- insurance- principle and types. Other forms of organisation- transport- insurance- banks- hospitals- hostels- educational institutions- farms- social services organisation.

Total: 75 Hours**Course Outcomes**

CO –I To provide introduction about business organization

CO –II To make them aware about different forms of business

CO –III To make them understand the importance of location of industry

CO –IV To create awareness about stock market

CO –V To facilitate the knowledge about Trade – association

Text books:

1. Dr. Y.K. Bhosyshan, Business Organisation And Management- Sultan & Son Publication.
2. Dr.T. Ramasamy- Business Organisation- Himalaya Publication

References:

1. Dr.V. Nagfajothi- Business Organisation- Himalaya Publication
2. Dr. Sherlekar-Modern Business Organisation And Management, Himalaya Publication.

UNIT V BODY LANGUAGE, STRESS MANAGEMENT & TIME MANAGEMENT

6

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

Topics Prescribed For Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

Total: 30 Hours

Course Outcomes

- CO –I To provide orientation about personality development
- CO –II To understand the importance of Values and Attitudes for their self-development
- CO –III To give them Motivation and to create knowledge about motivation theories
- CO –IV To Enable them to become SMART and Self esteemed
- CO –V To create awareness about body language and stress management

Text books:

1. S. P. Robbins, “Organisational Behaviour”, Prentice-Hall Of India Pvt. Ltd., New Delhi- 15th edition, 2013.
2. Richard Denny, “Communicate To Win”, Kogan Page India Private Limited, New Delhi- 2009.
3. Rajendra Pal And J. S. Korlhalli, “Essentials Of Business Communication”, Sultan Chand & Sons, New Delhi, 1st edition, 2012.

References:

1. K. K. Sinha, "Business Communication", Galgotia Publishing Company, New Delhi.-4th edition, 2012.
2. C. S. Rayudu, "Media And Communication Management", Himalaya Publishing House, Bombay, 2011.
3. Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade, "Business Communication", Diamond Publications, Pune. 2009.

PROJECT MANAGEMENT**2002**

Course Objective: To initiate students into the starting of a project and to help them execute the project successfully. To give theoretical knowledge for a Hands-on experience.

UNIT I INTRODUCTION 4

Project – Meaning – Definition – Characteristics of Project – Scope of project management – Benefit of project mechanisms. Project identification and formulation – Different types of needs leading to different types of projects.

UNIT II PROJECT SELECTION 4

Macro Parameters in project selection, Different consideration for project under private, public and joint sectors. Project formulation preparation of project profile, project report and detailed project report. Board criteria for pre- investment decisions.

UNIT III PROJECT APPRAISAL 4

Project appraisal – different types of appraisal – technical, economic, organizational and managerial, commercial and financial – Financial techniques for project appraisal and feasibility, discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return. Non-financial justifications of projects.

UNIT IV PROJECT FINANCING 4

Project financing pattern of financing. Sources of finance, impact of taxation, Public loans, small savings surplus of public enterprises, deficit financing, foreign aid, public sector project financing. Role of tax planning in project financing.

UNIT V PROJECT ADMINISTRATION**4**

Project administration – progress payments, expenditure planning, project scheduling and network planning use of Critical Path Method (CPM). Concepts and uses of Project evaluation and Review Techniques (PERT) cost as a function of time, project evaluation and review techniques/ cost mechanisms.

Total: 20Hours**Course Outcomes**

CO –I To understand the basics about project management and its various types

CO –II Enable them to develop project formulation and preparation of project report

CO –III To equip the students for project appraisal and corrective measures

CO –IV To understand more about project finance and its source

CO –V To make them aware about project evaluation methods

Text book:

1. C.B. Gupta, “Project management”, A.P.H Publishing Corporation, New Delhi, 2000.

References:

1. Judith Dwyer, Pauline Stanton, “Project management”, Valerie Thiessen, First published in 2004.

COMPUTER LANGUAGES IN BUSINESS**5 0 0 4**

Course Objective: To enlighten the students to study the technical languages of computers which is related with business in the modernised world.

UNIT I INTRODUCTION TO MS-OFFICE**15**

Introduction to software packages, of components of MS-Office.

UNIT II MS-WORD**15**

Introduction, menus, shortcuts, documents types, working with documents- opening, saving, closing, editing document, using toolbars, rulers, help, formatting documents- setting font, paragraph, page style- setting foot notes, page break, line break, creating section and frame, inserting clips arts, pictures, setting document styles, creating tables- settings, borders alignments, merging, splitting, sorting rows and columns, drawing-inserting, drawing, formatting grouping, ordering, rotating pictures, tools-word completion, spell check, macros, mail merge, tracking changes, security, printing documents.

