



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

RESEARCH METHODOLOGY

SUBCODE: BB25B

Learning Objectives:

- To acquire basic knowledge about the research and types.
- To enable the students know research process & report writing.

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

UNIT-II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT-III

Sources and Collection of Data:-Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation. Data.

UNIT-IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance—Simple Correlation-Regression.

UNIT-V

Presenting results and writing the report:-The written research Report.

REFERENCE

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
2. Krishnaswami OR, M. Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari



BUSINESSTAXATION

SUBCODE: BB25C

UNIT I:

Objectives of Taxation – Canons of Taxation – Tax System in India – Direct And Indirect Taxes–Meaning And Types.

UNIT II:

Central Excise Duty – Classification – Levy and Collection of Excise duty–Clearance of excisable goods-Exemption from excise duty–Excise and Small Scale Industries - Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties–Settlement – Appellate Provisions.

UNIT III:

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department–Officers of the customs–Powers–Appellate machinery–Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT IV:

Central Sales Tax Act–Levy and Collection of CST- Liability of Tax – Registration of dealers –Goods of Special Importance –Offences and penalties-Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT

UNIT V:

Definition of GST – Administrative structure of GST – Officers as per CGST Act -Officers as per SGST Act – Jurisdiction – Appointment- Powers- Procedure for Registration –Amendment of registration –Cancellation of registration.

REFERENCEBOOKS:

1. V.S.Datey, Central Excise, JBA Publishers, Edition 2013. Reddy.T.S and Y.hari Prasad reddy, Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
2. Srinivasan N.P and Priya Swami.M, Business Taxation, Kalyani publishers Edition 2013
3. Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012.
4. Senthil and Senthil, Business Taxation, Himalaya Publication ,4thEdition.
5. Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
6. Dr.Vinodk. Singania and Dr.Monica Singhanian, Students Guide to Income Tax (including service tax, vat), JBA Publishers, Edition2013.



MANAGERIAL ECONOMICS (Allied Subject)
SUBCODE: BB31A

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics –relationship between micro, macro and managerial economics nature and scope–objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis –in difference curve analysis Meaning of demand–Law of demand–Types of demand–Determinants of demand–Elasticity of demand–Demand forecasting

UNIT III

Production and cost analysis- Production – Factors of production - production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship–Short run and long run–Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies–Objectives–Factors– General consideration of pricing–methods of pricing–Dual pricing–Price discrimination

UNIT V

Market classification–Perfect competition–Monopoly–Monopolistic competition–Duopoly–Oligopoly

Recommended Texts

1. **Dr.S.Shankaran, Managerial Economics-Margram Publication-Chennai**
2. **P.LMetha, Managerial Economics – Sultan Chand Publications-New Delhi**
3. **RLVarsheny and KLMaheshwari, Managerial Economics-Sultan Chand Publications-NewDelhi.**
4. **JoelDean, Managerial Economics-Prentice Hall of India Pvt. Ltd.,-New Delhi.**
5. **SpencerMH, Contemporary Economics-Worth publishers-New York.**
6. **VI Mote Samuel Paul G.S Gupta, Managerial Economics– concepts and cases- Tata McGraw Hill- New Delhi.**



**INTERNATIONAL TRADE (Allied Subject)
SUBCODE: BB32A**

UNIT I

Difference between Internal and International trade – Importance of International Trade in the Global Context

UNIT II

Theories of Foreign Trade– Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Hecksher–Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

UNIT IV

International Monetary system:-IMF–International Liquidity–IBRD

UNIT V

WTO and its implications with special reference to India

Recommended Texts

- **Cherunilam Francis, International Trade and Export Management-Himalaya Publishing House-Mumbai. T.T.Sethi, Money Banking & International Trade -S.Chand & Co.,-Delhi.**
- **Paul.R.Krugman and Maurice Obstfeld, International Economics(Theory and Policy)-Pearson Education Asia – Addison Wesley Longman(P)Ltd.-Delhi–92.**
- **RobertJ.Carbaugh, International Economics-Thomson Information Publishing Group-Wadwon Publishing Company-California.**
- **H.G.Mannur, International Economics–Vikas Publishing House(P)Ltd.-NewDelhi–14.**



MANAGERIAL ECONOMICS
SUBCODE: 150E1A

UNIT-I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

UNIT – II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT – III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis

UNIT – IV

Pricing methods and strategies-Objectives-Factors-General consideration of pricing-methods of pricing- Dual pricing – Price discrimination

UNIT-V

Market classification –Perfect competition–Monopoly Monopolistic competition– Duopoly– Oligopoly

WEB REFERENCES:

<https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecturenotes-on-managerial-economics/6061597>

<https://www.intelligenteconomist.com/profit-maximization-rule>

<http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>

<http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

<https://businessjargons.com/determinants-of-elasticity-of-demand.html>

**MARKETING MANAGEMENT
SUBCODE: 150C2A**

Learning Objectives:

1. To understand the marketplace.
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools
5. To prepare according to the latest trends in market.

UNIT - 1

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

UNIT - II

Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT - III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT – IV

A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need &Significance - CRM – Importance.

UNIT -V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force –Digital Marketing: Introduction- Applications & Benefits.

READING LIST:

C.B.Gupta&Rajan Nair Marketing Management, Sultan Chand &Son 2020

V.S. Ramaswamy& S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,

Cranfield, Marketing Management, Palgrave Macmillan.

Harsh V Verma&EktaDuggal, Marketing, Oxford University Press, 2017.

Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Web Resources:

http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition_%28BookFi%29.pdf

<https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>

<https://www.enotesmba.com/2013/01/marketing-management-notes.html>Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier

[Journal of Marketing Management | Taylor & Francis Online \(tandfonline.com\)](http://www.tandfonline.com)

BCOM CORPORATE SECRETARYSHIP

MANAGEMENT ACCOUNTING

SUBCODE: AY26B

OBJECTIVES:

- To enable the students to get knowledge about the various techniques of Management Principles.
- To make the students to get practical skill in solving management problems.

OUTCOME:

- Understand the primary purpose of management accounting namely financial statement analysis and budgetary control
- Develop and apply budget for planning and controlling purpose.

UNIT I:

Introduction Management Accounting - Meaning- Scope- Importance- Limitations -Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting.

UNITII:

Financial Statement Analysis and Interpretation of Financial Statements–NatureandSignificance–TypesofFinancialAnalysis–ToolsofAnalysis–ComparativeStatements–CommonsizeStatement–TrendAnalysis.

UNITIII:

Ratio Analysis Meaning–Advantages–Limitations–Types of Ratios–Liquidity Ratios – Profitability Ratios Turnover Ratios – Capital Structure Ratios – Leverage Ratios–Calculation of Ratios.

UNITIV:

Fund Flow Analysis & Cash Flow Analysis Introduction, Meaning of Funds Flow Statement-Ascertainment of flow of funds – Technique of preparing funds flow statement - Schedule of Changes in Working Capital- Adjusted Profit and Loss account-Funds Flow Statement Meaning of Cash Flow Statements – Advantages – Limitations –Preparation of Cash Flow Statement – Types of Cash flows - Operating, Financing and Investing Cash flows.

UNITV:

Budgetary Control & Marginal Costing Budgetary Control – Meaning – Preparation of various Budgets – Cash Budget - Flexible Budget – Production Budget – Sales Budget. Capital Expenditure Control - Application of Marginal Costing in Decision Making –Make or Buy–Shutdown or Continue–Exploring New Markets.

TEXTBOOK:

1. **RajivKumarGoel,IshaanGoel–ConceptsBuildingApproachtomanagementAccounting–CENGAGENewDelhi**
2. **Drury–Management and Cost Accounting with Course Mate**
3. **Maheswari,S.N.,Management Accounting, Sultan Chand &Sons**

REFERENCEBOOKS:

1. **Murthy A and Gurusamy S ,Management Accounting- Theory & Practice, Vijay Nicole Imprints Pvt. Ltd .Chennai**
2. **Charles T. Horngren and Gary Sundem, N, Introduction to Management Accounting, Prentice Hall**
3. **Sharmaand Shashi K.Gupta, Management Accounting, Kalyani Publisher Reddy,T.S.&Dr.HariprasadReddy,Y,ManagementAccounting,MarghamPublications,Chennai.**
4. **Hansen-Mowen, Cost Management Accounting and Control, South Western College**

WEBREFERENCE:

1. www.accountingcoach.com
2. www.accountingstudyguide.com
3. www.futureaccountant.com

SECURITIES LAWS AND MARKET OPERATIONS
SUBJECT CODE: AY26B

Course objectives:

To promote conceptual understanding and in-depth knowledge of trading in securities and its implication in financial markets.

UNITI- Primary Market / New Issue Market

Meaning – Functions of New issue market – Methods of floating new issues – Players involved in the new issue market (Merchant bankers – Underwriters – Brokers - Registrar- Lead managers & Banks) – Role of SEBI relating to the new issue market – SEBI Guidelines for disclosure & Investor Protection.

UNITII –Secondary Market/ Stock Exchange

Origin & Management of stock exchanges in India – Characteristics – Functions Members – Granting recognition to stock exchanges – Listing of securities & registration of brokers – Kinds of brokers in stock exchange – NSE – BSE – OTCEI – SEBI Guidelines relating to listing of securities.

UNITIII-Financial Instruments in New Issue & Secondary Market

Treasury bills- Commercial bills- Certificate of deposits- Equity shares-Preference shares- Sweat equity shares- Debentures- American Depository Receipts – Global Depository Receipts-Exchange traded funds & exchange traded notes– Mutual Funds.

UNITIV –Mechanism of Stock Market Trading

Screen based trading an internet based trading – Demat trading and role of depositories – Market Derivatives, advantages and its types – futures, hedge fund, forward, options & swaps Market indexes – SENSEX, NIFTY & CNXNIFTY (Basics)

UNITV –Credit Rating Agency

Meaning – Functions – Credit rating agencies in India – CRISIL & CARE

Suggested Readings

Dr.L.Natarajan - Securities Laws & Market Operations, Margham Pub. Chennai.
K.Natarajan, E.Gordon – Financial market & Services, Himalaya publishing House, Mumbai.
S.Gurusamy – Securities Laws & Market operations, Vijay Nichole Prints, Chennai. Gupta L.C – Stock Exchange Trading in India, Society for Capital Market Research and Development, Delhi
Machi Raju, H.R – Working of Stock Exchange in India, New Age International
Chandrate K.R; et al: Capital issue, SEBI & Listing; Bharat Publishing House
V.K.Bhaliya – Financial Derivatives – Risk Management, Sultan Chand Ltd, New Delhi.

JOURNALS

Taxman – SEBI and Corporate Laws
Corporate Law Advisor
SEBI Monthly Bulletins
NSE Yearly Publicatione-

LEARNING RESOURCES

<http://corporatefinanceinstitute.com>
www.bseindia.com
www.managementstudyguide.com
www.investopedia.com



INDUSTRIAL LAWS
SUBJECT CODE: AY26B

Course Objectives:

- To acquire knowledge on various rules and regulations prevalent in the present business scenario.
- To gain in sight on various legal Acts passed to protect the health, safety & welfare of the employees

UNIT I - Factories act 1948

Definitions – Health – Safety – Welfare–Working Hours of Adults–Employment of Women–Employment of Young Persons – Leave with Wages.

UNIT II – Industrial Disputes Act 1947

Definitions – Authorities under the Act – Reference of Disputes – Procedures and Powers of Authorities – Strikes and Lock-outs – Lay-off & Retrenchment –Special Provisions relating to Lay - off, Retrenchment & Lock-outs

UNIT III – The Workmen Compensation Act 1923

Need for the Act – Scope & Coverage of the Act – Definitions – Employer’s liability for Compensation (Section-3) including Theory of National Extension & Occupational Diseases – Defenses available to Employer– Amount & Distribution of Compensation – Notice & Claim – Medical Examination –Obligations & Rights of Employers & Employees - Schedules to the Act

UNITIV-EmployeesStateInsuranceAct1948

Objects - definitions-ESI Corporation, functions-contribution and recovery-benefits-penalties for false claims

UNITV – Employees Provident Fund and Miscellaneous Provision Act,1952

Objects definition - provident fund schemes – contribution and recovery – penalties and offences Practical orientation- Students can be assigned to submit a report on welfare, health and safety measures taken by the manufacturing industries of their choice.

Practical orientation - Students can be assigned to submit a report on welfare, health and safety measures taken by the manufacturing industries of their choice.

SUGGESTED READINGS

1. N.D.Kapoor–Industrial Laws, Sultan Chand & Sons, New Delhi.
2. P.C.Tripathi-IndustrialLaws,SultanChand &Sons, New Delhi
3. Dr.M.R.Sreenivasan&C.D.Balaji-IndustrialLaws&PublicRelations,MarghamPublications,Chennai.
4. B.NandhaKumar,IndustrialLaws,VijayNicholePrints,Chennai.
5. S.Thothadri&Vijayalakshmi.M,IKInternationalPublishingHousePvtLtd.

ENTREPRENEURIAL DEVELOPMENT
SUBCODE: AY26C

UNIT I:

Entrepreneurship Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II:

Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level - Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III:

Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV:

Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V:

Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.

TEXT BOOKS:

1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2. Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.
4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited
5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
6. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

INDIRECT TAXATION
SUBJECT CODE: AY24B

OBJECTIVES:

- To facilitate the students to gain knowledge of the principles of Indirect Taxation.
- To enable the students to gain knowledge of Goods and Services (GST)
- To highlight the students about customs duty.

OUTCOME:

The students will be able to understand the concepts of Indirect taxation, types and Assessment procedures

UNIT-I

Introduction History and Objectives of Taxation – Tax System in India – Direct & Indirect Taxes – Meaning and Types – Powers of Union and State to levy taxes. Constitutional Amendments leading to introduction of GST and their importance

UNIT –II

GST – Overview & Concepts Background behind implementing GST- The need for GST- objectives of GST-Business impact Benefits of GST-SGST- CGST and IGST- Taxes covered by GST-Definitions - Scope and Coverage Scope of supply - Levy of tax- Rate Structure –Taxable Events. Types of Supplies–Composite and Mixed Supplies–Composition Levy.

UNIT-III

GST Taxation/Assessment proceedings Return- Refunds- Input Tax Credit- Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST-Officers as per CGST Act- Officers as per SGST Act-Jurisdiction- Appointment Powers. Relevance of Cross Empowerments

UNIT-IV

GST Audit Assessment and Audit under GST- Demands and Recovery- Appeals and revision- Advance ruling Offences and Penalties. National Anti-Profiteering Authority – GST Practitioners –eligibility and Practice and Career avenues

UNIT-V

The Custom duty Levy and collection of customs duty- Organisations of custom departments Officers of customs-powers - Appellate Machinery - Infringement of the Law-Offences and Penalties-Exemptions from duty customs duty drawback – duties free Zones. Export incentive schemes

Recommended Texts

ShilpiSahi–Concepts Building Approaches to Goods and Services Tax (GST), & Customs Law - CENGAGE, NewDelhi

SUGGESTED READINGS

1. SwetaJain GST law and practice Tax mann Publishers, July2017
2. V.S.Daty–GST-Input Tax Credi-Tax mann Publishers, second edition August 2017
3. C.A.AnuragPandey-Lawand Practice of GST-Sumedha Publication House 2017
4. Dr.Vandana Banger-Beginners-Guide Aadhaya Prakashan Publisher 2017
5. Dr.M.Govindarajan – A practical guide send text publishers July 2017

PRICIPLES OF MANAGEMENT
SUBCODE: 118C1B

LEARNING OBJECTIVES:

1. To understand the basic management concepts and functions
2. To know the various techniques of planning and decision making
3. To familiarize with the concepts of organisation structure
4. To gain knowledge about the various components of staffing
5. To enable the students in understanding the control techniques of management

Unit I Introduction to Management

Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities

Unit II Planning

Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.

Unit III Organizing

Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.

Unit IV Staffing

Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360 degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].

Unit V Directing

Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce - Supervision.

Co-ordination and Control

Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].

Reference Books

1. K Sundhar, Principles Of Management, Vijay Nichole Imprints Limited, Chennai
2. Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3. Griffffin, Management principles and applications, Cengage learning, India.
4. H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.
5. Eccles, R. G. & Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India



FINANCIAL ACCOUNTING – II

SUBCODE: 118C2A

LEARNING OBJECTIVES:

1. The students are able to prepare different kinds of accounts such Higher purchase and Installments System.
2. To understand the allocation of expenses under departmental accounts
3. To gain an understanding about partnership accounts relating to Admission and retirement
4. Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm
5. To know the requirements of international accounting standards

UNIT – I Hire Purchase and Installment System

Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Installment System - Calculation of Profit

UNIT-II Branch and Departmental Accounts

Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.

UNIT-III Partnership Accounts - I

Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill – Retirement of a Partner – Death of a Partner.

UNIT-IV Partnership Accounts - II

Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.

UNIT-V

Accounting Standards for financial reporting (Theory only) Objectives and Uses of Financial Statements for Users- Role of Accounting Standards - Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.

Web Resources

- <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
<https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
<https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

EMOTIONAL INTELLIGENCE

SUBCODE: 118S2B

LEARNING OBJECTIVES:

1. To enable the students to understand the concepts of emotional intelligence
2. To Learn the different traits and emotions
3. To understand the types of personalities
4. To do self-analysis
5. To prepare a SWOT

UNIT-I

Introduction – Emotional Intelligence – Meaning, Benefits, Importance of emotions – Self – awareness and competencies Psychological Needs, Emotional quotient Vs. Intelligence Quotient.

UNIT-II

Traits – Negative Traits – Anger Management – Negative Syndrome and Attitude - Negative thinking – Guilt Quotient Stress and Emotion, Adapting to Loneliness. Positive Traits – Humor and Happiness – Empathetic ability - * Sensitivity profile– Empowered personality, Self–Empowerment.

UNIT - III

Personality Analysis – Distinct Personality Type –self-esteem, Will Power, Confidence-Self care

UNIT -IV

Self – analysis: Psychological growth and adjustment-Personal Development Plan

UNIT-V

Personal SWOT Analysis - learning to Celebrate Life.

REFERENCE BOOKS:

1. Dr.Aparna Chattopadhyaym What's Your Emotional IQ, Pustak Mahal, May 2004.
2. Jill Dann, Hodder & Stoughton, Emotional Intelligence Ina Week, 10 Edition, 2007.
3. Daniel Goleman, Emotional Intelligence: Why It can matter More than IQ.

Web Resources:

<https://asantelim.files.wordpress.com/2018/05/daniel-goleman-emotional-intelligence.pdf>
<https://globalleadershipfoundation.com/geit/eitest.html>



COMPANY LAW & SECRETARIAL PRACTICE
SUBJECT CODE: AY23B

Course Objectives

To acquire knowledge at practical and procedural aspects of a company formation and e-governance including digital signature and compliance requirements.

UNIT I – INCORPORATION OF COMPANY AND ROLE OF COMPANY SECRETARY

Evolution of Company law – Meaning and characteristics of a company – Stages of incorporation – e-filing – Memorandum of Association and Articles of Association – Alteration – Effects of registration – Doctrine of constructive notice – Ultra vires and indoor management – lifting of Corporate veil. Role and importance of Company Secretary – Key Managerial Personnel – Compliance officer – Compulsory Appointment – Qualification and disqualifications – Powers, duties and responsibilities of Secretary – Resignation and removal of Company Secretary – Officer in default.

UNIT II – PROSPECTUS & SHARE CAPITAL

Prospectus – Shelf Prospectus – Red herring Prospectus – Civil & Criminal liability for misstatement in Prospectus – Statement in lieu of Prospectus – Secretarial duties in the issue of Prospectus. Share capital – Alteration of Share capital – rights issue, Bonus issue, Private and preferential allotment – Dividend, interim dividends, warrants and mandates – Secretarial duties in the issue of share capital.

