

M.Com. (CA)
COURSE PATTERN 2016 SET

| SEM | SUB. CODE | COURSE | HRS | CR | |
|---------------|-----------------------------------|---|--|------------|-----------|
| I | 16PCC1101 | Research Methodology | 6 | 6 | |
| | 16PCC1102 | Financial Management | 7 | 6 | |
| | 16PCC1103 | Marketing Management | 6 | 5 | |
| | 16PCC1104 | Internet Concepts | 4 | 3 | |
| | 16PCC1105 | Software Lab – I – Web Designing | 3 | 2 | |
| | 16PCC1201A | Core Elective-1: Entrepreneurship Development (OR) | 4 | 4 | |
| | 16PCC1201B | Cyber Laws and System Security | | | |
| | | Total for Semester – I | 30 | 26 | |
| II | 16PCC2106 | Cost Accounting | 8 | 6 | |
| | 16PCC2107 | Database Systems | 5 | 3 | |
| | 16PCC2108 | Software Lab – II -RDBMS | 3 | 2 | |
| | 16PMS2101 | Common Core: Human Resource Management | 6 | 5 | |
| | 16PCC2202 | (WS): Office Automation | 4 | 4 | |
| | 16PHR2202 | Managerial Effectiveness | | | |
| | 16PSS2401 | IDC: Soft Skills | 4 | 4 | |
| | | Total for Semester – II | 30 | 24 | |
| III | 16PCC3109 | Operations Research | 6 | 5 | |
| | 16PCC3110 | Indirect Tax | 5 | 4 | |
| | 16PCC3111 | OOP with C++ and JAVA | 3 | 3 | |
| | 16PCC3112 | Software Lab – III – Object-Oriented Programming | 3 | 2 | |
| | 16PCC3113 | Data Mining | 5 | 4 | |
| | | Self-Based Learning | | | |
| | 16PCC3114A | Entrepreneurial Enhancement | -- | 2 | |
| | 16PCC3114B | Event Management | | | |
| | 16PCC3114C | Human Resource Development | | | |
| | 16PCC3114D | Customer Relationship Management | | | |
| | 16PCC3114E | Modern Banking | | | |
| | 16PCC3114F | Disaster Management | | | |
| | 16PCC3203 | (WS): Information Technology for Business | 4 | 4 | |
| 16PHR3203 | Compensation Management | | | | |
| 16PCC3402 | IDC(BS): Social Psychology | 4 | 4 | | |
| | | Total for Semester – III | 30 | 28 | |
| IV | 16PCC4115 | Managerial skills | 6 | 5 | |
| | 16PCC4116 | Financial Accounting Package – Tally | 5 | 4 | |
| | 16PCC4117 | Software lab – IV (Financial Accounting Package and Data Mining) | 3 | 3 | |
| | 16PCC4118 | Management Information System and ERP | 6 | 4 | |
| | 16PCC4403 | IDC (WS): Stress Management | 4 | 4 | |
| | 16PHR4403 | Organizational Behaviour | | | |
| | 16PCC4119 | Comprehensive Examination | --- | 2 | |
| | 16PCC4120 | Project Dissertation and viva-voce Examination | 6 | 5 | |
| | | | Total for Semester – IV | 30 | 27 |
| | I – IV | 16PCW4501 | Community Work (SHEPHERD) and Gender Studies | | 5 |
| | | Total for all semesters | 120 | 110 | |
| Extra Credits | 16PCC4301 | Paper Presentation & Publication – 1 Credit per paper (Regional / National/International Seminars & Conferences/ Journals) | | (2) | |

Semester: I
Code: 16PCC1101

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RESEARCH METHODOLOGY

Assurance of Learning:

After completing this course, the student should be able to

- Understand the process of research
- Understand the concepts of sampling and tools for data collection and analysis.
- Learn how to enter the collected data
- Understand the statistical tools suitable for the research problem
- Write the bibliography.

Unit - I: RESEARCH METHODOLOGY: AN INTRODUCTION (18 Hrs)

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 Hrs)

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

Unit - III: SAMPLING DESIGN (18 Hrs)

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. (OOC Based Learning)

Unit - IV: PROCESSING AND ANALYSIS OF DATA (18 Hrs)

Editing - Coding - Classification - tabulation –Graphic presentation- Testing of hypothesis- steps in hypothesis testing- 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 Hrs)

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.

