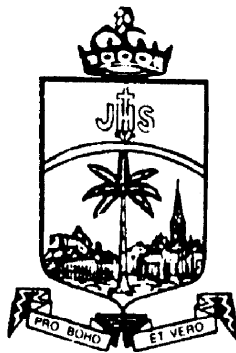


# **M.Com. - CA**

## **SYLLABUS : 2012**

### **CHOICE BASED CREDIT SYSTEM (CBCS)**



**St. JOSEPH'S COLLEGE (Autonomous)**

*Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC*

*College with Potential for Excellence by UGC*

**TIRUCHIRAPPALLI - 620 002, INDIA.**





## FEATURES OF CHOICE BASED CREDIT SYSTEM

### PG COURSES

The Autonomous (1978) St. Joseph's College, accredited with Five Star status in 2001, Re-accredited with **A+ Grade** from NAAC (2006), Re-accredited with **A Grade** from NAAC (3<sup>rd</sup> cycle), had introduced the Choice Based Credit System (CBCS) for PG courses from the academic year 2001-2002. As per the guidelines of Tamil Nadu State Council of Higher Education (TANSICHE) and the Bharathidasan University, the College has reformulated the CBCS in 2008-2009 by incorporating the uniqueness and integrity of the college.

### OBJECTIVES OF THE CREDIT SYSTEM

- \* To provide mobility and flexibility for students within and outside the parent department as well as to migrate between institutions
- \* To provide broad-based education
- \* To help students learn at their own pace
- \* To provide students scope for acquiring extra credits
- \* To impart more job oriented skills to students
- \* To make any course multi-disciplinary in approach

### What is credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the relation between credits and hours.

Sem.	Specification	No. of Papers	Hour	Credit	Total Credits
I - IV	Core Courses (Theory & Practical)	14	6	14 x 5	70
	Project	1	--	1 x 5	05
I - IV	3 - Core Electives	3	4	3 x 4	12
	1 - Soft Skill Course (Common) (IDC-1)				
	1 - Inter Dept. Courses (IDC-2)	2	4	2 x 4	08
I - IV	SHEPHERD - Extension Activity	~	70	5	05

**Total Minimum Credits** **100**

**Other Additional Credits (Dept. Specific)** **....**

However, there could be some flexibility because of practicals, field visits, tutorials and nature of project work.

For PG courses a student must earn a minimum of 100 credits. The total number of courses offered by a department is 20. However within their working hours a few departments can offer extra credit courses.

### **Course Pattern**

The Post Graduate degree course consists of three major components. They are Core Course, Elective Course and Inter Departmental Course (IDC). Also 2 compulsory components namely Project / Project related items and SHEPHERD, the extension components are mandatory.

### **Core Course**

A core course is the course offered by the parent department, totally related to the major subject, components like Practical, Projects, Group Discussions, Viva, Field Visits, Library Record form part of the core course.

### **Elective Course**

The course is also offered by the parent department. The objective is to provide choice and flexibility within the department. The student can choose his/her elective paper. Elective is related to the major subject. The difference between core course and elective course is that there is choice for the student. The department is at liberty to offer three elective courses any semester. It must be offered at least in two different semesters. The staff too may experiment with diverse courses.

### **Inter Departmental Course (IDC)**

IDC is an inter departmental course offered by a department for the students belonging to other departments. The objective is to provide mobility and flexibility outside the parent department. This is introduced to make every course multi-disciplinary in nature. It is to be chosen from a list of courses offered by various departments. The list is given at the end of the syllabus copies. Two IDCs must be taken by students which are offered in Semester II & III. In

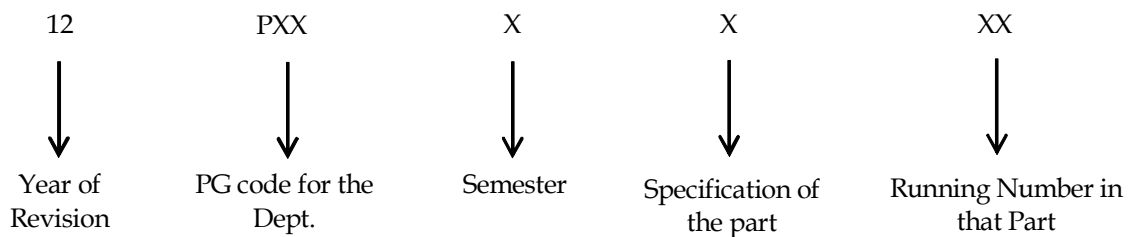
semester II, a common IDC, Soft Skills is to be offered by JASS (Joseph Academy of Soft Skills).

**Day College (Shift-I) student may also take an IDC-2 from SFS (Shift-II) course and vice versa**

The IDC are of application oriented and inter-disciplinary in nature.

**Subject Code Fixation**

The following code system (9 characters) is adopted for Post Graduate courses:



- 01 – Core Courses: Theory & Practical
- 02 – Core electives
- 03 – Additional Core Papers (if any)
- 04 – Inter Departmental Courses
- 05 – Project
- 06 – SHEPHERD

**CIA Components**

The CIA Components would comprise of two parts: (1) Test Components conducted by Controller of Examination (COE) and (2) Teacher specific component. The two centralized tests will be conducted by the COE (Mid-Semester Test & End-Semester Test) for 30% each administered for 2 hours duration. The remaining 40% would comprise of any three components as listed below and will be carried out by the faculty concerned for that paper.

- \* Assignment, Quiz (Written / Objective), Snap Test, Viva-Voce, Seminar, Listening Comprehension, Reading Comprehension, Problem Solving, Map Reading, Group Discussion, Panel Discussion, Field Visit, Creative Writing, Open Book Test, Library Record, Case Study, etc.

- \* As a special consideration, students who publish papers in referred journals would be exempted from one of the teacher specific internal components in one of the papers. At the beginning of each semester, the four internal components would be informed to the students and the staff will administer those components on the date specified and the marks acquired for the same will be forwarded to the Office of COE.

### Evaluation

For each course there are formative continuous internal assessment (CIA) and semester examinations (SE) in the weightage ratio 50:50.

Once the marks of CIA and SE for each course are available, the Overall Percentage Mark (OPM) for a student in the programme will be calculated as shown below:

$$OPM = \frac{\sum_i C_i M_i}{\sum_i C_i} \text{ where } C_i \text{ is the credit earned for that course in any}$$

semester and  $M_i$  is the marks obtained in that course.

The Scheme of Over-all Results is as follows:

	PG	
Class	Arts (OPM)	Science (OPM)
SECOND	50 to 59.99	50 to 59.99
FIRST	60 to 74.99	60 to 79.99
DISTINCTION	75 & Above	80 & Above

### Declaration of Result

Mr./Ms. \_\_\_\_\_ has successfully completed M.Sc./M.A. degree course in \_\_\_\_\_. The student's overall average percentage of marks is \_\_\_\_\_ and has completed the minimum 100 credits. The student has also acquired \_\_\_\_\_ (if any) additional credits from courses offered by the parent department.

