



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
Deemed to be University u/s 3 of UGC Act, 1956

**BACHELOR OF COMMERCE (ISM)
CURRICULUM AND SYLLABI
(For students admitted from 2018 – 2019 onwards)**

UNDER CHOICE BASED CREDIT SYSTEM

**DEPARTMENT OF COMMERCE
FACULTY OF SCIENCE AND HUMANITIES
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
SRM NAGAR, KATTANKULATHUR – 603203**

Department of Commerce

Bachelor of Commerce

Program Educational Objectives (PEOs)

- PEO1. Graduates will have skills and knowledge to excel in their professional career in Commerce and Computer
- PEO2. Graduates will contribute and communicate effectively within the team to grow into leaders
- PEO3. Graduates will practice lifelong learning for continuing professional development
- PEO4. Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- PEO5. Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.

Student outcomes (SOs)

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- a. An ability to apply knowledge of computing, mathematics, and basic sciences appropriate to the discipline
- b. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
- c. An ability to design, implements, and evaluate a computer-based system, process, component, or program to meet desired needs
- d. An ability to function effectively on teams to accomplish a common goal
- e. An understanding of professional, ethical, legal, security and social issues and responsibilities

- f. An ability to communicate effectively with a range of audiences
- g. An ability to analyze the local and global impact of computing on individuals, organizations, and society
- h. Recognition of the need for and an ability to engage in continuing professional development
- i. An ability to use current techniques, skills, and tools necessary for computing practice.
- j. An ability to use and apply current technical concepts and practices in the core information technologies
- k. An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation, and administration of computer-based systems
- l. An ability to effectively integrate IT-based solutions into the user environment
- m. An understanding of best practices and standards and their application
- n. An ability to assist in the creation of an effective project plan.

FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE - WEF ACADEMIC YEAR 2018-2019
CURRICULUM FRAMEWORK FOR B.COM ISM - UNDER CBCS

FIRST YEAR - FIRST SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
LANGUAGE	ULT18101	TAMIL I	4	1	0	5	4
	ULH18101	HINDI I					
	ULF18101	FRENCH I					
	ULE18101	ENGLISH I	4	1	0	5	4
COMPULSORY CORE	UIS18101	FUNDAMENTALS OF ACCOUNTING	4	1	0	5	4
	UIS18102	BUSINESS MANAGEMENT	4	1	0	5	4
	UIS18103	BUSINESS ETHICS	4	0	0	4	4
ALLIED	UIS18104	INTRODUCTION TO INFORMATION TECHNOLOGY	4	0	0	4	4
SUPPORTIVE COURSE (INTERNAL EVALUATION)	CAC18101	SOFT SKILLS	2	0	0	2	2
TOTAL			26	4	0	30	26

FIRST YEAR - SECOND SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
LANGUAGE	ULT18201	TAMIL II	4	1	0	5	4
	ULH18201	HINDI II					
	ULF18201	FRENCH II	4	1	0	5	4
	ULE18201	ENGLISH II					
COMPULSORY CORE	UIS18201	BASIC COMPANY ACCOUNTS	4	1	0	5	4
	UIS18202	BUSINESS LAW	4	1	0	5	4
	UIS18203	BUSINESS COMMUNICATION	4	0	0	4	4
ALLIED	UIS18204	MANAGEMENT INFORMATION SYSTEM	4	0	0	4	4
SUPPORTIVE COURSE (INTERNAL EVALUATION)	CAC18201	QUANTITATIVE APTITUDE AND LOGICAL REASONING I	2	0	0	2	2
EXTENSION ACTIVITY	UNS18201	NSS	0	0	0	0	1
	UNC18201	NCC					
	UNO18201	NSO					
	UYG18201	YOGA					
TOTAL			26	4	0	30	27

SECOND YEAR - THIRD SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	UIS18301	COST ACCOUNTING	4	1	0	5	4
	UIS18302	BANKING THEORY LAW AND PRACTICES	4	1	0	5	4
	UIS18303	MARKETING MANAGEMENT	4	1	0	5	4
ALLIED	UIS18304	BUSINESS STATISTICS - I	4	1	0	5	4
SKILL BASED ELECTIVE – I PRACTICAL	UIS18E51	C LABORATORY	0	2	4	6	3
	UIS18E52	PROBLEM SOLVING VIA OBJECT ORIENTATION					
NON-MAJOR ELECTIVE		COURSE OFFERED BY OTHER DEPARTMENTS	2	0	0	2	2
SUPPORTIVE COURSE (INTERNAL EVALUATION)	CAC18301	QUANTITATIVE APTITUDE AND LOGICAL REASONING - II	2	0	0	2	2
TOTAL			21	5	4	30	23

SECOND YEAR - FOURTH SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	UIS18401	MANAGEMENT ACCOUNTING	4	1	0	5	4
	UIS18402	E-COMMERCE	4	1	0	5	4
	UIS18403	PRACTICAL AUDITING	4	1	0	5	4
ALLIED	UIS18404	BUSINESS STATISTICS - II	4	1	0	5	4
SKILL BASED ELECTIVE – II PRACTICAL	UIS18E53	PC PACKAGES	0	2	4	6	3
	UIS18E54	RELATIONAL DATA BASE MANAGEMENT SYSTEM LABORATORY					
NON-MAJOR ELECTIVE		COURSE OFFERED BY OTHER DEPARTMENTS	2	0	0	2	2
SUPPORTIVE COURSE (INTERNAL EVALUATION)	CAC18401	VERBAL ABILITY AND REASONING	2	0	0	2	2
TOTAL			21	5	4	30	23

THIRD YEAR - FIFTH SEMESTER								
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT	
COMPULSORY CORE	UIS18501	ENTERPRISE RESOURCE PLANNING	4	1	0	5	4	
	UIS18502	INCOME TAX LAW AND PRACTICE - I	4	1	0	5	4	
	UIS18503	RESEARCH METHODOLOGY	4	1	0	5	4	
	UIS18504	HUMAN RESOURCE MANAGEMENT	4	0	0	4	4	
CORE ELECTIVE - I	UIS18E01	FINANCIAL SERVICES	4	0	0	4	3	
	UIS18E02	RETAIL MARKETING						
CORE ELECTIVE – II PRACTICAL	UIS18E03	VISUAL BASIC LABORATORY	0	1	3	4	3	
	UIS18E04	PHP PROGRAMMING						
SUPPORTIVE COURSE	UES18501	ENVIRONMENTAL STUDIES	3	0	0	3	3	
TOTAL			24	3	3	30	25	

THIRD YEAR - SIXTH SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	UIS18601	OFFICE MANAGEMENT	4	1	0	5	4
	UIS18602	INCOME TAX LAW AND PRACTICE- II	4	1	0	5	4
	UIS18603	SOFTWARE ENGINEERING	4	0	0	4	4
	UIS18604	PROJECT	0	0	0	0	4
CORE ELECTIVE - III	UIS18E05	COMPUTERISED STOCK EXCHANGE MANAGEMENT	3	1	0	4	3
	UIS18E06	TOTAL QUALITY MANAGEMENT					
CORE ELECTIVE - IV	UIS18E07	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	1	0	4	3
	UIS18E08	SERVICE MARKETING					
SUPPORTIVE COURSE (INTERNAL EVALUATION)	CAC18601	COMMUNICATION SKILLS	2	0	0	2	2
TOTAL			20	4	0	24	24

Total Credit	148
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FIRST YEAR - FIRST SEMESTER

குறியீட்டு எண்	பாடம்	L	T	P	Total of LTP	C
ULT18101	தமிழ் - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப் பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	f	h	n	
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	d	n	

அலகு - 1

இக்காலக் கவிதைகள் - 1

1. பாரதியார் – கண்ணன் என் சேவகன்
2. பாரதிதாசன் – தமிழ்ப்பேறு
3. அப்துல் ரகுமான் – அவதாரம்
4. மீரா – கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து. நரசிம்மன் – மன்னித்துவிடு மகனே

அலகு - 2

இக்காலக் கவிதைகள் - 2

1. ராஜா சந்திரசேகர் - கைவிடப்பட்ட குழந்தை
2. அனார் - மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி - அம்மா
4. நா.முத்துக்குமார் - தூர்

அலகு - 3

சிற்றிலக்கியம்

1. கலிங்கத்துப் பரணி - பொருதடக்கை வாள் எங்கே... (பாடல் - 485)
2. அழகர்கிள்ளை விடு தூது - இதமாய் மனிதருடனே... (கண்ணி - 45)
3. நந்திக் கலம்பகம் - அம்பொன்று வில்லொடிதல்... (பாடல் - 77)
4. முக்கூடற் பள்ளு - பாயும் மருதஞ் செழிக்கவே... (பாடல் - 47)
5. குற்றாலக் குறவஞ்சி - ஓடக் காண்பதுமே... (பாடல் - 9)

காப்பியங்கள்

மணிமேகலை - உலகவறவி புக்க காதை - “மாசுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை”. (28 அடிகள்)

அலகு - 4 - தமிழ் இலக்கிய வரலாறு

1) சிற்றிலக்கியம் - தோற்றமும் வளர்ச்சியும், 2) புதுக்கவிதை - தோற்றமும் வளர்ச்சியும், 3) சிறுகதை - தோற்றமும் வளர்ச்சியும், 4) புதினம் - தோற்றமும் வளர்ச்சியும், 5) உரைநடை - தோற்றமும் வளர்ச்சியும்

அலகு -5

மொழிப்பயிற்சி :

1. கலைச்சொல்லாக்கம், 2. அகரவரிசைப்படுத்துதல், 3. மரபுத்தொடர் / பழமொழி, 4. கலை விமர்சனம், 5. நேர்காணல்

உரைநடைப் பகுதி :

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு,
2. தஞ்சாவூர்க் கவிராயர் -கூஜாவின் கோபம்,
3. இரா.பச்சியப்பன் - மாடல்ல மற்றையவை

பார்வை நூல்கள்

1. கைலாபதி, க., தமிழ் நாவல் இலக்கியம் ,குமரன் பதிப்பகம், வடபழனி. 1968.
2. சுந்தரராஜன், பெ.கோ ., சிவபாதசுந்தரம், சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.
3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998,
4. பாக்யமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

வினாத்தாள் அமைப்பு

முதல் பருவம்

குறியீட்டு எண்	பாடம்	L	T	P	Total of LTP	C
ULT18101	தமிழ் - I	4	1	0	5	4

1. அகமதிப்பீட்டுத் தேர்வு - 50 மதிப்பெண்கள்
2. புறமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
(வினாத்தாள் -100 மதிப்பெண்கள்)

வினாத்தாள் அமைப்பு

	வினாப்பிரிவு	வினாக்கள் இயல்பு	மதிப்பெண்கள் (100)
1.	சுருக்கமாக விடையளித்தல்	12 வினாக்கள் (பத்திற்கு மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 5, இலக்கிய வரலாறு -5, மொழிப்பயிற்சி-1 உரைநடை-1.	10 x 4= 40
2.	இருபக்க அளவில் விடையளித்தல்	7 வினாக்கள் (ஐந்திற்கு மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 3, இலக்கிய வரலாறு -2, மொழிப்பயிற்சி - 1, உரைநடை-1.	5 x 6 = 30
3.	கட்டுரை வடிவில் விடையளித்தல்	5 வினாக்கள் (மூன்றனுக்கு மட்டும் விடையளித்தல்) செய்யுள்- 3, இலக்கிய வரலாறு -1, உரைநடை அல்லது மொழிப்பயிற்சி -1	3x 10 = 30

