

SRM UNIVERSITY
FACULTY OF SCIENCE AND HUMANITIES

DEGREE OF UNDER GRADUATE COURSES

Bachelor Information Systems Management

REGULATIONS

SEMESTER PATTERN

(Effective from the academic year 2008 – 2009)

1. AIM OF THE COURSE

The courses strive to inculcate job-oriented value based quality education with basic knowledge in Information Technology, Accounting, Management.. At the end of the courses, the students will be well-versed with excellent standards, particularly in core subjects, blended with discipline and impart quality in co-curricular and extra curricular activities.

2. ELIGIBILITY FOR ADMISSION

Candidates for admission to the first year of the Under Graduate Degree courses shall be required to have passed the Higher Secondary Examinations (Academic or vocational Stream) conducted by the Government of Tamilnadu or an Examination accepted as equivalent.

3. ELIGIBILITY FOR THE AWARD OF DEGREE

A candidates shall be eligible for the award of the degree only if he/she has undergone the prescribed course of study in the University for a period of not less than three academic years, passed the examination all the six semesters.

A student shall be declared to be eligible for the award of any Under Graduate course provided,

- a) The student has successfully completed the course requirements and has passed all the prescribed examination in all the three years within a maximum period of 5 years reckoned from the commencement of the first year to which the candidate was admitted.
- b) No disciplinary action is appending against the student.

4. COURSE DURATION

The Duration of the course is three academic years, consist six semesters.

- a) A student admitted under regular system with Higher Secondary Certificate is ordinarily expected to complete the Under Graduate Degree Programme in 3 academic years but in any case not more than 5 years after admission to the programme.
- b) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semesters respectively.
- c) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

5. COURSE OF STUDY

The main subjects of study for Under Graduate Degree Course shall consist of the following.

1. Foundation Courses: The course shall comprise the study of,

- a) Part-I Tamil/Hindi/French/Sanskrit
- b) Part-II English

2. Core Courses :

- a) Main Subject
- b) Allied Subjects
- c) Application Oriented subjects related to the main subject of study and practical etc .if any

Structure of the Course

Paper Number	Paper Title	Lecture/Lab Hrs/Week	Exam Duration in Hr
I SEMESTER			
SHISM88101	Foundation Course : Tamil/Hindi/French/Sanskrit	05	03
SHISM88102	Foundation Course : English	05	03
SHISM88103	Financial Accounting	05	03
SHISM88104	Computer Basics	05	03
SHISM88105	PC Software Lab	05	03
SHISM88106	Business Communication	05	03
Total Hours : 30 Hrs			
II SEMESTER			
SHISM88201	Foundation Course : Tamil/Hindi/French/Sanskrit	05	03
SHISM88202	Foundation Course : English	05	03
SHISM88203	Management Principles	05	03
SHISM88204	Management Information System	05	03
SHISM88205	Internet Application Lab	05	03
SHISM88206	Business Environment	05	03
Total Hours : 30 Hrs			

III SEMESTER			
SHISM88301	Production & Materials Management	05	03
SHISM88302	Programming in C	05	03
SHISM88303	C Practical	05	03
SHISM88304	Personnel Management	05	03
SHISM88305	Banking & Financial Institutions	05	03
SHISM88306	Business Statistics & Mathematics – I	05	03
Total Hours : 30 Hrs			
IV SEMESTER			
SHISM88401	Data Base Management Systems	05	03
SHISM88402	RDBMS Practical	05	03
SHISM88403	Management Accounting	05	03
SHISM88404	Operation Research	05	03
SHISM88405	Legal Aspects of Business	05	03
SHISM88406	Business Statistics & Mathematics – II	05	03
Total Hours : 30 Hrs			
V SEMESTER			
SHISM88501	Human Resource Management	05	03
SHISM88502	Visual Basic Programming	05	03
SHISM88503	Visual Basic Practical	05	03
SHISM88504	Financial Management	05	03
SHISM88505	Organizational Psychology	05	03
SHISM88506	Marketing Management	05	03
Total Hours : 30 Hrs			
VI SEMESTER			
SHISM88601	Marketing Research	05	03
SHISM88602	Software Project Management	05	03
SHISM88603	E – Business	05	03
SHISM88604	SPSS & TALLY Accounting Package	05	03
SHISM88605	Entrepreneurial Development	05	03
SHISM88606	Project	05	Viva - Voce
Total Hours : 30 Hrs			

6. REQUIREMENTS FOR COMPLETION OF AN ACADEMIC YEAR

- a) The student who have less than 75% attendance will not be permitted to sit for the end semester examination
- b) In rare and genuine cases, a committee consisting of Pro-Vice Chancellor, Director and Dean will examine the case recommend suitably to the Vice Chancellor, who may give condonation of attendance in deserving cases.

7. PASSING MINIMUM

A candidate shall be declared to have passed in each paper / practical and Mini Project, if he / she secures not less than 40% of marks, the Internal assessment and the University examinations (External) put together, provided a minimum of 40% of marks secured in the University examination (External) and a minimum of 40% in aggregate marks in a paper / practical / and Mini Project.

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES

- a) **Core Course** (consist of (a) Main subject (b) Allied subjects (c) Application Oriented subjects related to the main subject of study and practical etc. if any).

Successful candidates passing the examinations for core courses together and securing the marks (i) 60 percent and above, (ii) below 60% percent in the aggregate shall be declared to have passed the examination in the **FIRST** and **SECOND** class respectively.

b) Ranking

Candidates who pass all the examinations prescribed for the course in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction.