## M.Com. Computer Application - Course Pattern

Sem	Sub. Code	Subject	Hrs	Cr
<b>I</b>	12PCC1101	Research Methodology	6	5
	12PCC1102	Financial Management	7	5
	12PCC1103	Marketing Management	6	5
	12PCC1104	Internet Concepts	4	3
	12PCC1105	Software Lab - I (Web Designing)	3	2
	12PCC1201A	Core Elective-1: Entrepreneurship Development (OR)	4	4
12PCC1201B	Cyber Crimes and Cyber Law			
<b>Total for Semester - I</b>			<b>30</b>	<b>24</b>
<b>II</b>	12PCC2106	Cost Accounting	8	5
	12PCC2107	Investment Management	7	5
	12PCC2108	Database Systems	4	3
	12PCC2109	Software Lab - II (RDBMS)	3	2
	12PCC2202A	Core Elective-2: Customer Relations Management (OR)	4	4
	12PCC2202B	Computer Networks and Web Technologies		
12PSK2401	IDC-I-Soft Skills	4	4	
<b>Total for Semester - II</b>			<b>30</b>	<b>23</b>
<b>III</b>	12PCC3110	Operations Research	6	5
	12PCC3111	Organisational Behaviour	5	5
	12PCC3112	Programming in Java	3	3
	12PCC3113	Software Lab - III (Java)	3	2
	12PCC3114	Data Mining	5	5
12PCC3203A	Core Elective-3 Information Technology for Business (OR)	4	4	
12PCC3203B	E-Commerce			
12PCC3402	IDC-II- Career Planning And Management	4	4	
<b>Total for Semester - III</b>			<b>30</b>	<b>28</b>
<b>IV</b>	12PCC4115	Execution Strategies	6	5
	12PCC4116	Financial Accounting Package - Tally	5	3
	12PCC4117	Software Lab - IV (Financial Accounting Package and Data Mining)	3	2
	12PCC4118	Management Information System and ERP	6	5
	12PCC4501	Project Work	6	5
12PCC4301	Total Quality Management	(4)	(4)*	
<b>Total for Semester - IV</b>			<b>30</b>	<b>20</b>
12PCC4601	<b>SHEPHERD</b>			<b>5</b>
<b>TOTAL</b>				<b>100</b>

\*Additional Core Paper/ Additional Credit - 4

Semester: I

Hours/Week: 6

Code: 12PCC1101

Credits: 5

## **RESEARCH METHODOLOGY**

### **Objectives**

- ✧ To understand the process of research
- ✧ To understand the concepts of sampling and tools for data collection and analysis.
- ✧ To understand the process of documentation and research report writing.

### **Unit - 1: RESEARCH METHODOLOGY: AN INTRODUCTION**

Meaning of Research - Objectives of Research - Types of Research - Research Approaches - significance of Research - Research and Scientific Method - importance - research process - criteria of good research - problems encountered by researchers in India.

(18 hrs)

### **Unit - 2: DEFINING THE RESEARCH PROBLEM**

Research Problem - selection of the problem - techniques involved in defining problem - Meaning of Research Design - need - features concepts - types.

(18 hrs)

### **Unit - 3: SAMPLING DESIGN**

Census and sample survey - steps in sampling design - criteria of selecting a sampling procedure - characteristics of good sample design - different types of sample designs - Random sample from an infinite universe - complex random sampling designs - collection of data - primary sources and secondary sources.

(18 hrs)

### **Unit - 4: PROCESSING AND ANALYSIS**

Editing - Coding - Classification - tabulation - content analysis - processing of data - analysis of data.

(18 hrs)

### **Unit - 5: INTERPRETATION AND REPORT WRITING**

Meaning of interpretation - techniques of interpretation - precaution in interpretation - Research report - significance - precautions - mechanism - steps - layout - types - oral presentation.

(18 hrs)



### **Text Book**

Kothari,C.R, (2008), Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi.

### **References**

1. Wilkinson and Bhandarkar, (1999), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. Krishnaswami, O.R. (1993), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Devendra Thakur, (1993), Research Methodology in Social Sciences, Deep and Deep, New Delhi.
4. Gopal Lal Jain, (1998), Research Methodology, Mangal Deep, Jaipur.

### **Theory Only**

Semester: I

Hours/Week: 7

Code: 12PCC1102

Credits: 5

## **FINANCIAL MANAGEMENT**

### **Objectives**

- \* To introduce the subject of Financial management; and
- \* To acquaint the student with various techniques of Financial Management.

### **Unit: I**

Objectives and functions of financial Management - Role of Financial Management in the organisation - Risk and Return relationship. Time value of money concepts - Financial Markets in India - Primary and secondary market and their characteristics. Sources of Long term finance - Role of SEBI in Capital Issues. Forex-Interest Rate - Comparison, SEBI Guidelines and Regulation. Concepts of Derivatives - Forwards, futures and options - simple cases for the exercises. (21 Hrs)

### **Unit: II**

Cost of Capital - computation for each source of finance and weighted average cost of capital - EBIT - EPS Analysis - operating Leverage - Financial Leverage. (21 Hrs)

### **Unit: III**

Capital Budgeting - Conflict in criteria for evaluation - Capital Rationing - Risk analysis in Capital Budgeting - Sectoral risk analysis. (21Hrs)

### **Unit: IV**

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Dividend Policy - Dividend Policy and share valuation - CAPM - Interest rate parity theory, Inflation parity theory- Arbitrage. (21Hrs)

### **Unit: V**

Concepts of working Capital -Nature - Meaning - Objectives - Needs - Trade off between profitability and risk - Financing mix -

Hedging and conservative approach working capital policies –  
Factors affecting working capital requirements – Working capital  
estimation. (21Hrs)

**Text Book**

Pandey I.M 1999. Financial Management, New Delhi: Vikas  
Publishing House Pvt.Ltd.

**Reference Books**

1. Brealey R.A and Myers S.C 1988. Principles of Corporate Finance, New York: McGraw Hill Book Company
2. Chandra, Prasanna, 1998. Financial Management: Theory and Practice. New Delhi: Tata McGraw Hill Publishing Co. Ltd.,
3. John J.Hampton, Financial Decision Making – Concepts, Problems and Cases, Prentice Hall of India P. Ltd., New Delhi (1994)
4. Van Horne J.C 1994. Financial Management and Policy, New Delhi: Prentice Hall of India Pvt. Ltd.,
5. Mampton J.C. 1994. Financial Decision Making: Concepts, Problems and Cases. New Delhi: Prentice-Hall of India Pvt. Ltd.,
6. P.V.Kulkarni, B.G.Sathya Prasad, Financial Management, Himalaya Publishing House – ninth revised edition – 1999.

**Theory : 40% : Problem: 60%**

Semester: I

Hours/Week: 6

Code: 12PCC1103

Credits: 5

## **MARKETING MANAGEMENT**

### **Objectives**

- ✧ To help the students understand the conceptual framework of marketing management.
- ✧ It intends to expose the participants to the various decisions the marketing executives are required to take.

### **Unit-I**

Definition and Meaning of marketing and Marketing Management - Scope of Marketing Management - Nature and Importance of Marketing Management - Problems of Marketing Management - Difference between Sales Management and Marketing Management - Functions of Marketing Management - Principles of Marketing Management - Marketing Organisation Structure.(18 Hrs)

### **Unit-II**

Product Development - New Product Planning and Development - Steps in New Product Development - Management of Product Life Cycle - Product Line and Product Mix Strategies - Pricing - Objectives of Pricing Decisions - Factors influencing Pricing Decisions - Process of Price determination - Kinds of Pricing.

(18 Hrs)

### **Unit-III**

Channels of Distribution - Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel-middlemen in distribution-Kinds - Functions - Elimination of Middlemen - Arguments in favour of and against.

(18Hrs)

### **Unit-IV**

Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising - Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of a Advertising copy - Objections against Advertisement

copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies - Meaning and Definition - Benefits or Services of an Advertising Agency. (18Hrs)

### **Unit-V**

Sales promotion-meaning and definition-objectives and importance of sales promotion causes for sales promotion activities-types of sales promotion programmes-salesmanship and personal selling-steps in selling-essentials of salesmanship-importance of salesmanship-qualities of a good salesman. SCM - CRM. (18 Hrs)

### **Text Book**

Marketing Management: Philip Kotler

### **Books for References**

1. Marketing Management: C.B.Mamoria and Joshi
2. Marketing management: Dr.C.B. Gupta
3. Modern Marketing: R.S.N.Pillai & Bagavathi
4. Fundamentals of Marketing: William J. Stanton

Semester: I

Hours/Week: 4

Code: 12PCC1104

Credits: 3

## **INTERNET CONCEPTS**

### **Objectives**

- ✧ To understand the basic concepts related to internet and its standard protocols.
- ✧ To introduce the web technologies such as HTML and VBScript.
- ✧ Through the various examples the course will describe how to design specific page, dynamic web page, forms and frames. It also focuses on the practical aspects of these technologies.