Theory Only

Semester: I
Code : 16PCC1102

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FINANCIAL MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- Know objectives- scope and how it has evolved over a period of time
- Analyze a company's optimum capital structure and identify key factors involved in
- Establish a company's worldwide capital structure.
- Discuss the importance of capital investment planning and control
- Show how to take account of a firm's financing mix in evaluating investment decisions.
- Understand the two fundamental decision issues in working capital management – and the
- Make decisions involved in Trade-offs

Unit – I (21 Hrs)

- a) 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
(OOC Based Learning)
- b) Time Value of money concepts: Problems

Unit – II (21 Hrs)

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 Hrs)

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

Unit – IV (21 Hrs)

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 Hrs)

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. Chandra- Prasanna- 2008. Financial Management: Theory and Practice. New Delhi: Tata McGraw Hill Publishing Co. Ltd.-
2. P.V.Kulkarni- B.G.Sathya Prasad- Financial Management- Himalaya Publishing House – ninth revised edition – 2009.

Theory : 30%

Problem: 70%

Semester: I
Code : 16PCC1103

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MARKETING MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- Understand the conceptual framework of marketing management.
- Understand the concept of product development and pricing
- Learn various channels of distribution in marketing
- Understand the role of advertising in marketing
- Know the importance of sales promotion in marketing

Unit – I (18 Hrs)

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- marketing planning

Unit – II (18 Hrs)

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- branding – packaging (OOC Based Learning)

Unit – III (18 Hrs)

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 Hrs)

Promotion - 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 Hrs)

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. Marketing research – importance in marketing decisions.

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

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Semester: I
Code : 16PCC1104

INTERNET CONCEPTS

Assurance of Learning:

After completing this course, the student should be able to

- Understand the basic concepts related to internet and its standard protocols.
- Introduce the web designing language.
- Introduce the programming skills on HTML.
- Understand the concept of Scripting language.
- Understand the basic concepts related to VB Script.

Unit – I (12 Hrs)

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- WWW (OOC Based Learning).

Unit – II (12 Hrs)

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

Unit – III (12 Hrs)

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

Unit – IV (18 Hrs)

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

Unit – V (12 Hrs)

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

BOOK(S) FOR REFERENCE

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

Semester: I
Code : 16PCC1105

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SOFTWARE LAB – I - Web Designing

HTML

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

VB Script

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

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Semester: I

Code : 16PCC1201A

Core Elective - I (WD): ENTREPRENEURSHIP DEVELOPMENT

Assurance of Learning:

After completing this course, the student should be able to

- Understand the different dimensions of entrepreneurship.
- Inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers.
- be aware of the various methods of project appraisal and selection
- Understand the various functions of TIIIC and DIC
- Explore the knowledge on starting SMI in real life situation

Unit – I (12 Hrs)

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- Development of women entrepreneur – rural entrepreneur.

Unit – II (12 Hrs)

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

Unit – III (12 Hrs)

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

Unit – IV (12 Hrs)

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

Unit – V (12 Hrs)

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

2. Vasant Desai- Dynamics of Entrepreneurial Development and Management- Himalayas publishing house. New Delhi- 2008.

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Semester: I
Code : 16PCC1201B

Core Elective – I (WD): CYBER LAWS AND SYSTEM SECURITY

Assurance of Learning:

After completing this course, the student should be able to

- have awareness on the different types of cyber crime
- Safe guard themselves from the cyber crimes.
- be aware of Intellectual property issues in cyber space
- Understand the concepts related to IT Act Law.

Unit – I (12 Hrs)

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. (OOC Based Learning)

Unit – II (12 Hrs)

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 Hrs)

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 Hrs)

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 Hrs)

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.

BOOK(S) FOR STUDY

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

BOOK(S) FOR REFERENCE

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

Semester: II
Code : 16PCC2106

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COST ACCOUNTING

Assurance of Learning:

After completing this course, the student should be able to

- Understand basic concepts of cost accounting and how to prepare cost sheet.
- Explain the methods of pricing issues and stocks - compute and explain the stock control levels
- Compute labour cost using the various methods of remuneration and incentives schemes.
- Study the overheads analysis and explain how to allocate and apportion overheads to cost centre
- Describe the valuation process in Process Costing- determine equivalent units and understand various methods of apportioning joint costs to joint-products.

Unit – I (24 Hrs)

- a) 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 (OOC Based Learning)
- b) .Preparation of cost sheet.

Unit – II (24 Hrs)

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- STORES LEDGER – FIFO-LIFO

Unit – III (24 Hrs)

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 Hrs)

Meaning and classifications of overheads – Primary distribution of overhead – Secondary distribution of overheads – Machine hour rate – Absorption of overhead – over absorption and under absorption Job costing – contract costing.