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
ULH18101	HINDI I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

UNIT I - PROSE

(35 Hours)

1. Bade Ghar Ki Beti - Premchand
2. Vaishnav Ki Fislal (Vyangya Katha) - Harishankar Parsai
3. Benam Rishta - Mridula Garg
4. Utsah - Ramchandar Shukla (Niband)
5. Puruskar - Jayshankar Prasad
6. Hardam.Com - Alka Sinha

UNIT 2- ONE ACT PLAY

(15 Hours)

1. Mahabharat Ki Ek Sanjh - Bharat Bhushan Agrawal
2. Reed Ki Haddi - Jagdish Chandr Mathur

UNIT 3- CORRESPONDENCE

(10 Hours)

1. Official Letter
2. Demi-Official Letter

UNIT 4- CINEMA

(10 Hours)

1. Panchlight - Phanishwar Nath Renu
2. Chandi Ka Juta - Bal Shauri Reddi

UNIT 5- TECHNICAL TERMINOLOGY

(5 Hours)

BOOK REFERENCE:

1. Prayojan Mulak Hindi – Madhav Sontakke
2. A Practical Guide To English Translation And Composition – K.P. Thakur

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

**Question Paper Pattern
First Semester
ULH 18101
HINDI I**

TIME : 3HRS

MAX : 100 MARKS

Section –A (40 Marks)

1. Multiple choice question from prose (5X2=10)
(six questions, five to be answered)
2. Technical Terminology (English to Hindi) (5X2=10)
(Six questions, five to be answered)
3. Short question from prose (50 words) (5X4=20)
(Six questions, five to be answered)

Section –B (30 Marks)

4. To 10. Annotation from prose and one act play (Seven questions, Five to be answered) (5X6=30)

Section –C (30 Marks)

11. Essay question from prose eitheror type
12. Essay question from One Act play eitheror type
13. Official letter, Demi-Official letter and Computer.

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
ULF18101	FRENCH I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To encourage greater written skills through comprehension writing and composition writing	e	f	h	m	n
2.	Improve their oral and written skills through a combination of theory and practice.	e	f			
3.	Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.	e	f			

Unité-I

(15 heures)

Salut-Saluer- Entrer en contact avec quelqu'un – se présenter – s'excuser- *tu* ou *vous* ? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités – Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.

Unité-II

(15 heures)

Enchanté- Demander de se présenter – Présenter quelqu'un – La négation : ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. J'adore! - Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjuguaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

Unité-III

(15 heures)

Tu veux bien – Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

Unité-IV

(15 heures)

On se voit quand? - Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi? Parce que – Quel(s), Quelle(s) – L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

Unité-V

(15 heures)

Bonne idée ! – Exprimer son point de vue positif et négatif – s'informer sur le prix – S'informer sur la quantité – Exprimer la quantité – La négation : ne pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de, –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

Référence:

"Latitudes-1" Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

Question Paper Pattern

First Semester

ULF18101 French-I

Time: 3 hours

Mark: 100

Série – A (40 Mark)

1. Distinguez le masculin et le féminin : (5Mark)
2. Complétez avec les pronoms sujets : (5Mark)
3. Mettez à la forme négative: (5Mark)
4. Complétez avec l'adjectif possessif : (5Mark)
5. Complétez les phrases avec chez ou avec : (5Mark)
6. Ecrivez les heures en toutes lettres : (5Mark)
7. Complétez avec les nationalités: (5Mark)
8. Ecrivez les adjectifs à la forme qui convient : (5Mark)

Série – B (30 Mark)

1. Conjuguez les verbes au futur proche : (5Mark)
2. Quel est le participe passé des verbes suivants : (5Mark)
3. Conjuguez les verbes au présent : (10Mark)
4. Conjuguez les verbes au passé composé : (10Mark)

Série – C (30 Mark)

1. Transformez les phrases avec « Est-ce-que »: (5Mark)
2. Répondez aux questions en utilisant (Oui, non, si) (5Mark)
3. Complétez avec le mot qui convient pour posez une question : (5Mark)
4. Lisez le document et répondez aux questions : (5Mark)
5. Complétez les phrases avec les mots de la liste : (5Mark)
6. Associez les mots de chaque colonne (5Mark)

SUBJECT	SUBJECT TITLE	L	T	P	Total of LTP	C
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CODE						
ULE18101	English-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the regional literature and the writers.	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

UNIT I Poetry:

(15 Hours)

1. Yayum Nyayum – Kurunthogai 40
2. My Grandmother's House – Kamala Das
3. Transgender – Olivia Kent
4. Obituary – A K Ramanujam

UNIT II Prose :

(15 Hours)

1. On Marriages – Nirad C Choudhary
2. Response to Welcome addresses ii)Why Do We Disagree– Swami Vivekananda
3. I have a dream – Martin Luther King

UNIT III Short Story:

(15 Hours)

A Nincompoo – Anton Chekhov

1. The Rat – Ashokamitran
2. Quantum of Solace – Ian Flemming
3. Squirrel - Ambai

UNIT IV Popular Literature :

(15 Hours)

1. Shabdo -Kaushik Ganguli
2. TEDX Talks
3. John Lennon - Imagine
4. Bob Marley - No woman no cry

UNIT V Language Component:**(15 Hours)**

1. Spot the Errors
2. Jumbled Sentence
3. Homophones & Homonyms
4. Idioms and Phrases
5. Antonyms and Synonyms
6. Story through Images
7. Hints Development
8. Autobiography of Concrete Objects
9. Advertisements
10. Slogan Writing

TEXT BOOKS

Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

Question Paper Pattern**First Semester****ULE 18101****English I****Time : 3hrs****Max : 100 Marks****Section –A (40 Marks)**

1. Multiple choice Language Components Spotting the Errors(Six question, Five to be answered) (10X1=10)
2. Autobiography of Concrete Objects (Two Passages) (5X2=10)
3. Story through Images (Two Passages) (2 X 10=20)

Section – B (30 Marks)

4. To 10. Annotation from Prose, Poetry and Short Story (6X5=30)

Section – C (30 Marks)

- 11. Essay question from Poem either or type
- 12. Essay question from Prose...
- 13. Essay questions from short Stories

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18101	FUNDAMENTALS OF ACCOUNTING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To impart basic accounting knowledge as applicable to business	b	h			
2.	To familiarize the students with financial transactions and enable the students to prepare the final accounts of various Concerns.	b	m	i		

UNIT - I

Meaning & scope of accounting need, development, definition of accounting, branches, objectives of accounting, persons interested in accounting, accounting principles, accounting standards, accounting cycle, golden principles of accounting, journal, ledger, trial balance.

UNIT - II

Final account (with adjustment) capital & revenue, classification of expenditure, classification of receipts, final account- manufacturing, trading, profit & loss account, balance sheet.

UNIT - III

Depreciation accounting meaning of depreciation, causes of depreciation, Methods of depreciation, Original Cost method and Written Down value method.

UNIT - IV

Consignment accounting meaning, definition of consignment, account sales, consignment loss, proforma invoice, profit determination

UNIT - V

Accounting of non-trading concerns - Receipt & payment a/c, income & expenditure a/c, Balance sheet

TEXT BOOKS

1. T.S.reddy & A. Murthy - Financial accounting, Margham publications, chennai
2. R.L. gupta & V.K.gupta - Advanced accounting, – Sultan chand& sons, new delhi.

REFERENCES

1. Advanced accounts- Jain & Narang, kalyani publishers
2. Financial accounting – DR. R.K. Bal, S. Chand publications
3. Advanced accountancy- Arulanandam, Himalaya publications
4. Advanced accountancy- R.L. Gupta, M.S. Radhaswamy, S.chand
5. Introduction to accountancy- T.S.Grewal, S.Chand publications

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18102	BUSINESS MANAGEMENT	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To introduce the student to the various management concepts	d	e			
2.	To explain the various functions of management	d	h	m		

UNIT - I

Introduction to Management- Definition – Importance – Nature and Scope of Management – Process – Role and Function of a manager – levels of management – Development of Scientific management- MBO.

UNIT - II

Planning – Nature – Importance – Forms- Types – Steps in planning – Objectives – Policies – Procedures and Methods – Decision Making – Process of Decision – Types of Decision.

UNIT - III

Organising – Types of organization – Organisation Structure – Span of Control – Departmentalisation and Decentralisation – Delegation of authority

UNIT - IV

Directing – Definitions –Importance of directing – Supervising – Motivation- theories – Leadership – Staffing – Recruitment- sources, selection, training.

UNIT - V

Co-ordination – Need, Types and Technique – Controlling – Nature an Process – Techniques – Budgetary control, PERT/CPM and MBE.

TEXT BOOKS

1. J. Jayasankar, "Principles of Management" Margam Publications, Chennai.
2. R.K.Sharma, S.K.Gupta, R.Sharma, "Principles of Management" Kayani Publishers, New Delhi

REFERENCES

1. C.B. Gupta (1997): Management Principles and Practice, Sultan Chand Sons, New Delhi
2. K. Sundar (2014): Principles of Management, Vijay Nichole Imprints private limited, Chennai
3. Prasad L.M. (2007): Principles of Management Sultan Chand Sons, New Delhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50

Total	100
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SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18103	BUSINESS ETHICS	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To make the students realize the importance of values and ethics in business.	d	e			

2.	To introduce the concept of consumerism and highlight the importance of Corporate Social Responsibilities in business.	d	h	m		
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UNIT - I

Ethics and Business Ethics- Meaning and Definition –Concept of Value and Morality- Characteristic features of Moral standards - Value systems – Categorization of values –Morality and Culture – Importance of ethics in Business - History of the development of business ethics.

UNIT - II

Impact of Ethics on Business Policies and Strategies – Utilitarianism – Principles of Utilitarianism - Criticism of Utilitarianism - Impact on Business Culture- Role of CEO in shaping Business Culture – Ethical Leadership – Characteristics – Ethical attitudes of Indian CEOs.

UNIT - III

Types of Ethical issues - Internal Ethics of Business – Hiring Employees – Promotion - Wages – Job discrimination - its nature and extent- Exploitation of Employees – Discipline and Whistle Blowing

UNIT - IV

Markets and consumer Protection – Consumer rights – Unethical Practices in Marketing – Ethics of Competition and Fair Prices – Ethics in Advertising and False Claims - Environmental Protection and Ethics – types of Pollutants - the ethics of environment Protection and Pollution Control – Ecological ethics

UNIT - V

Social Responsibilities of Business – Meaning – Responsibilities towards Customers, shareholders, employees – Social Audit – Objectives and Need for Social Audit – Methods of Social Audit – Benefits – Obstacles - Social Audit in India.

TEXT BOOKS

1. U.C.Mathur, Corporate Governance & Business Ethics, Macmillan, 2005
2. Fernando. A. C., Business Ethics – An Indian Perspective, Pearson Publication, 2009.

