

**SRM UNIVERSITY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**



SRM
UNIVERSITY
(Under section 3 of UGC Act 1956)

**PROGRAMME
B.COM – INFORMATION SYSTEM MANAGEMENT**

**SEMESTER SYSTEM
CURRICULAM AND SYLLABI
ACADEMIC YEAR 2014-2015 ONWARDS**

SRM UNIVERSITY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
SYLLABUS FOR B.Com (Information System and Management)
From Academic Year 2014-2015

1st Semester

SI.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
1	Part -1	Language	ULT14101	Tamil - I	3	2	0	5	3
			ULH14101	Hindi - I					
			ULF14101	French - I					
2	Part -2		ULE14101	English - I	3	2	0	5	3
3	Part-3	Core-1	UIS14101	Financial Accounting –I	4	1	0	5	4
4		Core-2	UIS14102	Principles of Management	4	1	0	5	4
5		Core -3	UIS14103	Business Communication	3	1	0	4	4
6		Allied-1	UIS14104	Managerial Economics	3	1	0	4	4
7	Part-4		CDC14101	Communication Skill	2	0	0	2	2
TOTAL					22	8	0	30	24

2nd semester

SI.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
1	Part -1	Language	ULT14201	Tamil – II	3	2	0	5	3
			ULH14201	Hindi – II					
			ULF14201	French -II					
2	Part -2		ULE14201	English - II	3	2	0	5	3
3	Part-3	Core - 4	UIS14201	Financial Accounting -II	4	1	0	5	4
4		Core - 5	UIS14202	Banking and Insurance Services	4	1	0	5	4
5		Core - 6	UIS14203	Management	3	1	0	4	4

				Information System – Theory					
6		Allied-2	UIS14204	Office Automation – Lab	0	0	4	4	2
7	Part-4		CDC14201	Soft Skills	1	0	0	1	1
			UES 14201	Environmental Studies	1	0	0	1	2
8	Part-5	Extension Activities	UNS14201	NSS	0	0	0	0	1
			UNC14201	NCC					
TOTAL					19	7	4	30	24

3rd semester

Sl.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
1	Part-3	Core-7	UIS14301	Cost Accounting	4	1	0	5	4
2		Core-8	UIS14302	Business Law	4	1	0	5	4
3		Core-9	UIS14303	Internet Concepts - Theory	4	1	0	5	4
4		Core-10	UIS14304	Internet Concepts – Lab	0	0	4	4	2
5		Allied-3	UIS14305	Business Statistics – I	4	1	0	5	4
6		Elective-1	UIS14E01	Customer Relationship Management	3	1	0	4	
			UIS14E02	Organisational Behaviour					
7	Part-4		CDC14301	Verbal Aptitude	1	0	3	1	1
			UVE14301	Value Education	1	0		1	1
			UYG14301	YOGA					
TOTAL					21	5	4	30	23

4th semester

Sl.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
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1	Part-3	Core-11	UIS14401	Management Accounting	4	1	0	5	4
2		Core-12	UIS14402	Operations Management	4	1	0	5	4
3		Core-13	UIS14403	Data Base Management System-Theory	4	1	0	5	4
4		Core-14	UIS14404	Data Base Management System – Lab	0	0	4	4	2
5		Allied-4	UIS14405	Business Statistics – II	4	1	0	5	4
6		Elective-2	UIS14E03	Human Resource Management	3	1	0	4	3
			UIS14E04	Consumer Behaviour					
7	Part-4		CDC14401	Quantitative aptitude and logical reasoning – I	2	0	0	2	2
TOTAL					21	5	4	30	23

5th semester

Sl.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
1	Part-3	Core-15	UIS14501	Practical Auditing	4	1	0	5	4
2		Core-16	UIS14502	Total Quality Management	4	1	0	5	4
3		Core-17	UIS14503	Financial Management	4	1	0	5	4
4		Core-18	UIS14504	Enterprise Resource Planning – Theory	4	1	0	5	4
5		Core-19	UIS14505	Computer Applications in Accounting- Lab	0	0	4	4	2
6		Elective-3	UIS14E05	Computerised Stock Exchange Management	3	1	0	4	3
			UIS14E06	Business Ethics and Values					
7	Part-4		CDC14501	Quantitative aptitude and logical reasoning – II	2	0	0	2	2
TOTAL					21	5	4	30	23

6th semester

Sl.No.			Subject Code	Subject Title	L	T	P	Total of LTP	C
1	Part-3	Core-20	UIS14601	Cyber law	4	1	0	5	4
2		Core-21	UIS14602	Entrepreneurial Development Programme	4	1	0	5	4

3		Core-22	UIS14603	Multimedia and Its Application – Theory	4	1	0	5	4
4		Core-23	UIS14604	Multimedia and Its Application – Lab	0	0	4	4	2
5		Core-24	UIS14605	Project Work	4	1	0	5	4
6		Elective-4	UIS14E08	Advertising and Sales Promotion	3	1	0	4	3
			UIS14E10	Securities Analysis and Portfolio Management					
7	Part-4		UHR14601	Human Rights & Professional Ethics	2	0	0	2	2
TOTAL					21	5	4	30	23

SRM UNIVERSITY
FACULTY OF SCIENCE AND HUMANITIES
SCHOOL OF COMMERCE AND ECONOMICS
DETAILS OF COMMON SUBJECTS IN COMMERCE STREAM

S.N O	SUBJECT TITLE	Department of Commerce			
		Semester Details			
		GEN	A&F	CS	ISM
1	Financial Accounting - I	I	I	I	I
2	Principles of Management	I	I	I	I
3	Business Communication	I	I	I	I
4	Managerial Economics	I(A)	I(A)	I(A)	I(A)
5	Financial Accounting - II	II	II	II	II
6	Banking and Insurance Services	II			II
7	Principles of Marketing	II(SB)			
8	Indian Economy	II(A)	II(A)	II A)	
9	Corporate Accounting -1	III			
10	Business Law	III			III
11	Human Resource Management	III	IV	III	IV(Elec)
12	Advertisement and Sales Management	III(SB)			VI(Elec)
13	Business Statistics - I	III(A)	III(A)	III(A)	III(A)
14	Business Environment	III(Elec)	II		
15	Consumer Behaviour	III(Elec)			IV(Elec)
16	Corporate Accounting -2	IV			
17	Company Law	IV			
18	Practical Auditing	IV	V (Ele)	VI	V
19	Retail Management	IV(SB)			
20	Business Statistics - II	IV(A)	IV A	IV(A)	IV(A)
21	Customer Relationship Management	IV(Elec)			III(Elec)
22	Organisational Behaviour	IV(Elec)	IV (Elec)		III(Elec)

23	Cost Accounting	V			III
24	Income Tax Law and Practice -1	V	V	V	
25	Financial Management	V	V		V
26	Research Methodology	V	V	V	
27	Computer Applications in Accounting - Lab	V	V	V	V
28	Production Planning and Control	V(Elec)			
29	Security Analysis and Portfolio Management	V(Elec)			VI(Elec)
30	Management Accounting	VI			IV
31	Income Tax Law and Practice -2	VI	VI	VI	
32	Entrepreneurial Development Programme	VI			VI
33	Internet Concepts - Lab	VI	VI	VI	III
34	Project Work	VI	VI	VI	VI
35	Operation Research	VI(Elec)			
36	Computerised Stock Exchange Management	VI(Elec)			V(Elec)
37	Management Information System				II
38	Office Automation - Lab				II
39	Internet Concepts - Theory				III
40	Operations Magement				IV
41	Data Base Management System - Theory				IV
42	Data Base Management System - Lab				IV
43	Total Quality Management				V
44	Enterprise Resource Planning - Theory				V
45	Business Ethics and Values				V(Elec)
46	Cyber Law				VI
47	Multimedia - Theory				VI
48	Multimedia - Lab				VI

GEN GENERAL
A&F ACCOUNTING AND FINANCE
CS CORPORATE SECRETARYSHIP
ISM INFORMATION SYSTEM AND MANAGEMEMENT
(A) ALLIED SUBJECTS

(SB) SKILL BASED SUBJECTS

(Elec) ELECTIVE SUBJECTS

Note

The Following are Common Subjects Offered for all Under Graduate Courses

S.No	Subject Title	Offered in
1	Language	I and II Semesters
2	English	I and II Semesters
3	Communication Skills - Internal Evaluation	I Semester
4	Soft Skills - Internal Valuation	II Semester
5	Environmental Studies - Internal Evaluation	II Semester
6	Verbal Aptitude - Internal Valuation	III Semester
7	Value Education - Internal Evaluation	III Semester
8	Quatitative Aptitude and Logical Reasoning - I	IV Semester
9	Quatitative Aptitude and Logical Reasoning - II	V Semester
10	Human Rights - Internal Evaluation	VI Semester
	Professional Ethics	
11	Extension Activities - NSS, NCC, YOGA	II Semester

முதல்பருவம்

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	Total LTP	C
ULT14101	தமிழ்- I	3	2	0	5	3

பகுதி 1. தமிழ்இலக்கியவரலாறு

(நூல் - தமிழ்இலக்கியவரலாறு- முனைவர்சு.ஆனந்தன், கண்மணிபதிப்பகம், திருச்சி, 2010.)

1. சிற்றிலக்கியம் - தோற்றமும்வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்
3. சிறுகதை - தோற்றமும்வளர்ச்சியும்
4. புதினம் - தோற்றமும்வளர்ச்சியும்
5. உரைநடை - தோற்றமும்வளர்ச்சியும்

பகுதி 2. இலக்கியம்

அ.இக்காலக்கவிதைகள்

1. பாரதியார்
நெஞ்சு பொறுக்கு திலையே ...என்றுதொடங்கும்கவிதை
2. பாரதிதாசன்
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை
...என்றுதொடங்கும்கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்புமலர்கள்
காகிதப்பூக்கள் - காலமழைத்தூறலிலே... என்று தொடங்கும்
கவிதை
6. சு.வில்வரெத்தினம் --வேற்றாகிநின்றவெளி
நிலவின்எதிரொலி - பறம்புமலை...என்று தொடங்கும்கவிதை
7. பாரதிபுத்திரன் - மாரிக்காலஇரவுகள்
சிவகாசிசிசுக்கள் - மகனேஅன்றொருநாள்...என்று
தொடங்கும்கவிதை

8. து.நரசிம்மன் - வானம்பிறந்தது
ஒருபிஞ்சின்வேண்டுகோள்...என்று தொடங்கும்கவிதை
9. பொன்மணிவைரமுத்து- தாய்ப்பல்லாண்டு
10. ப.கல்பனா- வானம்பிறந்தது
கீறல்விழுந்தமாலைக்காலங்கள்- இன்றுவர... என்று
தொடங்கும்கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர்பாடியது: 404 -- 408 பாடல்கள்
குற்றாலக்குறவஞ்சி - மலைவளம்

1. வானரங்கள்கனிக்கொடுத்து என்றுதொடங்கும்பாடல்
2. முழங்குதிரைப்புனலருவிகழங்கெனமுத்தாடும்
என்றுதொடங்கும்பாடல்

இ. காப்பியங்கள்

சிலப்பதிகாரம் -வழக்குரைகாதை - 'தேரா மன்னா! செப்புவது உடையேன்;-இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி. (30 - வரிகள்)

பகுதி 3 உரைநடைப்பகுதி

"எண்ணங்கள்" டாக்டர்எம்.எஸ்.உதயமூர்த்தி
,கங்கைபுத்தகநிலையம், 2005.

