

M.Com. (CA)
Commerce Computer Applications
SYLLABUS - 2014

SCHOOLS OF EXCELLENCE
with
CHOICE BASED CREDIT SYSTEM (CBCS)



SCHOOL OF MANAGEMENT STUDIES
St. JOSEPH'S COLLEGE (Autonomous)

Accredited at 'A' Grade (3rd Cycle) by NAAC

College with Potential for Excellence by UGC

TIRUCHIRAPPALLI - 620 002, INDIA

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)

POST GRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from this academic year 2014 – 15, to standup to the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives.

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCH and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The **multi-discipline** nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

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 correlation between credits and hours. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For PG courses a student must earn a minimum of 110 credits. The total number of courses offered by a department is given above. However within their working hours few departments / School can offer extra credit courses.

SUMMARY OF HOURS AND CREDITS PG COURSES - COMMERCE (CA)

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
1	I-IV	Core Courses Theory Practical	13	72	56	79
			4	12	9	
	II	Self Paced Learning	1	-	2	
	III	Common Core	1	6	5	
	IV	Comprehensive Examination	1	-	2	
IV	Dissertation & Viva Voce	1	6	5		
2	III-IV	Core Electives	3	12	12	12
3	I-III	IDC (WS) IDC (Common) IDC (BS)	1	4	4	12
			1	4	4	
			1	4	4	
4	I-IV	Internship	-	-	2	2
5	IV	SHEPHERD & Gender Studies	1	-	5	5
		TOTAL		120		110

IDC – Inter Departmental Courses

BS – Between School

WS – Within School

Total Hours : 120

Total Credits : 110

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 110 credits. The total number of courses offered by a department is given above. However within their working hours few departments / School can offer extra credit courses.

Course Pattern

The Post Graduate degree course consists of five vital components. They are cores courses, core electives, additional core courses, IDC's and SHEPHERD. Additional Core courses are purely optional on the part of the student. SHEPHERD, the extension components are mandatory.

CORE COURSE

A core course is the course offered by the parent department related to the major subjects, components like theories, practicals, self paced learning, common core, comprehensive examinations, dissertations & viva – voce, field visits, library record form part of the core courses.

CORE ELECTIVE

The core elective course is also offered by the parent department. The objective is to provide choice and flexibility within the School. There are three core electives. It is offered in different semester according to the choice of the school.

ADDITIONAL CORE COURSES (If any)

In order to facilitate the students gaining extra credit, the additional core courses are given. The students are encouraged to avail this option of enriching with the extra credits.

INTERDEPARTMENTAL COURSES (IDC)

IDC is an interdepartmental course offered by a department / School for the students belonging to other departments / school. The objective is to provide mobility and flexibility outside the parent department / School. 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.

There are three IDC's. Among three, one is the Soft-Skill course offered by the JASS in the II Semester for the students of all the Departments. The other one is offered "With-in the school" (WS) and the third one is offered "Between the school" (BS). The IDC's are of application oriented and inter disciplinary in nature.

Subject Code Fixation

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

14	PXX	X	X	XX
↓	↓	↓	↓	↓
Year of Revision	PG Code of the Dept	Semester of the Part	Specification of Part	Running number in the part
14	PCC	1	1	01

For Example :

I M.Com.(CA) , first semester Research Methodology
The code of the paper is 14PCC1101.
Thus, the subject code is fixed for other subjects.

Specification of the Part

1. Core Courses: (Theory, Practical, Self paced Learning, Common Core, Comprehensive Examination, Dissertation and Viva-voce)
2. Core Electives
3. Additional Core Courses (if any)
4. Inter Departmental Courses (WS, Soft Skill & BS)
5. SHEPHERD & Gender Studies

EXAMINATION

Continuous Internal Assessment (CIA):

PG - Distribution of CIA Marks	
Passing Minimum: 50 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
CIA	100

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A; PART-B; and PART-C
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS; TRUE / FALSE; and FILL-IN BLANKS.
5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.

SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

Part-A: 30 Marks

Objective MCQs only

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B + C = 70 Marks

Descriptive

Part-B: 5 x 5 = 25 marks; inbuilt choice;

Part-C: 3 x 15 = 45 marks; 3 out of 5 questions, open choice.

The Accounts Paper of Commerce will have

Part-A: Objective = 25

Part-B: 25 x 3 = 75 marks.

Duration of Examination must be rational; proportional to teaching hours
90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

EVALUATION

Percentage Marks, Grades & Grade Points

UG (Passing minimum 40 Marks)

Qualitative Assessment	Grade Points	Grade	Mark Range (%)
Exemplary	10	S	90 & above
Outstanding	9	A+	85-89.99
Excellent	8	A	80-84.99
Very Good	7	B	70-79.99
Good	6	C	60-69.99
Pass (PG)	5	D	50-59.99
RA (PG)	0	RA	< 50

CGPA - Calculation

Grade Point Average for a semester is calculated as indicated here under:

$$\frac{\text{Sum total of weighted Grade Points}}{\text{Sum of Credits}}$$

Weighted Grade Points is *Grade point x Course Credits*. The final CGPA will only include: Core, Core Electives & IDCs.

A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

POSTGRADUATE		
CLASS	Mark Range (%)	
	ARTS	SCIENCES
Distinction	75 & above, first attempt	80 & above, first attempt
First	60 - 74.99	60 - 79.99
Second	50 - 59.99	50 - 59.99

Declaration of Result:

Mr./Ms. _____ has successfully completed the Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured _____ by completing the minimum of 110 credits.

The candidate has also acquired _____ (if any) additional credits from courses offered by the parent department.