UNIT III - MEMBERS AND SHAREHOLDERS

Members – Rights and responsibilities – who can be a member – member, share holder, contributory – difference – transfer and transmission of shares (including depository mode) – Nomination and its importance.

UNIT IV- KEY MANAGERIAL PERSONNEL AND MEETINGS

Directors – Women Director – Independent Director and Whole time Key Managerial Personnel – Director Identification Number and its significance – duties, qualification and disqualification. Board meeting, shareholder meeting, committee meeting, mandatory committee meeting – Role and composition – Powers of the board – Notice, Agenda, minutes and resolution – Secretarial duties in meetings.

UNIT V- WINDING UP

Modes of Winding up - Winding up by the tribunal – Voluntary Winding up – NCLT – Special courts – Mediation and Conciliation panel.

Practical orientation – To encourage the student to role play as company secretary in any meeting of the company (conduct Mock meeting)

Suggested Readings:

1. **Dr.B. Ravi – Company Law and Secretarial Practice (New Companies Act 2013)**
2. **N. D Kapoor – Company Law, Sultan Chand & Sons, New Delhi**
3. **Gaffoor & Thothadri – Company Law and Secretarial Practice, Vijay Nicole Prints, Chennai**
4. **V. Balachandran and M. Govindarajan – A Student Handbook on Company Law and Secretarial Practice, Vijay Nicole Prints, Chennai**
5. **Taxman's Companies Act 2013 - Taxman Publications, New Delhi**
6. **Vinod Kothari – Understanding Companies Act 2013 – Jain book agency, New Delhi. Mr. Srinivasan – Company Law and Secretarial Practice, Margham Publications,**

ADVANCED CORPORATE ACCOUNTING
SUBJECT CODE: AY24A

OBJECTIVES

- To provide the students with an understanding of accounting procedure for corporate restructuring.
- To make the students understand the applications of Accounting Transactions in Corporate Sector.

OUTCOME:

- The students will be able to understand the procedures of corporate restructuring and to prepare the various accounting statements

UNIT I: Internal Reconstruction

Meaning - Alteration of share capital – Accounting Procedures.

UNIT II: Amalgamation, Absorption & External Reconstruction

Meaning- Amalgamation in the nature of Merger, Purchase - External Reconstruction – Applicability of AS 14- Calculation of Purchase consideration (all methods) – Journal Entries in the books of Transferor and Transferee Companies, Revised Balance Sheet (excluding inter - company holdings)

UNIT III: Liquidation

Meaning – Preparation of Liquidator's Final Statement of Accounts – Calculation of Liquidator Remuneration.

UNIT IV: Consolidation

Holding Company –Subsidiary company - Meaning – Preparation of Consolidated Final Statement of Accounts.

UNIT V: Accounting For Banking Companies

Bank accounts - Concept of Non-Performing Assets (NPA)-Preparation of Profit and Loss Account - Asset classification - Preparation of Balance Sheet

REFERENCE BOOKS:

1. Jain, S.P. & Narang K.L., Advanced Accounts – Kalyani Publishers.
2. Reddy, T.S & Murthy, A, Corporate Accounting, Margham Publications, Chennai.
3. Shukla, M.C. & Grewal, J.S, Advanced Accounts, S.Chand and Company, NewDelhi

WEB RESOURCE:

1. www.accountingcoach.com
2. www.accountingstudyguide.com
3. www.futureaccountant.com
4. www.education.svtuition.org

B.COM INFORMATION SYSTEM MANAGEMENT

OBJECT ORIENTED PROGRAMMING USING C++ THEORY AND PRACTICALS
SUBJECT CODE: BS21B

UNIT I:

Principles of object oriented programming, object-oriented programming paradigm. Applications of OOPs. OOPs concepts–OOPs Languages. Models:-Class Model-State Model and Interaction Model.

UNIT II:

Introduction to C++-Tokens, Keyword – Identifiers–Variables –Operators-Manipulators – Expressions – Control Structures.

UNIT III:

Functions - Main Function - Function Prototyping - Inline Functions –Friend and Virtual Functions- Parameters Passing in Functions-Values Return by Functions, file concepts.

UNIT IV:

Classes and Objects; Constructor and Destructors; and Operator Overloading and Type Conversions-Type of Constructors – Function overloading.

UNIT V:

Inheritance: Single Inheritance – Multilevel Inheritance-Multiple Inheritance-Hierarchical Inheritance-Hybrid Inheritance. Virtual Functions and Polymorphism; Managing Console I / Operations.

RECOMMENDED BOOKS

1. R.S.Bichkar – Programming with C—University Press, Hyderabad
2. K.SasiKalaRani-Programming in C-Vijay Nicole Imprint Private Limited, Chennai

Reference Books:

E.Balagurusamy, Object Oriented Programming with C++, Tata McGraw-Hill Publishing Company Ltd, 6th edition 2013. H.Schildt. C++ the Complete reference. TMH.1998.



C++PRACTICALS

- 1. Simple programs like Area of a circle and square and Temperature conversion, to revise C++ fundamentals**
- 2. Constructor and destruct or over loading**
- 3. Friend function**
- 4. Inline Function**
- 5. Function and Function proto typing**
- 6. Function over loading**
- 7. Operator over loading**
- 8. Inheritance, multiple inheritances**
- 9. Virtual Functions**
- 10. File program**



INTERNET-OF-THINGS
SUBJECTCODE: BS21B

Unit I – Introduction to Internet:

Definition of Internet – An internet time line – Send data across the internet through computer networks – Linking network with internet – Working principles of TCP/IP – Internet’s software structure: Client / Server architecture – Domain name system – IP address – Routers.

Unit II - Connecting to the Internet:

Connecting computers to the internet - Modems – Internet enabled TVs – Wi-fi – Satellite connections – Bluetooth – Hot spots – Communicating on the Internet: Emails – Email software – Mailing list – Case study: Blackberries Email – Spam folder – Chat and Instant messaging in internet.

Unit III - World Wide Web:

Introduction to WWW - Basics about Web pages and its organization – Constructing websites – Working principles of web browsers – Basics of HTML – DHTML – XML – Hyperlinks – Structure of URLs - Forms – Web servers – Database access through web pages – Map sites.

Unit IV- Internet Tools:

Telnet – FTP – Agents on the Internet – ActiveX and Java scripts – CGI scripting – Multimedia on the Internet: Audio streaming – RealPlayer – MP3 files – Podcasting – Virtual reality using VRML – Animations on Web – Online shopping – Virtual Private Networks (VPNs).

Unit V – Protection on Internet:

Firewalls: Corporate and Personal – Proxy Servers – Hacking – Email Viruses – Protection on wireless networks – Worms – Cookies – Spyware and Phishing – Introduction to Cryptography: Working principles – Digital Signatures.

Text Book:

How the Internet Works, Preston Gralla, Pearson Education, Eighth Edition, 2006.

Reference Books:

Internet for Everyone, AlexisLeon, S.Chand(G/L) & Company Ltd; Second Edition 2012.

Web References:

1. <https://fcit.usf.edu/internet/chap1/chap1.htm>
2. <https://www.coursera.org/learn/raspberry-pi-platform>
3. https://www.tutorialspoint.com/internet_of_things/index.htm

JAVA PROGRAMMING – THEORY & PRACTICAL
SUBJECT CODE: BS221

Course Objectives

- To learn the basics and advanced concepts of Java programming.
- To learn the basics of user interfaces components using Java.
- To apply and develop the real time applications using Java programming.

UNIT – I

Introduction to Java-Features of Java-Basic Concepts of Object Oriented Programming-Java Tokens-Java Statements-Constants-Variables-Data Types- Type Casting-Operators-Expressions Control Statements: Branching and Looping Statements

UNIT-II

Classes, Objects and Methods-Constructors-Methods Overloading-Inheritance-Overriding Methods-Finalizer and Abstract Methods-Visibility Control –Arrays, Strings and Vectors-String Buffer Class

UNIT – III

Interfaces-Packages-Creating Packages-Accessing a Package-Multithreaded Programming Creating Threads- Stopping and Blocking a Thread-Life Cycle of a Thread-Using Thread Methods-Thread Priority

UNIT – IV

Managing Errors and Exceptions-Syntax of Exception Handling Code-Using Finally Statement Throwing Our Own Exceptions-Applet Programming-Applet Life Cycle-Graphics Programming

UNIT – V

Managing Input /Output Files: Concept of Streams-Stream Classes-Byte Stream Classes Character Stream Classes – Using Streams-Using the File Class-Creation of Files-Random Access Files-Other Stream Classes

RECOMMENDED BOOKS

1. Sagayaraj , Denis, Karthik, Gajalakshmi – JAVA Programming - University Press , Hyderabad

Reference Books

1. E. Balagurusamy,2004, Programming with JAVA, 2nd Edition,TataMcGraw-Hill Publishing Co.Ltd
2. Muthu C, Programming with Java, Vijay Nicole Imprints, Chennai
3. Cay S. Horstmann, Gray Cornell. Core java 2 Volume I. Fundamentals, 5th Edn. PHI, 2000.
4. P. Naughton and H. Schildt. Java2 (The Complete Reference). Third Edition, TMH 1999.
5. K. Arnold and J. Gosling. The Java Programming Language. Second Edition, Addison Wesley, 1996.



JAVA PROGRAMMING PRACTICALS

1. Substring removal from a string. Using String Buffer Class.
2. Determining the Perimeter and Area of a Triangle. Using Stream Class.
3. Determining the order of numbers generated randomly using Random class.
4. Usage of Calendar Class and manipulation.
5. String Manipulation using char array.
6. Usage of Vector Classes.
7. Implementing Tread based application and Exception Handling.
8. Creating scientific calculator
9. Working with Frames and Various controls.
10. Working with Applet- form designing
11. Text files (copy, display, counting characters, words and lines).
12. Data file creating and processing for electricity billing.

PROBLEM SOLVING USING PYTHON
SUBJECT CODE: BS24D

OBJECTIVES:

- Describe the core syntax and semantics of Python programming language.
- Discover the need for working with the strings and functions.
- Illustrate the process of structuring the data using lists, dictionaries, tuples and sets.
- Understand the usage of packages and Dictionaries.

UNIT – I Introduction:

The essence of computational problem solving – Limits of computational problem solving-Computer algorithms-Computer Hardware-Computer Software-The process of computational problem solving-Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types

UNIT - II Control Structures:

Boolean Expressions - Selection Control - If Statement- Indentation in Python- Multi-Way Selection - Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flags and Indefinite Loops. Lists: List Structures - Lists in Python - Iterating over lists in Python.

UNIT - III Functions:

Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope.

UNIT - IV Objects and their use:

Software Objects - Turtle Graphics – Turtle attributes-Modular Design: Modules - Top-Down Design - Python Modules - Text Files: Opening, reading and writing text files - String Processing - Exception Handling.

UNIT - V Dictionaries and Sets:

Dictionary type in Python - Set Data type. Object Oriented Programming using Python: Encapsulation - Inheritance – Polymorphism. Recursion: Recursive Functions.

TEXT BOOK:

1. Charles Dierbach, “Introduction to Computer Science using Python - A computational Problem solving Focus”, Wiley India Edition, 2015.

REFERENCE BOOKS:

1. Mark Lutz, “Learning Python Powerful Object Oriented Programming”, O’reilly Media 2018, 5th Edition.
2. Timothy A. Budd, “Exploring Python”, Tata MCGraw Hill Education Private Limited 2011, 1st Edition.
3. Allen Downey, Jeffrey Elkner, Chris Meyers, “How to think like a computer scientist: learning with Python”, 2012.
4. Sheetal Taneja & Naveen kumar, “Python Programming a Modular approach – A Modular approach with Graphics, Database, Mobile and Web applications”, Pearson, 2017.
5. Ch Satyanarayana M Radhika Mani, B N Jagadesh, “Python programming”, Universities Press 2018.

WEB REFERENCES

<http://interactivepython.org/courselib/static/pythonds>

<http://www.ibiblio.org/g2swap/byteofpython/read/>

<http://www.diveintopython3.net/>

PRACTICAL: PROBLEM SOLVING USING PYTHON LAB

OBJECTIVES:

- To implement the python programming features in practical applications.
- To write, test, and debug simple Python programs.
- To implement Python programs with conditionals and loops.
- Use functions for structuring Python programs.
- Represent compound data using Python lists, tuples, dictionaries , turtles, Files and modules.

OUTCOMES:

- Understand the numeric or real life application problems and solve them.
- Apply a solution clearly and accurately in a program using Python.
- Apply the best features available in Python to solve the situational problems.

LIST OF EXERCISES:

1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.
2. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the following criteria:

Grade A: Percentage ≥ 80

Grade B: Percentage ≥ 70 and < 80

Grade C: Percentage ≥ 60 and < 70

Grade D: Percentage ≥ 40 and

Grade E: Percentage

3. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.
4. Program to display the first n terms of Fibonacci series.
5. Program to find factorial of the given number using recursive function.
6. Write a Python program to count the number of even and odd numbers from array of N numbers.
7. Python function that accepts a string and calculate the number of upper case letters and lower case letters.
8. Python program to reverse a given string and check whether the give string is palindrome or not.
9. Write a program to find sum of all items in a dictionary.
10. Write a Python program to construct the following pattern, using a nested loop

```
1
22
333
4444
55555
666666
7777777
88888888
999999999
```

11. Read a file content and copy only the contents at odd lines into a new file.
12. Create a Turtle graphics window with specific size.
13. Write a Python program for Towers of Hanoi using recursion
14. Create a menu driven Python program with a dictionary for words and their meanings.
15. Devise a Python program to implement the Hangman Game.

BANKING THEORY LAW AND PRACTICE
SUBJECT CODE: BS221

Objectives:

1. To facilitate the understanding of the origin and the growth of the Indian Banking System
2. To understand the modern day Developments in Indian Banking Sector.

Out Comes:

- After completion of this subject students understand the growth of Indian Banking Systems and their Modern Day Development.

UNIT-I :

Introduction to Banking History of Banking- Components of Indian banking -Indian Banking System-Phases of development-Banking structure in India-Payment banks and small banks-Commercial Banking Definition-Classification of banks. Banking System- Universal banking-Commercial Banking functions-Role of Banks in Economic Development. Central Banking-Definition –Need Principles- Central Banking Vs Commercial banking-Functions of Central bank.

UNIT-II:

RBI Establishment-objective-Legal framework-Functions-SBI-Origin and History-Establishment Indian subsidiaries-Foreign subsidiaries-Non-Banking-Subsidiaries-Personal banking International banking-Trade Financing-Correspondent banking. Co-operative banks-Meaning and definition-Features-Co-operative banks vs Commercial banks-Structure.-NBFC-Role of NBFCRBI Regulations-Financial sector reforms-Sukhmoy committee 1985-Narasimham committee I and II-Prudential norms: capital adequacy norms-classification of assets and provisioning.

UNIT-III: E-Banking Meaning-Services-e-banking and Financial services-Initiatives-Opportunities-Internet banking Meaning-Internet banking Vs Traditional banking-Services-Drawbacks-Frauds in Internet banking. Mobile banking–Anywhere Banking-Any Time Banking- Electronic Mobile Wallets. ATM Evolution -Concept-Features - Types-. Electronic money-Meaning-Categories-Meritsofe-moneyElectronic Funds Transfer (EFT)system - Meaning- Steps-Benefits-Monetary policies- final sector reforms- sakmoy chakrevarthy committee 1985- Narasiman Committee I & II prudential norms capital adequacy norms- classification of assets & provisionary meaning Structure of Interest rates (short and long term)-impacts on saving and borrowings

UNIT IV:

Bank Account Opening – Types of Accounts-FDR-Steps in opening Account-Saving vs Current Account- ‘Donatio Mortis Causa’ - Passbook-Bank Customer Relationship-Special Types of currents-KYC norms. Bank Lending – Lending Sources-Bank Lending Principles-Forms of lending-Loan evaluation process-securities of lending-Factors influencing bank lending – Negotiable Instruments –Meaning –Characteristics-Types. Crossing – Definition –Objectives-Crossing and negotiability-Consequences of Crossing.

UNIT-V: Endorsement Meaning-Components-Kinds of Endorsements-Cheques payable to fictitious person Endorsement by legal representative –Negotiation bank-effect of endorsement-Rules regarding endorsement.Paying banker-Banker’s duty-Dishonoring of Cheques – Discharge of paying banks Payments of a



crossed cheque payment. Collecting bankers-Statutory protection under section 85-Refusal of cheques Payment. Collecting Banker-Statutory protection under section 131- Collecting bankers' duty –RBI instruction – Paying Banker Vs Collecting Banker- Customer grievances-Grievance redressal –Banking Ombudsman.

TEXT BOOKS

1. Michael W. Brandi – Money, Banking, Financial Markets and Institutions –Cengage , New Delhi
2. Gurusamy S, Banking Theory : Law and Practice, Vijay Nicole Publication, 2015, Chennai

SUGGESTED READINGS

1. Clifford Gomez, Banking and finance, Theory, Law and practice, Jain Book Agency, 2010 Mumbai
2. Gupta, R K Banking Law and Practice, Jain Book Agency, 2001, New Delhi.
3. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand Co, 2010, New Delhi.
4. Maheswari, S.N. Banking Theory Law and Practice, Kalyani Publications, 2011, Mumbai.
5. Santhanam.B, Banking Theory Law and Practice, Margam Publications.
6. Nirmala Prasad, Banking and Financial Services, Himalaya Publications.

E-RESOURCES

www.lawcommissionofindia.nic.in

www.rbi.org

www.bankingombudsman.org



BSW

FIELD WORK – V
SUBJECT CODE: AW251

CONCURRENT FIELDWORK

Students are expected to have hands-on practice experience and will be required to work directly with individuals, groups and communities in the field, through agencies or through field action projects of the departments. They should be able to acquire necessary skills and practical knowledge in the direct practice of Social Work. The broad aim of Field Work is to provide opportunities for students to apply the knowledge learnt in the classroom situations and to plan, implement and evaluate these experiences while working with residents in an institution. These will be in keeping with the placement agency's philosophy, policy and goals and use of guided supervision.

OBJECTIVES OF FIELD WORK

- To identify 3 cases and draw up a face sheet and case analysis
- To execute simple referrals
- To identify groups in the community and conduct group work with one group
- To organise and conduct a programme based on the needs assessed
- To develop skills in resource mobilization
- To acquire the skills in report writing

LEARNING OUTCOMES:

Student will:

- Ability to plan independently for programmes
- Identify resources and funding options (ex. Medical camps. Awareness programmes)
- Ability to produce reports and monographs

METHODS OF ASSESSMENT

1. In relation to tasks achieved and personal growth
2. An internal viva voce will be conducted.

ELECTIVE-I (B): HUMAN RIGHTS AND SOCIAL JUSTICE
SUBJECT CODE: AW26C

Objectives

- Develop sensitivity to the problems and concerns in Indian Society
- Develop ability for analysis of Indian society and identify the roots of the problems and also the structures that sustain them.
- To understand Human Rights with specific reference to special groups.

Unit I

Concept of human rights and classification of human rights, Importance of Human Rights. Human rights and social justice concerns in Indian society: inequality, injustice, oppression, social economic, political structures of Indian society, and their effect on social development and ecology. Globalization and its impact on human rights.

Unit II

Human rights concern – the U.N. Declarations of Human Rights. Introduction to the Conventions – Civil and Political and Economic, Social and Cultural.

Unit III

Constitution of India The Preamble, Fundamental Rights and duties under the Indian Constitution, Directive principles of State Policy, Law and social justice in India, a critical assessment.