பாடநூல்கள் :

1. முனைவர்சு.ஆனந்தன் (2010), தமிழ்இலக்கியவரலாறு-, கண்மணிபதிப்பகம், திருச்சி, 2010.
2. எம்.எஸ்.உதயமூர்த்தி , "எண்ணங்கள்", கங்கைபுத்தகநிலையம், 2005.
3. செய்யுள்புத்தகம், தமிழ்த்துறை,
அறிவியல்மற்றும்மானுடவியல்புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

வினாத்தாள் அமைப்பு
முதல்பருவம்

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	Total LTP	C
ULT14101	தமிழ்- I	3	2	0	5	3

1. அகமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
2. புறமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
(வினாத்தாள் -100 மதிப்பெண்கள்)

வினாத்தாள் அமைப்பு

	வினாப்பிரிவு	வினாக்கள் இயல்பு	மதிப்பெண்கள் (100)
1	சுருக்கமாக விடையளித்தல்	12 வினாக்கள் (பத்திற்குமட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 5, இலக்கியவரலாறு -5, உரைநடை-2.	10 x 3 = 30
2	இருபக்க அளவில் விடையளித்தல்	7 வினாக்கள் (ஐந்திற்குமட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 3, இலக்கியவரலாறு -2, உரைநடை-2.	5 x 5 = 25
3	கட்டுரைவடிவில் விடையளித்தல்	செய்யுள்- 1, இலக்கியவரலாறு -1, உரைநடை-1 (அல்லது வினா அமைப்பு)	3 x 15 = 45

SEMESTER – I

Subject Code	Title of the Subject	L	T	P	Total LTP	c
ULH 14101	Hindi	3	2	0	5	3

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's need to communicate in the language.
- To help the students to imagine & express their mind through Literature .

UNIT I - Prose (35 Hours)

- USNE KAHA THA (STORY) -
CHANDRADHAR SHARMA GULERI
- CHIEF KI DAWAAT (STORY) -
BHISHAM SAHNI
- PREMCHAND (NIBANDH) -
DR. RAMVILAS SHARMA
- BHOLARAM KA JEEV (SATIRE STORY) -
HARISHANKAR PARSAI
- BHAGWAN NE KAHA THA (SATIRE STORY) -
SURYA BALA
- CHAMAR KI BETI (STORY) -
DR.N. CHANDRSHEKHARAN NAIR

UNIT II- OneActPlay (15 Hours)

- LAXMI KA SAWAGAT **UPENDRANATH ASHK** -
- JAB MAA RO PADI **SETH GOVIND DAS** -

UNIT III - CORRESPONDENCE (10 Hours)

- OFFICIAL LETTER
- DEMI- OFFICIAL LETTER

UNIT IV - COMPUTER (10Hours)

UNIT V - TECHNICAL TERMINOLOGY (5 Hours)

TEXTS BOOKS

- Hindi I Edited by Dr.S.Preethi, Dr.MD.Islam, Dr. S. Razia Begum Published by Department of Hindi, FS&H,SRM University

Reference

- Prayajon Mulak Hindi (Author - *Madhav Sontakke*)

QUESTION PAPER PATTERN FOR PAPER - I

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

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

Section – B (30 Marks)

4. to 10. Annotation from Prose and One Act Play (Seven questions, Six to be answered) (6X5=30)

Section – C (30 Marks)

5. Essay question from prose eitheror type
6. Essay question from One Act play either or type
7. Official letter, Demi-official letter and Computer.

SEMESTER – I

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF14101	French-I	3	2	0	5	3

Instructional Objectives:

1. To encourage greater written skills through comprehension writing and composition writing.
2. Improve their oral and written skills through a combination of theory and practice.
3. Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

UNIT I

(15 Heures)

Vous comprenez? – Conjugaison des verbes – Masculin/Féminin – Singulier/Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

UNIT-II

(15 Heures)

Au travail ! Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

UNITIII

(15 Heures)

On se détend ?- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche - Pronoms moi, toi, lui, elle, etc., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

UNITIV

(15 Heures)

Racontez-moi- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - **Bon voyage !**- Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

UNIT V

(15 Heures)

Bon appétit- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à+pronom- La nourriture, Les repas, La fête.

REFERENCES

1. **“Echo-A1”**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Question Paper Pattern
First Semester
ULF14101
French-I

Time: 3 hours

Max: 100

Série – A (40: Mark)

1. Distinguer le masculin et le féminin : (5Mark)
2. Complétez avec les pronoms sujets : (5Mark)
3. Complétez avec une préposition : à, en, au, aux (5Mark)
4. Complétez avec les articles partitifs : (5Mark)
5. Mettez à la forme négative: (5Mark)
6. Ecrivez les heures en toutes lettres : (5Mark)
7. Chassez l'intrus : (5Mark)
8. Complétez avec l'adjectif démonstratif : (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 entre parenthèses au présent (10Mark)
4. Conjuguez les verbes au passé composé : (10Mark)

Série – C (30 : Mark)

1. Trouvez le nom correspondant au verbe : (5Mark)
2. Transformez les phrases avec « Est-ce-que »: (5Mark)
3. Répondez aux questions d'abord affirmativement, puis négativement : Oui Non... (5Mark)
4. Lisez le document suivant et répondez aux questions : (5Mark)
5. Complétez les couples : (5Mark)
6. Associez les mots de chaque colonne : (5Mark)

SEMESTER I

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULE14101	English	3	2	0	5	3

Instructional Objectives:

1. To enhance students' proficiency in English language.
2. To enable the students to think in English .
3. To be abreast with the world literature.
4. To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5. To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY (15 Hours)

1. If by Rudyard Kipling
2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

UNIT II - PROSE (15 Hours)

1. Of Truth by Francis Bacon
2. Spirit of India by A.P.J.Abdul Kalam

UNIT III - SHORT STORIES (15 Hours)

1. The Bet by Anton Chekhov
2. The Postmaster by Rabindranath Tagore

UNIT IV - MOVIE REVIEW (15 Hours)

1. Whose Life is it Anyway?
2. The Accused- Feature Film
3. Water

UNIT V Language Component : (15 Hours)

1. Tenses
2. Focus on Articles, Prepositions, Subject Verb Agreement
3. Comprehension Passage

TEXT BOOKS

1. Cambridge University Press,. Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010
2. Edited by Dr.Shanthichitra, *Glean to ACME English Tex Book* Published by Department of English, FSH, SRM University

Question Paper Pattern Second Semester

ULE 14101
English I

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice Language Components (Six Questions, Five to be answered) (5X2=10)
2. Questions from Comprehension Passage (One Passage with five questions) (5X2=10)
Short questions from Tenses, Articles, Prepositions, Subject Verb Agreement (5X4=20)

Section – B (30 Marks)

3. to 10. Annotation from Prose, Poetry and Short Stories (6X5=30)

Section – C (30 Marks)

11. Essay question from Poem eitheror type
12. Essay question from Prose...
13. Essay Question from Short Story.

Part - 3	I Year – First Semester – Core Paper - 1	L	T	P	Total LTP	C
UIS14101	FINANCIAL ACCOUNTING - I	4	1	0	5	4

Maximum: 100 marks (Internal : 50 marks; External : 50)

Objectives:

1. To provide knowledge on the fundamental of financial accounting.
2. To expose the student to various financial transaction and its current application.

UNIT I

Meaning and scope of accounting, basic accounting concepts and conventions - Objectivess of accounting - accounting transactions- double entry book keeping- journal, ledger, preparation of trial balance- preparation of cash book.

UNIT - II

Average due date and account current - preparation of final accounts of a sole trading concern - adjustments - closing stock, outstanding and prepaid items, depreciation, provision of bad debts, provision for discount on debtors, interest on capital and drawing.

UNIT III

Classification of errors- rectification of errors- preparation of suspense account - bank reconciliation statement (only simple problems).

UNIT IV

Depreciation- meaning, causes, types- straight line method- written down value method (change in method excluded). insurance claims- average clauses (loss of stock only).

UNIT-V

Single entry system - meaning, features, defects, differences between single entry and double entry system- statement of affairs method – conversion method (only simple problems).

TEXT BOOKS

1. T.S. Reddy & A. Murthy- Financial Accounting- Margham Publication- Chennai. Reprint 2013.
2. Jain & Narang- Financial Accounting, Kalyani Publications, New Delhi. Reprint 2013.

REFERENCES BOOKS:

1. R.L. Gupta & V.K. Gupta- Advanced Accounting- Sultan Chand Publication - New Delhi.
2. Jawahar Lal, Seema, Financial accounting, S. Chand & Company Publication, New Delhi.
3. Shulka & Grewal- Advanced Accounting- S Chand Publication – New Delhi.

Part - 3	I Year – First Semester – Core Paper - 2	L	T	P	Total LTP	C
UIS14102	PRINCIPLES OF MANAGEMENT	4	1	0	5	4

Maximum: 100marks (Internal : 50marks; External :50 marks)

Objectives:

1. To introduce the student to the various management concepts
2. To explain the various function of management

UNIT-I

Management meaning and definition - importance- Nature and Scope of Management process- Role and Function of manager- Levels of Management- Development of scientific management and others schools of thought and approaches – F. W. Taylor, Henry Fayol, Elton Mayo.

UNITII

Planning - purpose of planning – Steps in planning – Types - Methods of Planning - Decision making- Process of decision Making -Types of decisions – problem involved in decision making.

UNIT III

Organization - Types of organization structure - Span of control - Committees.

UNIT IV

Authority – Delegation – Decentralization – Responsibility – Recruitment – Sources - Selection, Training - Direction- Nature and Purpose.

UNIT V

Co-ordination - Need, Type and Techniques - Requisites for excellent co-ordination – controlling - meaning and importance - control process.

TEXT BOOKS

1. Jayasankar J, Principles of Management, Margham Publications, Chennai
2. Manmohan Prasad, Management –Concepts and Practices, Himalayan Publishing House, Pvt. Ltd., New Delhi
3. Gupta .C.B ., Principles of Management, Sulthanchand publications.
4. Gupta R N, Principles of Management, S. Chand, New Delhi

REFERENCES

1. Charles W L Hill, Steven McShane, Principles of Management, McGraw –Hill
2. Harold Koontz and Cyril O'Donnell, Principles of Management, An Analysis of managerial Functions, McGraw Hill Book Company, New Delhi

Part - 3	I Year – First Semester – Core Paper - 3	L	T	P	Total LTP	C
UIS14103	BUSINESS COMMUNICATION	3	1	0	4	4

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

Objectives:

1. To learn the basic theories in business communication
2. To understand the various communication models and tools required to run a business

UNIT I

Definition – Objectiveness – Types - Principles of effective communication - Barriers to communication - Business Letters - Layout.

UNIT II

Kinds of Business Letters: Interview – Appointments – Acknowledgement – Promotion – Enquires - Replies- Orders- Sales- Circular- complaints.

