BHARATHIAR UNIVERSITY,COIMBATORE-641 046

B.Com - IT (Information Technology)

(For the students admitted from the academic year 2019-20 and onwards)

SCHEME OF EXAMINATION – CBCS PATTERN

Part	Study Components	Course Title	Ins. Hrs/ week	Examinations				
				Dur.Hr	CIA	Marks	Total	Credits
	SEMESTER – I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Accounting		4	3	25	75	100	4
III	Core II – Information Technology		4	3	25	75	100	4
III	Allied Paper I : Business Mathematics		4	3	25	75	100	4
III	Core IV -Computer Applications: MS Office :Practical-I		4	3	-	-	-	-
IV	Environmental Studies #		2	3	-	50	50	2
	SEMESTER – II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Financial Accounting		7	3	25	75	100	4
III	Core IV – Computer Applications : Tally -Practical-I		4	3	40	60	100	4
III	Allied Paper II : Statistics for Business		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2
	SEMESTER – III							
III	Core V– Higher Financial Accounting		5	3	25	75	100	4
III	Core VI – Data Base Management System		5	3	25	75	100	4
III	Core VII – Programming with C++		6	3	25	75	100	4
III	Allied : III - Managerial Economics		5	3	25	75	100	4
III	Core XI : Computer Applications : C++ -Practical II		4	3	-	-	-	-
IV	Skill based Subject-1 : Marketing Management		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (OR) Non-major Elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	3	50		50	2
	SEMESTER – IV							
III	Core VIII– Corporate Accountings		6	3	25	75	100	4
III	Core IX – Networking Management		4	3	20	55	75	3
III	Core X – Software Development in VB		4	3	25	75	100	4
III	Core XI–Computer Applications: Visual Basic -Practical II		4	3	40	60	100	4
III	Core XII- Banking Theory		3	3	20	55	75	3
III	Allied : IV - Principles of Management		4	3	25	75	100	4
IV	Skill based Subject-2 :: E-Business		3	3	20	55	75	3
IV	Tamil/Advanced Tamil (OR) Non-major elective -II :General Awareness #		2	3	50		50	2

	SEMESTER – V						
III	Core XIII – Software Engineering	6	3	25	75	100	4
III	Core XIV – Management Accounting	4	3	25	75	100	4
III	Core XV– Technology Management	5	3	25	75	100	4
III	Core XVI – Principles of Web Designing	4	3	25	75	100	4
III	Core XIX**:** Computer: Web Designing - Practical-III	4	3	-	-	-	-
III	Elective –I :	4	3	25	75	100	4
IV	Skill based Subject- 3 : Brand Management	3	3	20	55	75	3
	SEMESTER – VI						
III	Core XVII – Management Information System	6	3	25	75	100	4
III	Core XVIII - Java Programming	5	3	25	75	100	4
III	Core XIX - Computer : Java Script - Practical –III	4	3	40	60	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	6	3	25	75	100	4
IV	Skill based Subject- 4 : Supply Chain Management	3	3	20	55	75	3
V	Extension Activities @	-		-	-	50	2
	Total					**3500**	**140**

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
\# No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Cost Accounting
	B	**Business Finance**
	C	Entrepreneural Development
Elective – II	A	Financial Management
	B	Financial Markets
	C	Investment Management
Elective - III	A	Income Tax and Law Practice
	B	Banking Law & Practice
	C	Project Work

NOTE: The syllabus for the paper Business Finance is revised and furnished below. The existing syllabus is to be followed for the remaining papers.

Course code	11T	TITLE OF THE COURSE	L	T	P	C
Core/Elective/Supportive		PART - I TAMIL – PAPER -1	3			3
Pre-requisite			Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

ஆளுமை மேம்பாடு மற்றும் மொழித்திறனை வளர்த்தல் தன்னம்பிக்கையைத் தூண்டுதல்

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல்.	K2, K3
3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச்சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்	K3
4	தற்கால இலக்கியங்களான புதுக்கவிதை> சிறுகதை தோன்றி வளர்ந்த பின்புலத்தையறிதல். மொழியைப் பிழையின்றி பேச எழுத கற்கத்தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல்	K1, K3
5	நடைமுறை வாழ்வியலுக்குத் தேவைப்படும், ஆங்கிலக் கடிதத்தை தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல்.	K2, K3

K1 - Remember; **K2** - Undestand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	செய்யுள்	20 -- hours

1. பாரதியார் : எங்கள் தாய்
2. பாரதிதாசன் : தமிழின் இனிமை
3. கண்ணதாசன் : ஒரு கந்தல் துணியின் கதை
4. சிற்பி பாலசுப்பிரமணியம் : ஓடு.ஓடு.சங்கிலி …..
5. தமிழ்ஒளி : வருங்கால மனிதன் வருக!
6. வைரமுத்து : இது வித்தியமான தாலாட்டு

Unit:2	செய்யுள்	20 -- hours

1. பச்சியப்பன் : காலம் பிரசவித்த மற்றொரு காலம்
2. பழநி பாரதி : காடு
3. தேவயாணி : இயற்கைக்குத் திரும்புவோம்
4.. செல்வகுமாரி : இலக்கியத்தில் பெண்கள்

5. அறிவுமதி : ஹைக்கூக் கவிதைகள் 6. நாட்டுப்புறப்பாடல்கள் : தாலாட்டு, தொழிற் பாடல்கள்		
Unit:3	**சிறுகதை**	**20-- hours**
தேர்ந்தெடுக்கப்பட்ட சிறுகதைகள்- நியூ செஞ்சுரி புக் ஹவுஸ் வெளியீடு, சென்னை. அலைபேசி எண்.9047571857		
Unit:4	**இலக்கிய வரலாறு**	**10 - hours**
1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. ஹைக்கூக் கவிதைகள் 3. பாரதி, பாரதிதாசன் இலக்கியப் பணி 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்		
Unit:5	**இலக்கணம்**	**20 -- hours**
1. வல்லினம் மிகுமிடம் 2. வல்லினம் மிகாவிடம் 3. தொடரில் வழுஉச் சொற்களை நீக்கி எழுதுதல் 4. ஒருமை பன்மை மயக்கம் நீக்கி எழுதுதல் 5. **மொழிபெயர்ப்புப் பகுதி –** ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல் பொதுப்பகுதி , அலுவலகப்பகுதி		
Course Designed By: **முனைவர் ஆர்.நிர்மலா தேவி**		

Mapping with Programme Outcomes

CO s	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	M	S	M	M	M
CO3	M	M	S	S	M
CO 4	S	M	M	S	S
CO 5	M	S	S	M	M

S-Strong; M-Medium; L-Low

First Semester – Paper I

Course: French 1

Course Code:

Credits: 4

Hours: 90

Course Objectives:

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly

Course Outcomes:

S.No	**Course Outcome**	Blooms Level
CO1	Comprehend basic vocabulary	K1
CO2	Understand basic syntax and grammar patterns	K2
CO3	Converse slowly in known situations	K3
CO4	Translate small basic sentences	K4

Syllabus:

Part 1 - French 1	
Unit No.	**Topics**
1	Etape 0
	Etape 1 (Lecons 1 - 3)
2	Etape 2 (Lecons 1 - 3)
3	Etape 3 - Leçons 1 - 2
4	Etape 3 – Leçon 3
	Etape 4 – Leçon 1
5	Etape 4 – Leçons 2 - 3
Etapes 0 to 4, Pages 11 to 62	

Text Book Prescribed: Adomania 1 – Methode de francais

Authors: Céline Himber, Corina Brillant, Sophie Erlich

Publisher: HACHETTE FLE

Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1

Author: Yves Loiseau, Régine Merieux

Publisher: French and European Publications Inc

Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM : https://swayam.gov.in/nd2_cec19_lg04/preview

by Prof. Nirupama Rastogi (Retd) English and Foreign Languages University, Hyderabad

Course code	12E	PART II – ENGLISH-I	L	T	P	C
PART II ENGLISH		COMMUNICATIVE ENGLISH	4	-	-	4
Pre-requisite		Basic knowledge of English language	Syllabus Version		2020-2021	

Course Objectives:

The main objective of this course is to:

1. Enable the students to communicate effectively and appropriate in day-today conversations.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	To understand basic language skills through listening and reading	K1
2	To understand basic English grammar and use effectively	K2, K3
3	To enhance word power to speak and write effectively	K3
4	To improve flawless writing and speaking in day to day situations	K4
5	To communicate effectively	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	-	20hours

1. Listening and Speaking - Introducing self and others -Listening for specific information Pronunciation (without phonetic symbols) -Essentials of pronunciation - American andBritish pronunciation
2. Reading and Writing -Reading short articles – newspaper reports / fact based articles i. Skimming and scanning ii. Diction and tone - iii. Identifying topic sentences Reading aloud: Reading an article/report - Journal (Diary) Writing
3. Study Skills - 1
   a. Using dictionaries, encyclopaedias, thesaurus
4. Grammar in Context: Naming and Describing • Nouns & Pronouns •Adjectives

