



PSG College of Arts & Science
An Epitome of Quality Learning

BBA(IS)

**BACHELOR OF BUSINESS
ADMINISTRATION
(INFORMATION SYSTEM)**

2017 - 2020

BUSINESS ADMINISTRATION PROGRAMME (BBA – Information System)
SCHEME OF EXAMINATIONS
(For students admitted from 2014-2015 & onwards)

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
First Semester						
	<i>Part –I</i>					
14LAU01 12LAU01 14LAU01	Tamil – I OR Hindi – I OR French-I	3	25	75	100	3
	<i>Part –II</i>					
14EU01	Communicative English - I- Interpersonal Communication	3	25	75	100	3
	<i>Part –III</i>					
14ISU01	Management Process	3	25	75	100	3
14ISU02	Accounting For Managers	3	25	75	100	3
14ISU03	Business Mathematics & Statistics (Allied – ST)	3	25	75	100	5
Second Semester						
	<i>Part –I</i>					
14LAU02 12LAU02 14LAU02	Tamil – II OR Hindi – II OR French-II	3	25	75	100	3
	<i>Part –II</i>					
14EU02	Communicative English II– Academic Communication	3	25	75	100	3
	<i>Part –III</i>					
14ISU04	Organisational Behaviour	3	25	75	100	3
14ISU05	System Analysis and Design	3	25	75	100	3
14ISU06	Cost Accounting (Allied – MS)	3	25	75	100	5
	Outbound Training	-	-	-		2
	<i>Part –IV</i>					
14VEU01	Value Education	--	100	--	100	2
Industrial Training - Students undergo 30 days training in a manufacturing organisation at the end of Second semester.						

CODE NO.	SUBJECT	EXAM DURA- TION (Hrs)	Max. Marks			Cre dit poin ts
			CA	CE	Total	
Third Semester						
Part –III						
14ISU07	Production and Operations Management	3	25	75	100	3
14ISU08	Human Resource Management	3	25	75	100	3
14ISU09	Marketing Management	3	25	75	100	3
14ISU10	Applied Operations Research (Allied – ST)	3	25	75	100	5
14ISU11	Visual Programming	3	25	75	100	2
14ISU12	Lab: Visual Programming	3	40	60	100	1
14ISU13	Industrial Training	-	40	60	100	2
Part –IV						
14ESU01	Environmental Studies	--	100	--	100	2
Fourth Semester						
Part –III						
14ISU14	Research Methods for Management	3	25	75	100	4
14ISU15	Entrepreneurship Development and Project Management	3	25	75	100	4
14ISU16	Promotion Management	3	25	75	100	4
14ISU17	Financial Management (Allied – MS)	3	25	75	100	5
14ISU18	Relational Database Management System	3	25	75	100	3
14ISU19	Lab: Relational Database Management System	3	40	60	100	1
14ISU20	Practice Workshop	3	40	60	100	2
Part –IV						
14SBU01	<u>Skill Based Subject</u> : Internet Security	--	100	--	100	2

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credits
			CA	CE	Total	
Fifth Semester						
Part –III						
14ISU21	Taxation	3	25	75	100	5
14ISU22	Computer Networks	3	25	75	100	5
14ISU23	<u>Core Elective-I</u> : Business Ethics and Corporate Governance	3	25	75	100	4
14ISU24	E-Business	3	25	75	100	4
14ISU25	Object Oriented Programming with C++	3	25	75	100	3
14ISU26	Lab: Object Oriented Programming with C++	3	40	60	100	1
14ISU27	Major Project	-	40	60	100	5
Part –IV						
14NME01	<u>Non-Major Elective (1)</u> : EDC	--	100	--	100	2
14NME02	<u>Non-Major Elective (2)</u> : General Awareness (On-line Test)	1½	--	100	100	2
Sixth Semester						
Part –III						
14ISU28	Services Marketing	3	25	75	100	4
14ISU29	Export Marketing	3	25	75	100	4
14ISU30	Enterprise Resource Planning	3	25	75	100	5
14ISU31	<u>Core Elective-II</u> : Strategic Management	3	25	75	100	4
14ISU32	Web Development and Multimedia	3	25	75	100	3
14ISU33	Lab: Web Development and Multimedia	3	40	60	100	1
Total Credits						136
PART-V						Credits
1.	<u>Extension Activity</u> : NSS / NCC / Sports / Department Activity		I – VI semesters			2
2.	<u>Competence Enhancement</u> : Add-on Course / Women's Studies / Extra paper		I – VI semesters			2
Grand Total						140

14ISU01

MANAGEMENT PROCESS

TOTAL: 55 Hours

OBJECTIVE: The objective of the subject is to make the students knowledge with the basic management concepts and with the theory of the organizations to enrich with the skills of planning organizing, coordinating, directing and controlling.

UNIT-I

(12 Hours)

Introduction to Business – Nature and Scope – Management- Introduction – Nature – roles of a manager – managerial skills – Development of Management Thought- Classical, Neo – Classical & Modern Approaches to Management- Management Process-Managerial Levels & Skills required.

UNIT-II

(10 Hours)

Planning- Nature – Characteristics of a sound plan- Planning Process-types and forms of plans– Planning tools & techniques - MBO – SWOT Analysis-Contemporary Issues in Planning. Decision Making – Types of decisions – Decision making Process – Decision Making Styles.

UNIT-III

(12 Hours)

Organizing – Importance – Principles of Organizing – Formal & Informal Organisation- Departmentation – Basis of Departmentation - Delegation of Authority – Centralization Vs Decentralization – Co-ordination – Need for Co-Ordination.

UNIT-IV

(12 Hours)

Staffing - directing – Principles of directing – Communication process – Barriers to effective communication – Communication networks. Motivation – Importance – Types of motivation - Leadership – Characteristics – Managerial Grid- Functions of a leader – Qualities of a leader – Leadership styles.

UNIT-V

(9 Hours)

Controlling – purpose of control – control process –Control Techniques – requirements of a good control system.

TEXTBOOKS:

- 1.Gupta,R.N, Principles of Management,S.Chand & Company Ltd,NewDelhi,Second Revised Edition, ISBN: 81-219-2458-8, 2007.
2. Stephen Robbins and Mary Coulter, Management,Pearson Education Inc.,Upper Saddle River, USA,Eighth Edition ,ISBN: 81-7758-724-2, 2005

REFERENCE BOOKS:

1. Sivalingam.T, Fundamentals of Management, Vrinda Publications (P) Ltd,Delhi,First Edition,ISBN:81-8281-028-0, 2005
2. Chhabra,T.N. and Suri,R.K.,Management Process and Perspectives,Kitab Mahal Publishers, ISBN: 81-225-0210-5, First Edition 2000.

14ISU02

ACCOUNTING FOR MANAGERS

TOTAL: 55 Hours

OBJECTIVE: Accounting is very vital for any organization or business. The objective of this subject is to equip the students with sufficient knowledge on book-keeping methods and maintaining various accounts related records in order to run the business efficiently.

UNIT- I (12 Hours)

Basic accounting concepts and conventions – principles of double Entry System – Journal – Ledger – Trial Balance – Final Accounts – Trading, Profit and Loss Account and Balance Sheet

UNIT- II (12 Hours)

Bank Reconciliation statement – Subsidiary books – Purchase book – Sales book- Purchase return book– Sales return book – Cash book – Single column cash book - Double column and triple column cash book

UNIT- III (10 Hours)

Bills of Exchange – Types of Bills - Insurance claims – Claims for loss of stock – Claims for loss profit.

UNIT- IV (10 Hours)

Company accounts – Issue of shares – Issue of shares at par, at discount and at premium

UNIT- V (11 Hours)

Depreciation – Meaning – Need – Methods: straight – line method and Annuity method, Diminishing balance method only.

Consignment accounts – joint venture (simple problems)

Note: 1. Questions should be asked in the proportion of 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. T.S. Grewal, Introduction to Accounting, Sultan Chand & Sons, 2008

REFERENCE BOOKS:

1. S.P. Jain & K.L. Narang, Advanced Accountancy, Kalyani Publishers, 2009
2. R.L. Gupta & Radha Samy, Advanced Accountancy, Sultan Chand & Sons, 2011
3. M.C. Shukla & T.S. Grewal, Advanced Accountancy, Sultan Chand & Sons, 2010

Since - 1947

14MSU03/14ISU03/14RMU03
BUSINESS MATHEMATICS AND STATISTICS
(for BBA (A & B), BBA(IS) & BBA (RM))

Semester – I

Objective:

The motive of the course is to develop the mathematical skills of the students and to explain the extent of the application of analytical skills in decision making.

UNIT – I (12 Hours)

Mathematics of finance – Annuities, sinking funds – Discount and present value – Simple interest, compound interest, AP, GP, Average cost, Marginal cost – Average revenue, Marginal revenue, Elasticity of demand, Marginal profit.

Statistics – its application and uses in management. Collection of data - primary and secondary data – Classification and Tabulation of data – Diagrammatic and Graphical representations – Bar, Pie, Histogram, Frequency polygon, Frequency Curve and Ogives.