### **Unit - I**

Networking Concepts: Intranet and Internet - LAN and WAN - star, Rectangle and Bus bar - history - applications - users - protocols - host machines and host names - internet architecture and packet switching - Client server model - band width and asynchronous communication. Connection: dial-up access - direct and dedicated connections - domains and addresses - domain name system - IP addresses - VPN. (12Hrs)

### **Unit - II**

HTML: Introduction - Tags - Document Layout - comments - headings - paragraphs - breaks - special characters - links - images - texts- HTML 3 & 4, XHTML. (12Hrs)

### **Unit - III**

HTML: lists - ordered lists - unordered lists - frames - frameset - nested frame - inline frame-form-introduction-documents-elements-tables. (12Hrs)

### **Unit - IV**

VB Script: Introduction - Language structure - control structure - procedures and functions - Error handling. (12Hrs)

## **Unit - V**

VB Script: Input & Output - Data Validation -Integration with Forms - Activex Control and Scripting-VB.net, CSS, PHP and Browsers - Virus - Worm - Firewalls. (12Hrs)

### **Text Book**

Wendy G.Lehnert, "Internet 101 - a beginners guide to the internet and the world wide web " ,addition wesley , 1999.

### **BOOK(S) FOR REFERENCE**

1. Chuck Musciano & Bill Kennedy, "HTML - The Definitive Guide", Shroff Publishers & Distributors Pvt. Ltd., Calcutta - 1999.
2. CIS terms school of computing - Jaipur, "INERNET - An Introduction", Tata McGraw Hill publishing company limited, New Delhi - 1999.
3. Christopher J.Goddard, Mark White, "Mastering VBScript", Golgotha Publications, New Delhi, 1998.

*Semester: I*

*Hours/Week: 3*

*Code: 12PCC1105*

*Credits: 2*

## **SOFTWARE LAB – I (Web Designing)**

### **HTML**

1. Designing a static web page using tags
2. Designing a form using simple (table, lists) tags
3. Developing a form using Frame tag
4. Create dynamic web page using html tags

### **VB Script**

5. Script writing basics
6. Using Name, object and methods
7. Adding interactivity to a web page
8. Creating Dynamic web pages
9. Scripting Forms
10. Designing a calculator.





Semester: I

Hours/Week: 4

Code: 12PCC1201A

Credits: 4

## **CORE ELECTIVE - I - ENTREPRENEURSHIP DEVELOPMENT**

### **Objectives**

- ✧ To make students to understand the different dimensions of entrepreneurship.
- ✧ To inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers.
- ✧ To develop the skills required to prepare a Business Plan.

### **Unit - I**

The Entrepreneur: General concept and definition, Entrepreneur and Entrepreneurship, Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Motivation, Woman Entrepreneur. (12 Hrs)

### **Unit - II**

Environment and Entrepreneurial Development: Entrepreneurial environment, Development Programmes (EDPs) Role, Relevance and Achievement of EDPs in India, Institutions for entrepreneurial development. (12 Hrs)

### **Unit - III**

Project Appraisal and Management: Search for business ideas, Project identification and formulation, Project appraisal, Profitability and risk analysis, Sources of finance. Porter model. (12 Hrs)

### **Unit - IV**

Legal and Statutory Environment for Small Industry: Legal formalities in setting up of SSIs Business Laws, Governmental Setup in promoting small industries, Financial institutions, Social Responsibility of Business. (12 Hrs)

### **Unit - V**

Small Scale Industrial Undertakings: Status of Small Scale Industrial Undertakings, Steps in starting a small industry,

Incentives and subsidies, Problems in small enterprise management,  
Sickness and Preventions – Recapitalization of sick unit. (12 Hrs)

**Text Book**

S K Mohanty, Prentice Hall of India, New Delhi, Fundamentals  
of Entrepreneurship.

**Book for Reference**

Dynamics of Entrepreneurial Development and Management  
Vasant Desai, HPH.

Semester: I

Hours/Week: 4

Code: 12PCC1201B

Credits: 4

**CORE ELECTIVE - I - CYBER CRIMES  
AND CYBER LAW**

**UNIT - I**

Cyber Crime and Criminal Justice: Concepts of Cyber crime and the IT ACT 2000 - Hacking-Cyber Fraud and Cyber Cheating - Virus on the Internet - Defamation, Harassment and E-Mail Abuse - Other IT Offences - Jurisdiction and Cyber Crimes - Nature of Cyber Criminality, Strategies to Tackle Cyber Crime and Trends - Criminal Justice in India and Implications on Cyber Crime.(12 Hrs)

**UNIT - II**

Basic Concepts of Technology and law: understanding the technology of internet - Scope of Cyber Laws - Cyber jurisprudence - Law of digital contracts - The Essence of Digital Contracts - The system of Digital Signatures - The role of function of Certifying Authorities. (12 Hrs)

**UNIT - III**

Intellectual property issues in cyber space: Domain Names and related issues - Copy right in the Digital media - Patents in the Cyber world - E-Governance - Cyber crimes and cyber laws.(12 Hrs)

**UNIT - IV**

Information technology Act 2000 : Information Technology Act - 2000 - 1 (Sec 1 to 13) - Information Technology Act - 2000 - 2(Sec 14 to 42 and Certifying authority Rules) - Information Technology Act 2000 - 3 (Sec 43 to 45 and 65 to 78). (12 Hrs)

**UNIT - V**

Information Technology Act 2000 - 4 (Sec 46 to Sec 64 and CRAT Rules ) - Information Technology Act - 2000 - 5 (Sec 79 to 90) - Information Technology Act - 2000 - 6 (Sec 91 - 94) - Information Scenario in Cyber Laws. (12 Hrs)

**BOOK(S) FOR STUDY**

1. "Hand book of Cyber laws" , V.Sharma, Macmillan India Limited, 2003.
2. Vivek Sood "Cyber Law Simplified " Tata McGraw - Hill Companies.

**BOOK(S) FOR REFERNCE**

E-Commerce - Kamlesh k Bajaj and Debjani Nag.

Semester: II

Hours/Week: 8

Code: 12PCC2106

Credits: 5

## **COST ACCOUNTING**

### **OBJECTIVES**

- \* To develop analytical and critical abilities to design effective cost systems.
- \* To measure and evaluate management performance and to provide accounting data for management control and decision making.

### **UNIT - I**

Cost Accounting - Meaning ,definitions , Nature and significance - Differences between financial and cost accounting - Relationship with Management accounting - Installation of Costing system - Characteristics of ideal costing system - Methods of costing - Elements of costing - cost concept, fixed cost and variable costs - Preparation of cost sheet. (24 Hrs)

### **UNIT - II**

Material classification and coding of material - fixation of maximum, minimum and reorder level - Economic order quantity - purchase procedure - storage of materials - Issue of materials - pricing of material issues and returns - Inventory control - Physical verification - periodical and perceptual inventory - Analysis of discrepancies - Correction measures. (24 Hrs)

### **UNIT - III**

Labour: Classifications of labour - Time keeping - Preparation of pay roll - Wage payment and incentive system - idle time - over time - accounting of labour cost - work-study - merit rating - Time and motion study. (24 Hrs)

### **UNIT - IV**

Meaning and classifications of overheads - Primary distribution of overhead - Secondary distribution of overheads - Machine hour rate - Absorption of overhead cost - over absorption and under absorption.

## UNIT - V

Process costing – Features – Process losses – Inter – process Profits Equivalent Production – Joint – Products and by products – Reconciliation of cost and financial accounts – cost audit under companies Act – Benefits of cost audit – Programmes and procedures-CARR. (24 Hrs)

### Text Book

K.Alex, Cost Accounting, Person Publication, New Delhi.