Unit:2	-	20hours

1. LISTENING AND SPEAKING –
a. Listening with a Purpose -b. Effective Listening
c. Tonal Variation d. Listening for Information e. Asking for Information f. Giving Information and Writing 1. a. Strategies of Reading: Skimming and Scanning b. Types of Reading: Extensive and Intensive Reading c. Reading a prose passage d. Reading a poem e. Reading a short story
2.Paragraphs: Structure and Types
a. What is a Paragraph? b. Paragraph structure c. Topic Sentence
d. Unity e. Coherence f. Connections between Ideas: Using Transitional words and expressions g. Types of Paragraphs
3. Study Skills II:
Using the Internet as a Resource a. Online search b. Know the keyword of India c. Refine your search d. Guidelines for using the Resources e. e-learning resources of Government f. Terms to know
4. Grammar in Context Involving Action-I a. Verbs b. Concord

Unit:3		15hours

1. Listening and Speaking -Giving and following instructions -Asking for and giving directions -Continuing discussions with connecting
ideas
2. Reading and writing -Reading feature articles (from newspapers and magazines) -Reading to identify point of view and perspective (opinion pieces, editorials etc.) -Descriptive writing – writing a short descriptive essay of two to three paragraphs.
3. Grammar in Context:-Involving Action :Verbals - Gerund, Participle, Infinitive • Modals

Unit:4	-	16 hours

1. Listening and Speaking- a. Giving and responding toopinions
2. Reading and writing a. Note taking b. Narrative writing – writing narrative essays of two tothree paragraphs
3. Grammar in Context: Tense • Present •Past • Future

Unit:5		18 hours

1. Listening and Speaking
a. Participating in a Group Discussion
2. Reading and writing -
Reading diagrammatic information - interpretations maps, graphs and
pie charts - Writing short essays using the
language of comparison and
contrast
3.Grammar in Context:
Voice (showing therelationship between Tense and Voice)

Unit:6	**Contemporary Issues**	**2 hours**
	Total Lecture hours	**75hours**

Text Book(s)	
COMMUNICATIVE ENGLISH –TANSCHE	
Reference Books	
1	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_hs14/preview
Course Designed By:	

COS	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	S	L	M	M	L	L	M	S	M
CO 2	L	S	S	S	M	M	M	M	L	M
CO 3	M	S	S	M	S	S	M	L	M	M
CO 4	M	M	S	S	S	S	S	L	M	S
CO 5	S	S	M	S	S	S	S	L	S	M

*S-Strong; M-Medium; L-Low

1.1.PRINCIPLES OF ACCOUNTING

Objectives
To enhance the students with practical knowledge of book keeping and accounting

Unit - I

Fundamentals of Book-keeping – Accounting Concepts and Conventions - Journal – Ledger – Subsidiary books – Trail balance – Preparation of bank reconciliation statement – Errors and their rectification.

Unit - II

Apportionment of capital and revenue expenditure – Significance and methods of Inventory valuation – Final accounts of sole trader with adjustments

Unit - III

Bills of exchange – Accommodation bills – Average due date – Account current.

Unit - IV

Accounting for consignments and joint ventures

Unit - V
Accounts of non profit organizations-receipts and payments and income and expenditure accounts and balance sheet; accounts of professionals

Note: Problems : Theory 80:20

Books for Reference:

1. Jain and Narang, Advanced Accounting, Kalyani Publishers
2. R.L.Gupta and M.Radhaswamy, Advanced Accountancy, Sultan Chand.
3. P.C.Tulsian, Financial Accounting, Tata McGraw Hill Publications.
4. Shukla & Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)
5. Arulanandam & Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)

1.2. INFORMATION TECHNOLOGY

Objective

To impart the students the latest trends in the technological developments

Unit - I

Introduction: Managing in Information Age. Evolution of IT Management – Types of Information Systems – Internet Based Business Systems – Value Chain Reconstruction for E-Business – IT Management Challenges and issues – Critical success Factors for IT Managers.

Unit - II

Hardware Software And Communication: Computing Hierarchy – Input – Output Technologies – Hardware Issues – System Architecture – Operating Systems – Network Operating Systems – Grid Computing – Mobile Computing – Ubiquitous Computing – Application Programming – Managing Application Development – Data Resources – Managing Data Resources – Problem of Change and Recovery.

Unit - III

Communication Technology: Communication Technology – WWW – Intranets – Extranets – Voice Networks Data Communication Networks – Last Mile – Wireless System – Web Hosting – Application Service Providers.

Unit - IV

IT Applications: Enterprise Resource Planning – Enterprise System – Expert System – Decision Support System – Neural Networks – Executive Information System – Customer Relationship Management System – Supply Chain Management Systems – Knowledge Management – Data Warehousing – Data Mining – Virtual Reality – E-Business and Alternatives. E-Business Expectations and Customer Satisfaction.

Unit - V

IT Management: IT Strategy Statements – Planning Models for IT Managers Legislation and Industry Trends. Independent Operations – Headquarters Driver – Intellectual Synergy – Integrated Global IT – IT investment – Estimating Returns – IT Value Equation – Pricing Frame work – Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality - Ethical Issues – Chief Information Officer.

Books for Reference:

1. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.

3. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.

1.3. BUSINESS MATHEMATICS

Objectives
To make the students learn the basic mathematics used for the business purposes

Unit - I

Profit and Loss - Cost Price, Selling Price, 8 Marked price, Loss, Trade discount and Cash discount, Commission, Brokerage, Problems on these topics

Unit - II

Interest - Concept of present value, Simple 12 Interest, Compound interest, Amount at the end of period, Equated Monthly Installment (EMI) by reducing and flat interest system, problems.

Unit - III

Shares - Concept of share, Stock Exchange, 4 Face value, Market Value, Dividend, Equity shares, Preference shares, Bonus shares, Examples.

Unit - IV

Matrices and Determinants (up to order 14 3 only) - Definition of a Matrix, Types of Matrix, Finding inverse of a matrix by Adjoint method. Solution of a system of linear equations having unique solution and involving not more than three variables problems.

Unit - V

Linear Programming Problems - Graph of 10 linear equation, Graph of linear inequality, Formulation of LPP, Solution by Graphical method, Problems relating to two variables
Recommended Books

Books for Reference:

1. Business Mathematics - V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics - Bari
3. Problems in Operation Research - P. K. Gupta and Man Mohan
4. Qualitative Methods and Operation Research - G. Gopikuttan (Himalaya Publishing House)

COMPUTER PRACTICALS – I MS OFFICE & Tally

I SEMESTER

MS OFFICE

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations:
   Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations:
   Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II - MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages:
   Introduction, Growth, Maturity, Saturation, Decline.

III - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions:
   Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
6. Design presentation slides for the Seminar/Lecture Presentation using animation

Effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES

FOR UNDER GRADUATE COURSES OF ALL BRANCHES

OF HIGHER EDUCATION

SYLLABUS

Unit 1 : Multidisciplinary nature of environmental studies

Definition, scope and importance

(2 lectures)

Need for public awareness.

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

a) Forest resources : Use and over-exploitation, deforestation, case studies.

Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources : Use and over-utilization of surface and ground water,

floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources : Use and exploitation, environmental effects of extracting

and using mineral resources, case studies.

d) Food resources : World food problems, changes caused by agriculture and

overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water

logging, salinity, case studies.

e) Energy resources : Growing energy needs, renewable and non renewable

energy sources, use of alternate energy sources. Case studies.

f) Land resources : Land as a resource, land degradation, man induced

landslides, soil erosion and desertification.

• Role of an individual in conservation of natural resources.

• Equitable use of resoureces for sustainable lifestyles.

Unit 3 : Ecosystems

• Concept of an ecosystem.

Structure and function of an ecosystem.

• Producers, consumers and decomposers.

• Energy flow in the ecosystem.

• Ecological succession.

• Food chains, food webs and ecological pyramids.

• Introduction, types, characteristic features, structure and function of the

following ecosystem :-

a. Forest ecosystem

b. Grassland ecosystem

c. Desert ecosystem

d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4 : Biodiversity and its conservation

• Introduction – Definition : genetic, species and ecosystem diversity.

• Biogeographical classification of India

• Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic

and option values

• Biodiversity at global, National and local levels.

• Inida as a mega-diversity nation

• Hot-sports of biodiversity.

• Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.

• Endangered and endemic species of India

• Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution

Definition

• Cause, effects and control measures of :-

a. Air pollution

b. Water pollution

c. Soil pollution

d. Marine pollution

e. Noise pollution

f. Thermal pollution

g. Nuclear hazards

• Solid waste Management : Causes, effects and control measures of urban and

industrial wastes.

• Role of an individual in prevention of pollution.

• Pollution case studies.

• Diaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment

• From Unsustainable to Sustainable development

• Urban problems related to energy

• Water conservation, rain water harvesting, watershed management

• Resettlement and rahabilitation of people; its problems and concerns. Case

Studies

• Environmental ethics : Issues and possible solutions.
• Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
• Wasteland reclamation.
• Consumerism and waste products.
• Environment Protection Act.
• Air (Prevention and Control of Pollution) Act.
• Water (Prevention and control of Pollution) Act
• Wildlife Protection Act
• Forest Conservation Act
• Issues involved in enforcement of environmental legislation.
• Public awareness.

Unit 7 : Human Population and the Environment
• Population growth, variation among nations.
• Population explosion – Family Welfare Programme.
• Environment and human health.
• Human Rights.
• Value Education.
• HIV/AIDS.
• Women and Child Welfare.
• Role of Information Technology in Environment and human health.
• Case Studies.