M. Com. (CA)
Course Pattern - 2014 Set

Sem	Sub. Code	Course	Hrs	Cr	
I	14PCC1101	Research Methodology	6	5	
	14PCC1102	Financial Management	7	5	
	14PCC1103	Marketing Management	6	5	
	14PCC1104	Internet Concepts	4	3	
	14PCC1105	Software Lab – I – Web Designing	3	2	
	14PCC1201 A	Entrepreneurship Development	OR	4	4
	14PCC1201 B	Cyber Laws and System Security			
Total for Semester I			30	24	
II	14PCC2106	Cost Accounting	8	6	
	14PCC2107	Database Systems	5	3	
	14PCC2108	Software Lab – II –RDBMS	3	2	
	14PMS2101	Human Resource Management	6	5	
	14PCC2202	(WS): Office Automation	4	4	
	14PHR2202	Managerial Effectiveness			
	14PSS2401	IDC: Soft Skills	4	4	
Total for Semester II			30	24	
III	14PCC3109	Operations Research	6	5	
	14PCC3110	Organizational Behavior	5	4	
	14PCC3111	OOP with C++ and JAVA	3	3	
	14PCC3112	Software Lab – III – Object-Oriented Programming	3	2	
	14PCC3113	Data Mining	5	3	
	14PCC3114 A	Entrepreneurial Development	--	2	
	14PCC3114 B	Marketing Management			
	14PCC3114 C	Human Resource Management			
	14PCC3114 D	Customer Relationship Management			
	14PCC3114 E	Modern Banking			
	14PCC3114 F	E -commerce			
	14PCC3203	(WS): Information Technology for Business	4	4	
	14PHR3203	Compensation Management	4	4	
	14PCC3401	IDC (BS): ERP for Management	-	2	
	14PCC3115	Internship Training	-	2	
Total for Semester III			30	29	
IV	14PCC4116	Managerial skills	6	5	
	14PCC4117	Financial Accounting Package – Tally	5	4	
	14PCC4118	Software lab – IV (Financial Accounting Package and Data Mining)	3	3	
	14PCC4119	Management Information System and ERP	6	5	
	14PCC4402	IDC: (WS): Tally	4	4	
	14PHR4402	Organizational Behaviour	---	2	
	14PCC4120	Comprehensive Examination	6	5	
	14PCC4121	Project Dissertation and viva-voce Examination	---	2	
Total for Semester IV			30	28	
I-IV	14PCW4501	SHEPHERD and Gender Studies	5	5	
Total for all Semesters			120	110	
		Extra Credit for fast learners	--	(2)*	

Sem. I
14PCC1101

Hours/Week: 6
Credits: 5

RESEARCH METHODOLOGY

Objectives

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

Unit - I:

RESEARCH METHODOLOGY: AN INTRODUCTION (18 Hr)

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.

Unit - II:

DEFINING THE RESEARCH PROBLEM (18 Hr)

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

Unit - III:

SAMPLING DESIGN (18 Hr)

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.

Unit - IV:

PROCESSING AND ANALYSIS OF DATA (18 Hr)

Editing - Coding - Classification - tabulation - content analysis - processing of data - analysis of data. - Types of Test - ANOVA, F - test, t - test, chi-square.

Unit - V:

INTERPRETATION AND REPORT WRITING (18 Hr)

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

Text Book

1. Kothari, C.R., (2010), Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi.

References

1. Wilkinson and Bhandarkar, (2008), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. Krishnaswami, O.R. (2003), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Devendra Thakur, (2003), Research Methodology in Social Sciences, Deep and Deep, New Delhi.
4. Gopal Lal Jain, (2008), Research Methodology, Mangal Deep, Jaipur.

Theory Only

Sem. I
14PCC1102

Hours/Week: 7
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 (21 Hr)

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.

Unit - II (21 Hr)

Cost of Capital - computation for each source of finance and weighted average cost of capital - EBIT - EPS Analysis - operating Leverage - Financial Leverage-combined leverage.

Unit - III (21 Hr)

Capital Budgeting - Conflict in criteria for evaluation - Capital Rationing - Risk analysis in Capital Budgeting - Sectoral risk analysis.

Unit - IV (21 Hr)

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.

Unit - V (21 Hr)

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.

Text Book

1. Pandey I.M 2012. Financial Management, New Delhi: Vikas Publishing House Pvt.Ltd.

Reference Books

1. Brealey R.A and Myers S.C 2008. Principles of Corporate Finance, New York: McGraw Hill Book Company
2. Chandra, Prasanna, 2008. 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 (2004)
4. Van Horne J.C 2009. Financial Management and Policy, New Delhi: Prentice Hall of India Pvt. Ltd.,
5. Mampton J.C. 2008. 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 - 2009.

Theory: 20%, Problem: 80%

Sem. I
14PCC1103

Hours/Week: 6
Credits: 5

MARKETING MANAGEMENT

Objectives

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

Unit - I (18 Hr)

Definition and Meaning of marketing - Marketing Management - meaning, nature, importance, Functions, Principles, Scope and Problems - Difference between Sales Management and Marketing Management - Marketing Organization Structure.

Unit - II (18 Hr)

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.

Unit - III (18 Hr)

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 - benefits and problems.

Unit - IV (18 Hr)

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.

Unit - V (18 Hr)

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

Text Book

1. Kotler Philip - Marketing Management- Prentice Hall of India (Pvt.) Ltd., New Delhi, 2010.

Books for References

1. Rajan Nair.N. Sanjith R. Nair. 'Marketing', S. Chand & Co. New Delhi, 2010.
2. R.S.N.Pillai & Bagavathi, 'Modern Marketing', S.Chand & Co. New Delhi, 2010.
3. William J. Stanton, 'Fundamentals of Marketing', Mc Grew Hill, New Delhi, 2011.

Sem. I
14PCC1104

Hours/Week: 4
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.

Unit - I (12 Hr)

Networking Concepts: Intranet and Internet - LAN and WAN - star, Ring and Bus - 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.

Unit - II (12 Hr)

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

Unit - III (12 Hr)

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

Unit - IV (18 Hr)

VB Script: Introduction - Language structure - Control structure - Procedures and functions Error handling- Operators.

Unit - V (12 Hr)

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

Text Book

1. Wendy G.Lehnert, "Internet 101 - a beginners guide to the internet and the world wide web" addition wesley , 2003

BOOKS FOR REFERENCE

1. Chuck Musciano & Bill Kennedy, "HTML - The Definitive Guide", Shroff Publishers & Distributors Pvt. Ltd., Calcutta - 2009.

2. CIS terms school of computing - Jaipur, "INTERNET - An Introduction", Tata McGraw Hill publishing company limited, New Delhi - 2008.
3. Christopher J.Goddard, Mark White, "Mastering VBScript", Golgotha Publications, New Delhi, 2009.

Sem. I
14PCC1105

Hours/Week: 3
Credits: 2

Software Lab-1 **WEB DESIGNING**

HIML

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

Sem. I
14PCC1201A

Hours/Week: 4
Credits: 4

Core Elective-1:

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.

Unit - I (12 Hr)

Entrepreneur - concept and definition, Entrepreneur and Entrepreneurship, Entrepreneur Vs Intrapreneur - Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Qualities - factors influencing entrepreneurship - Woman Entrepreneur - Challenges.

Unit - II (12 Hr)

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

Unit - III (12 Hr)

Project Appraisal and Selection: Search for business ideas, Project identification and formulation - Profitability and risk analysis, Sources of finance.

Unit - IV (12 Hr)

Legal and Statutory Environment for Small Industry: Legal formalities in setting up of SSIs - Governmental Setup in promoting small industries, financial institutions - DIC - Social Responsibilities of Business.

Unit - V (12 Hr)

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 - Rehabilitation of sick unit.