UNIT III

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

UNIT IV

Reports Writing- characteristics of good report- classification of report - 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 BOOK

1. Ramachandran, Business Communication, Macmillan Publishers, India
2. Jain, V K & Omprakash Biyani, Business Ethics and Communication, S Chand Co Publishers, New Delhi.
3. Sundar .K & Kumara Raj. A , Business communication, Vijay Nicole

REFERENCES

1. Randolf H Hudson, Business Communication, Jaico Publishing House, New Delhi
2. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi.
3. Homai Pradhan & N S Pradhan, Business Communication, Himalaya Publishers, New Delhi.

Part - 3	I Year – First Semester – Allied Paper – 1	L	T	P	Total LTP	C
UIS14104	MANAGERIAL ECONOMICS	3	1	0	4	4

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

Objectives:

1. To learn the basic theories in economics in connection with business
2. To understand the various economics models and tools required to run a business

UNIT I

Introduction to economics- wealth and scarcity views on economics- positive and normative economics definition –scope and importance of managerial economics concepts.

UNIT II

Consumer behavior: law of diminishing marginal utility –equi-marginal utility-indifference curve-definition, properties and equilibrium.

UNIT III

Demand and supply functions: meaning of demand-determinants and distinction of demand- law of demand –elasticity of demand –demand forecasting –supply concept and equilibrium.

UNIT IV

Production: law of variable proportion- law of returns to scale- producer's equilibrium-economics of scale. Cost classification –Marginal cost, Average cost and Total cost - break even analysis.

UNIT V

Product pricing: price and output determination under perfect competition, monopoly, monopolistic competition-oligopoly-pricing Objectivess and methods

TEXT BOOK

1. R.L. Varsney, & K.L Maheswari - Managerial Economics, Sultan Chund& Sons., New Delhi, Latest edition 1997.

REFERENCES

1. Dominic Salvatore – Managerial Economics, Mc.Graw Hill Inc, Newyork – 1993.
2. Dean, Joel, Managerial Economics, Prentice Hall of Inc., New Jercy.

SEMESTER I

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CDC14101	COMMUNICATION SKILL	1	1	-	2	2

Purpose/Objectives

To cater to the four essential aspects of communication skills namely, Listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

LISTENING SKILL

Listening comprehension and response through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

SPEAKING SKILL

Group communication- Features of an effective, fluent speech through regular practice- role play, extempore- Situational conversations- Greetings, requests, demands, instructions and enquiries.

Informal Speech- Facing audience- Body Language- Conversion of mother tongue to English Language- Pitfalls in the direct translation of words and essential phrases to English language through short conversations

Formal Speech- Paper presentation- Essential aspects of Business Communication- Address, Tone, Choice of words (language), Style, Deciding the target audience Group Discussion/ Case studies (Topics: Current affairs across all related fields and other such topics of the general criteria)

READING SKILL

Reading Comprehension- Poems, Passages (stories, essays, articles, reports), conversations, short passages, e-mails, formal/informal letters- Purpose- Phonemic awareness, Phonics, Vocabulary development, Reading fluency, including oral reading skills, Reading comprehension strategies.

WRITING SKILLS

Letter writing- Formats and Language- Types- Personal, Business, Applications, Thanks, Invitation, Condolence, Requisition, Complaint- E-mail etiquette.

Reports- Oral report- Periodical report- Progress Report- Field Report.

Essay writing- essential elements of an essay-structure- coherence- relevance.

Interpersonal and Intrapersonal Communication- Ways to communicate in different scenarios- Job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate, etc, - Dress code, Eye Contact, Body Language and handshakes- survey and reporting (role of IT in Environment and human health).

இரண்டாம்பருவம்

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	Total LTP	C
ULT14201	தமிழ்- II	3	2	0	5	3

பகுதி -1 தமிழிலக்கியவரலாறு

(நூல் - தமிழிலக்கியவரலாறு- முனைவர்ச.ஆனந்தன், கண்மணிபதிப்பகம், திருச்சி, 2010.)

1. சங்கஇலக்கியங்கள்
2. நீதிஇலக்கியங்கள்
3. பக்திஇலக்கியங்கள்
4. காப்பியங்கள்

பகுதி -2 அ. சங்கஇலக்கியம்

1. முளி தயிர் பிசைந்த... என்றுதொடங்கும்**குறுந்தொகை(167)**பாடல்முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்று... என்றுதொடங்கும் **ஐங்குறுநூறு(11)** பாடல் (மருதம்,ஐங்குறுநூறு- வேழப்பத்து.)
3. எம்வெங்காமம்இயைவதுஆயின் ...என்றுதொடங்கும்**அகநானூறு (15)** பாடல் (பாலை , மகட்போக்கியதாய்சொல்லியது)
4. சுடர் தொடஇ கேளாய்....என்றுதொடங்கும்**கலித்தொகை (51)**பாடல் (குறிஞ்சி, தலைவிகூற்று)
5. மண்டு அமர் அட்ட ...என்றுதொடங்கும்**புறநானூறு (213)** பாடல், பாடியவர் :புல்லாற்றூர் எயிற்றியனார், பாடப்பட்டோன் : கோப்பெருஞ்சோழன்; திணை :வஞ்சி; துறை- துணைவஞ்சி.
6. **நறவுவாய்உறைக்கும்நாகுமுதிர்** ... என்றுதொடங்கும்**பத்துப்பாட்டு - சிறுபாணற்றுப்படை (51-67)** பாடல்
7. கலந்தோர்உவப்பஎயில்பலகடையி... என்றுதொடங்கும்**பத்துப்பாட்டு -- மதுரைக்காஞ்சி (220-237)** பாடல்.

ஆ. நீதிஇலக்கியம்

1. திருக்குறள்- நட்பாராய்தல்
புலவிநுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் - 5 பாடல்

இ. பக்திஇலக்கியம்

சைவம் - பன்னிருதிருமுறைகள்

1. திருஞானசம்பந்தர்தேவாரம் - முதலாத்திருமுறை
காதல் ஆகி, கசிந்து ... என்றுதொடங்கும்பாடல்
2. திருநாவுக்கரசர்தேவாரம் - ஐந்தாம்திருமுறை
மாசில் வீணையும் மாலை ... என்றுதொடங்கும்பாடல்
3. சுந்தரர்தேவாரம் - ஏழாம்திருமுறை
பொன்னார் மேனியனே ... என்றுதொடங்கும்பாடல்
4. மாணிக்கவாசகர் - திருவாசகம் - பிடித்தபத்து
பால்நினைந்துஊட்டும்தாயினும்சாலப்
என்றுதொடங்கும்பாடல்
5. திருமூலர் - திருமந்திரம்
மரத்தை மறைத்தது மாமத யானை ... என்றுதொடங்கும்பாடல்

வைணவம் - நாலாயிரத்திவ்யப்பிரபந்தம்

1. பூதத்தாழ்வார்
பெருகு மத வேழம் மாப்பிடிக்கு...என்றுதொடங்கும்பாடல்
2. குலசேகராழ்வார்
ஆனாதசெல்வத்துஅரம்பையர்கள்தற்குழ
...என்றுதொடங்கும்பாடல்
3. பெரியாழ்வார்
எந்நாள் எம்பெருமான் ...என்றுதொடங்கும்பாடல்
4. ஆண்டாள்
ஓங்கி உலகளந்த உத்தமன் ... என்றுதொடங்கும்பாடல்
5. திருப்பாணாழ்வார்
சதுர மாமதில் சூழ் இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடிமஸ்தான்சாகிபுபாடல்கள்
தவமேபெறவேண்டுமெனல்- 3 பாடல்கள்

-

கிறித்துவம்

ஆதிநந்தாவனப்பிரளயம் - ஏதேன்தோட்டம்- 3 பாடல்கள்

பகுதி 3: சிறுகதை

"ஒற்றைச் சிறகு", இலக்கியச்சிந்தனை 2012
ஆம்ஆண்டின்சிறந்தசிறுகதைகள்தொகுப்பு.

பாடநூல்கள் :

1. முனைவர்சு.ஆனந்தன் (2010), தமிழ்இலக்கியவரலாறு-,
கண்மணிபதிப்பகம், திருச்சி, 2010.
2. ஒற்றைச்சிறகு, இலக்கியச்சிந்தனை 2012
ஆம்ஆண்டின்சிறந்தசிறுகதைகள்தொகுப்பு, 2012.
3. செய்யுள்புத்தகம், தமிழ்த்துறை,
அறிவியல்மற்றும்மானுடவியல்புலம் , எஸ். ஆர். எம். வெளியீடு,
2014.

SEMESTER – II

Subject Code	Title of the Subject	L	T	P	Total LTP	c
ULH 14201	Hindi	3	2	0	5	3

INSTRUCTIONAL OBJECTIVES

1. To express and communicate literature which is part of life
2. To incorporate day to day personal & professional life's need to communicate in the language.
3. To help the students to imagine & express their mind through Literature .

UNIT I - Poetry

(30 Hours)

1. Suprashid Dohey *Kabir, Rahim, Bihari, Surdas* -
2. Nar Ho Na Nirash Karo Mann Ko *Maithlisharan gupt* -
3. Jo Tum Aaa Jaate *Mahadevi Varma* -
4. Hum Panchi Unmukt Gagan Ke *Shiv mangal singhsuman* -
5. Chalawa *Santosh shreeyansh* -
6. Yahan Thi Vaha Nadi *Manglesh Dabral* -

UNITII- Story

(25Hours)

1. Eidgaha *Premchand* -
2. Vapsi *Priyamvada Usha* -
3. Ek Muthi Aakash *Santosh Srivastav*
4. Ek Plate Sailab *Mannu Bhandari* -

UNITIII

(10 Hours)

1. Anuvad : Anuvad Ki Paribhasha Evam Bhed

UNIT IV

(5 Hours)

1. Anuvad : English to Hindi

UNIT V

(5 Hours)

1. Administrative words

Recommended Texts:

1. Hindi I Edited by Dr.S.Preethi, Dr. MD.Islam, Dr.S.Razia Begum.Published by Department of Hindi, FS&H,SRM.University

REFERENCES

1. Prayajon Mulak Hindi (Author - Madhav Sontakke)
2. Practcal Guide to is Translation & Composition (Author- K. P. Thakur)

QUESTION PAPER PATTERN FOR PAPER - II

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice questions from prose
(Six questions, Five to be answered) **(5X2=10)**
2. Administrative Words (English to Hindi)
(Six questions, Five to be answered) **(5X2=10)**
3. Short questions from prose (50 words)
(Six questions, Five to be answered) **(5X4=20)**

Section – B (30 Marks)

(6X5=30)

4to 10 Annotation from Poetry and Story
(Seven questions, Six to be answered)

Section – C (30 Marks)

(3X10=30)

4. Essay question from Poetry either or type
5. Essay question from Story either...or type
6. Translation (English to Hindi)

SEMESTER – II

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF14201	French-II	3	2	0	5	3

Instructional Objectives:

1. Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.
2. Improve their oral and written skills through a combination of theory and practice.