Unit IV

Justice Issues and Human Rights with Specific Reference to Women, Children, Dalits, Environment, Unorganised Labourers, Disabled and Tribes.

Unit V

Role of Social Work in Relation to Human Rights. Mechanism of securing social justice: First Information Report, Public Interest Litigation, Legal Aid, Lok Adalats, role of organizations working in the field of Human Rights - advocacy, role of social action.

BOOKS FOR REFERENCE

1. Agarwal, H.O, International Law and Human Rights, Central law Publications, 2002.
2. Alok Chakravati, Protecting Human Rights, Reference Press, New Delhi, 2003
3. Bajwa G.S, Human Rights in India, Anmol Publishers, 1995
4. Gupta D. N, Human Rights Acts, Statutes and Constitutional Provisions, Kalpaz Publications, 2003
5. Jayashree P.M, Dalit Human Rights Violation, Vol.1, National Campaign, 2000
6. Khanna, H.R, The Judicial System, 11 P.A, New Delhi, 1980
7. Ramphal, Perspectives in Human Rights, Rawat Publications, 2001
8. Syed, M. H, Human Rights-The New Era, Kilaso Books, 2003



FIELD WORK– VI
SUBJECTCODE: AW261

CONCURRENT FIELD WORK

Students will be exposed to various GOs/ INGOs who work directly in urban communities. Students will be required to understand the functioning of an organisation (NGO, Institution, Agency) its vision, mission, aims and objectives, policies, nature of work and functioning, community (geographical location of work) and intervention strategies and the resources available in the NGO and Community. This should enable the student to draw up an agency profile and a community profile.

OBJECTIVES OF FIELD WORK

- To understand the vision, mission, aim and objectives, policies, nature of work, functioning of the agency/development organisation working directly for communities
- To identify leadership patterns and community resources
- To draw up a community mapping using participatory techniques
- To critically evaluate an agency/development organisation and its intervention strategies

LEARNING OUTCOMES:

Student will:

- Display skills in observation and communication
- Ability to write analytical reports
- Identify community leadership and resources
- Draw up a community profile.

METHODS OF ASSESSMENT

1. In relation to task and personal growth.
2. An internal viva voce will be conducted.

FIELDS OF SOCIALWORK
SUBJECT CODE: AW26A

Objectives

- To develop an understanding regarding the macro level of practice in Social Work
- To develop skills in students to envisage, plan and work out strategies in working with different macro level interventions
- To enable students understand the applicability of integrating methods and fields of social work

Unit I Social Work with Family, Children, Adolescents and Youth

Intervention with Family and Children – Indian Families, Prospects and Problems, Problems of Children, Children in Special Circumstances, Emerging Issues in the Areas of Family and Child Welfare, Services in the Field of Family and Child Welfare, Role of Social Worker; Intervention with Adolescents and Youth – Definition, Demographic Profile, Needs, Specific Problems and Services for Youth, School Social Work, Role of Social Worker, National Policy on Youth

Unit II Social Work with the Senior Citizens

Definition of the Aged, Changes – Physiological, Economic and Social, Common Problems of the Elderly, Services for the Senior Citizens. Legislation and Policies for the Senior Citizens

Unit III Social Work with Rural and Urban Communities

Definition of Rural and Urban Community and Rural and Urban Community Development, Emerging Trends in Urban and Rural Development. Current Issues in Urban Areas, Different Services in the Field of Urban and Rural Community Development, Role of Social Worker

Unit IV Social Work with the Displaced

Meaning, Causes, Problems of Displacement, Social, Economic, Psychological, Cultural, Rehabilitation, Problems of Rehabilitation – Awareness, Resources, Opportunities. Legislations – The Displaced Persons Claims and Other Laws Repeal Bill (2004), Programmes, Services, Role of Social Worker

Unit V Social Work with Industries

Definition, Concept, Meaning – Labour Welfare and Industrial Relations, Industrial Welfare Measures, The Need and Importance of Social Work Services in the Field of Labour Welfare and Industrial Relations

BOOKS FOR REFERENCE

1. Brandon, M., Schofield, G., and Trinder, L. Social Work With Children. New York: Palgrave, 1998.
2. Colton, P., Sanders, M., R., and Williams, M. An Introduction to working with Children – A Guide for Social Workers. New York: Palgrave Macmillan, 2001.
3. Devi, Laxmi. Child and Family Welfare- Institute for sustainable development., New Delhi: Anmol.1998
4. Johri, P., K. Social Work for Community Development. New Delhi: Amol, 2005.
5. Kaila, H., L. Women, Work And Family. New Delhi: Rawat, 2005.
6. Liebig, S., P., Rajan, I., S. An Aging India- Perspectives, Prospects and Policies. Jaipur: Rawat, 2005.
7. Ledwith, M. Community Development. Jaipur: Rawat, 2005.

WOMEN DEVELOPMENT – ISSUES AND CONCERNS
SUBJECT CODE: AW26B

Objectives

- To gain an understanding of the basic concepts of women and development of the status of women in society
- To enable students, understand the issues and concerns of women development
- To understand the various strategies and approaches to development specifically for women

Unit I

Introduction – Gender and Development Gender and Development – Meaning and Definition, Women in the Development Process: Need and Importance, Developmental Rights of Women, Significance of Women’s Development; Positive and Negative Indices of Women Development.

Unit II

Basic Concepts in Understanding Women’s Development Sex and Gender, Gender Stereotypes, Gender Relations, Gender Division of Labour, Gender Roles and Responsibilities, Gender Discrimination, Equity and Equality, Gender Mainstreaming, Concept of Patriarchy, Feminism.

Unit III

Issues and Concerns related to Women Socialization of the Girl Child, Dowry, Widowhood, Foeticide, Rape, Sexual Abuse, Domestic Violence, and Problems faced by Female Headed Households, Feminization of Poverty, women and health, maternal health, Reproductive health, Women in Media, Rights of the Girl Child, Problems of Women at Work- Women’s Triple Role, Invisibility of Women’s Work, Glass Ceiling, Women and Self- Employment, Self- Help Groups Micro-Enterprises and Women’s Development.

Unit IV

Legislations Related to Women Legal Rights of Women with Reference to Inheritance, Adoption, Education, Employment, Health, Marriage, Divorce and Maintenance, CEDAW – Convention on Elimination of All Forms of Discrimination Against Women and Girls.

Unit V

Empowerment Strategies for Women Empowerment: Definition and Meaning, Types and Levels of Women’s Empowerment, Needs of Women – Practical and Strategic Needs of Women (PGN/SGN), National Policy for Empowerment of Women 2001, Government Policies and Programmes, Social Work and Women’s Empowerment

BOOKS FOR REFERENCE

1. Devandar, Kiran. Status and Positions of Women in India. New Delhi: Shakti Books, 1985.
2. Kanhere U.S. Women and Socialisation. New Delhi: Mittal, 1980.
3. Kaushik, Susheela. Women’s Oppression – Patterns and Perspectives. New Delhi: Shakti Books, 1985.
4. Kidwai M.H. Women under different Social and Religious Laws. New Delhi: Seema, 1979.
5. Marilee Karl. Women and Empowerment - Participation and Decision Making. London: Zed, 1995.

SOCIAL WORK RESEARCH PROJECT AND STATISTICS
SUBJECT CODE: AW25C

Objectives

- To develop an understanding of Social Work Research and Statistics as a method in Social Work
- To develop competence to conceptualize a problem, analyse and assess social problems and needs at the micro-level
- To acquire research skills in conducting research by developing ability to prepare appropriate tools and collect, analyse and interpret data through appropriate tables

Unit I

Introduction to Social Work Research Basic Elements of Scientific Method; Social Work Research – Definition, Objectives, Scope and Limitations, Scientific Attitude, Ethics in Social Work Research, Quantitative and Qualitative Research, Planning a Research Project: Problem Formulation, Framing Objectives, Defining Concepts, Use of Theorization in Review of Literature, Variables: Definition and Function; Assumptions – Hypotheses, Types of Hypotheses

Unit II

Types of Research, Research Design & Sampling: Research Methodology: Quantitative, Qualitative & Mixed methods. Research Design: Concept, Types of Designs: Explorative, Descriptive, Diagnostic and Experimental. Functions of Research Designs. Concepts and Meaning of Sampling – Frame, Unit and Universe, Sampling Techniques Probability Sampling – Simple, Systematic, Stratified, Multi- Stage Non-Probability Sampling – Purposive, Quota, Cluster, Snowball

Unit III

Sources of Data, Tools of data collection: Sources of Data: Primary and Secondary, Quantitative & Qualitative data; Tools of Data Collection: Observation – Participant, Non-Participant, Interview Schedule, Interview Guide, Questionnaire, Focused Group Discussion, Life History, Case Study & PRA Techniques. Scaling Techniques, Reliability and Validity of Tools

Unit IV

Data Processing, Analysis, Interpretation and Reporting Data Processing – Editing, Coding, Classification, Tabulation, Transcription, Outline of a Good Research Report. Diagrammatic Presentation of Data – One, Two-and Three Dimensional Diagrams, Pie Charts, Pictograms and Cartograms. Uses of computer for data processing.

Unit V

Basic Statistical analysis of data Statistics – Definition, Meaning, Need and Importance of Statistics in Research, Normal Distribution, Characteristics of a Normal Curve, Frequency and Percentage Distribution – Preparation of One, Two and Three Way Tables, Levels of Measurement – Nominal, Ordinal, Interval and Ratio, Measures of Central Tendency – Mean, Median, Mode and their Uses, Measures of Central Tendency – Mean, Median and Mode – Definition, Meaning, Need and Importance, Calculation – Continuous and Discrete Series (Direct Method Only), Measure of Dispersion - Standard Deviation.

BOOKS FOR REFERENCE

1. Antony, Joseph. Methodology for Research. Bangalore: Bangalore Theological 1986.
2. Bajpai. Methods of Social Survey and Research. Kanpur: KilaGhar, 1982.
3. Birtha, Mikkelsen. Methods for Development Work and Research. New Delhi: Sage, 1995.
4. Gupta. Statistical Methods. New Delhi: Sultan Chand and Sons, 1985.
5. Hubert, M., Blalock, Jr. An Introduction to Social Research. New Jersey: Prentice Hall.
6. Jack, D., Hougla. Investigate Social Research Individual and Field Team Research. London: Sage Publications, 1976.
7. Jaspal, Singh. Introduction to Methods of Social Research. New Delhi: Sterling Publishers Pvt, Ltd, 1991.
8. Kothari. Research Methodology; Methods and Techniques. Chennai: Wiley Easter Ltd, 1978.
9. Kerlinger. Foundations of Behavioural Research New Delhi: Surjeet Publications, 1964.



HEALTH CARE
SUBJECT CODE: AW46B

Objectives

- To understand the concept and dimensions of health – physical, social, environmental and mental health.
- To give the student an insight into etiology, symptoms, treatment and prevention of communicable disease, non-communicable diseases, deficiency diseases and physical handicaps.
- To appreciate indigenous systems and their influence on holistic health

Unit I

Health Concepts Health - Definition, Hygiene – importance of personal hygiene, Illness, Disease and Handicap, changing concepts of health, Dimensions - Physical, Social, Mental, Spiritual and Positive Health, determinants and philosophy of health. Factors affecting health - Personal hygiene and health – importance, problems associated with lack of personal hygiene – eyes, nose, teeth, mouth, gums, nail, skin, ear, hair, clothing sunlight posture, sleep and personal sanitary habits, poverty, ignorance, superstition and beliefs, Sanitation – meaning and importance.

Unit II

Diseases Clinical aspects of major communicable diseases – leprosy, TB, STD, AIDS, Poliomyelitis, malaria, cholera, typhoid and diarrhoeal diseases. Clinical aspects of major non-communicable diseases – cancer, diabetes, asthma, hypertension, cardiac disorders.

Unit III

Nutrition

Malnutrition, Clinical aspects of deficiency diseases.

Environmental

Water, air, vector control, housing, noise, radiation, waste disposal.

Mental health

Mental Health - Definition, History, Characteristics of a Mentally Healthy Person, Types of Mental Illness – Definition, Meaning, Types, Causes, Symptoms, Treatment and Prevention - Major and Minor Mental Illnesses – Schizophrenia, MDP, Anxiety, Phobia, OCD, Hysteria) Psycho-Physiological Disorders - Definition, Meaning, Types, Causes, Symptoms, Treatment and Prevention – Respiratory Disorders, Digestive Disorders

Unit IV

Factors contributing to health Food hygiene, balanced diet, Indigenous system of health – Siddha, Unani, Ayurveda, Yoga, Naturopathy, Relaxation Therapy, Meditation, Exercise.

Unit V

Health Care Services

Voluntary Health Agencies in India – Role of - Indian Red Cross Society, Indian Council for Child Welfare, Tuberculosis Association in India, Central Social Welfare Board, Family Planning Association of India Health Programmes in India – Overview of National Malaria Eradication Programme, Diarrhoeal Diseases Control Programme, National Filarial Control Programme, National Tuberculosis Control Programme, STD Control Programme Role of International Organisations – WHO, UNICEF, FAO

BOOKS FOR REFERENCE

1. Abraham, Verghese. Introduction to Psychiatry. BI Pub, 1996.
2. Bajjee. Textbook of Preventive and Social Medicine. New Delhi: Jaypee Brothers Medical Publishers, 1995.
3. Chauhan, S., S. Mental Hygiene – A Science of Adjustment. New Delhi, 2009.
4. Mangal, S., K. Introduction to Abnormal Psychology. New Delhi: Sterling Publishers, 2004.
5. Park, J., E., and Park, K, Textbook of Preventive and Social Medicine. Jabalpur: Banarsidas, 2011.
6. Park, K. Textbook of Prevention and Social Medicine. Jebelpur: Banaridas, 2011.



SOCIAL WORK PROFESSION – HISTORY AND PHILOSOPHY
SUBCODE: AW211

OBJECTIVES OF THE COURSE

- To enable students to appreciate the history, philosophy and the emergence of Social Work as a profession.
- To facilitate comprehension of underlying ideologies, theories and approaches
- To develop an understanding of the methods and fields of Social Work practice.

UNIT I

Social Work Profession Social Work Profession: Meaning and Definition of Social Work as a Profession, Origin and Growth of Social Work Profession in India, Goals and Functions, Principles and Scope of Social Work Profession, Beliefs and Values, Code of Ethics (NASW)

UNIT II

Historical Development of Social Work Profession Overview of Historical Development of Social Work in UK and USA; Historical Development of Social Work in India - Social Service and Traditional Social Institutions; Contribution of Social Reformers – Raja Ram Mohan Roy, Sarojini Naidu, Periyar, Gandhi, Contributions of Religious thought to Social Work, Contributions of Christian Missionaries to social development, Role of INGOs, NGOs and civil society organisations.

UNIT III

Introduction to Social Work and Social Work Theories Social Service, Social Security, Social Change, Social Welfare, Social Policy, Social Planning, Social Action, Social Development, Empowerment; Social Work Theory Conceptual understanding of Theory, Importance of Theory in Social Work, Major Theories in Social Work - Problem Solving Model, Behaviour Modification Model, and Crisis Intervention Model.

UNIT IV

Fields of Social Work Practice Social Work in Communities – rural, urban and tribal, Social Work in Family settings – Family social work, Social work with vulnerable groups – differently abled, Social work and Addictions, Gender and Social Work, Social work with children, youth and elderly, Social Work in Health Settings, Mental Health, Legal and Correctional Settings, Rehabilitation, School Social Work, Industrial Social Work, Environmental Social Work.

UNIT V

Social Work Education Social Work Education in India, Importance of Field Work and Supervision in Social Work Education, Professional Associations - International Federation of Social Workers (IFSW), The National Association of Social Workers (NASW), National Association of Professional Social Workers in India (NAPSWI), and the Professional Social Worker's Association (PSWA)

BOOKS FOR REFERENCE

1. Adams, R. Social Work and Empowerment. New York: Palgrave Macmillan, 2003.
2. Alston, M. and Mckinnon, J. Social Work – Fields of Practice. Australia: Oxford U P, 2003.
3. Banks, S. Ethics and Values in Social Work. New York: Palgrave Macmillan, 2001.
4. Black, K., J. Development in Theory and Practice- Paradigms and Paradoxes. Jaipur: Rawat, 2007.
5. Bogo, M. Social Work Practice- Concepts, Processes and Interviewing. New York: Columbia University Press, 2006.



FIELD WORK – 1
SUB CODE: 119S11

LEARNING OBJECTIVES:

1. To develop the capacity to reflect over one's own behaviors.
2. To describe its effect on self and others.
3. To demonstrate skills to establish relationship with individuals ,groups and communities with reference to social work.
4. To provide an exposure to and understanding about the various agency settings to the students.
5. To critically understand and appreciate Programmes and projects of governmental and non-governmental organizations

COURSE OUTCOME:

CO1: The Successful completion of this course shall enable the student

CO2: Asses the skills to establish relationship with individuals, groups and communities.

CO3: Experience the activities of various agencies

CO4: Analyze the various projects of government and non-government organizations

CO5: Develop report writing skill and understand role of professional Social Workers in different settings

SYLLABUS

- ✓ Interpersonal Relationships - (Concept, skills, importance and relevance to social work)
- ✓ Communication Skills - (Concept, type, importance and relevance to social work)
- ✓ Documentation & Report Writing Skills - (Concept, Types of Report, importance and relevance to social work)
- ✓ Societal Analysis - (Concept, Tools and techniques, importance and relevance to social work)
- ✓ Understanding Group Behavior - (Concept, importance and relevance to social work)
- ✓ Indian Social Problems - (Concept, Different types of social problem, Causes and consequences)



SOCIAL PROBLEMS IN INDIA
SUBCODE: 119S1A

LEARNING OBJECTIVES:

- 1. To define the various Social Problems in India**
- 2. To realize the Causes of Poverty and Unemployment**
- 3. To know the measures to eradicate Illiteracy and Unemployment**
- 4. To analyse the cause of Crime and Corruption as Social Problems in the Indian Society**
- 5. To evaluate the role of a Social Welfare Programmes for the eradication of Social Problems in India**

UNIT – I

Introduction to Social Problems in India: Meaning, Definition, Characteristics of Social Problems, Role of SDGs in Social Problems

UNIT – II

Poverty and Population Explosion: Poverty - Meaning, Definition, Causes. Population Explosion – Meaning, Causes and Effects

UNIT – III

Illiteracy and Unemployment: Illiteracy – Meaning, Definition, Steps for Removal of Illiteracy. Unemployment – Meaning, Definition, Causes, Types

UNIT – IV

Crime and Corruption: Crime – Meaning, Definition, Causes, Types. Corruption – Meaning, Definition, Impact of Corruption on Indian Society

UNIT – V

Social Welfare: Meaning, Definition, Role of State Social Welfare Department, Voluntary Social Welfare Organisation and National Council of Social Welfare in the eradication of Social Problems in India.

Web Resources:

1. <http://www.sociologyguide.com/>
2. <http://www.importantindia.com/3910/essay-on-social-problems-in-india/>
3. <http://www.insoso.org/>
4. <https://www.egyankosh.ac.in/>
5. <https://shodhganga.inflibnet.ac.in/>

SELF AWARENESS AND POSITIVITY

SUBCODE: 119B1A

LEARNING OBJECTIVES:

1. Realize the significance and essence of a wide range of soft skills.
2. Learn how to apply soft skills in a wider range of routine social and professional settings.
3. Reflect upon her/his own strengths and weaknesses for personal leadership and responsible citizenship
4. Demonstrate critical thinking about concepts relevant to self-development and management of social skills
5. Demonstrate consciousness of self, others and context

UNIT-I

Self - Awareness: Meaning, Levels, and Types of self-awareness. Need and Importance of understanding self, ways to improve self-awareness.