### BOOKS FOR REFERENCE

1. Horngren : Cost accounting with Managerial emphasis
2. Wheldon : Cost accounting
3. Biggs : Cost accounting
4. N.K. Prasad : Principles and practice of cost accounting
5. S.P. Jain & K.L. Narang : Cost accounting

**Theory : 20% Problem: 80%**

Semester: II

Hours/Week: 7

Code: 12PCC2107

Credits: 5

## **INVESTMENT MANAGEMENT**

### **Objectives**

- \* To familiarize the student with the principles and practice of Investment Management.
- \* To acquaint the students with the functioning of the Indian Financial System and Markets

### **UNIT- I**

Introduction to Investment Management: Concepts and Definition - Elements - Factors influencing Investment - Need for investment - Investment media - Investment principles - Types of investors - Investment Vs. Gambling, Speculation Vs. Gambling - Properties of Financial assets - Constituents of Indian Financial System - Financial Markets. Portfolio management - Risk and Returns - Hedging. (21 Hrs)

### **UNIT -II**

Indian Capital Markets: Indian Capital Market - Structure of Capital Market - Intermediaries in Capital markets Emerging trends in the Indian Capital market- Innovational Financial market instruments in capital Market - Capital Market reforms; Indian Primary Market - Intermediaries in Primary Markets - Instruments of Primary Market - Role of the new issue market - Employees Stock options - Buy Back of Securities - Insider Trading - Book Building Process - Pricing of Capital issues - Recent development in Primary Markets. Mutual Funds - GDR - ADR. (21 Hrs)

### **UNIT -III**

Secondary Markets And Regulations: Functions Secondary Market - Intermediaries -Developments of Secondary Markets - Stock exchange operations - Nature of Transactions in stock market - Settlement cycle - Buy Back of Securities - Insider Trading and SEBI Regulations -Capital Adequacy Ratio (CAR) - Demutualization; Listing and Trading of Securities - Settlement Procedure and Rolling Settlement - NSE and SSE - Construction of index - Derivatives Trading - Demat Trading. - On line Trading - ETF.



SEBI: Functions of SEBI - Regulatory Role of SEBI in protecting Investors' interests; Depository system - Need - Advantages and Disadvantages - Multi-Depository System. Commodity Exchange.  
(21 Hrs)

#### **UNIT -IV**

Risk Management: Risk management - Risk of Securities - Systematic Risk-Interest Rate Risk- Market Risk - Purchasing Power Risk - Unsystematic Risk - Business Risk-Financial Risk - Efficient Market Theory; Measurement of Risk and Return, Expected Return, Standard Deviation and Variance of Securities; Portfolio Analysis. Traditional Vs Modern-Rationale of Diversification- Markowitz Theory - Effect of Combining two securities-Measurement of Expected Return of Portfolio - Portfolio Risk (including simple Problems).  
(21 Hrs)

#### **UNIT -V**

Portfolio Management: Measurement of Interactive Risk through covariance-correlation Coefficient between securities - Reduction of Portfolio Risk through diversification (with two securities only); Portfolio Selection - efficient set of Portfolios - Optimal portfolio (including simple Problems).  
(21 Hrs)

#### **Text Book**

Security Analysis and Portfolio Management, Punithavathi Pandian, Vikas Publishing House, New Delhi.

#### **Books for References**

1. Sulochana, M: Investment Management : Kalyan Publishers Ludhiyana:-2003.
2. Agarwal: A Guide to Indian Capital Market, New Delhi.
3. Avadhani, V.A. Indian Capital Markets, Himalaya Publishing House, Mumbai.
4. Mayo: Investments, 7e Thomson 2006.
5. Bhalla, V.K: Investment Management. S.Chand & Company, New Delhi.
6. Devin, S: Portfolio Management, Prentice Hall, and New Delhi.

**Theory : 60% Problem: 40%**

Semester: II

Hours/Week: 4

Code: 12PCC2108

Credits: 3

## **DATABASE SYSTEMS**

### **Objectives**

- ✧ To understand the basic concepts and organization of a database and to give the basic knowledge on relational database.

### **UNIT -I**

**DATABASE SYSTEM:** Purpose - View of data - data models - database languages - transaction management - database users - database structure - entity - relationship model: Mapping constraints - keys - E-R diagram - extended E-R features - relational model: Structure - relational algebra - relational algebra operators - RDBMS

### **UNIT -II**

**SQL:** Introduction to Data Definition Language, Data Manipulation Language, Transaction control Language, Data control Language- Views - Embedded SQL- Query By Example.

### **UNIT -III**

**NORMALIZATION:** Introduction to database design - functional dependency and decomposition - 1NF- functional dependency - 2NF - transitive dependency- 3NF- BCNF.

### **UNIT -IV**

**TRANSACTION:** Concepts - transaction state - concurrent execution - serializability - recoverability - Concurrency control: Lock based protocols - time - stamped based protocols - validation based protocols.

### **UNIT -V**

**Parallel Database Systems:** Introduction to Parallel databases - Architecture - Key Elements of parallel database processing - query parallelism - distributed database systems - distributed databases - distributed query processing - concurrency control in distributed databases - recovery control in distributed databases.

### BOOK FOR STUDY

1. S.K. Singh, "Database Systems Concepts, Design and Applications", Pearson Edition, 2006.

### BOOKS FOR REFERENCE

1. Abraham Silberschatz, "Database Systems", McGraw Hill International, 1997.
2. C.J. Date, "An Introduction to Database Systems", 6<sup>th</sup> Edn, Addison Wesley Publishing Company, New York, 1995.

*Semester: II*  
*Code: 12PCC2109*

*Hours/Week: 3*  
*Credits: 2*

### **SOFTWARE LAB – II (RDBMS)**

1. Table creation & data insertion, deletion & updation
2. DDL commands to create, alter, truncate and delete
3. DML: Aggregate functions, set operations & nested queries
4. Creating a view: Insertion, deletion through view
4. PL/SQL - block using cursors
5. Functions
6. Procedures
7. Package

Semester: II

Hours/Week: 4

Code: 12PCC2202A

Credits: 4

## **CORE ELECTIVE-II - CUSTOMER RELATIONS MANAGEMENT**

### **Objectives**

- \* To understand how information technology can be aligned with business practices
- \* To achieve business goals and support business imperatives, first by defining CRM and its various components.
- \* To providing means for successful delivery of CRM program.

### **Unit - I**

Introduction to CRM - Cost of Acquiring Customers - Customer Acquisition to Customer Loyalty - CRM and Business Intelligence. (12 Hrs)

### **Unit - II**

CRM Approach -drawbacks - emerging challenges in the marketing front-Relationship marketing-definition-concepts - relevance of relationship marketing approach-significance - building customer loyalty, Developing relationship strategies for different types of business under different competitive environment. (12Hrs)

### **Unit - III**

CRM and Customer Service - Call centre and customer Care - Automation of Contact Center - Call Routing - Web Based Self Service - Call Scripting - Cyber Agents - Work force Management - Customer Service - Automation.CRM in e-business, eCRM - multi-channel CRM, CRM on B2B, ERP - SCM -Supplier Relationship Management - Partner Relationship Management - e-Business Checklist for Success. (12Hrs)

### **Unit - IV**

Analytical CRM - CRM and the Data Ware House - Enterprise CRM - OLAP - Data Mining in CRM - Personalization and

Collaborative Filtering - Delivering CRM - Defining CRM Success - Preparing Business Plan - Understanding Business Process - Choosing your CRM Tool. (12Hrs)

### **Unit -V**

Managing CRM Project - Development Team - CRM Implementation - Business Planning - Architecture and Design - Technology Selection - Development - Delivery Measurement. Information Technology application in building customer relationship - Emerging trends in CRM. (12Hrs)

### **Book for study**

Dyche J, (2002), The CRM Handbook, Pearson Education, New Delhi.