Text Book

1. S.K. Mohanty, Prentice Hall of India, New Delhi, Fundamentals of Entrepreneurship 2010.

Book for Reference

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayas publishing house. New Delhi, 2008.

Sem. I
14PCC1201B

Hours/Week: 4
Credits: 4

Core Elective-1:

CYBER LAWS AND SYSTEM SECURITY

Objectives

- To create awareness on the different types of cyber crime.
- To educate the students to safe guard from the cyber crimes.

Unit - I (12 Hr)

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 Act 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.

Unit - II (12 Hr)

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.

Unit - III (12 Hr)

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.

Unit - IV (12 Hr)

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).

Unit - V (12 Hr)

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.

BOOKS 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 FOR REFERNCE

1. E-Commerce - Kamlesh k Bajaj and Debjani Nag.

**Sem. II
14PCC2106**

**Hours/Week: 8
Credits: 6**

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 (24 Hr)

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.

Unit - II (24 Hr)

Material classification and coding of material - fixation of maximum, minimum and reorder level - Economic order quantity (EOQ), ABC Analysis - 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.

Unit - III (24 Hr)

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.

Unit - IV (24 Hr)

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

Unit - V (24 Hr)

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.

Text Book

1. K. Alex, Cost Accounting, Pearson Publication, New Delhi.2012

BOOKS FOR REFERENCE

1. Reddy and Moorthy, 'Cost accounting', Margam Publications, New Delhi, 2009.
2. S.P. Jain & K.L. Narang: Cost accounting Himalayas publishing house New Delhi, 2010.

Theory : 20% Problem: 80%

Sem. II
14PCC2107

Hours/Week: 5
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 (12 Hr)

DATABASE SYSTEM: Introduction - Basic Concepts and Definitions - Data Dictionary - DBA - database languages - Database System Architecture - : Schemas, Sub Schemas and Instances - Mapping - Data Models - Types of Database Systems - Relational model: Keys - Relational Algebra.

Unit - II (12 Hr)

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

Unit - III (12 Hr)

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

Unit - IV (12 Hr)

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

Unit - V (12 Hr)

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, 2009.

BOOKS FOR REFERENCE

1. Abraham Silberschatz, "Database Systems", McGraw Hill International, 2009.
 2. C.J. Date, "An Introduction to Database Systems", 6th Edn, Addison Wesley Publishing Company, New York, 2007.
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Sem. II
14PCC2108

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. Trigger
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Sem. II
14PMS2101

Hours/Week: 6
Credits: 5

HUMAN RESOURCE MANAGEMENT

Unit - I: Introduction to Human Resource Management (10 Hr)

HRM - Meaning, Nature, Objectives, Scope and Functions. Line and Staff view of HRM, HRM as a profession, Future role of HRM, Department structure of HRM.

Unit - II: Human Resource Planning and Recruitment (15 Hr)

HR planning - Job Analysis - Job Specification and Job description. Induction Programme. Recruitment - Sources, characteristics and types. Selection process. Types of tests and interviews. Promotion and Transfers, Demotions and Separations.

Unit - III: Strategic HRM and Performance Appraisal (15 Hr)

Role of HRM in Corporate Goal Setting, Levels and Models of Strategic HRM, Applications of Strategic HRM. Performance Appraisal - Purpose, Methods, Factors, Problems. Distinguish between Performance Appraisal and Potential Appraisal. Performance Management Systems.

Unit - IV: Training and Development (15 Hr)

Training - Need, Importance, Steps, Methods. Training needs assessment. Management Development Programme - Significance and methods. Stages of Career Planning and Development, Career counseling.

Unit - V: Compensations Administration (10 Hr)

Compensation plan - Incentives - individual and group. Benefits - Bonus and Fringe. Developing a sound compensation plan, wage policy, Executive compensation - Factors and issues. HRM in Virtual Organizations.

Text book

1. Pravin Durai, Human Resource Management, Pearson Education Books, New Delhi, 2010.

Reference Books

1. VSP Rao, Human Resource Management: Text & Cases, Excel Books, New Delhi, 2002.
2. Edwin Flippo, Personnel Management, Tata McGraw Hill, New Delhi, 2004.
3. Cardy.R, Performance Management, Prentice Hall of Indian Private Limited, New Delhi, 2004.
4. Dessler & Gary, Human Resource Management, Prentice Hall of India Pvt Ltd., New Delhi, 2009.
5. Ghose.P.K., Strategic Planning and Management, Sultan Chand & Sons, New Delhi, 2005.

Sem. II
14PCC2202

Hours/Week: 4
Credits: 4

Core Elective-II (WS): OFFICE AUTOMATION

Objectives

- * To impart the knowledge about the office automation and the features of MS-Office.

Unit - I (12 Hr)

MS-Word: Creating and Saving a Word document - Applying basic formatting - working with styles - working with tables - mail merge - spelling and Grammar.

Unit - II (12 Hr)

MS-Excel: Creating and Saving an Excel work book - adding and formatting data in cells - working with tables and chart - Formulas and functions. Salary bills preparation - TDS.

Unit - III (12 Hr)

MS-PowerPoint: Creating and Saving Presentation - Basics of presentation - running and setting up a presentation - Enhancing PowerPoint presentations - Custom animations.

Unit - IV (12 Hr)

MS-Outlook: Configuring an Outlook account - Outlook user interface - arranging items in contents pane - composing and sending messages - reading messages - forwarding messages - managing contacts.

Unit - V (12 Hr)

MS Access: Introduction to Access - Creating a Simple Database and Tables - Entering and Editing Data - Finding, Sorting and Displaying Data.

TEXT BOOK

1. Sanjay Saxena: MS- Office 2007 in a Nutshell, Vikas Publishing House Pvt Ltd., 2011

BOOKS FOR REFERENCE

1. Kogent Solutions Inc.: Office 2007 in simple steps, Dreamtech publishing, 2009.

Sem. II
14PHR2202

Hours/Week: 4
Credits: 4

MANAGERIAL EFFECTIVENESS

Objectives

- To understand the meaning of and the need for being a successful manager.
- To equip the students with the right attitudes and skills towards achieving greater levels of managerial effectiveness.

UNIT I: PRIVATE VICTORY (8Hr)

Concept: Manager, Effectiveness, Managerial effectiveness. Managerial Be proactive: Personal vision, Social mirror, Stimulus-Response, Proactive language, Circle of influence. Begin with end in mind: The power of creation, Be a creator, Personal mission statement, Principle centered person, Right brain vs. Left brain. Put first things first: Quadrant I, II, III and IV types of personalities. Short term and long term goals, the power of delegation.

UNIT II: PUBLIC VICTORY (8Hr)

Think Win/Win: Six paradigm of human interaction Seek first to understand then to be understood: Empathetic listening - diagnosing - understand and perception. Synergize: Synergy in class room, business synergy and communication, Force field analysis.

