

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)
COIMBATORE-641029

BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS
Curriculum & Scheme of Examination under CBCS
APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR
2015-2016 onwards.

Semester	Part	Subject code	Title of the Paper	Instruction Hours/Cycle	Exam. Marks			Durations of Exam (Hours)\$	Credit
					CIA	ESE	Total		
I	I	15TML1A1	Language I- Tamil I/Hindi I/French I / Malayalam I/Sanskrit I	6	25	75	100	3.00	3
	II	15ENG101	English I	6	25	75	100	3.00	3
	III	15UBA101	C.P.1 Principles of Management and Organizational Behavior	5	25	75	100	3.00	4
		15UBA102	C.P.2-Introduction to Information Technology	5	25	75	100	3.00	4
		15UBA1A1	Allied. A 1-Mathematics for Management-I	6	25	75	100	3.00	5
	IV	15EVS101	Environmental Studies**	2	-	50	50	3.00	2
II	I	15TML2A2	Language II-Tamil II/Hindi II/French II/Malayalam II/Sanskrit II	6	25	75	100	3.00	3
	II	15ENG202	English II	6	25	75	100	3.00	3
	III	15UBA203	C.P.3- Principles of Financial Accounting	5	25	75	100	3.00	4
		15 UBA 204	C.P.4-PC Software	2	25	75	100	3.00	4
		15 UBA2CL	C.Pr.1-Programming Laboratory(PC Software)	3	40	60	100	3.00	2
		15 UBA2A2	Allied A 2-Mathematics for Management – II	6	25	75	100	3.00	5
	IV	15VED201	Value Education- Model and Ethics**	2	-	50	50	3.00	2

III	III	15UBA305	C.P.5-Marketing Management	5	25	75	100	3.00	4
		15UBA306	C.P.6-Production and Material Management	5	25	75	100	3.00	4
		15UBA307	C.P.7-Financial Management	5	25	75	100	3.00	3
		15UBA3CM	C.Pr.2- Programming Laboratory (Tally ERP 9)	6	40	60	100	3.00	6
		15UBA3A3	Allied B1-Principles of Insurance	5	25	75	100	3.00	5
	IV	15UBA3S1	Skill Based Subject 1-Business communication	2	25	75	100	3.00	3
		15TBT301 / 15TAT301 / 15UHR3N1	Basic Tamil**/Advanced Tamil**/Non Major elective**-Human Rights.	2	-	75	75	3.00	2
	IV	15UBA 408	C.P.8-Human Resource Management	6	25	75	100	3.00	4
		15UBA409	C.P.9-Global Business Management	6	25	75	100	3.00	4
		15UBA410	C.P.10- Internet and Web Page Designing	4	25	75	100	3.00	4
		15UBA4CN	C.Pr.3-Programming Laboratory(Internet and Web Page Designing)	4	40	60	100	3.00	2
		15UBA4AL	Allied Pr.1-Functional English for Executives	6	50	50	100	3.00	5
	IV	15UBA4S2	Skill Based Subject2-Marketing of Services	2	25	75	100	3.00	3
		15TBT402 / 15TAT402 / 15UWR4N2	Basic Tamil*/ Advanced Tamil**/ Non major elective**- Women's Rights	2	-	75	75	3.00	2

V	III	15UBA511	C.P.11-Research Methods for Management	6	25	75	100	3.00	4
		15UBA512	C.P.12-Cost and Management Accounting	6	25	75	100	3.00	4
		15UBA513	C.P.13-RDBMS& ORACLE	5	25	75	100	3.00	4
		15UBA5CO	C.Pr.4-Programming Laboratory (RDBMS & ORACLE)	5	40	60	100	3.00	2
		15UBA51T	Institutional Training##	GRADE					
		15UBA 5E1	Elective Paper 1	6	25	75	100	3.00	5
	IV	15UBA5S3	Skill Based Subject 3- Indirect Taxation	2	25	75	100	3.00	3
VI	III	15UBA 614	C.P.14 – Industrial Law	6	25	75	100	3.00	4
		15UBA615	C.P.15- VISUAL BASIC	5	25	75	100	3.00	4
		15UBA6CP	C.Pr.5-Programming Laboratory (VISUAL BASIC)	5	40	60	100	3.00	2
		15UBA 6E2	Elective Paper 2	6	25	75	100	3.00	5
		15UBA6S4	Skill Based Subject 4- Management Information System.	2	25	75	100	3.00	3
	IV	15UBA 6Z1	Project work & viva-voce***	6	20	80#	100	3.00	4
	V	\$\$	EXTENSION ACTIVITIES(NSS/NCC/PYE/YRC)*	-	50	-	50	-	1

\$\$ NCC-15NCC101, NSS-15NSS101, YRC-15YRC101, PYE-15PYE101.

@Hindi-15H1N101/202, French-15FRN101/202, Malayalam-15MLM101/202, Sanskrit-15SAN101/202

*No End-of-semester Examinations. Only Continuous Internal Assessment (CIA)

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Record 60 Marks. Viva Voce-20 Marks.

- The internal and external Examiner shall jointly evaluate the Project Report and conduct the Viva-Voce. # 20 Marks is assigned for Internals and for External-Project Record Carries 60 marks, Viva-voce Carries 20 marks.

Note: In core/ allied subjects, no. of papers both theory and practical are included Wherever applicable.

However, the total credits and marks for core/allied subjects remains the same as stated below.

S.No.	Part	Subject	Marks	Credits
1.	I	Language- Tamil/Hindi/Malayalam/French/Sanskrit	200	6
2.	II	English	200	6
3.	III	Core-theory/Practical/Project	2100	77
		Allied	400	20
		Electives	200	10
4.	IV	Basic Tamil/Advanced Tamil(or)Non-Major Elective	150	4
		Skill Based Subject	400	12
		Environmental studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
Total			3800	140

CBCS- choice based credit system. NSS-National service scheme.

Lan- Language.

YRC-Youth Red Cross

SBS- Skill based subject.

ESE-End of semester Examination.

NCC-National based subject.

PYE-Sports.

- 25% CIA is applicable to all subjects under Part I, Part II, Part III, and skill based subjects under Part IV and the proportion of marks for the lab is in the ratio of 40:60(INTERNAL/EXTERNAL).
- There is no CIA for the subjects under part IV except skill based subjects.
- Extension activities like NCC/NSS/ PYE /YRC are conducted after the college hours.
- ##Institutional training for a period of one month (30days) in various industrial establishments is to be completed in fourth semester vacation followed by submission of report in the fifth semester and awarded marks by the respective faculty after conducting the Internal viva-voce.
- Project work***, which is compulsory, carries 100 marks. A student should select a topic for project work in the beginning of the sixth semester and should submit the project report (dissertation) at the end of sixth semester. There is a viva-voce for the project work. Internal and External examiner shall jointly evaluate the project report and conduct the viva-voce.

Major Electives:

1. Entrepreneurial development and project management.
2. Product strategy and management.
3. Applied marketing management.
4. Investment and portfolio management.
5. Retail Marketing Management.

1. Break up Marks for CIA of Theory

CIA Exam	-	15
Assignment	-	5
Attendance	-	5
Total		<u>25</u>

2. Components of Practical

Break up marks for CIA of Practical

CIA Practical Exam	-	25
Observation Notebook	-	10
Attendance	-	5
Total		<u>40</u>

3. Break up of mark for ESE Practical:

Practical: The question paper pattern should be furnished as given below for each practical syllabus as it is followed by the department concerned.

Experiment	50 marks
Record	10 marks
Total	60 marks

The breakup of marks and question paper pattern prescribed for theory and practical are for the core subjects only. For other subjects like allied, elective and general subjects, if marks changed, the College hand book may be referred and mentioned under each syllabus accordingly.

3. Components for Project

CIA / ESE	Particulars	Project Out of 100 Marks (UG)
CIA	Project Review	15
	Regularity	5
	Total Internal Marks	20
*ESE	Project Report Present	60
	Viva Voce	20
	Total External Marks	80
Total Marks (CIA + ESE)		100

* Project report and Viva voce will be evaluated jointly by both the Project Supervisor (faculty of the Department) and an External Examiner.

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COIMBATORE-29**

END SEMESTER EXAMINATIONS QUESTION PAPERS PATTERN

(For the candidates admitted from the Academic year 2014-15)

Max Marks: 75

SECTION – A

10 X 1 = 10 Marks

10 Questions (Choose the best answer: Two Questions from each unit with four choices)

SECTION – B

5 X 5 = 25 Marks

5 Questions either / or type (one question from each unit)

SECTION – C

5 x 8 = 40 Marks

5 Questions either / or type (one question from each unit)

C.P .1- PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR

Total Hours: 75

Credit points: 4

Objective: To impart knowledge on Management Principles

UNIT-I (15 Hours)

Nature and scope of Management - Management Science or Art, Development of Management-Scientific Management.Hawthorne Experiment- Implications of Hawthorne Experiment. -Roles & Responsibilities of Manager - Functions of Management. Planning-Meaning -**Purpose of planning -Steps in Planning –Types of Planning***

UNIT-II (15 Hours)

Decision Making- Process of decision-making - Types of Decisions-Problems involved in Decision Making - Organizing - Types of Organization- Organizational Design & Structure - Span of Control - Use of Staff Units and Committees-MBO-MBE-features.

UNIT-III (15 Hours)

Delegation- Centralization & Decentralization - Staffing - Sources of Recruitment & Selection Process – Directing – Nature & Purpose of Directing – Principles of Directing. Controlling - Meaning & Importance - Control Process - Budgetary and Non-Budgetary Controls.

ORGANIZATIONAL BEHAVIOUR

UNIT-IV (15 Hours)

Importance, Nature and scope of Organizational Psychology – Individual Differences – Perception – Factors affecting Perception – Personality – Nature, Types and Uses- Motivation – Theories – **Financial and Non-financial Motivation – Techniques of Motivation*.**

UNIT-V (15 Hours)

Job Satisfaction- Nature – Morale – Relationship between Morale and Productivity- Group Dynamics – Team Development – Conflicts – Types – Managing Conflicts – Organizational Culture and Climate and Development.