UNITI

(15 Heures)

Quelle journée !- La conjugaison pronominale- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc...,- Les activités quotidiennes- Les achats, L'argent - **Qu'on est bien ici !** Prépositions et adverbes de lieu- Verbes exprimant un déplacement : emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

UNITII

(15 Heures)

Souvenez-vous- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchaînement des idées : alors, donc, mais- Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

UNIT III

(15 Heures)

On s'appelle ? – Les pronoms compléments directs- les pronoms compléments indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication : courrier, téléphone, internet.

UNIT IV

(15 Heures)

Un bon conseil ! – Expression du déroulement de l'action – Passé récent- Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportées – Les Corps – La santé et la maladie.

UNIT V

(15 Heures)

Parlez-moi de vous – La place de l'adjectif – La proposition relative finale avec « qui » - C'est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

REFERENCES

1. **“Echo-A1”**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

SEMESTER II

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULE14201	English	3	2	0	5	3

Instructional Objectives:

1. To enhance students' proficiency in English language.
2. To enable the students to think in English.
3. To become aware of the world literature and the writers.
4. To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5. To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY

(15 Hours)

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan
4. Dream Deferred- Langston Hughes

UNIT II - PROSE

(15 Hours)

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)
2. I have a Dream by Martin Luther King
3. Farewell Speech by Mark Antony

UNIT III - PLAY AND SHORT STORY

(15 Hours)

1. Monkey's Paw by W.W.Jacobs
2. Bear by Anton Chekhov

UNIT IV - BOOK REVIEW

(15 Hours)

To kill a Mocking Bird (Excerpts)
Merchant of Venice (Excerpts)

UNIT V - LANGUAGE COMPONENT

(15 Hours)

1. Transformation of Sentences
2. Jumbled Sentences
3. Précis Writing

TEXT BOOKS

1. Cambridge University Press,. Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010
2. Edited by Dr.Shanthichitra, *Glean to ACME English Tex Book* Published by Department of English, FSH, SRM University

Question Paper Pattern

**Second Semester
ULE 14201
English II**

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice Language Components Transformation of Sentences
(Six question, Five to be answered) (5X2=10)
2. Questions from Précis Writing (Two Passages) (5X2=10)
3. Jumbled Sentences (Five)) (5X4=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

**Question Paper Pattern
Second Semester
ULF14201
French-II**

Time: 3 hours

Max: 100

Série – A (40: Mark)

1. Complétez par une préposition : (à, de) (5Mark)
2. Complétez avec les expressions de quantité: (5Mark)
3. Trouvez les réponses en utilisant COD : (5Mark)
4. Reliez les deux phrases avec « qui » : (5Mark)
5. Complétez avec « qql' un, personne, qql chose, rien (5Mark)
6. Remplacez les mots soulignés par un pronom « en » (5Mark)
7. Chassez l'intrus : (5Mark)
8. Complétez avec très ou trop: (5Mark)

Série – B (30 : Mark)

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

Série – C (30 : Mark)

1. Trouvez le nom correspondant au verbe : (5Mark)
2. Trouvez le contraire des mots suivants: (5Mark)

3. Caractériser la personne selon l'exemple donné : (5Mark)
4. Lisez le document suivant et répondez aux questions : (5Mark)
5. Transformez la phrase en utilisant un nom comme dans l'exemple : (5Mark)
6. Associez les mots de chaque colonne: (5Mark)

Part - 3	I Year – Second Semester – Core Paper – 4	L	T	P	Total LTP	C
UIS14201	FINANCIAL ACCOUNTING – II	4	1	0	5	4

Maximum: 100 marks (Internal : 50 marks; External : 50)

Objectives:

1. To understand the preparation of accounting for branch and departments
2. To understand the treatment of partnership accounting

UNIT I

Branch Accounting – meaning – Objectivess - types of branches – accounting treatment – debtors system - Stock and debtors system-Distinction between wholesale profit and retail profit -Independent branch (foreign branches excluded)

UNIT II

Departmental Accounting - Basis for allocation of expenses - Inter departmental transfer at cost or selling price.

UNIT III

Hire purchase - accounting treatment - calculation of interest - Default, partial repossession- complete repossession - installment system (simple problems).

UNIT IV

Partnership- definition-Capital Accounts of Partners-Profit sharing ratios- treatment of Goodwill - Admission of a partner-Retirement of a partner-Death of a partner.

UNIT V

Dissolution of a Partnership-Insolvency of a Partner (Application of Indian Partnership Act 1932) Insolvency of all partners- Garner Vs Murray - Gradual realization of assets and piecemeal distribution.

TEXT BOOKS:

1. T.S. Reddy & A. Murthy- Financial Accounting- Margham Publication- Chennai.
2. Jain &Narang - Financial Accounting, Kalyani Publications, New Delhi.

REFERENCES BOOKS:

1. R.L. Gupta & V.K. Gupta- Advanced Accounting- Sultan Chand Publication - New Delhi.
2. Jawahar Lal, Seema, Financial accounting, S. Chand & Company Publication, New Delhi.
3. Shulka&Grewal- Advanced Accounting- S Chand Publication – New Delhi.

Part - 3	I Year – Second Semester – Core Paper – 5	L	T	P	Total LTP	C
UIS14202	BANKING AND INSURANCE SERVICES	4	1	0	5	4

Maximum: 100 marks (Internal : 50 marks; External : 50)

Objectives:

1. To learn the basic concepts of banking and insurance
2. To understand the various types of banking and insurance

UNIT I

Banking– meaning – definition - importance – classification of banks– banker and customer relationship - KYC –banking system in India -

UNIT II

Commercial banks - functions – Loans and advances - Reserve Bank of India – Objectivess – administration – functions.

UNIT III

Negotiable Instrument Act 1881 – meaning and characteristics of promissory note – bill of exchange – cheque – holder and holder In due course – negotiation and assignment –crossing – endorsement – payment – collection of cheques – material alteration – bouncing of cheque

UNIT IV

Insurance- Nature of insurance, Insurance in Banking companies in India, - Emerging scenario - Life Insurance Products - Team Insurance - Whole Life – Endowment - Annuities - Claims.

UNIT V

General insurance - Fire Motor, Marine, Health, Miscellaneous - Group Insurance Schemes- Rural Insurance - Insurance for weaker section of society.

TEXT BOOKS

1. Sharma. R.S. – Insurance: Principles and Practice, Vora Publishing, Bombay.
2. Sundharam K P M and P N Varshney, Banking Theory Law and Practice, Sultan Chand & Sons, New Delhi

- Guruswamy S Banking Theory Law and Practice, Vijay Nicole Imprints Ltd, Chennai

REFERENCE BOOKS

- Life insurance – Institute of Insurance, Mumbai
- General Insurance – Institute of Insurance, Mumbai.
- Nirmala Prasad . K and J Chandra Das, Banking Law and Practice, Sultan Chand & Sons, New Delhi

Part - 3	I Year – Second Semester – Core Paper – 6	L	T	P	Total LTP	C
UIS14203	MANAGEMENT INFORMATION SYSTEM (THEORY)	3	1	0	4	4

Maximum: 100 marks (Internal:50 marks;External:50)

UNIT I

MIS an Overview - Introduction – definition – framework for MIS organization – system approach – meaning and Objectivess of MIS – disadvantages of information system – approaches of MIS development – constraints in developing an MIS – computer based information system – information system for decision making – transaction processing systems – intelligent support system.

UNIT II

Computer Hardware and Software for information system - Computer Hardware : Introduction – basics of data representation – types of computer – basic components of computer system. Computer Software : Introduction – programmer – languages – classification of software – role of software in languages – classification of software – role of software in problem solving – criteria for investment in hardware and software.

UNIT III

Data Communication System - Introduction – telecommunication system – data communication hardware – data communication software – communication network – distributed systems – topology of computer network – protocols and network architecture open systems interconnection (OSI) – network management.

UNIT IV

Decision Support System - Introduction – definitions – evolution of DSS – Objectivess of DSS – classification of DSS – characteristics – components of a DSS – functions of a DSS – Development of DSS – group decision support systems – relationship between MISS and DSS – DSS measures of success in organizations – applications of a DSS – TPS – MIS – DSS and EISS.

UNIT V

Artificial Intelligence - Areas of AI – expert systems – componenets of expert systems – advantages and disadvantages of expert system – business application of expert systems – criteria for adopting expert system – neural network – applications of neural network.

TEXT BOOK

1. Management Information System, A.K.Gupta, First edition 2000, S.Chands Company Ltd.

Part - 3	I Year – Second Semester – Allied Paper – 2	L	T	P	Total LTP	C
UIS14204	OFFICE AUTOMATION LAB	0	0	4	4	2

(Maximum: 100 marks (Internal: 50 marks; External: 50)

PC Software

MS-word

Text manipulation. -- Usage of numbering, bullet, footer, and headers, -- Usage of spell check, and find & replace --Text formatting -- Picture insertion and alignment. -- Creation of document, using templates. -- Creation templates. Mail merge concept -- Coping text & picture from excel.

MS-Excel

Cell editing -- Usage and formulate and built-in function -- -File manipulation -- Data sorting (both number and alphabets) -- Worksheet preparation -- Drawing graph -- Usage of auto formatting

Power point

Inserting clip arts and picture -- Frame movement of the above -- Inserting of new slide -- Preparation of organizational charts -- Preparation using wizard -- Usage of design templates

MS-Access

Creating a table -- Displaying the field -- Queries operation -- Create a report -- Sorting

Internet

Creating an e-mail id using yahoo.com -- Creating a text file and sent email -- Downloading files, text, picture from email -- Checking email -- Searching search engine -- Insert a text file into web -- Composing a email -- Sending a group of members to different user -- Chatting

REFERENCE BOOKS

1. D.P.Curtin, K.Foley, K. Sen and C.Mortin, Information Technology – the breaking wave, the edition-1999
2. Sawyer William a Hutchinson using information technology brief version McGraw Hill international edition 1999.
3. Fundamental of information technology, Alexis Leon & Mathew Leon- Vikas publishing Home Pvt Ltd -1999

SEMESTER II

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CDC 14201	SOFT SKILLS	1	1	-	2	1

Purpose/Objective

To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.

Topics

1. Self Analysis
2. Attitude perceptions- Positive approach to challenges
3. Change Management- ideas and approach
4. Goal setting- vision
5. Time management- planning
6. Entrepreneurial skills- Leadership Skills
7. People management- team work, leadership
8. Decision making- problem identification
9. Interview Skills- getting familiar with one's CV- presentation and performance-giving and receiving feedback, setting expectations and exhibiting professional behavior.

Job Search- Scope of job opportunities/ higher education for the courses undertaken- Knowledge of all prominent companies/ concerns related to the respective fields/ departments- Employer's expectations- Practical exposure through industrial visits.

SEMESTER II

SUBJECT CODE	TITLE OF COURSE	GENERAL SUBJECT	CREDITS			
			L	T	P	C
UCY14271	ENVIRONMENTAL STUDIES		2	0	0	2
INSTRUCTIONAL OBJECTIVES						
1.	To gain knowledge on the importance of environmental education and ecosystem					
2.	To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution					
3.	To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management					
	To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence					
	To be aware of the national and international concern for environment for protecting the environment					

UNIT I - ENVIRONMENTAL EDUCATION AND ECOSYSTEMS

(6 hours)

Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

UNIT II - ENVIRONMENTAL POLLUTION (6 hours)

Pollution – Air, water, soil –causes and effects and control measures . Specifically: acid rain, ozone layer depletion, green house gas effect and global warming. Waste management : prevention and control measures of solid waste.(General).