UNIT III: CONTINUOUS RENEWAL (8Hr)

Sharpen the Saw: Four dimensions of renewal, balance in renewal synergy, renewal upward spiral, Case discussions, Role play and Exercises.

UNIT IV: CORRESPONDENCE SKILLS (6Hr)

What is an effective Business letter, the language of a business letter and the lay-out of a business letter. Circular letters: Situations that need circular letters. Banking Correspondence, Insurance Correspondence, Import and Export Correspondence.

UNIT V: JOB CAREER SKILLS (10 Hr)

Application letters, Interview letters, References, Testimonials, Letters of Appointment, Confirmation, Promotion, Retrenchment and Resignation. How to run a meeting: Meetings and Meeting of minds, making disagreement productive, Instructions for observers, How to be an effective participant, How to be an effective discussion leader and how to write and read minutes. How to write a memo.

Text Books

1. Korlahalli & Rajendra Pal, Essentials of Business Communication, Sultan Chand & Sons. (Unit 1,2) - Section 2
2. E.H. McGrath S.J. Basic Managerial skills for all, Prentice - Hall of India Private Ltd., (Unit 2) - Chapter 2,6
3. Covey R. Stephens, (2000), The Seven Habits of Highly Effective People, London, Simon & Schuster Publications (Unit - 3, 4, 5) Chapter 2, 4-7.

Reference book

1. Luthans, Fred, (1995), Organisational Behaviour , New Delhi, Tata McGraw Hill Publishers.

Sem. II
14PSS2401

Hours/Week: 4
Credits: 4

IDC-1 **SOFT SKILLS**

Objectives

- * Introducing learners to the relevant soft skills at the territory level in order to make them gain competitive advantage both professionally and personally.

Module 1:

Basics of communication and Effective communication

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

Module II:

Resume writing and Interview skills

Resume Writing: What is Resume? Types of Resume? Chronological, Functional and Mixed Resume, Steps in preparation of Resume. Interview Skills: Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

Module III

Group discussion and team building

Group Discussion: 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 GDS. Team Building: Team Vs Group - synergy, Stages of Team Formation, the Dabbawala. Leadership - Styles, Work ethics. Personal Effectiveness: Personal Effectiveness: Self Discovery, Self Esteem, and Goal setting. Conflict and Stress Management.

Module IV:

Numerical Ability

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, Rations and Proportions.

Module V:

Test of reasoning

Verbal Reasoning: Series Completion, Analogy, Data Sufficiency, Assertion and Reasoning, Logical Deduction. Non-Verbal Reasoning: Series, Classification

References

1. Aggarwal, R.S. 2010 Quantitative Aptitude, S.Chand & Sons
2. Aggarwal, R.S. 2010. A Modern Approach to Verbal and Non Verbal Reasoning. S.Chand
3. Covey, Stephen. 2004. 7 Habits of Highly effective people, Free Press.
4. Egan, Gerard. 1994. The Skilled Helper (5th Ed). Pacific Grove, Brooks / Cole.
5. Khera, Shiv 2003. You Can Win. Macmillan Books , Revised Edition
6. Murphy, Raymond. 1998. Essential English Grammar. 2nd ed., Cambridge Univ. Press.
7. Prasad, L. M. 2000. Organizational Behaviour, S.Chand
8. Sankaran, K., & Kumar, M. 2010 Group Discussion and Public Speaking. M.I. Pub, Agra, Adams Media.
9. Schuller, Robert. (2010). Positive Attitudes. Jaico Books.
10. Trishna's (2006). How to do well in GDs & Interviews, Trishna Knowledge Systems.
11. Yate, Martin. (2005). Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting.

Sem. III
14PCC3109

Hours/Week: 6
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 (18 Hr)

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-application of OR.

Unit - II (18 Hr)

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

Unit - III (18 Hr)

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.

Unit - IV (18 Hr)

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.

Unit - V (18 Hr)

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

Text Book

1. V.K. Kapoor and Sumant Kapoor: "OR Techniques for Management", Sultan Chand & Sons, New Delhi. 2008.

Books for References

1. S.D Sharma, "Operations Research", Kedar Nath Ram Nath and Co. Meerut - 16. 2009
2. Barry Render and Ralph M.Stari, Jr: "Quantitative Analysis for Management": Prentice Hall, New Delhi. 2009
3. Agarwal, J.D. and Sagarika Ghosh: Quantitative Techniques for Financial Analysis, Indian Institute of Finance, New Delhi. 2008
4. Taha, Hamdy A.: Operations Research - An Introduction, Prentice Hall, Delhi. 2009

Theory : 20% Problem: 80%

Sem. III
14PCC3110

Hours/Week: 5
Credits: 4

ORGANISATIONAL BEHAVIOUR

Objective

- To familiarize the students with the concepts and dimensions of Organization Theory.
- To provide knowledge on behavioral sciences.

Unit - I (15 Hr)

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.

Unit - II (15 Hr)

Basic behavioral Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process - implications, Attitudes and Values, Personality - Concepts, theories, estimation and applications.

Unit - III (15 Hr)

Perception - implications, counseling - importance and relevance - Behaviour modification (OB mod), Communication - interpersonal communication - Methods to improve interpersonal Communication - Group - Characteristics and processes, Group dynamics, norms, cohesiveness, decision making in groups.

Unit - IV (15 Hr)

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.

Unit - V (15 Hr)

Organizational Development - approaches, intervention strategies, implementation; Organizational culture - relevance of culture in the changing scenario, Organizational power and Politics, impression management and defensive behaviour -OB in the global context - Current applications and future trends in OB.

Text Book

1. Robbins S.P, Organisational Behaviour: Concepts, Conventions and Applications, New Delhi, Prentice Hall, 2009.

Reference Books

1. Luthans F, Organisational Behaviour, Boston : Irwin, 2008.
2. Moorhead.G and Griffin, Organisational Behaviour Bombay:Jaico Publishing House, 2006.
3. Umasekaran, Organisational Behaviour, New Delhi: Tata McGraw Hill, 2006.

Sem. III
14PCC3111

Hours/Week: 3
Credits: 3

OOP WITH C++ AND JAVA

Objective

- * To impart the knowledge and programming skills on object -oriented programming languages such as, C++ and JAVA

UNIT - I (9 Hr)

Introduction - Data types- Bit field integer -Operators-control structures-storage classes-user defined Data types-Reserved words-Standard I/O statements in C/C++/Java-Assignments for C programming-Object Oriented Programming concept-Objective of OOP-Different paradigms in OOP-programs structure in C++ - Data abstraction - Function overloading - Information hiding -Friend- More on information hiding.