***Self study and questions for examinations may be taken from the self study portions also.**

Text Books:

1. Koontz -Essentials of Management - McGraw Hill- Delhi, 2003.
2. T. Ramasamy – Principles of Management, Himalaya Publishing House, Delhi 2004.

Reference books:

1. L.M.Prasad - Principles & practices of Management – Sultan Chand & Sons – Delhi, 2007.
2. Gupta.C.B - Management Theory & Practice - McGraw Hill- Delhi, 2003
3. L.M.Prasad- Organisational Behaviour - McGraw Hill- Delhi, 2004

C.P.2 – INTRODUCTION TO INFORMATION TECHNOLOGY

Total Hours: 75

Credit points: 4

Objective: To impart knowledge on Information Technology

UNIT-I (15 Hours)

Computer systems –Introductions – Types of computer systems – Micro, Mini, Main Frame and super Computers – Analog, Digital and Hybrid Computers – Generations of computers – Importance of computer in business – Application of computers in various area – Number systems.

UNIT-II (15 Hours)

Data and information – Data processing – Data storage – RAM – ROM – Hard disk- Floppy disk-Magnetic medium – Data retrieval – Online – Real time – Time sharing – Multi Programming – Multi Processing System.

Unit-III (15 Hours)

Components of Computer Systems – Input Output Storage Devices – Software – Programming Language – Flow Chart – Introduction to Operating System – Windows98 – Windows NT-UNIX-LINUX.

UNIT-IV (15 Hours)

Networking – LAN, WAN, MAN- Intranet – Internet – E-mail – Transport Protocols – WWW –Browsers-Search Engines – Internet Advertisement* - ISP – Security Management – Firewalls – Web Development and Maintenance.

UNIT-V (15 Hours)

E-com – Introduction – Employees-Customers Channel Partner-Service Providers-**Electronic Data Interchange***-Online Credit Card Frauds - Merchant Accounting.

***Self study and questions for examinations may be taken from the self study portions also.**

Text Book:

1. Alexis and Mathews Leon – Introduction to Computers – LeonTechworld, Chennai - 2004
2. V. B. Kirubanand, Computer Applications and Information Technology, R. K. Publishers, Coimbatore.

REFERENCE BOOKS:

1. Roger Hunt and John Shelley – Computers and Common sense – PHI, NewDelhi,1997
2. Richard W Bright man – Micro Computers – Galgotia publication, Delhi - 2001
3. Computer network – Andrews,T

C.P. 3 – PRINCIPLES OF FINANCIAL ACCOUNTING

Total Hours : 75

Credit points:4

Objective: To impart knowledge on Financial Accounting

UNIT –I (15 Hours)

Accounting Concepts and Conventions - Journal - ledger-Subsidiary Books-Cash Book-Petty Cash Book - Types of Accounts

UNIT-II (15 Hours)

Trial Balance – Errors and their Rectifications – Final Accounts: Trading – Profit & Loss Account and Balance Sheet with Simple Adjustment- Bank Reconciliation Statement

UNIT-III (15 Hours)

Depreciation – Straight Line Method- Written Down Value Method – Annuity Method- **Reserves and Provisions***.

UNIT-IV (15 Hours)

Accounting for Non trading Institutions- Income & Expenditure Accounts – Receipts & Payments Account – Balance Sheet of Non-Trading Institutions

UNIT-V (15 Hours)

Accounting for Consignment including Normal and Abnormal Loss – Accounting for Joint Venture.

[Theory 20% and Problems 80%]

***Self study and questions for examinations may be taken from the self study portions also**

Text Book:

Financial Accounting-Reddy T S & Murthy A-Margaham Publishers,Chennai, 2007

REFERENCE BOOKS:

Advanced Accountancy-Jain S P & K L Narang-Kalyani Publishers,Ludhiana 2007

C.P. 4 – PC SOFTWARE

Total Hours : 30

Credit points: 4

Objective: To impart knowledge on PC Software

UNIT-I (12 Hours)

Windows Xp: Working – Saving settings – Working with applications: Paint Brush- Notepad – Work pad: Searching files – Arranging icons. MS Office Basics: Creating Document – **entering text – selecting text – using tool bars*** - menu commands – keyboard shortcuts – saving files – opening document – manipulating windows – simple editing – printing files.

UNIT-II (8 Hours)

MS Word Basics: Word editing techniques – finding and replacing – formatting with styles – header and footer – using Auto text – Using Auto correct – checking spelling and Grammar – Inserting objects – creating tables and manipulating – Mail merge – printing document.

UNIT-III (8 Hours)

MS Excel Basics: Entering data – selecting ranges – editing entries – formatting entries – simple calculation – Naming cells and ranges – conditional formatting – using AutoFill- creating Graphs – copying entries between workbooks and files - manipulating multiple worksheets – **deleting sheets** *- printing worksheets.

UNIT-IV (10 Hours)

MS Power Point Basics: Slide layout – Working with slides – editing text – adding subordinate points – inserting new slides – deleting slides – working in normal, Outline and slide sorter view- Using Design template- Merging presentations – Hiding slides – Running electronic slide show – Graphs – organizational Chart- Adding special effects- setting timings.

UNIT-V (7 Hours)

MS Access Basics: Creating a table – entering and adding records – changing a structure – queries – filtering data – Forms – creating relationship using queries – Reports – Label Wizard Usage.

***Self study and questions for examinations may be taken from the self study portions also.**

Text Book:

1. R K Taxali – PC Software made simple (for windows) McGraw Hill- Delhi, 2003

REFERENCE BOOKS:

1. Ed Bott – Using Microsoft Office 2000 ,QUE Corporation Macmillan,USA- 2000 Sanjay Sonena, Ms Office 2000 for everyone.

**UBA-05
SEMESTER-II**

15UBA2CL

C. Pr. 1 – PROGRAMMING LABORATORY (PC SOFTWARE)
Total Hours :45 **Credit points: 2**

PRACTICAL LIST

1. Creating a paragraph and perform the following 1.Font size 2.Bold 3. Italics 4. Underline 5. Line spacing 6. Changing the background color& text color 7. Header & Footer 8. Alignment
2. Create a document and perform the following operations: 1. Change the text into 2 columns 2. Check spelling and grammar 3. Bullets and numbering 4. Find and Replace.
3. Create a department time table in MS word
4. Create a job application letter enclosing your Bio-data in MS Word
5. Demonstrate the concept of OLE by linking an Excel Worksheet into a work document
6. Create interview letters of 5 persons using Mail Merge
7. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly sales of each company
8. Create a Worksheet line chart showing the sales turnover of 5 different companies over the period of 10 years
9. Create a worksheet for pie chart showing composition of the total cost of a company
10. Create a worksheet to calculate Si &CI for the principle amount varying from 1000-10000 for varying interest
11. Create a worksheet that contains 10 students. Find sum, average, mean, median and mode.
12. Create a worksheet containing marks of 10 students I test mark in one sheet, 10 students II test mark in second sheet.
13. Copy the names to third sheet and the maximum marks.

14. Create a PowerPoint presentation for Inaugural function with at least 3 slides
15. Create an Organisation chart with minimum three levels using PowerPoint
16. Create a PowerPoint presentation for advertisement for advertisement campaign with 3 slides
17. Create a PowerPoint presentation to sell your college for a campus interview
18. Create a database and maintain the address of your classmates with the following constraints:
 1. Roll number should be primary key
 2. Name should not be empty
 3. Maintain at least 10 records
 4. Recall information according to Place and City.
19. Create an item table with the following design and structure: item no.
Item name, rate, quantity and Net price
 1. Find the net price of all records
 2. Display only the item no, item name for the net price > 10000
 3. To increase the rate by 10% for all records
 4. Display all the details for item name="nut" & quantity >10
20. Create a table of students mark list with name, subjects total and average
 1. Add at least 10 records
 2. Sort the names in alphabetical order
 3. Prepare the rank list
 4. Find total and average
21. Create a data entry form using wizard for a stores bin card
22. Create a report for payroll database using report wizard
23. Create a mailing list using label wizard

C.P.5- MARKETING MANAGEMENT

Total Hours : 75

Credit points: 4

Objective: To impart knowledge on Marketing Management

UNIT – I (15 Hours)

Definition of Marketing – Marketing Management – Marketing Concept – Meaning, Importance – Functions of Marketing – Marketing Environment: Various Environmental Factors Affecting The Marketing Function – **Role Of Marketing In Modern Management.***

UNIT – II (15 Hours)

Buyer Behavior – Buying Motives – Explanation of Motivation – Market Segmentation of Different Bases – Marketing Mix-Market Structure – Definition And Types of Channel – Channel Selection & Problems-CRM

UNIT – III (15 Hours)

The Product - Marketing Characteristics – Consumer Goods – Industrial Goods – Production Policy. Product Life Cycle – Product Mix – Modification & Elimination – Packaging – **Developing New Products*. Branding – Importance.**

UNIT – IV (15 Hours)

Pricing: Meaning To Buyer & Supplier – Pricing Policies – Objectives – Factors Influencing Distribution Decisions – Management of Physical Distribution – Supply Chain Management – Logistics – Meaning & Concepts - Marketing Risks.

UNIT – V (15 Hours)

Promotion: Advertising - meaning and importance, types, media decisions, promotion mix, promotion tools. Personal Selling - Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study).

***Self study and questions for examination may be taken from the self study portions also.**

Text Book:

1.Philip Kotler – Marketing Management. Prentice- Hall Of India Pvt Ltd, New Delhi.2007

REFERENCE BOOKS:

1. Rajan Nair – Marketing Management. - Tata McGrawhill Delhi,2002
- 2.Cundiff and Still – Fundaments of Modern Marketing, Prentice- Hall Of India Pvt Ltd, New Delhi,2004
- 3.Bagavathi and Pillai – Modern Marketing Management. Sultan Chand and Co Ltd, N.D.2004

C.P.6 - PRODUCTION AND MATERIALS MANAGEMENT

Total Hours : 75

Credit points: 4

Objective: To impart knowledge on Production and Materials management

UNIT – I (15 Hours)

Production Management – Functions – Scope – Plant Location – Plant Layout – Principles – Process Layout for Production Planning and Control – Principles – Information Flow – Routing – Scheduling (Grantt Chart Only) – Dispatching.