Unit – V (24 Hrs)

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.2015

BOOKS FOR REFERENCE

1. Reddy and Moorthy- Cost accounting? - Margam Publications- New Delhi- 2015
2. S.P. Jain & K.L. Narang: Cost accounting Himalayas publishing house New Delhi .2014

Theory : 30%

Problem: 70%

Semester: II
Code : 16PCC2107

DATABASE SYSTEMS

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Assurance of Learning:

After completing this course, the student should be able to

- Understand the basic concepts and organization of a database and to give the basic knowledge on relational database.
- Possess the basic knowledge on relational database.
- Know the elements of the query language.
- Familiar with the concepts of data base transactions and various protocols.
- Apply the concepts of parallel databases and distributed databases.

Unit – I (12 Hrs)

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(OOC Based Learning).

Unit – II (12 Hrs)

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

Unit – III (12 Hrs)

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

Unit – IV (12 Hrs)

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

Unit – V (12 Hrs)

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- 1997.
2. C.J. Date- “An Introduction to Database Systems”- 6th Edn- Addison Wesley Publishing Company- New York- 1995.

Semester: II
Code : 16PCC2108

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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

SEM: II
16PMS2101

COMMON CORE: HUMAN RESOURCE MANAGEMENT

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Assurance of Learning:

After completing this course, the student should be able to

- Understand the principles and practices related to Human Resource Planning
- Related the policies to Human Resource Development
- Develop and assess one's own competencies towards a career in HRM.
- Familiarize with the practical applications of Human resource terminology

UNIT: 1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT (10 hrs)

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

UNIT: 2 HUMAN RESOURCE PLANNING AND RECRUITMENT (15 hrs)

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

UNIT: 3 STRATEGIC HRM AND PERFORMANCE APPRAISAL: (15 hrs)

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

UNIT: 4 TRAINING AND DEVELOPMENT (15 hrs)

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

UNIT: 5 COMPENSATION ADMINISTRATION (10 hrs)

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

Text book:

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

Reference Books:

1. VSP Rao (2002), Human Resource Management: Text & Cases, Excel Books, New Delhi.
2. Edwin Flippo (1984), Personnel Management, Tata McGraw Hill, New Delhi.

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Semester: II
Code : 16PCC2202

Core Elective – II (WS): OFFICE AUTOMATION

Assurance of Learning:

After completing this course, the student should be able to

- have adequate knowledge about the MS-Word.
- have adequate the knowledge about the Excel.
- possess knowledge of the MS-PowerPoint
- possess knowledge about the MS-Outlook
- understand the MS-Access.

Unit - I (12 Hrs)

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

Unit - II (12 Hrs)

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 hrs)

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

Unit - IV (12 hrs)

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 hrs)

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

TEXT BOOKS:

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

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16PHR2202

CORE ELECTIVE: MANAGERIAL EFFECTIVENESS

Assurance of Learning:

After completing this course, the student should be able to

- understand the meaning of and the need for being a successful manager.
- develop the seven essential habits of highly effective people.
- use the right attitudes and skills towards achieving greater levels of managerial effectiveness.
- recognize the basic correspondence and career skills.

UNIT I: PRIVATE VICTORY

(12Hrs)

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: Four generation of time management, Quadrant I, II, III and IV types of personalities. Short term and long term goals, the power of delegation.

UNIT II: PUBLIC VICTORY

(12 Hrs)

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

(12 Hrs)

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

UNIT IV: CORRESPONDENCE SKILLS (12 Hrs)

What is an effective Business letter, the language of a business letter and the lay-out of a business letter. Enquiries and Replies: Hints for drafting an 'Enquiry' and 'Reply'. Claims and Adjustments: Hints for drafting complaints and making adjustments. Collection letters: How to write an effective collection letter, Collection series – Sending statement of account, Reminders, Inquiry and discussion, Appeal and Urgency, Demand and Warning. Circular letters: Situations that need circular letters. Banking Correspondence, Insurance Correspondence, Import and Export Correspondence.

UNIT V: JOB CAREER SKILLS

(12 Hrs)

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, 5, 6, 7.