UNIT - II (9 Hr)

Constructors -Dynamic memory management - Default constructors - Overloading constructor - Copy constructor - Destructors - Inheritance - class derivation -virtual base class- Binding in C++ - Polymorphism- concept of stream in C++ - File positioning functions -Error handling during file operations.

UNIT - III (9 Hr)

Java Programming Paradigm- Advantages of JAVA- Tools available for JAVA programming- Building Java applications - Building Java applets - Difference between Applet and Application - Class definition in Java- Constructors - Inheritance - Polymorphism - access specification in Java- Interfaces in Java- Package in Java.

UNIT - IV (9 Hr)

Built-in classes for Exception handling in Java - Mechanism of Exception handling in Java- Error Handling Exception classes

UNIT - V (9Hr)
Basic of a thread- Synchronization and Inter thread communication -thread groups and Daemon- designing GUI with components and layout managers- Event handling- Drawing methods and Graphics objects.

BOOKS FOR STUDY

1. D. Samantha , “Object - Oriented Programming with C++ and JAVA”, Prentice Hall of India Pvt.Ltd., New Delhi ,2000.

BOOKS FOR REFERENCE

1. E.Balagurusamy, ”Programming in ANSIC”, Tata McGraw Hill, New Delhi, Third Edition, 2004.
2. E.Balagurusamy, “Object - Oriented Programming with C++”, Second Edition, 2002.
3. C.Muthu, “Programming with JAVA”, Vijay Nicole Imprints Private Limited, Chennai, Second Edition, 2011.

Sem. III Hours/Week: 3
14PCC3112 Credits: 2

Software Lab-III

OBJECT - ORIENTED PROGRAMMING

C and C++

1. Simple problems using Operators
2. Problems using Branching structures (If, switch, goto)
3. Problems using looping structures (for, while, do-while)
4. Problems on operations on single dimensional array
5. Problems using Matrix operations
6. Simple class and objects (only using C++)

Java

7. Program using Classes and Objects
8. Illustration of Constructor and Copy Constructor
9. Program for types of Inheritance
10. Simple program using Applet.

Sem. III Hours/Week: 5
14PCC3113 Credits: 3

DATA MINING

Objective

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

Unit - I (12 Hr)

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.

Unit - II (12 Hr)

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.

Unit - III (12 Hr)

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.

Unit - IV (12 Hr)

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.

Unit - V (12 Hr)

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.

BOOKS FOR STUDY

Unit I

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.

Sem. III
14PCC3114A

Hours/Week: 2
Credits: 2

ENTREPRENEURIAL DEVELOPMENT

Objectives

- To give basic knowledge on concepts of Entrepreneurship Development.
- To motivate the students to take up entrepreneurship

Unit - I

Concept of Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

Unit - II

Entrepreneurial Development - Agencies Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organization - Small Industries Service Institute. All India Financial Institutions - IDBI - IFCI - ICICI - IRDBI.

Unit - III

Project Management Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance, and Technology & Legal Formalities - Preparation of Project Report - Tools of Appraisal. Economic development and entrepreneurial growth Role of entrepreneur in economic growth - Strategic approaches in the changing economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic concentration, Franchising / Dealership - Development of Women Entrepreneurship.

Unit - IV

Importance of small scale industries - Definition - Contribution to national economy - Classification of small scale units - Cottage, tiny, village, ancillary, KVI Cent. Industrial Estates - Concept, infrastructure for small business units. Procedures in setting of small scale units - Licensing - Registration - Financing - Working capital - Financing institutions.

Unit - V

Institution for the development of small scale industries - NSIC, SIDCO, SIDO, SISI, Development Commissioner - TANSI, SIDCO, DIC, Directorate of Industries and Commerce. Concessions, rebates, incentives and subsidies to small scale units - Prime Minister's Rojkar Yojna (PMPY) EPZ and 100% EOUs, sickness of small scale units and revival.

TEXTBOOK

1. Vasant Desai "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, 2009.

REFERENCE BOOKS

1. Srinivasan N.P. - Entrepreneurial Development
 2. Saravanavel - Entrepreneurial Development
 3. Vasant Desai - Project Management
 4. Jayashree Suresh - Entrepreneurial Development
 5. Holt - Entrepreneurship - New Venture Creation
 6. J.S. Saini & S.K. Dhameja - Entrepreneurship and Small Business.
 7. P.C. Jain - Handbook for New Entrepreneurs.
 8. C.B. Gupta & S.S. Khanka - Entrepreneurship and Small Business.
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Sem. III
14PCC3114B

Hours/Week: 2
Credits: 2

MARKETING MANAGEMENT

Objectives

- To give basic knowledge on concepts of marketing management.
- To provide knowledge on the new developments in marketing.

Unit - I

Marketing - meaning - functions of marketing - Marketing Mix - Market Segmentation - Agricultural marketing, features, problems.

Unit - II

Product - meaning - features - classification - new product planning and development - Product Mix - Product Life cycle. Branding, Brand loyalty and equity, Packaging, ISO series and Agmark.

Unit - III

Pricing - meaning - Objectives - Factor affecting pricing - methods and types of pricing.

Unit - IV

Promotion - Meaning - Need - Promotion mix, Personal Selling - Meaning - Advantages-Limitations.

Unit - V

Customer Relationship Management - Service Marketing Applications - Marketing - retention strategies of some special fund and non - fund based financial services - leasing and hire purchase services - consumer finance, insurance and factoring - Mutual funds and credit cards.

Text Book

1. R.S.N. Pillai & Bagavathi, Modern Marketing, New Delhi, S.Chand & Co, 2000.

References

1. Rajan Nair. N., Sanjith R. Nair, Marketing, Sultan Chand & Sons, New Delhi, 2000.
2. Philip Kotler, Marketing Management, New Delhi, Prentice Hall of India Ltd, 2001.
3. Stanton William, J.S. and Charles Futrell, Fundamentals of Marketing, New Delhi, McGraw Hill Book & Co, 2008.
4. Monga & Shalini Anand, Marketing Management, New Delhi, Deep & Deep publications, 2000.

Sem. III
14PCC3114C

Hours/Week: 2
Credits: 2

HUMAN RESOURCE MANAGEMENT

Objectives

- To enable the students to understand the important concepts of personnel management.
- To develop the students to be aware of the Human Resources.

Unit - I

Evolution, role and status of Human Resource Management in India - Structure and functions of HRM - Systems view of HRM.

Unit - II

Manpower Planning - Concept, organization and practices, manpower planning techniques - short term and long term planning.

Unit - III

Recruitment and Selection Skill - Job analysis - Description - Job Specification - Selection Process - Tests and interviews - Placement and induction. Performance appraisal - purpose - Factors affecting performance appraisal.

Unit - IV

Training and development - Need and Importance - Assessment of training needs - Training and development and various categories of personnel - Career planning and development - Career counseling, promotions and transfers - Retirement and other separation processes.