UNIT – II (15 Hours)

Material Handling – Importance – Principles – Criteria for Selection of Material Handling Equipment - Classification of Material Handling Equipment – Chart and Diagrams – Time Study – Definition – Motion Study – Principles – Work Measurement.

UNIT – III (15 Hours)

Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – **Purchasing – Procedure – Principles** *-Import Substitution – Vendor Rating – Vendor Development.

UNIT – IV (15 Hours)

Functions of Inventory – Importance – Tools – ABC, VED, FSN, - MRP, ERP Concepts. Store Keeping – Objectives – Functions – Store Keeper Duties – Responsibilities – Location of Store – Store Ledger – Bin Card.

UNIT – V (15 Hours)

Quality Control – Types of Inspection – Centralized and Decentralized. TQM: Meaning – Objectives – Elements – Benefits. Bench Marking: Meaning – Objectives-Advantages – ISO: Features – **Advantages – Procedure for Obtaining ISO***- Six Sigma

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOKS:

1. O.P. Kanna:Industrial Engineering & Management - Dhanpatraj & Co.Delhi, 2000.

REFERENCE BOOKS:

1. Banga and Sharma: Production Management. Tata McGrawhill, Delhi, 2002
2. M.M. Varma: Materials Management. Tata McGrawhill, Delhi,2004.
3. Gopala Krishnana: Materials Management. Tata McGrawhill,Delhi, 2004.

C.P.7 - FINANCIAL MANAGEMENT

Total Hours : 75

Credit points: 3

Objective: To impart knowledge on Financial Management

UNIT – I (Theory Only) (15 Hours)

Finance Functions: Meaning - Definition and Scope of Finance Functions – Objectives of Financial – Profit Maximization and Wealth Maximization. **Sources of Finance – Long term – Short term – Bank Sources –Shares, Debentures, and Preferred Stock – Debt*.**

UNIT – II (Problem & Theory Questions) (15 Hours)

Financing Decision: Cost of Capital – Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Reserve – Weighted Average Cost of Capital – Operating and Financial Leverage.

UNIT – III (Theory Only) (15 Hours)

Capital Structure – Factors Influencing Capital Structure – Optimal Capital Structure – Dividend and Dividend Policy – Meaning, Classification – Sources available for Dividend – Determinants of Dividend Policy.

UNIT- IV (Theory Only) (15 Hours)

Working Capital Management: Meaning – Concepts – Importance – Determinants of Working Capital. Cost Management: Motives for Holding Cash – Objectives and Strategies of Cash Management.

Receivables Management: Objectives – Cost of Credit Extension – Benefits – Credit Policies – Credit Terms – Collection Policies.

UNIT – V (Problem and Theory Questions) (15 Hours)

Capital Budgeting – Meaning – Objectives – Pay Back Period – Accounting Rate of Returns – Internal Rate of Return Method – Net Present Value Method – Marginal Costing and CVP Analysis.

Note: Theory and Problems may be in the ratio of 60% and 40% marks.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOKS:

I.M. Pandey – Financial Management – Vikas Publication House Ltd, Delhi, 2002

REFERENCE BOOKS:

1.P.V. Kulkarni – Financial Management. Tata McGrawhill, Delhi, 2004.

2.Khan and Jain – Financial Management - A Conceptual Approach - Tata McGrawhill, Delhi, 2004

C.Pr.2- PROGRAMMING LABORATORY (TALLY ERP 9)

Total Hours: 90

Credit points: 6

1. Create a company with relevant details.
2. Create groups and sub-groups
3. Create ledgers in single ledger mode and multi ledger mode
4. Enter transactions using accounting vouchers
5. Prepare various day books
6. Prepare a Trial Balance
7. Prepare simple Final Accounts (without adjustment)
8. Prepare final accounts of a concern (with adjustment)
9. Prepare Subsidiary books
10. Prepare Bank Reconciliation Statement (BRS)
11. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary
12. Create a Memo voucher
13. Print a cheque
14. Calculate simple Interest
15. Calculate foreign exchange gain/loss

UBA-10
SEMESTER-IV **15UBA408**
C.P. 8 - HUMAN RESOURCE MANAGEMENT

Total Hours : 90

Credit points: 4

Objective: To impart knowledge on Human Resource Management

UNIT-I (15 Hours)

Introduction to HRM – Functions- Difference Between Personnel Management and HRM- Nature and Scope – functions and role of Human Resource manager- **Human Resource Planning- Importance – objectives of HRP – Process of HRP***

UNIT-II (15 Hours)

Recruitment – Selection – Induction and Placement – Job Analysis – Job Specification – Job Description – Job Evaluation – Wage and Salary Administration- Incentive Compensation- Merits and Demerits of Incentive Compensation- Kinds of Incentive Compensation Plan.

UNIT-III (15 Hours)

Concept of HRD – Training- meaning, importance and scope – Types of Training- QWL – Grid training – Survey feedback – Organizational Development – OD Process- OD Intervention – Difference Between Organizational Development and Organizational change.

UNIT IV(15 Hours)

Performance Appraisal –Objectives– Methods- Merits and Demerits- Limitations. Potential Appraisal- Career planning and Development – Assessment centers

UNIT – V (15 Hours)

Work Culture-Team Building-E-HRM, E-Recruitment, Green Recruiting, Time Management– HRM on Multinational Corporation- Impact of Globalization in HRM.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Dr.J.Jayashankar-Human Resources Management,Margham Publications,2014

REFERENCE BOOKS:

1. Tripathy . P.C. – Personnel Management and Industrial Relations -Sultan Chand Sons Delhi,2004
2. Chabra, Singh- Personnel Management and Industrial Relations - Dhanpad Rai & Co ,Delhi,1997

UBA-11
SEMESTER- IV **15UBA409**
C.P. 9 - GLOBAL BUSINESS MANAGEMENT

Total Hours : 90

Credit Points: 4

Objective: To impart knowledge on Global Business Management

UNIT- I (18 Hours)

International Environment: External Environment – Macro Environment – Environment Change – Techniques for Environment analysis. The global scenario – political and economic development. **The Indian scenario-economic and competitive environment- demographic and social environment***

UNIT-II (18 Hours)

Global-internationalization strategies – globalization of Indian business. Multinational corporation-dominance of MNCs-investment pattern – investment motives – MNCs and international trade – foreign investment by Indian companies – MNCs in India.

UNIT-III (18 Hours)

An evaluation of WTO Tariff Barriers – GATTs – TRIMs – TRIPs – Anti-dumping measures – FEMA – Introduction - Essentials Features.

UNIT-IV (18 Hours)

Quality control; and per shipment inspection – documents for export – document for claiming exports assistants – developing exports through correspondences – process of export order- export procedures – export incentives.

UNIT-V (18Hours)

Role of foreign capital – private foreign capital – limitations and dangers of foreign capital – government policies relating to foreign capital – Indian patents law

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Export Management : Balagopal Tata Mc Grawhill Mumbai, 2004
2. Export Marketing : B.S.Rathor and J.S.Rathor, Himalaya Publishing House Mumbai, 1997

REFERENCE BOOKS:

- 1.Business Environment : Francis Cherunilam Himalaya Publishing House, Mumbai, 2003
- 2.Business Environment : Aswathapa Himalaya Publishers Papers, 2007
- 3.International Marketing : Francis Cherunilam Himalaya Publishing House Mumbai, 2004

UBA-12
SEMESTER-IV
C.P. 10 - INTERNET & WEB PAGE DESIGNING

15UBA410

Total Hours: 60

Credit Points: 4

Objective: To impart knowledge on Internet & Web Page Designing

UNIT-I (12 Hours)

Internet basics – Internet Address – Domain Names – Browsers – Search Engines – connecting to the internet – **Installing and configuring a modern – creating a connection profile – changing the default connection***.

UNIT-II (12 Hours)

Working with E-mail – running on email program – sending, reading, replying, deleting and exiting mail – sending files via email – attaching a signature – managing an address book.

UNIT-III (12 Hours)

Introduction to HTML – information file creation – web server – web client/browser – HTML – commands – title – footer – paragraph breaks – line breaks – heading style – text style – spacing – centering – font size and color.

UNIT-IV(12 Hours)

List – types of list – adding graphics to HTML document – Using width, Height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cells spacing – BG color – rows span – column span attributes – links – internal and external document references – Images as hyperlinks.

UNIT-V(12 Hours)

Introduction to DHTML – cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attribute – list attributes – class – external style sheets. Java Script: Introduction – control structures – Simple functions & Programs.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Web Enabled Commercial Application Development using HTML, DHTML, Java Script, Peri CGI, Ivan Bayross, BPB Publications – 2000.

REFERENCE BOOK

Internet Complete, Maureen Adams, Sherry Bonelli, BPB Publications, 1998.

UBA-13

SEMESTER-IV

15UBA4CN

**C.Pr. 3 PROGRAMMING LABORATORY
(INTERNET AND WEB PAGE DESIGNING)**

Total Hours: 60

Credit Points: 2

LIST OF PROGRAMS

1. Install a modem in your system.
2. Connect Internet using an account in your system.
3. Search a particular topic using Internet search engines.
4. Create a news email id using any available service providers.
5. Send an email to another person's email id.
6. Send an email to more than one user at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using Internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add or remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML to display an advertisement.
14. Develop a static HTML page for college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.

The following information is based on database

17. Develop a HTML page to input student information
18. Develop a HTML to display student results for a given roll number.
19. Develop a HTML page to sale a product to users.
20. Develop a HTML page to display product information for a given product id.

C.P.11-RESEARCH METHODS FOR MANAGEMENT

Total Hours : 90

Credit Points: 4

Objective: To impart knowledge on Research Methods for Management

UNIT-I (18 Hours)

Meaning of Research – Definition –Importance – **Advantages and limitations***
Types of Research – The Research Process – Difference Between Survey and Research –
Criteria of good Research –Problems Encountered by Researchers in India – Ethics in
Business Research.