REFERENCES

- 1 Sanjeev.R., Ethics & Values in Business Management, Ane Books, 2009.
- 2 Dr.S.Sankaran, Business Ethics and Values, Margham Publications,2006
- 3 Velasquez, Business Ethics - Concepts and Cases, Prentice Hall, 5th edition, 2002.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18104	INTRODUCTION TO INFORMATION TECHNOLOGY	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES	Student Outcomes				
At the end of this course the learner is expected:					
Understand the fundamentals of information technology	a	c	e	i	m
Learn core concepts of computing and modern systems	a	b	i	a	k
Understand modern software programs and packages	a	c	i	b	j

UNIT - I

Information technology- An Introduction-Information Systems-Types of computers-Anatomy of a computer-Binary numbers 0's and 1's-Bits and Bytes –The binary code-Memory-RAM And ROM, Other forms of memory-Buses for input and output-Communication with peripherals.

UNIT - II

Input and output devices-Inputting Text-Keyboards, Direct input devices-inputting graphics-picture essay-pointing devices-Display screens-types of screens-LASER printers-other printers-color printers-Foundations of modern data storage-How data is stored-Floppy Disks-Hard disk drives-Optical Disk-Software –What is it? -User interfaces- Operating Systems-Introduction-types.

UNIT - III

Word processing and desktop publishing-Entering and editing documents-Other Word processing features-Formatting Documents-Desktop publishing for print, screen. Spreadsheet Applications-Introduction-Entering Data-Charts and Graphs. Database applications- Introduction-Principles of data storage-working with a database.

UNIT - IV

Communications-Local Area Networks-Introduction-Architecture-Wide Area Networks-Introduction-Dial Up Access-Multimedia-Introduction-Tools of Multimedia-Multimedia and Authoring Tools-Network Applications-Person to person Communications-Group Communications-Information tools for management control.

UNIT - V

Programming and System Development-Programs –Introduction-Programming Languages-Procedural Languages-Programming Methods-How programs are developed- Programming Techniques-Introduction-Branching and looping-Functions and decomposition-Corporate Development-Systems Analysis and Design.

TEXT BOOK

1. Dennis P. Curtin, Kim foley, Kunal Sen and Cathleen Morin - "Information Technology - the breaking wave", Tata-McGraw Hill Publications, 2005

REFERENCE BOOK

1. Alexis Leon and Mathews Leon. "Fundamentals of Information Systems" co-published by Vijay Nicole Imprints Pvt Ltd, 2004.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
CAC18101	SOFT SKILLS	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES					Student Outcomes					
At the end of this course the learner is expected:										
1.	To acquire inter personal skills and be an effective goal oriented team player				d	e	f	h	m	n

2.	To develop professionalism with idealistic, practical and moral values	d	e	f	h	m	n
3.	To acquire communication and problem solving skills	d	e	f	h	m	n
4.	To re-engineer their attitude and understand its influence on behavior	d	e	h			

UNIT I – ATTITUDE (6 Hours)

Who am I? SWOT analysis, Importance of self confidence and self esteem, Factors influencing attitude, Challenges and lessons from attitude

UNIT II – COMMUNICATION (6 Hours)

Practice activities (JAM, spin a story, diagram description, etc...), Activities for evaluation (Extempore, speaking news, book review)

UNIT III – GOAL SETTING (6 Hours)

SMART goals, Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management, Prioritizing work

UNIT IV – PUBLIC SPEAKING (6 Hours)

Activities for evaluation (Surveying and reporting, Debate, Group discussion)

UNIT V – CREATIVITY (6 Hours)

Out of box thinking, lateral thinking

REFERENCES

1. Covey Sean, Seven habits of highly effective teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win friends and influence people, New York, Simon and Schuster, 1998.
3. Thomas A Harris, I am ok, you are ok, New York, Harper and Row, 1972.

ASSESSMENT SCHEME CAC COURSES OFFERED TO FSH

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
I	1	CAC18101	Class Room Activities	20 marks	100 marks
			Communication Activities	50 marks	
			LMS	20 marks	
			Participation	10 marks	

FIRST YEAR – SECOND SEMESTER

குறியீட்டு எண்	பாடம்	L	T	P	Total of LTP	C
ULT18201	தமிழ் - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	e	f	H	M	N
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	F	d		
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	n		

அலகு - 1

- எட்டுத்தொகை : 1. குறுந்தொகை (பாடல் - 130), 2. நற்றிணை (பாடல் - 27), 3. அகநானூறு (பாடல் - 86)
- பத்துப்பாட்டு - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
- பதினெண் கீழ்க்கணக்கு : திருக்குறள் - வெகுளாமை (அதிகாரம் 31), காதல் சிறப்புரைத்தல் (அதிகாரம் 113)

அலகு - 2

1. எட்டுத்தொகை : 1. ஐங்குறுநூறு (பாடல் - 203), 2. கலித்தொகை - பாலைத்திணை (பாடல் - 9), 3. புறநானூறு (பாடல் - 235)
2. பத்துப்பாட்டு - முல்லைப்பாட்டு (அடிகள் - 6-21)
3. பதினெண் கீழ்க்கணக்கு - 1. நாலடியார் - நல்லார் எனத்தான் (221), 2. திரிகடுகம் - கோலஞ்சி வாழும் குடியும் (33),
3. இனியவை நாற்பது - குழவி தளர்நடை (14), கார் நாற்பது - நலமிகு கார்த்திகை (26), 5. களவழி நாற்பது - கவளங்கொள் யானை (14)

அலகு - 3

சைவம் - பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் - வேயுறு தோளிபங்கன் (இரண்டாம் திருமுறை)
2. திருநாவுக்கரசர் - மனமெனும் தோணி (நான்காம் திருமுறை)
3. சுந்தரர் - ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை)
4. மாணிக்கவாசகர் - ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை)
5. திருமூலர் - அன்பு சிவம் இரண்டு (திருமந்திரம்)

வைணவம் - நாலாயிரத் திவ்யப் பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி ...
2. பெரியாழ்வார் - கருங்கண் தோகை மயிற் பீலி...
3. தொண்டரடிப்பொடி ஆழ்வார் - பச்சைமாமலை போல்...
4. ஆண்டாள் - கருப்பூரம் நாறுமோ? கமலப்பூ ...
5. திருமங்கையாழ்வார் - வாடினேன் வாடி வருந்தினேன்

இஸ்லாமியம்

சீறாப்புராணம் - படலம் நின்ற பிணை மானுக்குப் -
- 5 பாடல்கள் (பாடல் எண்கள் : 61 - 65)

கிறித்துவம்

இரட்சணய யாத்ரீகம் - கடைதிறப்புப் படலம் - 5
பாடல்கள் (பாடல் எண்கள் : 3,9,10,15,16)

அலகு - 4

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள், 2. நீதி இலக்கியங்கள், 3. பக்தி இலக்கியங்கள், 4. காப்பியங்கள்

அலகு - 5

சிறுகதைகள்

1. புதுமைப்பித்தன் - அகலிகை
2. ந.பிச்சமூர்த்தி - வேப்பமரம்
3. அகிலன் - ஒரு வேளைச் சோறு
4. ஜி. நாகராஜன் - பச்சக் குதிரை
5. கி.ராஜநாராயணன் - கதவு
6. சா.கந்தசாமி - தக்கையின் மீது நான்கு கண்கள்
7. ஆண்டாள் பிரியதர்ஷினி - மாத்திரை
8. வண்ணதாசன் - ஒரு உல்லாசப் பயணம்
9. சு. தமிழ்ச்செல்வன் - வெயிலோடு போய்
10. பாரததேவி - மாப்பிள்ளை விருந்து

பார்வை நூல்கள்

1. அரசு, வீ., இருபதாம் நூற்றாண்டுச் சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013
2. அருணாசலம், ப., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000

4. பாக்யமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. பசுபதி, ம.வே. செம்மொழித்தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், 2010.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

வினாத்தாள் அமைப்பு

இரண்டாம் பருவம்

குறியீட்டு எண்	பாடம்	L	T	P	Total of LTP	C
ULT18201	தமிழ் - II	4	1	0	5	4

1. அகமதிப்பீட்டுத் தேர்வு - 50 மதிப்பெண்கள்
2. புறமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
(வினாத்தாள் -100 மதிப்பெண்கள்)

வினாத்தாள் அமைப்பு

	வினாப்பிரிவு	வினாக்கள் இயல்பு	மதிப்பெண்கள் (100)
1.	சுருக்கமாக விடையளித்தல்	12 வினாக்கள் (பத்திற்கு மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 5, இலக்கிய வரலாறு -5, சிறுகதை-2.	10 x 4 = 40

2.	இருபக்க அளவில் விடையளித்தல்	7 வினாக்கள் (ஐந்திற்கு மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 3, இலக்கிய வரலாறு -2, சிறுகதை-2.	$5 \times 6 = 30$
3.	கட்டுரை வடிவில் விடையளித்தல்	5 வினாக்கள் (மூன்றனுக்கு மட்டும் விடையளித்தல்) செய்யுள்- 3, இலக்கிய வரலாறு -1, சிறுகதை-1	$3 \times 10 = 30$

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
ULH18201	HINDI II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

UNIT I - POETRY

(30 Hours)

1. Kabir, Tulsī, Rahim, Bihari
2. Kaidi Aur Kokila - Makhan Lal Chaturvedi
3. Ab Aur Nahi - Om Prakash Valmiki
4. Prem Ka Rog - Kunwar Narayan
5. Maa Gaon Me Hai - Divik Ramesh
6. Adhik Naya Hota Hun - Liladhar Mandloi

UNIT II – STORY

(25 Hours)

1. Vaishnavi - Yashpal
2. Dopahar Ka Bhojan - Amarkant
3. Jungle - Chitra Mudgal
4. Kinare Se Door - Rakesh Bihari
5. Precious Baby - Anita Nair

UNIT - III

(10 Hours)

1. Administrative Words, Anuvad: Anuvad Ki Parisbhasha Evam Bhed

UNIT – IV

(10 Hours)

1. Anuvad : English to Hindi

BOOK REFERENCES

1. Prayojan Mulak Hindi – Madhav Sontakke
2. A Practical Guide To English Translation And Composition – K.P. Thakur

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

**Question Paper Pattern
Second Semester
ULH18201
HINDI-II**

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice question from prose (5X2=10)
(six questions, five to be answered)
2. Technical Terminology (English to Hindi) (5X2=10)
(Six questions, five to be answered)
3. Short question from prose (50 words) (5X4=20)
(Six questions, five to be answered)

Section –B (30 Marks)

4. To 10. Annotation from prose and one act play (Seven questions, Five to be answered) (5X6=30)

Section –C (30 Marks)

11. Essay question from prose eitheror type
12. Essay question from One Act play eitheror type
13. Official letter, Demi-Official letter and Computer.

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
ULF18201	FRENCH II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Improve their oral and written skills through a combination of theory and practice.	e	f	h		
2.	Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.	e	f	m		

Unité-I (15 heures)

C'est où ? – Demander et indiquer une direction – Localiser (près de, en face de,...)
- L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Ne...plus, ne ... jamais – Les adjectifs numéraux ordinaux – Faire.