UNIT-II

Self-Discovery: Discovering the Self; the importance of self-discovery, Steps in discovering self, Setting Goals; Beliefs, Values, Attitude, Virtue.

UNIT-III

Self Management: Understanding the importance of managing self, skills in managing self, SWOT analysis.

UNIT-IV

Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity, Enhancing Motivation Levels.

UNIT-V

Self-Image: Meaning, the importance of a positive self-image and self-image-building techniques.

Books for References:

1. Amit Goswami. 1995. *The Self-Aware Universe: How Consciousness Creates the Material World.* Published by Tarcher Perigee.
2. Travis Bradberry. 2009. *Self-Awareness: The Hidden Driver of Success and Satisfaction.* Published by Tarcher Perigee.
3. Stephen R. Covey. 2013. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change.* Simon & Schuster
4. Tom Rath. 2011. *Strengths Finder 2.0.* Gallup Press. Newyork.
5. Veronika Tugaleva. 2017. *The Art of Talking to Yourself.* Soulux press.

FIELD WORK – II

SUBCODE: 119S22

LEARNING OBJECTIVES:

1. To develop knowledge on E-content & its preparation.
2. To understand the importance of using various types of E-content.
3. To comprehend the creation of Visual E-content.
4. To acquire knowledge on creating audio and video E-content
5. To understand the creation of interactive E-content.

UNIT – I

E-Content: Meaning, Importance, Advantages & Disadvantages and Scope. Stages of E-content design and Developmental Process. E-content tools- Freeware, Open Source Software, Proprietary Software and Public Domain Software. Using E-content in Social Work Practice.

UNIT – II

Creating Visual E-content: Invitations Posters, Blog

UNIT – III

Creating Audio E-content: Audio editing, podcast

UNIT – IV

Creating Video content: Creating & Editing videos

UNIT – V

Creating Interactive e-content: Quiz & Tests

Books for Reference:

1. Chandan Srivastava, (2012). E-Learning, Challenges and Impact on Education. Lap Lambert Academic Publishing GmbH KG
2. Maha A. Qarh (2012). Knowledge Representation in E-Learning Environment. Lap Lambert Academic Publishing GmbH KG.
3. Roger Schank, (2009). Lessons in Learning, E-Learning, and Training: Perspectives and Guidance for the Enlightened Trainer. Wiley
4. Vernon S, Donald P, Rob Melnick (2006). Teaching and Media: A Systematic Approach. University of Michigan, Michigan, Prentice Hall.
5. Yang, Harrison Hao, (2012). Cases on E-Learning Management: Development and Implementation: Development and Implementation. IGI Global

Web Resources:

1. <https://ncert.nic.in>
2. <http://www.mgncre.org>
3. <http://paleeri.blogspot.com>
4. <https://www.iehe.ac.in>



**CAPACITY BUILDING
SUBCODE: 119C21**

LEARNING OBJECTIVES:

1. To develop the capacity to reflect over one's own behaviors.
2. To describe its effect on self and others.
3. To demonstrate skills to establish relationship with individuals, groups and communities with reference to social work.
4. To provide an exposure to and understanding about the various agency settings to the students.
5. To critically understand and appreciate Programmes and projects of governmental and non-governmental organizations

UNIT-I

Networking (Concept, Types, Techniques, Relevance to social work)

UNIT-II

Need Analysis (Concept, Procedure, Relevance to social work)

UNIT-III

Visual Aids Presentations (Puppet Training)

UNIT-IV

Public Speaking (Concept, Techniques, Exercises) Public Relations. (Concept, Techniques, Relevance to social work)

UNIT-V

Fund Raising (Concept, Types, Techniques, Relevance to social work)

UNIT-VI

Networking. (Concept, Types, Techniques, Relevance to social work)

Course Outcome

CO1: The Successful completion of this course shall enable the student; CO1: Predict own behavior and analyze its impact.

CO2: Asses the skills to establish relationship with individuals, groups and communities.

CO3: Experience the activities of various agencies

CO4: Analyze the various projects of government and non-government organizations

CO5: Develop report writing skill and understand role of professional Social Workers in different settings

Web Resources

1. <https://ncert.nic.in>
2. <http://www.mgncre.org>
3. <http://paleeri.blogspot.com>
4. <https://www.iehe.ac.in>

BSC COMPUTER SCIENCE
PYTHON PROGRAMMING
SUBCODE: 125C1A

LEARNING OBJECTIVES:

- Describe the core syntax and semantics of Python programming language.
- Discover the need for working with the strings and functions.
- Illustrate the process of structuring the data using lists, dictionaries, tuples and sets.
- Understand the usage of packages and Dictionaries

UNIT - I

Introduction: The essence of computational problem solving – Limits of computational problem solving-Computer algorithms-Computer Hardware- Computer Software-The process of computational problem solving-Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types, Input / output.

UNIT - II

Control Structures: Boolean Expressions - Selection Control - If Statement- Indentation in Python- Multi-Way Selection -- Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flag. String, List and Dictionary, Manipulations Building blocks of python programs, Understanding and using ranges.

UNIT - III

Functions: Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python- Variable Scope. Recursion: Recursive Functions.

UNIT - IV

Objects and their use: Software Objects - Turtle Graphics – Turtle attributes- Modular Design: Modules - Top-Down Design - Python Modules - Text Files: Opening, reading and writing text files – Exception Handling.

UNIT - V

Dictionaries and Sets: Dictionary type in Python - Set Data type. Object Oriented Programming using Python: Encapsulation - Inheritance – Polymorphism. Python packages: Simple programs using the built-in functions of packages matplotlib, NumPy, pandas etc

Web resources:

1. https://onlinecourses.swayam2.ac.in/cec22_cs20/preview

**MINI PROJECT
SUB CODE:**

OBJECTIVES:

The aim of the mini project is that the student has to understand the real time software development environment. The student should gain a thorough knowledge in the problem, he/she has selected and the language / software, he/she is using.

Project planning:

B.Sc (Computer Science / Software Application)/BCA Major Project is an involved exercise, which has to be planned well in advance. The topic should be chosen in the beginning of final year itself. Related reading training and discussions of first internal project viva voce should be completed in the first term of final year.

I Selection of the project work

Project work could be of three types.

- a) Developing solution for real life problem In this case a requirement for developing a computer-based solution already exists and the different stages of system development life cycle is to be implemented successfully. Examples are accounting software for particular organization, computerization of administrative function of an organization, web based commerce etc.
- b) System Software Project Projects based on system level implementation. An example is a Tamil language editor with spell checker, compiler design.
- c) Research level project These are projects which involve research and development and may not be as structured and clear cut as in the above case. Examples are Tamil character recognition, neural net based speech recognizer etc. This type of projects provides more challenging opportunities to students.

II Selection of team

To meet the stated objectives, it is imperative that major project is done through a team effort. Though it would be ideal to select the team members at random and this should be strongly recommended, due to practical consideration students may also be given the choice of forming themselves into teams with three members. A team leader shall be selected. Team shall maintain the minutes of meeting of the team members and ensure that tasks have been assigned to every team member in writing. Team meeting minutes shall form a part of the project report. Even if students are doing project as groups, each one must independently take different modules of the work and must submit the report.

III Selection of Tools

No restrictions shall be placed on the students in the choice of platform/tools/languages to be utilized for their project work, though open source is strongly recommended, wherever possible. No value shall be placed on the use of tools in the evaluation of the project.

IV Project management

Head of the Department / Principal of the college should publish the list of student's project topic, internal guide and external organization and teams agreed before the end of July. Changes in this list may be permitted for valid reasons and shall be considered favorably by the Head of the department / Principal of the college any time before commencement of the project. Students should submit a fortnightly report of the progress, which could be indication of percentage of completion of the project work. The students should

ideally keep a daily activity book. Team meeting should be documented and same should be submitted at the end of the project work.

V Documentation

Three copies of the project report must be submitted by each student (one for department library, one for the organization where the project is done and one for the student himself/herself). The final outer dimensions of the project report shall be 21cm X 30 cm. The color of the flap cover shall be light blue. Only hard binding should be done. The text of the report should be set in 12 pt, Times New Roman, 1.5 spaced.

Headings should be set as follows: CHAPTER HEADINGS 16 pt, Arial, Bold, All caps, Centered.

1. Section Headings 14 pt Bookman old style, Bold, Left adjusted.

1.1 Section Sub-heading 12 pt, Bookman old style.

Title of figures tables etc are done in 12 point, Times New Roman, Italics, centered. Content of the Project should be relevant and specify particularly with reference to the work. The report should contain the requirement specification of the work, Analysis, Design, Coding, testing and Implementation strategies done.

- Organizational overview (of the client organization, where applicable)
- Description of the present system
- Limitations of the present system
- The Proposed system - Its advantages and features
- Context diagram of the proposed system
- Top level DFD of the proposed system with at least one additional level of expansion
- Program List (Sample code of major functions used)
- Files or tables (for DBMS projects) list. List of fields or attributes (for DBMS projects) in each file or table.
- Program – File table that shows the files/tables used by each program and the files are read, written to, updated, queried or reports were produced from them.
- Screen layouts for each data entry screen.
- Report formats for each report.



**PYTHON PROGRAM PRACTICAL
SUBCODE: 125C11**

LEARNING OBJECTIVES:

- Acquire programming skills in core Python.
- Acquire Object-oriented programming skills in Python.
- Develop the skill of designing graphical-user interfaces (GUI) in Python.
- Develop the ability to write database applications in Python.
- Acquire Python programming skills to move into specific branches

List of Programs

1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.
2. Write a Python program to construct the following pattern, using a nested loop
*
**

**
*
3. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the following criteria:
4. Grade A: Percentage ≥ 80 Grade B: Percentage ≥ 70 and < 80 Grade C: Percentage ≥ 60 and < 70 Grade D: Percentage ≥ 40 and < 60 Grade E: Percentage < 40
5. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.
6. Write a Python script that prints prime numbers less than 20.
7. Program to find factorial of the given number using recursive function.
8. Write a Python program to count the number of even and odd numbers from array of N numbers.
9. Write a Python class to reverse a string word by word.
10. Given a tuple and a list as input, write a program to count the occurrences of all items of the list in the tuple. (Input: tuple = ('a', 'a', 'c', 'b', 'd'), list = ['a', 'b'], Output: 3)
11. Create a Savings Account class that behaves just like a Bank Account, but also has an interest rate and a method that increases the balance by the appropriate amount of interest (Hint: use Inheritance).
12. Read a file content and copy only the contents at odd lines into a new file.
13. Create a Turtle graphics window with specific size.
14. Write a Python program for Towers of Hanoi using recursion
15. Create a menu driven Python program with a dictionary for words and their meanings.
16. Devise a Python program to implement the Hangman GAME



DATA STRUCTURES USING JAVA LAB
SUBJECT CODE: SE231

OBJECTIVES:

- To implement linear and non-linear data structures
- To understand the different operations of search trees
- To implement graph traversal algorithms

OUTCOMES:

- Write functions to implement linear and non-linear data structure operations.
- Suggest appropriate linear and non-linear data structure operations for solving a given problem.

LIST OF EXERCISES:

1. Write a Java program to implement the Stack ADT using a singly linked list.
2. Write a Java program to implement the Queue ADT using a singly linked list.
3. Write a Java program for the implementation of circular Queue.
4. Write a Java program that reads an infix expression, converts into postfix form
5. Write a Java program to evaluate the postfix expression (use stack ADT).
6. Write a Java program to insert an element into a binary search tree.
7. Write a Java program to delete an element from a binary search tree.
8. Write a Java program to search for a key element in a binary search tree.
9. Write a Java program for the implementation of BFS for a given graph.
10. Write a Java program for the implementation of DFS for a given graph.

WEBTECHNOLOGYLAB

SUBJECTCODE: SE241

OBJECTIVES:

1. The objectives of this course are to have a practical understanding about how to write PHP code to solve problems.
2. Display and insert data using PHP and MySQL.
3. Test, debug, and deploy web pages containing PHP and MySQL.
4. It also aims to introduce practical session to develop simple applications using PHP and MySQL.

OUTCOMES:

- On the completion of this laboratory course the students ought to
- Obtain knowledge and develop application programs using Python.
- Create dynamic Web applications such as content management, user registration, and ecommerce using PHP and to understand the ability to post and publish a PHP website.
- Develop a MySQL database and establish connectivity using MySQL.

LIST OF PRACTICALS

1. Write a PHP program which adds up columns and rows of given table
2. Write a PHP program to compute the sum of first n given prime numbers
3. Write a PHP program to find valid an email address
4. Write a PHP program to convert a number written in words to digit.
5. Write a PHP script to delay the program execution for the given number of seconds.
6. Write a PHP script, which changes the colour of the first character of a word
7. Write a PHP program to find multiplication table of a number.
8. Write a PHP program to calculate Factorial of a number.
9. Write a PHP script to read a file, reverse its contents, and write the result back to a new file
10. Write a PHP script to look through the current directory and rename all the files with extension .txt to extension .xtx.
11. Write a PHP script to read the current directory and return a file list sorted by last modification time. (using filemtime())
12. Write a PHP code to create a student mark sheet table. Insert, delete and modify records.
13. From a XML document (email.xml), write a program to retrieve and print all the e-mail addresses from the document using XML
14. From a XML document (tree.xml), suggest three different ways to retrieve the text value 'John' using the DOM:
15. Write a program that connects to a MySQL database and retrieves the contents of any one of its tables as an XML file. Use the DOM.

**INTRODUCTION TO COMPUTER ARCHITECTURE AND MICROPROCESSOR PRACTICAL
SUBCODE: 125C21**

LEARNING OBJECTIVES:

- ✓ To introduce the internal organization of Intel 8085 Microprocessor.
- ✓ To enable the students to write assembly language programs using 8085.
- ✓ To interface the peripheral devices to 8085 using Interrupt controller and DMA interface.
- ✓ To provide real-life applications using microcontroller.

COURSE OUTCOMES:

CO1: Remember the Basic binary codes and their conversions. Binary concepts are used in Microprocessor programming and provide a good understanding of the architecture of 8085.

CO2: Understanding the 8085-instruction set and their classifications, enables the students to write the programs easily on their own using different logic.

CO3: Applying different types of instructions to convert binary codes and analysing the outcome. The instruction set is applied to develop programs on multibyte arithmetic operations

CO4: Analyse how peripheral devices are connected to 8085 using Interrupts and DMA controller.

List of Programs

Addition and Subtraction

1. 8 - bit addition
2. 16 - bit addition
3. 8 - bit subtraction
4. BCD subtraction

Multiplication and Division

1. 8 - bit multiplication
2. BCD multiplication
3. 8 - bit division

Sorting and Searching

1. Searching for an element in an array.
2. Sorting in Ascending and Descending order.
3. Finding the largest and smallest elements in an

array.

4. Reversing array elements.
5. Block move.

Code Conversion

1. BCD to Hex and Hex to BCD
2. Binary to ASCII and ASCII to binary
3. ASCII to BCD and BCD to ASCII

Applications

1. Square of a single byte Hex number
2. Square of a two-digit BCD number
3. Square root of a single byte Hex number
4. Square root of a two-digit BCD number

WEB REFERENCES:

NPTEL & MOOC courses titled Computer organization

<https://nptel.ac.in/courses/106105163/>

<https://nptel.ac.in/courses/106103068>

BCOM GENERAL

HUMAN RESOURCE MANAGEMENT

SUBJECT CODE:

OBJECTIVES

- To facilitate the student to know about the importance of Human Resources.
- To make the student to understand the various aspects of the Human Resources Management.

OUTCOME:

- Understanding of basic concepts, functions and functioning of Human resource department of the organizations

UNIT I: Introduction

Nature and Scope of Human Resources Management – Differences between Personnel Management and HRM – Environment of HRM – HRM Accounting – Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of various Tests – Interview techniques in Selection and Placement.

UNIT II: Training

Meaning – Induction – Methods – Techniques – Identification of the Training needs – Training and Development – Performance appraisal – Transfer – Promotion and Termination of services – Career Development.

UNIT III: Compensation & Labour Relation

Cost to Company – CTC Fixed and Flexible Pay - Components – Incentives – Benefits – Motivation – Talent Retention - Welfare and Social Security Measures - Opportunities, Challenges, and Recent Trends in Compensation. Need – Functions of Trade Unions – Forms of Collective bargaining – Workers Participation in management - Types and effectiveness. Industrial Disputes and Settlements (law excluded) - Social Ethics and Responsibility.

UNIT IV: Human Resource Accounting & Audit

Human Resource Accounting - Meaning - Objectives - Need & Limitations. Human Resource Audit – Nature – Benefits – Scope – Approaches.

UNIT V: Corporate Ethics & Corporate Social Responsibility

Business Ethics – Concept, Characteristics, Importance and Need for ethics - Sources of Ethics, Concept of Corporate Ethics, code of Ethics - Guidelines for developing code of ethics, Ethics in Human Resource Management
Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. CSR towards employees and workers - CSR and environmental concerns - Role of HR professionals in CSR.

TEXTBOOK

1. Rao, VSP, Human Resource Management, Excel Books

REFERENCE BOOKS:

1. Ashwathappa, Human Resource Management, Himalaya Publishing House
2. Garry Deseler, Human Resource Management, Prentice Hall
3. Prasad, LM, Human Resource Management, Sultan Chand & Sons
4. Tripathi, Human Resource Management, Prentice Hall
5. Sundar & Srinivasan, Essentials of Human Resource Management, Vijay Nicole Imprints Pvt. Ltd. Chennai

WEB RESOURCE:

- www.whatishumanresource.com
- www.managementstudyguide.com
- www.humanresources.about.com

INCOMETAXLAW ANDPRACTICE-I
SUBJECTCODE: CZ45A

OBJECTIVES:

- To provide a detailed understanding of the various provisions of I.T. Act.
- To enable the students to about the Assessment Procedures and Tax Planning Outcome:
- The students will understand the concepts of Income tax, Types of filing and computation of tax from various head.

UNIT I: INTRODUCTION

Meaning of Income – Features of Income Tax – Types – Important Definitions Under the Income Tax Act – Assessee – Types – Rates of Tax – Residential Status – Scope of Total Income – Incomes Exempt from tax.

UNIT II: Income from Salary

Definition – Allowances – Valuation of perquisites – Deductions from Salary – Gratuity – Pension – Commutation of Pension – Leave Salary – Profits in lieu of Salary – Provident Funds – Deductions under Sec. 80.

UNIT III: Income from House Property

Annual Value – Meaning and Computation – Deductions from Annual Value – Legal Provisions.

UNIT IV: Profits and Gains from Business or Profession

Income from Business or Profession – Allowable expenses – Not allowable expenses – General deductions – Provisions relating to Depreciation – Deemed Business Profits – Undisclosed incomes – Investments – Compulsory maintenance of Books of accounts – Audit of Accounts of certain persons – Special provisions for Computing Income on estimated basis – Computation of Income from Business or Profession.

UNIT V: E-filing & Submission of Returns

E-filing – Concept – Procedure – 26AS – TDS – Traces – Filing of Return – Various Returns – Permanent Account Number (PAN) – Usage of PAN – Concept of Transfer Pricing – Fundamentals

TEXTBOOKS:

1. Naveen Mittal – Principles of Income Tax Law & Practice – Cengage New Delhi
2. T. Srinivasan – Income Tax & Practice – Vijay Nicole Imprints Private Limited, Chennai
3. Vinod, K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.
4. Mehrotra – Income Tax Law & Accounts, Goyal, Sathiya Bhavan Publications.