UNIT –II(18 Hours)

Defining Research Problem – Techniques involved- Need for Research Design-
Features of a Good Research Design . Sampling Design – Steps in Sampling Design-
Sampling process and selection – sample types.

UNIT 111(18 Hours)

Data collection – methods –tools –questionnaire – interview schedule – kind of
data – measurement & types of scaling – Attitude Measurement- Scaling – technique –
Editing , Coding, Tabulation.

UNIT-IV(18 Hours)

Processing and analyzing of data- Statistics in research. Interpretation and report
writing -Steps in writing report – layout of report, types principles of report writing –
graphical representation of results-Simple problems.

UNIT V(18 Hours)

Application of research: Product research – Price research – **Motivation research**
– **Promotion research*** -Distribution research – Sales control research – Media research.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. C.K. Kothari – Research Methodology, Wishwa Makasan New Delhi 2004

2. Sharma DD – Marketing Research - sultan Chand&Sons, New Delhi, 2006

REFERENCE BOOKS

1. Michale – Research Methodology in Management, Himalaya publication Mumbai, 2000

2. Naresh k – Marketing Research & Applied Orientation, Pearson Education, New Delhi, 2004

C.P.12-COST AND MANAGEMENT ACCOUNTING

Total Hours : 90

Credit Points: 4

Objective: To impart knowledge on Cost and Management Accounting

UNIT – I (Problems and Theory) (18 Hours)

Cost accounting: meaning – **scope- objectives – cost Accounting vs. Financial accounting – steps for installation***, difficulties faced by management for installing costing systems – different methods & Types of costing – cost sheet – Tender – Quotations.

UNIT-II (Problems and Theory) (18 Hours)

Materials - Meaning – Need and essential of material control – various stock levels EOQ – Issue of material – LIFO-FIFO- Average (simple and weighted) – Standard cost method – Labour costing – Time and piece Rate System (Hasley Plan and Rowan Plan).

UNIT III (Problems Only) (18 Hours)

Fund flow statement – Cash flow statement

UNIT-IV (Problems Only) (18 Hours)

Financial Statement Analysis – Preparation of Comparative and Common-size Statement – Analysis and Interpretation – Budgetary control.

UNIT-V (18 Hours)

Computation of different variances (Material, Labour). Ratio analysis – uses and significance – Profitability Ratio (Including Financial (or) Solvency Ratio) – Over all Profitability Ratio.

Theory and problem may be in the ratio of 20:80.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

- 1.Jain – Cost and Management Accounting Mc Graw Hill New Delhi,2004
- 2.S.N. Maheswari – Management Accounting Sultan Chand & Sons New Delhi, 2002

REFERENCE BOOKS:

- 1.R.S.N. Pillai & Bhagavathi – Cost Accounting, Sultan Chan & Co. Ltd., New Delhi, 2000
- 2.Khan and Jain – Management Accounting Mc Graw Hill New Delhi, 2003

UBA-16
SEMESTER- V
C.P.13-RDBMS AND ORACLE

15UBA513

Total Hours : 75

Credit Points: 4

Objective: To impart knowledge on RDBMS and Oracle

UNIT-I (15 Hours)

Database Management System and RDBMS – Normalization – Oracle Terminology – Database Connection – Creating Tables – **Definition*** - Types basics of SQL : SQL Grammar.

UNIT: II (15 Hours)

Data manipulation language – **data types*** - Insertions, updation and deletion set operation – SELECT command – Where clause modifying structure – SQL & Plus set Commands.

UNIT-III (15 Hours)

Manipulating Strings – Dealing with dates – handling Numbers – Defining Table, Primary key, foreign key and Column Constraints – Table Indexes.

UNIT-IV (15 Hours)

Sophisticated queries – Built-in Group functions – the Join operation – Views, sequences, and synonyms.

UNIT-V (15 Hours)

Transactions – the basics of PL/SQL creating and using stored procedures, Function and Packages – Retrieving Data with Cursors. Enforcing Business Rules with Database Triggers.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Oracle 7 The complete Reference – Ivan Bayross
2. Leon, Oracle 7 Application Development Hand Book, Mc Graw Hills, Delhi

REFERENCE BOOKS:

1. Developing Personal Oracle for Windows 95 Applicable – David Loctman.
2. Bay Ross, Commercial Application Development using Oracle Developer 2000, BPB Publications, Chennai
3. Ivan Bay Ross, Oracle 7 The complete reference, BPB Publications, Chennai

**C.Pr.4 –PROGRAMMING LABORATORY (RDBMS AND ORACLE)
LIST OF PROGRAMS**

Total Hours : 75

Credit Points: 2

1. Designing a database for student information.
2. Insert records for student database tables.
3. Alter a field size in the student database table.
4. Delete a field in the student database table.
5. Select records with roll number, name, class, and subject with all mark details.
6. Prepare a list of all students who are having arrears.
7. Find the percentage of mark of a student.
8. Find the pass percentage of a student in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database tables.
12. Select records with employee, id, name, department, designation with all salary details.
13. Prepare a list of employees who getting net pay more than 10000.
14. List all employees with total allowances and total deductions.
15. List all employees with their net pay.
16. Design a database for bank information.
17. Insert records for bank database tables.
18. Create a view for an employee with their deposit information.
19. Write a stored function to find net balance of a customer.
20. Write a PL/SQL procedure to deposit amount to bank database.

UBA-18
SEMESTER- VI
C.P.14 - INDUSTRIAL LAW

15UBA614

Total Hours: 90

Objective: To learn the laws applicable & prevailing in the industry and its implications.

UNIT-I (18 Hours)

Factories Act 1948: objects; Provisions relating to Health, Safety, Welfare, Working Hours Leave of Workers; Approval; Licensing & registration of Factories-manager & Occupier- Their Obligations under the Act; powers of the Authorities under the Act; Penalty Provisions.

UNIT- II (18 Hours)

Workmen's Compensation Act 1923: Objects, Employer's Liability for Compensation ; amount of Compensation; Methods of Calculating wages ; review ; Distribution of Compensation ; Notice & Claims; Commissioners for workmen's Compensation.

UNIT-III (18 Hours)

Industrial Dispute Act 1947; Objects; Industrial Disputes, authorities for settlement, Reference, Procedures ,Powers & duties of Authorities ; settlement & Awards, arbitration-basic concepts; Strikes, Lock outs ;Lay-off; Retrenchment ;Transfer & Closure ; Unfair Labour Practices ; Miscellaneous Provisions.

UNIT- IV (18 Hours)

Employee's State Insurance Act 1948 : Objects; Registration of Factories & Establishments ; The Employee's State Insurance Corporation , Standing Committee & Medical Benefits Council ; Provisions relating to Contribution ; Inspectors-Their functions & Duties : Benefits under the Act : Adjudication of disputes & Claims : Offences & Penalties , Miscellaneous Provisions.

UNIT- V (18 Hours)

Payment of Bonus Act 1965; Objects, Computation & determination of Bonus, Eligibility & payment; Provisions for New Companies. PF Act. Environmental Laws – Objective – its applications in industry – Pollution control board – its role in industrial set up – EOU, SEZ (Special Economic Zones) – SA 14000 – (Social Accountability Certification).

TEXT BOOKS

1. N.D.Kapoor, Elements of Mercantile Law, Sultan chand & Sons, New Delhi ,2002.
2. N.D.Kapoor, Elements of Industrial law, Tata Mc Graw Hill Delhi ,2007.

REFERENCE BOOK

1. Tripathy, Personnel Management and Industrial Relations –Mc Graw Hill, 2001.
2. Gogna, P.P.S, "A Text Book of Business Industrial Laws", Sultan Chand & Company Ltd-Delhi, 2007.

UBA-19

SEMESTER- VI C.P.15-VISUAL BASIC

15UBA615

Total Hours: 75

Credit Points: 4

Objective: To impart knowledge on Visual Basic

UNIT I(15 Hours)

Getting started – Visual basic environment – initial VB screen – single document Interface – Tools bars and system control components – use of file, edit, view, project, format, run and debug, tools windows menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message boxes and grids.

UNIT II(15 Hours)

Steps in Programming – the Code Window – Editing tools – statement in VB – assignment and property setting – variables. Strings, numbers, constants, displaying information – controlling program flow – repeating operations – making decisions – GOTO – string functions – RND functions – date and time functions – financial functions.

UNIT III (15 Hours)

Control arrays – lists: one dimensional arrays – arrays with more than one dimension – using lists function and procedures – passing by reference / passing by values – code module – **global procedure and global variables – documents for user defined types with statements*** - common dialog box – MDI forms.

UNIT IV(15 Hours)

Fundamentals of Graphics and files – screen scales – the Line and Shapes – Graphics via codes, line and boxes, Circles, Ellipse, Pie Charts, Curves, Paint Picture method – Graph control-file commands – file system controls – Sequential files – Random Access files – binary files.

UNIT V(15 Hours)

Clip board, DDE, OLE, Data control – Programming with data control – Monitoring changes to the data bases – SQL basics – Data base objects: DAP-ADO

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOKS:

1. Visual basic 5 from the ground up, Gray Cornell, Tata Mcgraw Hill.2006

REFERENCE BOOKS:

1. Visual basic 6 content development group, Tata McGraw Hill, 2006
2. Visual basic 6 Programming guide – Mohammed Azam

C.Pr.5- PROGRAMMING LABORATORY(VISUAL BASIC)

LIST OF PROGRAMS

Total Hours : 75

Credit Points: 2

1. Develop a VB project to check user name and password.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in the list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen and to find day of a week of a given date.
7. Develop a VB project to mini calculator functions.
8. Develop a VB project to for monthly calendar using flex grid.
9. Develop a VB project to view all images files in our system.
10. Develop a VB project for notepad.
11. Develop a VB project for document typing using MDI forms.

Use employee information for the following.

12. Develop a VB project to perform the following functions an MS Access database using data control.

a) add b) delete c) modify

13. Develop a VB project to perform the following functions in MS Access database using data control.

a) update b) search

14. Develop a VB project to perform following operations on MS Access data base using Data control a) move first record b) move next record c) move previous record d) move last record.

Use student information for the following projects.