Unité-II (15 heures)

N'oubliez pas ! - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir – Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...). **Belle vue sur la mer !** – Décrire un lieu –Situer – se situer dans le temps – La place des adjectifs – Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

Unité-III (15 heures)

Quel beau voyage !- Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... -d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

Unité-IV (15 heures)

Oh !joli !- Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

Unité-V**(15 heures)**

Et après ? - Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

Référence

1. **"Latitudes-1"** Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

Question Paper Pattern**Second Semester****ULF18201 French-II****Time: 3 hours****Mark: 100****Série – A (40 Mark)**

1. Complétez par une préposition : (à, de) (5Mark)
2. Complétez les phrases avec une préposition de lieu : (5Mark)
3. Complétez avec « qql' un, personne, qql chose, rien : (5Mark)
4. Répondez aux questions en utilisant le pronom COI : (5Mark)
5. Remplacez les mots soulignés par un pronom « Y » : (5Mark)
6. Reliez les deux phrases avec « qui, que, où » : (5Mark)
7. Complétez avec l'adjectif démonstratif : (5Mark)
8. Chassez l'intrus : (5Mark)

Série – B (30 Mark)

1. Conjuguez les verbes à l'impératif : (5Mark)
2. Mettez les verbes au passé composé : (5Mark)
3. Conjuguez les verbes à l'imparfait: (10Mark)
4. Conjuguez les verbes au futur simple: (10Mark)

Série – C (30 Mark)

1. Donnez les conseils en utilisant les verbes « devoir » « falloir » : (5Mark)
2. Complétez les phrases avec tout, tous, toute ou toutes: (5Mark)
3. Transformez les questions sur le même modèle : (5Mark)
4. Lisez le document suivant et répondez aux questions : (5Mark)
5. Complétez les phrases avec les mots de la liste : (5Mark)
6. Associez les mots de chaque colonne (5Mark)

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
ULE18201	ENGLISH II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the world literature and the writers	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

UNIT I – POETRY

(15 Hours)

1. The Unknown citizen – Auden
2. Nada Kondro Kada Kondro- Pura Naanooru 187
3. On being Trans- Lee Mokobe
4. Girl Child – Pawani Mathur

UNIT II – PROSE

(15 Hours)

1. Men and Women – Virginia Woolf
2. Farewell Speech of Mark Antony – William Shakespeare
3. The Autobiography of an unknown Indian –Nirad C.Chaudhuri

UNIT III - SHORT STORIES AND PLAY

(15 Hours)

1. A Wrong Man in Worker's Paradise – Rabindranath Tagore
1. Refund – Karen E.Bender
2. Paper Money – Razia Fasih Ahmad
3. Karukku - Bama

UNIT IV - POPULAR LITERATURE

(15 Hours)

1. Paul Simon –The Sound of Silence
2. Tedx Talks – If I had a daughter
3. John Lennon – I have a dream
4. Pink Floyd – Brick in the Wall

UNIT V - LANGUAGE COMPONENT

(15 Hours)

1. Spot the Errors & Punctuation
2. Antonyms and Synonyms
3. Parts of speech
4. Articles
5. Vowels
6. Road Mapping
7. Movie Review
8. Crossword Puzzles
9. Open ended Stories
10. Quiz

TEXT BOOK

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

**Question Paper Pattern
Second Semester
ULE 18201
English II**

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice Language Components Spotting the Errors(Six question, Five to be answered) (10X1=10)
2. Open ended stories (Two Passages) (5X2=10)
3. Road mapping/ movie review (Two Passages) (2 X 10=20)

Section – B (30 Marks)

- 4.To 10. Annotation from Prose, Poetry and Short Story (6X5=30)

Section – C (30 Marks)

11. Essay question from Poem eitheror type
12. Essay question from Prose...
13. Essay questions from short Stories/ Play

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18201	BASIC COMPANY ACCOUNTS	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES				Student Outcomes			
At the end of this course the learner is expected:							
1.	To Understand the Preparation of Accounting for Companies	b	h				
2.	To Understand the Accounting of Shares and Company Final Accounts.	b	m	i			

UNIT - I

Issue of Share at Par, Premium, Discount - Various Kinds- Full Allotment and Pro Rata Allotment Forfeiture, between and after Final Call- Re-Issue, Immediately and after Final Call –Calculation of Capital Reserve on fully and Partly Reissue.

UNIT - II

Underwriting of Shares -Purchase of Business- Profits Prior to Incorporation, Computation of Sales Ratio and Time Ratio.

UNIT - III

Preparation of Company Final Accounts, Trading Account, Profit and Loss Account, Profit and Loss Appropriation, Balance Sheet as per Companies Act - Computation of Managerial Remuneration.

UNIT - IV

Valuation of Goodwill, Average Profit Methods, Super Profit Method, Capitalization Method, Annuity Method – Valuation of Shares, Net Asset Methods, Yield Method, Fair Value Method – Human Resource Accounting

UNIT - V

Alteration of Shares Capital- Internal Reconstruction, Alternation of Share Holder's Fund, External Liabilities (Preference Share Capital, Debentures, Loans, Creditors Etc.,) and Reduction of Capital.

TEXT BOOK

1. Reddy & Murthy, (2008) "Corporate Accounting", Margham Publication, Chennai.

REFERENCES

1. Arulanandam& Raman, (2009), "Corporate Accounting", Himalayan Publishing House, New Delhi.
2. Shukla&Grewal, (2000), "Advanced Accounts", S Chand, New Delhi

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT	SUBJECT TITLE	L	T	P	Total of	C
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CODE					LTP	
UIS18202	BUSINESS LAW	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the concepts of business law	d	g	h		
2.	To understand the procedure of application of the business law in various transactions	d	m			

UNIT - I

Indian Contract Act – formation - Terms of contract - Forms of contract - Offer and acceptance -Considerations.

UNIT - II

Capacity - Free consent, Void and Voidable agreements – illegal agreements

UNIT - III

Performance –Tender - Quasi contract – Discharge - Remedies for breach of contract.

UNIT - IV

Contract of Agency –Types - Creation-Duties and Rights of principal and agent
Termination of agency.

UNIT - V

Sale of Goods Act - Sale or agreement to sell - Formation-Caveat emptor - Implied conditions and warranty - Rights of unpaid seller.

TEXT BOOKS

1. Kapoor, N D, 2013(Reprint) Business Laws, Sultan Chand and Sons, New Delhi.
2. Sreenivasan, M R, Business Law, Margham Publications, Chennai.

REFERENCES

1. Dhandapani, M V, *Business Laws*, Sultan Chand and Sons, New Delhi.
2. Pillai R S N, 2013(Reprint) *Business Laws*, S Chand, New Delhi.
3. Gofna, *Mercantile Law*, S Chand, New Delhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In	Assessment	Cycle	Cycle	Model	Assignment	Attendance	Total

Semester	Tool	Test I	Test II	Examination			
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18203	BUSINESS COMMUNICATION	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To learn the basic theories in business communication	d	e	f		
2.	To understand the various communication models and tools required to run a business	d	i			

UNIT - I

Definition- Methods- Types- Principles of effective communication- Barriers to communication- Business Letters – Layout – Use of Capital Letters in writing.

UNIT - II

Kinds of Business Letters: Interview- Appointments- Acknowledgement Promotion- Enquires- Replies- Orders- Sales- Circulars – Complaints – Use of Mobile Phones in communication and modern application software in Mobile Phones communication.

UNIT - III

Bank Correspondence- Insurance Correspondence- Agency Correspondence Correspondence with shareholders, Directors.

UNIT - IV

Report Writing- Agenda, Minutes of Meeting- Memorandum- Office order Circular- Notes.

UNIT - V

Modern Forms of Communication: Fax- e-mail- Video conferencing- Internet Website and their use in Business.

TEXT BOOKS

1. Ramachandran (2007), Business Communication, Macmillan Publishers, New Delhi
2. Asha Kaul (2006), Effective Business Communication, Prentice Hall of India, New Delhi

REFERENCES

1. Randolph H Hudson (1994), Business Communication, Jaico Publishing House, New Delhi
2. Meenakshi Raman, Prakash Singh, (2012), Business Communication, Oxford University Press, New Delhi.
3. Jain, V K & Om Prakash Biyani, (2012), Business Ethics and Communication, S Chand Co, New Delhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
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UIS18204	MANAGEMENT INFORMATION SYSTEM	4	0	0	4	4
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INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To learn the design, development and security of Management Information Systems and To gain knowledge in various Decision Support Systems	a	c			
2.	To understand the various ethical and social issues in using Information Systems and to learn the major importance of Information Systems in doing Business effectively	a	b	i		

UNIT - I

Definition of Management Information System – Transaction Processing System (TPS)-Office Automation system (OAS)-Management Information (MIS)-Decision Support System (DSS) and Group Decision SupportSystem (GDSS)-Expert System (ES)-Executive Support System (EIS or ESS).

UNIT - II

Computers and Information Processing – Classification of Computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware – Software. - Computer Service Systems: Data Communication and Networking-LAN, MAN & WAN-Topologies, Internet, Intranet and Extranet

UNIT - III

Electronic Commerce: Introduction, E-commerce Technology, doing business over internet- networks-electronic data interchange (EDI)-online payment technology-Mobile commerce

UNIT - IV

SCM and CRM: Introduction, Supply Chain Management Systems, Customer Relationships Management Systems,

UNIT - V

Information systems for: Accounting(AIS), Finance (FIS), Production (PIS) and Manufacturing (MIS), Marketing (MIS) and HRM (HRIS).

TEXT BOOK

1. Dr. Rajagopalan S.P., “Management Information System”, Margham Publishing, 1998.

REFERENCES

1. Mudrick & Ross, "Management Information Systems", Prentice-Hall of India, 2007.
2. Gordon B. Davis, Margrethe H. Olson, "Management Information Systems", McGraw-hill.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
CAC18201	QUANTITATIVE APTITUDE AND LOGICAL REASONING-I	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes					
1.	To improve aptitude, problem solving skills and reasoning ability of the students	a	b	i	j	m	n
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n
3.	To collectively solve problems in teams and groups	a	b	d	i	j	m n
4.	To adopt new techniques in solving problem	a	b	h	i	j	m n

UNIT – I (6 Hours)

Numbers: Classification of numbers – Test of divisibility – Unit digit – HCF and LCM – Remainder theorem – Progression – Simplification – Averages – Combined mean (simple problems)

UNIT – II (6 Hours)

Simple interest and compound interest – Word problems

UNIT – III (6 Hours)

Problems related to permutation and combination – Probability (simple problems)

UNIT – IV (6 Hours)

Reasoning (Analytical and logical): Odd man out – Word series – Number series – Direction test – Blood relationship – Coding and decoding – Seating arrangements

UNIT – V

Problems related to clocks and calendar

REFERENCES

1. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3rd Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4th Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

ASSESSMENT SCHEME CAC COURSES OFFERED TO FSH

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
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	2	CAC18201	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

SECOND YEAR - THIRD SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18301	COST ACCOUNTING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the basic concepts and methods of Cost accounting and decision making	b	h			
2.	To acquire ability to analyze problem and identify the appropriate solution	b	m	i		

UNIT - I

Definition of Costing, Nature and significance of cost accounts - Definition of Costing, Scope, Objectives, Functions and limitations of cost accounting - Installation of costing system - Elements of Cost - Cost centre and profit centre.

UNIT - II

Preparation of Cost sheet, tender of quotations.Reconciliation of Cost and Financial accounts.

UNIT - III

Material Purchase and Control - Material Control: Levels of Stock and EOQ-. Methods of pricing of Material and Issues: FIFO, LIFO and HIFO.

UNIT - IV

Labour cost – Computation and control. Time keeping - Methods of wage payment- Time rate and Piece rate system – Payroll procedure – Idle time and Overtime – Labour turnover.

UNIT - V

Classification of Overhead Costs – Departmentalization of Overheads – Allocation Absorption and Appointment of Overhead Costs – Primary and Secondary Distribution of Overheads – Computation of Machine Hour Rate.