Unit - V

Wages and Salary administration - Developing a sound compensation structure - Regularity provisions - Incentives - Grievance handling and discipline - Developing grievance handling and discipline - Development grievance handling systems - collective bargaining - Managing conflicts.

Text Book

1. Pravin Durai, "Human Resource Management", Pearson Education Books, New Delhi, 2010.

References

1. Edwin Flipp, Personnel Management, New Delhi, McGraw Hill Publications, 2009.
2. Davis & Newstrom, 2000, Human Behaviour at Work, New Delhi, McGraw Hill Publications.
3. Fred Luthans, 2000 Organisational Behaviour, New Delhi, McGraw Hill Publications.
4. Stephen P. Robins, 2001 Organisational Behaviour, New Delhi, Prentice Hall of India.

Sem. III
14PCC3114D

Hours/Week: 2
Credits: 2

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT - I

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation.

UNIT - II

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction.

UNIT - III

Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

UNIT - IV

Customer Relationship Management: Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM softwares.

UNIT - V

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service

Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

Text Book

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning

References

1. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
2. Bhasin-Customer Relationship Management (Wiley Dreamtech)
3. Dyche-Customer relationship management handbook prentice hall
4. Peelan-Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
6. Chaturvedi-Customer Relationship Management (Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G.: Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education.

Sem. III
14PCC3114E

Hours/Week: 2
Credits: 2

MODERN BANKING

Objectives

- To help the students to understand the meaning, importance and the economic and monetary implications of banking operations.
- To impart knowledge about the various forms of banking services.
- To gain insight in to E-banking services.

Unit - I

Banking Services - Meaning and Importance - Economic and Monetary implications of Banking Operations - Tangible Services - Deposits, Withdrawals and Lending - Intangible Services - Improved Customer Services - Deficiency in Services - Ways to Improve the Services.

Unit - II

Banking Services - Loans and Advances - Forms of Advances - General Loans, Overdrafts, Clean advances, Term advances, Consumer Loans, Foreign bills purchases, Advances against Hire purchase advances, Packing Credits - Import loan - Industrial advances - Advances to Small borrowers - Agricultural Financing-advances.

Unit - III

Regulations for Banking Services - Banking Regulation Act 1949 - RBI Act 1934 - Negotiable Instrument Act 1881- Endorsement, Crossing of Cheques, Payment of Cheques, Collection of Cheques, Bills of Exchange and Promissory Notes, Rights and Liabilities of parties to Negotiable Instrument - Relationship between Banker and Customer.

Unit - IV

E - Banking Services - Internet Banking - Phone Banking - Mobile Banking - ATM's - Debit Card - Credit Card.

Unit - V

Banking sector reforms - Basle Norms - Capital Adequacy - Globalised Challenges in Banking Services - New Trends in Banking Services - Measurement of Service Quality - SERVQUAL.

Text Book

1. Sundram & Varshney, 'Banking and Financial System', Sultan Chand & Sons

Reference Books

1. B.S.Khubchandani, 'Practice and Law of Banking', Mac Millan India Ltd 2000.
2. K.C.Nanda, 'Credit and Banking', Response Book, Sage Publications, 1999.
3. Dr.S.Gurusamy, 'Financial Services & System', Vijay Nicole imprints Pvt Ltd.
4. H.L.Bedi & V.K.Hardikar, 'Practical Banking'.
5. C.Jeevanandan, 'Practice & Law of Banking'.

Sem. III
14PCC3114F

Hours/Week: 2
Credits: 2

E-COMMERCE

Objectives

- To enable the student to understand basics of E-Commerce
- To gain a practical orientation to E-Commerce and E-Business management.

Unit I

Introduction to E-commerce

Meaning and concept - E-commerce v/s Traditional Commerce- E-Business & E-Commerce - History of E-Commerce - EDI - Importance, features & benefits of E-Commerce - Impacts, Challenges & Limitations of Ecommerce - Supply chain management & E - Commerce.

Unit II

Business models of E-Commerce

Business to Business - Business to customers - customers to customers - Business to Government - Business to employee - E-Commerce strategy - Influencing factors of successful E- Commerce - E-Business Infrastructure - The internet - Intranets and Extranets - World Wide Web - Voice over IP (VoIP) - The Internet Standards - The HTTP Protocol - Audio and Video Standards -Managing E-Business Infrastructure - Web services and Service-oriented architecture - (SOA) - New access devices - future of the internet infrastructure.

Unit III

Marketing strategies & E-Commerce

Website - components of website - Concept & Designing website for E-Commerce - Corporate Website - Portal - Search Engine - Internet Advertising - Emergence of the internet as a competitive advertising media- Models of internet advertising - Weakness in Internet advertising - Mobile Commerce.

Unit IV

Electronic Payment system

Introduction - Online payment systems - prepaid and postpaid payment systems - e- cash, e-cheque, Smart Card, Credit Card, Debit Card, Electronic purse - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

Unit V

Legal and ethical issues in E-Commerce

Security issues in E-Commerce - Regulatory frame work of E-commerce.

Reference Books

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
5. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
6. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
7. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
8. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi.
9. Willam Stallings: Business Data Communications, Pearson Education, New Delhi.

Sem. III
14PCC3203

Hours/Week: 4
Credits: 4

Core Elective-III (WS)

INFORMATION TECHNOLOGY FOR BUSINESS

Objectives

- To understand the potential of the Internet for business.
- To provide a basic understanding about e-commerce.

Unit - I (18 Hr)

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.

Unit - II (18 Hr)

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.

Unit - III (18 Hr)

Internet - Features of the Internet; WWW: Email, Telnet, FTP, News groups, search engines, portals, Business applications of the Internet.

Unit - IV (18 Hr)

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.

Unit - V (18 Hr)

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.

Text Book

1. Edward C. Willet, MS Office, Wiley Publishing Co. New Delhi, 2006.

Books for References

1. Efraim Turban, Jae Lee, David King and Michael Chung: Electronic Commerce, Pearson Education Asia, Delhi. 2007
2. Ravi Kalkotta and Andrew B. Whinston: Frontiers of Electronic Commerce, Addison - Wesley, Delhi, 2005.
3. Heary Chan et al.: E-Commerce, John Wiley & Sons, 2006.

Sem. III
14PHR3203

Hours/Week: 4
Credits: 4

COMPENSATION MANAGEMENT

Objectives

- To understand issues related to the compensation or rewarding human resources in various forms of organizations
- To develop skills in designing, analyzing and restructuring reward management systems, policies and strategies.