### **Reference Books**

1. Sheth J.N., Parvatiar A., Shainesh G. (2001). Customer Relationship Management - Emerging Concepts, Tools and Applications, Tata McGraw Hill, New Delhi.
2. Gosney J.W. & Boehm T.P. (2001). Customer Relationship Management Essentials, Prentice Hall of India, New Delhi.

## **CORE ELECTIVE - II: COMPUTER NETWORKS AND WEB TECHNOLOGIES**

### Objective

- \* To enrich the knowledge about the fundamentals of Computer Networks and the latest trends in Web technologies

### Unit-I

Introduction to Computer Networks and Data Communication: Need for computer networks - Evolution - Data Communication - Data Transmission - Transmission media - Classification of Networks - Switching and Routing - Routing - Multiplexing and Concentration Concentrator - Terminal Handling - Components of a Computer Network. (12)

### Unit-II

Network Standards and OSI - Need for network standard - OSI reference model - Physical layer - Data link layer - Network layer - Transport layer - Session layer - Application layer.

Wireless LAN - Components - Working of wireless LAN - Transmission media - Infrared - Wireless LAN Types - Protocols - Digital Cellular radio uses - WAP and Bluetooth technology - VSAT. (12)

### UNIT-III

DNS - E-mail - FTP - TFTP - History of WWW - Basics of WWW and Browsing - Local information on the internet - HTML - Web Browser Architecture - Web Pages and Multimedia - Remote Login (TELNET). (12)

### UNIT-IV

Introduction to Web Technology: Web pages - Tiers - Concept of a Tier - Comparison of Microsoft and Java Technologies - Web Pages - Static Web Pages. Dynamic Web Pages: Need - Magic of

Dynamic Web Pages – Overview of Dynamic Web Page Technologies  
– Overview of DHTML – Common Gateway Interface - Java Server  
Pages. (12)

#### **UNIT-V**

XML: SGML – Basics of XML – XML Parsers – Need for a  
standard. WAP: Limitations of Mobile devices – Emergence of WAP  
– WAP Architecture – WAP Stack – Concerns about WAP and its  
future – Alternatives to WAP. (12)

#### **BOOK(S) FOR STUDY**

##### **Unit I & II**

1. R.S Rajesh, K.S.Eswarakumar & R.Balasubramanian,  
'Computer Networks – Fundamentals and Applications',  
Vikas Publishing House Pvt. Ltd., First Edition, 2002.

##### **Unit III,IV&V**

2. Achyut S.Godbole & Atul Kahate, 'Web Technologies', Tata  
McGraw-Hill Publishing Company Limited New Delhi, 2003.

*SEM-II*  
*12PSK2401*

*Hours/Week - 4*  
*Credits - 4*

## **IDC-I: SOFT SKILLS**

### **Unit 1: Effective Communication & Resume Writing      12 Hours**

#### **Effective Communication**

Definition of communication, Process of Communication, Barriers of Communication, Non-verbal Communication, Johari Window, The Art of Listening, Kinesthetic, Production of Speech, Organization of Speech, Modes of delivery, Conversation Techniques, Dialogue, Good manners and Etiquettes.

#### **Resume Writing**

What is Resume? Types of Resume? Chronological, Functional and Mixed Resume, Steps in preparation of Resume.

### **Unit II: Group Discussion, Interview Skills & Team Building**

**18 hours**

#### **Group Discussion (GD)**

Group Discussion Basics, GD Topics for Practice, Points for GD Topics, Case-Based and Article based Group Discussions, Points for Case Studies, and Notes on Current Issues for GD.

#### **Interview Skills**

Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

#### **Team Building**

Team Vs Group - synergy, Stages of Team Formation, Dabbawala-Case Study-PPT, Broken Square-Exercise, Group dynamics, Win as much as you win- Exercise, Leadership - Styles, Work ethics.

### **Unit III: Personality Development, Attitude & Motivation      18 hours**

#### **Personality Development**

Self awareness, Assertiveness, Goal setting, Problem-solving, Conflict and Stress Management, Decision-making skills, Positive and Creative thinking, Lateral thinking, Time management.



## **Attitude**

Concept, Significance, Factors affecting attitudes, Positive attitude, Advantages, Negative attitude, Disadvantages, Ways to develop positive attitude, Difference between Personalities having positive and negative attitude.

## **Motivation**

Concept of motivation, Significance, Internal and external motives, Importance of self-motivation, Factors leading to demotivation.

## **Unit IV: Numerical Ability**

**8 hours**

- \* Average, Percentage
- \* Profit and Loss, Simple Interest, Compound Interest
- \* Time and Work, Pipes and Cisterns
- \* Time and Distance, Problems on Trains, Boats and Streams
- \* Calendar, Ratios and Proportions.

## **Unit- V: Test of Reasoning**

**8 hours**

### **Verbal Reasoning**

- \* Series Completion, Analogy
- \* Data Sufficiency, Assertion and Reasoning
- \* Logical Deduction

### **Non-Verbal Reasoning**

- \* Series
- \* Classification

## **References**

- \* Aggarwal, R.S. *Quantitative Aptitude*, S.Chand & Sons.
- \* Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non Verbal Reasoning*, S.Chand & Co., Revised Edition.
- \* Alex, K. (2009). *Soft Skills*, New Delhi, S. Chand & Company Ltd.

- \* Covey, Stephen. (2004). *7 Habits of Highly effective people*, Free Press.
- \* Egan, Gerard. (1994). *The Skilled Helper* (5<sup>th</sup> Ed), Pacific Grove, Brooks/Cole.
- \* Khera, Shiv (2003). *You Can Win*, Macmillan Books, Revised Edition.
- \* Murphy, Raymond. (1998). *Essential English Grammar*, 2<sup>nd</sup> ed., Cambridge University Press.
- \* Prasad, L.M. (2000). *Organizational Behaviour*, S.Chand & Sons.
- \* Ravindran, G., Elango, S.P.B., Arockiam, L. (2009). *Success through Soft skills*, IFCOT Publications.
- \* Sankaran, K. & Kumar, M. *Group Discussion and Public Speaking*, M.I. Pub, Agra, 5<sup>th</sup> ed., Adams Media.
- \* Schuller, Robert. (2010). *Positive Attitudes*. Jaico Books.
- \* Thamburaj, Francis (2009). *Communication Soft skills*, Grace Publications.
- \* Trishna's (2006). *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
- \*\* Yate, Martin. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting\**



Semester: III

Hours/Week: 6

Code: 12PCC3110

Credits: 5

## **OPERATIONS RESEARCH**

### **Objectives**

- \* To understand the concepts and techniques of operations research.
- \* To understand the use of OR tools for business decisions.

### **Unit: I**

Operation research: meaning, origin and nature. OR as a tool for decision - making; OR and management; features of OR; phases of OR; models in OR; methods of deriving solution; limitations of OR. (18 Hrs)

### **Unit: II**

Linear programming: nature and meaning; formulation of LPP; graphic solutions; merits and demerits; application in business. Assignment - Transportation, Learning Curve. (18 Hrs)

### **Unit: III**

Decision theory: Basic concepts: quantitative approach to managerial decision - making; decision - making under certainty, decision making under uncertainty - maximax, minimax, maximin, Laplace, Hurwicz. Decision - making under risk-EMV, EOL, EVPI. Decision making under competition. (18 Hrs)

### **Unit: IV**

Network analysis: CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction Between CPM and PERT; limitations of PERT. (18 Hrs)

### **Unit: V**

Queuing Theory: meaning; basic concepts; application of waiting line models; Monte Carlo simulation - Game Theory.(18 Hrs)

### **Text Book**

V.K. Kapoor and Sumant Kapoor : "OR Techniques for Management", Sultan Chand & Sons, New Delhi.