TEXT BOOK

1. S.N.Maheswari – Principles of Cost Accounting – Sultan Chand & sons, New Delhi

REFERENCES

1. S.P.Jain and Narang Cost Accounting – Kalyani Publishers, New Delhi
2. S.P.Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi
3. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai.

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18302	BANKING THEORY LAW AND PRACTICES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To know about banking system and relationship between banker and customer	d	e			
2.	To get the knowledge about availing loans and advances	d	h	m		

UNIT I- COMMERCIAL BANKS AND CENTRAL BANKING

Commercial Banks - Functions - Credit creation - Methods of credit control - Reserve Bank of India - Organization and functions – Recent trends in banking – Online banking – methods – benefits and limitations.

UNIT II - BANKER AND CUSTOMER RELATIONSHIP

Banker and Customer - Relationship - Special features - Opening and closing of accounts - Different types of accounts - Forms used in the operation of bank account - Cheque book, Pass book, Mistakes in the pass book - Special types of account holders.

UNIT III - NEGOTIABLE INSTRUMENTS

Negotiable instruments - Definitions - Cheques - Features - Holder and holder in due course - Payment in due course - Crossing - Different types - Endorsements - Different kinds.

UNIT IV - NEGOTIABLE INSTRUMENTS (CONTINUED)

Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker - Collecting banker - Statutory protection.

UNIT V - LOANS AND ADVANCES

Loans and advances - Principles of good lending - Credit- worthiness of borrowers - Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation - Advances against different types of securities - Goods, Documents of title to goods, LIC, FDR, Government Securities – Gold Loans.

TEXT BOOK

1. Sundaram&Varshney P.N. (2009) : Banking Theory Law and Practice; Sultan Chand Sons; New Delhi.

REFERENCES

1. Tannan M.L (2010): Banking-Law and Practice in India; Indian Law House, New Delhi.
2. Gordon &Natarajan (2011): Banking Theory Law and Practice; Himalayas Publishing House, New Delhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18303	MARKETING MANAGEMENT	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To Gain solid understanding of key marketing concepts and skills	d	e			
2.	To Build an effective marketing plan to promote a company's product and/or service.	d	h	m		

UNIT - I

Introduction, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing, Marketing Mix, Marketing Planning, Marketing Implementation and Control, Environmental Scanning, Analysing the Organization's Micro Environment, Company's Macro Environment, Techniques of Environment Scanning

UNIT - II

Marketing-Information Systems (MIS): Introduction, Characteristics of MIS, Benefits, Types, Components, Marketing Research, consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behaviour, Buyer Decision Process for New Products, Buying Motives, Buyer Behaviour Models.

UNIT - III

Business Buyer Behaviour: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Buying Situations in Industrial/Business Market, Factors that Influence Business Buyers, Steps in Business Buying Process, Segmentation, Targeting and Positioning.

UNIT - IV

Product Management: Decisions, Development and Lifecycle Strategies: Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labelling, New Product Development, Product Life Cycle (PLC), Brand and Branding Strategy

UNIT - V

Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies, Adjusting the Price of the Product, Initiating and Responding to the Price Changes, Distribution Management, Introduction to Logistics Management, Introduction to Retailing, Wholesaling, Promotion Management, Customer Relationship Management

TEXT BOOK

1. Greg W. Marshall and Mark W. Johnston "Marketing Management", second edition, McGraw Hill Education.2015

REFERENCES

1. Philip Kotler and Kevin Lane Keller "A Framework for Marketing Management", Fourth Edition, published by Pearson, Prentice Hall
2. Gupta, S.L., Sales and Distribution Management, Excel Books, New Delhi, 2008
3. Still, R., Richard, Sales Management, Pearson Prentice Hall, Delhi

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18304	BUSINESS STATISTICS - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide a strong foundations in the principles of statistics.	b	e			
2.	To apply statistical techniques for business applications	a				
3.	To emphasis only applications no proof required	g				

UNIT - I

Definition of statistics –Importance, uses and limitations of statistical methods.

UNIT - II

Statistical enquiries – Census and sample enquiries- Various Sampling Methods - Importance of data collection - Primary data- Methods of collection of primary data- Secondary data-Sources and procedure for use.

UNIT - III

Classification and tabulation of statistical data-Presentation of data through diagrams and graphs –Measures of Central tendency - Definition-Merits and limitations –Mean, Median, Mode- graphical method of locating Median.

UNIT - IV

Measures of Dispersion –Definition and uses – Range - Quartile-Deviation, Mean Deviation and Standard deviation –Lorenz curve. Coefficient of skewness-Karl Pearson's and Bowley's.

UNIT - V

Concept of Bivariate distribution -Correlation - Definition-Uses –Types – Karl Pearson's Correlation Co-efficient –Scatter diagram - Spearman's Rank Correlation Co-efficient - Regression equations –Regression Coefficient –Properties-Simple Problems.

TEXT BOOK

1. Gupta, S.P. (2012), Statistical Methods ,4th Edition, Sultan Chand & Sons, New Delhi.

Unit I : Vol(1): Chapters-1,(1-23)

Unit II : Vol(1): Chapters-3,4 (39-89)

Unit III : Vol(1): Chapters 5,6,7 (91-221)

Unit IV:Vol(1): Chapter 8,9 (271-335) (337 -342)

Unit V : Vol(1)Chapter-10,11(389-411 ,414 – 423,451 – 460)

Course Nature : Theory 20% Problem 80%							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E51	C LAB	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about basic Programming skills in C	a				
2.	To develop the skills in writing C program using the features for solving different problems			c	e	
3.	To develop the skill for error corrections while executing the programs		b			

1. Data Types –Declarations

2. operators –Expressions
3. Built-in functions.
4. Control statements: IF, ELSE-IF, GOTO, SWITCH, WHILE, DOWHILE, FOR, BREAK and CONTINUE.
5. Functions: Defining and Accessing Arguments
6. recursive functions
7. Arrays
8. Strings –String functions –String Manipulations.
9. Pointers
10. Data files –Opening, closing and processing files

Course Nature :Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E52	PROBLEM SOLVING VIA OBJECT ORIENTATION	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about basic Programming skills in C ++	a				
2.	To develop the skills in writing C ++ program using the features for solving different problems			c	e	
3.	To develop the skill for error corrections while executing the programs		b			

1. CLASSES

Write a Program using a class to represent a Bank Account with Data member – Name of depositor, Account Number, Type of Account and Balance and Member

Functions – Deposit Amount – Withdrawal Amount. Show name and balance. Check the program with own data.

2. CONSTRUCTOR & DESTRUCTOR

Write a program to read an integer and find the sum of all the digits until it reduces to a single digit using constructor, destructor and default constructor.

3. DEFAULT & REFERENCE ARGUMENT

Write a program using function overloading.

4. Operator Overloading

5. Inheritance

6. Prepare Pay Roll of an employee using Inheritance.

Exception Handling

Course Nature :Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100
SUBJECT CODE	SUBJECT TITLE			L	T	P	Total of LTP
CAC18301	QUANTITATIVE APTITUDE AND LOGICAL REASONING-II			2	0	0	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes						
At the end of this course the learner is expected:								
1.	To improve aptitude, problem solving skills and reasoning ability of the student	a	b	i	j	m	n	
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n	
3.	To collectively solve problems in teams and group	a	b	d	i	j	m	n
4.	To adopt new techniques in solving problem	a	b	h	i	j	m	n

UNIT – I

Percentage - Profit or loss - Discount

UNIT – II

Ratio, proportion - Mixtures and solutions

UNIT – III

Time and work - Time, Speed and distance; Problems related to pipes and cisterns, Problems related to train, Problems related to boats and streams, Problems related to races

UNIT – IV

Set theory - Geometry and mensuration - Cubes

UNIT – V

Data sufficiency - Data interpretation

REFERENCES

1. Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3rd Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4th Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

ASSESSMENT SCHEME CAC COURSES OFFERED TO FSH

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	3	CAC18301	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

SECOND YEAR – FOURTH SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18401	MANAGEMENT ACCOUNTING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to gain knowledge in the application of accounting to Management	b	h			
2.	To explain the theoretical part of Management Accounting.	b	m	i		

UNIT - I

Management Accounting: Definition – objectives - Functions – Advantages and limitations – Management Accounting Vs Financial accounting, Management accounting Vs Cost accounting - Financial Statement Analysis – Comparative and Common size statements – Trend Analysis.

UNIT - II

Analysis and Interpretation of financial Statement – Ratio Analysis: Definition – Significance and Limitations – Classification – Liquidity, Solvency, Turnover and Profitability ratios – Computation of Ratios from Financial Statements.

UNIT - III

Fund Flow and Cash Flow Analysis: Concept of Funds, Sources and Uses of Funds – Fund Flow Statement – Concept of Cash Flow – Cash Flow Statement as Per AS3.

UNIT - IV

Budget and Budgetary Control: Definition – Objectives – Essentials – Uses and Limitations – Preparation of Production, Sales, Cash and Flexible Budget

UNIT - V

Capital Budgeting: Concepts – Nature – Advantages and Limitations – Ranking Investment Proposals – Pay Back Period, ARR, NPV, IRR and Present Value Index.

TEXT BOOK

1. T.S.Reddy & Hari Prasad Reddy, Management Accounting – Margham Publications, Chennai

REFERENCES

1. S.N.Maheswari, Management Accounting – Sultan Chand & Sons, New Delhi
2. Manmohan & Goyal, Management Accounting – Sahithiya Bhavan, Agra
3. S.P.Gupta, Management Accounting – Sultan Chand & Sons, New Delhi
4. R.S.N.Pillai & Bhagavathi, Management Accounting – S.Chand & Co. Ltd., New Delhi
5. A.Murthy and S.Gurusamy, Management Accounting, Tata Mc-Graw Hill Publishing Company, New Delhi.

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18402	E- COMMERCE	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To analyze the strategic issues, processes, policies and techniques associated with doing business online	a	c			
2.	To assess and explain global and socio-cultural issues surrounding the adoption of internet	a	b	i		

UNIT - I

Introduction to E-commerce: An Overview of Electronic Commerce – Electronic Commerce Framework - Evolution of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India

UNIT - II

E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website

UNIT - III

E-Marketing: The scope of E-Marketing, Internet Marketing Techniques- Merits and Demerits

UNIT - IV

Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue

UNIT - V

Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems

TEXT BOOK

1. Chaston, E-marketing Strategy, Tata McGraw Hill

REFERENCES

1. Paul S Richardson, Internet Marketing, Tata McGraw Hill
2. Marry Lou Roberts, Internet Marketing, Tata McGraw Hill
3. Thomas Eisenmann, Internet Business Models, Tata McGraw Hill

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50

Total	100
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SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18403	PRACTICAL AUDITING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the various methods of auditing the accounts	d	e			
2.	To understand the role of an auditor in an organization.	d	h	m		

UNIT - I

Definition of Audit – Difference between Auditing and Accountancy – Scope of Auditing – Objectives of Auditing –nature and scope of internal check, internal audit and internal control – audit note book and audit working papers.

UNIT - II

Vouching of cash transactions – trading transactions – Audit of various ledger – Outstanding liabilities, Assets – Scrutinizing of expense Accounts – Income Accounts – Asset accounts – Liabilities Balance sheet Audit – Direct confirmation of Balances – Capital and Revenue Expenditures –Verification and Valuation of Assets and Liabilities – Depreciation and Reserves.