UNIT – II (9 Hours)

Measures of Central Tendency – Definitions – Merits and demerits. Absolute and relative measures of Dispersion – Definitions – Merits and demerits (simple problems). Skewness - Definitions – Karl Pearson's and Bowley's co-efficient of Skewness - simple problems – Kurtosis (Concept only)

UNIT – III (9 Hours)

Simple Correlation – types and its uses - Karl Pearson's & Spearman's co-efficient of correlation – Scatter diagram – Simple regression – Finding regression equations – method of least square methods (simple problems)

UNIT – IV (8 Hours)

Time series – Definition – Application – Methods of measuring trend by least square and Moving averages – Merits and demerits – Methods of measuring seasonal variations - Simple average and Ratio-to-moving average methods - Merits and demerits.

UNIT – V (10 Hours)

Index Numbers - Definition – Uses – Construction of unweighted and weighted Index – Laspyre's, Paasche, Fisher's index numbers- Time Reversal and Factor Reversal Tests – Cost of living Index (Simple Problems).

NOTE:

Proof and derivation are excluded. Theory carries 30 marks and problems carries 45 marks.

TEXT BOOK:

Business Statistics	: S.P.Gupta, Sultan Chand & Co
An Introduction to Business Mathematics	: V.Sundaram & Jayaseelan
Statistics	: RSN Pillai & Bagavathi
Business Mathematics and Statistics	: PA Navneetham

14ISU04

ORGANISATIONAL BEHAVIOUR

TOTAL: 55 Hours

OBJECTIVE: The aim of this subject is to enable the readers to understand the ideas and motives behind the behaviour of the humans in working environment and the method to improve the efficiency of the individuals.

UNIT- I (10 Hours)

Organizational behaviour – Definition –Contributing disciplines- Models of organization behaviour – Evolution of OB – Hawthorne experiment.

UNIT- II (12 Hours)

Individual difference – Personality – Determination of personality – Development of personality – Personality traits – Learning – Intelligence – Emotional and mental intelligence – Perception– Attitude.

UNIT- III (10 Hours)

Groups – Definition – Types – Development – Group norms – Group cohesiveness — conflict – Individual conflict – Interpersonal conflict – Group conflict – Conflict – resolution.

UNIT- IV (12 Hours)

Motivation – Maslow’s need hierarchy theory, Herzberg’s two factor theory – Vroom’s expectancy theory – Theory X - Theory Y – McClelland’s theory- Financial and non Financial incentives

UNIT-V (11 Hours)

Organisational culture – Understanding culture – characteristics of culture – Cultural system – managing cultural shock.– Organizational Climate - Organisational change – Resistance to change.

TEXT BOOK:

1. L.M. Prasad ,Organisational Behavior, Sultan Chand and Sons,3rd Edition 2004

REFERENCE BOOKS:

1.M.N. Mishra ,Organizational Behaviour, Vikas Publishing House Pvt Ltd.1 e,2008

2.Fred Luthans, Organisational Behaviour, Mc Graw Hill,11th Edition,2006

3.Jerahi Greenberg, Managing Behaviours in Organisations, Pearsons Education Ltd, 5e,2010

4.Stephen .P. Robbins, Organisational Behaviour, Prentice Hall India, 9 e,2002

Since - 1947

14ISU05

SYSTEM ANALYSIS AND DESIGN

TOTAL: 55 Hours

OBJECTIVE: Be familiar with the concepts of a system and what it means to develop and implement an information system in an organization, analysis and design by means of basic diagrammatic modeling tools.

UNIT - I (12 Hours)

System - Definition – Characteristics - Components - Types of Systems – System Environment – Classification of Systems; Introduction to Subsystem & Suprasystem – Principles to build Subsystem from System; Business as a System; Information Systems - Types of IS; System Development Life Cycle and its Stages; System Analyst – Definition – Skill - Role – Characteristics – Qualities

UNIT - II (10 Hours)

Approaches to System Development; Methods of Investigation - Recording the Investigation; Feasibility Assessment – Introduction – Procedures - Types

UNIT - III (12 Hours)

Analyzing User Requirements - Logical System - Physical Design of Computer subsystem - File Design - Database Design - Output and Input Design – User Interface Design - System Security - Form Design - Dialogue Design - Code Design - System Implementation – Changeover - Maintenance and Review

UNIT - IV (10 Hours)

Software life cycles and Activities in each phase - Software Process Models - Control Life Cycle Management - Software Documentation - Software Maintenance - Configuration Management

UNIT - V (11 Hours)

Software Testing Fundamentals - Test Case Design - White Box Testing - Basis Path Testing - Loop Testing - Black Box Testing - Testing Strategies - Unit Testing - Integration Testing - Validation Testing - System Testing

TEXT BOOK:

1. Gary Shelly & Harry J. Rosenblatt, “Systems Analysis and Design”, Cengage Learning, 2009

REFERENCE BOOKS:

1. Alan Dennis, “Systems Analysis and Design”, Wiley Publication 5th edition, 2012
2. Brian Shorrock, “Systems Design and HCI: A Practical Handbook”, Sigma Press, 2007
3. Preeti Gupta, “Systems Analysis and Design”, Firewall Media, 2008
4. Kock, “Systems Analysis & Design Fundamentals”, Sage Publications India Pvt. Ltd., 2012

14ISU06

COST ACCOUNTING

TOTAL: 55 Hours

OBJECTIVE: To gain understanding of costing concepts and the detailed procedure and documentation involved in cost ascertainment systems.

UNIT - I

(12 Hours)

Nature and scope of cost accounting – Advantages and limitations of cost accounting – difference between cost and financial accounting – classification of cost – elements of cost – cost sheet – preparation of cost sheet – Materials – classification of materials – material control – Stock levels – Issue of materials – (FIFO, LIFO, simple average, weighted average only).

UNIT - II

(12 Hours)

Labour – Timekeeping – Time booking – Remuneration – Time rate – Piece rate (Straight and Taylor's differential piece rate only) incentive plans (Rowan and Hal say only) – overhead – Allocation – Apportionment – Absorption – Primary and secondary distribution Summary (Repeated distribution method, simultaneous equation method).

UNIT - III

(10 Hours)

Marginal costing – meaning and Importance of marginal costing – CPV Analysis – Marginal Costing Equations – contribution – Break Even Analysis – P/V Ratio – Margin of Safety – problems of key factor – Application of marginal costing.

UNIT - IV

(11 Hours)

Process costing – Features – Advantages – Disadvantages – Losses and gains in process – Normal loss – Abnormal losses – Abnormal Gains.

UNIT - V

(10 Hours)

Contract Costing – Operating Costing – Job Costing.

Note: Question should be asked in the proportion of 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. S.P. Jain and KL Narang - Cost Accounting, Kalyani Publishers 16th Edition 2013.

REFERENCE BOOKS:

1. T.S. Reddy, Hari Prasad Reddy - Cost Accounting, Margham Publishers 5th Edition 2013.
2. Prasad N.K - Principles and Practice of Cost Accounting, Mc Graw – Hill, New York 3rd Edition 1991.
3. RSN Pillai V. Bagavathi S - Cost Accounting , Sultan Chand & Co Fifth Edition 2008

14ISU07

PRODUCTION AND OPERATIONS MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: This paper objective is designed to acquaint the students with decision making in: Planning, Scheduling and control of Production and Operation functions both in manufacturing and services.

UNIT - I (12 Hours)

Production and operations management – Meaning and importance. Production Systems- Plant location – Factors affecting Site Location – country, Town, Sub-urban-- Plant layout, principles of Layout – types – computerized techniques for layout. Product and service design – concept and need.

UNIT - II (12 Hours)

Process selection & capacity planning. Make or Buy decision – Types of processing Automation - concepts – capacity planning – concept – types of capacity – capacity planning procedure – alternative capacity planning – Determinants of effective capacity – concept of line balancing.

UNIT - III (11 Hours)

Production planning control – meaning, functions, types of planning and scheduling. Quality – quality control – Acceptance sampling by variable and attribute – ISO Quality Certifications and types – Quality assurance – Six Sigma concept- Maintenance function – Breakdown – Preventive – routine. Method study – chart and diagram. Time study – Motion study.

UNIT - IV (10 Hours)

Material handling – Importance – principles – Criteria for selection of material handling equipment. material management – functions - Value Analysis - Purchasing – procedure- Vendor management - material requirement planning – Overview of MRP – benefits and limitations of MRP .

UNIT - V (10 Hours)

Inventory control – functions of inventory – Importance – Replenishment of stock. Tools of inventory control – EOQ – ABC – VED – FSND Analysis - JIT – KANBAN - Store keeping - Objectives - Functions - Protection and prevention measures - Classification and Coding - Costs and control techniques.

TEXT BOOKS

1. Aswathappa K and Shridhara Bhat K, “Production and Operations Management”, Himalaya Publishing House, 6th Edition, 2010.
2. Pannerselvam R, “Production and Operations Management”, Prentice Hall India, 3rd Edition, 2013.

REFERENCE BOOKS

1. Kanishka Bedi, “Production and Operations Management”, Oxford University Press, 2007
2. Russel and Taylor, “Operations Management”, Wiley, 7th Edition, 2010.
3. Chary S. N, “Production and Operations Management”, Tata McGraw Hill, 5th Edition, 2008.
4. Chase Jacobs, Aquilano & Agarwal., “Operations Management”, Tata McGraw Hill, 11th edition, 2006.
5. Mahadevan B, “Operations Management Theory and Practice”, Pearson Education, 2nd edition, 2010.

14ISU08

HUMAN RESOURCE MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To provide students the basic knowledge about management of people in organisation. The subject emphasizes on proactive approach of managing human resources.