Unit 8 : Field work
• Visit to a local area to document environmental assetsriver/ forest/grassland/hill/mountain
• Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
• Study of common plants, insects, birds.
• Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

Course code	21T	TITLE OF THE COURSE	L	T	P	C
Core/Elective/Supportive		PART - I TAMIL – PAPER - II	3	-	-	3
Pre-requisite			Syllabus Version		2020 - 21	

Course Objectives:

The main objectives of this course are to:

மானுட விழுமியங்களைப் போற்றி ஆன்மிகச் சிந்தனையை வளர்த்தல்

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றுத் தருதல்	K1,K2
2	பக்தியிலக்கியங்கள் வழி பக்திநெறிகளை உணர்த்துதல்.	K2
3	தமிழில் உரைநடை இலக்கியப் படைப்பாளர்களின் சிந்தனைகளை எடுத்துரைத்தல்.	K3
4	பிழையின்றி எழுத இலக்கணங்களைக் கற்றுத் தருதல்	K1,K3
5	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தமிழ்ப்பணியை அறிதல்	K2,K3

K1 - Remember; **K2** - Undestand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	செய்யுள்	20 -- hours

1. திருக்குறள் –
    1. இனியவை கூறல்
    2. உழவு
    3. குறிப்பறிதல் (காமத்துப்பால்)
2. நாலடியார் – சுற்றந்தழால்
3. நான்மணிக்கடிகை - 10 பாடல்கள் (11, 13, 29, 48, 66, 83, 85, 94, 100, 105)

Unit:2	செய்யுள்	20 -- hours

1. தமிழ் விடு தூது : முதல் 25 கண்ணிகள்
2. நாச்சியார் திருமொழி : வாரணமாயிரம் எனத் தொடங்கும் 11 பாடல்கள்
3. மாணிக்கவாசகர் : திருவம்மானை
4. சித்தர் பாடல்கள்
5. காளமேகப்புலவர் பாடல்கள்

Unit:3	உரைநடை	20 -- hours

1. கலைகள் : உ.வே. சாமிநாத ஐயர்
2. தமிழர் பண்பாடு : டாக்டர் சோ.நா.கந்தசாமி

3. இணையத்தமிழ் வளர்ச்சி : முனைவர் ப.அர.நக்கீரன் 4. திருக்குறள் நெறியில் அறிவாண்மை : திருப்பெருந்திரு சாந்தலிங்க இராமசாமி அடிகளார் 5. கொங்கு நாட்டார் தமிழ்ப்பணி: காப்பியப் புலவர்கள் : முனைவர் இரா.கா. மாணிக்கம்.		
Unit:4	இலக்கணம்	**15 -- hours**
1. வினா விடை வகைகள் (அறு வகை வினா, எண் வகை விடை) 2. ஆகுபெயர் விளக்கம் - பயன்பாடு வகைகள் 10		
Unit:5	இலக்கிய வரலாறு	**15 -- hours**
1. பதினெண் கீழ்க்கணக்கு நூல்கள் 2. உரைநடையின் தோற்றமும் வளர்ச்சியும் பயிற்சிக்குரியன: விண்ணப்பங்கள் - மடல்கள் எழுதச் செய்தல்		
Course Designed By: **முனைவர் ஆர்.நிர்மலா தேவி**		

Mapping with Programme Outcomes

CO s	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	M
CO3	S	M	S	S	M
CO4	S	M	M	S	S
CO5	M	S	S	M	M

S-Strong; M-Medium; L-Low

Pedagogy

- Lecture, PPT, Assignment, Group Discussion, Seminar

Blooms Taxonomy Based Assessment Pattern

Components of CIA Marks

Tests (I & II)	Assignment / Seminar / Subject Viva	Model Examination	Total
10	**5**	**10**	**25**

Models and End Semester Examination

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory	10 X 01=10	

K2	B	Either/ or	05 X 05=25	75
K3	C	Either/ or	05 X 08=40	

வினாத்தாள் அமைப்பு

காலம்: 3 மணிநேரம் மொத்த மதிப்பெண்கள் : 75

பகுதி 1 தமிழ் தாள் – II

பிரிவு (அ) (10 X1 =10)

சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.

பிரிவு (ஆ) (5 X 5 = 25)

செய்யுள் திரட்டு -- 2 வினாக்கள்
உரைநடை .. 2 வினாக்கள்
அலகு - 4 -- 1 வினா

பிரிவு (இ) (5 X 8 = 40)

கட்டுரை வடிவில் விடை எழுதுக.

செய்யுள் - 2 வினாக்கள்
உரைநடை - 1 வினா
இலக்கிய வரலாறு - 1 வினா
விண்ணப்பங்கள் - மடல்கள் - 1 வினா

குறிப்பு : ஆ - இ பிரிவுகளில் வினாக்கள் "இது அல்லது அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைய வேண்டும்.

Second Semester – Paper 2

Course: French 2

Course Code:

Credits: 4

Hours: 90

Course Objectives:

To understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type

Course Outcomes:

S.No	**Course Outcome**	Blooms Level
CO1	Comprehend day to day conversations	K1
CO2	Understand basic culture and literature of France	K2
CO3	Converse confidently in known situations	K3
CO4	Translate small paragraphs of known context	K4

Syllabus:

Part 1 - French 2	
Unit No.	**Topics**
1	Etape 5 (Lecons 1 - 3)
2	Etape 6 (Lecons 1 - 3)
3	Etape 7 - Leçons 1 - 2
4	Etape 7 – Leçon 3
	Etape 8 – Leçon 1
5	Etape 8 – Leçons 2 - 3
Etapes 5 to 8, Pages 63 -114	

Text Book Prescribed: Adomania 1 – Methode de francais

Authors: Céline Himber, Corina Brillant, Sophie Erlich

Publisher: HACHETTE FLE

Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1

Author: Yves Loiseau, Régine Merieux

Publisher: French and European Publications Inc

Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM : https://swayam.gov.in/nd2_cec19_lg04/preview

by Prof. Nirupama Rastogi (Retd) English and Foreign Languages University, Hyderabad

Course code	22E	PART II – ENGLISH-II	L	T	P	C
Part II English II		COMMUNICATIVE ENGLISH	4	-	-	4
Pre-requisite		BASIC INTELLIGENCE ON WRITING	Syllabu s Version		2020-2021	

Course Objectives:

The main objective of this course is to:

1. To train the students to develop the communication skills and inculcate language skills.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	Understand basic grammar and enrich word power and language skill	K1, K2
2	Enhance the writing skill of the students to write flawlessly	K3
3	Write paragraphs, emails, letters, opinion pieces and dramatic scripts	K4
4	Enhance understanding various formal and informal, written and oral communications and respond to them	K5
5	Generate the own writing.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**18hours**

1. Listening and Speaking
a. Listening and responding to complaints (formal situation) b. Listening to problems and offering solutions (informal)
2. Reading and writing
a. Reading aloud (brief motivational anecdotes) b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
a. Synonyms & Antonyms
4. Grammar in Context
a. Adverbs b. Prepositions

Unit:2		**20hours**

1. Listening and Speaking
a. Listening to famous speeches and poems b. Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech
2. Reading and Writing
a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic) b. Reading poetry b.i. Reading aloud: (Intonation and Voice Modulation) b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power
a. Idioms & Phrases

4. Grammar in Context a. Conjunctions and Interjections		
Unit:3		**18hours**
1. Listening and Speaking a. Listening to Ted talks b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds c. Interactions during and after the presentations 2. Reading and writing a. Writing emails of complaint b. Reading aloud famous speeches 3. Word Power a. One Word Substitution 4. Grammar in Context a. Sentence Patterns		
Unit:4		**16hours**
1. Listening and Speaking a. Participating in a meeting: face to face and online b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks. 2. Reading and Writing a. Reading visual texts – advertisements b. Preparing first drafts of short assignments 3. Word Power a. Denotation and Connotation 4. Grammar in Context: a. Sentence Types		
Unit:5		**18 hours**
1. Listening and Speaking a. Informal interview for feature writing b. Listening and responding to questions at a formal interview 2. Reading and Writing a. Writing letters of application b. Readers' Theatre (Script Reading) c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing) 3. Word Power a. Collocation 4. Grammar in Context a. Working with Clauses		
	Total Lecture hours	**90hours**

Text Book(s)	
1	COMMUNICATIVE ENGLISH –TANSCHE
Reference Books	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.coursera.org/specializations/academic-english
2	https://inhomelandsecurity.com/writing-thinking-intelligence-analysts/

COS	**PO 1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO 1	S	S	L	M	M	L	L	M	S	M
CO 2	L	S	S	S	M	M	M	M	L	M
CO 3	M	S	S	M	S	S	M	L	M	M
CO 4	M	M	S	S	S	S	S	L	M	S
CO 5	S	S	M	S	S	S	S	L	S	M

*S-Strong; M-Medium; L-Low

2.1. FINANCIAL ACCOUNTING

Objectives
To impart the students the basic accounting principles and procedures

Unit - I

Accounting for Depreciation-need for and significance of depreciation, methods of providing depreciation-Reserve and Provisions

Unit - II

Self-Balancing Ledgers-meaning and advantages-Accounting aspects-transfers-investment accounts

Unit - III

Single entry system-meaning and features-statement of affairs method and conversion method

Unit - IV

Departmental accounts-transfers at cost or selling price-Branch excluding foreign branches

Unit - V

Hire purchase and installment systems including hire purchase trading account – Goods on sale or return

NOTE: Distribution of marks for theory and problems shall be 20% and 80%

Books for Reference:

1. Shukla & Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)
2. Gupta, R.L & Radhawsamy, M: Advanced Accounting, (S. Chand, N.Delhi, 2002)
3. Arulanandam & Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)
4. Jain & Narang: Advanced Accounting, (Kalyani Publ., N.Delhi, 2005)
5. P.C.Tulsian, Financial Accounting, Tata McGraw Hill Publications.