UNIT - III

Appointment Auditor – Appointment of First Auditor – Filing of casual vacancy – Ceiling on number of audits – Appointment of Auditor of Govt. company – Auditors Remuneration – Removal of Auditors – Qualifications & Disqualification - Powers and Duties of Auditors.

UNIT - IV

Investigation – Distinction between investigation and Auditing – Objectives of investigations – Classes of Investigation – Liabilities of an Auditor – Legal position – Liabilities under companies Act –Liability under Statute – Civil Liability – Criminal Liability – Liability of Joint Auditor – Liability of Auditor of Holding company – Liability for un-audited Accounts – Independence of Auditors – Professional conduct and Ethics.

UNIT - V

EDP Audit – auditing through computers – Approach to EDP Auditing – Features of Auditing through computer system – Documentation – Problems faced in audit of computerised accounts – test data – use of CAATs.

TEXT BOOK

1. Tandon -“Practical Auditing (2006)”, S.Chand Publishing, New Delhi.

REFERENCES

1. Basu, (2006), Auditing:“Principles and Techniques”, Dorlington Kindersley
2. (India) Pvt. Ltd
3. Chauhan K S, (2012), Auditing, Suchita Publication, Uttar Pradesh
4. Pathak J P, (1999), “Auditing in a Computerized Environment”, Allied
5. Publishers, India

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
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UIS18404	BUSINESS STATISTICS - II	4	1	0	5	4
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INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes			
1.To apply Statistical analysis for decision making process	a	b		
2. To apply Statistical tools for business applications.	b			

UNIT - I

Index Numbers -Definition-Uses – Weighted Index Number and Unweighted Index Number-Laspeyre's - Paasche's - Irving Fisher's Index Number - Time Reversal Test and Factor Reversal Test-Construction of Cost of Living Index Number-Family Budget Method and Aggregate Expenditure Method.

UNIT - II

Analysis of Time Series – Components of Time Series – fitting of trend by the method of least squares – Moving Average method – Computation of Seasonal Indices by Simple Average Method.

UNIT - III

Interpolation and Extrapolation – Newton's and Lagrange's formulae.

UNIT - IV

Basics of Operations Research (OR): Characteristics of O.R – Importance of O.R in Industry – O.R and Decision making – Role of computers in O.R- Linear programming: Formulations and Graphical solutions, Canonical & Standard form of Linear Programming problems.

UNIT - V

Transportation model: Definition – formulation and solution of transportation models – Initial Basic feasible solution by the methods of North west corner, the row – minima, column – minima, matrix minima (Least cost method) and Vogel's approximation method – Assignment problem by Hungarian method.

TEXT BOOKS

1. Gupta, S.P. (2012), Applied Statistical Methods, 4th Edition, Sultan Chand & Sons, New Delhi.
2. Sundaresan, V, Ganapathy Subramanian, K.S. and Ganesan,K(2011), Resource Management Techniques, A.R.Publications-Nagapattinam.

TREATMENT AS IN:

1. Gupta, S.P. (2012), Applied Statistical Methods, 4th Edition, Sultan Chand & Sons, New Delhi.

Unit I: Chapter-13(535-579)

Unit II: Chapter-14(611-640 and 650-661)

Unit III: Chapter-15(673-675 and 681-689)

2. Resource Management Techniques by Prof.V.Sundaresan, K.S.Ganapathy Subramanian, K. Ganesan.

Unit IV: Chapter 1 (1.1 to 1.8) and Chapter 2, Chap 3 (3.1.1 to 3.1.4, 3.2.1)

Unit V: Chapter 7(7.1), Chap 8.

Course Nature : Theory 20% Problem 80%							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E53	PC PACKAGES	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES	Student Outcomes
At the end of this course the learner is expected:	

1.	To gain knowledge in the areas of database design.	a	c			
2.	To gain Knowledge in preparing the document using page Maker.	a	c	i		
3.	To develop creativity using Photoshop.	a	c	i		

1. MS Access - Creating a Database, Relationships, Creating Table through Design View –Relationship –Query –Form –reports.
2. Page Maker –DTP –Menu –File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column –Indent.
3. Photoshop –The Photoshop Screen –Using the Toolbox –Document and scratch Sizes –The Info Palettes –Saving and loading custom settings –opening and saving files –Images –Layers –Channels and Mask –Colour Correction Techniques –Animation.
4. Creation of Database –Creation of relationships –Creating tables through design view –Database for salary, Mark Sheet, Inventory, Form creation.
5. Photoshop –Saving and loading custom settings –Creating new file –Use of painting tools– Copying an pasting selections –Moving selections –Grow and similar command –Editing Points –Use of Colour Balance Dialogue box

Course Nature :Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E54	RELATIONAL DATA BASE MANAGEMENT SYSTEM	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES						Student Outcomes
At the end of this course the learner is expected:						
1.	To gain knowledge in the areas of database design and SQL	a	c			

	programming.					
2.	To understand relational database technology and designing database for building applications for the current trend.	a	c	i		
3.	To analyze a business situation and build suitable database applications.	a	c	i		

1. Create a table student master with the following fields name, reg no, dept and year with suitable data types. Use Select command to do the following.
 - a) Select the student's name column.
 - b) Eliminate the duplicate entry in table.
 - c) Sort the table in alphabetical order.
 - d) Select all the Students of a particular department.
2. Create a table master book to contain the information of magazine code, magazine name, and publisher. Write PL/SQL block to perform insert, update, delete operations on the above table.
3. Create a table to contain phone number, user name, address of the phone user. Write a function to search for a address using phone numbers.
4. Create a table to store the salary details of the employees in a company. Declare the Cursor to contain employee number, employee name and net salary. Use Cursor to update the employee salaries.
5. Create a table to contain the information about the voters in a particular constituency. Write a proper trigger to update or delete a row in the table.
6. Create a table to store the details of the Alumni in an institution. Write a PL/SQL block to change address of particular alumni. Write proper exceptions and appropriate error messages.

Course Nature :Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
CAC18401	VERBAL ABILITY AND REASONING	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students understand the syntax of English and develop their lexical skills	d	f	h	n	
2.	To develop comprehension and interpretation skills	d	e	f	h	n
3.	To enhance vocabulary skills and improve repertoire of	d	f	h	m	n

	words					
4.	To help the students succeed in competitive exams and placements	j	m	n		

UNIT - I

Spotting error, Change of speech, Change of voice

UNIT - II

Synonyms, Antonyms, Idioms, Phrasal verbs, one word substitution

UNIT - III

Sentence improvement, Sentence completion (Grammar based)

UNIT - IV

Sentence completion (Vocabulary based), Odd word

UNIT - V

Reading comprehension, Word analogy, Para jumble

REFERENCES

1. Hari Mohan Prasad and Meenakshi Upadhyay, Objective English for Competitive Examinations, McGraw Hill Education.
2. Norman Lewis, Word Power Made Easy New Revised and Expanded Edition, Goyal publication, 2011
3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

ASSESSMENT SCHEME CAC COURSES OFFERED TO FSH

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	4	CAC18401	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

THIRD YEAR - FIFTH SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18501	ENTERPRISE RESOURCE PLANNING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To analyze the ERP Implementation and methodology	a	c			
2.	To get knowledge about evolution of ERP & benefits of ERP.	a	b	i		

UNIT - I

Introduction to Enterprise Resource Planning (ERP) - Integrated Management Information - Seamless Integration - Supply Chain Management – Resource management - Integrated Data Model & Technology - Evolution of ERP & Benefits of ERP.

UNIT - II

ERP and the Modern Enterprise - ERP and the Modern Enterprise – Principles and Significance of business engineering - Business engineering with information technology - ERP and Management Concerns

UNIT - III

Business Modeling and Implementation for ERP - Building the Business model-I - Building the Business model-II - Entities forming data model – I - Entities forming data model – II - Role of Consultant, Vendors and Users – Customization and Precautions

UNIT - IV

ERP Implementation - ERP Implementation – methodology - ERP Post implementation options and issues - Guidelines for ERP Implementation.

UNIT - V

ERP and the Competitive Advantage - ERP and competitive – strategy - Understanding the ERP markets - Order-winners vis-a-vis qualifiers –Order winners and Qualifiers

TEXT BOOK

1. S.Sadagopan (2001), “Enterprise Resource Planning” - Prentice Hall.

REFERENCES

1. Bret Wagner (2008), "Enterprise Resource Planning" - Third Edition Cengage Learning.
2. Alexis Leon (2003), "Enterprise Resource Planning" - Tata McGraw Hill. India
3. Jose Antonio Fernandez (1998), "The SAP R/3 Handbook" - Tata McGraw Hill. India
4. Brady, Monk, Wagner (2001), "Concepts in Enterprise Resource Planning" - Thomson Asia.
5. Vinod Kumar Garg and N.K. Venkata Krishnan (1998), "Enterprise Resource Planning" - Concepts and Practice - Prentice Hall of India, Second Edition.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18502	INCOME TAX LAW AND PRACTICE - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To impart knowledge on the basic principles of direct tax laws.	<u>a</u>	<u>c</u>			
2.	To equip students about the computation of income and taxation.	<u>a</u>	<u>b</u>	<u>i</u>		

UNIT - I

Meaning of taxation – Objectives of Taxation – Direct and Indirect Taxes – Canons of Taxation– Definitions in Income Tax Act 1961 – Person, Assessee – Income – Previous Year – Assessment Year – Residential Status – Incidence of Tax– Incomes exempted from Tax.

UNIT - II

Income from salaries: Meaning of salary – features – kinds of salary income – Allowances – Perquisites and their Valuations – Profits in lieu of salary (Gratuity – Pension – Leave encashment) – Provident Fund – Deductions from salary – Computation of income under the head of “Income from Salary” – Qualifying amount of deduction u/s 80C.

UNIT - III

Income from house property: Basis of charge – annual value –Determination of annual value under different circumstances – expenses not allowed as deduction – loss from house property – Deductions from house property –Income exempted from house property – Computation of income under the head of “Income from house property”.

UNIT - IV

Income from business or profession: Chargeability – deductions expressly allowed – allowable losses – expenses expressly disallowed – deductions allowable only on actual payment – general deductions – computation of depreciation – computation of income from profits and gains of business or profession

UNIT – V

Income Tax Authorities – Powers and Duties – Procedure for Assessment – Kinds of Returns and Kinds of Assessment

TEXT BOOKS (Only Assessment Year Edition to be followed)

1. BhagavathiPrasad, Income Tax Law and Account – VishwaPrakasan, New Delhi.
2. Reddy T S & Hariprasad Reddy Y, Income Tax Theory, Law and Practice, Margham Publication, Chennai.
3. Jeevarathinam & Vijay Vishnu Kumar, Income tax law and practice, Scitech publication, Chennai.
4. N. Hariharan, Income tax law and practice, Vijay Nicole publisher, Chennai.

REFERENCES (Only Assessment Year Edition to be followed)

1. Mehrotra H.C, Income Tax Law and Accounts, SahityaBhavan Publications, Agra.
2. Vinod K. Singhanian, Students Guide to Income Tax, Taxman.Publication, New Delhi.

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18503	RESEARCH METHODOLOGY	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To give an exposure to the students the need, meaning and importance of research.	d	e	i		
2.	To introduce the students to the various methods and principles of research in social science so that they would be able to take research work as per the accepted norms and scientific practices	d	n			

UNIT - I

Research: Meaning, Scope, need, importance and Characteristics of Social Research – Kinds of Research – Research Design: Preparation of research design - Qualities of Good research work.