9. EXAMINATION

The semester examinations will ordinarily be conducted during November and April of each academic year. All practical Examinations will be conducted by internal and external examiners appointed by the University. The maximum marks for theory will be 100 comprising 20 marks for internal assessment and 80 marks for the final theory examinations and the maximum marks for practicals will be 100 comprising 20 marks for internal assessment and 80 marks for the final practical examinations.

a) PROCEDURES FOR AWARDING MARKS FOR INTENAL ASSESSMENT

THEORY COURSES

For regularity (Scoring 80% and above attendance)	- 04 Marks
For two assignment (Equal weightage)	- 06 Marks
For two tests to be conducted (Equal weightage)	- 10 Marks

Total	- 20 Marks

PRACTICAL COURSES

For regularity and satisfaction	- 05 Marks
Completion of all Experiments prescribed for the course	- 05 Marks
For model Examination at the end of the Semester	- 10 Marks

Total	- 20 Marks

b) SCHEME OF EXAMINATION FOR THEORY (MAXIMUM 80 MARKS)

Part – A

Ten Questions to be answered 10 x 2 marks = 20 Marks
- Two questions from each unit

Part – B

Five Questions to be answered 5 * 6 marks = 30 Marks
- Two questions from each unit in either or pattern

Part – C

Three questions to be answered out of five questions 3 * 10 marks = 30 Marks
- One question from each unit

Total = 80 Marks

C) SCHEME OF EXAMINATION FOR PRACTICALS

The external examiner appointed by Controller of Examination will prepare a question paper on the spot with the help of the Internal Examiner appointed by the Head of the Institution.

10. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

- a) Candidates shall register their names for the first semester Examination after the admission in the UG Courses.
- b) Candidates shall be permitted to proceed from the first semester up to Final semester irrespective of their failure in any of the semester examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current semester subjects.

- c) Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed therefore by the University from time to time. In the other cases, due to any extraordinary circumstance such as medical grounds, such candidates who shall produce medical certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Head of the Institution, shall be permitted to proceed to the next semester and to complete the course of study. Such candidates shall have to repeat the missed semester by rejoining after completion of final semester of the course, after paying the fee for the break of study as prescribed by the university from time to time.

11. TEMPORARY BREAK OF STUDY FROM A PROGRAMME.

- a) Candidate is not normally permitted to temporarily break the study. However if a candidate intends to temporarily discontinue the programme in the middle for valid reasons (such as accident or hospitalization due to prolonged ill health) and to rejoin the programme in a later year he/she shall apply to the Head of the Institution in advance but not later than the last date for registering for the final examinations of the year in question. Such applications should be routed through the Head of the Department and the Head of the Institution stating the reasons for break of study.
- b) The candidate permitted to rejoin the programme after the break shall be governed by the rules and regulations in force at the time of rejoining.
- c) The duration specified for passing all the courses for the purpose of classification vide (clause 3) shall be increased by the period of such break of study permitted.
- d) The total period for completion of the programme reckoned from, the commencement of the first semester to which the candidate was admitted shall not exceed the maximum period specified in clause irrespective of the period of break of study in order that he/she may be eligible for the award of the degree (vide clause 3)

- e) If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as permitted 'Break of Study' and clause 10 is not applicable for this case.

12. DISCIPLINE

Every student is required to observe disciplined and decorous behavior both inside and outside the college and not to indulge in any activity which will tend to bring down the prestige of the University/College. Boys should wear decent dresses. No casual wear like T-shirts or jeans pant is permitted. Girls shall wear decent dresses like Churidars with Thuppattas and sarees.

13. REVISION OF REGULATION AND CURRICULAM

The University may from time to time revise, amend or charge the regulations, scheme of examinations and syllabi as found necessary.

14. SYLLABUS

SEMESTER – I

PAPER CODE: SHISM8103

FINANCIAL ACCOUNTING

UNIT:1

Meaning and scope of Accounting , Basic Accounting concepts & convention - objectives of Accounting – Accounting transactions – Double entry Book keeping – Journal - Ledger , Preparation of T.B – Preparation of cash book.

UNIT:2

Preparation of final A/C of a Sole Trading Concern – Adjustments – Closing stock , outstanding & prepaid items , Depreciation , provision for bad Debts , provision for Discount on Debtors , Interest on capital & drawings – Preparation of Receipts and payments A/C , Income & Expenditure A/C & B/S of Non trading organization (simple problems)

UNIT:3

Classification of errors – Rectification of errors - Preparation of Suspense A/C .
Bank Reconciliation Statement (only simple problems).

UNIT:4

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (Change in Method excluded). Insurance claims – Average cost (Loss of stock only)

UNIT:5

Single Entry – Meaning, Features, Defects, Difference between Single Entry & Double Entry System – Statement of Affairs Method – Conversion Method (Only simple problems).

REFERENCE BOOKS:

1. R.L. Gupta & V.K.Gupta - Advanced Accounting – Sultan Chand – New Delhi
2. T.S.Reddy & A.Murthy – Financial Accounting – Margham Publications – Chennai
3. Shukla & Grewal – Advanced Accounting – S Chand – New Delhi
4. Jain & Narang – Financial Accounting
5. P.C Tulsian – Financial accounting
6. S.Parathasarathy and A. Jaffarulla (Kalyan Publishers) – Financial Accounting
7. R.L. Gupta & Radhaswamy – Advanced Accounting – Volume 1

SEMESTER – I

PAPER CODE: SHISM8104

COMPUTER BASICS

UNIT : I

Introduction to Computer Systems – History Applications of Computer in Business – Types of Computers – Generation of Computers – Hardware and Software – Machine Language - Assembly Language – High Level Language – Data Representation.

UNIT : II

Concept of Micro – Mini and Mainframe Computer – Unit of a Computer – Unit of a Computer CPU – Memory unit _ Arithmetic Logic Unit Control unit – Input – Keyboard – Visual Display Terminal – Graphical Devices – Storage units – Magnetic Disk unit – Floppy Disks – Compact Disks – Printers Plotters.

UNIT : III

An overview of operation systems – signal user systems – Multi user systems – Assembler – Translator - Compiler – Different Computer Language – Computer package – Programs – steps in Developing a program – Algorithm – Flow chart – Examples.

UNIT : IV

MS_Office : (a) MS-Word (b) MS_Excel (c)Power Point (d) Out-Look (e) MS-Access.

UNIT : V

Steps involved in selection of a Computer systems – Application and Communications facilities of computers in business – Tele-Shopping – Tele –working – E-mail – Internet – E-commerce – Multimedia Applications.