15. Develop a VB project to perform the following functions in oracle database using data control.

a) add B) delete c) modify & search

16. Develop a VB to perform following operations in a oracle datavase using Data control a) move first record b) move next record c) move previous record

UBA-21**SEMESTER – VI****15UBA6Z1****Total Hours : 90****Credit Points: 4**

CIA / ESE	Particulars	Project Out of 100 Marks (UG)
CIA	Project Review	15
	Regularity	5
	Total Internal Marks	20
*ESE	Project Report Present	60
	Viva Voce	20
	Total External Marks	80
Total Marks (CIA + ESE)		100

* Project report and Viva voce will be evaluated jointly by both the Project Supervisor (faculty of the Department) and an External Examiner.

ALLIED PAPERS

UBA-22

SEMESTER I

15UBA1A1

Allied.A.1. MATHEMATICS FOR MANAGEMENT – I

Total Hours : 90

Credit Points: 5

Objective: To impart knowledge on Mathematics for Management – I

UNIT -I (20 Hours)

Set Theory - Arithmetic and Geometric Series - Simple and Compound Interest
- Present values - Discounting of Bills - True Discount - Banker's Gain

UNIT -II (15 Hours)

Matrix: Basic Concept - Addition & Multiplication of Matrices – Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equation

UNIT -III (18 Hours)

Meaning and Scope of statistics - Sources of data – Collection of data – Primary and secondary data – Method of Primary and Secondary data collection – Classification and Tabulation – Presentation of data by diagram – Bar diagram and Pie diagram – Graphical Representation – Frequency distribution.

UNIT –IV (20 Hours)

Measures of central tendency – Arithmetic mean, Median, Mode, **Geometric and Harmonic Mean***, Measures of variations – standard, mean and quartile deviations – simple correlation – scatter diagram – Karl Pearson's co-efficient of correlation – rank correlation – regression lines.

UNIT –V (17 Hours)

Analysis of time series: Methods of measuring – trend and seasonal variation – index number – unweighted indices – consumers' price and cost of living indices.

***Self study and questions for examination may be taken from the self study portions also.**

Text Books:

1. Statistics Methods by Gupta S.P 2003, Sultan Chand & Co New Delhi Business Mathematics by Navaneetham.P M C Grew Hill New Delhi

REFERENCE BOOK

- 1.Statistics by R.S.N. Pillai 2003, Sultan Chand & Co New Delhi.

UBA-23

SEMESTER II

15UBA2A2

Allied.A.2. MATHEMATICS FOR MANAGEMENT – II

Total Hours : 90

Credit Points: 5

Objective: To impart knowledge on Mathematics for Management – II

UNIT –I (20 Hours)

Introduction to Operations Research – Mathematical Formulation of a Problem – Graphical solution Method – General Linear Programming problem – **Canonical and standard forms of LPP*** - Simplex Method

UNIT –II (18 Hours)

Transportation – Assignment Problems Mathematical Formulation of the problem – Finding Initial Basic Feasible Solution – Moving towards Optimal solution Mathematical Formulation of an Assignment Problem – Solving assignment problem using Hungarian method.

UNIT –III (17 Hours)

Game theory: Introduction – Two Persons Zero Sum Game – The Maximum – Minimax Principle – Games without saddle points – mixed Strategies – Solution of 2x2 Rectangular Games – Graphical method

UNIT –IV(20 Hours)

Replacement problems: Introduction – Replacement of Equipment that deteriorates gradually – Replace of Equipment that fails suddenly Queuing Theory: Introducing – Characteristic of Queuing system – Symbols and Notations – Problems in (M/M/1)

UNIT –V(15 Hours)

Network Scheduling by PERT/CPM - Introduction – Network and Basic Components – Critical path methods – PERT – PERT calculations

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Operation Research by P.K.Gupta, Manmohan and Kanti Swarup 2005, Pearson education New Delhi

Allied.B.1. PRINCIPLES OF INSURANCE

Total Hours: 75

Credit Points: 5

Objective: To impart knowledge on the importance of Insurance Principles and Practice

UNIT-I (15 Hours)

Concept of Risk - Types of Risk - Risk Appraisal - Transfer and Pooling of Risks - Concept of Insurable Risk.

UNIT-II (15 Hours)

Concept of Insurance - Relevance of Insurance to the emerging socio - economic needs of all the sections of society including Industrial sector - Types of Insurance Organizations – Insurance Business - Intermediaries in Insurance Business.

UNIT-III (15 Hours)

Formation of Insurance Contract - Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith – Indemnity - Insurable Interest.

UNIT-IV (15 Hours)

Classification of Insurance: Life – Non - Life (general), Health, Pension, Social Security and Retirement Benefits - Insurance Products.

UNIT – V (15 Hours)

Marine insurance- law relating to marine assurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

*** Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1.Mishra M.N., “Principles and Practices of Insurance ”,S. Chand and Co; 2004

REFERENCE BOOKS:

1. Gupta P.K, “ Insurance and Risk Management ”, Himalya Publishing House; 2004
2. Panda G.S., “ Principles and Practices of Insurance ” Kalyani Publications, 2004

UBA-25
SEMESTER IV

15UBA4AL

Allied C.pr.1 – FUNCTIONAL ENGLISH FOR EXECUTIVES

Total Hours :90

Credit Points: 5

Objective: To Enhance the Practical Knowledge in Communication English.

UNIT-1 (20 Hours)

Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice speeches-preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various information situations.

UNIT-II (15 Hours)

Enhancing the spontaneous writing skill of the students – Writing articles on simple topics given – preparing speeches –preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

UNIT-III (20 Hours)

Enhancing the spontaneous speaking skill of the students-self introduction at various and during interviews-Effective Public Speaking (EPS) – Role playing .Mock interviews for recruitment –mock press meets.

UNIT-IV (15 Hours)

Enhancing the presentations skills of the students – Individual seminar presentation and group seminar presentation (Students may be organized into groups which will prepare papers on current issues pertaining to trade ,commerce and industry or any social issue and present the same to audience . Each group may of 3 or 4 students.)

UNIT-V (20 Hours)

Enhancing the interpersonal communication skill of the students – Group discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experience of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.)

TEXT BOOK:

1.Business communication , Effective English components Ramesh & pattern shetti , R&Chand & co,New Delhi 2000

REFERENCE BOOKS:

1.Essentials of Business communication – Rajendrapal & JS Korlahilli, Sultan & Sons New Delhi 2003.

2.Business communication ,Ramachandran ,K.K.Lakshmi ,K.K.Karthick, Macmillan Ltd New Delhi 2003.

SKILL BASED SUBJECT

UBA-26
SKILL BASED SUBJECT
SEMESTER III

15UBA3S1

Paper. 1. BUSINESS COMMUNICATION

Total Hours : 30

Credit Points: 3

Objective: To Enhance the Knowledge in Business Communication.

UNIT-I (6 Hours)

Introduction to business communication-Essential, Importance of Business Communication-Principles of communication- Methods of Communication- **Types of communication-Attributes of effective communication-Barriers of communication***.

UNIT-II (6 Hours)

Communication through letters-Layout of a letter business enquiries-Offers and Quotations- Order: Execution of Orders, Cancellation of Orders, Claims- Adjustments and settlement of accounts-Letters of complaints.

UNIT-III (6 Hours)

Collection letters –Status enquiry letters-Bank Correspondence-Tenders-Letter to the editor. Correspondence of Company Secretary with shareholders and directors-preparation of Agenda and Minutes.

UNIT-IV(6 Hours)

Communication through reports: Essentials- Importance-contents-Reports by individuals-Committees-Application for appointment-Reference and appointment orders.

UNIT-V (6 Hours)

Internal Communication: Short speeches-Memo-Circulars-Notice. Communication media - Merits of various devices-Intercom, Telegrams, Telex and telephone-Fax-Internet.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1.Veera Karoli,Business Communication,2011

REFERENCE BOOKS:

1. Krishna Mohan, Developing Communication Skills, Tata Mc Graw Hill Delhi, Edition 1
2. Rajendra Pal & JS.Korlahalli, Essentials of Busines Communication, Sultan Chand & Sons, New Delhi, Edition 8 2003

UBA-27
SKILL BASED SUBJECT
SEMESTER- IV

15UBA4S2

Paper. 2. MARKETING OF SERVICES

Total Hours : 30

Credit Points: 3

Objective: To Enhance the Knowledge in Marketing of Services

UNIT-I (6 Hours)

Introduction – services – concepts – goods and services – features of marketing services – significance of service marketing – emerging key services.

UNIT-II (6 Hours)

Service quality – measurement of service quality management – dimensions of total quality management.

UNIT-III (6 Hours)

Management of people – management of technologies- controlling quality – effects of total quality management – quality circle.

UNIT-IV (6 Hours)

Marketing of financial and insurance service – marketing of telecommunication service – concept – **marketing of services – users of the services – service marketing mix***.

UNIT-V (6 Hours)

Marketing of travel and tourism products – marketing of hospitality and education service – concept – marketing of services – formulation of marketing mix – other professional services.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1.Service Marketing : Christopher Lovelock, Jochen Wirtz-Jayanta Chatterjee, Himalaya Publications, 2004

REFERENCE BOOK:

- 1.**Service Marketing : Dr. S. Shahjahan, Galhotra publishers Pvt Ltd New Delhi, 2006
- 2.**Service Marketing : Rajendra Nargundkar, Tata Mc Graw Hill New Delhi 2004
- 3.**Service Marketing : Valarie A. Zeitham, Mary Jo Bitner, Himalaya Publications, 2004

UBA-28
SKILL BASED SUBJECT
SEMESTER- V

15UBA5S3

Paper. 3. INDIRECT TAXATION

Total Hours: 30

Credit Points: 3

Objective: To Enhance the Knowledge in Indirect Taxation

UNIT-I (6 Hours)

Federal Finance system: Distribution of revenue between central and state. General principles of taxation-**distinction between direct and indirect taxes***. Tax evasion & tax avoidance.

UNIT-II (6 Hours)

Indirect taxes – Definition of business, dealer, goods, and sales, Registration of dealers – procedure and effects and registration – mode of charging sales tax. Authorities and their powers. VAT, Service Tax.