Reference book:

1. Luthans, Fred, 1995, Organisational Behaviour , New Delhi, Tata Mcgraw Hill Publishers.

Semester : II
Code : 16PSS2401

IDC-I: SOFT SKILLS

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Semester: III
Code : 16PCC3109

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OPERATIONS RESEARCH

Assurance of Learning:

After completing this course, the student should be able to

- Understand the concepts and use of various mathematical techniques of operations research for business decision.
- Formulate a real-world problem as a mathematical programming model
- Understand the concept of decision theory by using it in the certainty and uncertainty situations
- Solve network models like the shortest path- minimum spanning tree- and maximum flow problems
- know the application of queuing theory and game theory in the real life situations

Unit – I (18 hrs)

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. (OOC Based Learning)

Unit – II (18 hrs)

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

Unit – III (18 hrs)

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 hrs)

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 hrs)

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 : 30%

Problem: 70%

Semester: III
Code : 16PCC3110

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INDIRECT TAX

Assurance of Learning:

After completing this course, the student should be able to

- Understand the basics of the Indirect Tax Laws and procedures involved
- know the computational process under central excise act and to familiarize with the practical application of the Tax Laws
- use the computational process under central excise Tariff act and to familiarize with the practical application of the Tax Laws
- use the computational process under customs act and to familiarize with the practical application of the tax laws.
- apply the computational process under service tax and value added tax

UNIT I:INTRODUCTION TO INDIRECT TAX (15 Hrs)

Introduction - Canon of Taxation - Tax as a source to the Government - Difference between Overview of Indirect Taxes - Direct Vs Indirect Taxes - Charging Provision(OOC Based Learning)

UNIT II: CENTRAL EXCISE ACT (15 Hrs)

Introduction - Organisational set up - Definitions - Charging sections - Central Excise Tariff Act - Valuation of Excisable goods - Remission of duty on goods - Offenses and penalties – Exercise problems

UNIT III: THE CENTRAL EXCISE TARIFF ACT (15 Hrs)

Definitions - Amendments to Central Excise Act – Central Excise Rules – Assessment procedure – Registration – Refund - Exemption based on valuation of clearance (SSI) - Exercise problems

UNIT IV: CUSTOMS ACT (15 Hrs)

Basic concepts – Exemptions – Classification of goods – Valuation – Importation-Exportation and Transportation of goods – Demand and Appeals – Refund – Duty Drawback - Provisions on illegal import- confiscation- penalty and allied provisions – Exercise problems

UNIT V: SERVICE TAX AND VALUE ADDED TAX (15 Hrs)

Basic provisions – Taxable services – Service Tax procedures – State level VAT – Input Tax credit – Small dealers and composition scheme – VAT procedures – VAT in special transactions – VAT and Central Sales Tax – Interrelationship of accounting with Excise-Customs and Service Tax – Exercise problems.

Text Book:

1. Singhanian Vinod K- Indirect Taxes- Taxmann Publications- 2016.

Reference Books:

- 1.Kumar Sanjeev- Systematic Approach to Indirect Taxes- Bharat Series- 2016.
- 2.Bare Acts

Semester: III
Code : 16PCC3111

OOP WITH C++ AND JAVA

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Assurance of Learning:

After completing this course, the student should be able to

- Impart the knowledge and programming skills on object –oriented programming languages such as- C++ and JAVA
- Introduce the object –oriented programming concepts in real life situation.
- Impart the knowledge and programming skills on JAVA.
- Understand the built in classes and various mechanisms of JAVA.
- Understand the basic concept of JAVA to create a graphics.

UNIT – I (9 hrs)

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 (OOC Based Learning).

UNIT – II (9 hrs)

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 hrs)

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 hrs)

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

UNIT – V (9 hrs)

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 ANSI C”- 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.

Semester: III
Code : 16PCC3112

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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

- 1.Program using Classes and Objects
- 2.Illustration of Constructor and Copy Constructor
- 3.Program for types of Inheritance
- 4.Simple program using Applet

Semester: III
Code : 16PCC3113

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DATA MINING

Assurance of Learning:

After completing this course, the student should be able to

- Apply the principles of data mining.
- Understand the methodology of machine learning.
- Use the concept of Data Warehousing.
- Apply the knowledge discovery process of data mining.
- Possess basic knowledge on the concepts of data mining environment.

Unit – I (12 Hrs)

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 (OOB Based Learning).

Unit – II (12 Hrs)

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 Hrs)

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 Hrs)

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 Hrs)

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

BOOK(S) FOR STUDY

Unit 1

1. Jiawei Han- Micheline Kamber- Jian Pei- “Data Mining: Concepts and Techniques”- Morgan Kaufmann – Elsevier- 2012

Unit II- III- IV and V

2. Pieter Adriaans and Dolf Zantinge- “Data Mining”- Pearson Education- 2009.

Semester: III
Code : 16PCC3114 A

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ENTREPRENEURIAL ENHANCEMENT

Assurance of Learning:

After completing this course, the student should be able to

- Have basic knowledge on concepts of Entrepreneurship Development.
- take up entrepreneurship
- use the various concepts of Project Management
- understand the functioning of SSI
- explore the knowledge on Institution for development of SSI\

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.