REFERENCE BOOKS:

1. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
2. Reddy, T.S. & Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.
3. Murthy, A., Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
4. Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai

WEB REFERENCE:

www.incometaxindia.gov.in
www.incometaxindiaefiling.gov.in
www.onlineservices.tin.egov-nsdl.com
www.cleartax.in

INCOMETAX LAW AND PRACTICE-II
SUBJECT CODE: CZ46A

OBJECTIVES

- To help the students to understand the relevance and significance of Tax.
- To facilitate the students in understanding the various Provisions I.T. Act.

OUTCOME:

- The students will understand the procedure for computing taxable income from different heads clubbing of income, Set off and carry forward of losses and Deductions applicable to an individual.

UNIT I: Income from Capital Gain

Capital Gain – Meaning – Short term and Long term Capital Gains – Certain Transactions not included as transfer – Cost of Acquisition – Cost of Improvement – Indexation – Capital Gain under different circumstances – Exempted Capital Gains – Computation of Capital Gains.

UNIT II: Income from other sources

Computation – Grossing up – Deductions in Computing Income under the head and other related provisions.

UNIT III:

Clubbing of Incomes and Set off / Carry forward and Set – Off of losses Clubbing of Incomes under various situations – Deemed Incomes – Simple Problems on clubbing of incomes – Set off – Carry forward and set off of losses.

UNIT IV: Deductions from Gross Income

Permissible Deductions from Gross Total Income Sec. 80C, 80CCC, 80CCCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80QQB, 80RRB, 80U. Assessment of Individual – Computation of Tax.

UNIT V: Income Tax Authorities and Procedure of Assessment

Income Tax Authorities – Powers of the Central Board of Direct Taxes (CBDT), Commissioners of Income Tax and Income Tax officers. Assessment Procedures - Self Assessment – Best Judgement Assessment – Income Escaping Assessment (Reassessment) - Advance Payment of Tax – Meaning and Due dates.

TEXTBOOKS:

1. Naveen Mittal – Principles of Income Tax Law & Practice – Cengage New Delhi
2. T. Srinivasan – Income Tax & Practice – Vijay Nicole Imprints Private Limited, Chennai

REFERENCE BOOKS:

1. Vinod, K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.
2. Mehrotra – Income Tax Law & Accounts, Goyal, Sathiya Bhavan Publications.
3. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
4. Murthy, A., Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
5. Hariharan N., Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
6. Reddy, T.S. & Hariprasad Reddy, Y., Income Tax Theory, Law & Practice, Margham Publications, Chennai.

WEB RESOURCE:

1. www.incometaxindia.gov.in
2. www.incometaxindiaefiling.gov.in
3. www.onlineservices.fin.egov-nsdl.com

BUISNESS COMMUNICATION

SUBCODE: 146E1A

LEARNING OBJECTIVES:

1. To enable the students to know about the principles, objectives and importance of communication in commerce and trade.
2. To develop the students to understand about trade enquiries
3. To make the students aware about various types of business correspondence.
4. To develop the students to write business reports.
5. To enable the learners to update with various types of interviews

Unit I

Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout

Unit II

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars

Unit III

Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence

Unit IV

Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing

Unit V

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Creating & maintaining Digital Profile

Reference Books

- 1 V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi.
- 2 Rithika Motwani, Business communication, Taxmann, New Delhi.
- 3 Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
- 4 Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- NewDelhi.
- 5 Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.

BUSINESS ECONOMICS
SUBCODE: 146E1C

LEARNING OBJECTIVES:

- 1. To understand the approaches to economic analysis**
- 2. To know the various determinants of demand**
- 3. To gain knowledge on concept and features of consumer behaviour**
- 4. To learn the laws of variable proportions**
- 5. To enable the students to understand the objectives and importance of pricing poli**

UNIT-I-Introduction to Economics

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Theory, Inflation, Depression, Recession, Recovery, Reflation and Deflation

UNIT – II Demand & Supply Functions

Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.

UNIT – III Consumer Behaviour

Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi-Marginal Utility – Cardinal and Ordinal concepts of Utility - Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer’s Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.

UNIT-IV Theory of Production

Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies – Internal and External Diseconomies - Producer’s equilibrium

UNIT-V Market Structure

Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives – Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning – features, “Kinked Demand” Curve



MS OFFICE FOR COMMERCE

SUBCODE: 146S1A

UNIT – I Introduction to MS Word & Commonly used features

Introduction to Word processing - Word processor / Editor - File Extension - DOCx, DOTx - Application / Document area Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - Page Layout - Page Size (Letter / A4) - Orientation (Landscape / Portrait) - Margin (Top, Left, Bottom, Right) - Navigation (Arrow keys, Ctrl + Arrow keys, Home, End, Page UP/ Page Down) - Selection - Using Shift + Navigation Fonts / Superscript / Subscript - Show / Hide - Displays non printing characters (Space / TAB / Enter) - Change Case - Bullets / Numbering - Format Painter – Clipboard - Find / Replace Screen shot - Prnt SCR / Alt + PrntScr – Indent - Line and Para spacing - Tab Stop - Text to Table - Table to Text

UNIT – II Insert Tab & Mail Merge

Insert Tab - Picture (Styles, Border, Effects, Warp Text, Align, Rotate, Flip, Crop) - Water Mark - Shapes (Group, Ungroup, Bring to Front, Send to Back, Format shape) – Hyperlink – Bookmark - Text Box - Word Art Tables - Rows , Columns, Cell - Merge Cell - Split Cell TOC - Update entire - Header / Footer - Cover Page - Break - Section Break - Spell Check - ABC / F7 - Word Count Working with Mail Merge

UNIT – III Introduction to MS PowerPoint

Creating Presentation - File Extension - PPTx, PPSx - Slides and Layouts, Apply Background - Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - View - Slide Master Insert Logo - to display in all slides - Change Text color - to maintain consistency in all slides Slideshow - F5 / Shift F5 New Slide - Ctrl + M Animation Effects - Apply in objects within the Slide Transition Effect - Apply between slides Rehearse Timing - Set timing to each slide Loop until ESC - After reaching LAST slide, display again from 1st slide. SaveAs - PPSx - PowerPoint Show SlideShow - Use Pen / Highlighter Paste the Chart from Excel - Data linked to Excel source Insert Chart within PowerPoint - Data linked internally

UNIT- IV Introduction to MS Excel & Using Formulas

Working with Excel Opening a Workbook - Understanding the Display Screen Working with the Ribbon - Exploring the File Tab - Working with the Quick Access Toolbar - Working with the Status Bar- Switching Between Opened Workbooks Entering Data - Moving the Cell Pointer - Selecting a Range of Cells - Creating a New Workbook - Inserting, Renaming, and Deleting Worksheets - Entering Constant Values - Using Auto Fill to Enter Data - Saving a Workbook - Editing Cell Contents Clearing Cell Contents - Insert / Edit Comments - Working with Undo and Redo - Closing a Workbook Using Formulas Entering Formulas with Addressing Methods (Relative / Mixed / Absolute) - Using Auto Fill with Formulas - Using the Sum, Average, Max, Min, Count Functions - Using IF and NestedIf Function - Using Text Functions (Len, Trim, Left, Right, Mid, Find, Replace, Upper, Lower, Proper) - Using Date Functions (Today, Now, Day, Month, Year) - Using Lookup Functions (Vlookup, Hlookup) - Using Formula Error Checking - Cutting / Copying and Pasting Constant Values and Formulas - Copy / Pasting using Transpose option - Using Format Painter

UNIT – V Working on multiple

Worksheets & Working with huge Datasets Formatting Worksheets - Formatting Numbers - Changing the Font Format - Aligning Cell Contents - Merging Cells Adding Borders - Applying Cell Styles - Modifying Columns and Rows - Changing Column Width - Changing Row Height Inserting and Deleting Columns or Rows - Hiding Columns or Rows - Editing Worksheets - Working with AutoCorrect Checking Spelling - Using Find and Replace - Using Hyperlinks (Internal / External) Working with huge Dataset Using multilevel Sort - Using Filters - Fetching Unique Records Finding Duplicates - Applying Conditional Formatting Rules Applying Freeze Panes - Using Pivot Table (Layout & Format) Working with Charts Pie / Bar / Column / Line Charts - Titles / Legends / Data labels Copy / Pasting in Word / PowerPoint Printing Worksheets Using Print Preview - Working with Print Settings - Using Page Setup Tools - Working in Page Layout View - Creating a Header and Footer - Using Page Break Preview - Printing a Worksheet Exiting Excel

WEB RESOURCES:

Ms Word tutorial: <https://youtu.be/S-nHYzK-BVg>

Ms PowerPoint: <https://youtu.be/XF34-Wu6qWU>

Ms Excel functions: <https://youtu.be/ShBTJrdioLo>

Materials : <https://support.microsoft.com/en-us/trainin>



ACCOUNTING USING EXCEL SUBCODE:146S2A

Unit-I Using Financial Functions (Part 1)

ACCRINT function - Returns the accrued interest for a security that pays periodic interest
ACCRINTM function - Returns the accrued interest for a security that pays interest at maturity
AMORDEGRC function - Returns the depreciation for each accounting period by using a depreciation coefficient
AMORLINC function - Returns the depreciation for each accounting period
COUPDAYBS function - Returns the number of days from the beginning of the coupon period to the settlement date
COUPDAYS function - Returns the number of days in the coupon period that contains the settlement date
COUPDAYSNC function - Returns the number of days from the settlement date to the next coupon date
COUPNCD function - Returns the next coupon date after the settlement date
COUPNUM function - Returns the number of coupons payable between the settlement date and maturity date
COUPPCD function - Returns the previous coupon date before the settlement date
CUMIPMT function - Returns the cumulative interest paid between two periods
CUMPRINC function - Returns the cumulative principal paid on a loan between two periods.

Unit-II Using Financial Functions (Part 2)

DB function - Returns the depreciation of an asset for a specified period by using the fixed-declining balance method
DDB function - Returns the depreciation of an asset for a specified period by using the double-declining balance method or some other method that you specify
DISC function - Returns the discount rate for a security
DOLLARDE function - Converts a dollar price, expressed as a fraction, into a dollar price, expressed as a decimal number
DOLLARFR function - Converts a dollar price, expressed as a decimal number, into a dollar price, expressed as a fraction
DURATION function - Returns the annual duration of a security with periodic interest payments
EFFECT function - Returns the effective annual interest rate
FV function - Returns the future value of an investment
FVSCHEDULE function - Returns the future value of an initial principal after applying a series of compound interest rates

Unit-III Using Financial Functions (Part 3)

INTRATE function - Returns the interest rate for a fully invested security
IPMT function - Returns the interest payment for an investment for a given period
IRR function - Returns the internal rate of return for a series of cash flows
ISPMT function - Calculates the interest paid during a specific period of an investment
MDURATION function - Returns the Macauley modified duration for a security with an assumed par value of \$100
MIRR function - Returns the internal rate of return where positive and negative cash flows are financed at different rates
NOMINAL function - Returns the annual nominal interest rate
NPER function - Returns the number of periods for an investment
NPV function - Returns the net present value of an investment based on a series of periodic cash flows and a discount rate
ODDFPRICE function - Returns the price per \$100 face value of a security with an odd first period
ODDFYIELD function - Returns the yield of a security with an odd first period
ODDLPRICE function - Returns the price per \$100 face value of a security with an odd last period
ODDLYIELD function - Returns the yield of a security with an odd last period

Unit-IV Using Financial Functions (Part 4)

PDURATION function (Excel 2013) - Returns the number of periods required by an investment to reach a specified value
PMT function - Returns the periodic payment for an annuity
PPMT function - Returns the payment on the principal for an investment for a given period
PRICE function - Returns the price per \$100 face value of a security that pays periodic interest
PRICEDISC function - Returns the price per \$100 face value of a discounted security
PRICEMAT function - Returns the price per \$100 face value of a security that pays interest at maturity
PV function - Returns the present value of an investment
RATE function - Returns the interest rate per period of an annuity
RECEIVED function - Returns the amount received at maturity for a fully invested security
RRI function (Excel 2013) - Returns an equivalent interest rate for the growth of an investment.

Unit-V Using Financial Functions (Part 5)

SLN function - Returns the straight-line depreciation of an asset for one period
SYD function - Returns the sum-of-years' digits depreciation of an asset for a specified period
TBILLEQ function - Returns the bond-equivalent yield for a Treasury bill
TBILLPRICE function - Returns the price per \$100 face value for a Treasury bill
TBILLYIELD function - Returns the yield for a Treasury bill
VDB function - Returns the depreciation of an asset for a specified or partial period by using a declining balance method
XIRR function - Returns the internal rate of return for a schedule of cash flows that is not necessarily periodic
XNPV function - Returns the net present value for a schedule of cash flows that is not necessarily periodic
YIELD function - Returns the yield on a security that pays periodic interest



YIELDDISC function - Returns the annual yield for a discounted security; for example, a Treasury bill
YIELDMAT function - Returns the annual yield of a security that pays interest at maturity

Web Links

<https://www.youtube.com/watch?v=kNaxTNSAtLk>

<https://www.youtube.com/watch?v=RsDFonVtKGM> Tutorials :

<https://www.computertutoring.co.uk/excel-tutorials/accounts-excel/>

Udemy : <https://www.udemy.com/course/financial-accounting-in-excel-new-business/>

RETAIL MANAGEMEMNT

SUBCODE:146S2B

UNIT – I Overview of Retail

Introduction to Retail (Barter System to Trading) - Contribution to GDP -Career Opportunities in Retail - Retail & Entrepreneurship - Retail Formats - SMART Goals

UNIT-II Retail Marketing

Basic Retail Marketing Concepts - Fundamentals of Pricing - Promotion - Omni Channel Retail Marketing & Distribution - Inventory management

UNIT –III Retail Store Operations

Store Layout & Design - Visual Merchandising - Point of sale – Customer Handling - Basics in Retail Logistics &Supply Chain Management

UNIT – IV Customer Value Management

Retail Communication - Personality Grooming - Sales Management - Cross Selling & Up-selling - Customer experience and feedback management - WOW factor in Retail Business - Health and Safety at Workplace - Retail KPI - Team Work & Leadership Skills - Ethics in Retail

UNIT- V Latest Trend in Retail Business

Latest technological developments in retail Sector - Social Media Marketing - Basic Retail Analytics

Reference Books

1. **Retailing Management, Gibson C Vedamani , Jaico Publishing House**
2. **Retail Management,; Suja Nair, Publisher: Himalaya Publishing House**
3. **Retailing Management,; Michael Levy, Barton A Weitz and Ajay Pandit, Tata McGraw Hill Publishing**
4. **The Art of Retailing, A J Lamba, Tata McGraw Hill Publishin**

Web Links

1. <https://www.managementstudyguide.com/retail-management.htm>
2. <https://www.open.edu/openlearn/money-business/business-strategy-studies/retail-marketing/content-section---references>
3. https://www.tutorialspoint.com/retail_management/retail_management_useful_resources.htm
4. https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf



**MARKETING
SUBCODE:**

Objectives:

- To facilitate the students to understand the importance and the relevance of marketing in today's Business world
- To enable the students to understand the features of the Indian Marketing

Out Come:

The Students will understand the basic concepts of Marketing, Market Segmentation Marketing Mix and Recent trends in Marketing.

UNIT I

Introduction to Marketing – Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT II

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT III

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT IV

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT V

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

RECOMMENDED BOOKS:

1. Dawniacobucci, Anupama Vohra – Marketing Management – CENGAGE, New Delhi.
2. William M. Pride, O. C. Ferrell – Principles of Marketing – CENGAGE, New Delhi. Atreyee Ganguly, Joyeta Bhadury – Principles of Marketing – CENGAGE, New Delhi.

REFERENCES

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker



BCA COMPUTER APPLICATION
MULTIMEDIA AND ITS APPLICATIONS
SUBJECT CODE: SU45B

OBJECTIVES:

To understand the basic concepts of Multimedia Systems
To learn representations, perceptions and applications of Multimedia

OUTCOMES:

To understand the technologies behind multimedia applications

UNIT-I

Definition - Classification - Multimedia application - Multimedia Hardware – Multimedia software-CDROM-DVD.

UNIT-II

Multimedia Audio: Digital medium - Digital audio technology-soundcards -recording - editing - MP3 - MIDI fundamentals - Working with MIDI - audio file formats -adding sound to Multimedia project.

UNIT-III

Multimedia Text: Text in Multimedia-Multimedia graphics: coloring -digital imaging fundamentals - development and editing - file formats - scanning and digital photography

UNIT-IV

Multimedia Animation: Computer animation fundamentals-Kinematics-morphing-animation s/w tools and techniques. Multimedia Video : How video works - broadcast video standards - digital video fundamentals – digital video production and editing techniques- file formats.

UNIT-V

Multimedia Project : stages of project - Multimedia skills - design concept - authoring -planning and costing– Multimedia Team. Multimedia-looking towards Future: Digital Communication and New Media, Interactive Television, Digital Broadcasting, Digital Radio, Multimedia Conferencing

TEXTBOOKS:

- ✓ S.Gokul, “Multimedia Magic”, BPB Publications, 2nd Edition.
- ✓ Tay Vaughen, “Multimedia Making it Work”, TMH, 6th Edition.

REFERENCE BOOKS:

- ✓ Kiran Thakrar, Prabhatk. and Leigh, “Multimedia System Design”, Prentice Hall India.
- ✓ Malayk Pakhira, “Computer Graphics, Multimedia and Animation”, Prentice Hall India, 2nd Edition.

WEB REFERENCES:

NPTEL & MOOC courses titled Multi media

<https://nptel.ac.in/courses/106105163/>

W3schools.com/html/html-media.asp

PYTHON PROGRAMMING

SUBCODE:120C1A

LEARNING OBJECTIVES:

- ✓ Describe the core syntax and semantics of Python programming language.
- ✓ Discover the need for working with the strings and functions.
- ✓ Illustrate the process of structuring the data using lists, dictionaries, tuples and sets.
- ✓ Understand the usage of packages and Dictionaries

UNIT – I Introduction:

The essence of computational problem solving – Limits of computational problem solving-Computer algorithms-Computer Hardware- Computer Software-The process of computational problem solving-Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types, Input / output.

UNIT -II Control Structures:

Boolean Expressions - Selection Control - If Statement- Indentation in Python- Multi-Way Selection -- Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flag. String, List and Dictionary, Manipulations Building blocks of python programs, Understanding and using ranges.

UNIT –III Functions:

Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope. Recursion: Recursive Functions.

UNIT –IV Objects and their use:

Software Objects - Turtle Graphics – Turtle attributes- Modular Design: Modules - Top-Down Design - Python Modules - Text Files: Opening, reading and writing text files – Exception Handling.

UNIT – V Dictionaries and Sets:

Dictionary type in Python - Set Data type. Object Oriented Programming using Python: Encapsulation - Inheritance – Polymorphism. Python packages: Simple programs using the built-in functions of packages matplotlib, NumPy, pandas etc.

Web resources

https://onlinecourses.swayam2.ac.in/cec22_cs20/preview

PYTHON PROGRAMMING PRACTICAL
SUBCODE:120C11

LEARNING OBJECTIVES:

- ✓ **Acquire programming skills in core Python.**
- ✓ **Acquire Object-oriented programming skills in Python.**
- ✓ **Develop the skill of designing graphical-user interfaces (GUI) in Python.**
- ✓ **Develop the ability to write database applications in Python.**
- ✓ **Acquire Python programming skills to move into specific branches**

1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.

2. Write a Python program to construct the following pattern, using a nested loop

```
*
**
***
****
*****
*****
****
***
**
*
```

3. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the following criteria:

4. Grade A: Percentage ≥ 80 Grade B: Percentage ≥ 70 and < 80 Grade C: Percentage ≥ 60 and < 70 Grade D: Percentage ≥ 40 and < 60 Grade E: Percentage < 40

5. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.