TEXT BOOK :

- 1.Computer Today – Suresh K. BASANDARA – Galgotia publication private limited. 2001 editions.

REFERENCE BOOKS :

- 1.Computer Applications in Business and Management – Margham Publication – Ananthi Sheshasayee, G. Sheshasayee

PC SOFTWARE LAB

MS-WORD

1. Text Manipulations.
2. Usage of Numbering, Bullets, Footer and Headers.
3. Usage of Spell check, and Find & Replace.
4. Text Formatting.
5. Picture insertion and alignment.
6. Creation of documents, using templates.
7. Creation templates
8. Mail Merge Concepts.
9. Copying Text & Pictures from Excel.

MS-EXCEL

10. Cell Editing
11. Usage of Formulae and Built-in Functions
12. File Manipulations
13. Data Sorting (both number and alphabets)
14. Worksheet Preparation
15. Drawing Graphs
16. Usage of Auto Formatting

POWER POINT

17. Inserting Clip arts and Pictures
18. Frame movements of the above
19. Inserting of new slides
20. Preparation of Organization Charts
21. Presentation using Wizards
22. Usage of design templates

MS-ACCESS

23. Creating a table.
24. Displaying the fields.
25. Queries operation.
26. Create a report
27. Sorting.

BUSINESS COMMUNICATION

UNIT : I

Definition – Methods –Types –Principles of effective Communication-Barriers of Communicatuion- Bussiness Letter-Layout.

UNIT : II

Kinds of Business Letters: Interview –Appointment-Acknowledgement-Promotion-Enquiries-Replies-Orders-Sales-Circular-Complaints.

UNIT : III

Bank Correspondence –Insurance Correspondence-Agency Correspondence-Correspondence with Shareholders,Directors.

UNIT : IV

Reports Writing-Agenda,Minutes of Meeting –Memorandoum-Office Order-Circular –Notes.

UNIT : V

Mondern forms of Communication: Fax-e-mail –Video Conferencing-Internet-Websites and their use in Business.

REFERENCE BOOK :

1. Essentials of Business Communication – Rajendra Pal &J.S. Korlahalli
2. Communication for Bussiness - Shirley taylor
3. Business Communication Today - Bovee, Thill,Schatzman
4. Advanced BussinessCommunication - Penrose,Rasbery,Myers
5. Doing Business on the Internet - Simon Collin
6. Business Communication - Process and Product –Mary Ellen Guffey.

MANAGEMENT PRINCIPLES

UNIT : I

Introduction-Concept-Nature-Process and Significance of Management-Managerial roles and skills-Development of Management through-Classical and neo-Classical Systems-Contingency approaches : -Robert Owen,Taylor Fayol and Elton Mayo.

UNIT : II

Planning-Nature-Importance-Forms-Types- Step in Planning-Objectives-Policies-Procedures and Methods-Nature and Types of Policies-Decision Making-Process of Decision Making-Types of Decisions- Problems involved in decisions-making.

UNIT : III

Organizing-Types of Organizations(Line and Staff,Committes,Projects,Matrix)-Organizational structure-Span of control-Departmentalization-Informal Organization.

UNIT : IV

Authority-deligation-Decentralization-Difference between authority and power-Uses of Authority-Distinction between Centralization and Decentralization-Responsibility-Meaning and Functions of staffing-Nature, Purpose and Scope of Directing.

UNIT : V

Coordination-Need for Co-ordination-Types-Techniques-Distinction between Co-ordination and Co-operation-Requisites for Excellent , Co-ordination-Controlling –Meaning, Importance and Types of Control and Control Process.

TEXT BOOKS:

1. Management Principles - C. B. Guptha
2. Principles and Practices in Management - L. M. Prasad
3. Business Management - Dinakar Pagare

REFERENCE BOOKS:

1. T. C. Tripathi & OP. N. Reddy - Principles of Management.
2. Weihrich and Koontz - Essentials of Management; Tata McGraw

MANAGEMENT INFORMATION SYSTEMS

UNIT : I

Definition of Management Information System – MIS support for planning ,Organizing and controlling –Structure of MIS –Information for decision –making.

UNIT : II

Concept of system – Characteristics of System – System classification –categories of Information systems – Strategic information system and competitive advantage.

UNIT : III

Computers and Information processing – Classification of computers- Input devices – Output devices – Storage devices =Batch and online processing.
Hardware – Software .Database Management Systems.

UNIT : IV

System analysis and Design –SDLC – Role of System Analyst – Functional Information system – Personnel , production ,material marketing.

UNIT : V

Decision support System –Definition . Group Decision Support System –Business Process Outsourcing –Definition and function.

TEXT BOOK:

1. Management Information System – Dr. S. P. Rajagopalan

REFERENCE BOOKS :

1. “Management Information System”, Prentice – Hall of India – Mudick & Ross.
2. “Management Information System”,-Gordan B.Davis.
3. “Information systems Analysis and Design “-Jame A.Senn.
4. “Management Information System”, Prentice – Hall of India –Sadagopan.
5. “Management Information System”, -CSV Murthy –Himalaya publications

INTERNET APPLICATION LAB

1. Creating an E-mail ID using Yahoo.com.
2. Creating a text file and send to E –mail.
3. Downloading files, text, pictures from E-mail.
4. Checking E-mail.
5. Searching Search Engine.
6. Inserting a text file into web.
7. Composing a E-mail.
8. Sending a group of members to different user
9. Chatting.

BUSINESS ENVIRONMENT

UNIT : I

Business Environment : Meaning – Various Environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International Environment.

UNIT : II

Business and Culture : Culture – Elements of culture – Impact of foreign culture – Traditional values and its impact – Change and resistance to change – Caste and communities – Linguistic and Religious groups – Joint Family system.

UNIT : III

Business and Society : Social responsibilities of Business – Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government - Business Ethics – Population – Demographic pattern changes – Standard of living – Urbanisation – Migration.