Text Book:

1. Vasanth Desai “ Dynamics of Entrepreneurial Development and Management”- Himalaya Publishing House- 2009.

REFERENCE BOOKS

1. Srinivasan N.P. - Entrepreneurial Development
2. Saravanavel - Entrepreneurial Development
3. Jayashree Suresh - Entrepreneurial Development
4. Dr. C.B. Gupta & Dr. S.S. Khanka - Entrepreneurship and Small Business

Semester: III
Code : 16PCC3114 B

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EVENT MANAGEMENT.

Assurance of Learning:

After completing this course, the student should be able to

- acquaint with the concept issues and various aspects of event management.
- give basic knowledge on concepts of event Management.
- take up facets of event management
- use the various concepts of activities in event Management
- understand the strategies of event management

Unit I: CONCEPT OF EVENT MANAGEMENT

Event Defined - A Comprehensive New Definition- Event Management- Event Marketing- 5 G's of Events- Event Designing- Relative Importance of Events as a Marketing Communication Tool- The Diverse Marketing Needs Addressed by Events- Brand Building- Focusing the Target Market- Implementation of Marketing Plan- Relationship Building- Creating Opportunities for Better Deals with Different Media- Events and the Economy- Problems associated with traditional media.

Unit II: FACETS OF EVENT MANAGEMENT

Event Infrastructure- Core Concept- Core People- Core Talent- Core Structure- Set Objectives for the Event- Negotiating Contracts with Event Organisers- Locating Interaction Points- Banners - Displays etc- at the Event- Preparing the Company's Staff for the Event- Post-event Follow-up

Event Organisers Targeting Clients- Selecting Event Categories to Serve- Selecting and Contracting with Other Key Elements in Chosen Categories.

Venue : In-house Venue- External Venue

Unit III: MARKETING OF EVENT

Concept of Market in Events- Revenue Generating Customers- Nonrevenue Generating Customers- Segmentation and Targeting of the Market for Events- Segmentation Niche marketing in events- Targeting- Positioning Events and the Concept of Event Property- Positioning- Branding in Events- Event Property- Benefit Levels- Event Hierarchy- Categories and Variations of Events- Categories of Events and their Characteristics- Competitive Events- Artistic Expression- Cultural Celebrations- Special Business Events- Retail Events- Reach-interaction Matrix- Event Variations- Concept of Pricing in Events- Risk Rating- Setting Pricing Objectives in Tune with Marketing and Business Strategies- Understanding Local Legislation and Tax Laws- Feedback from the Market- Skills Required for Negotiating the Best Price- Validation against Pricing Objectives- A thorough assessment of the internal systems and overheads.

Unit IV: ACTIVITIES IN EVENT MANAGEMENT

Networking Components- Print Media- Radio Television- The Internet- Cable Network- Outdoor Media- Direct Marketing- Sales Promotions- Audience Interaction- Public Relations- Merchandising- In-venue Publicity- Activities in Event Management- Pre-event Activities- During-event Activities- Post-event Activities- Planning- Organizing- Staffing- Leading and Coordination- Controlling- Event Management Information System- Setting Objectives- Development of the Strategic Market Plan- Environmental Assessment- Competitive Assessment- Gaining Competitive Advantages- Business Potential- Assessment- Market Attractiveness- Business Strengths.

Unit V: STRATEGIES OF EVENT MANAGEMENT

Strategic Approach- Critical Success Factor Analysis- Strategic Alternatives Arising From Environmental Analyses- Maintenance Strategy- Developmental Strategy- Preemptive Strategy- Survival Strategy- Strategic Alternatives Arising from Competitive Analyses Sustainment Strategy- Rebuttal Strategy- Accomplishment Strategy- Venture Strategy Strategic Alternatives Arising from Defined Objectives- PREP Model- Risk versus Return Matrix- Forms of Revenue Generation- The Basic Evaluation Process- Establishing Tangible Objectives and Sensitivity in Evaluation- Measuring Performance- Concept Research- Formative Evaluation- Objective Evaluation- Summative Evaluation Correcting deviations- Critical Evaluation Points.