UNIT 1:

BASIC CONCEPTS

Compensation - definition and meaning; Wage and Salary- concept, meaning, purpose, factors, components and differences; types of wages- minimum wage, fair wage, living wage, statutory minimum wage and need based minimum wage; wage and salary administration - principles, objectives, factors and problems; wage fixation- principles and time frame; Authorized deductions and imposition of fines on employees.

UNIT 2:

THEORIES OF WAGES

Wage Theories - Ricardo's subsistence theory of wages (Iron Law of Wages), Adam Smith's wage fund theory, Surplus value theory of Karl Marx, Residual claimant theory, Profit maximization theory; wages policy- concept, importance, ILO on wage policy, and National wage policy in India.

UNIT 3:

METHODS OF WAGE FIXATION

Computation of wage and salary - wage and salary structure and calculation; Wage differentials - characteristics, Payment by- time rate, over time, piece rate, performance and employee benefit schemes (Merit pay /skill based

pay); payment of wages with productivity / efficiency; dearness allowance-basis for calculation and fringe benefits; executive remuneration and perks; labour cost; wage survey- features.

UNIT 4:

MACHINERIES OF WAGE FIXATION

Machineries of wage fixation - wage boards, pay commissions, conciliation, adjudication and arbitration; procedure for wage fixation- job evaluation, its process and methods; Team Compensation- Competency Based Compensation, Collective agreements and productivity agreements; Profit sharing and bonus.

UNIT 5:

INCENTIVE SYSTEMS

Compensation Strategy- Monetary & Non-Monetary Rewards, Intrinsic Rewards and Cafeteria Style Compensation, internal and external equity in reward management; Incentive payment plans- Rowan, Halsey, Taylor, Gantt, Emerson and Scanlon, profit sharing- purpose, merits and demerits. Gain sharing - features; productivity oriented incentive schemes - individual and group bonus schemes; principles to make incentive schemes effective and ESOP schemes.

TEXT BOOKS

1. Sharma.A.M , (1999), Understanding wage system, Bombay, Himalaya publishers (unit 2,4 and 5: chapter 3,4 and 6)
2. Jain S.P. & Narang. K.L., (1995), Cost Accounting, New Delhi, Sulthan Chand & Sons, (unit 3: chapter 2)

REFERENCE BOOKS

1. Prasad. N.K., (1990), Principles & Practice of accounting, New Delhi, Sulthan Chand & Sons.
2. Gupta. A., (2000), Wage & Salary Administration in India, New Delhi, Anmoe Publications Private Limited.
3. Dipak Kumar Bhattacharya, (2009), Compensation, New Delhi, Oxford university Press, (unit 1 and 3: chapter 1 and 5), 2009.

Sem. III
14PCC3403

Hours/Week: 4
Credits: 4

IDC-II (BS): ERP FOR MANAGEMENT

Objectives

- To understand about ERP systems.
- To know about ERP software and modules, Implementation of ERP, and Emerging trends on ERP.

Unit - I:

ERP AND TECHNOLOGY

(12 Hr)

Introduction - Related Technologies - Business Intelligence - E-Commerce and E-Business - Business Process Reengineering - Data Warehousing - Data Mining - OLAP - Product life Cycle management - SCM - CRM.

Unit - II:

ERP IMPLEMENTATION

(12 Hr)

Implementation Challenges - Strategies - Life Cycle - Pre-implementation Tasks - Requirements - Methodologies - Package selection - Project Teams - Process - Vendors and Consultants - Data Migration - Project management - Post Implementation Activities.

Unit - III:

ERP IN ACTION & BUSINESS MODULES

(12 Hr)

Operation and Maintenance - Performance - Maximizing the ERP System - Business Modules - Finance - Manufacturing - Human Resources - Plant maintenance - Materials Management - Quality management - Marketing - Sales, Distribution and service.

Unit - IV:

ERP MARKET

(12 Hr)

Marketplace - Dynamics - SAP AG - Oracle - PeopleSoft - JD Edwards - QAD Inc - SSA Global - Lawson Software - Epicor - Intuitive.

Unit - V

(12 Hr)

Enterprise Application Integration - ERP and E-Business - ERP II - Total quality management - Future Directions - Trends in ERP.

TEXT BOOKS

1. Alexis Leon, "ERP DEMYSTIFIED", Tata McGraw Hill, Second Edition, 2008.
2. Mary Sumner, "Enterprise Resource Planning", Pearson Education, 2007.

REFERENCES

1. Jim Mazzullo, "SAP R/3 for Everyone", Pearson, 2007.
2. Jose Antonio Fernandz, "The SAP R/3 Handbook", Tata McGraw Hill, 2008..
3. Biao Fu, "SAP BW: A Step-by-Step Guide", First Edition, Pearson Education, 2003.

Sem. IV
14PCC4116

Hours/Week: 6
Credits: 5

MANAGERIAL SKILLS

Objectives

- To understand about Management thoughts
- To impart knowledge on managerial skills

UNIT - I:

THINKING STRATEGIES

(18 Hr)

Strategic thinking - Concepts- Need - Process - Meaning -competencies - importance- Lateral Thinking - Concepts-Need- Applications- Benefits- Techniques used in Lateral Thinking -Conventional Vs Lateral Leaders.

UNIT - II:

INTERPERSONAL STRATEGIES

(18 Hr)

Conflict Resolution - Concepts - sources of conflict - role of perception in conflict - steps of Conflict Resolution - Conflict handling matrix - Functional and Dysfunctional outcome of conflict. Negotiation skills - process - styles - outcome - principles - 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.

UNIT - III:

IMPLEMENTATION STRATEGIES

(18 Hr)

Change - Concepts - Facing changes - meaning - characteristics -why 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.

UNIT - IV:

ACTION BASED STRATEGIES

(18 Hr)

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.

UNIT - V:**BEHAVIOURAL STRATEGIES****(18 Hr)**

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. Work life Balancing - 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.

Text Book

1. Stephen Covey, 'The Seven Habits of Highly Effective people' 2009.

REFERENCE BOOKS

1. Daniel Goleman, 'Emotional Quotient' - 2009
2. Norman Vincent Peale, 'Power of the Plus factor', 2010.
3. Dr.K.Alex, 'Managerial skills', Person Publication, New Delhi. 2013

Sem. IV**14PCC4117****Hours/Week: 5****Credits: 4****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**(15 Hr)**

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 liabilities- P & L a/c - Accounts group creation - Accounts ledger creation - Financial problems-alteration and deletion.

Unit - II**(15 Hr)**

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.

Unit - III**(15 Hr)**

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

Unit - IV**(15 Hr)**

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.

Unit - V**(15 Hr)**

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.

TEXT BOOKS

1. Implementing Tally - AK Nadhani and KK Nadhani (Unit I and II, Unit IV and V), 2005.
2. Tally Namrata Agarwal (Unit III), 2006.