UNIT - II

Research problem: source of research problem – Hypothesis: Meaning – Definition – Importance – formation – and types of hypothesis

UNIT - III

Methods of data collection - Observation techniques - Interview and Interview Schedules - Construction of Questionnaire and survey method.

UNIT - IV

Sampling Techniques in Random sampling - Stratified and Purposive sampling - Cluster and Multistage sampling - Scaling - Distinctive scaling - Rating scales - Ranking scales - Interval consistency scales - Scalographic scales.

UNIT - V

Interpretation - Importance - Techniques of Interpretation - Report writing - Steps in Writing report - Characteristics, Types of Contents of Report - Layout - Precautions for writing Research reports.

TEXT BOOK

1. Kothari C.B and Gopal M.H. An Introduction Research Procedure in Social Science, New Age International, New Delhi, 2004

REFERENCES

1. Ravilochanan, (2008), Research Methodology, Margham Publications, Chennai
2. Amarchand (2005), Research Methods, Emerald Publishers, Chennai.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT	SUBJECT TITLE	L	T	P	Total of	C
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CODE					LTP	
UIS18504	HUMAN RESOURCE MANAGEMENT	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To Understand the concept of Managing Human Resources and work	d	e			
2.	To Identify effective Human Resources practices	d	h	m		

UNIT - I

Introduction to Human Resource Management: Introduction, Concept of Human Resource Management- objectives-significance- Functions of Human Resource Management, Role and Skills of human resource manager

UNIT - II

Human Resource Planning: Process of Human Resource Planning, HR Forecasting, Techniques-Process of Job Analysis - Job Description -Practical Session

UNIT - III

Recruitment and Selection: Concept of Recruitment - Sources of Recruitment, Selection, Selection Process, Application Forms, Selection Test, Interviews, Evaluation, Placement

UNIT - IV

Training and Management Development: Meaning of Training, Methods of Training, Concept and Need for Performance Appraisal - Appraisal Methods- Practical Session

UNIT - V

Grievance Procedure: Concept of Grievance, Causes of Grievances, Grievance Redressal Procedure (Moot Court) – Case Study - Objectives – Analysis of Case

TEXT BOOKS

1. Dr.C.D. Balaji - Human resource Management Margham Publications
2. Dr.J.Jayasankar - Personnel Management Margham Publications

REFERENCE

1. Human resource Management – P.Subba Rao by Himalaya Publishing House

Course Nature : Theory
Assessment Method (Max.Marks: 100)

In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E01	FINANCIAL SERVICES	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the fundamentals and importance of financial services	d	e			
2.	To get the knowledge about Mutual Fund In India and abroad	d	h	m		

UNIT – I

Financial services - meaning and Scope – Types of financial services – Fund and Non-fund based activities- Financial services and economic environment – Players in Financial Services Sector (Banks, NBFCs, Micro Financing Institutions, etc.)- Challenges facing the financial service sector – Modern trends in financial service.

UNIT - II

Merchant Banking in India – Functions and services of merchant banks – merchant bankers in the market making process – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.

UNIT – III

Leasing and Hire purchase – Concepts and features – Types of lease- steps in leasing transactions – Advantage and disadvantages of lease – content of lease agreement- sales tax provisions – accounting treatment of lease- structure of lease industry

UNIT – IV

Venture capital – meaning and scope- initiative in India –venture capital guideline- method of venture financing- Credit Rating – Role and functions of Credit Rating agencies- SEBI guidelines – limitations – future of credit rating in India (CRISIL, IICRA, CARE).

UNIT - V

Mutual Funds – Concept- types/classification of mutual funds- Risks- facilities available to investors – investors rights –mutual fund guidelines- mutual fund in India and abroad – future of mutual fund industry. Securitization- meaning – Concept and procedure – modus operandi - Dematerialization of shares and securities

TEXT BOOK

1. Gordon and Natarajan - Financial Market and Services., Himalaya publishing house Pvt. Ltd.,

REFERENCES

1. Financial Services – B. Santhanam, Margham Publications, Chennai, 2006
2. Machiraju H.R: Indian Financial System; Vikas Publication, New Delhi, 2009
3. Khan M.Y: Indian Financial System; Tata McGraw Hill, New Delhi, 2001

4. Dr. M.N. Mishra: Law of Insurance, Central Law Agency, New Delhi, 1985

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E02	RETAIL MARKETING	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the importance of retail marketing, segmentation, pricing and retails stores location	d	e			
2.	To know about CRM and their components	d	h	m		

UNIT - I

Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

UNIT - II

Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation

UNIT - III

Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

UNIT - IV

Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing

UNIT- V

Introduction, Benefits of Relationship Marketing, Management of Relationship, Principles of CRM, Customer Relationship Management Strategies, Components of CRM, Customer Service in Retailing, CRM and Loyalty Program

TEXT BOOK

1. Swapna Pradhan - Retail management, Tata McGraw Hill, New Delhi.

REFERENCES

1. Retailing Management Michael Levy
2. Retail Management– Barry Berman & Joel Evans
4. Retail Management – Lusch, Dunne
5. Retail Management Gibson Vedamani

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

ELECTIVES

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E03	VISUAL BASIC LABORATORY	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To gain knowledge in developing the application using front end tool.	a	c			
2.	To understand various tools in visual basic and designing the applications suitable for the current trend.	a	c	i		
3.	To analyze a business situation and build suitable applications.	a	c	i		

1. Design a form for arithmetic operations using textbox, label, command button.
2. Design a form for speed control program using scroll bars.
3. Design a form to display a picture using image box/picture box selected from a file in file list box directory list box, drive list box.
4. Design a form using shape control to display signal and change it timely using timer control.
5. Design form to create a font dialog box using combo/ list, text, option buttons, and check box control.
6. Design a form using Tab control, image list, status bar, tool bar which facilitates different arithmetic operations.
7. Design a form using menu editor, MDI, common dialog box which has standard format like Notepad. (eg. File , Edit , format) open copy, font, save and cut

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E04	PHP PROGRAMMING	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To gain knowledge in the areas of database design and My SQL..	a	c			
2.	To gain knowledge in creating a web page using PHP with MySQL.	a	c	i		
3.	To analyze a business situation and create suitable web page using PHP.	a	c	i		

1. Write a program to find the factorial of a number.
2. Write a program using Conditional Statements.
3. Design a simple web page to generate multiplication table for a given number
4. Write a program to draw the human face.
5. Write a program to design a simple calculator.
6. Design an authentication web page in PHP with MySQL to check username and password.
7. Write a program to download a file from the server.
Write a program to store the current date and time in a COOKIE and display the 'Last Visited' date and time on the web page.

Course Nature :Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

Subject Code	Subject Title	L	T	P	Total of LTP	C
UES18501	ENVIRONMENTAL STUDIES	3	0	0	3	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To gain knowledge on the importance of natural resources and energy	a			g	
2.	To understand the structure and function of an ecosystem		b		h	
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence				f	
4.	To understand the causes of types of pollution and disaster management			e		j
5.	To observe and discover the surrounding environment through field work				m	n

UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY (9 Hours)

Natural Resources – Definition – Scope and Importance – Need for Public Awareness – Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources and over-exploitation – Water resources and over-utilization – Mineral resource extraction and its effects - Food resources - food problems and Modern agriculture - Energy resources and its future.

UNIT II - ECOSYSTEMS (9 Hours)

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)- food webs(any 2 Examples)-ecological pyramids.

UNIT III-ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT (9 Hours)

Definition-causes, effects and control measures of : Air, Water and Soil pollution- e-waste management- Disaster management: Natural and man made-food/earthquake/cyclone, tsunami and landslides.

UNIT IV - SOCIAL ISSUES AND THE ENVIRONMENT (9 Hours)

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

UNIT V - HUMAN POPULATION AND THE ENVIRONMENT (9 Hours)

Population growth, variation among nations - Population explosion—Family Welfare Programme - Environment and human health - Human rights - Value education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in environment and human health.

FIELD WORK

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/industry/canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna
4. Study of simple ecosystems-lake/hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention
8. Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

TEXT BOOK

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

REFERENCES

1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

THIRD YEAR – SIXTH SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18601	OFFICE MANAGEMENT	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES			Student Outcomes			
At the end of this course the learner is expected:						
1.	To learn the basic theories in office management	d	e			
2.	To understand the various systems and records maintained in office.	d	h	m		

UNIT - I

Introduction: Meaning & definition of office, nature of office Work, importance & functions of office, meaning & Definition of office management, functions, duties & qualities of office manager.

UNIT - II

Office systems & routines Meaning & importance of system & routines, system Vs. Routines. organization structure: - meaning & Definition of organization structure, importance of Organization structure, types of organization Structure, advantages and disadvantages of Different types of structures

UNIT - III

Office accommodation & working environment meaning & importance of office accommodation, factors influencing choice of office accommodation. Meaning and definition of working environment, factors affecting working environment.

UNIT - IV

Office Records - Record management Meaning, definition & scope of record management, principles of record keeping, filing - meaning, definition & different types of filing system. Correspondence - Routine of handling mail. Importance of correspondence in business and Govt. offices. Essentials of good business and official correspondence. Various forms of correspondence.

UNIT - V

Office Automation- Uses and abuses of labour saving appliances. A study of various types of commonly used appliances i.e. typewriter, duplicator, accounting machines, addressing, machines, calculator, franking machine, weighting and folding machine, Dictaphone, cash register, coin sorter, time recorder, photocopier, telephone, facsimile, computer, scanner, printer, letter opener, time and date stamps etc.

TEXT BOOK

- Office Management - Chopra & Chopra, Himalaya Publications

REFERENCES

- Office Organisation & Management- Sharma & Gupta- Kalyani Pub.

2. Office Management- Krishna Murty- S. Chand Publications

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18602	INCOME TAX LAW AND PRACTICE - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To impart knowledge on the basic principles of direct tax laws	<i>a</i>	<i>c</i>			
2.	To equip students about the computation of income and taxation	<i>a</i>	<i>b</i>	<i>i</i>		

UNIT - I

Income under capitals gains: Meaning – Capital Asset – Types of capital assets – Types of capital gains – Transfer of capital assets – Transactions not Regarded as Transfer – Cost of acquisition – Cost of improvement – Cost Inflation Index (CII) – Capital Gain in Special Cases – Exempted capital gains (u/s 54, 54B, 54D, 54EC, 54F and 54G only) – Computation of income under the head of “Capital Gains”.

UNIT - II

Income from other sources – Meaning – General Incomes – Specific incomes – Exempted and Tax free Incomes – Grossing up –Deductions – Computation of income under the head of “Income from other sources”.

UNIT - III

Clubbing of income: Meaning – Clubbing of income in the hands of any person – Clubbing of income earned by spouse of an individual – Clubbing of income earned by son's wife of an individual – Clubbing Income of a Minor Child – Income from asset transfer to a person for the benefit of spouse/ son's wife. Set off and Carry forward of losses: Inter-source adjustment – Intra-head adjustment – Inter-head adjustment – Carry Forward of Loss – order of Set-off of losses – Computation of total income under Set off and Carry forward of losses.

UNIT - IV

Permissible deductions from gross total income – Sec 80 C to 80 U. (80 C, 80 CCC, 80 CCB, 80 CCD, 80 D, 80 D, 80 DDB, 80 E, 80 G, 80 GG, 80 GGA, 80 GGB and 80 U) – Computation of taxable income and Tax Liability.