Text Book

1. Sita Ram Singh, (2009), Event Management, 1st edition, Published by Aph Publishing Corporation, New Delhi.

References

1. Tallon, A.F. (1986), Fashion Marketing and Merchandising, 3rd edition, published by Sequoia Books, .
2. Panwar, J.S(1998), Marketing in the New Era, 2nd edition published by Sage Publications India Pvt. Ltd
3. Avvich, Barry, (1994), Event and Entertainment Marketing 1st edition, published by Vision Books, NewDelhi.
4. Berry, Isaac, (1991), The Business Growth Handbook, 1st edition, published by Marquis Books, USA.

Semester: III
Code : 16PCC3114 C

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HUMAN RESOURCE MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- understand the important concepts of personnel management.
- be aware of the Human Resources
- use the knowledge of Recruitment and Selection skill
- apply the knowledge of Training and Development.
- know the basic functions and knowledge of Wages and Salary administration

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 – Counseling.

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”. Person Education Books- New Delhi- 2010

References

1. C.B. Memoria- 2000- Personnel Management- New Delhi- Himalaya Publications
2. Edwin Flipp- 1999- Personnel Management- New Delhi- McGraw Hill Publications.
3. Davis & Newstrom- 2000- Human Behaviour at Work- New Delhi- McGraw Hill Publications.
4. Fred Luthans- 2000 Organisational Behaviour- New Delhi- McGraw Hill Publications.
5. Stephen P. Robins- 2001 Organisational Behaviour- New Delhi- Prentice Hall of India

Semester: III
Code : 16PCC3114 D

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CUSTOMER RELATIONSHIP MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- have adequate knowledge regarding relations in customer relationship management
- possess insight in customers satisfaction
- know and apply the services quality
- gain knowledge in electronic customer relationship management
- understand the importance of customers and employees in organization and 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 Books:

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

Suggested Readings

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

Semester: III
Code : 16PCC3114 E

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MODERN BANKING

Assurance of Learning:

After completing this course, the student should be able to

- understand the meaning- importance and the economic and monetary implications of banking operations
- possess knowledge about the various forms of banking services
- explore the knowledge on Negotiable instrument
- gain insight in to E-banking services
- acquire the knowledge on banking sectors reform

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 Cards.

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 and Varshney - "Banking and Financial System" - Sultan Chand and 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. C.Jeevanandan- 'Practice & Law of Banking'.

Semester: III
Code : 16PCC3114 F

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DISASTER MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- understand reduce damages and deaths
- gain a practical orientation to speed recovery
- understand the concepts in reduce personal suffering
- explore the knowledge on protect victims
- study the legal and ethical issues in disaster management.

Unit I: UNDERSTANDING DISASTER, HAZARDS AND VULNERABILITY

Concept of disaster- Different approaches- Concept of Risk- Levels of disasters- Disaster phenomena and events (*Global, national and regional*)- Natural and man-made hazards; response time, frequency and forewarning levels of different hazard- Characteristics and damage potential of natural hazards; hazard assessment- Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit II: DISASTER MANAGEMENT MECHANISM

Concepts of risk management and crisis management- Disaster management cycle- Response and Recovery-Development, Prevention, Mitigation and Preparedness- Planning for relief

Unit III: CAPACITY BUILDING

Capacity building: Concept- Structural and nonstructural measure- Capacity assessment - strengthening capacity for reducing risk - Counter-disaster resources and their utility in disaster management- Legislative support at the state and national levels

Unit IV: COPING WITH DISASTER

Coping strategies; alternative adjustment processes- Changing concepts of disaster management- Industrial safety plan; safety norms and survival kits- Mass media and disaster management

Unit V: PLANNING FOR DISASTER MANAGEMENT

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan- Disaster management Act and Policy in India- Organisational structure for disaster management in India- Preparation of state and district disaster management plans

Text Book:

1. Chakrabarty, U. K, (2007), Industrial Disaster Management and Emergency Response, 1st edition, published by Asian Books Pvt. Ltd., New Delhi.

Reference Books:

1. Abarquez I. & Murshed Z, (2004), Community Based Disaster Risk Management, 1st edition, published by Field Practitioner's Handbook, ADPC, Bangkok.
2. Goswami, S. C, (1997), Remote Sensing Application in North East India, 1st edition, published by Purbanchal Prakesh, Guwahati.

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Semester: III

Code : 16PCC3203

Core Elective – III (WS): INFORMATION TECHNOLOGY FOR BUSINESS

Assurance of Learning:

After completing this course, the student should be able to

- Understand the potential of the Internet for business.
- Provide a basic understanding about e-commerce.
- Provide a various analysis techniques for business.
- Understand the basic features of internet.
- Know about the various security tools of e-commerce.