COMPUTER PRACTICALS – I MS OFFICE & Tally

II SEMESTER

MS OFFICE

I - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details:
   Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

Tally

II – TALLY AND INTERNET

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
   a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.
5. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com
6. Visit your University and college websites and collect the relevant data.

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2.2.BUSINESS STATISTICS

Objective
To make the students aware of the statistical analysis techniques used.

Unit - I

Population and Samples - Definition of Statistics, scope of statistics in Industry, Economics, Management Sciences and Social Sciences, Population, Sample SRSWR, SRSWOR, Stratified Sampling (description of Sampling Procedures only)

Unit -II

Data Condenssion and Representation Raw data Attributes Variables, Classification, and frequency curve and give curves, Diagrams - Bar and Sub divided diagram, Pie chart.

Unit - III

Measurers of Central Tendency A. M. Combined mean of two groups, Properties (Statements only), Median and Mode.

Unit -IV

Measures of Dispersion - Absolute and 10 relative measures of dispersion, Range, Coeff. of range Variance, S. D., Combined SD for two groups only, C. V.

Unit - V

Correlation and Regression - Correlation, types of correlation, Scatter diagram, Correlation Coefficient, regression, lines of regression (Statements only)

Books for Reference:

1. Statistical Methods - S. P. Gupta
2. Fundamentals of Statistics - S. C. Gupta and V. K. Kapoor.
3. Statistics (Theory Methods and Applications) - Sancheti and Kapoor.
4. Quantitive Techniques in Business - Dr. A. B. Rao

BHARATHIAR UNIVERSITY : COIMBATORE 641 046.

Value Education – Human Rights

(2 hours per week)

(FOR THE UNDER GRADUATE STUDENTS OF AFFILIATED COLLEGES

WITH EFFECT FROM 2008-2009)

UNIT – I : Concept of Human Values, Value Education Towards Personal Development

Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.

Personal Development :
Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.

Character Formation Towards Positive Personality:
Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

UNIT – II : Value Education Towards National and Global Development

National and International Values:
Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values - Pity and probity, self control, universal brotherhood.

Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious Values - Tolerance, wisdom, character.

Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.

National Integration and international understanding.

UNIT – III : Impact of Global Development on Ethics and Values

Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise.

Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparision and competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV : Theraupatic Measures

Control of the mind through

a. Simplified physical exercise
b. Meditation – Objectives, types, effect on body, mind and soul
c. Yoga – Objectives, Types, Asanas
d. Activities:
   (i) Moralisation of Desires
   (ii) Neutralisation of Anger
   (iii) Eradication of Worries
   (iv) Benefits of Blessings

UNIT; V : Human Rights

1. Concept of Human Rights – Indian and International Perspectives
   a. Evolution of Human Rights
   b. Definitions under Indian and International documents

2. Broad classification of Human Rights and Relevant Constitutional Provisions.
   a. Right to Life, Liberty and Dignity
   b. Right to Equality
   c. Right against Exploitation
   d. Cultural and Educational Rights
   e. Economic Rights
   f. Political Rights
   g. Social Rights

3. Human Rights of Women and Children
   a. Social Practice and Constitutional Safeguards
      (i) Female Foeticide and Infanticide
      (ii) Physical assault and harassment
      (iii) Domestic violence
      (iv) Conditions of Working Women

4. Institutions for Implementation
   a. Human Rights Commission
   b. Judiciary

5. Violations and Redressel
   a. Violation by State
   b. Violation by Individuals
   c. Nuclear Weapons and terrorism
   d. Safeguards.

BHARATHIAR UNIVERSITY, COIMBATORE:641 046
B.Com. – IT (Information Technology)
(revised papers with effect from 2015-16 onwards)

Note: The syllabus of the following papers for B.Com.(IT) degree for the candidates admitted from the academic year 2015-16 is revised with modified paper Banking Theory and there is no change in the existing scheme of examination and syllabi of remaining papers.

SEMESTER III

3.1. HIGHER FINANCIAL ACCOUNTING

Objective
To educate the students about the advanced problems and procedures in accounting

Unit - I
Partnership Accounts – Division of fixed and fluctuating capitals – past adjustments-guarantee of profits – admission and retirements – death of partner.

Unit - II
Insolvency of partner – Rule in garner Vs Murray – piecemeal distribution.

Unit - III
Insurance claims – claims for loss of stock and loss of profits.

Unit -IV
Royalties -Voyage accounts

Unit - V
Insolvency Accounts – Statement of affairs and deficiency accounts – Insolvency of individuals and partnership

NOTE: Distribution of marks for theory and problems shall be 20% and 80%

Books for Reference:
1. Shukla & Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)
2. Gupta, R.L & Radhawsamy, M: Advanced Accounting, (S. Chand, N.Delhi, 2002)
3. Arulanandam & Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)
4. Jain & Narang: Advanced Accounting, (Kalyani Publ., N.Delhi, 2005)

3.2. DATABASE MANAGEMENT SYSTEM

Objective
To acquaint practical knowledge about creating and manipulating data in database

Unit - I

An overview of Database Management – Introduction – Definition of Database System – Data Independence – Relational Systems-Database System Architecture –Three Levels of the Architecture – Database Administrator – Client Server Architecture – Distributed Processing.

Unit - II

An Introduction To Relational Database – Introduction – Relational Model – Relations And Relvars – Optimization – Transactions – An Introduction to SQL – Domains, Relations and Base Relvars.

Unit - III

Relational Algebra – Introduction – Syntax – Semantics – Examples – Additional Operators – Relational Calculus – Introduction – Tuple Calculus – Example –Calculus Vs Algebra-Domain Calculus – SQL Specialties

Unit - IV

Database Design – Functional Dependencies – Introduction – Basic Definitions – Normalization – First, Second, Third Normal Forms – BOYCE/CODD Normal Form.

Unit - V

Transaction Management – Recovery – Introduction – Transaction-Transaction Recovery – System Recovery – Media Recovery – Concurrency – Three Concurrency Problem – Locking – Deadlock – Serializability.

Books for Reference:

1. An Introduction to Database Systems – C.J.Date – Addision – Wesley Publications – Seventh Edition 2000.

3.3. PROGRAMMING WITH C++

Objective
To make the students understand the OOPS concept and various syntaxes used in C++

Unit - I

Object oriented programming: Software Evolution – OOP paradigm – Concepts, benefits, Object Oriented Languages and Applications.

Unit - II

Introduction to the Basic concepts of C++ language – Tokens, Keywords, Identifiers, Data types, variables, manipulators – Expression and control structures – Functions: main functions – functions prototyping – Call by Reference – Function overloading – friend and inline functions

Unit - III

Classes and object – Constructors and Destructors – Operator overloading – Type conversions

Unit - IV

Inheritance – Single Inheritance – Multiple Inheritance – Hierachical, Hybrid Inheritance – polymorphism – pointers – virtual functions – console I/O operations.

Unit - V

Files – Classes for file stream Operations – opening, closing and processing files – End of file Detection – File pointers – Updating a file – Error Handling during file Operations – Command line Arguments – Templates – Exception Handling.

Books for Reference:

1. "OBJECT ORIENTED PROGRAMMING WITH C++ - E.BALAGURUSAMY Tata McGraw Hill Publishers Ltd., New Delhi, 1995.
2. "Object oriented Programming in C++" – Robert Lafore, Galgotia, 1994
3. "C++ -The Complete Reference: Herbert Schilt,3rd Edition, Tata McGraw Hill, Pub–Ltd,1999.
4. "Let us C++" – Yeswant Kanetkar – BPB Publications, 1999
4. Programming with C++ - John R.Hubbard – Schaum's outline series, 1996.

3.4. MANAGERIAL ECONOMICS

Objective
To make the student to understand how the business organizations work by applying economic principles in their business management.

Unit - I

Business Economics – meaning and definition, nature and scope – Economics theory – divisions – Goal of a firm

Unit - II

Demand Analysis – Meaning, Determinants of demand, Law of Demand, Elasticity of demand – price, income and Cross demand. Demand estimation and Demand Forecasting.

Unit - III

Product Function - Meaning and definition. Elasticity of substitution and Production. Types of costs of Production – long run and short run costs.

Unit - IV

Markets – Forms of Market – Characteristics, Pricing – Methods – Objectives of Pricing policies – Practices – Government intervention in Market.