UNIT III MS-EXCEL**15**

Introduction, spread sheet application, menus, tool bars and icons, spreadsheet- opening, saving, closing, printing file, setting margins, converting file to different formats, spread sheet addressing, entering and editing data- copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, computation data- setting formula, finding total in rows and columns, functions types- mathematical, group, string, date and time, formatting spread sheet- alignment, font, border, hiding, locking, cells, highlighting values, background colour, bordering and shading, working with sheet- sorting, filtering, validation, consolidation, subtotals, charts- selecting, formatting, labeling, scaling, tools- error checking, spell check, formula auditing, tracking changes, customization

UNIT IV MS- POWER POINT**15**

Introduction, opening new presentation, presentation templates, presentation layout, creating presentation- setting presentation style, adding header and footer, slide background, slide layout, slide show, adding graphics- inserting pictures, movies, tables, adding effects- setting animation and transition effects, audio and video, printing handouts.

UNIT V DATABASE MANAGEMENT**15**

Database management using excel- sorting, filtering, table validation, goal seek, scenario.

Total: 20 Hours**Course Outcomes**

CO –I To introduce the students about basics of MS-Office

CO –II To provide practical knowledge exposure to MS- Word

CO –III To provide practical knowledge exposure MS-Excel

CO –IV To provide practical knowledge exposure MS- Power Point

CO –V Develop the competence of database management

Text books:

1. Surtis Frye, Joyce Cox, Steve Lambert, “Microsoft Office System” Step By Step, 2007.
2. Nance Muir, “Microsoft Office- Power Point 2007 Plain and Simple”, Amazon.Com .

BUSINESS INFORMATION SYSTEMS

5 0 0 4

Course Objective: To appreciate the role and importance of information systems in an organisation and at the various levels of decision making. To understand the elements, functional relationships between the hardware, software and other elements comprising the information system.

UNIT I INTRODUCTION TO INFORMATION SYSTEMS 15

Introduction to organization- decision levels- managerial roles- information needs of managements- information system- decision- features- systems concepts- framework for information systems- strategic uses of management information systems- future of IS in an organization – business process reengineering.

UNIT II INFORMATION SYSTEM COMPONENTS 15

Hardware- input and output devices- n computer memory (primary, secondary& cache) - memory access time- file structures- network components.-software- operating system software- application software- groupware- multiprogramming- multi tasking. Database- definition- data capture- data integrity- components of database management systems.

UNIT III INTEGRATION OF INFORMATION SYSTEMS 15

Distributed processing- centralized data processing – decentralized data processing- distributed- database- client server computing- internet- intranet-electronic conferencing transaction processing systems- office automation systems- knowledge management systems- decision support systems (features, components & tools)- group decision support systems- expert systems (components & advantages) – case studies.

UNIT IV APPLICATION OF INFORMATION SYSTEMS IN BUSINESS AREAS

15

Application of information systems at the operational, tactical & strategic levels in the areas of accounting & finance, marketing, human resources and production.

UNIT V MANAGEMENT OF INFORMATION SYSTEMS 15

Information systems security- risks, threats- protection of information systems. Role & responsibility of IS professionals- ethical issues.

Total: 75Hours

Course Outcomes

CO –I To make them aware about information system concepts and features

CO –II To provide knowledge about Hardware and Software

CO –III Enable the students with data processing and modern electronic medium

CO –IV Develop the students about application of information system

CO –V Create an awareness about security , threats and its protective measures

Text books:

1. Robert Schulthesis, Mary Summer, “Management Information Systems- The Managers View”, Tata McGraw hill Publication, 2011.
2. Geral v Post David, L Anderson, “Management Information Systems”, Tata McGrawHill, 2012.

References:

1. Jaiswal. S, “Management Information Systems”, Tata McGrawHill, 2014.
2. Brien, “Management Information Systems”, Tata McGrawHill, 2013.

E- COMMERCE

5 0 0 4

Course Objective: on successful completion of the course the students should have:

1. Learnt to analyze the business model of firm, and determine the role that the internet (and related technologies) can play to support or even enable this model
2. Understand the key issues involved in managing electronic commerce initiatives
3. Utilize the internet to collect information to conduct research.

UNIT I TELECOMMUNICATION NETWORKS

15

Introduction- LAN-WAN- internet- what is electronic commerce- brief history of electronic commerce- advantages and limitations of electronic commerce- types of electronic commerce- integrating electronic commerce key questions for management.

UNIT II THE INTERNET AND THE WORLD WIDE WEB

15

The internet today- history of the web- unique benefits of the internet- internet architecture – world wide web concepts and technology- creating web pages- launching a business on the internet.

UNIT III ELECTRONIC PAYMENT SYSTEMS 15

Overview of the electronic payment technology- requirements for internet based payments – electronic payment media - electronic commerce and banking.