Unit – I

(18 Hrs)

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 Hrs)

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

Unit – III

(18 Hrs)

Internet – Features of the Internet; WWW: Email- Telnet- FTP- News groups- search engines- portals- Business applications of the Internet (OOC Based Learning).

Unit – IV

(18 Hrs)

E-Commerce: introduction to e-commerce- Models of e-commerce -. Electronic payment systems - EDI and e-commerce. EDI standards. Setting up and promotion of a website for e-commerce.

Unit – V

(18 Hrs)

Security issues in E-commerce: security risks in e-commerce- security tools and risk management. IT Act – 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.

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.
3. Heary Chan et al.: E-Commerce- John Wiley & Sons.

SEM III
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COMPENSATION MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- understand issues related to the compensation or rewarding human resources in various forms of organizations
- Familiarize on the computation of wage and salary.
- Implement the skills in designing, analyzing and restructuring reward management systems, policies and strategies.
- Know about the modern incentive schemes available for employee motivation.

UNIT I: 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 II: 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 III: 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 IV: 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.

UNITV: 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)
3. Dipak Kumar Bhattacharya, (2009), Compensation, New Delhi, Oxford university Press, (unit1 and 3: chapter 1 and5).

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.

SEM:III
Code: 16PCC3402

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IDC-II (BS): SOCIAL PSYCHOLOGY

Assurance of Learning:

After completing this course, the student should be able to

- Have knowledge on social interaction and social influence.
- understand the behavior and mental processes and enhances the ability to apply
- Empirical knowledge to improve the lives of people.
- learn Congnition in social world and self esteem and social comparison
- Be taught interpersonal relations and interpersonal attraction.
- Apply social psychology- social influence in Pro social behaviour in assembly.

UNIT I: INTRODUCTION TO SOCIAL PSYCHOLOGY (12 Hours)

Social psychology – origin and development – Social Behaviour and Social thought – Applications in Society and Business (OOC Based Learning)

UNIT II: PERCEIVING AND UNDERSTANDING OTHERS (12 Hours)

Social perception – Nonverbal communication – Attribution – impression formation and impression management.

UNIT III: CONGNITION IN SOCIAL WORLD (12 Hours)

Social cognition – Schemas – Heuristics – Errors – Attitudes and Behaviour – Persuasion – Cognitive dissonance – self- Self Esteem and Social Comparison.

UNIT IV: INTERPERSONAL RELATIONS (12 Hours)

Social identity – Prejudice – Discrimination – Aggression – Interpersonal attraction.

UNIT V: APPLIED SOCIAL PSYCHOLOGY (12 Hours)

Social influence – Conformity – Compliance – Social Influence – Prosocial Behaviour – Groups – Social issues.

TEXT BOOK

1. Baron- Byrne and Brascombe- (2006)- Social Psychology- 11th Edition- Published by Pearson.
2. David G Myers- (2006)- Social Psychology- 8th Edition- Published by Tata McGraw Hill.

REFERENCES

1. Baron- Byrne (2006)- Social Psychology- 8th Edition- Published by Pearson- United Kingdom.
2. Howitt- (2009)- Social Psychology- 1st Edition- Published by Tata McGraw Hill- New Delhi.
3. Rohall *et al* (2011)- Social Psychology- 2nd Edition- Published by PHI Learning- New Delhi.
4. Ajzen- (2009)- Attitudes Personality and Behaviour- 1st Edition- Published by Tata McGraw Hill- New Delhi.
5. Hollway- (2002)- Social Psychology Matters- 1st Edition- Published by Tata McGraw Hill- New Delhi.

Semester:IV
Code : 16PCC4115

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MANAGERIAL SKILLS

Assurance of Learning:

After completing this course, the student should be able to

- understand about Management thoughts
- impart knowledge on managerial objectives
- be aware of the various skills of management
- insist on the importance of interpersonal skills
- become a fully cultured person

UNIT I: THINKING STRATEGIES (18 Hrs)

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 Hrs)

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. (OOC Based Learning)

UNIT III: IMPLEMENTATION STRATEGIES (18 Hrs)

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 Hrs)

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 Hrs)

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’
3. Dr.K.Alex- ‘Managerial skills’- Person Publication- New Delhi.2013

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FINANCIAL ACCOUNTING PACKAGE - TALLY

Assurance of Learning:

After completing this course, the student should be able to

- Impart the students with the basic principles and concepts of accounting.
- Provide knowledge on the use and application of computer in accounting.
- Impart the knowledge on TDS-TCS and VAT Calculations
- Give exposure on inventory maintenance
- Enable the students how to prepare audit report.