UNIT : IV

Business and Government : State Regulations of business – Industrial Licensing policy – Technology – Indigenous Technology – Import of Technology – Import of Technological changes of business.

UNIT : V

Economic system : Socialism – Capitalism – Mixed Economy – Their impact of Business – Public sector, private sector, joint sector – Objectives, Growth, achievements and Failures of public sector in India.

TEXT BOOK :

1. Business Environment – Francis Cherunilum

REFERENCE BOOKS :

1. Essentials of Business Environments - K. Aswathappa, Himalaya publishing House
2. Business and Society – Lokanathan and Lakshmirajan, Emerald Publishers.
3. Economic Environment of Business – M. Adikary, Sultan Chand & Sons.
4. Business Environment – Raj Agarwal.

PRODUCTION & MATERIALS MANAGEMENT

UNIT I

Production system – Introduction – Production –Productivity – Production management – Objectives – Functions – Scope – Relationship with other functional areas.

UNIT II

Production planning and control – Routing and scheduling – Dispatching – Maintenance management – Types of maintenance – Breakdown – Preventive – Routine – Maintenance scheduling.

UNIT III

Work and method study – Importance of work study – Work study procedures – Time study – Human considerations in work study – Introduction to method study – Objectives of method study – Steps involved in method study.

UNIT IV

Materials management - Definition and function – Importance of materials management.

Integrated materials management – The concept – Service function advantages – Inventory control – Function of inventory - Importance – Replenishment stock – Material demand forecasting – MRP – Basis tolls – Inventory control – ABC – VED –FSN analysis – Inventory control of spares and slow moving items – EOQ – EBQ – Stores planning.

UNIT V

Store keeping and materials handling – Objectives – Function – Store keeping – Stores responsibilities – Location of store house – Centralized store room – Equipment – Security measures – Protection and prevention of stores.

TEXT BOOKS

1. Material Management - Varma

REFERENCE BOOKS:

1. Muhdnan – Productions and operations management – Macmillan.
2. Dutta – Integrated materials management
3. Veb – Materials management.
4. England & Leenders – Purchasing and materials management
5. Varma – Materials Management.
6. Gupta & Sarma - Mgt of System – Macmillan India Ltd.

PROGRAMMING IN C

UNIT I

C fundamentals – Character set – Identifier and keywords – Data types – Constants – variables – Declaration – Expressions – Statements – Operators -Arithmetic, Unary, relations, Logical, Assignment and conditional Library functions.

UNIT II

Input/Output functions – Simple C programs – Flow of control – Control structures – Switch, break, continue, goto statements – Comma operator

UNIT III

Functions – Defining, accessing functions – Function prototypes – Passing arguments – recursion – Storage classes

UNIT IV

Arrays – Definition and processing- Passing arrays to function – Multidimensional arrays – Arrays and string – Structures – Pointers – Declaration, Operations on pointers, Passing pointers to functions, Pointers and arrays

UNIT V

Introduction to files – Basic concepts of Object Oriented Programming- Classes and Objects

Recommended Texts

1. Yashavant Kanetkar, Let Us C, 3rd Edition, BPB Publications
2. E.Balagurusamy, 1995, Object- Oriented programming with C++, Tata McGraw – Hill Publishing company Limited
3. Yashavant Kanetkar , Let us C++, 1st Edition, BPB Publications
4. Ananthi Sheshasaayee, G.Sheshasaayee, 2004, Programming Language with C, 2nd Edition, Margham Publications, Chennai

Reference Books

1. Byron Gottfried, 1999, Programming with C, Schaum's outline, 2nd Edition, Tata McGraw Hill Edition, New Delhi
2. Ashok. N.Kamthane, 2002, Programming with ANSI and TURBO C, 1st Edition, Pearson Education (Singapore) Pte Lts.,
3. IRA POHL, 2003, Object-Oriented Programming Using C++, 2nd Edition, Pearson Education (Singapore) Pte. Ltd

e-Learning

<http://directory.google.com/Top/Computers/Programming/Languages/C++/>

http://www.daniweb.com/techtalkforums/forum8.html?gclid=CJXEzOvQ7IICFRiXGgod_hC_Crg

<http://www.programmersheaven.com/zone3/index.htm>

<http://msdn.microsoft.com>

<http://www.cminusminus.org/>

CORE PAPER VII - C PRACTICALS

1. To find max and min of numbers
2. To generate Fibonacci series
3. n_p and n_c
4. Matrix addition and subtraction
5. Transpose of a Matrix
6. Sorting – Bubble Sort
7. Reverse a string and check for palindrome
8. Counting the number of vowels, consonants , words and white spaces in a line of text
9. Linear Search
10. Binary Search
11. Illustration of Classes and Object Concept.

PERSONNEL MANAGEMENT

UNIT I - PERSONNEL FUNCTION

Introduction - Nature, Significance, scope and challenge of personnel management – Organisation of personnel Department and its functions – Human resource development systems – Personnel Management Environment in India – Place and Functions of Personnel Manager – Systems approach to personnel management.

UNIT II - SELECTION MOTIVATION AND APPRAISAL

Personnel Planning, Selection – Development and Growth.

Personnel Planning and Selection – Manpower Planning, Counselling, Job testing and Job analysis, Job evaluation and merit rating - Recruitment, Selection and induction – Staff Training and Development – Career Planning – Promotion, Demotion, "Transfers. Motivation and Productivity – Employees performance Monitoring and appraisal –Management by objectives.

UNIT III - COMPENSATION PLANNING

Economic back ground and employee – Compensation : Various Theories –Wage payment system – Incentives : Profit sharing, Bonus issues, Social Security and Welfare measures – law and rules governing employee benefits and welfare measures, Compensation.

UNIT IV - MANAGING INDUSTRIAL RELATIONS

Regulatory mechanisms guiding industrial relations – Employee discipline –Personnel Problems – Discipline Turnover – Absenteeism : Morale, Health and Safety –Developing Co-operation – Management of Change, Suspension – Dismissal & Retrenchment – Employee Grievance Handling.