UNIT-III (6 Hours)

Central Sales Tax – Scope – Inter state sales-sale in course and import of export.

UNIT-IV (6 Hours)

Central Excise: Chargeability – scope and basis of duty – classification and valuation of goods – out payment – clearance of goods.

UNIT-V (6 Hours)

Customs law – levy, exemptions and collections of customs – customs clearance of import and export cargo.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

Indirect Taxation: Balachandran . V Sultan Chand & Sons, 1999

REFERENCE:

1. Business Taxation : Dingare Pagare Mc Graw Hill New Delhi, 2005
2. Respective Books Act – V.P.V Gaur Income Tax Law and Practice.

UBA-29
SKILL BASED SUBJECT
SEMESTER- VI

15UBA6S4

Paper. 4. MANAGEMENT INFORMATION SYSTEM

Total Hours : 30

Credit Points: 3

Objective: To Enhance the Knowledge in Management Information System

UNIT-I (6 Hours)

Foundation concepts –components of information system – resources – activities. Types of information system- operation support system – management support system – other classification – success and failure with IT- Strategic uses of information technology.

UNIT-II (6 Hours)

Functional business systems – marketing – manufacturing – human resource accounting. Customer relationship management – enterprise resource planning – supply chain management – E-commerce business models & concepts – technology infrastructure – electronic payment systems.

UNIT-III (6 Hours)

Decision support systems – sensitivity analysis – EIS – KMS – Artificial intelligence technologies in business – expert systems.

UNIT-IV (6 Hours)

Introduction to data communication. Developing business / IT solutions – systems development life cycle.

UNIT-V (6 Hours)

Basic concept of line configuration – **transmission mode*** - Categories on networks – internet works.

***Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

Management Information Systems- Kenneth C Laudon 2007 Prentice Hall New Delhi

REFERENCE:

1. Management Information Systems- James A O Brien. 2001 Himalaya Publishers House Mumbai.
2. E-Commerce – Kenneth C Laudon, Carol Guercio Traver
3. Management Information Systems for the Information Age – Hagg, Cummings, McCubbrey. 2004, Tata, New Delhi
4. Decision Support & Data Warehouse Systems – Efrem G. Mallach 2000, Tata. New Delhi

ELECTIVE PAPERS

**UBA 30
ELECTIVE PAPER**

ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT

Total Hours: 90

Credit Points: 5

Objective: To Enhance the Knowledge in Entrepreneurial Development and Project Management

UNIT-1(15 Hours)

Meaning of entrepreneurship – Characteristics, Functions and Types of Entrepreneurship – An Entrepreneurship and A Manager* - Entrepreneurs – Role of Entrepreneurs in Economic Development.

UNIT-II (20 Hours)

Factors affecting Entrepreneur growth – Economic – Non Economic. Entrepreneurship Development Programmed – Need – Objectives – Course Contents – Phases – Evaluation.

UNIT-III (15 Hours)

Institutional Finance to Entrepreneurs: IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFC, SIDC, SIDBI, and EXIM BANK and Role of Commercial Banks in Financing Entrepreneurs – Institutional Support to Entrepreneurs: DICs, SISI, SIDO, NSIC, TCOs, TIIC.

UNIT-IV (20 Hours)

Project Management: Meaning of project – Concepts – Categories – Project Life Cycle Phases – Characteristics of a Project – Project Manager – Roles and Responsibilities of a Project Manager- Project Identification – Selection.

UNIT-V (20 Hours)

Project formulation – Contents of a Project Report – Planning Commission Guidelines for formulating a Project – Specimen of a Project Report – Errors in Project Formulation Project Appraisal – Methods of Project Appraisal – Network Analysis – Financial Analysis.

***Self study and questions for examinations may be taken from the self study portions also:**

TEXT BOOK:

1. Entrepreneurial Development : S.S.Khanka, S Chand & Co. Ltd., New Delhi, 2004
2. Entrepreneurial Development : C.B.Gupta & N.P. Srinivasan, Mc Graw Hill. New Delhi, 2004

REFERENCE BOOK:

1. Project Management : S.Choudry, Himalaya Publications, 2003
2. Project Management : Denis Lock

UBA 31

ELECTIVE PAPER PRODUCT STRATEGY AND MANAGEMENT

Total Hours: 90

Credit Points: 5

Objective: To Enhance the Knowledge in Product Strategy and Management

UNIT-1(20 Hours)

Marketing organization-Product focused organization-Product Management-Charges affecting Product Management. Marketing Planning-Planning Process – Approaches to planning –steps in Planning Process-companies of marketing plan. Market opportunity – Product Market Selection- Corporate Marketing planning-corporate strategies – **Factors affecting corporate stratifies – Types of corporate Strategies – Consolidation Strategies***

UNIT-II (15 Hours)

Developing product strategy- Elements of Product Strategy. Product mix strategy- Product portfolio model-BCG. Product strategy over the life cycle-New product development process-situation analysis-defining the relevant market-describing the product market structure –Market structure analysis.

UNIT-III (20 Hours)

Target Market and competitive analysis-Market segmentation- Forms and profile segmentation-Evolution of Market Attractiveness-Aggregate Market Factors-Category Factors- Market Measurement basic types-absolute and relative market potential- Sales forecasting.

UNIT-IV(20 Hours)

Profitability analysis-Measuring Product profitability-Implications of profitability analysis-Special profitability issues for retailers. Productivity analysis-Traditional methods-Problems in productivity analysis-Marketing Strategies and programs- Primary demand strategies – selective strategies.

UNIT-V(15 Hours)

Pricing decision-Roll of marketing strategy in planning-Psychological aspect of price. Advertising decision-setting advertising objectives and budgets

***Self study and questions for examinations may be taken from the self study portions also:**

TEXT BOOK:

1.. Marketing Management Strategies and Programs- Joseph.P.guitinan

REFERENCE BOOKS:

1. Product Management-Donald.R.Lehman

2.Marketing Management – Philip Kotler, Kevin Lane Keller, Prentice Hall of India Pvt. Ltd., New Delhi, 2007

**UBA 32
ELECTIVE PAPER**

APPLIED MARKETING MANAGEMENT

Total Hours: 90

Credit Points: 5

Objective: To Enhance the Knowledge in Applied Marketing Management

UNIT-1(15 Hours)

Rural Marketing – Introduction to Agribusiness Marketing, **Agricultural Marketing in a Multi-National Environment, Agricultural Development***

UNIT-II(20 Hours)

Agricultural Marketing – Introduction to Agricultural Marketing, **Agricultural Marketing in a Multi-National Environment, Agricultural Development***

UNIT-III(20 Hours)

FMCG Industry – FMCG Markets, Vs Industrial Marketing, Aggressive Marketing and Compensation in the Industry

UNIT-IV(15 Hours)

Pharmaceutical Industry – Health care marketing, overview of the pharmaceutical marketing practices, Ethical aspects of pharmaceutical marketing, Direct to customer marketing

UNIT-V(20 Hours)

Technology Products – Technology and Innovation, market measurement, demand forecasting and the related product development process for high-technology firms.

***Self study and questions for examinations may be taken from the self study portions also:**

TEXT BOOK:

1. Philip Kotler, “Marketing Management”, Prentice – Hall of India Pvt.LTD – Newdelhi

REFERENCE BOOKS:

- 1.Krishnama C, Ramakrishnan, “Rural Marketing: Text and Cases” ,Pearson Education, Delhi 2002.
- 2.Pillai R.S.N, Bagavathi, “Marketing Management”, - Prentice – Hall of India Pvt.LTD – Newdelhi

**UBA 33
ELECTIVE PAPER**

INVESTMENT AND PORTFOLIO MANAGEMENT

Total Hours: 90

Credit Points: 5

Objective: To Enhance the Knowledge in Investment and Portfolio Management

UNIT-1(15 Hours)

What is investment? Classification of investment-difference between gambling. Speculation and investment – Business and speculation – definition of investment management – prerequisites of investment decision makers.

UNIT-II (20 Hours)

Stock exchanges role and importance- membership of stock exchange* - SEBI guidelines – Derivates – stock exchanges in India. Stock change terms – cleared and non cleared securities- cash exchange bulls and bears – Brokers, jobbers – impact of certain economic indicator on stock market.

UNIT-III (18 Hours)

Investment in company share – importance of company shares- How to apply for shares – How to buy and sell shares? – Procedures in DMAT accounting.

UNIT-IV (17 Hours)

Insurance – type of insurance policy – Tax benefit of insurance and other benefits – Investment ppf schemes. Investment in Mutual Fund.

UNIT-V (20 Hours)

Investment in real estate, gold and silver – implications and advantages. Investment in NBFC'S – merits and demerits.

***Self study and questions for examinations may be taken from the self study portions also:**

TEXT BOOK:

1. Personnel Investment and Management – Yasyasway

REFERENCE BOOKS:

1. Investment Management-Preetisingh 2004, S.T. Chand & Sons New Delhi
2. Investment Analysis and Portfolio Management – Chandra

UBA 34

ELECTIVE PAPER

RETAIL MARKETING MANAGEMENT

Total Hours : 90

Credit Points: 5

Objective: To Enhance the Knowledge in Retail Marketing

UNIT-1(20 Hours)

Study of retailing – retail definition – retailing and marketing – definition and concept of marketing – difference between making and selling – marketing management task.

UNIT II (17 Hours)

Consumer behavior in the retail context – theories of consumer behavior – buying decision process and the implications for retail management – Maslow's hierarchy model – **demographic factors – socioeconomic categories – role and family influence, social influence***.

UNIT III (18 Hours)

Geographic location decisions – location site and types of retail development – locational techniques – area analysis – retail property development – leasing of retail outlet.

UNIT IV (20 Hours)

Definition and role of brand – brand loyalty – positioning of a brand – brand name – brand awareness – managing brands over their life cycles – brand updating – corporate brand.

UNIT V (15 Hours)

Movement of international retailing – definition – international retail structure – typologies of international expansion.