6. Write a Python script that prints prime numbers less than 20.

7. Program to find factorial of the given number using recursive function.

8. Write a Python program to count the number of even and odd numbers from array of N numbers.

9. Write a Python class to reverse a string word by word.

10. Given a tuple and a list as input, write a program to count the occurrences of all items of the list in the tuple. (Input: tuple = ('a', 'a', 'c', 'b', 'd'), list = ['a', 'b'], Output: 3)

11. Create a Savings Account class that behaves just like a Bank Account, but also has an interest rate and a method that increases the balance by the appropriate amount of interest (Hint: use Inheritance).

12. Read a file content and copy only the contents at odd lines into a new file.

13. Create a Turtle graphics window with specific size.

14. Write a Python program for Towers of Hanoi using recursion

15. Create a menu driven Python program with a dictionary for words and their meanings.

16. Devise a Python program to implement the Hangman Game.

OBJECT ORIENTED PROGRAMMING LANGUAGE
SUB CODE:120C2A

LEARNING OBJECTIVES:

- ✓ To engender an appreciation for the need and characteristics of Object-orientation.
- ✓ To impart knowledge of the C++ language grammar in order to design and implement programming solutions to simple problems by applying Object-oriented thinking.

UNIT - I

Object Oriented Programming Concepts: Complexity in software - The need for object-orientation – Abstraction – Encapsulation – Modularity – Hierarchy. Basic Elements of C++: Classes – Objects – Data members and member functions – private and public access specifiers - Static members - Constructors – Singleton class - Destructors - Friend Functions and Friend Classes - Array of objects – Pointer to objects - this pointer – References – Dynamic memory allocation - Namespaces.

UNIT - II

Function Overloading: Overloading a function - Default arguments – Overloading Constructors. Operator Overloading: Overloading an operator as a member function – Overloading an operator as a friend function – Overloading the operators [], (), -> and comma operators – Conversion Functions.

UNIT - III

Inheritance: Types of inheritance – protected access specifier – Virtual Base Class – Base class and derived class constructors. Run-time Polymorphism: Virtual Functions – Function overriding - Pure virtual function – Abstract base class.

UNIT - IV

Templates: Function templates – Overloading a function template – Class templates. Standard Template Library (STL): Containers: vector, list – Iterators: forward, backward – Algorithms: removing and replacing elements, sorting, counting, reversing a sequence. Exception Handling: Exceptions – try, catch, throw – Rethrowing an exception – Restricting exceptions - Handling exceptions in derived classes - terminate(), abort(), unexpected(), set_terminate().

UNIT - V

I/O Streams: Formatted I/O with ios class functions - Manipulators – Creating own manipulator – Overloading << and >> operators. File I/O: fstream class – Opening and closing a file – Reading from and writing to a text file - Unformatted and Binary I/O – Random access I/O.

Reference Books

Bjarne Stroustrup, The C++ Programming Language, Addison Wesley, 2000.

J. P. Cohoon and J. W. Davidson, C++ Program Design – An Introduction to Programming and Object-Oriented Design, Second Edition, McGraw Hill, 1999.

C. J. Lippman, C++ Primer, Third Edition, Addison Wesley, 2000.

OBJECT ORIENTED PROGRAMMING USING C++ PRACTICAL
SUBCODE:120C21

LEARNING OBJECTIVES:

- ✓ **Design classes for the given problems.**
- ✓ **Write programs in C++.**
- ✓ **Code, debug and execute a C++ program to solve the given problems using an IDE.**

Course Outcomes:

CO1: Design and create classes. Implement Stream I/O as appropriate. CO2: Design appropriate data members and member functions.

CO3: Implement functions, friend functions, static members, constructors and compile-time polymorphism.

CO4: Implement inheritance, run-time polymorphism and destructors.

CO5: Implement templates and exceptions. Use STL class library. Implement File I/O.

LIST OF PROGRAMS:

1. Write a class to represent a complex number which has member functions to do the following
 - a. Set and show the value of the complex number
 - b. Add, subtract and multiply two complex numbers
 - c. Multiplying the complex number with a scalar value
2. Write a Point class that represents a 2-d point in a plane. Write member functions to
 - a. Set and show the value of a point
 - b. Find the distance between two points
 - c. Check whether two points are equal or not
3. Design and implement a class that represents a Harmonic Progression (HP). Implement functions to do the following:
 - a. Generate the HP up to a specified number of terms
 - b. Calculate the sum of the HP to n terms and to infinity
 - c. Generate the nth term of the HP
 - d. Generate the corresponding Arithmetic Progression. (Design and implement a class that encapsulates an AP, and allow the HP class to use its facilities by implementing friend functions.)
4. Design and implement a class to represent a Solid object.
 - a. Apart from data members to represent dimensions, use a data member to specify the type of solid.
 - b. Use functions to calculate volume and surface area for different solids.
5. Design a class representing time in hh:mm:ss. Write functions to
 - a. Set and show the time
 - b. Find the difference between two time objects
 - c. Adding a given duration to a time
 - d. Conversion of the time object to seconds
6. Design a 3x3 matrix class and demonstrate the following:
 - a. Addition and multiplication of two matrices using operator overloading
 - b. Maintaining a count of the number of matrix object created
7. Design a class called cString to represent a string data type. Create a data member in the class to represent a string using an array of size 100. Write the following functionality as member functions:
 - a. Copy Constructor
 - b. Concatenate two strings
 - c. Find the length of the string
 - d. Reversing a string
 - e. Comparing two string



8. Design a class called cString to represent a string data type. Create a data member in the class to represent a string whose size is dynamically allocated. Write the following as member functions:
 - a. Copy Constructor
 - b. Destructor
 - c. Concatenate two strings
 - d. Find the length of the string
 - e. Reversing a string
 - f. Comparing two strings
9. Create a class to represent a 2-d shape and derive classes to represent a triangle, rectangle and circle. Write a program using run-time polymorphism to compute the area of the figures.
10. Define a class template representing a single-dimensional array. Implement a function to sort the array elements. Include a mechanism to detect and throw an exception for array-bound violations.
11. Demonstrate the use of the vector STL container.
12. Implement a telephone directory using f



OFFICE AUTOMATION PRACTICAL
SUBCODE:120S21

LEARNING OBJECTIVES:

- ✓ The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point.
- ✓ The course is highly practice oriented rather than regular classroom teaching.
- ✓ To acquire knowledge on editor, spreadsheet and presentation software.

WORD

1. Create and save a document using MSWORD
Deletion of Character, Word, line and block of text - Undo and redo process - Moving, Copying and renaming
2. Format the Text document
Character formatting - Paragraph formatting - Page formatting
3. Spell check the document
Finding and Replacing of text - Bookmarks and Searching for a Bookmarks - Checking Spelling and Grammar automatically - Checking Spelling and Grammar using Dictionary
4. Print the document
Print Preview - Print Dialog box
5. Mail Merge in Ms-word
Create main document and data file for mail merging - Merging the files - From letters using mail merging - Mailing labels using mail merging
6. Table creation in Ms-word
Create a table in the document - Add row, column to a table - Changing column width and row height - Merge, split cells of table - Use formulae in tables - Sorting data in a table - Formatting a table.

EXCEL

1. Create and save a new work book in Excel
2. Entering Data into Work sheet
3. Editing data of Worksheet
4. Formatting the text in the cells
5. Formatting the numbers in the cells.
6. Formatting cells.
7. Copying format of cell along with data format.
8. Changing the height and width of cells.
9. Freezing Titles, splitting screen
10. Enter formulae for calculation in the cells.
11. Copying the formula over a range of cells.
12. Inserting built-in functions in to the cells.
13. Create graphs for the data using Chart Wizard.
14. Format graphs in Excel.
15. Printing of work sheet.

POWER POINT

1. Create and save a new presentation using MS Power Point
 - a) layout of opening screen in PowerPoint
 - b) the tool bars in MS PowerPoint
2. Choose Auto Layout for a new slide.
3. Insert text and pictures into a blank slide.
4. Insert new slides into the presentation.

BCOM BANKING MANAGEMENT

PORTFOLIOMANAGEMENT

SUBJECTCODE:

OBJECTIVES

- To acclimatize the students on the concept of Portfolio Management.
- To facilitate the students to know the techniques of Portfolio Management.

OUTCOME

- On completion of syllabus student will understand the basic concepts of Portfolio Management and the techniques of Portfolio Management.

UNIT I: Introduction

Portfolio - Meaning - Objectives - Terms relating to Portfolio - Securities - Risk - Return
Introduction to Portfolio Management – Role of Portfolio Managers.

UNIT II: Value of Money

Time value-

Computation of Present Value Interest Factor (PVIF), Future Value Interest Factor (FVIF), Present Value Interest Factor at an Annuity (PVIFA) - Future Value Interest Factor at an Annuity (FVIFA) Simple Problems relating to it.

UNIT III: Portfolio Analysis

Planning - Selection - Evaluation - Revision - Various Steps involved in Portfolio Development Theories relating to Portfolio Analysis.

UNIT IV: Risk & Return

Interpretation of Risk & Return - Mean - Variance Analysis - B (Beta) Measures. Portfolio Diversification - Bond Valuation.

UNIT V: Need and Importance of Portfolio Management

Portfolio Management Vs Wealth Management - Introduction to Derivatives - Futures Options - Swaps - SEBI Regulations relating to Portfolio Operations.

Note: Questions in Sec. A, B & C shall be in the proportion of 80:20 between Theory and Problems.

TEXTBOOK:

1. Francis - Management of Investments, McGraw Hill.
2. Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints, Chennai

REFERENCE BOOKS:

1. V.K. Bhalla - Investment Management, S Chand & Co
2. Fisher & Jordan - Security Analysis & Portfolio Management, Prentice Hall
3. Punithaathi Pandian - Security Analysis & Portfolio Management, Vikas Publishing House

WEBRESOURCE:

1. www.portfoliomangement.in
2. www.sebi.gov.in
3. www.moneycontrol.com
4. www.pms.sharekhan.com

CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS
SUBJECT CODE:

COURSE OBJECTIVES

1. To impart skill based knowledge of Customer Relationship Management
2. To understand the concepts and principles of CRM
3. To understand the need and importance of maintaining a good customer relationship
4. To gain knowledge of strategic customer acquisition and retention techniques in CRM
5. To teach the conceptual aspects of service quality

OUTCOME:

The students will be able to understand the concepts and principles of CRM and the conceptual aspects of service quality

UNIT I Understanding customers:

Goals requiring CRM in Banks - CRM opportunities and challenges in Banks - Customer information Database - Customer Profile Analysis - Customer perception - Expectations analysis - Customer Behavior in relationship perspectives; individual and group customers - Customer lifetime value - Selection of Profitable customer segments

UNIT II CRM structures:

Element of CRM - CRM Process - Strategies for Customer acquisition in banks - Retention and Prevention of defection in banks - Model of CRM - CRM roadmap for business applications in banks - Benefit of CRM to banks.

UNIT III CRM Planning and Implementation:

Strategic CRM planning process - Implementation issues - CRM Tools - Analytical CRM - Operational CRM - Collaborative CRM - Call centre management - Role of CRM Managers - CRM Implementation Road Map - Developing a Relationship Orientation - Customer-centric Marketing Processes - Customer retention plans

UNIT IV Service quality:

Concept of Quality - Meaning and Definition of Service Quality - Factors influencing customer expectations and perceptions - Types of Service Quality - Service Quality Dimensions - Service Quality Gaps - Measuring Service Quality - Service Quality measurement Scales - Quality circles in Banks - Nature and Types of Customer - Customer Service Committees - Talwar, Goiporia. Damodaran Committee and such other committees' recommendations - Customer Service Committee, Customer Day - Complaint Redressed Methods - Copra Forum - Ombudsman.

UNIT V Trends in CRM:

eCRM - CRM Solutions - Data Warehousing - Data mining for CRM - CRM software packages - The Technological Revolution: Relationship Management - Changing Corporate Cultures.

Suggested Readings

1. Alok Kumar et al, (2015), Customer Relationship Management: Concepts and Applications, Biztantra
2. Jim Cathcart, (2016), The Eight Competencies of Relationship Selling, Macmillan India
3. Peeru H Mohamed and A Sahadevan, (2017), Customer Relationship Management, Vikas Publishing
4. Shainesh, Jagdish, N. Sheth, (2015), Customer Relationships Management Strategic Perspective, Macmillan
5. Zikmund, (2001), Customer Relationship Management, Wiley

INDIAN ECONOMY

SUBJECT CODE:

Objectives:

- To have the fundamental knowledge of Economic Developments.
- To teach the Economic problems and five year Plans. Outcomes:
- After completion of the syllabus students will be versed with the features of Indian economy and know the five year plan

UNIT I: Economic Growth and Economic Development- Transition on Indian Economy--

Indian Economy from 1950.- Indicators of economic development- National Income- Basic Concepts and computation of national income.

UNIT II: Major problems of Indian Economy- Human Development Index.

Present Scenarios of population, unemployment, Poverty and inequality. Demographic trends in Population. Measures to control the population- Foreign trade

UNIT III: Agriculture: Contribution to economic development- Green Revolution- Organic

farming- Food policy and Public distribution system.

UNIT IV: Industry- Role of industries in economic development- Large scale industries and small scale industries- New Economic Policy 1991- Industrial development before and after globalization in India.

UNIT V: Five year plans in India- Achievement and strategy and failures- Nidhi Aayog.

RECOMMENDED TEXTS

- 1. I.C. Dingra, Indian Economy**
- 2. Raddar Datt & K.P.M. Sundharam, Indian Economy- S.Chand & Sons - New Delhi.**
- 3. K.N. Agarwal, Indian Economy – Problem of Development of Planning- Wishwa Prakashan- New Age of International Ltd.**
- 4. S.K. Misra & V.K. Puri, Indian Economy – Its Development- Himalaya Publishing House - Mumbai.**
- 5. T. Aryamala, Indian Economy – Vijay Nicole Imprints Private Ltd.,**

BUSINESSECONOMICS
SUBJECTCODE:CZ31A

OBJECTIVES:

- To facilitate the student to understand the concept of Communication.
- To know the basic techniques of the modern forms of communication

OUTCOME:

- Students understand the concept of communication and familiarise with modern form of communication.

UNIT-I

Introduction to Economics – Wealth, Welfare and Scarcity Viewson Economics- Positive and Normative Economics- Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle: - Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT-II

Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

UNIT-III

Consumer Behaviour : Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties and equilibrium.

UNIT-IV

Production: Law of Variable Proportion – Laws of Return to Scale – Producer's equilibrium – Economies of Scale – Cost Classification – Break Even Analysis

UNIT-V

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

RECOMMENDED TEXTS

1. S. Shankaran, Business Economics – Margham Publications - Ch-17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases – Sultan Chand & Sons – New Delhi – 02.
3. Francis Cherunilam, Business Environment – Himalaya Publishing House – Mumbai – 4.
4. Peter Mitchelson and Andrew Mann, Economics for Business – Thomas Nelson Australia - Can-004603454.
5. C.M. Chaudhary, Business Economics – RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro – Sultan Chand & Sons – New Delhi.
7. T. Aryamala – Business Economics – Vijay Nicole Imprints Private Ltd.,

MARKETING OF BANKING SERVICES
SUBJECT CODE:

Objectives

- To make the students understand the concept of role of Banking sector in the services of Banks.
- To enable the students to understand the application of Marketing Principles in Banking Sector.

Out Come:

- The Students will understand the basic concepts of Marketing Principles in Banking Sector and services

UNIT I: Introduction

Marketing concepts and their Application to Banking Industry - Marketing Concepts and elements - Why Marketing? - Special features of Bank Marketing - Product and Service Marketing.

UNIT II: Environmental Banking

Environmental Scanning - Assessment and Management of Competition - Macro and Micro factors influencing the market goods and services - Applicability to Banking - Banking regulation and its impact on Bank marketing strategies - Understanding competition - Identification of competition and their focus - Strategic benefits of Good competition - What makes a good competitor?

UNIT III: Consumer on Modern Banking

Customer Need Analysis and Customer Care: Customer Focus - Understanding Customer Need - Customer Care - Consumer motivation and Buying behaviour - Perception behaviour - Other factors affecting buying behaviour - Decision making process - Individual and Organizational - Selective exposure - Selective distortion - and effect on consumer behaviour.

UNIT IV: Marketing & Banking Services

Market Segmentation (banking) - Product Designing - Marketing - Feedback and Review - Purpose and content of product I Market expansion - Mass Marketing and Marketing Segmentation - Definition of Market Segmentation - Characteristics of a Viable Market Segment - Benefits from Market Segmentation - Disadvantages - Market Segmentation Techniques for personal and corporate customers.

UNIT V: MIR

Market Information Research - Definition of Marketing Research and Market Research - Differences - Contributions of Marketing Research to a Bank - Types of data - Primary and Secondary - Management Information System and Marketing Research - Need for situation analysis - Steps involved in the development of a Situation Analysis - objective, strategies and tactics - sources of information for situation analysis.

RECOMMENDED BOOKS:

1. Dawn iacobucci , Anupama Vohra – Marketing Management – CENGAGE, New Delhi.
2. William M. pride, O.C. Ferrell – Principles of marketing - CENGAGE, New Delhi.
3. Atreyee Ganguly, Joyeta Bhadury - Principles of marketing - CENGAGE, New Delhi.

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker E - Resources

www.rbi.org www.vikalpa.com www.academia.edu www.onlinelibrary.wiley.com www.emeraldinsight.com



B COM ACCOUNTING FINANCE

**MARKETING
SUBJECT CODE:**

Objectives:

- To facilitate the students to understand the importance and the relevance of marketing in today's Business world
- To enable the students to understand the features of the Indian Marketing

Out Come:

- The Students will understand the basic concepts of Marketing, Market Segmentation, Marketing Mix and Recent trends in Marketing

UNIT I

Introduction to Marketing – Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT II

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT III

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT IV

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT V

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

RECOMMENDED BOOKS:

1. Dawn iacobucci , Anupama Vohra – Marketing Management – CENGAGE, New Delhi.
2. William M.pride , O.C.Ferrell – Principles of marketing - CENGAGE, New Delhi.
3. Atreyee Ganguly , Joyeta Bhadury - Principles of marketing - CENGAGE, New Delhi.

REFERENCES

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker

PRINCIPLES OF MANAGEMENT
SUBCODE:145C1B

LEARNING OBJECTIVES:

- To understand the basic management concepts and functions
- To know the various techniques of planning and decision making
- To familiarize with the concepts of organisation structure
- To gain knowledge about the various components of staffing
- To enable the students in understanding the control techniques of management

Unit I Introduction to Management

Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities

Unit II Planning

Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.

Unit III Organizing

Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.

Unit IV Staffing

Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test Interview– Training: Need - Types– Promotion – Management Games – Performance Appraisal - Meaning and Methods – 360 degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].

Unit V Directing

Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce - Supervision.

Co-ordination and Control

Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].

Reference Books

1. K Sundhar, Principles Of Management, Vijay Nichole Imprints Limited, Chennai
2. Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3. Griffin, Management principles and applications, Cengage learning, India.
4. H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.
5. Eccles, R. G. & Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India



BUSINESS COMMUNICATION
SUBCODE: 145E1A

Unit I

Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout

Unit II

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars

Unit III

Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence

Unit IV

Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing

Unit V

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Creating & maintaining Digital Profile

Reference Books

- 1 V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi.
- 2 Rithika Motwani, Business communication, Taxmann, New Delhi.
- 3 Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
- 4 Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- NewDelhi.
- 5 Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.