Unit - V

Price Theory – Perfect Competition, monopoly, monopolistic, monopsony, duopoly, duopsony, Oligopoly

Books for Reference:

1. Shankaran : Business Economics
2. Maheswari and Varshney : Managerial Economics
3. V.G.Mankar : Business Economics
4. P.L.Metha : Managerial Economics
5. D.Gopalakrishnan : Managerial Economics

Computer Practicals : II - C++ & VB (Visual Basic)

III Semester

C++

1. Program to calculate depreciation under Straight Line method and Diminishing Balance method (using class, defining member functions outside the class).
2. Program to calculate depreciation under Diminishing Balance method (Using class, defining member function inside the class)
3. Program to calculate Economic Order Quantity (using nesting of member function).
4. Program to print the Employees' payroll statement (using control structures).
5. Program to calculate simple Interest and compound Interest(using nested class).
6. Program to calculate net income of a family(using friend function in two classes).
7. Program to print the book list of library(using array of objects).
8. Program to prepare cost sheet (using inheritance).
9. Program to calculate margin of safety (using multilevel inheritance).
10. Program for bank transaction (using constructor and destructor).
11. Program to calculate increase or decrease in working capital using operator overloading.
12. Program to create the student file and prepare the marks slip by accession the file.

Skill Based Subject-1 **: 3.5.** MARKETING MANAGEMENT

Objective
To make the students understands about the 'Product Mix' and other marketing concepts

Unit - I

Evaluation of marketing –Modern views on marketing –concepts- product concept –selling concepts-marketing concept-societal concepts- market planning process- marketing objective-marketing strategy-functions of marketing management

Unit - II

Product decision –product meaning and role – product mix decision – production positioning-branding and packaging –product life cycle – marketing strategies for introduction –growth ,maturity and declining stages –new product development process –meaning of new product – need for developing a new product –various stages in new product development process.

Unit - III

Pricing decision – meaning and role of pricing – pricing objectives – pricing method – product line pricing – pricing strategy for different stages in the life cycle of a product – skimming pricing strategy – penetration pricing strategy merits and demerits

Unit - IV

Channel decision – role of distribution channel – classification of channel and intermediaries-changes in channel of distribution – intensive, extensive and selection distribution – factors governing choice of channel- selection of channel for new product or new company.

Unit - V

Promotional decision – promotional mix –advertising – meaning and role of advertising – management of advertising – personal selling – importance – status of personal selling in India-management of sales force – sales promotion – sales promotion objective- major decision in sales promotion at dealers and at dealers and at customers level.

Books for Reference:

01. Marketing management - C.B.Mamoria and Sathish mamoria
02. Principles and practice of marketing in India - C.M.Mamoria and R.L.Joshi
03. An introduction to marketing - D.Amarchand and B.Varadharajan
04. Marketing – A Management Introduction - J.C.Gandhi
05. Marketing Management – analysis, planning -Philip Kotler and control

பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்

பகுதி – IV : தமிழ்த் தாள் - 1 - முன்றாம் பருவம்

இளங்கலை 2012-13 கல்வி ஆண்டுமுதல் சேர்வோர்க்குரியது

(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது

1. தமிழ் மொழியின் அடிப்படைக் கூறுகள்.
   எழுத்துகள் : முதலெழுத்துகள் (உயிர் எழுத்து, மெய் எழுத்து, உயிர்மெய் எழுத்து)
   சொற்கள் : வகைகள் (பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்)
   தொடர் : தொடரமைப்பு (எழுவாய், செயப்படுபொருள், பயனிலை)
2. குறிப்பு எழுதுதல் : பத்துப் பதினைந்து தொடர்களில் குறிப்பு வரைதல்
   பிழைநீக்கி எழுதுதல் : (ஒற்றுப்பிழை, எழுத்துப்பிழை)

2012-2013 கல்வியாண்டு முதல் பயில்பவர்களுக்குப் பின்வரும் வினாத்தாள் அமைப்பு பின்பற்றப்பட வேண்டும்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1.	வகுப்புத் தேர்வு-1	**10**
2.	வகுப்புத் தேர்வு-2	**10**
3.	மாதிரித் தேர்வு	**10**
4	பயிற்சிக் கட்டுரை	**10**
5	வாய்மொழித் தேர்வு	**10**
	மொத்த மதிப்பெண்கள்	**50**

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

BHARATHIAR UNIVERSITY : COIMBATORE

SYLLABUS FOR

"YOGA FOR HUMAN EXCELLENCE"

FOR PART – IV IN THIRD SEMESTER OF UNDERGRADUATE CANDIDATES

WITH EFFECT FROM 2008-09

IN CBCS PATTERN

Unit I - Yoga and Physical Health

1.1 Physical Structure – Three bodies – Five limitations

1.2 Simplified Physical Exercises – Hand Exercises -Leg Exercises – Breathing Exercises – Eye Exercises – Kapalapathi

1.3 Maharasanas 1-2 – Massages – Acu-puncture – Relaxation

1.4 Yogasanas – [redacted] – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

Unit II - Art of Nurturing the life force and Mind

2.1 Maintaining the youthfulness – Postponing the ageing process

2.2 Sex and Spirituality - Significance of sexual vital fluid – Married life – Chastity

2.3 Ten stages of Mind

2.4 Mental frequency – Methods for concentration

Unit III - Sublimation

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

Unit IV – Human Resources Development

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3. Greatness of Friendship

4.4 Individual Peace and World Peace

Unit V – Law of Nature

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five fold Culture

Annexure – 1-D
SCAA Dt. 21-5-2009

BHARATHIAR UNIVERSITY : COIMBATORE

SYLLABUS FOR

"Women's Rights

FOR PART – IV IN THIRD SEMESTER OF UNDERGRADUATE CANDIDATES
WITH EFFECT FROM 2008-09
IN CBCS PATTERN

UNIT I

Laws, Legal Systems and Change

Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.

UNIT II

Politics of land and gender in India

Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women's Claims to Land – Right to Property - Case Studies.

UNIT III

Women's Rights: Access to Justice

Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.

UNIT IV

Women's Rights

Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961

UNIT V

Special Women Welfare Laws

Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecedent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

References

1. Nitya Rao "Good Women do not Inherit Land" Social Science Press and Orient Blackswan 2008
2. International Solidarity Network "Knowing Our Rights" An imprint of Kali for Women 2006
3. P.D.Kaushik "Women Rights" Bookwell Publication 2007
4. Aruna Goal "Violence Protective Measures for Women Development and Empowerment" Deep and Deep Publications Pvt 2004
5. Monica Chawla "Gender Justice" Deep and Deep Publications Pvt Ltd.2006
6. Preeti Mishra "Domestic Violence Against Women" Deep and Deep Publications Pvt 2007
7. ClairM.Renzetti, Jeffrey L.Edleson, Raquel Kennedy Bergen, Source Book on "Violence Against Women" Sage Publications 2001

NON-MAJOR ELECTIVE
CONSTITUTION OF INDIA

UNIT I

Making of Constitution - Constituent Assembly - Dr.Rajendra Prasath - Dr.B.R.Ambedkar - Salient features - Fundamental Rights.

UNIT II

Union Executive - President of India - Vice-President - Prime Minister - Cabinet - Functions

UNIT III

Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers

UNIT IV

Union Judiciary - Supreme Court - Functions - Rule of law

UNIT V

State - Executive - Legislature - Judiciary

Books for Reference:

1. Agharwal.R.C. - National Moment and Constitutional Development - New Delhi, 1977
2. Chapra B.R., Constitution of India, New Delhi, 1970
3. Rao B.V., Modern Indian Constitution, Hyderabad, 1975.
4. Nani Palkhivala - Constitution of India, New Delhi, 1970
5. Krishna Iyer, V.R., Law and Justice, New Delhi, 2009

4.1. CORPORATE ACCOUNTING

Objective
To gain practical knowledge in the company accounts

Unit - I

Books of Accounts and statutory books – issue of shares and debentures – forfeiture and re-issue of share – surrender of share – right issue – under writing.

Unit - II

Redemption of preference shares and debentures – acquisition of business – profits prior to corporation

Unit - III

Preparation and presentation of final accounts of joint stock companies as per company law requirements – Determination of managerial remuneration

Unit - IV

Reduction and reorganization of share capital – Amalgamation, absorption and re-construction (excluding inter company holdings).

Unit - V

Valuation of shares and goodwill – liquidation of companies

NOTE : Distribution of marks for theory and problems shall be 20 % & 80 % Respectively.

Books for Reference:

1. Shukla & Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)
2. Gupta, R.L & Radhawsamy, M: Advanced Accounting, (S. Chand, N.Delhi, 2002)
3. Arulanandam & Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)
4. Jain & Narang: Advanced Accounting, (Kalyani Publ., N.Delhi, 2005)
5. Hanif & Mukherjee : Corporate Accounting, (Tata McGraw-Hill,New Delhi,2006)
6. Maheshwari & Maheshwari: Advanced Accountancy, (Vikash Publ., N.Delhi, 2000)
7. Basu & Das: Practice in Accountancy, (Rabindra Library, Kolkata, 2003)

4.2. NETWORKING MANAGEMENT

Objectives
The paper aims to combine the fundamental concepts of data communications

Unit - I

Data Communication Concepts and Applications: Introduction to Data Communications, Components of Data Communications, Trends in Computer Communications and Networking, Network Applications.

Unit - II

Fundamentals of Data Communications and Networking: Physical Layer: Architectures, Devices and Circuits, and Data Transmission., Data Link Layer: Media Access Control, Error Control in Networks.