UNIT V - UNIONS AND MANAGEMENT

Trade Unions – Trade Unions and Employers organisation – Role, concept, growth – Obstacles to trade union movement – Collective bargaining - Industrial Democracy and Workers Participationsⁱⁿ Management.

TEXT BOOKS

I

1. C.B. Memoria – Personnels Management

REFERENCE BOOKS:

1. Megginsen L.C. Personnel and Human Resources Administration.
2. Filifx E.D. Principles of Personnel Management

BANKING AND FINANCIAL INSTITUTIONS

UNIT I

Clarification and types of Banks in India functions of Banks and law relating to Banking - Banking Regulations Act – RBI act and functions of **RBI**

UNIT II

Main services of Banks: Acceptance of Deposits and lending,
Deposits: Types of Deposits, Marketing of various deposits, Cost of deposits for the Bank, suitable and equitable mix of Time and Demand liabilities (ie) – of deposits.

UNIT III

Advances: Appraisal of loan proposals – Financial, Technical, Commercial, Managerial - Periodical inspection of securities / hypothecation - Follow-up and Recovery. LCS - Guarantees, Deferred payment, guarantee, co-acceptance, Development risk in case of failure

UNIT IV

Remittance of funds by DD, MT, TT, Collection and clearing functions – MICR Cheques, currency chest – Safe custody of items, Lockers, Executor and Trustee functions - Credit card - ATMs.

UNIT V

Role of financial Institutions in the Economic Scene - Various types of central and state level financial Institutions, organization and status – Development of Financial Institutions.

TEXT Books

1. IBanking Theory – Law and Practice – K.P.M. Sundaram Vaishney, Sultan Chand & Sons.
2. Banking and Financial system - B. Santhanam

REFERENCE BOOKS:

1. Finance for Small Scale Industries – C.P. Rao
2. Industrial Finance – Francis Cherunilam Himalaya House.
3. Monetary Economics – M.L. SETH Lakshmi Narain Publishers, Agra.
4. Money, Banking and International Trade – M.C. Vaish Wiley Eastern
5. Financial Management Theory and Practice – Prasanna Chandra, TMH.

BUSINESS STATISTICS AND MATHEMATICS - I

UNIT-I

Introduction –Meaning and definition of statistics-Collection and tabulation of statistical data –Presentation of statistical data –Graphs and diagrams.

UNIT-II

Measures of central tendency –Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT-III

Measures of variation –Standard deviation, mean deviation –Quartile deviation -Skew ness and Kurtosis – Lorenz curve. Simple Correlation – Scatter diagram – Karl Pearson’s correlation – Rank Correlations- Regression

UNIT – IV

Analysis of Time Series – Methods of measuring trend and seasonal variations – Index numbers – Consumers price index and cost of living indices

UNIT - V

Sampling procedures – Simple, stratified and systematic
Hypothesis testing – Fundamental ideas – Large samples test – Small sample test - t, F, Chi-square (without proof) – Simple application.

Recommended Texts

1. P.R Vittal, Business Mathematics & Statistics
2. S.C.Gupta and V.K.Kapoor

Reference Books

1. R.S.N Pillai & V. Bagavathi, 2005, Statistics, 32 Ed, S. Chand & Company Ltd, New Delhi.
2. P.R Vittal, 2004, Business Mathematics & Statistics, 6th Ed, Margham Publications, Ch-17.
3. Jhon.E.Freund, 1999, Mathematical Statistics, 5th, Prentice-Hall Of India, New Delhi.
4. James, L.Kenkel, -, Introductory Statistics For Management & Economics, 4th, Duxbury Press.
5. Frederick. E.Croxton, Dudley.J.Cowden, Sidney Klein, 1971, Applied General Statistics, 3rd, Prentice Hall Of India, Delhi.

WEB SITES

1. <http://www.statistic.com>
2. <http://www.home.ubatt.edu/intsbarsh/business.stat/opre504.htm>
3. <http://www.2.gsu.edu/dscbms/ibs/qcontent.html>
4. <http://www.statoft.com/textbook/stathome.html>

DATABASE MANAGEMENT SYSTEMS

UNIT I

Purpose of Database Systems – Overall System Structure – Entity Relationship Model – Mapping Constraints – Primary Key – Foreign Keys – ER Diagrams

UNIT II

Relational Model: Structure – Formal Query Languages – SQL – DDL – DML – DCL

UNIT III

Relational Database Design: Pitfalls – Normalization using Functional Dependencies – Decomposition – Third Normal Form

UNIT IV

PL/SQL: Approach and Advantages – PL/SQL blocks – Variables – Manipulating Data – Procedural Constructs – Exception handling – Program Units in Oracle Forms – PL/SQL Editor

UNIT V:

Database Admin – Development Stages – Application Types – Backup and Recovery – Security and Privacy

Prescribed Text Books

1. Silberschatz Korth Sudarshan 1988 Database System Concepts, 4th Edition, McGraw – Hill
2. Fred R. McFadden Jeffery A. Hoffer Mary B.Prescott – 1999 Modern Database Management – 5th Edition Pearson Education Asia
3. Albert Lulushi – 1997 - Developing Oracle Forms Applications –Prentice – Hall.

Reference Text Books

1. C.J.Date, 2000, An Introduction to Database System, 7th Edition, Addison Wesley
2. Gerry M. Litton, 1987, Introduction to Database System- A Practical Approach, S. Chand, India
3. Ivan Bayross, 1997, Commercial Application Development using Oracle Developer 2000, BPB Publication.
4. Ivan Bayross, SQL , PL/SQL- Programming Language of Oracle, 2nd Edition, BPB Publication.

e-Learning resources

1. <http://www-db.stanford.edu/~ullman/fcdb/oracle.html>
2. <http://databases.about.com/od/specificproducts/a/normalization.htm>
3. <http://www.datamodel.org/NormalizationRules.html>
4. <http://www.aduni.org/courses/databases/>
5. <http://www.sims.berkeley.edu/courses/is202/f98/Lecture12/sld001.htm>

RDBMS-ORACLE PRACTICAL

1. Exception Handling – User Defined and Built-In
2. Using Cursors
3. Accepting Input from the User
4. Creating Procedure and Function
5. Creating Database Trigger

MANAGEMENT ACCOUNTING

UNIT I

Management accounting -Meaning, nature, scope and functions. need, importance and limitations -Management Accounting vs. Cost Accounting . Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretations of financial statements- Nature, objectives, essentials and tools. Methods-Comparative Statements, Common Size statement and Trend analysis..