### **Books for References**

1. S.D Sharma, "Operations Research", Kedar Nath Ram Nath and Co. Meerut - 16.
2. Barry Render and Ralph M.Stari, Jr: "Quantitative Analysis for Management": Prentice Hall, New Delhi.
3. Agarwal, J.D. and Sagarika Ghosh: Quantitative Techniques for Financial Analysis, Indian Institute of Finance, New Delhi.
4. Taha, Hamdy A.: Operations Research - An Introduction, Prentice Hall, Delhi.

**Theory : 20% Problem: 80%**

Semester: III

Hours/Week: 5

Code: 12PCC3111

Credits: 5

## **ORGANISATIONAL BEHAVIOUR**

### **Objective**

- \* To familiarize the students with the concepts and dimensions of Organization Theory.

### **Unit: I**

OB as a subject, History and Development; contributing disciplines, Importance of OB to the field of management, Hawthorne studies - classical and modern approaches to management; systems approach to OB. (15 Hrs)

### **Unit: II**

Basic behavioral Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process - implications, Attitudes and Values, Personality - Concepts, theories, estimation and applications; Perception - implications, counseling - importance and relevance. (15 Hrs)

### **Unit: III**

Motivation - Theories and applications to management, Behaviour modification (OB mod), Communication - interpersonal communication - Methods to improve interpersonal Communication; Groups - Characteristics and processes, Group dynamics, norms, cohesiveness, decision making in groups. (15 Hrs)

### **Unit: IV**

Leadership - Role and functions of a leader, Leadership theories and styles, implications for management, Alternatives to leadership; Organizational change: Approaches and resistance to change, Manager as a change agent; Conflict management, nature, sources. (15 Hrs)

### **Unit: V**

Organisational Development - approaches, intervention strategies, implementation; Organizational culture - relevance of

culture in the changing scenario, Organisational Politics, impression management and defensive behavior -OB in the global context - Current applications and future trends in OB. (15 Hrs)

**Text Book**

Robbins S.P, 1999, Organisational Behaviour: Concepts, Conventions and Applications, New Delhi, Prentice Hall.

**Reference Books**

1. Luthans F, 1998, Organisational Behaviour, Boston : Irwin.
2. Moorhead.G and Griffin, 1996, Organisational Behaviour Bombay:Jaico Publishing House.
3. Umasekaran, 1996, Organisational Behaviour, New Delhi: Tata McGraw Hill.

Semester: III

Hours/Week: 3

Code: 12PCC3112

Credits: 3

## **PROGRAMMING IN JAVA**

### **Objective**

- \* To impart sound knowledge in object oriented programming and programming skills in Java.

### **UNIT -I**

**OOP AND JAVA:** Introduction - Object and classes - Encapsulation - Inheritance - Polymorphism - Features of Java - Java and Internet - Structure of a Java Program. **THE PRIMARIES:** Introduction - Character set - Tokens - Constants - Variables - Operators and Expressions.

### **UNIT -II**

**CONTROL STATEMENTS:** Introduction - if statement - switch statement - while - do while - for statement. **ARRAYS AND METHODS:** Introduction - one dimensional arrays - Two dimensional arrays - Method Overloading - Recursion. **CLASSES AND OBJECTS:** Introduction - General form of a class - Creation of objects- Usage of constructors - Constructors Overloading - Copy Constructors.

### **UNIT -III**

**INHERITANCE AND POLYMORPHISM:** Introduction - Inheriting the Variables in a class - Inheriting the Methods in a class - Inheritance and Constructors - Abstract Classes - Final Classes. **INTERFACES AND PACKAGES:** Introduction - Interfaces - Structure of an interface - Implementation of an interface - Interface Inheritance - Packages - the Packages Statement - Placing the classes in a package - Package Hierarchy - Import Statement - Hiding the classes in a Package - Access Control Modifiers.

### **UNIT -IV**

**APPLETS:** Introduction - The Life Cycle of an Applet - the Applet Class - Development and execution of a Simple Applet - Syntax of Applet Tag - Methods in the graphics Class



## **UNIT -V**

**JDBC:** Establishing connection - Creation, Insertion, Updating Tables - Statement Object - Prepared Statements - Resultset - Stored Procedures. Servlets: Servlets and Dynamic Webpages - Lifecycle - Simple Servlet

### **BOOKS FOR STUDY**

1. Herbert Schildt, Java 2 Complete Reference, Tata McGraw Hill, Fourth Edition, 2001.
2. Ivan Bayross, Java 2.0 (Web enabled Commercial Application Development", BPB publications, New Delhi, 2000. (Chapters 11, 13, 14 & 16).
3. C. Muthu " Programming in Java" Vijay Nicole Imprints Pvt Ltd., Chennai, 2004 .

### **BOOKS FOR REFERENCE**

1. Peter Norton & William Stack, "Guide to Java Programming", First Edition, 1997, Techmedia publications, New Delhi.
2. Lay. S. HorstMann, Gray Cornell, "Core Java 1 & 2 - Fundamentals", 2<sup>nd</sup> Edition, 2000.
3. Scott daks & Henry, "Java Threads", 2<sup>nd</sup> Edition, Shroff Publishers & Distributors Pvt. Ltd.

*Semester: III*

*Hours/Week: 3*

*Code: 12PCC3113*

*Credits: 2*

**SOFTWARE LAB – III (JAVA)**

1. Implementing Classes and objects
2. Program to implement inheritance
3. Polymorphism
4. Packages and Interfaces
5. Multithreading
6. Util Package
7. Networking
8. JDBC
9. Simple Servlet



Semester: III

Code: 12PCC3114

Hours/Week: 5

Credits: 5

## **DATA MINING**

### **Objective**

\* To impart the principles of data mining and data warehousing

### **Unit - I**

Data mining fundamentals - Needs of data mining - kinds of data for mining - kinds of patterns for mining - technologies used - Targeted applications - issues in data mining - Data objects and attribute types. (12Hrs)

### **Unit - II**

Expanding the universe of Data - computer systems that can learn - data mining verses query tools - data mining in marketing - practical applications of data mining - Learning - basics - self learning computers - machine learning and methodology of science - concept learning - kangaroo in mist (12Hrs)

### **Unit - III**

Data mining and Data warehousing: Introduction - need for Data warehouses - designing decision support systems - integrating with data mining - Client/server and data warehousing - multiprocessing machines - cost justifications. (12Hrs)

### **Unit - IV**

The Knowledge Discovery Process: KDD process - data selection - cleaning - enrichment - coding - preliminary analysis of data sets using traditional query tools - visualization techniques - likelihood and distances - OLAP tools - k nearest neighbours - decision trees - association rules - neural networks - genetic algorithms - reporting. (12Hrs)

### **Unit - V**

Sitting up a KDD environment: Different forms of knowledge - data selection - cleaning - enrichment - coding - Data mining - reporting - ten golden rules - real life applications - formal aspects

of learning algorithms: learning of compression of data sets - the information content of message - Noise and redundancy - significances of Noise - fuzzy databases - traditional theory of relation database - Denormalization - data mining primitives.(12Hrs)

## **BOOK(S) FOR STUDY**

### **Unit 1**

1. Jiawei Han, Micheline Kamber, Jian Pei, "Data Mining: Concepts and Techniques", Morgan Kaufmann - Elsevier, 2012

### **Unit II, III, IV and V**

2. Pieter Adriaans and Dolf Zantinge, "Data Mining", Pearson Education, 2009.

Semester: III

Hours/Week: 4

Code: 12PCC3203A

Credits: 4

## **CORE ELECTIVE - III - INFORMATION TECHNOLOGY FOR BUSINESS**

### **Objectives**

- \* To understand the use of spread sheet for decision - making
- \* To understand the potential of the Internet for business.
- \* To provide a basic understanding about e-commerce.