Unit - III

Networking: Network Layer: Network Protocols, Network Addressing and Routing. Local Area Network (LAN): LAN Components, Ethernet, Token Ring ,
Selecting a LAN, Improving LAN Performance

Unit - IV

Back Bone Networks: Backbone Network Components, Fast Ethernet, FDDI.
Metropolitan Area Network (MAN) & Wide Area Network (WAN): Dialed Circuit Services, Dedicated Circuit Services, Circuit-switched and Packet-switched Services, Improving MAN & WAN Performance.

Unit - V

Network Management: Design of Business Networks, Network Management, and Network, Security.

Books for Reference:

1. Jerry, FitzGerald and Alan, Dennis (2002). Business Data Communications & Networking. John Wiley & Sons.
2. Tanenbaum, A. S. (2004). Computer Networks. Pearson Education.
3. David A Stamper (2003). Business Data Communications. Addison Wesley.

4.3. SOFTWARE DEVELOPMENT IN VB (Visual Basic)

Objective
To enable students to create a software package using VB

Unit - I

Introduction to Visual Basic: Integrated Development Environment (IDE) features – VB editor – customizing the IDE – Anatomy of a form – working with form properties – Introducing form events & form methods.

Unit - II

Variables in Visual Basic: Declaring Variables – Data types – Null Value, Error Value, Empty Value – The Scope of a variable – Module Level Variables – Constants – Creating your own Constants – Scope of a Constant – Converting Data Types – Arrays – Declaring Arrays – Fixed Size Arrays – Dynamic Arrays – Preserve Keyword – RDMIM. Writing code in Visual Basic: The Anatomy of a Procedure – Subroutine and functions – Language Constructs : For.. Next, The While Loop, Select case;; End Select, Exit statement, With Structure.

Unit - III

Selecting & Using controls : Introducing to Standard controls – command buttons – Text boxes – Labels – Option buttons – Check boxes – Frame controls – List boxes – Combo Boxes – Image objects – Picture boxes – Timer – Scroll bars – File System Controls (Drive, Dirlist, File List Boxes).

Unit - IV

Introduction to Built-in ActiveX Control: Tool bar – The Treeview control – The Listview control – the imagelist control – Common Dialog Control – StatusBar Control – Rich Textbook Control – Menu Editor.

Unit - V

DDE Properties – DDE Events – DDE Methods – OLE Properties – ActiveX Control Creation and Usage and ActiveX DLL Creation and Usage – Data Base Access – Data Control – Field Control – Data Grid Record set using SQL to manipulate Data – Open Data base Connectivity (ODBC).

Books for Reference:

1. Mohammed Azam, Programming with Visual Basic 6.0.– IKAS publishing house (P) Ltd.

Computer Practicals : II - VB (Visual Basic)

IV Semester

VB (Visual Basic)

1. Design a form with text box to perform the alignment and format function.
2. Design a form to display the list of products by declaring array function.
3. Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Check box).
4. Design a form to display an advertisement banner using image box control with string function.
5. Design a form to compute cost of capital using finance function in visual basic using check box.
6. Design a form to perform working capital analysis by declaring finance function using flex grid control.
7. Design a form to display Break-even analysis using line and chart controls, by declaring variables.
8. Design a form to present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich text box(RTF).
9. Design a form to display Product Life Cycle using slider control.
10. Design a Pay Slip for an organization and create a data base using using SQL and Data Control.
11. Design the form to display the highlights of the budget using option button and animation.
12. Design a supermarket bill to display the sales invoice, and create a database using Data Control, option button, , check box, date picker, etc.
13. Design the form to create a bank customer database by declaring simple array and multiple arrays using Data Control.
14. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.
15. Design the form to display tree view and list of folders and files from a directory of an organization.

SEMESTER IV

4.4. BANKING THEORY

SUBJECT DESCRIPTION: This course enable the learners to update with the modern banking Practices

GOALS : To develop the knowledge in the field of banking

OBJECTIVES : After the successful completion of the course the student will be able to know the functions of banks

UNIT I

Origin of banks – Definition of banking – Classification of banks – Banking system – Unit banking – Branch banking, Universal banking & Banking markets- Functions of Modern Commercial Banks

UNIT II

Recent trades in Indian banking – Automated Teller Machines – Customer services – Debit cards – Credit cards – E-banking

UNIT III

Central banks – Functions – Credit control measures – Quantitative and selective credit control measures – Role of RBI in regulating and controlling banks

UNIT IV

State bank of India – Evolution – Functions – Role of SBI in Economic Development

UNIT V

Commercial banks function – Rural financing – Regional rural banks – Place of co – operative banks in the Indian banking scene

BOOKS FOR REFERENCE

1. BANKING OF INDIA - PANANDIGAR . S.J
2. A TEXT BOOK OF BANKING - RADHASAMY .M & VASUDEVAN . S.V
3. A TEXT BOOK OF BANKING - MAHESWARI .S.N
4. INDIAN BANKING - NATARAJAN .S & PARAMESHWARAN .R
5. BANKING AND FINANCIAL SYSTEM - SANTHANAM

4.5. PRINCIPLES OF MANAGEMENT

Objective
To make the students to understand the elements of effective management.

Unit - I

Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Heniry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.

Unit - II

Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.

Unit - III

Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart - Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.

Unit - IV

Motivation – Need – Determinants of behavior – Maslow's Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.

Unit - V

Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.

Books for Reference:

01. Principles of Management - Koontz and O'Donald
02. Business Management - Dinkar - Pagare
03. The Principles of Management - Rustom S. Davan
04. Business Organization and Management - Y.K. Bhushan
05. Business Management - Chatterjee

Skill Based Subject-2 : **4.6. E-BUSINESS**

Objective
The paper imparts understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

Unit - I

Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce,

Unit - II

Intranet, Composition of Intranet, Business Applications on Intranet, Extranets Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process)

Unit - III

Security Threats to e-business, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

Unit - IV

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

Unit - V

E-Business Applications & Strategies- Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

Books for Reference:

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2 . Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (Ist Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.

பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்
பகுதி – IV : தமிழ்த் தாள் - 2 - நான்காம் பருவம்
இளங்கலை 2012-13 கல்வி ஆண்டுமுதல் சேர்வோர்க்குரியது
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)
அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது

1. நீதி நூல்கள் : ஆத்திச்சூடி (முதல் 12) ("அறம் செய விரும்பு", முதல் "ஔவியம் பேசேல்" வரை.
கொன்றை வேந்தன் - "அன்னையும் பிதாவும் முன்னறி தெய்வம்" முதல் எண்ணும் எழுத்தும் கணணெனத்தகும்" வரை (7)
திருக்குறள் (5) 1. அகர முதல ... (1)
2. செயற்கரிய ... (26)
3. மனத்துக் கண் ... (34)
4. கற்க கசடறக் ... (391)
5. எப்பொருள் யார் யார் ... (423)
எளிய நீதிக் கதைகள் - (தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப் கதைகள்)

2. தமிழ் இலக்கியங்கள் : வரலாறு – குறிப்பு - அறிமுகம்
எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம்
தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்.

2012-2013 கல்வியாண்டு முதல் பயில்பவர்களுக்குப் பின்வரும் வினாத்தாள் அமைப்பு பின்பற்றப்பட வேண்டும்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1.	வகுப்புத் தேர்வு-1	**10**
2.	வகுப்புத் தேர்வு-2	**10**
3.	மாதிரித் தேர்வு	**10**
4	பயிற்சிக் கட்டுரை	**10**
5	வாய்மொழித் தேர்வு	**10**
	மொத்த மதிப்பெண்கள்	**50**

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

PREFACE

This book aims at imparting knowledge on "General Awareness" prescribed for the examination to be taken by the Undergraduate students of degree courses (Arts, Science, Commerce and Management) at the end of the fourth semester of Bharathiar University.

Following are the areas which cover the various test items prescribed in the syllabus:

1. Verbal Aptitude
2. Numerical Aptitude
3. Abstract Reasoning
4. Tamil and Other Literature
5. General Science and Technology and Education
6. Computer
7. Economics and Commerce
8. Social Studies
9. Sports
10. Current Affairs

In the question paper, there will be ten questions from each one of the ten areas cited above and totally 100 questions will be asked. A set of model questions is also provided in the appendix. The examinations will consist of items given in this book only. For questions on current affairs answers may be updated.

The book aims to inherit confidence among the students to face competitive examinations as UPSC, TNPSC, BSRB, LIC and other such recruiting agencies. The thorough knowledge of the book will equip the students with high level of competence.

5.1. SOFTWARE ENGINEERING

Objectives
To acquaint the students with the software project management concepts, techniques and issues related to implementation.

Unit - I

Software Product and Process: Software Characteristics & Applications, Software Process, Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process.

Unit - II

Software Project Planning and Scheduling: Software Requirement, Software Requirements, Specification, Requirements Validation, Software Design Principles, Software Project. Estimation: Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation,

Unit - III

COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques

Unit - IV

Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality, Standards, Software Configuration Management, SCM Process, Configuration Audit.

Unit - V

Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management

Books for Reference:

1. Roger. S. Pressman (2001). Software Engineering: A Practioner's Approach. McGraw Hill, New Delhi, Fifth Edition.
2. Aggarwal, K.K.& Singh, Yogesh (2005). Software Engineering. New Age International.
3. Walker Royce (2001). Software Project Management: A Unified Framework. Pearson Education Asia, Singapore, First Edition.