Sem. IV
14PCC4118

Hours/Week: 3
Credits: 3

Software Lab-IV
FINANCIAL ACCOUNTING PACKAGE AND
DATA MINING

1. Data Mining Tool
2. Creation, alteration and deletion of company
3. Creation, alteration and deletion of primary and secondary accounting groups.
4. Final A/Cs with adjustments (Creation and deletion of ledgers)
5. Voucher entry problems in double entry mode
6. Voucher entry problem in single entry mode.
7. Voucher entries using cost centres
8. Budget preparation and reporting variance
9. Payroll preparation
10. Accounting vouchers using stock items
11. Order processing and inventory vouchers
12. Generation of accounting books and reports
13. Generation of inventory books and reports.

Sem. IV
14PCC4119

Hours/Week: 6
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 - to impart the knowledge on evolution implementation and advantages of an ERP system.

UNIT - I **(18 Hr)**

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.

UNIT - II **(18 Hr)**

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.

UNIT - III **(18 Hr)**

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

UNIT - IV **(18 Hr)**

Enterprise Resource Planning (ERP): an overview - benefits of ERP - ERP and related technologies - Business process reengineering - data warehousing - data mining - online analytical processing - supply chain management.

UNIT - V **(18 Hr)**

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.

BOOKS FOR STUDY

Unit I, II, III

1. James A O'Brien, "Management Information Systems for managing IT in the Internetworked Enterprise", 4th edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 2009.

Unit IV, V

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

BOOK FOR REFERENCE

1. W.S. Jaswadekar, "Management Information Systems", Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2008.
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Sem. IV
14PCC4402

Hours/Week: 4
Credits: 4

IDC-III: **TALLY**

Objectives

- To enable students to learn basic concepts and applications of accounting software.
- To help students to acquire skills of operating Accounting software effectively.

Unit - I: (12 Hr)

Introduction to Accounting Software - Features of Computerized Accounting - Introduction to Tally - Features of Tally - Creation- alteration and Deletion of Company - Company details - Accounting Features (F11) - Accounting groups - Predefined groups - User defined groups (creation, alteration and deletion) - Ledgers (Creation, alteration and deletion) - Preparation of Final accounts with adjustments and Balance sheet using ledger balances.

Unit - II: (12 Hr)

Accounting Vouchers - various types of accounting Vouchers and their short cut keys - Voucher entries in Double and single entry mode - Day book - Cost Centre - Cost categories - cost centre class - Bill wise details - Interest calculation.

Unit - III: (12 Hr)

Budgets creation and alteration - Variance analysis - pay roll preparation - Statutory Features (F11) - Voucher entries using TDS, TCS & VAT.

Unit - IV: (12 Hr)

Inventory Masters: Creation, alteration and deletion of Stock groups, Stock categories, Units of Measures, Godowns and Stock items- Batch wise details - Bill of materials-Purchase and sales order processing - Pure Inventory Vouchers - Entries in Accounting and Inventory vouchers using stock items.

Unit - V: (12 Hr)

F12 - Configurations - Accounting and Inventory books - Statements of Accounts and Inventory - Group Company - Security control - Tally Audit - BRS - Extraction of Ratios, Cash flow and fund flow statement.

TALLY PRACTICAL

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and final accounts and Balance sheet preparations.
3. Voucher entries in double entry mode.
4. Voucher entries in single entry mode.
5. Voucher entries using Cost centre and Cost categories.
6. Voucher entries using bill wise details and interest calculation.
7. Creation and alteration of budgets and variance analysis.
8. Creation, alteration and deletion of inventory masters.
9. Accounting voucher entries using stock items.
10. Order processing and voucher entries using accounting and inventory vouchers.
11. Payroll preparation and applying TDS and TCS.
12. Generation of Accounting and Inventory Reports.

TEXT BOOK

1. AK Nadhani, Simple Tally 9, BPB Publications, Chennai, 2008.

BOOKS FOR REFERENCE

1. Vishnu P. Singh, "Tally. Erp 9", Computech Publications Ltd, New Delhi, 2006.
2. Srinivasa Vallaban, Computer Applications in Business, Sultan Chand and sons, Chennai, 2006.

Sem. IV
14PHR4402

Hours/Week: 4
Credits: 4

ORGANISATIONAL BEHAVIOUR

Objectives

- To grasp the organizational theories that would enlighten the understanding of human behavior at work.
- To understand team/group processes and be able to address issues arising from individual and collective organizational behavior.

UNIT 1:

INTRODUCTION AND EVOLUTION (14 Hr)

Organisational Behaviour - Concept, meaning, objectives, approaches, S-O-B-C Models, Models of OB. Historical development of OB - Hawthorne Experiments. Organisational Climate - Meaning, importance, determinants, and measurements.

UNIT 2:

BEHAVIOUR DETERMINANTS (14 Hr)

Personality - concept, meaning, determinants. Perception - meaning, factors, process, Difference between perception and sensation, Learning - meaning, Difference between Learning and Maturation. Motivational Theories: Content, Contextual and Contemporary theories. Job Satisfaction - Meaning and Determinants.

UNIT 3:

BEHAVIOUR MODIFICATION (14 Hr)

B.M: Concept, meaning, application and importance. Stress: Sources and Causes, Stress Management. Fatigue: Sources, Causes and management. Work place emotions, Values, Attitudes. Conflict: meaning, types, models and resolution strategy.

UNIT 4:

ORGANISATIONAL TEAM DYNAMICS (14 Hr)

Team: Types, designs, development, norms, roles and cohesiveness. Team building: Process, types, managing team process. Team resource, Roles and Responsibilities. Self Identity Team skills, Group working Process, Management influencing skills.

UNIT 5:**ORGANISATIONAL CHANGE****(14 Hr)**

Challenges of change - Pressures for change, types of change, approaches. Resistance to change - individual, group and organizational. Overcoming Resistance. Promoting change - interpersonal, team and organizational methods.

Text Books

1. Davis & Newstrom, (1985) Organisational Behaviour, New Delhi, McGraw Hill Publishers, (Unit 2) Chapter - 2.
2. Fred Luthans (1985). Organisational Behaviour, New Delhi. McGraw Hill Publishers, (Unit 3) Chapter - 3,4,5
3. Prasad L.M. (2000) Organisational Behaviour, New Delhi, Sultan Chand & Sons, (Unit 1 & 5) Chapter- 1, 10, 11
4. Stephen Robins (1988). Organisational Behaviour , New Delhi, Prentice hall of India, (Unit 4) Chapter - 5,7,94.
5. Steven L Mcshane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour: Emerging Knowledge and Practice for the Real World, TMH. (Unit V)

Reference Book

1. Uma Sekaran (1986), Organisational Behaviour, New Delhi, Tata McGraw Hill.
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