*** Self study and questions for examination may be taken from the self study portions also.**

TEXT BOOK:

1. Retail Management; Shewan.M.A; Prentice Hal of India (P) LTD – New Delhi

REFERENCE BOOKS

1. Retail Marketing Management: David Gilbert, 2004, Pearson Education

GENERAL PAPERS

UBA 35
Part IV – I Semester

ENVIRONMENTAL STUDIES

Total Hours : 30

Credit points: 2

Objectives:

- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.
- To shape students into good “ecocitizens”, thereby catering to global environmental needs.

UNIT I MULTIDISCIPLINARY NATURE OF ENVIRONMENT (6 hours)

1.1 Definition : scope and importance

1.2 **Need for public awareness***

1.3 Natural resources

1.3.1 Types of resources

Forest Resources – Water Resources – Mineral Resources – Food Resources –
Energy Resources – Land Resources.

UNIT II ECOSYSTEMS (6 hours)

2.1 Concept of an ecosystem

2.2 Structure and functions of an ecosystem

2.3 Producers, consumers and decomposers

2.4 Energy flow in the ecosystem

2.5 Ecological succession

2.6 Food chains, food web and ecological pyramids

2.7 Structure and function of the following ecosystem*

Forest Ecosystem – Grassland Ecosystem – Desert Ecosystem – Aquatic
Ecosystem.

UNIT III BIODIVERSITY AND ITS CONSERVATION (6 hours)

3.1 Introduction – Definition – Genetic – Species and ecosystem diversity

3.2 Biogeographical classification of India

3.3 Value of biodiversity*

3.4 Biodiversity at global, national and local levels \

3.5 India as a mega – diversity Nation

3.6 Hot spot of biodiversity

3.7 Threats to biodiversity

3.8 Endangered and endemic species of India

3.9 Conservation of Biodiversity

insitu Conservation of Biodiversity – *exsitu* Conservation of Biodiversity

UNIT IV ENVIRONMENTAL POLLUTION (6 hours)

4.1 Definition

4.2 Causes, effects and control measures of: Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution.

4.3 Solid Waste Managements: causes, effects, control measures of urban and industrial wastes.

4.4 Role of individual in prevention of pollution*.

4.5 Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution.

4.6 Disaster Management – Flood, Drought, Earthquake, Tsunami, Cyclone and Landslide.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT (6 hours)

5.1 Sustainable Development

5.2 Urban problems related to energy

5.3 Water Conservation : Rain Water Harvesting and Watershed Management

5.4 Resettlement and rehabilitation of people, its problems and concerns, case studies – Narmatha Valley Project.

5.5 Environmental ethics, issues and possible solutions.

5.6 Climatic change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies – Hiroshima and Nagasaki, Chernobyl.

5.7 Consumerism and waste products

5.8 Environmental Protection Act

5.9 Air Pollution Act (Prevention and Control)

- 5.10 Water Pollution Act (Prevention and Control)
- 5.11 Wild Life Protection Act
- 5.12 Forest Conservation Act
- 5.13 Issues involved in enforcement of environmental legislation
- 5.14 Public awareness***
- 5.15 Human population and the environment
 - 5.15.1 Population Growth and Distribution
 - 5.15.2 Population Explosion – Family Welfare Programme***
 - 5.15.3 Environment and Human Health
 - 5.15.4 Human Rights***
 - 5.15.5 Value Education***
 - 5.15.6 HIV / AIDS***
 - 5.15.7 Women and Child Welfare
 - 5.15.8 Role of Information Technology in Environment and Human Health*.**

*** Self Study (Questions may be asked from these topics also)**

Text Book

1. P.Arul, A Text Book of Environmental Studies, Environmental Agency, No 27, Nattar street, Velacherry main road, Velacheery, Chennai – 42, First Edition, Nov. 2004.

References

1. Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher Mrs. Saraswati Prohit, Student Edition, Behind Naswan Cinema Chopansi Road, Jodhpur.
2. Dr.Suresh and K.Dhameja, Environmental Sciences and Engineering, Publisher S.K.Kataria & Sons, 424/6, Guru Nanak Street, Vaisarak, Delhi – 110 006.
3. J.Glynn Henry and Gary W Heinke, Environmental Science and Engineering, Prentice Hall of India Private Ltd., New Delhi – 110 001.

Question Paper Pattern
(External only)

Duration: 3 hours

Total Marks : 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

UBA 36
SEMESTER – II
PART IV VALUE EDUCATION – MORAL AND ETHICS
(2015 – 2016 Batch Onwards)

Total hours: 30

Credit points: 2

UNIT I

Moral and Ethics (6 Hours)

UNIT II

Swami Vivekananda-A Biography (6 Hours)

UNIT III

The Parliament of Religions and Teachings of Swami Vivekananda (6 Hours)

UNIT IV

Yoga exercises (6 Hours)

UNIT V

Practice of Meditation (6 Hours)

Text Book:

Value Based Education - Kongunadu Arts and Science College, Coimbatore,
First Edition, 2014.

References :

1. **Moral and Ethics** - Published by Dr.M.Aruchami, Secretary and Director,
Kongunadu Arts and Science College, Coimbatore, First Edition, June 2007.
2. **“Vivekananda A Biography”** - Swami Nikilananda, 29th Reprint, January 2013,
Published by Swami Bodhasarananda, Adhyaksha, Advaita Ashrama, Mayavati,
Champawat, Uttarakhand, Himalayas.

Question Paper Pattern

(External only)

Duration: 3 hours

Total Marks: 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

NON-MAJOR ELECTIVE

UBA 37

Part IV – III Semester

NON MAJOR ELECTIVE 1

“HUMAN RIGHTS”

Total Hours: 30

Credit Points: 2

Objectives:

- To impart knowledge of human values, ethics and human rights to the students.
- To reinforce positive personality traits and enhance physical, mental, social ethical and spiritual well-being of the students.

UNIT – I : Concept of Human Values, Value Education towards Personal Development (6 hours)

Aim of education and value education; Evolution of value-oriented education; Concept of human values; types of values; Components of value education.

Personal Development:

Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually-challenged. Respect to – age, experience, maturity, family members, neighbors, co-workers.

Character Formation towards Positive Personality:

Truthfulness, Constructivity, Sacrifice, Sincerity, Self-control, Altruism, Tolerance, Scientific vision.

UNIT II: (6 Hours) Value Education towards National and Global Development. National and International Values:

Constitutional or national values – Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social values – Pity and probity, self control, universal brotherhood. Professional values – knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious values – tolerance – wisdom, character. Aesthetic values – Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT III: (6 Hours) Impact of Global Development on Ethics and Values

Conflict of cross-culture influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern challenges of adolescent emotions and behavior, sex and spirituality, comparison and competition; positive and negative thoughts. Adolescent emotions, arrogance, anger, sexual instability, selfishness, defiance

UNIT IV: (6 Hours) Therapeutic measures

Control of the mind thought

- Simplified physical exercise
- Meditation – objectives, types, effects on body, mind and soul
- Yoga – objectives, types Asanas
- Activities:
 1. Moralization of desires.
 2. Neutralization of anger
 3. Eradication of worries
 4. Benefits of blessings

UNIT V: (6 Hours) Human rights

1. Concept of Human rights – Indian and international Perspectives
 - a. Evolution of human rights.
 - b. Definitions under Indian and international documents.
2. Broad classification of human rights and relevant constitutional provisions.
 - a. Right of life, Liberty and dignity.
 - b. Right to equality.
 - c. Right against Exploitation.
 - d. Cultural and educational rights.
 - e. Economical rights
 - f. Political rights
 - g. Social rights
 - h. Right to information.
3. Human rights of women and children.
 - a. Social practice and constitutional safeguards
 - i. Female Foeticide and infanticide.
 - ii. Physical assault and harassment.
 - iii. Domestic violence.
 - iv. Conditions of working women.
4. Institutions for implementation
 - a. Human right commission
 - b. Judiciary
5. Violations by state
 - a. Violation by state
 - b. Violation by individuals
 - c. Nuclear weapons and terrorism
 - d. Safeguards

*** Self-study (Questions may be asked from these topics also)**

Prescribed Book: Human Rights, Compiled by Bharathiar University, Coimbatore - 46

UBA 38
Part IV – IV Semester
NON MAJOR ELECTIVE II
“WOMEN RIGHTS”

Total Hours: 30

Credit Points: 2

OBJECTIVES

- To impart specific and up-to-date information about national and international laws related to the welfare of women.
- To create awareness about crimes against women, legal rights of women in the country and access to justice.

UNIT I (6 Hours)

Laws, Legal systems and change. Definition- constitutional law, CEDAW and international Human rights- rights- Law and norms- Laws and social context- constitutional and legal Framework.

UNIT II (6 Hours)

Political of land and gender in India. Introduction- faces of poverty- land as productive resources- locating identities- women's claims to land- Right to property – case studies.

UNIT III (6 Hours)

Women's Rights: access to justice - Introduction- criminal law- crime against women-Domestic violence- **Dowry related Harassment and Dowry Deaths-** Molestation- Sexual Abuse and Rape- Loopholes in practice—Law enforcement Agency.

UNIT IV (6 Hours)

Women's Rights - Violence against Women- Domestic Violence- The protection of women from domestic violence as 2005- the marriage validation Act, 1982- The Hindu Widow Re- marriage Act. 1856- Dowry prohibition Act, 1961.

UNIT V (6 Hours)

Special women welfare laws - Sexual harassment at work places- Rape and indecent Representation- The Sexual Representation (Prohibition) Act, 1986- Immoral Trafficking- The immoral Traffic (Prevention) Act, 1956- Acts enacted for women development and empowerment- Role of Rape crisis centers.

*** Self-study(Questions may be asked from these topics also)**

Prescribed Book :

Women's Rights Compiled by Kongunadu Arts and Science College, Coimbatore-29.

REFERENCE:

1. Nitya rao “ Good Women do not inherit land” social science press and orient Blackswan 2008
2. International solidarity network “knowing our rights” An imprint of kali for women 2006.
3. P.d. ksushil “women Right” Bookwell publication 2007
4. Aruna Goal”Violence Protective Measure for Women Development and Empowerment” Dee[and Deep Publications Pvt,2004
5. Monica Chawla” Gender Justice”Deep and Deep Publications Pvt. Ltd 2006
6. Preeti Mishra”Domestic Violence Against Women” Deep and Deep Pulication Pvt. 2007
7. Clair M.Renzetti, Jeffrey L. Edleson, Raquel Kennedy Bergen, Source Book on “Violence Against Women” Sage Publications 2001.