UNIT III

Ratio Analysis- Interpretation, benefits and limitations. Classification of ratios-liquidity, profitability, turnover, capital structure and coverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Marginal costing (excluding decision making) absorption costing and marginal costing – CVP analysis.

Recommended Books

1. SN Maheshwari , Management Accounting Sultan Chand & Sons, 10th Edition
2. RSN Pillai & Bagarvati,2001 Edition, Management Accounting S Chand& Co Ltd, New Delhi

Reference Books

1. Horngren Sunderu Stratton, Introduction to Management Accounting 12th Edition, Pearson Education

Websites and E-Learning Resources

<http://courses.essex.ac.uk/ac/ac212>

<http://courses.essex.ac.uk/ac/ac202>

OPERATIONS RESEARCH

UNIT I

Introduction to OR- Meaning & scope-characteristics-models in OR.
LPP-formulation-graphical method–Simplex method application in business- merits & demerits.

UNIT II

Transportation model-basic feasible solution -formulation, Solving a TP.Assignment models-
Formulation-solution

UNIT III

Net Work analysis-work break down analysis- Construction-numbering of event.
Time calculation-critical path, slack, float-application.

UNIT IV

Queuing models-elements of queuing system-characteristics of queuing model
Formula for single channel system (no proof)-Elementary ideas of different models-
Application-Simple problems.

UNIT V

Decision theory-Statement of Baye’s theorem-application. Probability-decision trees.
Game theory meaning and Characteristics-Saddle point -Dominance property
Different methods of solving game theory problems (no LPP).

Recommended books:

1. P.R Vittal & V.Malini, 2004, Operations Research, 2nd Ed, Margham Publications, Chennai-17.
2. P.K.Gupta & Man Mohan, 2002, Problems In Operations Research, 9th Ed, Sultan Chand & Sons, New Delhi.
3. V.K.Kapoor, 1995, Introduction To Operations Research, 5th Ed, Sultan Chand & Sons, New Delhi

Reference books:

1. Anand Sharma, 2005, Operations Research, 2nd Ed, Himalaya Publishing House, Mumbai.
2. Prem Kumar Gupta & D.S.Hira, 2005, Operations Research, 20th Ed, S.Chand And Company Ltd., New Delhi.
3. Handy A Taha, 2000, Operations Research- An Introduction, 6th Ed, Prentice Hall Of India, New Delhi.
4. Ravindran, Phillips And Solberg, 2000, Operations Research-Principles And Practices, 2nd Ed, John Wiley & Sons, New York.
5. Alexander S Belenty, Operations Research In Transportation Systems, Kluwer Academy Publishers, Netherlands.
6. James Rodgem, Rea's Problem Solvers, Operations Research, USA.

Websites

1. [http://www.providence.edu/mcs/rbg/mba/\(ppt\)](http://www.providence.edu/mcs/rbg/mba/(ppt))
2. <http://www.home.ubalt.edu/ntsbarsh/opre640online/html>.
3. <http://www.online-degrees-source.com/online-business-operations-courses.html>.

LEGAL ASPECTS OF BUSINESS

UNIT I

Introduction and Meaning – Law of contract – Discharge of Contract

UNIT II

Quasi contract – Special Contracts – Bailment & Pledge

UNIT III

Sale of Goods Act – Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Shares.

UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – WTO – Information Technology Agreement ITA.

TEXT BOOKS

1. Sreenivasan MR – Business Law
2. Kapoor ND – Business Law
3. Kapoor ND – Elements of Mercantile Law

REFERENCE BOOKS:

1. Saravanavel P. Alam, S.B. Business Law
2. Aswathappa – Principles of Business Law
3. Corne – Case Book on Business Law
4. Saravanavel & Alam – Company Law
5. Gulson SS and Kapoor GK – Handbook of Business Law

BUSINESS STATISTICS AND MATHEMATICS - II

UNIT-I

Theory of sets & set operations - Relations and functions of sets.

UNIT-II

Elements of co-ordinate systems – Slope intercept forms of equations of straight lines.

UNIT-III

Matrices – Fundamental idea about matrices and their operational rules -- Simple Matrix transformations -- Inversion of a square matrix of not more than 3rd order.

UNIT –IV

Basics of calculus - Differentiation: meaning and rules of various orders of Derivatives – Maxima and Minima – Point of inflexion -Simple application. Integration: meaning and rules of integration –Definite and indefinite integration (Except trigonometric functions) – Integration by substitution & By parts- simple application.

UNIT –V

Mathematics for finance –Simple and compound interest –Discount and present values.

Recommended Texts

1. P.R.Vittal, Business Mathematics And Statistics
2. Sancheti & V.K.Kapoor, Business Mathematics

Reference Books

1. V.K.Kapoor, 1994, Problems And Solutions In Business Mathematics, 5th Ed, Sultan Chand & Sons
2. P.R.Vittal, 2004, Business Mathematics And Statistics, 6th Ed, Margham Publications, Chennai-17
3. F.M.Wilks, 1994, Mathematics For Business, Finance And Economics, 1st Ed, Rontledge, London And Newyork.
4. Charles Miller, -----, Business Mathematics, 8th Ed, Addison Wesley Longman, Inc.

Website

<http://domino.swin.edu.au/cd31.nsf>

E-Learning

<http://www.mathbusiness.com/bm8/index.htm>

HUMAN RESOURCE MANAGEMENT

UNIT I

Nature and scope of Human Resources Management - Differences between personnel management and HRM – Environment of HRM- Human resource planning – Recruitment- Selection – Methods of Selection – Uses of various tests- interview techniques in selection and placement.