MS OFFICE FOR COMMERCE

SUBCODE: 145S1A

UNIT – I Introduction to MS Word & Commonly used features

Introduction to Word processing - Word processor / Editor - File Extension - DOCx, DOTx - Application / Document area Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - Page Layout - Page Size (Letter / A4) - Orientation (Landscape / Portrait) - Margin (Top, Left, Bottom, Right) - Navigation (Arrow keys, Ctrl + Arrow keys, Home, End, Page UP/ Page Down) - Selection - Using Shift + Navigation Fonts / Superscript / Subscript - Show / Hide - Displays non printing characters (Space / TAB / Enter) - Change Case - Bullets / Numbering - Format Painter - Clipboard - Find / Replace Screen shot - Prnt SCR / Alt + PrntScr - Indent - Line and Para spacing - Tab Stop - Text to Table - Table to Text

UNIT – II Insert Tab & Mail Merge

Insert Tab - Picture (Styles, Border, Effects, Warp Text, Align, Rotate, Flip, Crop) - Water Mark - Shapes (Group, Ungroup, Bring to Front, Send to Back, Format shape) - Hyperlink - Bookmark - Text Box - Word Art Tables - Rows, Columns, Cell - Merge Cell - Split Cell TOC - Update entire - Header / Footer - Cover Page - Break - Section Break - Spell Check - ABC / F7 - Word Count Working with Mail Merge

UNIT – III Introduction to MS PowerPoint

Creating Presentation - File Extension - PPTx, PPSx - Slides and Layouts, Apply Background - Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - View - Slide Master Insert Logo - to display in all slides - Change Text color - to maintain consistency in all slides Slideshow - F5 / Shift F5 New Slide - Ctrl + M Animation Effects - Apply in objects within the Slide Transition Effect - Apply between slides Rehearse Timing - Set timing to each slide Loop until ESC - After reaching LAST slide, display again from 1st slide. SaveAs - PPSx - PowerPoint Show SlideShow - Use Pen / Highlighter Paste the Chart from Excel - Data linked to Excel source Insert Chart within PowerPoint - Data linked internally

UNIT- IV Introduction to MS Excel & Using Formulas

Working with Excel Opening a Workbook - Understanding the Display Screen Working with the Ribbon - Exploring the File Tab - Working with the Quick Access Toolbar - Working with the Status Bar- Switching Between Opened Workbooks Entering Data - Moving the Cell Pointer - Selecting a Range of Cells - Creating a New Workbook - Inserting, Renaming, and Deleting Worksheets - Entering Constant Values - Using Auto Fill to Enter Data - Saving a Workbook - Editing Cell Contents Clearing Cell Contents - Insert / Edit Comments - Working with Undo and Redo - Closing a Workbook Using Formulas Entering Formulas with Addressing Methods (Relative / Mixed / Absolute) - Using Auto Fill with Formulas - Using the Sum, Average, Max, Min, Count Functions - Using IF and NestedIf Function - Using Text Functions (Len, Trim, Left, Right, Mid, Find, Replace, Upper, Lower, Proper) - Using Date Functions (Today, Now, Day, Month, Year) - Using Lookup Functions (Vlookup, Hlookup) - Using Formula Error Checking - Cutting / Copying and Pasting Constant Values and Formulas - Copy / Pasting using Transpose option - Using Format Painter

UNIT – V Working on multiple

Worksheets & Working with huge Datasets Formatting Worksheets - Formatting Numbers - Changing the Font Format - Aligning Cell Contents - Merging Cells Adding Borders - Applying Cell Styles - Modifying Columns and Rows - Changing Column Width - Changing Row Height Inserting and Deleting Columns or Rows - Hiding Columns or Rows - Editing Worksheets - Working with AutoCorrect Checking Spelling - Using Find and Replace - Using Hyperlinks (Internal / External) Working with huge Dataset Using multilevel Sort - Using Filters - Fetching Unique Records Finding Duplicates - Applying Conditional Formatting Rules Applying Freeze Panes - Using Pivot Table (Layout & Format) Working with Charts Pie / Bar / Column / Line Charts - Titles / Legends / Data labels Copy / Pasting in Word / PowerPoint Printing Worksheets Using Print Preview - Working with Print Settings - Using Page Setup Tools - Working in Page Layout View - Creating a Header and Footer - Using Page Break Preview - Printing a Worksheet Exiting Excel

WEB RESOURCES:

Ms Word tutorial: <https://youtu.be/S-nHYzK-BVg>

Ms PowerPoint: <https://youtu.be/XF34-Wu6qWU>

Ms Excel functions: <https://youtu.be/ShBTJrdioLo>

Materials : <https://support.microsoft.com/en-us/trainin>



ACCOUNTING USING EXCEL
SUBCODE: 145S2A

Unit-I Using Financial Functions (Part 1)

ACCRINT function - Returns the accrued interest for a security that pays periodic interest
ACCRINTM function - Returns the accrued interest for a security that pays interest at maturity
AMORDEGRC function - Returns the depreciation for each accounting period by using a depreciation coefficient
AMORLINC function - Returns the depreciation for each accounting period
COUPDAYBS function - Returns the number of days from the beginning of the coupon period to the settlement date
COUPDAYS function - Returns the number of days in the coupon period that contains the settlement date
COUPDAYSNC function - Returns the number of days from the settlement date to the next coupon date
COUPNCD function - Returns the next coupon date after the settlement date
COUPNUM function - Returns the number of coupons payable between the settlement date and maturity date
COUPPCD function - Returns the previous coupon date before the settlement date
CUMIPMT function - Returns the cumulative interest paid between two periods
CUMPRINC function - Returns the cumulative principal paid on a loan between two periods.

Unit-II Using Financial Functions (Part 2)

DB function - Returns the depreciation of an asset for a specified period by using the fixed-declining balance method
DDB function - Returns the depreciation of an asset for a specified period by using the double-declining balance method or some other method that you specify
DISC function - Returns the discount rate for a security
DOLLARDE function - Converts a dollar price, expressed as a fraction, into a dollar price, expressed as a decimal number
DOLLARFR function - Converts a dollar price, expressed as a decimal number, into a dollar price, expressed as a fraction
DURATION function - Returns the annual duration of a security with periodic interest payments
EFFECT function - Returns the effective annual interest rate
FV function - Returns the future value of an investment
FVSCHEDULE function - Returns the future value of an initial principal after applying a series of compound interest rates

Unit-III Using Financial Functions (Part 3)

INTRATE function - Returns the interest rate for a fully invested security
IPMT function - Returns the interest payment for an investment for a given period
IRR function - Returns the internal rate of return for a series of cash flows
ISPMT function - Calculates the interest paid during a specific period of an investment
MDURATION function - Returns the Macauley modified duration for a security with an assumed par value of \$100
MIRR function - Returns the internal rate of return where positive and negative cash flows are financed at different rates
NOMINAL function - Returns the annual nominal interest rate
NPER function - Returns the number of periods for an investment
NPV function - Returns the net present value of an investment based on a series of periodic cash flows and a discount rate
ODDFPRICE function - Returns the price per \$100 face value of a security with an odd first period
ODDFYIELD function - Returns the yield of a security with an odd first period
ODDLPRICE function - Returns the price per \$100 face value of a security with an odd last period
ODDLYIELD function - Returns the yield of a security with an odd last period

Unit-IV Using Financial Functions (Part 4)

PDURATION function (Excel 2013) - Returns the number of periods required by an investment to reach a specified value
PMT function - Returns the periodic payment for an annuity
PPMT function - Returns the payment on the principal for an investment for a given period
PRICE function - Returns the price per \$100 face value of a security that pays periodic interest
PRICEDISC function - Returns the price per \$100 face value of a discounted security
PRICEMAT function - Returns the price per \$100 face value of a security that pays interest at maturity
PV function - Returns the present value of an investment
RATE function - Returns the interest rate per period of an annuity
RECEIVED function - Returns the amount received at maturity for a fully invested security
RRI function (Excel 2013) - Returns an equivalent interest rate for the growth of an investment.

Unit-V Using Financial Functions (Part 5)

SLN function - Returns the straight-line depreciation of an asset for one period
SYD function - Returns the sum-of-years' digits depreciation of an asset for a specified period
TBILLEQ function - Returns the bond-equivalent yield for a Treasury bill
TBILLPRICE function - Returns the price per \$100 face value for a Treasury bill
TBILLYIELD function - Returns the yield for a Treasury bill
VDB function - Returns the depreciation of an asset for a specified or partial period by using a declining balance method
XIRR function - Returns the internal rate of return for a schedule of cash flows that is not necessarily periodic
XNPV function - Returns the net present value for a schedule of cash flows that is not necessarily periodic
YIELD function - Returns the yield on a security that pays periodic interest



YIELDDISC function - Returns the annual yield for a discounted security; for example, a Treasury bill
YIELDMAT function - Returns the annual yield of a security that pays interest at maturity

Web Links

<https://www.youtube.com/watch?v=kNaxTNSAtLk>

<https://www.youtube.com/watch?v=RsDFonVtKGM> Tutorials :

<https://www.computertutoring.co.uk/excel-tutorials/accounts-excel/>

Udemy : <https://www.udemy.com/course/financial-accounting-in-excel-new-business/>

BANK MANAGEMENT

SUBCODE: 145E2A

Learning Objectives

- To enable the students to have knowledge about banking structure in India
- To provide conceptual understanding of lending procedures of bank
- To help students to get an insight in to the concept of NPA
- To provide students with knowledge of investment of bank fund
- To enrich students with the knowledge of digital banking

UNIT – I Banking Structure

Banking structure in India - banking functions and services – Foreign commercial banks - Private commercial banks - capital adequacy. Small banks and payment banks.

UNIT- II Lending Procedures

Principles of lending - financial adequacy assessing the borrower – project appraisal - structural and Infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT – III Management of NPAs

Non-Performing Assets (NPAs) - Early Warning Signals - Management of NPAs Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT – IV Investment of Bank Fund

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT – V E-Banking

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement – E-Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures.

Web Resources

https://nlist.inflibnet.ac.in/search/Search2Record/10.1093_oxrep_grr023

https://nlist.inflibnet.ac.in/search/Search2Record/10.1023_a:1009760306445

https://nlist.inflibnet.ac.in/search/Search2Record/10.1093_itnow_bwab067

BCOM ACCOUNTING & FINANCE

FINANCIAL ACCOUNTING – I

SUBCODE:144C1A

Learning Objectives

- To understand the basic accounting concepts and standards.
- To know the basis for calculating business profits.
- To familiarize with the accounting treatment of depreciation.
- To learn the methods of calculating profit for single entry system.
- To gain knowledge on the accounting treatment of insurance claims.

UNIT –I Fundamentals of Financial Accounting

Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement - Need and Preparation

UNIT –II Final Accounts

Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

UNIT –III Depreciation and Bills of Exchange

Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Units of Production Method – Cost Model vs Revaluation Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate

UNIT –IV Accounting from Incomplete Records – Single Entry System

Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.

UNIT – V Royalty and Insurance Claims

Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. Insurance Claims – Calculation of Claim Amount-Average clause (Loss of Stock only)

Web Resources

<https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>

<https://www.slideshare.net/ramusakha/basics-of-financial-accounting>

<https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

BUSINESS COMMUNICATION
SUBCODE: 144E1A

Unit I

Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout

Unit II

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars

Unit III

Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence

Unit IV

Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing

Unit V

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Creating & maintaining Digital Profile

Reference Books

- 1 V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi.
- 2 Rithika Motwani, Business communication, Taxmann, New Delhi.
- 3 Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
- 4 Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- NewDelhi.
- 5 Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.



FINANCIAL ACCOUNTING – II

SUB CODE: 144C2A

LEARNING OBJECTIVES:

1. The students are able to prepare different kinds of accounts such Higher purchase and Installments System.
2. To understand the allocation of expenses under departmental accounts
3. To gain an understanding about partnership accounts relating to Admission and retirement
4. Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm
5. To know the requirements of international accounting standards

UNIT – I Hire Purchase and Installment System

Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Installment System - Calculation of Profit

UNIT-II Branch and Departmental Accounts

Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.

UNIT-III Partnership Accounts - I

Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill – Retirement of a Partner – Death of a Partner.

UNIT-IV Partnership Accounts - II

Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.

UNIT-V

Accounting Standards for financial reporting (Theory only) Objectives and Uses of Financial Statements for Users- Role of Accounting Standards - Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.

Web Resources

- <https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1>
<https://www.slideshare.net/ramusakha/basics-of-financial-accounting>
<https://www.accountingtools.com/articles/what-is-a-single-entry-system.html>

BANK MANAGEMENT

SUBCODE: 144E2A

Learning Objectives

- To enable the students to have knowledge about banking structure in India
- To provide conceptual understanding of lending procedures of bank
- To help students to get an insight in to the concept of NPA
- To provide students with knowledge of investment of bank fund
- To enrich students with the knowledge of digital banking

UNIT – I Banking Structure

Banking structure in India - banking functions and services – Foreign commercial banks - Private commercial banks - capital adequacy. Small banks and payment banks.

UNIT- II Lending Procedures

Principles of lending - financial adequacy assessing the borrower – project appraisal - structural and Infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT – III Management of NPAs

Non-Performing Assets (NPAs) - Early Warning Signals - Management of NPAs Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT – IV Investment of Bank Fund

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT – V E-Banking

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement – E-Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures.

Web Resources

- https://nlist.inflibnet.ac.in/search/Search2Record/10.1093_oxrep_grr023
https://nlist.inflibnet.ac.in/search/Search2Record/10.1023_a:1009760306445
https://nlist.inflibnet.ac.in/search/Search2Record/10.1093_itnow_bwab067

BCOMCOMPUTERAPPLICATION

OFFICE AUTOMATION THEORY & PRACTICES

SUBCODE: CP21A

OBJECTIVES:

- The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point.
- The course is highly practice oriented rather than regular class room teaching.
- To acquire knowledge on editor, spread sheet and presentation software.

OUTCOMES:

- Understand the basics of computer systems and its components.
- Understand and apply the basic concepts of a word processing package.
- Understand and apply the basic concepts of electronic spreadsheet software.
- Understand and apply the basic concepts of database management system.
- Understand and create a presentation using PowerPoint tool

UNIT – I Introductory concepts:

Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems & its features: DOS – UNIX – Windows. Introduction to Programming Languages.

UNIT – II Word Processing:

Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, numbering; printing – Preview, options, merge.

UNIT – III Spreadsheets:

Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, analysis tables, preparation of financial statements, introduction to data analytics.

UNIT – IV Database Concepts:

The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding Programming environment in DBMS; Developing menu drive applications in query language (MS – Access).

UNIT – V Power point:

Introduction to Power point - Features – Understanding slide typesetting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.



OFFICE AUTOMATION PRACTICALS

MS-WORD

1. Text Manipulation: Write a paragraph about your institution and Change the font size and type, Spell check, Aligning and justification of Text
2. Bio data: Prepare a Bio-data using template
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace - Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Columns and Rows). Create a mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

MS-EXCEL

1. Data sorting-Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation.
4. Invoice Report preparation.
5. Drawing Graphs. Take your own table.
6. Creation of Balance Sheet

MS-ACCESS

1. Create a database using Students Mark details.
2. Perform the Sort operation using the student database.
3. Create a database using Employee details and generate a Form to get the input for the table.
4. Create a database using Library Information System with appropriate fields and generate a report to display the availability of books in the library.

MS-POWERPOINT

1. Create a slide show presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slide show presentation to display percentage of marks in each semester for all students
4. Use bar chart (X-axis: Semester, Y-axis: % marks).
5. Use different presentation template different transition effect for each slide.

INTERNET

1. WWW (Browsing)
2. E-mail

E-COMMERCE
SUBCODE:

OBJECTIVES:

- To enable the student to understand basics of E-Commerce
- To gain a practical orientation to E-Commerce and E-Business management

OUTCOME:

- Understand the basic concepts and technologies used in the field of management information systems

UNIT I – Introduction to E-commerce:

Meaning and concept – E-commerce v/s Traditional Commerce- E-Business & E-Commerce – History of E-Commerce – EDI – Importance, features & benefit of E-Commerce – Impacts, Challenges & Limitations of E-Commerce – Supply chain management & E-Commerce

UNIT II – Business models of E-Commerce:

Business to Business – Business to customers – customers to customers – Business to Government – Business to employee – E-Commerce strategy – Influencing factors of successful E-Commerce – E-Business Infrastructure – The internet – Intranets and Extranets – World Wide Web – Voice over IP (VoIP) – The Internet Standards – The HTTP Protocol – Audio and Video Standards – Managing E-Business Infrastructure – Web services and Service oriented architecture – (SOA) – New access devices – future of the internet infrastructure.

UNIT III – Marketing strategies & E-Commerce:

Website – components of website – Concept & Designing website for E-Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media – Models of internet advertising – Weakness in Internet advertising – Mobile Commerce.

UNIT IV – Electronic Payment system:

Introduction – Online payment systems – prepaid and postpaid payment systems – e-cash, e-cheque, Smart Card, Credit Card, Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics – EDP and business plan

UNIT V – Legal and ethical issues in E-Commerce:

Security issues in E-Commerce – Regulatory framework of E-commerce.

TEXT BOOKS:

Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi

REFERENCE BOOKS:

Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology.Society, Pearson Education, Delhi.
Stamper David A, and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi.
Willam Stallings: Business Data Communications, Pearson Education, New Delhi. WEB

REFERENCES:

https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
<https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-ecommerce.pdf>.

**OBJECT ORIENTED PROGRAMMING USING C ++ THEORY AND PRACTICAL
SUBCODE:**

UNIT I:

Principles of object oriented programming, object-oriented programming paradigm. Applications of OOPs. OOPs concepts – OOPs Languages. Models:-Class Model-State Model and Interaction Model.

UNIT II:

Introduction to C++ - Tokens, Keywords-Identifiers-Variables- Operators Manipulators Expressions-Control Structures.

UNIT III:

Functions - Main Function - Function Prototyping - Inline Functions - Friend and Virtual Functions-Parameters Passing in Functions-Values Return by Functions, file concepts.

UNIT IV:

Classes and Objects; Constructors and Destructors; and Operator Overloading and Type Conversions - Type of Constructors - Function overloading.

UNIT V:

Inheritance: Single Inheritance - Multilevel Inheritance - Multiple Inheritance - Hierarchical Inheritance - Hybrid Inheritance. Virtual Functions and Polymorphism; Managing Console I/O operations.

RECOMMENDED BOOKS

R.S. Bichkar – Programming with C – University Press , Hyderabad

K.Sasi Kala Rani - Programming in C - Vijay Nicole Imprint Private Limited,Chennai

Reference Books:

E. Balagurusamy, Object Oriented Programming with C++, Tata McGraw-Hill Publishing Company Ltd, 6th edition 2013.

H. Schildt. C++ the Complete reference.T M H.1998.

C++ PRACTICALS

1. Simple programs like Area of a circle and square and Temperature conversion, to revise C++ fundamentals
2. Constructor and constructor overloading
3. Friend function
4. Inline Function
5. Function and Function prototyping
6. Function overloading
7. Operator overloading
8. Inheritance, multiple inheritances
9. Virtual Functions
10. File program

B.SC (CHEMISTRY)

MAJOR PRACTICAL-V

SUB CODE: SD263

Physical Chemistry Experiments

1. Critical Solution Temperature
2. Effect of impurity on critical solution temperature of phenol-water system [NaCl]
3. Rast method
4. Transition temperature
5. Heat of neutralization
6. Phase diagram (Simple Eutectic)
7. Kinetics of saponification
8. Kinetics of acid catalyzed ester hydrolysis
9. Kinetics of Persulphate- Iodide reaction.
10. Partition coefficient and Equilibrium constant of $KI + I_2 \rightarrow KI_3$
11. Determination of cell constant, specific conductance and equivalent conductance of strong electrolyte. 12.