### **Unit: I**

Spreadsheet: Features of spreadsheet-MS Excel – Features of MS Excel; Functions in Excel: Financial functions: NPV, IRR, PMT, IPMT. Statistical functions: AVERAGE, MEAN, MEDIAN, AVEDEV, CORREL, STDEV, RANK, Database functions: DAVERRAGE, DMAX, DMIN, DSUM; Graphics in Excel. (18 Hrs)

### **Unit: II**

Business applications of Excel: Managerial decision – making with Excel; Model development with Excel; Financial analysis using Excel; Break-even analysis, budgeting and ratio analysis with Excel; Inventory management with Excel, Investment appraisal with Excel. Goal seek, pivot table and scenario management for decision – making. (18 Hrs)

### **Unit: III**

Internet – Features of the Internet; WWW: Email, Telnet, FTP, News groups, search engines, portals, Business applications of the Internet. (18 Hrs)

### **Unit: IV**

E-Commerce: introduction to e-commerce, Models of e-commerce: B2C, B2B, B2G and C2C. Electronic payment systems: e-cash, e-cheque, credit cards, debit cards. EDI and e-commerce. EDI standards. Setting up and promotion of a website for e-commerce. (18 Hrs)

**Unit: V**

Security issues in E-commerce: security risks in e-commerce, security tools and risk management. IT Act 2000 – digital signature, digital signature certificates, e-governance, electronic records, certifying authorities, network appellate tribunal, penalties. (18 Hrs)

**Text Book**

Edward C. Willet, MS Office, Wiley Publishing Co. New Delhi.

**Books for References**

1. Efraim Turban, Jae Lee, David King and Michael Chung: Electronic Commerce, Pearson Education Asia, Delhi.
2. Ravi Kalkotta and Andrew B. Whinston: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Heary Chan et al.: E-Commerce, John Wiley & Sons.

Semester: III

Hours/Week: 4

Code: 12PCC3203B

Credits: 4

## **CORE ELECTIVE -III- E-COMMERCE**

### **Objectives**

- \* To enable students to get exposed to fundamental aspects of E-commerce.

### **Unit I:**

E - Commerce: Environment and opportunities - background - E-com environment - electronic market place technologies.(12 Hrs)

### **Unit II:**

Modes of electronic commerce: Overview - electronic commerce - overview - electronic data interchange - electronic commerce - with WWW \ internet. (12 Hrs)

### **Unit III:**

Approaches to safe E commerce: Overview - safe transport protocols - secure transactions - secured electronic payment protocol - SET certificates for authentication - Security on web servers and enterprise networks - conclusion. (12 Hrs)

### **Unit IV:**

E -cash and payment schemes: Internet monetary payment and security requirements - payment and purchase order process - online electronic cash. (12 Hrs)

### **Unit V:**

Mobile commerce: Growth of mobile commerce, success stories of mobile commerce, wireless Application, Technologies for mobile commerce.

Cloud computing: The cloud - cloud Application Architecture - The value of cloud computing - cloud Infrastructure models. (12 Hrs)



### **Text Books**

1. Prentice Hall of India pvt ltd., New Delhi, Second edition, 2005. ( Unit I to IV)
2. George Reese, "Cloud Application Architecture", O' Reily Publication, First edition, April 2009. ( Unit -V)

### **BOOKS FOR REFERENCE**

1. E-Commerce - Kamlesh K Bajaj and Debjani Nag.
2. Web commerce technology handbooks - Daniel Minoli, Emma Minoli.

## **IDC-II- CAREER PLANNING AND MANAGEMENT**

### **Learning Objectives**

- \* To create awareness on the practice of career planning.
- \* To inform the methodologies of career counseling and succession planning.
- \* To educate on integration of career and succession in an organization.

### **UNIT - I: Introduction to Career Planning**

The Changing world of work - Career Planning - Terminologies - Career objectives - Career graph - Career Anchors - Process of Career Planning. (12 Hrs)

### **UNIT-II Career Counseling**

Importance of career counseling in organizations - Process of counseling - Multicultural career counseling - Developmental career counseling - Dual Career planning. (12 Hrs)

### **UNIT-III: Work Life Integration**

Beyond balance of life quality: Integration of work and life - Integrative life planning - Using MBTI and Strong Interest Inventory. (12 Hrs)

### **UNIT- IV: Integrating Career and Succession**

Integrating career and succession planning programs - Infrastructure for integration - Assessment of career and succession planning programs. (12Hrs)

### **UNIT- V Strategies for Integration**

Training and Development - Mentoring - Career Coaching - Self Directed Learning. (12Hrs)

**Text book**

William J Rothwell, Robert D Jackson, Shaun C Knight & John E Lindholm (2005) Career Planning and Succession Management: Developing your organizations talents for today and tomorrow (1st edn), Praeger Publishers, USA.

**Reference book**

Jean Kummerow (2000) New Directions in Career Planning and the Work Place (2<sup>nd</sup> edition), Davies Black Publishing, USA.

## **EXECUTION STRATEGIES**

### **UNIT - I: THINKING STRATEGIES**

Strategic thinking - meaning - questions- things included in Strategic thinking - Process consideration in Strategic thinking - Strategic thinking competencies - importance of Strategic thinking - characteristics of Strategic Thinkers - Points to be kept in mind in Strategic thinking.

Lateral Thinking - meaning - why Lateral Thinking - when to use Lateral Thinking - Benefits of Lateral Thinking - Techniques used in Lateral Thinking - Who needs Lateral Thinking - How to use Lateral Thinking? - Conventional Vs Lateral Leaders - Questions asked by Lateral Leaders - becoming a Lateral leader. (18 Hrs)

### **UNIT - II: INTERPERSONAL STRATEGIES**

Conflict Resolution - meaning - points to be understood before studying conflict resolution - sources of conflict - common reactions to conflict - role of perception in conflict - steps for Conflict Resolution - Conflict handling matrix - Functional and Dysfunctional outcome of conflict.

Negotiation skills - process - styles - outcome - principles involved - negotiation model - being a negotiator - qualities of a negotiator.

Level V leader-Becoming a level V leader - attributes of level V leader - the level V hierarchy. (18Hrs)

### **UNIT - III: IMPLEMENTATION STRATEGIES**

Facing changes - meaning - characteristics -why changes - pace of changes - impact of resistance -Reasons for resistance - types of people in facing changes - introducing change. Facing challenges - meaning - importance - path to facing challenges - benefits of facing challenges. (18 Hrs)

#### **UNIT - IV: ACTION BASED STRATEGIES**

Risk taking - meaning - factors determining Risk Taking - Risk management - users of Risk Management - Steps in Risk Management.

Effective decision making - meaning - approaches - methods - steps - Decision making at the work place.

Corporate Mentoring - from mentors perspective - from mentees perspective - mentoring Vs Coaching - mentoring techniques - types of mentoring - mentoring traits - mentoring programme. (18Hrs)

#### **UNIT - V: BEHAVIOURAL STRATEGIES**

Motivation and staying motivated - meaning - finding reason for being motivated - staying motivated at work place - staying motivated in negative work environment - staying motivated during crisis.

Balancing work and life - meaning - work satisfaction - gender differences - responsibility of the employers and employees - ways of balancing work and life - handling professional and personal demands - organizing your desk. (18 Hrs)

#### **Text Book**

The Seven Habits of Highly Effective people - Stephen Covey.

#### **REFERENCE BOOKS**

1. Emotional Quotient - Daniel Goleman.
2. Power of the Plus factor - Norman Vincent Peale.

## **FINANCIAL ACCOUNTING PACKAGE - TALLY**

### **Objectives**

- \* To impart the students with the basic principles and concepts of accounting.
- \* To provide knowledge on the use and application of computer in accounting.