National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act . Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

UNIT III - BIODIVERSITY AND ITS CONSERVATION (6 hours)

Introduction: definition - genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

UNIT IV - : ENERGY RESOURCES AND CONSERVATION (6 hours)

Energy resources and their exploitation. . Conventional energy sources: -coal, oil, biomass and nature gas (overview)- over- utilization.. Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.

UNIT IV - :NATURAL HAZARDS AND DISASTER MANAGEMENT (6 hours)

Natural and Man made disasters -types, causes, onset, impacts. (viz. earthquake,flood, drought, cyclone, tsunamic, volcanics, landslide, industrial accidents.). Forecasting and managements

TEXT BOOKS

1. Jeyalakshmi.R, "*Principles of Environmental Science*", 1st Edition, Devi Publications, Chennai, 2006.
2. De.A.K., "*Environmental Chemistry*", New Age International, New Delhi, 1996.
3. Sharma.B.K. and Kaur, "*Environmental Chemistry*", Goel Publishing House, Meerut, 1994.

REFERENCES

1. Dara S.S., "*A Text Book of Environmental Chemistry and pollution control*", S.Chand & Company Ltd., New Delhi, 2004.
2. Dr.Rahavan Nambiar, "*Textbook of Environmetal studies.Scitech Publication (India)Pvt.Ltd.Second edition.*

Part - 3	II Year – Third Semester – Core Paper – 7	L	T	P	Total LTP	C
UIS14301	COST ACCOUNTING	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To understand the methods of cost accounting
2. To familiarize the methods of application of costing techniques.

UNIT-I

Cost Accounting-Nature and scope- Cost analysis, concepts and classifications – Installation of costing systems, cost centers and profit centers.

UNIT-II

Cost sheets- tenders-Quotation. Reconciliation of cost and financial accounts.

UNIT-III

Material purchase control, Level, aspects, need and essentials of materials control. Stores control – stores department. EOQ – stores records – ABC analysis – VED analysis – Pricing of issue of materials – FIFO, LIFO, and HIFO.

UNIT-IV

Labour cost – computation and control. Time keeping Methods of wage payment – Time rate and Piece rate system. Payroll procedures. Idle time and over time. Labour turnover.

UNIT-V

Meaning of Overheads – Classification, Allocation, apportionment and absorption overheads

Accounting and control of overheads – Manufacturing, Administration, Selling and Distribution. (Primary and secondary Distribution). Machine Hour Rate

TEXT BOOKS

1. Bhar B K, Cost Accounting – Methods & Problems, Academic Publications, New Delhi.
2. Maheswari S N, Problems and Solutions in Cost Accounting, Sultan Chand Sons, New Delhi.
3. Jain S P, K L Narang, Cost Accounting, Kalyani Publishers, New Delhi.

REFERENCES

1. Nigam R S., Narang, S P, Sehgal, B C, Principles and Practice of Cost Accounting, S Chand and Co, India
2. Iyengar S P, Cost Accounting Principles and Practice, Sultan Chand & Sons, New Delhi.

Part - 3	II Year – Third Semester – Core Paper – 8	L	T	P	Total LTP	C
UIS14302	BUSINESS LAW	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To understand the concepts of business law
2. To understand the procedure of application of the business law in various transactions

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) Bussiness Laws, S Chand, New Delhi.
3. Gofna, Mercantile Law, S Chand, New Delhi.

Part - 3	II Year – Third Semester – Core Paper – 9	L	T	P	Total LTP	C
UIS14303	INTERNET CONCEPTS – THEORY	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives

1. To explain the theoretical concepts of Internet Concept
2. To explain the application in Internet

UNIT I

Introduction: Definition of Internet – History of Internet – Internet service providers – ISDN Service – Direct ISP Service through leased line – Modem – Cable Modem.

UNIT II

Internet tools – Search Engines – web browser – Internet Protocol (IP) – IP addresses – Types of Internet addressing – Transmission Control Protocol (TCP)

UNIT III

How does the Internet work – Intranet & Extranet – Internet Infrastructure - Applications of Internet – HTTP – SMTP – TFTP – RIP – IMAP – POP – IMAP Vs POP – FTP.

UNIT IV

Introduction to HTML: What is HTML – Basic Tags of HTML – HTML Tag – TITLE Tag – BODY Tag: Formatting of Text: Headers – Formatting Tags: BOLD, ITALICS, UNDERLINE, PARAGRAPH, TT, STRIKETHROUGH, EM, BR and HR tags – PRE Tag – FONT Tag – Special Characters – Working with Images – META Tag.

UNIT V

Links – Anchor tag - Lists – Unordered Lists – Ordered Lists – Definition Lists; Tables – TABLE, TR and TD Tags – Cell Spacing and Cell Padding – Colspan and Rowspan; Frames: Frameset – FRAME Tag – Frame inside other frames – NOFRAMES Tag; Forms: FORM and INPUT Tag – Text Box – Radio Button – Check box – SELECT Tag and Pull Down Lists: Hidden – Submit and Rest; Some Special Tags: COLGROUP – THREAD, TBODY, TFOOT - _blank, _self, _parent, _top – IFRAME – LABEL – Attribute for <SELECT> - TEXTAREA

REFERENCES

1. Xavier, New Age International Publishers
2. Internet and Web Design – rameshbangia, Firewall Media

3. Web Design – Jenkins, Wiley India
4. HTML and Web designing – Kris Jama and Konrad King, Tata McGraw Hill Publishing Ltd

Part - 3	II Year – Third Semester – Core Paper – 10	L	T	P	Total LTP	C
UIS14304	INTERNET CONCEPTS – PRACTICAL	0	0	4	4	2

Maximum: 100 marks (Internal:50 marks;External:50)

LIST OF EXPERIMENTS:

1. Creating an E-mail ID
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. Sending a group of members to different user
8. Chatting
9. Create a simple webpage using HTML.
10. Use frames to Include Image and Videos.
11. Add a Cascading Style sheet for designing the web page.
12. Design a simple online test web page in PHP.
13. Design of a website.

Part - 3	II Year – Third Semester – Allied Paper – 3	L	T	P	Total LTP	C
UIS14305	BUSINESS STATISTICS – I	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To provide a strong foundations in the principles of statistics.
2. To apply statistical techniques for business applications.
3. To emphasis only applications no proof required.

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

Random experiment – various events – Mathematical and Axiomatic definition of probability – Addition and Multiplication theorem – Simple problems.

TEXT BOOKS

1. Pillai, R. S. N, Bagavathi ,V. (2009) ,Statistics, Theory and Practice, 7th Edition, S. Chand Ltd, New Delhi.
2. **Treatment as in** : Pillai, R.S.N, Bagavathi, V. (2009), Statistics, Theory and Practice, 7th Edition, S. Chand Ltd, New Delhi.

Unit I: Chapters-1,2;

Unit II: Chapters-3,4,5;

Unit III: Chapters-6,7(one-dimensional diagram only);Chapter-8(Excluding graph of time series); Chapter-9(Excluding Geometric mean and Harmonic mean);

Unit IV: Chapters 10, 11 (Excluding Moments)

Unit V: Chapter 18.

REFERENCES

1. Ken Black, (2013), Business Statistics for Contemporary Decision Making, 7th Edition, John Wiley Publications
2. Gupta, S.P. (2011) ,Applied Statistical Methods ,4th Edition, Sultan Chand & Sons, New Delhi.

Question Pattern : Theory:20% ; Problem: 80%.

Part - 3	II Year – Third Semester – Elective Paper – 1	L	T	P	Total LTP	C
UIS14E01	CUSTOMER RELATIONSHIP MANAGEMENT	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objective

1. To understand and analyze the customer relationship management,

2. To provide insights to students about technological revolution and corporate culture in CRM.

UNIT I

Introduction: Customer Relationship Management – Management requires Measurement – Qualitative Measurement Methods – Quantitative Measurement Methods – Calculating Relationship Indices.

UNIT II

Customer Relationship Survey: Research Design – Statistical Analysis of Customer Survey – Using Customer Relationship Survey Results.

UNIT III

Relationship Marketing: Relationship Concepts – Relationship Drivers – Lasting Relationships

UNIT IV

Partnerships: Customer Partnerships – Internal Partnerships – Supplier Partnerships – external partnerships

UNIT V

The Technological Revolution: Relationship Management – Changing Corporate Cultures

TEXT BOOKS

1. Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.
2. Kumar, V. and Reinartz, W.J., Customer Relationship Management: A Databased Approach, Wiley India Pvt. Ltd., 2006.
3. Makkar, U. and Makkar, H.K., Customer Relationship Management, Tata McGraw-Hill Education, 2011.

REFERENCES

1. Peelen, E., Customer Relationship Management, Pearson, 2008.
2. Peppers, D. and Rogers, M., Managing Customer Relationships, 2nd Edition, John Wiley and Sons, 2011.
3. Shanmughasundaram, S., Customer Relationship Management: Modern Trends and Perspectives, PHI Learning Pvt. Ltd., 2008.
4. Sheth, J.N. and Parvatiyar, A., Handbook of Relationship Marketing, Response Books, 2002.

Part - 3	II Year – Third Semester – Elective Paper – 1	L	T	P	Total LTP	C
UIS14E02	ORGANISATIONAL BEHAVIOUR	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To focus student attention on what happens in the organization.
2. To understand the various human potential.

UNIT I

Organizational behavior - meaning - need - scope – theories of organization – individual difference Vs group intelligence tests – measurement of intelligence – personality tests – nature – types and uses of perception.

UNIT II

Organizational culture and climate – organizational effectiveness – organizational counseling and guidance.

UNIT III

Motivation – motivational techniques – job satisfaction – meaning factors – theories measurement – morale – importance – employee attitudes and behavior and their significance to employee productivity.

UNIT IV

Work environment – good housekeeping practice design of work place – fatigue – cause and prevention and their importance – leadership – types of leadership.

UNIT V

Group dynamics – cohesiveness – co operation – competition – conflicts – resolution – sociometry – group norms – role position status.

TEXT BOOKS

1. Vipin B kumar, S Gopinadhan, OrganisationalBehaviour, Himalayan Publishing House, New Delhi
2. Fayyaz Ahmad, Nazir Ahmad Gilkar, Javid Ahmed Darzi, OrganisationBehaviour, Atlantic Publishing, India.
3. Shajahan S &LinuShajahan, OrganisationBehaviour, New Age Internation (P) Ltd., Delhi.

REFERENCES

1. Aquinas P G., OrganisationalBehaviour, Excel Books, New Delhi.

2. Suja R Nair, Organisational Behaviour, Himalayan Publishing House, New Delhi

SEMESTER III

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CDC14301	VERBAL APTITUDE	1	1	-	2	1

Purpose/ Objectives

Proposed with an integral focus on Campus Placement, this course would train the students on a variety of question types used by the companies and improve their language skill.