UNIT IV E-SECURITY 15

Security in the cyberspace- designing for security- virus- security protection and recovery encryption- the basin algorithm system- authentication and trust- key management internet security protocols and standard- other encryption issues.

UNIT V WEB BASED BUSINESS 15

Business-to-business electronic commerce- intranets and extranets- intranets and supply chain management- legal and ethical issues- case studies.

Total : 75Hours

Course Outcomes

CO-I Understand the concept of E-Commerce and Describe the opportunities and challenges offered by E-Commerce

CO-II Able to handle electronic payment technology and requirements for internet based payments

CO-III Understand the categories of E-Commerce and understand the different applications of E-Commerce

CO-IV To understand and identify security issues of E-Commerce

CO-V Understand the concept of WEB Based Business Understand the M-Commerce applications

Text book:

1. Elias.m. Awad, "Electronic Commerce" prentice- hall of India Pvt Ltd, 2002.

References:

1. Ravi kalakota, Andrew B. Whinston, "Electronic Commerce – a manager's guide", Addison- Wesley, 2000.
2. Zheng Qin, "Introduction to E-Commerce", T Singha University Press, Beijing, 2009.

MATERIALS MANAGEMENT

2002

Course Objective: To impart knowledge about purchasing, storing and distributing the materials and enable to connect their experience with corporate business.

UNIT I INTRODUCTION TO MATERIALS MANAGEMENT 4

Definition and meaning of Materials Management – Objectives of Materials Management – Importance of Materials Management – Who is Materials manager.

UNIT II MANAGEMENT OF MATERIALS 4

Integrated Materials Management – Definition – Materials demand forecasting – Replenishment Stock – MRP-EBQ –EOQ – Other inventory control

UNIT III PURCHASING OF MATERIALS 4

Purchasing Principles and Procedures – Make or buy Decisions – Legal aspects of purchasing –Import substitution – International purchase – Import purchase procedure

UNIT IV STORE KEEPING 4

Objectives, Functions and Importance of store keeping – Who is store keeper – Duties and responsibilities of store keeper – Location of storage room – Centralized store room – Protection and prevention of the store room.

UNIT V MATERIALS HANDLING AND VENDOR SYSTEM 4

Definition and importance of Materials handling – Receipt of materials – Inspection – Preservation – Issue of Materials and its procedures – Vendor rating –Buyer seller relationship.

Total : 20 Hours

CO-I To understand Materials Management and its importance

CO-II To analysis Materials demand forecasting ,replenishment Stock – MRP-EBQ –EOQ – Other inventory control

CO- III To acquire knowledge on Purchasing Principles and Procedures, International purchase and Import purchase procedure

CO-IV To understand Functions and Importance of store keeping and material handling

Text books:

1. M.M. Verma, “Materials Management” Sultan Chand & Sons, New Delhi, 2010
2. P Saravanavel and S Sumathi “ Production and materials Management”, Margham Publications, 2013

References:

1. Datta. A.K . “Integrated Materials Management: Functional approach” Prentice Hall, New Delhi, 2009.
2. P. Gopalakrishnan’ “Purchasing and Materials Management” Tata McGraw hills, New Delhi, 2

PRODUCTION & SUPPLY CHAIN MANAGEMENT 2002

Course Objective: To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I PRODUCTION MANAGEMENT 4

Introduction, objectives, importance of production management, meaning and types of Production System; plant location; factors affecting locations, plant layout; meaning, objectives, types.

UNIT II PRODUCTION PLANNING AND CONTROL 4

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling, factors affecting scheduling, Dispatch & Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

UNIT III PRODUCTIVITY & MAINTENANCE 4

Productive Meaning, Importance, Factors affecting Productivity, Quality Control-meaning, objectives, control charts (mean chart, range chart only)
Maintenance-meaning, objectives, types.

UNIT IV SUPPLY CHAIN MANAGEMENT 4

Meaning and definition- Objectives of SCM- components of SCM, SCM process, Factors driving the SCM –supply chain planning, push/pull strategy, the bullwhip effect.

UNIT V LOGISTICS MANAGEMENT

4

Meaning and definition – significant of logistics –concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management.

Total : 20 Hours

Course Outcomes

CO-I To analyze production management and types of Production System; plant location; factors affecting locations and plant layouts

CO-II To understand Importance & Procedure of Production Planning, Routing scheduling, factors affecting scheduling, Dispatch & Follow up

CO- III To acquire knowledge on Quality Control and supply chain management (SCM) operation

CO-IV To understand Logistics Management and its concepts

Text books:

1. Mahadevan B, “Operations Management Theory & Practice”, Pearson Education, 2nd Edition, New Delhi.
2. Heizer Jay and Render Barry, “Production & Operations Management”, Pearson Education, 2013.