UNIT - I

(10 Hours)

Introduction to Human resource management – meaning – functions - nature and scope – HR manager – role- qualities – Difference between Personnel Management and Human resource management – Human resource planning – need - objectives and process.

UNIT - II

(10 Hours)

Job analysis – job specification - job description meaning and its contents – Recruitment – sources - process – Selection – selection policy – process - induction and placement – Job evaluation – objectives - procedure and methods.

UNIT – III

(11 Hours)

Human resource development - Introduction – Training and Development – Meaning - training need analysis – objectives - training methods - Implementation and evaluation of training programme – Wage and Salary administration – objectives - factors determining wage and salary administration - process and types of wage plans.

UNIT – IV

(12 Hours)

Performance management – meaning – Performance appraisal – meaning – objectives – process – methods - merits and demerits – Potential appraisal – meaning - objectives and evaluation - relationship between performance appraisal and potential appraisal – Career planning - Career development – Organisational development – process and interventions.

UNIT – V

(12 Hours)

Motivation of human resources – empowerment - workers participation in management – Maintaining HR – promotion – demotion – transfer – separation - downsizing - Grievance handling – Industrial Relations – meaning – significance - causes of poor IR - effect of poor IR and suggestions to improve IR - Strategic HRM - International HRM - HRIS and Future of HRM.

TEXT BOOKS:

1. L. M. Prasad, Human resource management, Sultan Chand & Sons, 3rd Edition 2003.
2. P.C. Tripathi, Personnel Management and Industrial Relations, Sultan Chand & Sons, 21st Edition, 2013

REFERENCE BOOKS:

1. C. B. Mamoria, Personnel Management, Sultan Chand & Sons, 5th Edition, 2002.
2. Arun Manoppa & Mirza S Saiyadain, Personnel Management, Tata McGraw Hill Publishers, 2nd Edition, 2004
3. Biswajeet Pattanayak, Human Resource Management, Prentice Hall India Publishers, 3rd Edition, 2003
4. R. Wayne Mondy, Human Resource Management, Pearson Education, 10th Edition 2008

14ISU09

MARKETING MANAGEMENT

TOTAL: 55 HOURS

OBJECTIVE: To impart the basics of marketing and to develop the knowledge on the modern-day marketing practices.

UNIT – I

(10 Hours)

Introduction to Marketing Management – Marketing Vs Selling – Scope of Marketing – Evolution of Marketing- Concepts of Marketing-Functions of Marketing Management- De-Marketing- Re- Marketing - Societal Marketing-Marketing Environment- Macro and Micro Environment.

UNIT – II

(12 Hours)

Consumer Behaviour – Factors influencing Consumer Behaviour - Consumer decision making process – Post purchase dissonance – Market Segmentation-Benefits – Methods-Target Market - Marketing Mix - Elements- Importance - Factors determining Marketing Mix.

UNIT – III

(12 Hours)

Product Planning – Objectives - Product Mix- Branding – Types of Branding - Packaging – Labeling – Positioning-Positioning Strategies- New Product – New Product Development-Marketing Myopia- Product life cycle.

UNIT – IV

(10 Hours)

Pricing – Factors affecting Pricing - Pricing strategies - Channels of Distribution – Importance - Wholesalers- Retailers- MLM, Web Marketing - Channel Conflicts & Management.

UNIT -V

(11 Hours)

Promotion management – Objectives - Promotion mix – Advertising - Personal selling – Sales Promotion – Publicity – Public relations – Physical distribution – Components & Importance.

TEXT BOOKS:

- 1) Philip Kotler and Kevin Lane Keller “Marketing Management” Prentice Hall, 14th Edition - 2012
- 2)V.S. Ramaswamy, S. Namakumari “ Marketing Management: Planning, Implementation and Control”, Macmillan and Company, ed.2002

REFERENCE BOOKS:

1. William G. Zikmund, Michael D’Amico “Basic Marketing” West Publication Company, ed 1996.
- 2.Rajen Saxena, Marketing Management , Tata Mc Graw Hill Publishing, 2002
3. C.B.Gupta & N.Rajen Nair, Marketing Management, sultan Chand & Sons, 14th Edition ,2012.

14MSU10/14ISU10/14RMU10
APPLIED OPERATIONS RESEARCH
(for BBA (A & B), BBA(IS) & BBA (RM))

Semester - III

Objective: The objective of the subject is to make the students familiar with the statistical and linear programming techniques. The main focus is however in their application in business.

Unit I (12 hours)

Introduction to operations Research – Definition and nature of operations research – Scope of operations research – General linear programming problem – Mathematical formulation of linear programming problem - Solution to linear programming problem by graphical method - Simplex method – Simple problems.

Unit II (11 hours)

Transportation problems – Attaining initial basic feasible solution using North / West Corner Rule and Vogel's Approximation Method – Optimal solution – Simple balanced problems and Unbalanced problems on the above method without degeneracy – Assignment problems – Hungarian method.

Unit III (10 hours)

Sequencing problem – Johnson's rule for n jobs – 2 machines, n job 3 machines problems – Replacement problems – Simple method – items that deteriorate with time and money value is fixed.

Unit IV (10 hours)

Game theory – concept of pure and mixed strategies – value of games – solving 2 person zero sum games with saddle point – solving 2X2 games without saddle point – simple problem – dominance principle – simple problem. Queuing theory – introduction – characteristics - queuing system – description of Poisson queues – problem on (M/M/1 FIFO/∞) only.

Unit V (11 hours)

Net Work analysis: concepts of PERT & CPM – simple problem. Simulation - process Monte Carlo simulation -simple problems

Note: proof of theorem and derivatives are excluded.

Text Book:

- | | | | |
|---|---|------------------------------------|----------------------|
| Operation research | - | Dharani Venkatakrisnan, | Keerthi Publications |
| Operations Research, Sultan Chand & Co | - | Kantiswarup, P.K. Gupta & ManMohan | |
| Operations Research, Dhanpat Rai & Sons | - | Nair N.G. | |

14ISU11

VISUAL PROGRAMMING

TOTAL: 50 Hours

OBJECTIVE: This subject aids the students' to develop the application skills using Visual Basic Programs for effective implementation of business plans and in decision making.

UNIT - I

(8 Hours)

Introduction – Client / server - Benefits - Client / server models - Client / server Architecture – Application Architecture – Introduction of Visual Basic – Steps in Visual Basic Application.

UNIT - II

(10 Hours)

Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Tool box – Properties, Methods and Events – Event Driven Programming – Working with forms – variables – Scope of Variables – Constants – Data types .

UNIT - III

(12 Hours)

Functions and Procedure – Control Structure - Arrays, dynamic arrays - User defined data types symbolic constants using Dialog boxes: Input box, Message box functions - String functions, date and Time function, numeric functions

UNIT - IV

(8 Hours)

Menus: creating menus - adding code to menus - using MDI forms - MDI formbasic building MDI form creating MDI Child Forms

UNIT - V

(12 Hours)

Database object (DAO) and properties accessing Recordset objects Move first - MoveLast, MovePrevious and MoveNext methods Begin - Commit and Rollback transaction accessing Microsoft Access files. Active Data Objects (ADO) and OLEDB -ADO object Model-Connecting to the database- Retrieving a recordset - Adding records- Editing records closing the database connection.

TEXT BOOK:

1. Anne Borhm, Murrach's, "Visual Basic - 2012", Mike Murach Publication, 5th Edition, 2013

REFERENCE BOOKS:

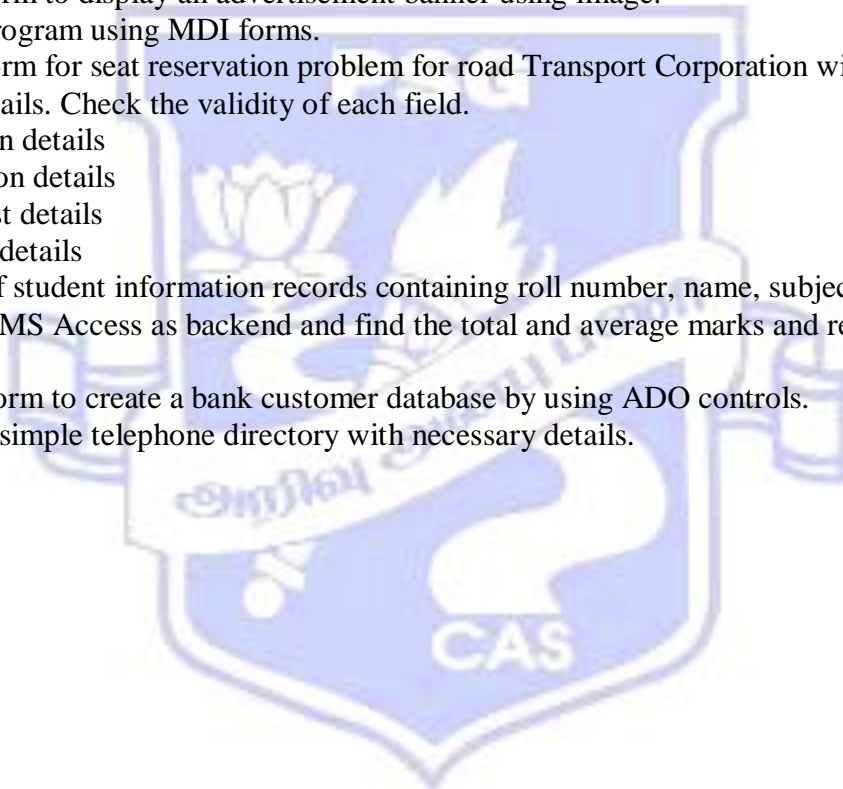
1. Noel Jerke, "Visual Basic 6: The Complete Reference", Tata McGraw-Hill, 2008
2. N. Krishnan & N. Saravanan, "Visual basic 6.0 in 30 days", Scitech Publications Private Ltd., Chennai, 2001.
3. Eric A. Smith, Valar Whisler, and Hank Marquis, "Visual Basic 6 Programming", Pearson Publication, 1998.
4. Gary Cornwell, "Visual basic 6", Tata McGraw Hill, 3rd Edition 2004

OBJECTIVE: To gain the practical knowledge of visual Basic programming by creating form design, using different controls, creating MDI, connecting VB with backend application etc.