5.2. MANAGEMENT ACCOUNTING

Objective
To develop the understanding of accounting tools and information and their uses in Decision making

Unit - I

Introduction-Management Accounting-Need and importance-Meaning Definition-Objectives and Scope, its distinction between Financial and Cost accounting-Advantages and limitations of Management accounting management - Accountant-Role-Essential qualities

Unit - II

Financial Statement Analysis-Interpretation and criticism of financial statements-Trend percentages-Inter firm Comparison-Necessity and limitations.

Unit - III

Ratio Analysis-Meaning, advantages, limitations, Balance sheet ratios, Profit & Loss A/c Ratios, Liquidity, Solvency ratios, Overall Performance ratios (Advanced Problems)

Unit - IV

Fund flow statement and cash flow statement-advantages of fund flow statement, distinction between Fund flow and Cash flow statement.

Unit - V

Marginal Costing-As a tool of decision making, Fixed and variable cost, contribution, Break even analysis, Profit Volume Ratio, Limiting factor, Marginal costing and important management decision (Problems on decision making only).

Note: Problems : Theory 80:20

Books for Reference:

1. R. N. Anthony / G. A. Walsh : Management Accounting
2. M. Y. Khan. K. P. Jain : Management Accounting
3. I. M. Pandy : Management Accounting
4. J. Betty : Management Accounting
5. Sr. K. Paul : Management Accounting
6. Dr. Jawharlal : Management Accounting
7. Manmohan Goyal : Management Accounting
8. S. N. Maheshwari : Principles of Management Accounting
9. Ravi M. Kishore : Financial Management (Taxmann, New Delhi)
10. R. K. Sharma and Shashi K. Gupta : Management Accounting

5.3. TECHNOLOGY MANAGEMENT

Objectives
This course is designed to help students to understand the importance of managing technology, innovation and change at the firm's level and also at the national level.

Unit - I

Technology Management : Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Forecasting and Perspective Planning in Business Enterprises. Global Trends in Technology Management.

Unit - II

Change Management: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People; Personal Imperatives for Change, Building Culture for Change. Change Imperatives of New Technologies. Managing Transformations.

Unit - III

Innovations Management: Invention vs. Innovation; Innovation Strategies, Models; Concurrent

Unit - IV

Engineering; Process Innovation. Economics of Innovation. Innovation Management.

Unit - V

Creative and Lateral Thinking Management: Creative Thinking, Problem Solving, Managing Lateral Thinking.

Books for Reference:

1. Azad, R. R.(2000). Technology Transfer & Joint Ventures Abroad. Deep & Deep Publications,India.
2. Tushman, M.L. & Lawrence, P.R. (1997). Managing Strategic Innovation & Change. Oxford University Press, USA, New York.
3. Jones T. (2003). Innovating at the Edge: How Organizations Evolve and Embed
4. Innovation Capability. Butterwork Heinemann, U. K.

5.4. PRINCIPLES OF WEB DESIGNING

Objective
To impart the conceptual knowledge in creating a web page

Unit - I

HTML & Graphics: HTML 4.0 Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, List Tags, Hyperlinks, Image & Image map, Table Tags, Form Tags, Frame Tags, Executable Content Tags. Image Maps, Advanced Graphics, Tables, Frames, forms & Style Sheets.

Unit - II

XML: Introduction to XML, Problems with HTML & SGML. Types of XML Markup. Document Type Definitions, Linking, Using Style Sheets with XML, XML Summary

Unit - III

Introduction to Java Scripting, Web Browser Object Model, Manipulating Windows & Frames with Java Script. Using Java Script to create smart forms. Cookies and State Maintenance: Maintaining State, Introduction to Cookies, Advantages and limitations of Cookies, Disadvantages of Cookies, How to Use Cookies, which Servers and Browsers support Cookies. Introduction to DHTML. Advanced Netscape DHTML, Advanced Microsoft DHTML & Cross browser DHTML.

Unit - IV

CGI & Server side scripting, CGI & the WWW, Beyond HTML with CGI, How CGI works. CGI Server requirements for WINDOWS-NT & UNIX, CGI script structure, Standard CGI Environment Variables, CGI Libraries, Java Servlets, Server-Side

Unit - V

Java Script.-Web Database Tools, ORACLE & MS-ACCESS, Database tools, PHP, Server Side includes. Visual Basic, Scripting Edition & Active Server Pages

Books for Reference:

1. Using HTML 4, XML & JAVA by Eric Ladd & Jim O'Donell (Platinum Edition) (PHI)
2. PERL & CGI by Elizabeth Castro (Pearson Education

Computer Practicals – III : Web Designing & Java

V Semester

INTERNET AND WEB DESIGN

1. Create web pages for a business organization using HTML Frames.
2. Create a Program using HTML to display the ordered list and unordered list of a Departmental Store.
3. Program to display Image and text using HTML tag for an advertisement of a Company Product.
4. Create a table to display list of products using HTML tag.
5. Create a document using Formatting and alignment to display Sales Letter.
6. Create a Resume using HTML Tags.
7. Create a website of your department with minimum five links using HTML.
8. Create a document using Form to support Local Processing of Order form.
9. Create a Form of the Customer Survey for the user to enter General name and address information.
10. Create a Frame to display a multiform document.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Cost Accounting
	B	Business Finance
	C	Entrepreneurial Development
Elective – II	A	Financial Management
	B	Financial Markets
	C	Investment Management
Elective - III	A	Income Tax and Law Practice
	B	Banking Law & Practice
	C	Project Work

Elective – I	A	COST ACCOUNTING

Objective

To provide adequate knowledge on Cost Accounting Practice

Unit - I

Overview of basic concepts in Cost Accounting - Element of Cost : Material, Labour and Overheads.- Material : Purchase procedure, storage and Inventory control, Landed cost of Material receipts. Methods of Pricing- issues, Methods of Inventory control - Labour : Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost, Job evaluation and Merit rating-.

Unit - II

Overheads: Meaning, classification, allocation, apportionment and absorption, Accounting of overheads.

Unit - III

Methods of Costing Job costing, Batch costing, Unit costing, Contract Costing,

Unit - IV

Process Costing, Costing of by-products and joint products.

Unit - V

Standard Costing – Analysis of Variance - Cost Book Keeping and Reconciliation between Cost and Financial Accounts

Note: Problems : Theory 80:20

Books for Reference:

1. Ravi Kishor : Advanced Cost Accounting and Cost Systems, Taxmann's Allied Services Pvt. Ltd. New Delhi
2. N.K.Prasad : Principles and Practice of Cost Accounting, Book Syndicate Pvt.Ltd. Calcutta
3. S. P.Iyengar: Cost Accounting Principles and Practice, Sultan Chand & Sons, New Delhi

4. M.N.Arora:Cost Accounting Principles & Practice,Vikas Publishing House Pvt.Ltd. NewDelhi.

Elective – I	B	BUSINESS FINANCE

Subject Description : This course aims to throw light on the importance of Finance to Business and the proper ways of managing it.
Goals : To enable the students to know the intricacies of Business Finance.
Objectives : On successful completion of this course, the student should be well versed in the concept of Business Finance and the Application of Finance to Business.

Unit – I
Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions.

Unit – II
Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals.

Unit – III
Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures and Fixed Deposits – Features – Advantages and Disadvantages- Lease Financing: Meaning – Features – Forms – Merits and Demerits.

Unit – IV
Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.

Unit – V
Capitalization - Bases of Capitalization – Cost Theory – Earning Theory – Over Capitalization – Under Capitalization : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalization.

Books for Reference:

1. Essentials of Business Finance - R.M. Sri Vatsava
2. Financial Management - Saravanavel
3. Financial Management - L.Y. Pandey
4. Financial Management - S.C. Kuchhal
5. Financial Management - M.Y. Khan and Jain

Elective – I	C	ENTREPRENEURIAL DEVELOPMENT

Subject Description : This course enables the students to know the fundamentals of being a good entrepreneur.
Goals **:** To enable the students to learn the concept of Entrepreneurship
Objectives : On successful completion of this course, the student should be well versed in Concept relating to entrepreneur , Knowledge in the finance institution, project report incentives and subsidies.

Unit – I

Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

Unit – II

The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

Unit – III
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.

Unit – IV

Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.

Unit – V

Incentives and subsidies – Subsidized services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

Books for Reference:

1. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan
2. Fundamentals of Entrepreneurship and Small Business –Renu Arora & S.KI.Sood
3. Entrepreneurial Development – S.S.Khanka
4. Entrepreneurial Development – P.Saravanavel
5. Entrepreneurial Development – S.G.Bhanushali
6. Entrepreneurial Development – Dr.N.Ramu

Skill Based Subject-3 : **5.5. BRAND MANAGEMENT**

Objective
To teach the importance of brand and its impacts among the customers

Unit - I

Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.

Unit - II

Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building

Unit - III

Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit

Unit - IV

Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.

Unit - V

Brand Strategies: Designing and implementing branding strategies – Case studies

Books for Reference:

1. Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
2. Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.
3. Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
4. Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
5. S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002.
6. Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005.

6.1. MANAGEMENT INFORMATION SYSTEM

Objectives
The objective of this paper is to expose the students to the managerial issues relating to information systems and help them identify and evaluate various options in this regard.