Topics

1. Synonyms
2. Antonyms
3. Idioms and Phrases
4. Sentence completion
5. Spotting errors
6. Selecting words
7. Ordering of Words/ sentences
8. Change of voice
9. Sentence improvement
10. One word substitute
11. Change of speech
12. Closet test
13. Error correction
14. Sentence correction
15. Picture comprehension
16. Reading comprehension
17. Creative writing
18. Verbal analogies
19. Writing Curriculum Vitae

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UVE14301	Value Education	1	0	0	1	1

Instructional Objectives:

1. To consider the relation between values and personal behavior affecting the achievement of sustainable futures
2. To reflect on your future awareness, commitment and actions

UNIT I - ETHICS (AXIOLOGY)

1. To familiarize the students with the concepts of "right" and "good" in individual and social context
2. Help him/her determine what action or life is best to do or live
3. Right conduct and good life
4. Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good", and an action of low, or at least relatively low, value may be regarded as "bad"
5. Value systems- Positive and Negative value

UNIT II - BEHAVIOURAL PSYCHOLOGY

1. Perceptual, Cognitive and Emotional Development (friendships, peers, moral development)
2. Emotions revealed and Emotions assessed
3. EQ Tests

UNIT III - GREEN VALUES

1. Chain of Effects (one system affecting the other)
2. The exchange between trees and humans

UNIT IV - HUMANISM

1. Cross Cultural Learning
2. Inclusive humanism
3. The inclusive sensibility of all species, planet and lives
4. Animalism- theory of evolution
5. Religious Values (References to World Religion)

UNIT V - ETHNICAL AND SOCIAL ISSUES

1. Perspective Discussions
2. Movies related to ethnical and social issues will be aired
3. Videos related to value inculcation will be aired

Reference Books for the Teacher

- Collective Learning for Transformational Change* by Valerie A. Brown, Judith A. Lambert
 - Defining the Humanities* by Robert Proctor
 - The Moral Animal* by Robert Wright
- Recommended Text: Moral Element by Dr. Shanthichitra, Published by Department of English, FSH, SRM University, Chennai

Course Code	Course Title	L	T	P	Total of LTP	C
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UYG14201	YOGA FOR HUMAN EXCELLENCE	0	0	1	1	1
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I

INSTRUCTIONAL OBJECTIVES:

At the end of this course the learner is expected:

1. To gain knowledge about the physical health, life force and mental health.
2. To have clear understanding about the nature

UNIT I - SIMPLIFIED PHYSICAL EXERCISES (3 Hours)

Physical exercises – Hand exercises – leg exercises – Breathing exercises – Eye exercises – Kapalabathi – Makarasana 1 – Makarasana2 - Body massage – Acupressure – Relaxation

UNIT II - KAYA KALPA (3 Hours)

Maintaining the youthfulness - Postponing the ageing process - Sex and Spirituality - Significance of sexual vital fluid - Methods for concentration - Kaya Kalpa Exercise – Aswini Mudhra – Moola Bandha – Ojas Breath

UNIT III - MEDITATION (3 Hours)

Agenai - Shanthi – Clearness – Thuriyam – Thuriyatheetham Purpose and philosophy of life - Analysis of thought – Mind & thought- Greatness of the thought force-practice for analysis of thoughts with tabulation.

UNIT IV - SUBLIMATION (3 Hours)

Moralization of desire - Root causes for desire-three kinds of desires-Attachment & detachment- valuable desire- practice for moralization of desires with the tabulation – Neutralization of anger – Root causes of anger- chain reaction-evil affects of anger in the body, mind, inter relationship, society-neutralization of anger with the tabulation - Eradication of worries – Root causes of worries – worry and wisdom – evil effect – four types of worries - practices for eradication of worries with tabulation.

UNIT V - HUMAN RESOURCE DEVELOPMENT (3 Hours)

Benefits of Blessings - Greatness of Friendship - Individual Peace and World Peace - Law of Nature Unified force - Cause and Effect system - Purity of Thought and Deed and Genetic centre

TEXT BOOKS

1. Simplified Physical Exercises – Thathuvagnani Vethathiri Maharishi (UNIT – I, II)
2. Bio – Magnetism - Thathuvagnani Vethathiri Maharishi (UNIT - III, IV , V)

REFERENCES

1. Sound health through yoga – Dr. K. Chandrasekaran.

Part - 3	II Year – Fourth Semester – Core Paper – 11	L	T	P	Total LTP	C
UIS14401	MANAGEMENT ACCOUNTING	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To explain the theoretical concepts of management accounting.
2. To explain the application of various management accounting techniques

UNIT I

Management Accounting – Meaning, scope, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of Financial Statements – Nature, Objectiveness, tools – Methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios.

UNIT VI

Funds flow and Cash flow statements - Budgets and budgetary control – Meaning, Objectiveness, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets.

UNIT V

Marginal costing (excluding decision making) – difference between Absorption Costing and Marginal Costing – CVP analysis – Break Even Analysis – Break Even Chart.

TEXT BOOKS

1. Agrawal, Principles of Management Accounting, Asian Books, India
2. Kothari, Management Accounting: Concepts & Applications, Macmillan Publishers India.
3. Murthy & Guruswamy, Management Accounting, vijinicol publisher, India
4. Redy and Hariprasadredy, Management Accounting, margham publication, Chennai.

REFERENCES

1. Vij, Management Accounting, Macmillan Publishers, India
2. Khan M Y, Jain P K, Management Accounting, Tata McGraw Hill, India

Part - 3	II Year – Fourth Semester – Core Paper – 12	L	T	P	Total LTP	C
UIS14402	OPERATION MANAGEMENT	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To explain the theoretical concepts of production planning and control
2. To explain the application of various quality control techniques

UNIT I

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

UNIT II

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

UNIT III

Plant location – meaning– need – Plant location problems – Advantages of urban, semi – urban and rural locations – Systems view of locations – Factors influencing plant location - Plant layout –problems – Objectives – Principles– Factors influencing plant layout – Types of layout.

UNIT IV

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.-Work measurement – Objectives of work, measurement – Techniques of work measurement –Computation standard time- Allowance – Comparison of various techniques.

UNIT V

Quality control – Types of inspection – Centralized and decentralized – P chart – X-Chart –Construction – Control – TQM.

TEXT BOOKS

1. P Khanna, Industrial Engineering & Management, DanpatRai Publishing House
2. Martand T Telsang, , "Production Management", S.Chand& Co, New Delhi.

REFERENCE BOOKS

1. Sharma Gagan Deep ,Gursharnjit , Harpreet Singh, Production and Operations Management", Kalyani Publishers , Ludhiana
2. R. Senapati, 2002, "Production and Materials Management", ARS Publications, Arpakkam, T.N.

Part - 3	II Year – Fourth Semester – Core Paper – 13	L	T	P	Total LTP	C
UIS14403	DATABASE MANAGEMENT SYSTEMS (THEORY)	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

UNIT I

INTRODUCTION TO DBMS - Advantages and Components of a Database Management Systems – Feasibility Study – Class Diagrams – Data Types – Events – Normal Forms – Data Rules and Integrity – Converting Class Diagrams to Normalized Tables – Data Dictionary.

UNIT II

QUERIES - Query Basics – Computation Using Queries – Subtotals and GROUP BY Command – Queries with Multiple Tables – Subqueries – Joins – DDL & DML – Testing Queries

UNIT III

FORMS AND REPORTS - Effective Design of Forms and Reports – Form Layout – Creating Forms – Reports – Procedural Languages – Data on Forms – Programs to Retrieve and Save Data – Error Handling.

UNIT IV

APPLICATIONS - Power of Applications: Application Structure – User Interface Features – Transaction – Forms Events – Custom Reports – Distributing Application – Table Operations – Data Storage Methods – Storing Data Columns – Data Clustering and Partitioning.

UNIT V

DATABASE ADMINISTRATION AND DISTRIBUTION - Database Administration – Development Stages – Backup and Recovery – Security and Privacy – Distributed Databases – Client/Server Databases – Web as a Client/Server System – Objects – Object Oriented Databases – Integrated Applications.

TEXT BOOK:

1. G. V. Post – 1999– Database Management Systems Designing and Building Business Application – McGraw Hill International edition.

REFERENCES

1. Raghu Ramakrishnan – 1998.– Database Management Systems – WCB/McGraw Hill

Part - 3	II Year – Fourth Semester – Core Paper – 14	L	T	P	Total LTP	C
UIS14404	DBMS LAB	0	0	4	4	2

Maximum: 100 marks (Internal: 50 marks; External: 50)

DBMS LAB

1. Create a table student_master with the following fields name, regno, 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.

Part - 3	II Year – Fourth Semester – Allied Paper – 4	L	T	P	Total LTP	C
UIS14405	BUSINESS STATISTICS – II	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives

1. To apply Statistical analysis for decision making process.
2. To apply Statistical tools for business applications.

UNIT I

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.

UNIT II

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.

UNITIII

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 IV

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

UNIT V

Linear Programming – formulation , graphical solutions – Assignments by Hungarian Method-Transportation Problem-Methods of finding Initial Basic Feasible Solution.

TEXT BOOKS

1. Pillai, R.S.N, Bagavathi, V. (2009), Statistics, Theory and Practice, 7th Edition, S.Chand Ltd, New Delhi.
2. Sundaresan, V, Ganapahy Subramanian, K.S. and Ganesan, K (2011), Resource Management Techniques, A.R. Publications - Nagapattinam.

TREATMENT AS IN : Pillai, R.S.N, Bagavathi, V. (2009), Statistics, Theory and Practice, 7th Edition, S.Chand Ltd, New Delhi.

Unit I: Chapter-12(396-435), Chap 13(463-510)

Unit II: Chapter 14(526-544 and 551-572)

Unit III: Chapters 15(591-616)

Unit IV: Chapters 16(647-660 And 664-680)

Unit V: Chapter 2 (2.1-2.5), Chapter 8(8.1-8.7), Chapter 7 (7.1), of RMT by. Sundaresan, V, Ganapahy Subramanian, K.S. and Ganesan, K

BOOKS FOR REFERENCES

1. Gupta, S.P. (2011) ,Applied Statistical Methods ,4th Edition, Sultan Chand & Sons, New Delhi..
2. Ken Black, (2013), Business Statistics for Contemporary Decision Making, 7th Edition, John Wiley Publications.

Question Pattern : Theory:20% ; Problem: 80%.

Part - 3	II Year – Fourth Semester – Elective Paper – 2	L	T	P	Total LTP	C
UIS14E03	HUMAN RESOURCE MANAGEMENT	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To understand the basic concepts or Human Resource Management and its relevance incorporate world.
2. The course explores the present national and International scenario.

- Students are expected to have a thorough knowledge on the first three modules and reasonably good awareness in the remaining modules.

UNIT I

Human resource management – meaning – definition – scope – importance – Objectivess – qualities of HR managers – functions of HRM - HR policies – evolution of of HRM.

UNIT II

Human Resource requirements - Job Analysis - Job Description - Human Resource Planning – Recruitment - Sources of Recruitment - selection Process - Methods – Interview

UNIT III

Training and development - Objectivess- importance – training process - methods of training – development - performance appraisal - various types of performance appraisal, career development

UNIT IV

Motivation - meaning – importance - theories of motivation – Leadership – meaning –functions of a leader- qualities of a leader – leadership styles - theories of Leadership - promotion –demotion - transfer.