SOFTWARE: VB 6.0

EXERCISES:

1. Create a form to display the Sum, Average, Max, Min and line chart control by declaring variable.
2. Design a simple calculator for calculation purpose.
3. Write a program of scrolling a bit map at run time.
4. Write a program of scrolling the text.
5. Create a form to display an advertisement banner using image.
6. Create a program using MDI forms.
7. Create a form for seat reservation problem for road Transport Corporation with their following details. Check the validity of each field.
 - a) Reservation details
 - b) Cancellation details
 - c) Waiting list details
 - d) Passenger details
8. Creation of student information records containing roll number, name, subject code, marks, etc. consider MS Access as backend and find the total and average marks and result for each student.
9. Design a form to create a bank customer database by using ADO controls.
10. Create a simple telephone directory with necessary details.



Since - 1947

14ISU14

RESEARCH METHODS FOR MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of decision-making.

UNIT- I

(9 Hours)

Meaning of research - Objectives of research - Types of research -Research approaches - significance of research - Research process - Criteria of good research .

UNIT-II

(10 Hours)

Defining the research problem : Research problem definition – Identification of research problems – Selection of research problem – Formulation of research problem – hypothesis – Procedure of hypothesis testing.

UNIT- III

(12 Hours)

Research design: – Features of a good design – Important concepts relating to research design – Types of research design. Sampling design: Steps in sampling design – Criteria of selecting sampling – Different types of sampling designs. Measurement and scaling techniques: - Measurement: Measurement scales – Sources of error in measurement. Scaling : Scale classification bases – Important scaling techniques – Scale constructions techniques.

UNIT- IV

(12 Hours)

Methods of data collection-Data processing and analysis - Measures of central tendency – measures of dispersion – chi-square test – simple correlation and regression. Interpretation and report writing– different steps in writing report – layout of the research report – types of reports – mechanics of writing a research report.

UNIT -V

(12 Hours)

Marketing research- Nature of Marketing Research –Techniques of Marketing Research- Characteristics of good Marketing Research - Marketing research plan. New Product Research – Consumer Behaviour Research in Retail-Advertising Research –Media Selection Research – Motivation Research –Sales Control Research.

TEXT BOOKS:

1. Kothari, C.R, Research Methodology Methods And Techniques, Second Edition, New Age International (P) Limited Publishers, New Delhi,2004- ISBN: 81-224-1522-9.
2. Gupta, S.L, Hitesh Gupta – Business Research Methods, McGraw Hill Education (India) Private Limited, New Delhi, 2012
3. Sharma, D.D Marketing Research – Principles , Applications And Cases, Second Revised Edition , Sultan Chand And Sons , New Delhi,2010 ISBN: 978 -81-8054-685-3.

REFERENCE BOOKS:

1. Uma Sekaran – Research Methods for Business – A Skill Building Approach – Wiley Student Edition.Wiley India Pvt.Ltd new Delhi-2003 ISBN : 81-265-0928-7
2. William G. Zikmund/Barry J. Babin -Essentials of Marketing Research- Thomson – south-western – ,2010.ISBN 81-315-0281-3.

**14ISU15 ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT**

TOTAL 55 Hours

OBJECTIVE: To enable the students understand the concept of entrepreneurship and make them acquire entrepreneurial skills, attitude and knowledge.

UNIT-I (11 Hours)
Entrepreneurship- Meaning-Characteristics- Functions – Factors influencing entrepreneurship- Barriers to entrepreneurship - Role of entrepreneurship in economic development- Entrepreneur- Definition- Entrepreneurial Competencies- Entrepreneur and Manager – Intrapreneur- Women entrepreneur

UNIT- II (11 Hours)
Entrepreneurial Culture – Need for Innovation in entrepreneurship- entrepreneurial motivation- Entrepreneurship Development Program (EDP)- Need for EDP- Objectives- Phases of EDP- Course content and curriculum of EDP- Evaluation of EDP- Steps for Starting a SSI unit- Selection of forms of Organization- Sickness of SSI Unit.

UNIT-III (11 Hours)
Institutional Support to Entrepreneurs - Central level institutions: NSIC, SIDO, MSME-DI, SIDBI, NABARD, NIESBUD, IDBI, IFCI, ICICI, KVIC, NEDB and MDI- State level institutions: DIC, SFC, SSIDC, SIDC, TCO-Commercial Banks – Venture Capital, Incubation support- Incentives for SSI units- Cluster Development Programme

UNIT-IV (11 Hours)
Concept of a Project- Characteristics of a project- Project classification- project life cycle- Project Identification- Sources of Information- Selection – Project formulation-Project report- Content of a project report- Importance- Preparation of a Project Report-Project Appraisal

UNIT-V (11 Hours)
Project Management-Meaning-Functions: Project Definition-Project Planning and Project Control-Project Manager-Responsibilities of a Project Manager-Project Network Design- Application of Network Techniques-Project Contracting-Project Control-Project Audit- Computer aided project Management.

TEXT BOOKS:

1. E.Gordon and Dr.K.Natarajan, Entrepreneurship Development, Himalaya Publishing House, 2013.
2. Prasanna Chandra, “Projects”, Tata Mc Graw Hill Publication New Delhi, Fifth edition 2005.

REFERENCE BOOK:

1. B.Gupta and N.P.Srinivasan, Entrepreneurship Development, Sultan Chand and Sons, New Delhi.2012.

14ISU16

PROMOTION MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: The subject will help students to be fully aware of modern tools and techniques in the areas of promotion management. The subject will provide a basic idea about the creative realms of promotion mix, wherein they can make the organisations to win over the competition

UNIT-I

(11 Hours)

Promotion-Meaning - Promotion as communication - Promotion mix – meaning - Elements of promotion mix – Advertising - Sales Promotion - Personal Selling - Publicity and Public Relations – Promotional Strategies – Push and Pull strategies. Advertising – meaning – objectives – functions – social - economic and ethical aspects of advertising.

UNIT – II

(12 Hours)

Medias of Advertising – indoor – outdoor - direct advertising and display media - Online advertising - Media selection considerations. Advertisement Copy - Advertisement layout - Advertising agency – meaning – types - criteria for selection of an agency - agency compensation - ISCA .

UNIT – III

(12 Hours)

Sales promotion – meaning – objectives - reasons for the increase of sales promotion - types of sales promotion activities – Consumer oriented sales promotion – objectives – techniques - Trade oriented sales promotion – objectives - techniques – Sales promotion programme – factors influencing sales promotion decision.

UNIT – IV

(10 Hours)

Personal selling – meaning - theories of personal selling – objectives - steps in personal selling – Salesmanship – meaning - qualities of sales force – Sales force management – motivation and compensation of sales force.

UNIT – V

(10 Hours)

Public Relations – meaning - publics of the company - public relations programme - tools of public relations - types of public relations activities
Publicity – meaning - publicity messages - publicity plans - publicity organisation and evaluating publicity results.

TEXT BOOK:

1.S.A. Chunawalla, Advertising, Sales and Promotion Management, Himalaya Publishing House, 4th Edition, 2008.

REFERENCE BOOKS:

1. P.K.Agarwal, Advertising, Sales Promotion and CRM, Pragati Prakasan Educational Publishers, 2nd edition, 2013.
2. Neeru Kapoor, Advertising and Personal Selling, Pinnacle Learning Publishers, 2nd Edition, 2005.
3. CN Sontakki, Advertising and Sales Management, Kalyani Publishers, 2006 Edition
4. SL Gupta & VV Ratna, Advertising and Sales Promotion Management, , Sultan Chand & Sons, 2011 Edition.
5. MN Mishra, Sales Promotion &Advertising Management, Himalaya Publishing House, 2014.

TOTAL: 55 Hours

OBJECTIVE: The purpose of the subject is to familiarize the students with the broad frame work of financial decision making in a business unit.

UNIT- I (12 Hours)

Financial management: meaning – Scope and objectives of financial management – Profit maximization – Wealth maximization – Funds flow statement (Problems only) – Cash flow statement. (Problems only)

UNIT- II (10 Hours)

Leverages: Meaning–Types of leverages - EBIT – EPS Analysis- Point of indifference point – Cost of capital – Cost of equity – Cost of preference capital – Cost of debenture capital – Capital structure – Capital structure theories.