UNIT II

Induction- Training – Methods- Techniques- Identification of the training needs- Training and Development. – Performance appraisal - Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives –Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions- Forms of collective bargaining –Workers’ participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature- Benefits – Scope- Approaches

Recommended Texts

1. K.Aswathappa, Human Resource and Personnel Management,2005, 4th Edition, Tata Mcgraw Hill Publication Co. Ltd., New Delhi – 8.
2. L.M. Prasad, Human Resource Management,2001, 1st Edition, Sultan Chand & Sons, New Delhi – 2.

Reference Books

1. Gary Dessler, Human Resource Management,2000,8th Edition, PrenticeHall International Education.
2. Edwin Flippo, Personnel Management, 1995, 6th Edition, Tata Mcgraw Hill Publication, New Delhi – 8.
3. J.Jayasankar, Human Resource Management, 2004, 1st Edition, Margham Publications, Chennai – 17.
4. P.G. Aquinas, Human Resource Management – Principles and Practice,2005, 1st Edition, UBS Publisher’s Distribution Pvt Ltd., New Delhi – 2.

Website, e-learning resources

1. www.shrm.org (Resource Centre)
2. www.scmhrd.edu (Resource Centre)
3. www.ahrd.org (Resource Centre)

VISUAL BASIC PROGRAMMING

UNIT I

Data Types – String – Numbers – Variables – Text boxes – Labels _ Creating controls – Tool box Name property Command button – Access Keys – Image Controls \message Boxes Grid Editing tools.

UNIT II

Displaying Information –Determinate Loops – Indeterminate Loops – Conditional Built in Functions – Customizing a Form – Writing Simple programs.

UNIT III

Functions and procedures - Lists –Arrays – Control Arrays – Combo Boxes – Grid Control – Do Events and Sub Main

UNIT IV

Error Trapping – Event Handling – Module – Monitoring Mouse Activity – Dialog Boxes – Common Controls – Menus

UNIT V

Error Trapping – MDI Forms – Database Connectivity using Data Control and DAO.

Recommended Texts

1. Noel Jerke - 1999 - Visual Basic 6 – The Complete Reference — Tata McGraw Hill 1999.
2. Gary Cornell - 1999 - Visual Basic from the Ground Up — Tata Mc Graw Hill 1999

Reference Books

1. Wallace Wang –1998 - Visual Basic 6.0 for Dummies.- IDG Books Worldwide Inc -
2. Deital & Deital – 1999 – Visual Studio Series – Visual Basic 6 - Pearson Education Asia,
3. John Smiley – 2002 - Learn to Program VB Object – Muska and Lipman Publications, India

E-Learning

<http://visualbasic.about.com/>

<http://www.vbcode.com/>

<http://www.programmersheaven.com/zone1/index.htm>

<http://msdn.microsoft.com>

<http://visualbasic.ittoolbox.com/>

VISUAL BASIC PRACTICALS

1. Payroll Processing
2. Inventory Management
3. E - Banking
4. Work Flow Applications
5. Electricity Bill

FINANCIAL MANAGEMENT

UNIT I

Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statement – Tools for analysis and interpretation.

UNIT II

Financial planning and control – Break – even analysis – Operating leverage – Cost – Volume – Profit Analysis

UNIT III

Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings.

UNIT IV

Capital structure decision of the firm – Composition and sources of long – Term funds – Financial leverage – Factors determining funds requirements.

UNIT V

Financial Information systems.

TEXT BOOKS

1. Financial Management - Prasanna Chandra
2. Khan and Jain - Financial Management

REFERENCE BOOKS:

1. Pendely I. M - Financial Management
2. Vanhorne - Fundamentals of Financial Management

ORGANISATIONAL PSYCHOLOGY

UNIT I

Need and scope of Organizational behavior – Theories of organization –Individual difference Vs Group intelligence tests – Measurement of intelligence –Personality Tests – Nature – Types and uses of perception.

UNIT II

Motivation – Financial and non – Financial motivational techniques – Job satisfaction – meaning – Factors – Theories – Measurement – Morale – Importance – Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment – Good house keeping practices – Design of work place –Fatigue – Causes and prevention and their importance – Leadership – Types and theories of leadership.

UNIT IV

Group dynamics – Cohesiveness – Co-operation – Competition – Conflict – Resolution – Sociometry – Group norms – Role, position, status.

UNIT V

Organizational culture and climate – Organizational effectiveness –Organizational Development Counseling and guidance – Importance of counselor –Types of counseling – Information needed for counseling

TEXT BOOKS

1. L.M. Prasad – Organisational Behaviour

REFERENCE BOOKS:

1. Arnold – Work Psychology
2. Blum M.L. Industrial Psychology and its social foundation
3. Hippo Organiza Tonal Behavior
4. Hersey Biancha d – Introduction to Organizational Behavior

MARKETING MANAGEMENT

UNIT I

Fundamentals of marketing – Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behaviour

Market segmentation – Need and basis of Segmentation – Targeting – positioning.

UNIT III

Sales Forecasting – Various methods of sales Forecasting
The Product – Characteristics – benefits – classifications – consumer goods – industrial goods – New Product Development process - Product Life Cycle – Branding –Packaging.

UNIT IV

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures.
Physical Distribution: Importance - Various kinds of marketing channels – distribution problems.
Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising – Publicity – Public Relations –Personal Selling – Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.

Reference Books

1. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
2. Rajan Nair, 1998, Marketing, second edition, Sultan Chand, Delhi.
3. Mason, J. Barry, Hazel .F. Ezell, 1993, Marketing Management , Prentice Hall College, U.S.A.
4. Gary Armstrong & Philip Kotler, 2003, Marketing –An Introduction, sixth edition, Pearson Education (Singapore) Pte Ltd, New Delhi.

Website, e-learning resources

- a. www.en.wikipedia.org
- b. www.marketing

MARKETING RESEARCH

UNIT I:

Introduction – Definition of Marketing Research – Nature and Scope – Marketing Research as aid to rational decision-making.
Marketing Research Methodology

UNIT II:

Sampling techniques – Random – Stratified – Area – Quota – Questionnaire – Interview techniques – Interviewing skills on the part of investigator.