UNIT V

Labour relations – Overview of Industrial Relation- Industrial disputes- Negotiation- Discipline-Dispute settlement - Recent Challenges in HR - Recent developments in HR-Strategic Human resource Management- Global trend & their influence on Practices.

TEXT BOOKS

- Edwin Flippo Personal management.
- Dr. C.B Gupta Human Resource Management.

REFERENCE BOOKS

- V.S.P Rao Human Resource Management.

Part - 3	II Year – Fourth Semester – Elective Paper – 2	L	T	P	Total LTP	C
UIS14E04	CONSUMER BEHAVIOUR	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objective:

1. To enlighten the student about the consumer perception
2. To give in depth knowledge about the consumer behaviour.

UNIT I

Consumer behavior nature – Scope - importance – nature – Objectiveness - Marketing concept, societal marketing concept, social responsibility and ethics in marketing. The consumer research process, and qualitative research.

UNIT II

Consumer decision-making process: Routinised response, limited and extensive problem solving behavior. Howard-Sheth, Engell, Kollat-blackwell and Nicosia models of consumer decision-making. Consumer gifting behavior. Relationship marketing.

UNIT III

Consumer perception - Absolute and differential threshold - subliminal perception - Perceptual selection - organization and interpretation - Consumer learning – Motivation – cues - response and reinforcement.

UNIT IV

Personality and consumer behavior - Nature of personality, Freudian, Neo-freudian and trait theories. Role of personality in understanding consumer diversity. Personality and brand personification. Self-image, Vanity and consumer behavior

UNIT V

Influence of reference groups – Friendship, Work, Celebrity and family. Impact of social class, culture, subculture and cross-cultural factors on consumer behavior. The process of opinion leadership and motivation behind opinion leadership.

TEXT BOOKS

1. Leon G.Schiffman& Leslie Lazar Kannk, Consumer Behaviour, Prentice-Hall of India
2. Reynolds & Wells: Consumer Behaviour – Mcgraw Hill, International.
3. S.C.Mehta – Indian Consumers – Tata McGraw Hill

REFERENCE BOOKS:

1. James F.IngelRoger.D. & Blackwell – Consumer Behaviour – Dryden Press.

2. Customer Relationship Management – Peeru Ahmed & Sagadevan – Vikas Publishing

SEMESTER IV

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CDC 14401	QUANTITATIVE APTITUDE AND LOGICAL REASONING-I	1	1	-	2	1

Purpose/ Objectives

This module will train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.

Mock interviews are on-on-one basis.

QUANTITATIVE APTITUDE

Partnership

Simple Interest, Compound Interest

Profit and Loss

Problems on Clock, Calendar and Cubes

Permutation and Combination

Allegation and mixtures

LOGICAL REASONING

Letter and Symbol series

Number series

Analyzing arguments

Making judgments

Part - 3	III Year – Fifth Semester – Core Paper – 15	L	T	P	Total LTP	C
UIS14501	PRACTICAL AUDITING	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To understand the various methods of auditing the accounts.
2. To understand the role of an auditor in an organisation.

UNIT I

Definition of Audit – Difference between Auditing and Accountancy – Scope of Auditing – Objectiveness 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.

UNIT III

Depreciation and Reserves – Meaning Depreciation on wasting assets.

UNIT IV

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. Special considerations in company Audit. Presentation of financial statements. Audit of Share Capital. Audit of Dividends and Debentures. Audit of Branch office Accounts. Special Audit u/s 233A. Cost Audit.

UNIT V

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

TEXT BOOKS

1. Basu, Auditing: Principles and Techniques, Dorlington Kindersley (India) Pvt. Ltd
2. Chauhan K S, Auditing, Suchita Publication
3. Ravinder Kumar Virender Sharma, Auditing Principles and Practices, Prentice Hall, India

REFERENCES

1. Pandu A, Principles of Auditing, Serial Publication, India
2. Pathak J P, Auditing in a Computerized Environment, Allied Publishes, India

Part - 3	III Year – Fifth Semester – Core Paper – 16	L	T	P	Total LTP	C
UIS14502	TOTAL QUALITY MANAGEMENT	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives

1. To make the student understand about Total quality management
2. To give in depth knowledge about the Six Sigma
3. To learn the basic concepts of ISO 9000:2000
4. To understand the service quality measurement.

UNIT I

Introduction: Concept of Quality – Dimensions of Quality - Evolution of Total Quality – Frameworks for Quality –ISO 9000 – Comparison of Various Frameworks. Issues of Quality: Quality Cost - Customer Supplier relationships.

UNIT II

Tools and Techniques: Design Tools – Quality Planning Tools – Continuous Improvement Tools - 5S and Kaizen– Lean Concept. Six Sigma: Concepts – Steps and Tools – Define, Measure, Analyse, Improve and Control (DMAIC) Methodology of Six Sigma Implementation.

UNIT III

Total Quality Management – Principles and Practices ; Customer Satisfaction – Total Employee Involvement – Total Production Maintenance – Total Quality Control – Zero Defect - Quality Assurance – Quality Circle – Quality Audit.

UNIT IV

Quality Function Deployment – Failure Mode and Effect Analysis – Product Life Characteristic Curve – Bath Tub Curve – Reliability Function.

UNIT V

Quality Standards: ISO 9000:2000 – Concepts – Certification Requirements – ISO 9000 in Indian Business Environment - ISO 14000: Concepts and Importance – Six Sigma Certification – Service Quality Measurement.

TEXT BOOKS

1. Besterfield, D.H., Besterfield-Michna, C., Besterfield-Sacre, Besterfield, G.,Urdhwarshhe, Total Quality Management, 3rd Edition, Pearson Education, 2010.

2. Charantimath, P., Total Quality Management, 2nd Edition, Pearson, 2011.
- Dennis, P., Lean Production Simplified: A Plain Language Guide to the World's Most Powerful Production System
3. Evans, J., and Lindsay, W.M., The Management and Control of Quality, 8th Edition, South Western, 2012.

REFERENCES

1. Evans, J., Quality Management, Organization and Strategy, 6th Edition, Cengage International, 2011.
2. George, M.L., Lean Six Sigma, Tata McGraw-Hill Education, 2002.
3. Gupta, S. and Valarmathi, Total Quality Management, 2nd Edition, Tata McGraw-Hill Education Pvt. Ltd., 2009.

Part - 3	III Year – Fifth Semester – Core Paper – 17	L	T	P	Total LTP	C
UIS14503	FINANCIAL MANAGEMENT – THEORY PAPER	4	1	0	5	4

(Question Paper Pattern 100% Theory)

Maximum: 100 marks (Internal: 50 marks; External: 50)

Objectives:

1. To understand the various finance sources
2. To understand how to take capital budgeting and investment decisions

UNIT I

Meaning and Definition – Functions of Finance Manager – methods and sources of raising finance – Sources of short term and long term finance – Critical appraisal of different securities and bonds as source of finance – equity shares – convertible and non-convertible debentures – preferred stock. Objectives / goals of finance function – financing decisions – investment decision – importance of finance planning - problems in financial forecasting.

UNIT II

Capital structure decisions – traditional and MM approaches – current views – determine of capital structure – over trading – over and under capitalization – leverage analysis EBIT – EPS analysis.

UNIT III

Cost of capital measurement WACC – MCC and value of the firm – Factors in dividend policy of firm – dividend relevancy – Company law provisions on dividend payment.

UNIT IV

Investment decisions – risk – required rate of return – estimating cash flows – present value of cash flows – evaluation of alternative investment proposals – Sensitivity analysis – simulation – decision making under conditions of risk and uncertainty – inflation and investment decision.

UNIT V

Working Capital Management – working capital cycle – forecasting of working capital requirement – factors influencing working capital – different components – inventory – cash – receivables – credit policies – Collection policies.

TEXT BOOKS

1. I.M. Pandey, Financial Management, Vikas Publication, New Delhi.
2. Babatosh Banerjee, Financial Policy and Management Accounting, The World Press, Calcutta.
3. Prasanna Chandra, Financial Management Theory and Practice, TMH, New Delhi,

REFERENCES

1. Vanhorne J, Financial Management & Policy, Pearson Education, Delhi.
2. Brealey and Myers, Principles of Corporate Finance, McGraw Hill, India.

Part - 3	III Year – Fifth Semester – Core Paper – 18	L	T	P	Total LTP	C
UIS14504	ENTERPRISE RESOURCE PLANNING (THEORY)	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

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.

UNITII

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

UNITIII

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

UNITIV

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

UNITV

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

TEXT BOOKS

1. Vinod Kumar Garg and N.K.Venkita Krishnan (1998), **Enterprise Resource Planning - Concepts and Practice** - Prentice Hall of India,Second Edition.

REFERENCES

1. S.Sadagopan (2001), **Enterprise Resource Planning** - Prentice Hall.
2. Bret Wagner (2008), **Enterprise Resource Planning** - Third Edition CengageLearning.
3. Alexis Leon (2003), **Enterprise Resource Planning** - Tata McGraw Hill.
4. Jose Antonio Fernandez (1998), **The SAP R/3 Handbook** - Tata McGraw Hill.
5. Brady, Monk, Wagner (2001), **Concepts in Enterprise Resource Planning** - Thomson Asia.

Part - 3	III Year – Fifth Semester – Core Paper – 19	L	T	P	Total LTP	C
UIS14505	COMPUTER APPLICATIONS IN ACCOUNTING	0	0	4	4	2

ACCOUNTING Package (Tally) - Practical
Maximum: 100 marks (Internal:50 marks;External:50)

- Creating a new company
- Creation of essential ledgers
 - Capital account
 - Purchase account
 - Sales account
 - Direct expenses
 - Cash account
 - Profit & Loss account
 - Debtors account
 - Creditors account
- Creation of inventory
 - Stock group
 - Unit of measure
 - Stock item
- Creation of ledgers
 - Single ledgers
 - Multiple ledgers
 - Voucher posting sales order
 - Making actual sales
 - Purchase order
 - Making actual purchase
 - Returns accounting for receipts and payments

Reports

Part - 3	III Year – Fifth Semester – Elective Paper – 3	L	T	P	Total LTP	C
UIS14E05	COMPUTERIZED STOCK EXCHANGE MANAGEMENT	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To have basic knowledge about stock exchange
2. To know about the online trading

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 – Objectivess 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. Bolton S. E. Security Analysis and Portfolio Management.
2. Briston R J., The Stock Exchange and Investment Analysis
3. Cohen J. B. E. B. Zimbarb and A. Zeikel, Investment Analysis and Portfolio Management
4. Fisher D E and R J Jordan, Security Analysis and Portfolio Management
5. Grahame. Dood D.L. and Cottle S. Security Analysis Principles & Techniques

REFERENCES

1. Smith K V Portfolio Management
2. Devines S N (Ed) Financial Analysis – Handbook Vol. I & II.
3. Sharpe W F Portfolio Theory and Capital Markets.
4. Smith K V and D K Eiteman, Essentials of Investment
5. Bhalla, V K Investment Management S. Chand & Company Ltd., New Delhi.