UNIT - III (12 Hours)

Ratio analysis – Merits and limitations of ratio analysis - Classification of ratios – Capital structure ratios – Liquidity ratios – Turnover ratios and profitability ratios

UNIT- IV (11 Hours)

Management of working capital – Cash management (theory only) – Accounts receivable and inventory management (theory only)

UNIT V (10 Hours)

Capital Budgeting – Meaning – Importance – Payback period – Accounting rate of returns – Internal rate of return method – Net present value methods – Profitability index

Note: Question in problems and Theory shall be distributed as 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. M.Y. Khan & P.K Jain, Financial management:, Tata Mc Graw Hill, Fourth edition,2011

REFERENCE BOOKS:

1. R.K. Sharma & shashi K. Gupta., Financial management: Kalyani Publishers, 2003
2. Prasanna Chandra Financial management:, Tata Mc Graw Hill, 2011
3. Pandey . I.M.Financial management –Vikas publication, New Delhi, 2011

14ISU18 RELATIONAL DATABASE MANAGEMENT SYSTEM

TOTAL: 50 Hours

OBJECTIVE: To enable the student's creation of database records of the routine business transactions and to develop an effective supporter for business decisions

UNIT - I (10 Hours)

Introduction about Database Management System – Entity – Attributes - Relationship among data - Database Models – FMS – HDS – NDS – Relational Database System - Object Relational Model - Codd's Rule – Normalization

Introduction to Oracle, Tools of Oracle, Oracle Internal Datatypes, Data Definition Language, Data Manipulation Language, Transaction Control Language – Data Control Language

UNIT - II (10 Hours)

Queries and SQL Functions: Different Select Statements; Operators in SQL*Plus; SQL*Plus Functions: Single Row and Group Functions; Set Operators: Union, Union all, Intersect and Minus; Joins: Relating data through Join concept, Simple Join, Self Join and Outer Join; Subqueries: Usage of subqueries, Subqueries that return several values, multiple subqueries, correlated subquery

UNIT - III (10 Hours)

Constraints: Introduction to Integrity Constraint (Domain, Check, Entity, Referential and Deferrable Constraints) - Implementation of Constraints - Locks: Concept and Types (Row Level and Table Level Locks) - Table Partitions: Concept, Advantages, Inserting records into a partitioned table and Maintaining Partitions

UNIT - IV (10 Hours)

Database Objects: Synonym, Sequence, View and Index – Partitioning in Index; OOP: Concepts of Object Oriented Programming (OOP), Features, Advantages and object in Oracle8; PL/SQL: Introduction to PL/SQL, Advantages, Architecture, Introduction to PL/SQL block, Data types and their usage, Control Structure and Concept of Error Handling

UNIT - V (10 Hours)

Subprograms: Introduction - Stored procedures: In parameter, Out Parameter, In-out Parameter - Stored functions: Purity of Functions – Packages: Introduction, Advantages and Cursors in Package - Data base triggers – types of triggers – Parts of a trigger – syntax for creating trigger – deleting the trigger – INSTEAD OF Triggers - Enabling and disabling triggers

Note: Questions in Theories and Queries shall be distributed as 50 marks for Theories and 25 marks for Queries.

TEXT BOOK:

1. Scott Urman, "Oracle Database 10G PL/SQL Programming Book", (1st Edition), McGraw Hill Education, 2004

REFERENCE BOOKS:

1. M. Tamer Özsu, Patrick Valduriez, "Principles of Distributed Database Systems", Springer, 3rd Edition, February 2011.
2. Thomas M. Connolly, Carolyn E. Begg, "Database Systems: A Practical Approach to Design, Implementation and Management", Addison-Wesley, 5th Edition March 2009.
3. George Koch and Kevin Loney, "Oracle8i: The Complete Reference", Tata McGraw Hill Publication, 1st Edition 2006
4. James Groff, Paul Weinberg, Andy Oppel, "SQL: The Complete Reference", Tata McGraw Hill Publishing Co.Ltd. New Delhi, 3rd Edition 2011

5. Ivan Bayross, “SQL, PL/SQL: The Programming Language of Oracle (With CD-ROM)”, BPB Publications (RS), 4th Revised Edition 2007



Since - 1947

SYSTEM

OBJECTIVE: To understand the practical knowledge about creating table, solving simple queries, Implementing constraints, execution of different operators, creating view-trigger-function etc.

SOFTWARE: Oracle 8.0

EXERCISES:

I) Create a table as followed and execute the SIMPLE QUERIES that follows

Employee NO	Employee NAME	DOB	DOJ	QUALIFICATION
1	Anjana	12-Sep-73	18-Aug-99	MBA
2	Harish	15-Apr-75	20-Jun-00	MCA
3	Ragavi	30-Dec-69	12-Feb-89	M.Com
4	Seeta	10-Jun-72	02-Jan-97	B.Com

- List out employees according to their seniority in the company based on their date of joining.
- List out the employees age wise ascending.
- List out employees name against their qualification.
- Find the total number of employees who have masters degree (base your search on pattern matching).

II) Create a table with the following fields and column level constraints as required. Department number – which can neither be duplicated null, Department name which should not be null, Employee code which should start with the pattern “Empno” and salary which neither exceed 6000 nor be lesser than 1000.

III) Create a table to record the details of a store room which stores items, manufactured name, item name and Number of items. A manufacturer and item combination should occur only once in the table. Set up a table level constraint to validate the same.

IV) Use Relational operations to perform comparative analysis between data from two competitor companies.

Company_A

Designation	Basic pay (Rs.)	Allowances (Rs.)
Senior Engineer	12000	500
Assistant Engineer	10000	250
Trainee engineer	8000	250
Apprentice	5000	0

Company_B

Designation	Basic pay (Rs.)	Allowances (Rs.)
Senior Engineer	13000	750
Assistant Engineer	11000	250
Trainee engineer	9000	250
Apprentice	4000	0

1. List out Designations in Company B that get paid higher than those in Company A
2. List out Designations in company B that get paid lesser than those in Company A
3. List out Designations in Company A that get paid higher than those in company B
4. List out Designations in company A that get paid lesser than those in company B

V) Use range operators to perform the following given table

Item	Cost (Rs.)	Tax (IN PERCENTAGE)
1	13000	10
2	5000	3
3	14000	8
4	17000	4

1. List out items whose cost in one of the following: 5000, 9000, 17000
2. List out items whose MRP falls in the range 10000 to 16000
3. List out items whose MRP does not fall in the range 8000 to 16000
4. List out items whose cost in not any of the following: 14000, 18000, 5000

VI) Create the following tables and perform the queries given below

Alpha Ltd

Dept code	Dept Name
1	Accounts
2	Admin
3	Marketing
4	Sales

Beta Ltd

Dept code	Dept Name
1	Accounts

2	Admin
3	Costing
4	QA
5	HR

1. Give an entire listing of department code and Department names in company's Alpha Ltd. and Beta Ltd. (Suppress Duplicate records).
2. Give a listing of common department in Alpha Ltd. and Beta Ltd.
3. List out department in Alpha Ltd that are not present in Beta Ltd.
4. List out department and their code that are present in beta Ltd. and not present in Alpha Ltd.

VII) Create a view which list out Employee_Number against Manager_Name from the following table

Employee_Number	Manager_Name	Manager_Number
1	Preeta	3
2	Poornima	4
3	Radha	4
4	Rama	5

VIII) Restrict insertion to table in problem-I if the age of the person falls below 18 or exceeds 50. Also create a backup table and hold records that are deleted from the table. (Use triggers).

IX) Create a function that receive principal amount, number of year and rate of interest and returns the amount payable as simple interest.

14ISU20

PRACTICE WORKSHOP

OBJECTIVE: To make the students become familiar in business correspondence and help them to understand the procedures involved in Banking, Insurance and Share trading activities.

Module 1 - BUSINESS COMMUNICATION

Exercise No. 1:

- I. Write an enquiry letter seeking quotation for manufacture/purchase of any components/products.
- II. Write a letter for placing an order for any product of your choice.

Exercise No. 2:

- I. Write a sales letter about your Company's product to your client.
- II. Write a complaint letter to your supplier towards the supply of defective products.

Exercise No. 3

- I. Collect Annual Reports of five different companies. Use the balance sheet of a company and analyse the financial position with the help of Financial Ratios. (Liquidity, Solvency and Profitability Ratios)
- II. Prepare a Circular, Agenda and Minutes of the Annual General Meeting of a firm.

Exercise No. 4

Collect and fill up various tax application forms (VAT & Service tax)

Module 2 - BANKING PROCEDURES

Exercise No. 5

Fill up the following forms:

- I. Opening Savings Bank Account of a nationalised bank.
- II. Pay in slip for deposit.
- III. Withdrawal slip
- IV. Challan for taking Demand Draft
- V. Fixed deposit and Recurring deposit forms
- VI. Current account application form and seeking Overdraft facility

Exercise No. 6

- I. Fill in the application form for opening Online account.
- II. Learn the procedure for seeking Credit Card and Debit Card.
- III. Collect and fill up the ATM card application form.

Exercise No. 7

- I. Collect information related to getting an Educational Loan from a Nationalised bank. Fill in the application form for obtaining educational loan.
- II. Collect information related to sending funds through online money transfer system from your bank account.

Exercise No. 8

- I. Prepare a Project Report to obtain financial assistance from a Nationalised Bank for starting a new business.
- II. Fill in the form to seek entrepreneurial support from DIC.

Module 3 - INSURANCE CORREPENDENCE

Exercise No. 9

- I. Write a letter to insurance company seeking claim for loss of products due to fire accident.
- II. Collect information related to various life and general insurance.