Unit - I

Meaning and Role of Information Systems Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

Unit - II

Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework

Unit - III

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

Unit - IV

Emerging Concepts and Issues in Information Systems: Supply Chain Management, Customer Relationship Management, ERP. Introduction to Data Warehousing, Data Mining and its Applications, Emerging Concepts in Information System Design and Application

Unit - V

Research Project:
Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:
• Historic Development
• Examination of Current Issues
• Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
• References

Books for Reference:

1. Kenneth,Laudon & Jane Laudon (2005).MIS: Managing the Digital Firm.Pearson Education.
2. James, A. O'Brien (2005). Introductio n to Information Systems. Tata McGraw Hill.
3. Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons.
4. Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw Hill.

6.2. JAVA PROGRAMMING

Objective

To enhance the students the knowledge about the operators and syntaxes used in Java

Unit - I

Internet – Overview –Internet Protocols – Internet address – Internet access – Applications – Future of Internet and intranet related Applications. – Basic concepts of OOP – benefits of OOP – Object Oriented applications of OOP – Data types, variables and arrays – Programs with input, numeric input – type conversion and casting.

Unit - II

Operators – Arithmetic operators – Bitwise operators – Relational operators – Relational operators – Boolean operators – Logical operators – Assignment operators? Operators - Control statement – Selection statements – if, switch, iteration statements – while, do while, for, nested loops – jump statements, break, continue, return statements.

Unit - III

Class fundamentals – Declaring Objects – Assigning Object Reference Variables – Introducing methods – Constructors – The this keyword – Garbage collection – The finalize () method. Overloading Methods – Objects as Parameters – Arguments Passing – Returning Objects – Recursion – Access Control – Static – Final – Arrays – Nested and Inner Classes – String Class – Command Line Arguments.

Unit - IV

Inheritance Basics – Using Super – Creating a Multilevel Hierarchy – When Constructors are called – Method Overriding – Dynamic Method Dispatch – Using Abstract Classes – Using final with Inheritance – The Object Class.
Packages – Access Protection – Importing Packages – Interfaces.

Unit - V

AWT classes – Windows fundamentals – Working with Frame windows – Working with graphics – Paint Mode – Fonts – Text and Graphics – AWT Controls – Labels – Buttons – Menus – Handling Events by Extending AWT Components.
Applet fundamentals – Applet Class – Understanding HTML Applet Tag.

Books for Reference:

1. Internet and Intranet Engineering – Daniel Minoli – Tata McGraw Hill, 1999
2. Java – The complete Reference, Patrick Naughton & Herbert Schildt, Tata McGraw Hill.
3. Programming with Java – John R Hubbard – Schuam's Outline Series

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Computer Practicals – III : Web Designing & Java

VI SEMESTER

JAVA SCRIPT

1. Write a program to check whether a given number is prime or not.
2. Write a program to check whether the given year is leap year or not.
3. Write a program to find the Sum of the series x+x2/2! +X3/3! +…+xn/n!
4. Write a program to find and replace a word with a string.
5. Write a program to prepare the mark list using Inheritance.
6. Create a simple calculator applet that implements the 4 basic mathematical Function
7. Write a JAVA applet to calculate the payroll of employees.
8. Write a JAVA applet to create a simple spread sheet.
9. Create a program to perform Banking Transactions.
10. Create a Program to display the resume of employees.

Elective – II	A	FINANCIAL MANAGEMENT

Objective
To acquaint knowledge about the budgetary controls used in the corporate

Unit - I

Evolution of financial-management, scope and objectives of financial management. Capital budgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.

Unit - II

Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits, factors affecting long term funds requirements.

Unit - III

Lease financing: Concept, types. Advantages and disadvantages of leasing.
Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.

Unit - IV

Working Capital: Concepts, factors affecting working capital requirements, Determining working capital requirements, Sources of working capital.

Unit - V

Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in dividend policy, Forms of Dividends, Dividend Theories, Bonus Shares, .EVA, MVA and CAPM

Books for Reference:

1. S N Maheshwari, Financial Management Principles and Practice.
2. Khan and Jain, Financial Management.
3. Sharma and Sashi Gupta, Financial Management.
4. I M Pandey, Financial Management.
5. James c Vanhorne, Financial Management.
6. Prasanna Chandra, Financial Management

Elective – II	B	FINANCIAL MARKETS

Subject Description : This course aims to create awareness about the role and importance of these agencies in Corporate Financing.

Goals **:** To enable the students to know the functioning of Indian Financial Markets and Institutions.

Objectives : On successful completion of this course, the student should know about the methods of financing by this agencies and the key role played by them in Corporate Financing.

Unit – I

Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.

Unit – II

Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.

Unit – III

Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

Unit – IV

Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.

Unit – V

New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitization of assets – Mechanics of Securitization- Utility of Securitization – Securitization in India,

Books for Reference:

1. Essentials of Business Finance - R.M. Sri Vatsava
2. Financial Management - Saravanavel
3. Financial Management - L.Y. Pandey
4. Financial Management - S.C. Kuchhal
5. Financial Management - M.Y. Khan and Jain
6. Principles of Financial Management - S.N. Maheshwari
7. Financial Management Theory and Practice - Prasanna Chandra

Elective – II	C	INVESTMENT MANAGEMENT

Objective
The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process, including Portfolio Management.

Unit - I

Investment Choices and Alternatives; Forms of Investment; Investment in Financial Assets; Money market and Capital Market Investment Instruments; Investment Objectives; Investment-Return and Risk;

Unit - II

Investment Market; Primary and Secondary Markets; New Issue Market; Listing of Securities; Operations of India Stock Market; Cost of Investing in Securities; Mechanics of Investing; markets and Brokers; Regulation and Control over investment market; Role and Guidelines of SEBI;

Unit - III

Fundamental Analysis; Valuation Theories of Fixed and Variable Income Securities Risk Analysis in Investment Decision; Systematic and Unsystematic Risk;

Unit - IV

Stock Market Analysis- Technical Approach; Efficient Market Theory; Weak and Semi-strong form of Efficient Market; Investment decision making under Efficient market Hypothesis

Unit - V

Introduction to Portfolio Management – An Optimum portfolio Selection Problem, Markowitz Portfolio Theory, Sharpe: Single Index Model; Capital Asset Pricing Model

Books for Reference:

1. Alexander, Gordon J. and Sharpe, William F. (1989), "Fundamental of Investments", Prentice Hall Inc, Englewood Cliffs, New Jersey. (Pearson Education).
2. Ballad, V. K, (2005), "Investment Management Security Analysis and Portfolio Management", 8th Ed, S. Chand, New Delhi.
3. Elton, Edwin, J. and Gruber, Martin, J. (1984), "Modern Portfolio theory and Investment Analysis", John Wiley, New York.
4. Fischer, Donald, E. and Jordan, Ronald, J. (1995), "Security Analysis and Portfolio Management", 6th Ed, Pearson Education.
5. Fuller, Russell, J. and Farrell, James, L. (1993), "Modern Investment and Security Analysis", McGraw Hill, New York.
6. Haugen, Robert, H. (198), "Modern Investment Theory", Prentice Hall Inc, Englewood Cliffs, New Jersey. (Pearson Education).

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Elective – III	A	INCOME TAX LAW & PRACTICE

Subject Description : This course aims to provide an in-depth knowledge on the provisions of Income Tax.

Goals **:** To familiarize the students with recent amendments in Income-tax.

Objectives **:** On successful completion of this course, the student should be well versed in the prevailing act.

UNIT - I

Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.

UNIT - II

Heads of Income: Income from Salaries – Income from House Property.

UNIT - III

Profit and Gains of Business or Profession – Income from Other Sources.

UNIT - IV

Capital Gains – Deductions from Gross Total Income.

UNIT - V

Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.

Note: Distribution of Marks between theory and problem shall be 40% and 60% respectively.

Books for Reference:

1. **Gaur and Narang**, "Income Tax Law and Practice" Kalyani publishers New Delhi
2. **Dr. HC Mehrotra,** "Income-tax Law and Accounts" Sahithya Bhavan publishers

Elective – III	B	BANKING LAW & PRACTICES

Subject Description : This course aims to enlighten the students on the Recent Trends in Banking and the regulating provisions.

Goals **:** To enlighten the students' knowledge on Banking Regulation Acts.

Objectives **:** After the successful completion of the course the student should have a through knowledge on Indian Banking System and Acts pertaining to it.

Unit – I

Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account.

Unit – II

Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien.

Unit – III

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

Unit – IV

Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

Unit – V

Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

Books for Reference:

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.
3. Reserve Bank of India, Report on currency and Finance 2003-2004.
4. Basu : Theory and Practice of Development Banking
5. Reddy & Appanniah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

Elective – III	C	PROJECT WORK

1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary were in weekly work carried out has to be written. A guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2) CIA Marks Distribution:

A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

First Review	10 Marks
Second Review	10 Marks
Work Diary	05 Marks
	25 Marks

3) End Semester Examination:

The evaluation for the end semester examination should be as per the norms given below:

External Examiner	25 Marks
Internal Examiner	25 Marks
Viva-Voce Examination	25 Marks (Jointly given by the external and internal examiner)
	75 Marks

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Skill Based Subject-4 : **6.3. SUPPLY CHAIN MANAGEMENT**

Objective
To create awareness about the supply chain activities taken in order to deliver the goods

Unit - I

Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system

Unit - II

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies

Unit - III

Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration

Unit - IV

Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

Unit - V

Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures

Books for Reference:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution
Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32