References:

1. Saravanel&Sumathy, “Production and operations management”, Margham Publications-Chennai, 2011.
2. Sunil Chopra, “Essentials of supply chain management”, Pearson publications, New Delhi, Fifth edition.

- CO-IV To understand essential Characteristics of Human Rights
 CO- V Develop competence on Science and Technology and Economic Awareness

Text book:

1. “Touchstone: Synergy of Values”, University of Madras, 2003.

Reference:

1. “In harmony- Value Education at College Level”, Dept. of Ethics and Religious Studies
 Loyola College, Madras.

NATIONAL SERVICE SCHEME

3 0 0 2

Course Objective: To create awareness among the students why the social services are important to the society.

UNIT I ENVIRONMENT ISSUES 6

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and a forestation)

UNIT II DISASTER MANAGEMENT 6

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

UNIT III PROJECT CYCLE MANAGEMENT 6

Project planning - Project implementation - Project monitoring - Project evaluation: impact assessment

UNIT IV DOCUMENTATION AND REPORTING 6

Collection and analysis of data - Preparation of documentation/reports - Dissemination of documents/reports

UNIT V PROJECT WORK/ PRACTICAL 6

Workshops/seminars on personality development and improvement of communication skills.

Total: 30Hours

Course Outcomes

CO-I To understand the community needs , problems and develop social responsibilities

CO-II Students acquire leadership quality in group living

CO-III To understand disaster management and its role of youth in disaster management

CO- IV Develop competence in documentation and report writing

CO- V Students are able to develop leadership skills to organize seminar , workshop and other personality programme

Text book:

1. Dr. S. Baskaran, “Social Work and Development”, Himalaya Publication, 1998.

SYLLABUS

ABILITY ENHANCEMENT ELECTIVE COURSES

Subjectcode:

BUSINESS COMMUNICATION

6004

Course objective: To enable be student to develop their business communication skills effectively. To make students familiar with the business correspondence.

UNIT I

Definition-methods-types-principles of effective communication-barriers to communication-business letters-layout. 15 Hours

Unit II

Kinds of business letters-interview-appointment-acknowledgement-promotion-enquires-replies-order-sales-circulars-complaints. 15 Hours

UNIT III

Bank correspondence-insurance correspondence- correspondence with shareholders and directors. 15 Hours

UNIT IV

Agency correspondence-report writing. 15 Hours

UNIT V

Modern forms of communication: Fax-email-video conference-internet-websites and their uses in business.

15 Hours

Total 75 Hours

Course Outcomes

- CO-I Upon completion of the course, students are able to demonstrate a good understanding of effective business writing and effective business communications
- CO-II Students can able developing and delivering effective presentations
- CO-III To understand effective interpersonal communication skills that maximise team effectiveness
- CO-IV To acquire the skills of report writing and Modern forms of communication: Fax-email-video conference-internet-websites and their uses in business.

TEXT BOOKS:

1. Essentials of business communication-Rajendra pal & J.S. Korlahalli.
2. Communication for business-Shirley Taylor
3. Business communication today-Bovee, Thrill, Scholtzman

Reference books:

1. Advanced business communication-Penrose, Rasberty, Myers
2. Doing business on the internet-Simon Cellin
3. Business communication goffery-process and product-Marry Ellen.

Course Objective: To make the students to learn about environment and the pollutants.

UNIT I INTRODUCTION 15

The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

UNIT II NATURAL RESOURCES 15

Natural resources and associated problem - Renewable and Non- Renewable resources:- Forest Resources-Mineral Resources-Food Resources - Energy Resources - Land Resources: Role of an individual in conservation of natural resources-Equitable use of resources of sustainable lifestyles.

UNIT III ECO SYSTEM 15

Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem :Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

UNIT IV BIODIVERSITY AND ITS CONSERVATION 15

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conservation of Bio-diversity.

UNIT V ENVIRONMENTAL POLLUTION AND HUMAN RIGHTS 15

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management – Flood, earthquakes, cyclone of landslides Environment and human health - Human rights -

Value education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study.

Total : 75Hours

Course Outcomes

- CO-I Understand key concepts from environment studies , political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- CO-II To understand appreciate concepts and methods from renewable and non-renewable sources and their application in environmental problem solving.
- CO-III Students can acquire knowledge on ecosystem , Food Chains, and historical context of environmental issues and the links between human and natural systems.
- CO-IV Students understand critically on Bio-diversity , threats for Bio-diversity and their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Text book:

1. Dr. Shradhasinha, Dr.Manishashukula, Dr. Ranjana Shukla, “Environmental studies, Kurukshetra University. August 2014.

References:

1. Dr. N. Arumugam, Prof.V. Kumaresan, “Environmental studies”, Saras Publication, 2014.
2. Thangamani&ShyamalaThangamani, “Environmental studies”,Kurukshetra University. August 2013.