Exercise No. 10

- I. Fill in the application form for obtaining personal life insurance and vehicle insurance.
- II. Fill in the application form for seeking medi-claim policy of an insurance company.

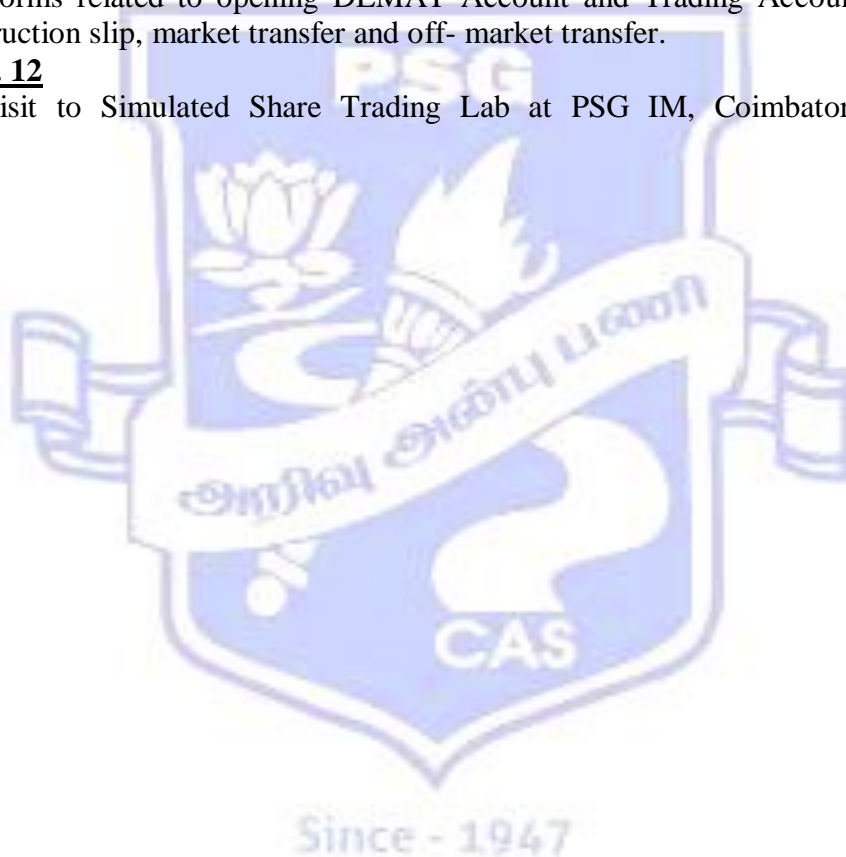
Module 4 - SHARE TRADING

Exercise No. 11

Collect information related to opening DEMAT Account and Trading Account. Fill up the forms related to opening DEMAT Account and Trading Account along with delivery instruction slip, market transfer and off- market transfer.

Exercise No. 12

Visit to Simulated Share Trading Lab at PSG IM, Coimbatore and Report submission.



14ISU21

TAXATION

TOTAL: 55 HOURS

OBJECTIVE: The subject focuses on the broad framework on the direct taxes amended by the government and which influences on financial decisions of a firm.

UNIT - I (10 Hours)

Income tax Act 1961-current finance act – definition-residential status – scope of income liable to tax incomes – exemption from income tax.

UNIT - II (12 Hours)

Income from salary –computation – allowance – perquisites – profit in lieu of salary – deductions us 16 – saving qualifying for rebate.

UNIT - III (11 Hours)

Income from House property – self occupied and let out house property – deduction us 24. Profits and gains from business of profession – deductions expenses allowed and disallowed – general deduction – depreciation.

UNIT - IV (12 Hours)

Capital gains – short term and long term capital gains – exempted capital gains – incomes taxable under the head other sources – deductions - Clubbing of income-set off and carry forward losses – deductions from gross total income (Sec 80D to 80U)

UNIT - V (10 Hours)

Assessment of individual's income – computation of income tax – Computation of wealth tax (Individual & company)

Note:

Questions in theory and problems shall be distributed as 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1) Gaur and Narang, "Income Tax Law and Practice", Kalyani Publications, Revised First Edition, 2013-14.

REFERENCE BOOKS:

1) Dinkar Pagare, "Income Tax Law and Practice", Sultan Chand & Co, Revised First Edition, 2013 -14.

2) Hariharan.N, "Income Tax Law and Practice", MC Graw Hill, 4th Edition, 2013.

COMPUTER NETWORKS

TOTAL: 55 Hours

OBJECTIVE: To have the basic knowledge about different types of networks and to inculcate the knowledge about networking and its advanced concepts.

UNIT- I (10 Hours)

Data Communication – Need for Data Communication – Introduction to Networking – Network Components – Protocols and Standards – Standards Organization – Line Configuration – Topology – Transmission Mode –Categories of Networks- Internetworks - The OSI model: The Reference model – Functions of the layers – Design issues for the Layers.

UNIT- II (12 Hours)

Computer Networks – Uses – Network Hardware – Local Area Network – Wide Area Network – Wireless Network – Home Network – Internet Works – Network Software – Example: Networks - Transmission media: Guided media – Unguided media – Transmission Impairment– Performance wavelength – Media Comparison

UNIT- III (12 Hours)

Protocols Hierarchies - TCP/IP protocol suite — Connection Oriented and Connectionless Services – Service Primitives – The Relationship of services to Protocols - Transmission of digital data: Interfaces and Modems: Digital Data Transmission-DTE-DCE Interface – Modems - Multiplexing: Many to one/one to many – Frequency-Division Multiplexing (FDM)-Wave-Division Multiplexing (WDM) – Time-Division Multiplexing (TDM).

UNIT- IV (11 Hours)

Internet Protocols (IP) – History – Transport Layer Protocol: TCP and UDP – Application Layer Protocols: DNS, Email: SMTP, POP, IMAP – FTP – HTTP – RTP - VOIP

UNIT – V (10 Hours)

Network Security: Common Authentication Protocols- Firewalls & NAT – VLANs – VPNs – Proxy servers – E-mail Security – Web Security - Wireless Security – User Access Technologies: Wired: DSL, FTTH, Cellular Wireless – Broadband Wireless.

TEXT BOOK:

1.Andrew S Tanenbaum, “Computer Networks”, Pearson Education Ltd, Fourth Edition, 2006.

REFERENCE BOOKS:

1. Andrew S Tanenbaum, David Wetherall, “Computer Networks”, Pearson Education Ltd, fifth Edition, 2013.
- 2.Behrouz A. Forouzan, “DataCommunications and Networking”, TMH, 2nd edition (Update), 19th Reprint , 2007.
3. Ed Tittel, “Computer Networking”, McGraw-Hill Companies Publication, Special Indian Edition, 2007

14ISU23

**CORE ELECTIVE-I
BUSINESS ETHICS AND CORPORATE GOVERNANCE**

TOTAL: 55 Hours

OBJECTIVE: To know about the ethical issue practices of Indian industry and business and to sensitize the social principles in evaluating the societal problems and assessing the global concerns.

UNIT- I (12 Hours)

Ethics - Meaning- definition- nature- importance- characteristics of managerial ethics- ethical theory- teleological framework/ deontological frame work/ mixed frame work- structure and business ethics - contemporary issues in business ethics.

UNIT- II (12 Hours)

Ethical dilemma, ethical decision making, code of ethics, guidelines for developing code of ethics- work ethics-work culture- benefits of managing ethics in work place- ethical values- the role of corporate culture and leadership. Concept of CSR- changing expectations of social responsibility.

UNIT- III (11 Hours)

Ethics & business (marketing/ HR/ advertisement)- ethics and environment, ethics and health care, ethics & information technology, ethics and financial reporting- Ethics in global economy- Evaluation of corporate ethics- establishing ethics training programmes, ethical audit- system to monitor and enforce ethical standards.

UNIT- IV (10 Hours)

Corporate governance- issues of corporate governance, board of directors- types of BOD, role of BOD, structure, training of BOD, disclosure to outsiders, and performance evaluation of the board.

UNIT- V (10 Hours)

Protection of stake holders, changing roles of corporate boards with change in time. Indian ethos in management- principles- approaches.

TEXT BOOKS:

1. R V Badi, N V Badi, Business Ethics, Vrinda Publications Pvt Ltd, 2007
2. Bowie, Norman and Ronald Duska, Business Ethics, Englewood cliffs, NJ, Prentice Hall. Second edition,2008

REFERENCE BOOKS:

1. B N Ghosh, Business ethics & Corporate Governance, Tata McGraw Hill education Pvt Ltd, 2011
2. Laura P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill, Third edition,2007.
3. C S V Murthy, Business ethics & corporate governance, Himalaya publishing house Pvt Ltd, Mumbai, 2012 edition
4. Peter A Stanwick, Sarah D Stanwick, Understanding Business ethics, Pearson Education Inc, Publishing, First edition,2011

OBJECTIVE: The Subject imparts understanding of the concepts and various application issues of e-business like e-Business models, e-Business strategy, internet infrastructure, e-business development, digital marketing and global issues in e-Business

UNIT - I (10 Hours)

Introduction to e-Business: Meaning of e-Business – e-Business Vs. e-Commerce – Characteristics of e-Business – Elements of an e-Business solution – e-Business roles and their challenges – e-Business requirements – Impacts of e-Business – Inhibitors of e-Business

UNIT - II (11 Hours)

e-Business Strategy: Strategic positioning – Levels of e-Business strategy – The changing competitive agenda – Strategic planning process – Strategic alignment – The consequences of e-Business theoretical foundations – Success factors for implementation of e-Business strategies - e-Business models – Classification of business models

UNIT- III (12 Hours)

e-business relationships –Types and characteristics - Building an e-Business design, Development and Management: e-Business technological infrastructure: Technological e-Business challenges – Basic infrastructure web technologies and applications – Collaborative technologies – The role of enterprise information system in e-Business

UNIT- IV (10 Hours)

e-Procurement – Purchasing process- Developments in purchasing – IT and purchasing - Key procurement activities – e-procurement models- The components of e-procurement system- e-procurement solutions – Internet –based e-catalog systems - Online career services- Online banking and investing.