NON-MAJOR ELECTIVES I & II**QUESTION PAPER PATTERN****Duration : 3 Hours****Max. Marks: 75****Answer ALL Questions****SECTION A****(5 x 5 = 25 marks)**

Short answers, either or type, one question from each unit.

SECTION B**(5 x 10 = 50 marks)**

Essay type questions, either or type, one question from each unit.

JOB ORIENTED COURCES

INSURANCE PRINCIPLES AND PRACTICE

Total Hours: 30

Objective: To impart knowledge on the importance of Insurance Principles and Practice

UNIT – I (6 Hours)

Defining risk and uncertainty – classification of risk- source of risk- external and internal insurance – marketing nature and significance essential requirements and principles of risk insurance; reinsurance; privatization of insurance business in India; insurance regulatory development authority- **recent development in the insurance sector***- managing mutual funds

UNIT – II (6 Hours)

Life insurance – law relating to life insurance; general principles of life insurance contract; proposal and policy; assignment and nomination; title and claims; **concept of trust in life policy***; LIC – role and functions

UNIT – III (6 Hours)

General insurance- law relating to general insurance; different types of general insurance; general insurance VS life insurance; nature of fire insurance; various types of fire policy; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and motor insurance – nature, disclosure, terms and conditions ; claims and recovery; third party insurance; compulsory motor vehicle insurance; accident insurance.

UNIT – IV (6 Hours)

Deposit and credit insurance – nature, terms and conditions, claim & recovery . public liability insurance; emergency risk insurance structure and power, function of general insurance corporation of India; deposit insurance and credit guarantee corporation.

UNIT – V (6 Hours)

Marine insurance- law relating to marine assurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

*** Self study and questions for examination may be taken from the self study portions also.**

REFERENCE BOOKS:

1. Insurance principles and practices – M.N.Mishra 2004, Sultan Chand Co New Delhi
2. Principles and practices of insurance – P.Periyasamy
3. Principles and practices of insurance – G.S.Panda

CAREER ORIENTED PROGRAM

PAPER – I- MARKETING PRINCIPLES, ADVERTISING & CONSUMER BEHAVIOUR

Total Hours: 60

Credit Points: 4

Objective: to impart knowledge on the importance of Marketing Principles, Advertising & Consumer Behaviour

UNIT – I (12 Hours)

Marketing – meaning – significance – classification of markets – Marketing Concepts – Marketing Functions – Functions of Marketing Manager – Market Analysis – Market Segmentation – Marketing Planning – Steps in Planning Competition Advantages – Nature, Sources Analyzing Competitors, Competitive Strategies – Competitive of differentiation of offering.

UNIT - II(12 Hours)

Organizing Market programmes:- Models of Market Organizations – Factors influencing choice of organization pattern – Implementing Marketing Programme. Evaluating and Controlling Marketing Performance – Role and Scope of Marketing Control – Relevance of Marketing in India.

UNIT - III (12 Hours)

Advertising, Meaning – Importance – Objectives – Media 0 Forms of Media – Press, Newspaper, Trade Journal, Magazines – Outdoor Advertising, Neon signs, Direct Mail Advertising, Cinema and Theatre Programme – Radio and Television Advertising, Exhibition, Trade Fair, Transport Advertising.

UNIT - IV (12 Hours)

Sales force Management – Importance – Sales force Decision – Sales force Size – Recruitment and Selection – Training – Methods – Motivating Sales – Fixation Sales Territories – Promotional instruments – Personal Selling – Objectives – Salesmanship – Process of Personal Selling – Types of Salesman.

UNIT – V (12 Hours)

Customer Service – Introduction – Service – Relations – Negligence – Poor Service – Customer Types - Customer Handling – Role – Techniques – Validation – Identification – Behavioral Style – Loss of Customer – Good Service – Customer Dealing.

INDUSTRIAL TRAINING/CASE STUDY

PAPER – II- PRODUCT INDUSTRY: TEXTILES/FASHION MARKETING

Total Hours: 60

Credit Points: 4

Objective: to impart knowledge on the importance of Product Industry: Textiles/Fashion Marketing

UNIT – I (15 Hours)

Textiles/ Fashion Industry: Organization Structure, Textile Spinning and Weaving Mills, and Garment Industry – Structure and Functions – Clothing Industry – Boutique – Structure – Textiles and Materials.

UNIT – II (15 Hours)

Fashion Market: Structure – Designer Wear – Street Fashion.

UNIT – III (15 Hours)

Textiles/Fashion Selling: Introduction – Fashion Advertising – Fashion Conference – Fashion Journalism – Window Display – Fashion shows – Direct Sell Window.

UNIT- IV (15 Hours)

Communication Skills: Defining Communication – Communication Process – Models of Communication – process – Types of Communication – Tips for Effective Communication Skills.

INDUSTRIAL TRAINING/ CASE STUDY

PAPER –III- SERVICE INDUSTRY – HOSPITALITY MARKETING

Total Hours: 60

Credit Points: 4

Objective: to impart knowledge on the importance of Service Industry – Hospitality Marketing

UNIT – I (12 Hours)

Tourism Industry: Basic concepts in Tourism – Patterns of Tourism – Sectors of Tourism Industry – International, National and Regional Organizations of Tourism.

UNIT – II (12 Hours)

Customer Service Relating to Hospitality Marketing – Need for Customer Support – Potential Customers and their needs – Creating good Customers Relations – Types of Customers – Methods for Responding to Customers – Customer Handling Techniques.

UNIT – III (12 Hours)

Travel Selling: Planning Itineraries – Marketing and Selling with Travel Geography – Virtual tours – Travel Formalities – Basic Concepts of Travel Agency Management – Selling Tours – Tour Brochures – Qualities and Skills Required for Tourism Marketing.

UNIT – IV (12 Hours)

Hotel Industry: Basic concepts of Hotel Industry – Types of Hotels – Hotel Organizations – History of Hotel Concepts – Relationship Between Hotel and Hospitality Industry.

UNIT – V (12 Hours)

Selling Hotel Accommodation: Hotel Structure and functions – Amenities and Competitiveness among Hotels Room Booking and Accounting – Activities of Hotel Marketing Professionals – Qualities and Skills Required for Hotel Marketing professional.

INDUSTRIAL TRAINING/ CASE STUDY

UBA – 43

TALLY.ERP – 9

Total hours: 60

Credit Points: 3

Objective: To impart knowledge on the Tally Accounting is designed to help the students to be better employable.

UNIT – I (10 Hours)

Office Automation Accounts Basics - Understanding the Components of Computer, Classification of Software's - Challenges associated with accounting on computers and solutions there on - Software training to enhance employability - Growth of Tally.ERP.

UNIT – II (10 Hours)

Introduction to ERP 9 Advantages and Salient Features of Tally.ERP 9 - Company Creation Ledger Creation with predefined Primary Groups, Predefined Sub Groups and New Sub Groups

UNIT – III (15 Hours)

Business Book keeping - Accounting Concepts and Conventions - Double entry book-keeping Accounting Cycle : Journal, Ledger, Trial Balance, Final Accounts -Rectification of Errors -Suspense Account - Capital and Revenue Item - Final Accounts of Trading Concerns and concepts.

UNIT – IV (15 Hours)

Inventory Masters and Reports in Stock Summary and Statements of Inventory – Accounting Voucher Entries - Creation of additional voucher types, Simple classes in Accounting Vouchers, Inventory Voucher Entries -Using Various references in Billwise Accounting for Trading and Non Trading Accounts - Payment Performance of debtors, Bank Reconciliation Statement -Reporting and Printing - Office Documentation in MS Word 2010 and MS Excel 2010.

UNIT – V (10 Hours)

Advanced Business Accounting in Tally.ERP9 - Financial Management - Easy Recording by use of voucher classes, automatic accounting allocation, additional accounting allocation predefined voucher classes and default ledger allocation for invoicing.

Books for Reference:

1. Implementing Tally 6.3 –K.K Nantheni
2. Tamilnadu Vat & CST Tally.ERP 9- Vishnu Priya Singh
3. Tally.ERP 9 – Ashok K. Nandhini
4. Learning Tally. ERP 9 – Vishnu Priya Singh
5. Straight To The Point - Tally.ERP 9 - Dinesh Maidasani

UBA - 44

Total hours: 60

Credit Points: 3

SOFT SKILL AND PERSONALITY DEVELOPMENT:

Skill Based Subject : Online Exam:

Objective: To study the soft skill and personality development and enrich knowledge.

Personality: Nature and theories of personality - a brief overview of Psychodynamic and Humanistic theories - Factors influencing personality Development - Heredity and environment - Intelligence: Concept - theories and Assessment - Emotions: Development of emotions Individual and group Emotions.

Introduction to Interpersonal Relations, Analysis of Life position, Group Dynamics, Importance of groups in organization, Team Interactions in group, How to build a good team? Inner Personality Development, Role of motivation & body language, Filling the GAP- Grooming, Attitude, Personality. Express creativity in everyday situations, Know the creative thinking process, and Develop a positive attitude.

Recognize the need to be a good conversationalist, Eliminate the embarrassment of using awkward speech patterns, Use ideas and demonstrate creativity in speech, Express thoughts confidently and enthusiastically, Make appropriate statements for different language functions. Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team, How to build a good team?

Overcome hindrances (Lack of confidence/hesitation), Difference between hearing & listening, Body Language, Voice Mapping, Conducts during GD. Systematically prepare for an interview from organization's perspective and taking care of candidate's needs as well, Plan an opening and a closing for a selection interview, Construct primary and secondary questions to ask the company representative.

Introduction to Conflict Causes of Conflict - Management Managing Conflict - Recognize causes and indicators of conflict resolution - Develop a heightened understanding to make relevant changes to one's behaviour and reduce conflict - Using common methods of resolving conflicts when faced with conflict - Develop own personal style of reacting to situations and begin to create a ladder of skills for resolving conflict.