### **Unit I**

Introduction to Tally - Features of Tally - Starting Tally - Company creation - alteration and deletion - Hierarchy of account groups and ledgers - A/c groups of balance sheet - Assets and P & L a/c - A/cs group creation - A/c ledger creation - Financials problems-alteration and deletion. (15 Hrs)

### **Unit II**

Voucher entry - Tally a/c Voucher types - Contra Voucher - payment Voucher - receipt Voucher - journal Voucher - purchase Voucher - sales Voucher - Voucher alterations, deletion and cancellation - single mode Voucher entry - A/c Voucher lists - Pay book - Trial balance. (15 Hrs)

### **Unit III**

Cost centre - Cost category - Voucher entries using cost centre - Payroll preparation - Budget creation and alteration - TDS - TCS - VAT. (15 Hrs)

### **Unit IV**

Inventory information - Inventory masters - units of measure - stock group - stock item - stock category - godowns - Inventory vouchers - Receipt note voucher - Rejections in voucher - Delivery note vouchers - Rejections out voucher - Stock journal voucher - Physical stock voucher - Creating purchase order and sales order - invoicing. (15Hrs)

## **Unit V**

Accounting and inventory books and reports - Data Collaboration - Security - Tally vault - Tally audit - Export of data - data formats - internet connectivity - E mailing tally report as attachments - import of tally data - migrating tally data - ODBC connectivity - connecting tally data into MS word document and excel worksheet - Backup - Restore. (15 Hrs)

### **TEXT BOOKS**

1. Implementing Tally - AK Nadhani and KK Nadhani (Unit I and II, Unit IV and V).
2. Tally Namrata Agarwal (Unit III).

**SOFTWARE LAB- IV  
(FINANCIAL ACCOUNTING PACKAGE  
AND DATA MINING)**

- \* Data Mining Tool
- \* Creation, alteration and deletion of company
- \* Creation, alteration and deletion of primary and secondary accounting groups.
- \* Final A/Cs with adjustments (Creation and deletion of ledgers)
- \* Voucher entry problems in double entry mode
- \* Voucher entry problem in single entry mode.
- \* Voucher entries using cost centres
- \* Budget preparation and reporting variance
- \* Payroll preparation
- \* Accounting vouchers using stock items
- \* Order processing and inventory vouchers
- \* Generation of accounting books and reports
- \* Generation of inventory books and reports.





Semester: IV

Hours/Week: 6

Code: 12PCC4118

Credits: 5

## **MANAGEMENT INFORMATION SYSTEM AND ERP**

### **Objective**

- \* To give an understanding of the importance of information systems, how it relates to managerial end - users and the vital role of information technology in business and to impart the knowledge on evolution implementation and advantages of an ERP system.

### **UNIT - I**

Introduction to Information Systems (IS) and Information Technology (IT) - significance - Fundamentals of IS concepts - overview of IS - solving business problems with IS - developing IS solutions. (18 Hrs)

### **UNIT - II**

Information Systems for Business operations - Business IS - Marketing, Manufacturing, human resource, accounting and financial information systems - transaction processing system - management information and decision support system. (18 Hrs)

### **UNIT - III**

Managing Information Technology - managing information resource and technologies - global IT management - planning and implementing business change with IT. (18 Hrs)

### **UNIT - IV**

Enterprise resource planning (ERP): an overview - benefits of ERP - ERP and related technologies - Business process reengineering - data warehousing - datamining - online analytical processing - supply chain management. (18 Hrs)

### **UNIT - V**

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 charge the ERP systems – Enterprise Integration Applications – ERP and E-commerce – ERP and Internet. (18 Hrs)

### **BOOK(S) FOR STUDY**

#### **Unit I, II, III**

1. James A O’Brien, “Management Information Systems for managing IT in the Internetworked Enterprise”, 4<sup>th</sup> edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 1999.

#### **Unit IV, V**

2. Alexis Leon, “ERP Demystified”, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.

### **BOOK FOR REFERENCE**

W.S. Jaswadekar, “Management Information Systems”, Tata McGraw Hill Publishing Co. Ltd., New Delhi, 1998.

Semester: IV

Hours/Week: 4

Code: 12PCC4301

Credits: 4

## **TOTAL QUALITY MANAGEMENT**

### **Objectives:**

- \* To explain the meaning of total quality management (TQM).
- \* To describe the evolution of TQM.
- \* To identify features of the TQM philosophy.
- \* To describe tools for identifying and solving quality problems.

### **Unit I**

Quality - Definitions - Basic concepts - Quality function - Managing for quality - Quality planning - Organization for quality - Developing a quality culture - Control of quality and quality improvement - ISO 9002 series - Latest Standards - Concepts only - Kaizen - 5S. (12 Hrs)

### **Unit II**

Designing for quality - Quality measurement in manufacturing - Statistical process control - Control chart for variables - X and R Chart - Control chart for attributes - P and C charts. (12 Hrs)

### **Unit III**

Inspection for Quality - Inspection planning - Accuracy - Errors of measurement - Concept of sampling plans - Producer Risk - Consumer Risk - The operating characteristics curves. (12 Hrs)

### **Unit IV**

Reliability and life testing - Hazard models - Constant Hazard - Linearly increasing Hazard - Weibull model - MTTF System reliability - Series and parallel. (12 Hrs)

### **Unit V**

Quality Information Systems - Scope - Reports on quality. Quality Assurance: Definitions - concept - quality auditing - Audit Reporting - Quality survey. (12 Hrs)

**Text Book**

J.M. Juran and Frank M.Gryna - Quality Planning and Analysis - Tata McGraw Hill, New Delhi.

**Reference Books**

1. R.C. Gupta, Statistical Quality Control, Khanna Publishers, New Delhi.
2. S.K Singh, ISO 9002 and Toatal Quality Management, Common Welath Publishers, Manjpur, Delhi - 53.

## **INTER DEPARTMENTAL COURSE – IDC**

### **BIOCHEMISTRY**

12PSK2401	SOFT SKILLS
12PBI3402	FIRST AID MANAGEMENT

### **BIOTECHNOLOGY**

12PSK2401	SOFT SKILLS
12PBT3402	APPLIED BIOTECHNOLOGY

### **BOTANY**

12PSK2401	SOFT SKILLS
12PBO3402	HORTICULTURE & LANDSCAPING

### **CHEMISTRY**

12PSK2401	SOFT SKILLS
12PCH3402	HEALTH CHEMISTRY

### **COMMERCE**

12PSK2401	SOFT SKILLS
12PCO3402	FINANCIAL ACCOUNTING FOR MANAGERS

### **COMMERCE (CA)**

12PSK2401	SOFT SKILLS
12PCC3402	CAREER PLANNING AND MANAGEMENT

### **COMPUTER APPLICATIONS**

12PSK2401	SOFT SKILLS
12PCA3402	COMPUTER APPLICATIONS FOR SOCIAL SCIENCES
12PCA3403	FUNDAMENTALS OF PROGRAMMING

### **COMPUTER SCIENCE**

12PSK2401	SOFT SKILLS
12PCS3402A	FLASH
12PCS3402B	WEB DESIGN

## **ECONOMICS**

12PSK2401	SOFT SKILLS
12PEC3402	INDIAN ECONOMY

## **ELECTRONICS**

12PSK2401	SOFT SKILLS
12PEL3402	COMPUTER HARDWARE

## **ENGLISH**

12PSK2401	SOFT SKILLS
12PEN3402	ENGLISH FOR MEDIA STUDIES

## **HISTORY**

12PSK2401	SOFT SKILLS
12PHI3402	INDIAN CONSTITUTION

## **HUMAN RESOURCE MANAGEMENT**

12PSK2401	SOFT SKILLS
12PHR3402	FUNDAMENTALS OF HRM

## **INFORMATION TECHNOLOGY**

12PSK2401	SOFT SKILLS
12PIT3402A	FLASH
12PIT3402B	WEB DESIGN

## **MATHEMATICS**

12PSK2401	SOFT SKILLS
12PMA3402	OPERATIONS RESEARCH

## **PHYSICS**

12PSK2401	SOFT SKILLS
12PPH3402	MODERN PHOTOGRAPHY

## **TAMIL**

12PSK2401	நுண்வகைமைத்திறன்கள்
12PTA3402	அரசுப்பணித்தேர்வுத் தமிழ் - I