UNIT –V (12 Hours)

Digital marketing – The effects of e-Business technologies on marketing strategy – Customer retention and e-CRM – Measuring the extent of digital marketing activity – Market analysis – First generation digital marketing tools – Second generation digital marketing tools – Viral marketing – Future challenges and opportunities in the e-Business

TEXT BOOK:

1. Michael P. Papazoglou and Pieter M.A Ribbers; e-Business (Organizational and technical foundations) Kay Kay Printers, New Delhi (2011)

REFERENCE BOOKS:

1. Harvey M. Deitel, Paul J. Deitel and Kate Steinbuhler ; e-Business and e-commerce for managers ; Published by Prentice Hall, Indian edition published by Dorling Kendersley (India) pvt ltd (Pearson) education in South Asia (2011)
2. Janathan Reynolds ; e-Business (A management perspective) Oxford publication, 2010
3. Gary P. Schneider; E-commerce, India Edition, – Cengage Learning. 2012.
4. Laudon and Traver, “e-Commerce: Business Technology & Society, Pearson Education, 2011.

14ISU25

OBJECT ORIENTED PROGRAMMING WITH C++

TOTAL: 50 Hours

OBJECTIVE: The objective of this paper is to enable the students' to develop the knowledge on the applicability of OOP's concept with the help of C++.

UNIT – I (12 Hours)

Introduction – Evaluation of Programming Paradigm - Concepts-Benefits - Object Oriented Languages - Applications of Object Oriented Programming - Introduction of C++ - Basic Concepts - Structure of C++ Program – class, inside the class, outside the class.

UNIT – II (10 Hours)

Tokens – Expressions – Basic Data Types; Variables – Control Structures – Operators in C++ - Functions in C++.

UNIT – III (10 Hours)

Array of Objects – Pointer to Members – Classes and Objects – Constructors and Destructors – Operator Overloading and type conversion – Function Overloading with Arguments.

UNIT – IV (10 Hours)

Inheritance – Single – Multiple – Hierarchical – Hybrid – Polymorphism – Virtual Functions – Pointer to Derived Classes.

UNIT – V (8 Hours)

Managing Console I/O Operations – C++ Streams – Stream Classes – Unformatted I/O Operation – Opening and Closing a file

TEXT BOOK:

1.E. Balagurusamy, “Object Oriented Programming with C++”, Tata McGraw Hill, Publishing Company Limited, New Delhi, 4 edition, 2008.

REFERENCE BOOKS:

1. Bjarne Stroustrup, The C++ Programming Language, Pearson Education India, 4 edition, 2013.

2.D. Ravichandran, “Programming with C++”, Tata McGraw Hill, Publishing Company Limited, New Delhi, 3 edition, 2011.

3. Hebert Schildt, The Complete Reference: C++, Tata McGraw Hill Education, 4 edition, 2003. 4. Robert Lafore, “Object Oriented Programming with C++”, Sams Publishing, 4 edition, 2001.

Since - 1947

14ISU26

LAB - OBJECT ORIENTED PROGRAMMING WITH C++

OBJECTIVE: To understand about the object oriented concepts practically with real time applications.

SOFTWARE: C++

EXERCISES:

1. Develop a program in C++ to calculate depreciation under Straight Line Method using outside the class.
2. Write a program to calculate depreciation under Written down value Method using inside the class.
3. Write a program to calculate Economic Order Quantity using Member Function.
4. Write a program to print the Employee's Payroll Statement using Control Structure.
5. Write a program to print the book list of library using array of objects.
6. Create a Program for bank transaction using Constructor and Destructor.
7. Calculate increase/ decrease in working capital using Operator Overloading.
8. Using inheritance prepare students' semester marks (Atleast two semesters).
9. Calculate Compound Interest using Multilevel Inheritance.
10. Write a program to create the student file and prepare the marks slip by accessing the file.



Since - 1947

14EDCMSU

EVENT MANAGEMENT AND MARKETING

(Cluster-V)

TOTAL: 24 Hours

OBJECTIVE: To impart the significance of Event Management and Marketing and educate the students to know about the management strategies in organising events.

UNIT- I

(8 Hours)

Event – Definition – 5C’s of Events – Key elements. Event Management – objectives – activities -concept and design - Planning – Protocols – Staging – operations and Logistics – Safety and Security – risk management – types - Crowd management and evacuation – monitoring, control and evaluation of events

UNIT- II

(8 Hours)

Event Management of corporate events– Trade shows – Seminars – Meetings – Press Conferences – Team Building Events - Networking Events – Product Launches – VIP Events – Award Ceremonies – Incentive and personal events.

UNIT- III

(8 Hours)

Event marketing – concept– segmentation- targeting of the market for events- Concept of products in events -concept of pricing in events – event budget- Concept of promotion in events

TEXT BOOK:

- 1) Lynn Vas Der Wagen and Brenda R.Carlos, “Event Management”, Pearson Education Ltd, Fourth Edition, 2009.

REFERENCE BOOKS:

- 1) Ashutosh Chaturvedi, “Event Management: A professional and development approach”, Global India publication pvt Ltd, First edition, 2009.
- 2) Sanjai Singh and Sanjai.V.Saggere, “Event marketing and management”, Pearson Education Ltd, Third Edition, 2009.
- 3) Purnima Kumari, “Event Management” , Anmol Publication Pvt Ltd, First Edition, 2013.

OBJECTIVE: The objective is to develop the understanding of services & service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

UNIT-I (11 Hours)
Introduction of services- Evolution & Growth of service sector in India- Characteristics of services marketing-Nature & Scope-Difference between goods and services-Classification of services-Expanded marketing mix for services-Service Quality- Introduction to Gaps Model & SERVQUAL dimensions.

UNIT-II (12 Hours)
Managing demand & capacity-Strategies for managing demand & capacity- Consumer behaviour in services-Customer expectation & perception-Factors influencing expectation & perception-Service recovery-Building recovery strategies –Service encounter-Service scape-Service supply relationship.

UNIT-III (10 Hours)
Service product – Levels of Service Product-New service development- Service lifecycle-Pricing for service-Emerging service pricing strategies-Service delivery & Service communication.

UNIT-IV (11 Hours)
People in Services - Role of employees in Services marketing- Challenges for people element-Internal marketing- Service Process-Physical Evidence-Service Design & Positioning-Service Blueprinting-Customer participation in designing of service- Customer retention techniques- Relationship marketing.

UNIT-V (11 Hours)
Service marketing strategies for marketing financial services, Information services, Health & Hospitality services ,Hotel, Tourism, Professional services, Public utility services, Educational services, Entertainment services.

TEXT BOOK:

1.Nimit Chowdhary & Monika Chowdhary,"Marketing of Services" (The Indian experience)published by Macmillan Publishers India Ltd, second edition-2010.

REFERENCE BOOKS:

1. S.Balachandran,Service Marketing,Shroff Publishers & Distributors Pvt Ltd,First Edition, 2011.
2. Dr.S.Shajahan,Service Marketing, Himalaya publishers, Second Edition-2009
3. Dr.S.L.Gupta ,Marketing of Services, International Book House,First Edition-2011
- 4.R.Srinivasan, "Services Marketing",Prentice Hall of India Pvt Ltd, Second printing – Aug'2004
5. Ravishankar,"Service Marketing" Excel Books, First Edition-2002.
- 6.Bholanath Dutta & B.Rose Kavitha, "Services Marketing" I.K.International publishinghousePvtLtd,firstedition-2011.

EXPORT MARKETING

TOTAL: 55 Hours

OBJECTIVE: The basic aim of the subject is to acquaint the students with the export import procedures, documentation and logistics.

UNIT-I (12 Hours)

Export marketing-Definition-Orientation and stages- Reasons for going international-domestic Marketing Versus International Marketing-Export business environments – Economic –Technological- Political-Social Factors - Export barriers – Tariff and Non Tariff Barriers- Role of GATT and WTO

UNIT-II (12 Hours)

Export marketing Information and research–International Market Entry Strategies-Indian institutional infrastructure for exports – Export – import policy – Export assistance, EPZ, EOU, SEZ.

UNIT-III (11 Hours)

Export Procedure-Product planning and decisions – Export marketing channels – Physicals distribution – transportation – packaging and marine insurance – promotion of exports – pricing for exports.

UNIT-IV (10 Hours)

Quality control and pre-shipment inspection – Export Documentation – Export financing Procedure - Import Management-Stages in Import Process – Import Documentation.

UNIT - V (10 Hours)

State Trading-Foreign Exchange Regulations for Exports– FEMA- Globalization –Global Mergers and Acquisitions-Future of International Management in India.