Unit I **(15 Hrs)**

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. (OOC Based Learning : Theory Only)

Unit II **(15 Hrs)**

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 Hrs)**

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

Unit IV **(15 Hrs)**

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 Hrs)**

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).
2. Tally Namrata Agarwal (Unit III).

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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.

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Semester: IV

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MANAGEMENT INFORMATION SYSTEM AND ERP

Assurance of Learning:

After completing this course, the student should be able to

- Possess the knowledge about basics of information system and evaluate the problem of Information System.
- Analyze the accounting and financial information system and decision support system.
- Plan and implement business changes with IT.
- Know the overview of ERP and its process
- Know the implementation of ERP through E-Commerce- Internet etc.-

UNIT I

(18 Hrs)

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- MIS – Meaning – Features – Importance of MIS – Limitation of MIS.

UNIT II

(18 Hrs)

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 Hrs)

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

UNIT IV

(18 Hrs)

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 Hrs)

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.

BOOK(S) FOR STUDY

Unit I- II- III

1. James A O'Brien- "Management Information Systems for managing IT in the Internetnetworked Enterprise"- 4th edition- Tata McGraw Hill Publishing Company Limited- New Delhi-1999.

Unit IV- V

1. 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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IDC-III (WS):
STRESS MANAGEMENT

Assurance of Learning:

After completing this course, the student should be able to

- Have a broad physical- social and psychological understanding of human stress.
- Focus on presenting a broad background of stress research.
- Understand the implications of crisis management.
- Develop a sense of humour in work place.
- Improve their personality in self development.

COURSE OUTCOMES

Students will be able to understand the management of work related stress at an individual and organizational level and will help them to develop and implement effective strategies to prevent and manage stress at work.

UNIT I: UNDERSTANDING STRESS

Meaning – symptoms – works related stress – individual stress – reducing stress – burn out- Stress Causes – Good Stress – Bad Stress -Yoga

UNIT II: COMMON STRESS FACTORS TIME AND CAREER PLATEAUING

Time management – Techniques – importance of planning the day – Time management schedule – developing concentration – organizing the work area – prioritizing – Beginning at the start – learning to say “NO” (OOC Based Learning)

UNIT III: CRISIS MANAGEMENT

Implications – people issues – environmental issues – Psychological fall outs – learning to keep calm – Preventing interruptions – controlling crisis – importance of good communication – taking advantage of crisis – pushing new ideas – empowerment.

UNIT IV: WORK PLACE HUMOUR

Developing a sense of Humour – Learning to laugh – role of group cohesion and team spirit – using humour at work – Reducing conflicts with humour.

UNIT V: SELF DEVELOPMENT

Improving personality – leading with integrity – enhancing creativity – effective decision making – sensible communication – The listening Game – Managing Self – Meditation for peace – Yoga for life.

REFERENCES

- 1.Cooper- (2011)-Managing Stress- Sage- 2011
2. Waltschafer- Stress Management- Cengage Learning - 4th Edition 2009
3. Jeff Davidson- Managing Stress- Prentice Hall of India- New Delhi. 2012.
4. Juan R. Alascal- Brucata- Laurel Brucata- Daisy Chauhan. Stress Mastery. Pearson.
5. Argyle. The Psychology of Happiness. Tata McGraw Hill. 2012
6. Bartlet. Stress – Perspectives and Process. Tata McGraw Hill 2012.

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IDC: ORGANISATIONAL BEHAVIOUR

Assurance of Learning:

After completing this course, the student should be able to

- grasp the organizational theories that would enlighten the understanding of human behavior at work.
- familiarize with the need for behavior modifications in the changing work environment.
- understand team/group processes and to be able to address issues arising from individual and collective organizational behavior.
- know the importance of change in the competitive work environment.

UNIT I: BASIC BEHAVIOURAL CONCEPTS (12 Hrs)

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 II : BEHAVIOUR DETERMINANTS 12 Hrs)

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.

UNIT III : BEHAVIOUR MODIFICATION (12 Hrs)

B.M: Concept, meaning, application and importance. Stress: Sources and Causes, Stress Management. Work place emotions. Conflict : meaning, types, Models and Resolution Strategy .

UNIT IV: ORGANISATIONAL TEAM DYNAMICS (12 Hrs)

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

UNIT: 5 ORGANISATIONAL CHANGE (12 Hrs)

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 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. Steven L Mcshane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour: Emerging Knowledge and Practice for the Real World, TMH.(Unit – 5)

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COMPREHENSIVE EXAMINATION

Semester: IV
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