Part - 3	III Year – Fifth Semester – Elective Paper – 3	L	T	P	Total LTP	C
UIS14E06	BUSINESS ETHICS AND VALUES	3	1	0	4	3

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

Objectives:

1. Demonstrate understanding of the definition of ethics and the importance and role ethical behavior serves in the business world today.

- Demonstrate understanding of how business ethics relates to larger moral and philosophical frameworks.

UNIT I

Business Ethics, Concepts, Importance - evaluation of business ethics - benefits - Ethics in Business and Indian Value system, Various approaches to ethics.

UNIT II

Impact on business culture – types of ethical issues – bribery- theft – coercion - deception – discrimination- internal and external ethics.

UNIT III

Ethics in advertisement and false claims- environmental protection and ethics- approaches to the problems of pollution control

UNIT IV

Social Responsibilities of business – social responsibilities towards stakeholders- social audit – Indian ethos and business culture.

UNIT V

Ethics in HRM - Ethics and Marketing, Ethics in Finance and Accounting, Ethics and Information Technology.

TEXT BOOKS

- Dr. S. Sankaran Business ethics and values, Margam publications, Chennai.
- Business Environment - Francis Cherunilam, Himalaya
- Ethics in Management by S.A. Sherlekar, Himalaya

REFERENCE BOOKS:

- Business Ethics- David J. Fritzsche
- Perspectives in Business Ethics- Laura Hartman-McGraw Hill

SEMESTER V

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CDC 14501	QUANTITATIVE APTITUDE AND LOGICAL REASONING- II	1	1	-	2	2

Purpose/ Objectives

This module is designed to suit the needs of the outgoing students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning.

Mock interviews are on-on-one basis.

QUANTITATIVE APTITUDE

Time and Distance
Height and Distance
Problems of ages and trains
Pipes and Cistern Boats and Streams
Probability

LOGICAL REASONING

Direction and Sense Test
Venn diagrams
Seating arrangements
Cause and effect
Blood relation test
Dice
Logical verbal puzzles

Part - 3	III Year – Sixth Semester – Core Paper – 20	L	T	P	Total LTP	C
UIS14601	CYBER LAW	4	1	0	5	4

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

Objectives :

1. To enlighten the students' knowledge on the basic application of Cyber Law in e-Commerce in India.
2. After the successful completion of the course the student should have a thorough knowledge on the basic concepts which lead to the formation and execution of electronic contracts

UNIT I

Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-cyber law in E-Commerce-Contract Aspects.

UNIT II

Security Aspects: Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works-Indian Patents act on soft propriety works.

UNIT III

Evidence Aspects: Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect:

Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime-Amendments to Indian Penal code 1860.

UNITIV

Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism - Electronic Data Interchange Scenario in India

UNITV

The Information Technology Act 2000-Definitions-Authentication Of Electronic Records-Electronic Governance-Digital Signature Certificates.

REFERENCES

1. The Indian Cyber Law : Suresh T.Viswanathan, Bharat Law House, New

Part - 3	III Year – Sixth Semester – Core Paper – 21	L	T	P	Total LTP	C
UIS14602	ENTREPRENEURIAL DEVELOPMENT PROGRAMME	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To understand the skills required for an entrepreneur.
2. To understand the sources of finance for an entrepreneur

UNITI

Entrepreneurship – definition – theories on entrepreneurship_ types of entrepreneur _ characteristics of successful entrepreneurs – identification of potential entrepreneurs – factors influencing entrepreneurship _ women entrepreneurs_ problems of women entrepreneur.

UNITII

Institutional finance to small industries – Incentives – KVIC-NIESBUD-SISI-SIDCS-SIPCOT-DIC-SIETI-NISIET-NSIC-SIDO-IIC.

UNITIII

Role of entrepreneurs in the present global scenario – identification of opportunities – location problems – Entrepreneurial development programmes. Small scale industries – role of small scale business – policies governing small scale industries – rural industries – ancillary industries

UNITIV

Problems and prospects – organization and structure – industrial estates – problems in marketing – export – potential – functions of small scale industries.

UNITV

Capital structure and seed capital – financial appraisal of new project _ project life cycle – project report –franchising.

TEXT BOOKS

1. Vasant Desai, Small Scale industries and entrepreneurship, Himalayan Publication, New Delhi.
2. KavilRamachandran, Entrepreneurship Development, McGraw Hill, India
3. Kaushik U, Entpreneurship, Pointer Publishers , Jaipur.

REFERENCES

1. Vasant Desai, Problems and Prospects of small scale industries in India, Himalayan Publishing, New Delhi.
2. Khan, Management of Small Scale industries, Sultan Chand, New Delhi.

Part - 3	III Year – Sixth Semester – Core Paper – 22	L	T	P	Total LTP	C
UIS14603	MULTIMEDIA & ITS APPLICATIONS (THEORY)	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

UNIT I

Introduction - What is Multimedia: Definitions – CD ROM and the multimedia Highway- where to use Multimedia – Introduction to making multimedia: The stage of project – what you need – Multimedia skills and Training: The team

UNITII

Multimedia Hardware - Macintosh and Windows Production Platforms: Macintosh versus PC – the Macintosh platform – The windows multimedia PC Platform – Hardware peripherals: Connections – Memory and storage devices – input devices – output hardware – communication devices

UNIT III

Multimedia Software - Basic Tools: Text editing and word processing tools – OCR Software – painting and drawing tools – 3D modeling and animation tools – Image editing tools- Sound editing tools – Animation video and Digital Movie Tools – Making instant Multimedia: Linking multimedia objects – Office suites

UNIT IV

Authoring Tools and Text - Types of Authoring Tools – Card and page based – Icon based – Time Based – Object Oriented Authoring Tools – Text: The power of

meaning – About fonts and Faces – Using text in multimedia – computer and text – Font editing and designing tools – Hypermedia and hypertext

UNIT V

Images and Animation - Images: Before you start to create – making still images – color – Image file formats – Animation: Principles of Animation – Making animations that work – Video: Using video – How video works – Broadcast video standards – video tips – Recording formats – Digital video

TEXT BOOK

1. Tay Vaughan, (1999), "Multimedia: Making it Work", Fourth Edition, TMH, New York.

Part - 3	III Year – Sixth Semester – Core Paper – 23	L	T	P	Total LTP	C
UIS14604	MULTIMEDIA & ITS APPLICATIONS (PRACTICAL)	0	0	4	4	2

Maximum: 100 marks (Internal:50 marks;External:50)

Flash

1. Drawing a Semi Circle by snap tool
2. Drawing a 24 spokes on a wheel
3. Placing a text along a curved path
4. Changing on objects shape using shape tweening
5. Changing on objects shape using text tweening
6. Changing on objects shape using motion tweening
7. Slide show presentation (minimum 5 slides)
8. Creating an application to show the masking effect in Flash
9. Creating an application to water masking

Photoshop

1. Working with the clone stamp tool
2. Drawing Watch using custom shape
3. Testing lab mode
4. Using multichannel mode
5. Using the sponge Tool
6. Antique framing
7. Isolating a Complex Image
8. Removing an element from an image Adjusting the focus

Part - 3	III Year – Sixth Semester – Core Paper – 24	L	T	P	Total LTP	C
UIS14605	PROJECT WORK	4	1	0	5	4

Maximum: 100 marks (Internal:50 marks;External:50)

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.
3. The project work should be neatly presented in not less than 60 pages and not more than 100 pages
4. Paper Size should be A4
5. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Arial / Font Size: 12 for text)
6. Subheading shall be typed in the Font style (Font: Arial / Font Size: 14 for headings)
The report should be professionally prepared.
7. The candidate should submit periodical report of the project to the supervisor.
8. Two reviews will be conducted before the Viva Voce
9. Each candidate should submit hardcopy(3 copies) 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

Evaluation Scheme

Project Evaluation and viva voce – Internal Examiner – 50Marks

Project Evaluation and viva voce – External Examiner – 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

Part - 3	III Year – Sixth Semester – Elective Paper – 4	L	T	P	Total LTP	C
UIS14E08	ADVERTISING AND SALES PROMOTION	3	1	0	4	3

Maximum: 100 marks (Internal:50 marks;External:50)

Objectives:

1. To learn the basic concepts of Advertising and sales promotion
2. To understand the various types of advertising.
3. To understand the various tricks of sales promotions

UNITI

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements.

UNITII

Media plan – Type and choice criteria –frequency of advertisements – Cost of advertisements - related to sales.

UNITIII

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements.

UNITIV

Sale promotion – Definition –scope – role – Objectivess - sales promotion techniques

UNIT V

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national promotion strategies Coordination within the various promotion techniques.

TEXT BOOKS

1. Belch, G.E., Belch, M. and Purani, K., Advertising and Promotion, 7thEdition, Tata McGraw-Hill Education
2. Bhatia, T.K., Advertising and Marketing in Rural India, 2ndEdition, Macmillan India Ltd., 2007.
3. Hackley, C., Advertising and Promotion: An integrated communications approach, 2ndEdition, Sage Publications, 2010.

REFERENCES

1. Pricken, M., Creative Advertising: Ideas and Techniques from the World's Best Campaigns, 2ndEdition, Thomas and Hudson, 2008.
2. 10. Shrimp, T.A., Integrated Marketing Communications in Advertising and Promotion, 8thEdition, Cengage Learning India, 2012.
3. 11. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7thEdition, Pearson, 2007.

Part - 3	III Year – Sixth Semester – Elective Paper – 4	L	T	P	Total LTP	C
UIS14E10	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	1	0	4	3

(Maximum: 100 marks (Internal: 50 marks; External: 50)

Objectives

1. To make the student understand about securities
2. To give in depth knowledge about the Investment decisions

UNIT I

Introduction: 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. – Measures of Return – Risk Adjusted Measures of Performance

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. Chandra, P., Investment Analysis and Portfolio Management, 4th Edition, Tata McGraw-Hill Education, 2012.
2. Ranganathan, M. and Madhumathi,R., Security Analysis and Portfolio Management, 2ndEdition, Pearson, 2012.
3. Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, 10th Edition, Cengage Learning, 2012.

REFERENCE BOOKS:

1. Damodaran, A., Damodaran on Valuation – Security Analysis for Investment and Corporate Finance, 2ndEdition, Wiley India, 2008.
2. Fischer, D.E. and Jordan, R., Security Analysis and Portfolio Management, 6thEdition, Pearson Education, 1995.
3. Graham, B., and Dodd, D.L., Security Analysis, 6thEdition, Tata McGraw-Hill Education, 2008.

SEMESTER VI

Subject Code	Course Title	L	T	P	L+T+P	C
UHR14601	HUMAN RIGHTS AND PROFESSIONAL ETHICS	2	0	0	2	2

OBJECTIVES

1. This course on professional ethics introduces the students to ethical practices around the world.
2. It will help the students to understand and imbibe within them ethical values which are important in furthering one's professional life in their workplaces.

UNIT - I

Human values- types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.

Unit - II

Variety of moral issues- Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action.

UNIT III

Self interest- Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.

UNIT IV

Safety and risk- Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.

UNIT V

Global issues- Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership

BOOKS FOR TEXT AND REFERENCE

1. Naagarazan R S (2006). A Textbook on Professional Ehtics and Human Values, New Age International, New Delhi.
2. Mike Martin (1996). Ethics in Engineering, McGraw Hill, New York.