UNIT - V

Assessment of Individuals – Assessment of Firms.

TEXT BOOKS: (Only assessment year edition to be followed)

1. Bhagavathi Prasad, Income Tax Law and Account – VishwaPrakasan, New Delhi.
2. Reddy T S & Hariprasad Reddy Y, Income Tax Theory, Law and Practice, Margham Publication, Chennai.
3. Jeevarathinam & Vijay Vishnu Kumar, Income tax law and practice, Scitech publication, Chennai.
4. N. Hariharan, Income tax law and practice, Vijay Nicole publisher, Chennai

REFERENCES (Only assessment year edition to be followed)

1. H.C Mehrotra, Income Tax Law and Accounts, SahityaBhavan Publications, Agra.
2. Vinod K. Singhania, Students Guide to Income Tax, Taxman.Publication, New Delhi

Note: Question Paper Pattern Comprising of 20% Theory and 80% Problems

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18603	SOFTWARE ENGINEERING	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES				Student Outcomes		
At the end of this course the learner is expected:						
1.	To inculcate knowledge on Software engineering concepts in turn gives a roadmap to design a new software project.	a	c	i		

OBJECTIVE

UNIT – I

Introduction to Software Engineering: Definitions – Size Factors – Quality and Productivity Factors. Planning a Software Project: Planning the Development Process – Planning an Organizational Structure.

UNIT – II

Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT – III

Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. Software Design: Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT – IV

Design Notations – Design Techniques. Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT – V

Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing. Software Maintenance: Enhancing Maintainability during Development – Managerial Aspects of Software Maintenance – Configuration Management.

TEXTBOOK

1. Richard Fairley - SOFTWARE ENGINEERING CONCEPTS , 1997, TMH.

REFERENCES

1. SOFTWARE ENGINEERING FOR INTERNET APPLICATIONS – Eve Anderson, Philip Greenspun, Andrew Grumet, 2006, PHI.
2. SOFTWARE ENGINEERING PROJECT MANAGEMENT – 2 nd Edition, Wiley India.
3. SOFTWARE QUALITY ENGINEERING – Jeff Tian, Student edition, 2006, Wiley India

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT	SUBJECT TITLE	L	T	P	Total of	C
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CODE					LTP	
UIS18604	PROJECT	0	0	0	0	4

PROJECT DESCRIPTION GUIDELINES

1. Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
2. The field of specialization is Human Resources, Marketing, Finance and related commerce and management based topics.
4. The project work should be neatly presented in not less than 60 pages and not more than 100 pages
5. Paper Size should be A4
6. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
7. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings) The report should be professionally prepared.
8. The candidate should submit periodical report of the project to the supervisor.
9. Two reviews will be conducted before the Viva Voce
10. Each candidate should submit hardcopy (1 copy) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Course Nature : Theory and Practice					
Assessment Method (Max. Marks: 100)					
Internal Assessment Tool	Review - I	Review - II	Final Review	Attendance	Total
Marks	10	10	20	10	50
External Assessment Tool	Report Presentation			Viva Voce	
	20 Marks			30 Marks	50
Total					100

EVALUATION SCHEME

Project Evaluation and viva voce – Internal Examination – 50Marks Project Evaluation and viva voce – External Examination – 50 Marks Total Marks - 100 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination.

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E05	COMPUTERISED STOCK EXCHANGE MANAGEMENT	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To have basic knowledge about stock exchange	d	e	f		
2.	To know about the online trading	d	i			

UNIT - I

Security Analysis – Valuation and Return – Evaluation of Fixed Income Securities. – Evaluation of Ordinary Shares.

UNIT - II

Fundamental Analysis – Risk and Return sources of Risk – Dividend Policy and valuation – Leverage and valuation. Technical Analysis – Security price movements – Market Hypotheses – Behaviour of stock prices.

UNIT - III

Evaluation of Securities – Objectives and Principles.

UNIT - IV

Derivatives – futures and Options – Trading in Derivatives – Mutual Funds.

UNIT - V

Portfolio Analysis – Selection and Management – Investment Decisions under uncertainty – Investment preference under policies – Individual Investors – Utility Analysis – Assessment of Portfolio performance and portfolio revision

TEXT BOOKS

1. Punithavathy Pandian, (2012), "Security Analysis and Portfolio Management", Vikas Publishing House Pvt Ltd.
2. Dhanesh Kumar Khatri, (2010), "Security Analysis and Portfolio Management", Macmillan Publishers India.
3. Prasanna Chandra, (2012), "Investment Analysis and Portfolio Management", Macmillan Publishers India.
4. Fisher D E and R J Jordan, (1995), "Security Analysis and Portfolio Management", Prentice Hall

REFERENCES

1. Smith K V, (2005), "Portfolio Management: Theoretical and Empirical Studies of Decision Making", Holt, Rinehart & Winston of Canada
2. Sharpe W F, (2000), "Portfolio Theory and Capital Markets", McGraw- Hill.
3. Bhalla, V K (2003), "Investment Management" S. Chand & Company Ltd., New Delhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UIS18E06	TOTAL QUALITY MANAGEMENT	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To facilitate the understanding of Quality Management principles and process.	d	g	h		
2.	To introduce the main principles of business and social excellence to generate knowledge and skills of students to use models and quality management methodology for the implementation in any sphere of business and public sector.	d	m			

UNIT - I

Introduction – Need for quality – Historical Development – Definitions of quality – Dimensions of product and service quality – Total quality Management – Meaning, Definition, Basic concepts of TQM – TQM Framework — Barriers to TQM

UNIT - II

Leadership – Strategic quality planning, Quality Councils – Employee involvement – Motivation, Empowerment, Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S.

UNIT - III

The seven traditional tools of quality – New management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types.

UNIT - IV

Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

UNIT - V

Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors.

TEXTBOOKS

1. Dale H. Besterfield, et al., "Total quality Management", Pearson Education Asia, Third Edition, Indian Reprint 2006.
2. P. Saravanavel & S. Balakumar, Margham Publications Chennai

REFERENCES

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
3. Janakiraman. B and Gopal .R.K., "Total Quality Management – Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
4. Jayakumar , Total Quality Managemnt, Lakshmi publications

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT	SUBJECT TITLE	L	T	P	Total of	C
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CODE					LTP	
UIS18E07	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To impart knowledge and understanding on supply chain management	d	e			
2.	To understand the role of logistics management in business	d	n	i		

UNIT - I

Introduction of Logistics and Supply Chain – Meaning and Definition - Importance of logistics and Supply Chain – Objectives of Business Logistics - Logistics and Supply Chain Management- Functions of Logistics Management – Supply Chain Macro Processes in a Firm

UNIT - II

Supply chain relationship Management- Channel Structure- Channel relationships- Logistical Service Alliances – Factors stimulating service based alliances - Various Approaches to Study Channels - Description Institutional Approach- Classification of Middleman- Merchant Middleman-Functional Middleman– Graphic approach – Channel Arrangement classification- Conditions for successful supply chain relationships

UNIT - III

Logistics Information System- Information functionality- Linking Logistics into an Integrated Process- Principles of logistics information- Information architecture- Application of information technologies- EDI – Personal Computers- Artificial intelligence or expert system- Communication- Bar coding and Scanning

UNIT - IV

Drivers of supply chain performance- Classification of Supply Chain Drivers- Logistical drivers- Logistical drivers- Cross functional drivers- Facilities- Components of facilities decisions- inventory's role in the Supply Chain- Role in the competitive strategy- Components of inventory decisions- Network Design- Factors influencing network design decisions- Framework for Network Design Decisions- Models for facilities location and capacity allocation -The Capacitated Plant Location Model - Location of plants and warehouses

UNIT - V

Global logistics- Importance of globalisation- Financial Deregulation-Transportation deregulation-Barriers to global logistics- Market & Competition- Financial Barriers- Distribution Channels- The global supply chain- International Logistics & Documentation- Issues in Maritime Industry affecting Global Logistics

TEXT BOOK

1. Dr. S. K Bhat - Logistics and Supply Chain Management, Himalaya Publishing House, Chennai.

REFERENCES

1. Supply Chain Management, Mohanty R.P, & Deshmukh S.G, Biztantra, New Delhi
2. Logistics and Supply Chain Management, Dr. L. Natatrajan, Margham Publications, Chennai
3. Supply Chain Management, Janat Shah, Pearson Education India

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
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UIS18E08	SERVICE MARKETING	3	1	0	4	3
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INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the concepts about service marketing	d	e			
2.	To gain the knowledge of intricacies of service marketing	d	h	m		

UNIT - I

Meaning and Definition of Services- Components of Service-The Physical product-Service product- Service Environment -Service Delivery – Characteristics of Services-Classification of Services-Differences between goods and Services- its comparison

UNIT - II

Service Design- Components- Factors to be considered in Designing Service Process-Principles of Service Design- Management model for the service design-Blue printing-stages in the preparation of a service blueprint-Strategic decisions of the service process planning-Uses of service blueprint- Process flow charts – Process layout-Types of service layout

UNIT - III

Service Marketing Mix –Characteristics of service marketing mix- Marketing mix-a blending process- Service product-The product concept- Price-Pricing objectives-Promotion- Place-People-Physical evidence- Processes

UNIT - IV

Pricing in Services – Objectives of pricing – Characteristics of services and prices – Factors affecting pricing decisions-Approaches to pricing services – Pricing strategies based on the perceived value

UNIT – V

Service Promotion – Market communication- Communication process- Steps in developing effective communication – Service communication –Advertising – Sales Promotion – Personal Selling- Direct Marketing

TEXT BOOK

1. Dr.L.Natarajan - Service Marketing , Margham publications, Chennai

REFERENCES

1. Service Marketing, Dr. R. Srinivasan, Prentice Hall of India
2. Service Marketing, C.Bhattacharya, Excel Books India

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test	Model Examination	Assignment	Attendance	Total

			II				
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
CAC18601	COMMUNICATION SKILLS	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes					
1.	To actively participate in formal discussions and manifest professional skills such as working in team, empathy, communicating appropriately and assertiveness	d	e	f	h	m	n
2.	To foster problem solving and decision making skills through case studies on work ethics, decision making, organizational behavior etc.,	d	e	f	h	m	n
3.	To build confidence to face audience and overcome stage fear with necessary training in public speaking and presentation skills	d	e	f	h	m	n
4.	To develop written business communication skills	d	e	f	h	m	n

UNIT – I

Etiquettes- social, professional, communication, dinning and grooming etiquettes

UNIT – II

Interpersonal skills- Empathy, Managing conflicts, Effective decision making

UNIT - III

Team work- Role of leader and effective leadership, Role of team members and team ethics, Case study analysis (in teams) to understand team dynamics

UNIT - IV

Professional writing- Report, Letter, Summary and e-mail

UNIT - V

Presentation skills- Importance of verbal and non-verbal communication, Body language, Use of appropriate language

REFERENCES

1. 'How to deliver a presentation' By Paul Newton; e-book
2. 'A-Z of Presentation' By Eric Garner; e-book
3. 'Emotional Intelligence' By Daniel Coleman

ASSESSMENT SCHEME CAC COURSES OFFERED TO FSH

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	2	CAC18601	E mail drafting	20 marks	100 marks
			Case study analysis	25 marks	
			Presentation	25 marks	
			Professional writing	20 marks	

			Participation	10 marks	
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