TEXT BOOKS:

- 1.B.S.Rathor and J.S.Rathor,“Export MarketingHimalaya Publisher, Student Edition,8 e,2005
2. R.L. Varshney and B.Bhattacharyya, International Marketing Management, Sultan Chand & sons, 24e, 2012.

REFERENCE BOOKS :

1. Francis Cherunilam, International Trade and Export Management, Himalaya publishing house, 2004.
2. B.S.Rathor & J.S.Rathor, Export Marketing, Himalaya publishing house, 3 Edition, 2006.
3. Cateora, Philip R., John L. Graham, International Marketing, McGraw Hill, 13th Edition, 2008.
4. Douglas, Susan P., and Craig, C.S., Global Marketing Strategies, McGraw-Hill, 2007.
5. Subhash C. Jain, International Marketing, Ceneage Learning India Pvt Ltd, 2008.

14ISU30

ENTERPRISE RESOURCE PLANNING

TOTAL: 55 Hours

OBJECTIVE: To provide a deep understanding of the need for implementing an ERP Solution of the real issues that provide value to customers and enable the managerial personnel to maintain a competitive edge and tackle real life solutions more effectively and on time.

UNIT – I

(10 Hours)

Introduction to ERP – General model for ERP – Scope – Major advantages of ERP – Reasons for the Growth of ERP markets – Evolution of ERP – Benefits of ERP – Business Modelling: Building the Business Model – Extended ERP – Integrated Data Model – Top ERP Vendors

UNIT – II

(10 Hours)

Introduction about Vendors, Consultants and Employees: Roles and Contracts - ERP Implementation Methodology - Different phases of the ERP Implementation – ERP Implementation (The Hidden Costs) – Guidelines for ERP Implementation - ERP and the Modern Enterprise

UNIT – III

(12 Hours)

Business Engineering (BE): Definition – Significance – Principles – BE with Information Technology. Business Process Re-engineering (BPR): Introduction – Emergence – Major Components – Common Steps when performing BPR – BPR Principles – Reengineering Success Factors – Methodology for BPR – Tools and Techniques used in BPR – Role of Information Technology.

UNIT – IV

(12 Hours)

ERP Market Place – SAP AG – PeopleSoft – Baan Company – JD Edwards World Solutions Company – Oracle Corporation – QAD – System Software Associates - SAP: Introduction - SAP's Markets – SAP R/3 Applications and Example of an Indian ERP Package: Sara IEMS

UNIT – V

(11 Hours)

ERP and the competitive strategy: Understanding the markets – Order-Winners and Qualifiers – ERP's role in gaining competitive advantage
Marketing of ERP: Managing the ERP Marketing Strategy Process – Relationship Marketing: Marketing Process – Participants in the ERP Buying process – Required People of ERP – The Actual Sales Cycle - Turbo Charge the ERP System – EIA – ERP and E-Commerce – ERP and Internet – Future Directions in ERP.

TEXT BOOKS:

1. Alexis Leon, "ERP DEMYSTIFIED", Tata McGraw Hill, Second Edition, 2008.

REFERENCE BOOKS:

1. Jim Mazzullo, "SAP R/3 for Everyone", Pearson Education Publication, 2007.
2. Mary Sumner, "Enterprise Resource Planning", Pearson Education Publication, 2007.
3. Jose Antonio Fernandz, "The SAP R /3 Handbook", Tata McGraw Hill Publication, 1998
4. Joseph A. Brady, Ellen F. Monk, Bret J. Wangner, "Concepts in Enterprise Resource Planning", Thomson Learning, 2001
5. Vinod Kumar Garg and N.K .Venkata Krishnan, "Enterprise Resource Planning - Concepts and Planning", Prentice Hall, 1998.
6. Jose Antonio Fernandz, " The SAP R /3 Hand book", Tata McGraw Hill, 2008

14ISU31

**CORE ELECTIVE-II
STRATEGIC MANAGEMENT**

TOTAL: 55

Hours

OBJECTIVE: To make the students understand the theoretical concept in the subject and to help them gain knowledge in the strategic process.

UNIT-I (12 Hours)

Introduction to Strategic Management- Definition- Need- Benefits and Challenges of Strategic Management – Strategic Management Process – Hierarchy of Strategic Intent: Vision – Mission – Objectives – Goals – Strategy – Tactics.

UNIT-II (11 Hours)

Strategic Analysis – External Environment – Internal Environment – Environmental Scanning – Sources of Information for Scanning – Techniques of Environmental Scanning – Porter's Industry analysis.

UNIT-III (11 Hours)

Strategy Formulation – Strategic Choice: Corporate level, Business level and Functional Strategies - Portfolio analysis: Meaning – Models- Strategic Alternatives: Mergers, Acquisitions, Joint Ventures, Strategic Alliance and Outsourcing.

UNIT-IV (11Hours)

Strategy implementation – Structural, Functional and Behavioural implementation – Strategic Evaluation and Control – Five Step Model – Strategic Audit – Strategic Information System – Balanced Score Card – 7S's Framework model.

UNIT-V (10 Hours)

Global Strategic Management – Features, Strategic choice – International, Multinational, global strategy, Strategic alliance – Global Strategic Management process – Blue Ocean Strategy- Meaning and its features.

TEXTBOOK

P.Subba Rao, Business Policy and Strategic Management (Text and cases), Himalaya Publishing House, Mumbai (2010)

REFERENCE BOOKS:

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill Publication, New Delhi. Second edition.
2. Francis Cherunilam, Business Environment Himalaya Publishing House, New Delhi. 12 th edition.
3. R.Srinivasan, Strategic Management – The Indian Context, Prentice Hall of India Pvt. Ltd., New Delhi (2008)

14ISU32

WEB DEVELOPMENT AND MULTIMEDIA

TOTAL: 50 HOURS

OBJECTIVE: The objective of this paper is to develop the web related skills like web designing and development and to enable the students' familiarity for electronic business.

UNIT - I (10 Hours)

Internet basics – Internet services – Internet Service Providers - Protocols – Domain and Sub – domain - Top Level Domains – Web Browsers and Web Servers – Search Engines
HTML – Introduction – Definition – HTML Markups – Structure of HTML, document – HTML basic tags – using basic tags-creating links – creating Tables-creating images – inserting images into web pages –adding sound to a HTML document - background animations – background colour background images- background video-looping – HTML forms-meaning - form controls-creating a form and adding controls-creating frames.

UNIT - II (10 Hours)

DHTML - Event model - Positioning absolute positioning, Relative positioning, Dynamically positioning elements on a Web page -Filters, Style, Transition, Create simple animation.

UNIT - III (10 Hours)

Introduction to Web Designing Software's – Web Studio 5.0 – Dreamweaver – Creating Frames – Hyperlinks – Forms – rolling a text – adding multiple pages to a website.
Digital Video and image compression – introduction – video compression techniques – JPEG – MPEG – DVI Technology –Time Based media representation and delivery – models of time – Time and multimedia requirements – support.

UNIT - IV (10 Hours)

Introduction to 2D Animation - 2D Transformations, 2D viewing, Graphical User interfaces and Interactive Input Methods – Adobe Photoshop – layers – Tools – various image editing effects – Using Flash – Creating an object – Creating key frames – Motion tweening – Shape Tweening

UNIT - V (10 Hours)

Introduction to 3D Animation - 3D Concepts, 3D Object representations, 3D Transformations, 3D Viewing – 3DS Max - Maya

TEXTBOOK:

1. Danny Goodman, Michael Morrison, Paul Novitski, Tia Gustaff Rayl, Java Script Bible,(7th Edition), Comdex Computer Publishing Co., 2010

REFERENCE BOOKS:

1. Steven Holzner, HTML Black Book, Dreamtech Press, (1st Edition), 2000
2. Thoman A Powell, HTML complete reference (3rd Edition), Tata Mc Graw Hill, 2001
3. Danny Goodman, Dynamic HTML: The Definitive Reference, (1st Edition), O'Reilly Media, July 1998
4. Ranjan Parekh, Ranjan, Principles of Multimedia, Tata McGraw-Hill Education, 2006
5. Udit Agarwal, S.K. Kataria & Sons; Computer Graphics & Multimedia, Reprint 2013 edition (2013)
6. Ze-Nian Li and Mark S. Drew, Fundamentals of Multimedia, (1st Edition), Prentice-Hall, 2004

14ISU33

LAB-WEB DEVELOPMENT AND MULTIMEDIA

OBJECTIVE: To understand about the concepts of HTML, DHTML and Multimedia for creating websites, animation effects etc.

EXERCISES:

HTML:

1. Create a web page for xyz ltd. With necessary images and marquees using HTML
2. Design web pages for travel agency using frames.
3. Create web pages which display the menu card of a hotel. The first page should contain the list of items available. After selection, the detail should be available on the next page.

DHTML:

4. Write a program to swap the contents of two different text boxes.
5. Develop a program to display alerts, prompts and conformation dialogue boxes
6. Design a web page, which will accept the details from a candidate applying for a job in an organization. On submitting the details, eligibility criteria must be checked and suitable information is to be sent to the candidate. (either acceptance or rejection). If details are acceptable, then give intimation about the interview date.

MULTIMEDIA:

7. Editing an image using Photoshop.
8. Create an advertisement using flash.
9. Design an informative website for your department using links tables, forms and various formatting tags in Dream weaver.
10. Develop a website for advertising a product of your choice in Dream weaver.