UNIT III:

Motivation Research – Product Research

UNIT IV:

Consumer Survey - Sales Control Research

UNIT V:

Media Research – Various Techniques – Measuring advertising effectiveness – Analysis and reporting research findings to the management.

Recommended text

1. D D Sharma- 1995-Marketing Research Principles, Application and Cases- Sultan Chand Publications-New Delhi
2. Suja R Nair- 2003-Marketing Research-Himalaya Publications-New Delhi

References:

1. C R Kothari-1990-Research Methodology Methods and Techniques- Second Edition- Wishwa Prakasham Publications-New Delhi
2. G C Beri-1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication-New Delhi
3. Harper .W.Boyd.Jr.Ralph Westfall Stanely F.Stasch- 1996-Marketing Research Text and Cases-7th Edition-AITBS publication-New Delhi

Web sites and e-learning resource centers:

1. <http://www.quickmba.com/marketing/research>
2. <http://www.knowthis.com/research.htm>
3. <http://www.fao.org/aocrep/w3241f/w3241e02.htm>
4. www.marketresearch.com
5. www.wisegeek.com

SOFTWARE PROJECT MANAGEMENT

UNIT I

Introduction – Defining a software development process – Process – Identify the software model – Activities – Relationship among activities – document information on each activity – Tailoring – improving the process – Discipline –Need for – Implementing discipline - Personality Traits – Management Tools.

UNIT II

Project Planning – Top down and bottom up planning – Types of activity - Duration – Critical path

UNIT III

Project Tracking: Overview of project process-tracking tracking meetings – Recovery plans

UNIT IV

Product requirements and specifications – Product requirements – Objectives – Customer problem solving – Specification –Final product - Testing

UNIT V

Software Quality Assurance: Software quality and software quality assurance –Software reviews –Formal technical reviews –Software quality – Formal approaches to SQA – Software reliability – A software quality assurance approach

Recommended Texts

1. Neil Whitten – Managing Software Development Projects for Success – John Wiley & Sons
2. Nina S. Godbole – 2004 – Software Quality Assurance Principles and Practices – Narosa Publishing House

Reference Books

1. Walker Royce – Software Project Management – Pearson Education (Singapore) Pte. Ltd., - 1998
2. Darrel Ince and Adam Freeman – An Introduction to Software Quality Assurance and its Implementations – McGraw Hill Publications

E-Learning resources

<http://www.pages.drexel.edu/~rjc29/>

<http://www.softwareprojects.org/>

<http://www.aceproject.com/>

<http://www.commerce-database.com/software-development.htm>

E – BUSINESS

UNIT I

Introduction to electronic business – meaning – value chains – the Internet and the web – infrastructure for e – business

UNIT II

Web based tools for e- business – e – business software – overview of packages

UNIT III

Security threats to e- business – implementing security for e – commerce and electronic payment systems.

UNIT IV

Strategies for marketing, sales and promotion – B2C and strategies for purchasing and support activities – B2B – web auction virtual- web portals

UNIT V

The environment of e- business – international – legal – ethical – tax issues – business plan for implementing e- business

Recommended Texts

1. Gary P Schneider, James . T Perry - 2001 – Electronic Commerce – Course Technology 2001
2. Kalakota & Whinston – 1999 - Frontier of Electronic Commerce – Addison Wesley Longman Inc.

Reference Books

1. Kamlesh.K.Bajaj, Debjani Nag – 1999 – E-Commerce – The Cutting Edge of Business – Tata McGraw Hill Publication 199
2. Napier, Judd, River, Wagnet – 2001 – Creating a Winning E-Business – Vikas Publishing House 2001
3. Kenneth C.Laudon, Carol Guercio Traver – 2003 - E-commerce- business, technology, society – Pearson Education (Singaport) Pte. Ltd

Websites

<http://www.cio.com/enterprise/ebusiness/>
<http://www.businesschambers.com/sh.cfm?sq=E%20Business>

E-Resources

<http://ebusiness.com/>

SEMESTER – VI

PAPER CODE: SHISM8604

STATISTICAL & ACCOUNTING APPLICATION PACKAGE

(Lab Based Practical Paper)

Computerized Accounting-Tally Accounting Software

SPSS – Statistical Package for Social Sciences

ENTREPRENEURIAL DEVELOPMENT

UNIT I

Concept of Entrepreneurship

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

UNIT II

Entrepreneurial Development - Agencies

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

UNIT III

Project Management

Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report Tools of Appraisal.

UNIT IV

Entrepreneurial Development Programmes (EDP) - Their role, relevance, and achievements - Role of Government in organizing EDPs - Critical evaluation

UNIT V

Economic development and entrepreneurial growth

Role of entrepreneur in economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play Geographic Concentration, Franchising/Dealership - Development of Women Entrepreneurship.

Recommended Texts

1. Dr. C.B. Gupta, Dr. N.P.Srinivasan, 2000, Entrepreneurship Development In India, Sultan Chand & Sons Educational Publishers, New Delhi.
2. Dr. Jayashree Suresh, 2005, Entrepreneurial Development, 3rd Edition, Margham Publications, Chennai - 17

Reference Books:

1. Saravanavel. 1987. Entrepreneurial Development. 2nd Edition. Ess Pee Kay. Chennai.
2. Vasant Desai. 2002. Dynamics of Entrepreneurial Development & Management. 9th Edition. Himalaya Publishing House. Mumbai
3. Holt. 2001 Entrepreneurship - New Venture Creation. 5th Edition. Prentice Hall of India Pvt. Ltd. New Delhi.

Websites:

1. www.ediindia.org
2. www.wisegeek.com
3. www.nstedb.com

Project

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the department has to certify the same and submit to the university 15 days prior to the commencement of the University examinations.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Project report shall carry 75 marks and Viva – Voce examination 25 marks.

Those who fail in the project work will have to redo the project work and submit to the department for external examination by the University.