Estimation of HCl by conduct metric titration

13. Estimation of acetic acid conduct metric titration
14. Estimation of BaCl₂ by conduct metric titration.
15. Estimation of HCl by potentio metric titration
16. Estimation of FAS by potentio metric titration

Books for Reference

1. Venkateswaran, V. Veeraswamy R., Kulandaivelu A.R., Basic Principles of Practical Chemistry, 2nd ed., Sultan Chand & Sons,1997.
2. Daniels et al., Experimental Physical Chemistry, 7th ed., McGraw Hill,1970
3. Findlay, A., Practical Physical Chemistry, 7th ed., Longman,1989.
4. Ahluwalia, V.K., Dingra, S. and Gulati, A. College Practical Chemistry, Orient Longman Pvt. Ltd., Hyderabad2005.
5. Sharma, K.K. and Sharma, D.S. Introduction to Practical Chemistry, Vikas Publishing House, New Delhi,2005

MAJOR PRACTICAL – IV
ORGANIC ANALYSIS PREPARATION
SUBCODE: SD262

Learning to identify functional groups and elements present in organic compounds; Preparation of some simple organic compounds

ORGANIC ANALYSIS

Analysis of simple organic compounds

- (a) characterization functional groups
- (b) confirmation by preparation of solids derivatives / characteristics colour reaction.

Note :

1. Mono - functional compounds are given for analysis. In case of bi functional compounds, students are required to report any one of the functional groups.
2. Each student is expected to do the analysis of at least 10 different organic substances. Recommended to adopt micro scale technique of organic analysis

ORGANIC PREPARATIONS

Preparation of Organic compounds involving the following chemical conversions

1. Oxidation of Benz aldehyde
2. Reduction of nitrobenzene
3. Esterification of salicylic acid
4. Acetylation of aniline
5. Hydrolysis of methyl salicylate
6. Nitration of phenol
7. Brominating of acetanilide

Books for Reference

1. Venkateswaran V, Veeraswamy R and Kulandaivelu AR, Basic Principles of Practical Chemistry, 2nd ed., New Delhi, Sultan Chand & Sons (1997).
2. Furniss, B.S., et al. Vogel's Textbook of Practical Organic Chemistry, 5th ed., Prentice Hall, 1989.
3. College Practical Chemistry, V K Ahluwalia; Sunita Dhingra; Adarsh Gulati, Universities Press Private Limited, Chennai, 2005
4. Comprehensive Practical Organic Chemistry: Preparations and Quantitative Analysis, V K Ahluwalia; Renu Aggarwal, Universities Press Private Limited, Chennai, 2004



INORGANIC QUANTITATIVE ANALYSIS GRAVIMETRIC ANALYSIS
SUBCODE: SD261

1. Estimation of Lead as Lead chromate
2. Estimation of Barium as Barium chromate
3. Estimation of Nickel as Nickel- DMG complex.
4. Estimation of Calcium as Calcium oxalate
5. Estimation of Barium as Barium sulphate
6. Estimation of Sulphate as Barium sulphate.
7. Estimation of Aluminum as Aluminum oxalate (for demonstration)
8. Estimation of Silver as Silver chloride (for demonstration)

Books for References

1. Venkateswaran, V. Veeraswamy R. Kulandaivelu A. R., Basic Principles of Practical Chemistry, 2nd Edition, New Delhi, Sultan Chand & Sons, (1997).
2. Jeffery G. H., Bassett J., Mendham J. And Denney R. C., Vogel's Text book of Quantitative Chemical Analysis, 5th ed., John Wiley & Sons Inc., New York, 1989



**ALLIEDBOTANYI& II– (PRACTICAL)
SUBCODE: SW3A1**

Learning outcomes:

On completion of this course, the students will be able to:

- To study the internal organization of algae.
- Identify fungi thallus
- Develop critical understanding on morphology, anatomy and reproduction of Bryophytes, Pteridophytes and Gymnosperms.
- To study the classical taxonomy with reference to different parameters.
- Understand the fundamental concepts of plant anatomy and embryology.

To study the effect of various physical factors on photosynthesis

1. Make suitable micro preparation of types prescribed in Algae, Fungi, Bryophytes, Pteridophytes and Gymnosperms.
2. Microphotographs of the cell organelles ultra-structure.
3. Simple genetic problems.
4. To describe in technical terms, plants belonging to any of the family prescribed and to identify the family.
5. To dissect a flower, construct floral diagram and write floral formula.
6. Demonstration experiments
7. Ganong's Light screen
8. Ganong's respiration scope



ALLIED PHYSICS-I & II
SUBJECTCODE: SR3A1

1. Young's Modulus by Non-uniform bending using Pin and Microscope
2. Young's Modulus by Non-uniform bending using Optic lever–Scale and telescope
3. Rigidity modulus by Static torsion method.
4. Rigidity modulus by Torsional oscillations without mass
5. Surface tension and Interfacial Surface tension–Drop Weight method
6. Comparison of Viscosities of two liquids–Burette method
7. Specific heat Capacity of a liquid–Half time correction
8. Sonometer–Determination of a.c frequency
9. Newton's rings–Radius of curvature
10. Air wedge–Thickness of a wire.
11. Spectrometer–Grating–Wave length of Mercury lines–Minimum deviation method
12. Potentiometer–Voltmeter Calibration
13. P.O. Box–Specific resistance
14. B.G.–Figure of Merit (table galvanometer)
15. Construction of AND, OR, NOT gates–using diodes and Transistor
16. Zener Diode–Characteristics
17. NAND gate as a universal gate Note: Use of Digital Balance Permitted

BSC PLANTBIOLOGY&BIOTECHNOLOGY

PLANTDIVERSITY-I

SUBJECTCODE:

Learning outcomes:

On completion of this course, the students will be able to:

- Increase the awareness and appreciation of human friendly algae and their economic importance.
- Conduct experiments using skills appropriate to subdivisions.
- Understand core concepts and fundamentals of various levels of algal growth.
- Translate various algal technologies for benefit of the ecosystem.
- Demonstrate algal growth in different types of natural water.
- Analyze emerging areas of Algal Biotechnology for identifying commercial potentials of algal products and their uses.

UNIT - I

Introduction, general characteristics, major classes, range of thallus structure, life cycle patterns and economic importance of algae. Classification of algae - Fritsch (1945) system.

UNIT- II

Range of thallus structure, reproduction and life history of the following: Anabaena, Nostoc, Spirulina, Scenedesmus, Caulerpa, Chara and Diatoms.

UNIT- III

Internal structure of thallus; morphology, reproduction and life-cycle of Sargassum and Gracilaria.

UNIT- IV

Algal cultivation methods, Algal production systems; indoor cultivation methods and large-scale cultivation of algae, harvesting of algae.

UNIT- V

Resource potential of algae - Application of algae as fuel, food (fish, poultry and animals), agriculture and, pharmaceutical. Phycoremediation, Sewage disposal and waste treatment of industrial effluent.

References:

1. Vashishta B.R., Sinha A.K and Singh V.P. 2008. Botany for Degree Students. Algae. S Chand and Co, New Delhi.
2. Sahoo, D. 2000. Farming the ocean: seaweeds cultivation and utilization. Aravali International, New Delhi.
3. Sambamurty, A.V.S.S. 2015. A Textbook of Algae. S Chand. New Delhi.
4. Sharma, O.P. 2011. Diversity of Microbes and Cryptogams/Algae. Tata Mc Graw Hill Education Private Ltd, New Delhi.
5. Dinabandhu Sahoo and B.D. Kaushik. 2012. Algal Biotechnology and Environment. I.K. International, New Delhi.
6. Mihir Kumar Das. 2010. Algal Biotechnology. Daya Publishing House, New Delhi.
7. Vashishta, P.C. 2014. S.Chand & Company Ltd, New Delhi.
8. Ian Morris. 1977. An introduction to the algae. Hutchinson & Co (Publishers) Ltd. London.
9. Kumar, H.D. 1999. Introductory Phycology. Affiliated East-West Press, Delhi.
10. Hoek, C. Van, D. 1999. An Introduction to Phycology. Cambridge University Press.



GYMNOSPERMS, PALEOBOTANY AND EVOLUTION

SUBJECT CODE:

Learning outcomes:

On completion of this course, the students will be able to:

- Demonstrate an understanding of Gymnosperms and Paleobotany.
- Develop critical understanding on morphology, anatomy and reproduction of Gymnosperms.
- Demonstrate proficiency in the experimental techniques and methods of appropriate analysis of Gymnosperms.
- Analyze the anatomy and reproduction of Gymnosperms along with their ecological and economical importance.

UNIT - I

General characters and Classification of Gymnosperms (Sporne, 1954) (up to family). Wood structure and economic importance of Gymnosperms.

UNIT - II

Morphology, anatomy and reproduction of Cycas, Pinus and Cypresses (excluding developmental details).

UNIT - III

Introduction to fossils and fossilization processes such as compression, casts, molds, petrification, impressions and coal balls. Radiocarbon dating. Geological time scale – era, period, epoch. Contribution of Birbal Sahni.

UNIT - IV

Study of the following fossils: Pentoxylon and Williamsonia.

UNIT - V

Evolution - origin of life, chemosynthetic theory - evidences (any five). Theories of evolution - Darwin, Lamarck and De Vries, modern synthetic theory. Variation - analysis and sources, adaptive radiation, Concept of species - Allopatric and sympatric.

REFERENCES:

1. Sporne, K.R. 1954. Morphology of Gymnosperms, Hutchinson University Library.
2. Gupta, M.N. 1972. The Gymnosperms (2nd Edition) Shiva Lal Agarwala & Co., Agra.
3. Vashista, P.C. 1976. Gymnosperms, S.Chand & Co. New Delhi.

ALLIED OOOLOGY

SUBJECTCODE:

Learning Outcomes Students will be able to

- (i) Know the general classification of invertebrates and chordates
- (ii) Depict the structural diversity of various animal phyla and their significance

Unit – I

Introduction: Invertebrate-General characters and classification.

Protozoa : Type study: Endameba histolytic, Plasmodium vivax and Paramecium caudatum

Porifera : Type Study: Scypha (sycon)

Coelenterata : Type study: Obelia geniculata

Platyhelminthes : Type study: Fasciola hepatica, Taenia solium

Unit – II

Annelida : Type study: Hirudinaria (Leech)

Arthropoda : Type study: Penaeus (Prawn)

Mollusca : Type study: Unio

Echinodermata : Type study: Asterias (Star fish)

Unit –III

Chordata : General characters & Classification

Prochordates : Type study: Amphioxus – Structure and affinities

Vertebrates -Pisces : Type study: Shark

Unit – IV

Amphibians : Type study: Frog

Reptiles : Type study: Calotes

Unit –V

Aves : Type study- Pigeon

Mammalia : Type study- Rabbit

Suggested Readings

Ekambaranatha Ayyar, M and Ananthkrishnan,T.N, 1993, Outlines of Zoology, vol .I and II, Viswanathan and O.Madras

P.S.Dhami and J.K.Dhami, Invertebrate Zoology-S.Chand and Co.New Delhi.

Jordan, E.K. and P.S.Verma,1993, Chordate zoology, 12th Edition, S. Chand & Co Ltd, Ram Nagar, New Delhi

MASTER OF COMMERCE (M.Com.)

CUSTOMER RELATIONSHIP MANAGEMENT

SUBCODE: KDACG

COURSE OBJECTIVES:

The paper will provide skill based knowledge of Customer Relationship Management. The Syllabus describes the entire aspects of CRM. The objective of the syllabus is to make the students aware of the concepts and practices of CRM in modern businesses.

UNIT I

Introduction, Meaning and definitions of CRM- Objective of CRM - benefits of CRM - CRM concept; Acquiring customers, customer Retention, loyalty, and optimizing the customer experience. Types of CRM.

UNIT II

CRM in Marketing: One-to-One and Relationship Marketing,, Cross Selling & Up Selling, Behaviour Predicting, customer Profitability & Value Modeling, Channel Optimization, Event-based Marketing

UNIT III

CRM and Customer Service: The Call Centre and customer care, call routing, Call Scripting, Customer Satisfaction – meaning, definition and significance- Customer Satisfaction Measurement.

UNIT IV

Sales Force Automation – Sales Process Management, Contact Management, Lead Management and Knowledge management. Field Force Automation.SFA and mobile CRM - E- CRM in business, Analytical CRM: Data warehousing and Data Mining concepts; Data analysis.

UNIT V

Customer relationship management practice in retails industry, hospitality industry, banking industry, Insurance industry, telecom industry, aviation industry and in education.

RECOMMENDED TEXT BOOKS:

1. Stanley A. Brown: Customer relationship management, John Wiley & Sons Canada, Ltd.
2. Jagdish Seth, Et al: Customer relationship management
3. Paul Greenberg: CRM at the speed of light: capturing and keeping customer in internet real time
4. Jill Dyche: The CRM handbook: a business guide to customer relationship management, Addison Wesley Information Technology Series
5. Patrica 13. Ramaswamy, et al: Harvard business review on customer relationship management
6. Bernd H Schmitt: customer experience management: a revolutionary approach to connecting with your customer

CONSUMER BEHAVIOUR
SUB CODE: KDACB

COURSE OBJECTIVES:

To develop knowledge and skill in the application of marketing research tools and techniques and to develop an understanding of consumer behavior

UNIT I

The consumer behavior - Meeting Changes and Challenges – Perspectives towards the study of consumer behavior – Understanding about the dark side of the consumer – various consumer behavior models - Consumer behavior and marketing strategy

UNIT II

The consumer behavior - Meeting Changes and Challenges – Perspectives towards the study of consumer behavior – Understanding about the dark side of the consumer – various consumer behavior models - Consumer behavior and marketing strategy

UNIT III

External Influences on consumer behaviour – The influences of culture on Consumer Behaviour - Subcultures and Consumer Behaviour- Social Class and Consumer Behaviour- Reference Groups and Family Consumer Influence and the Diffusion of Innovations

UNIT IV

The consumer decision process, prospect theory, heuristics, persuasion- – Consumer decision making processes – Need recognition – Information search – Consumer Evaluation process – Purchase decision – Post purchase decision – Marketing strategies involved in each stage of the process

UNIT V

Family and Household Decision making - The role of Reference group in purchase decisions – Word of Mouth (WOM) – Demographics and psychographics in consumer purchase decision of the Consumer- Global consumer and diffusion and innovations – Consumer behavior and social marketing - Consumer and public policy

RECOMMENDED TEXT BOOKS:

1. Leon G.Schiffman, Leslie Lazar Kanuk, “Consumer Behaviour “, Pearson Education, New Delhi
2. David L.Loudon, Albert J Della Bitta, “Consumer Behaviour “, McGraw Hill, New Delhi
3. Jay D.Lindquist and M.Joseph sirgy, “Shopper, buyer & consumer Behaviour, Theory and Marketing application”, Biztantra Publication, New Delhi
4. Sheth Mittal, “ Consumer Behaviour A Managerial Perspective”, Thomson Asia (P) Ltd., Singapore
5. Srivastava K K, “ Consumer Behaviour an Indian Context”, Goal Gotia Publishing Co, New Delhi
6. Gupta S L & Sumitra Pal,”Consumer Behaviour an Indian Perspectives”, Sultan Chand, New Delhi
7. Raju, Dominique Xavedel, “Consumer behaviour, Concepts Applications and cases” vikas publishing house (P) Ltd., New Delhi
8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi



CONSUMER RIGHTS AND EDUCATION
SUBCODE: KDACC

Unit I

Consumer Movement in India Profile of Indian Consumer -Problems of Indian Consumers -Consumerism- ill effects of consumerism/Limitation of 'Buyer Beware' concept

Unit II

Right of Consumers-Responsibilities of Consumers –Consumer Education & awareness building – unfair trade practices - Caveat emptor

Unit III

Consumer Protection Act- Main Provisions-Redressal forums-District Level-State Level and National Level -Powers & Functions -Filing of Complaints Procedure Regulatory Authorities & OMBUDSMAN

Unit IV

Consumer pressure groups – voluntary Consumer organizations- Consumer Protection Councils Remedy & Redressal of Grievances – Legal and non - legal

Unit V

Consumer satisfaction and social Responsibility of Business Consumer Communication –ethics in advertisement – Consumer care mechanism in Private and Public Sector

Book References

Indian consumer protection Act

Lawofconsumerprotection – Avatarsingh-Eastern Book Company

Consumer protection- Jurisprudence-Balakrishna Eradi- Lexis Nexis Butter worth Publishing



ADVERTISING AND SALESMANSHIP

Objective:

To enable students to learn the nuances of target marketing and personal selling and public relations

UNIT I

Introduction to integrated Marketing Communication – Components of Marketing communication-Advertising-Salesmanship and public relations-The role of Integrated Marketing communication in marketing process- Evaluation of marketing strategy and analysis. Evaluating Social, Ethical and Economical aspects of advertising

UNIT II

Identification of Target markets - Organization for Advertising and Salesmanship–The communication process Sources Message and channel factors-Advertising objectives and Budgeting-Determining the promotional objectives-DAGMAR approach- Media planning and strategy

UNIT III

Determining different media strategy - Media mix - Evaluation of broadcast media - Evaluation of Print media and evaluation of other support media such as Home media and in-store media and Internet media

UNIT IV

Direct Selling- Role of Salesmanship indirect selling-Evaluating the role of salesmanship and his effectiveness-The Internet and Interactive media-Measuring its effectiveness

UNIT V

Personal selling and Public relations - The role of personal selling and public relations in Integrated Marketing communication Contribution of Personal selling with other media–Evaluating its effectiveness

Book References

George E. Belch and Michael A. Belch, Advertising and Promotion, McGraw Hill Company

Ronald, Karen Whitehill King, and J. Thomas Russell, Kleppner's Advertising Procedure,

Pearson Education International, Prentice Hall 3. Sarangi, Advertising and Sales Promotion, Asian Books

Web References

www.marketingpower.com

www.tutor2u.net

www.marketingprofs.com

MSC COMPUTER SCIENCE
DATA STRUCTURE AND ALGORITHM

Objectives:

- To provide the foundations of the practical implementation and usage of Algorithms and Data Structures.
- To ensure that the student evolves into a competent programmer capable of designing and analyzing implementations of algorithms and data structures for different kinds of problems.
- To expose the student to the algorithm analysis techniques,
- To make the students understand the theory of reductions, and to the classification of problems.
- To make the students to be sure of complexity classes like NP.

Implement the following using Java

1. Write a program to perform the following operations on a heterogeneous singly linked list. i) Creation ii) Insertion iii) Deletion iv) Traversal.
2. Write a program to perform the following operations on a heterogeneous doubly linked list. i) Creation ii) Insertion iii) Deletion iv) Traversal in both ways
3. Write a program that implements using java generic class, the stack (its operations)
4. Write a program that implements using java generic class, the queue (its operations)
5. Write a program that implements the Quick sort method.
6. Write a program that implement the Merge sort method.
7. Write a program that implement the SHELL sort method.
8. Write a program to perform the following: i) Creating a Binary Tree of integers ii) Traversing the above binary tree in preorder, inorder and postorder.
9. Write a program to perform the following: i) Creating a AVL Tree ii) insertion iii)deletion iv) Traversing the above AVL tree in preorder, inorder and postorder.
10. Write a program that uses functions to perform the following: i) Creating a SplayTree ii) traverse
11. Write a program to perform the following: i) Creating a B-Tree of integers ii) insertion iii)deletion
12. Write a program that implements Kruskal's algorithm using a disjoint set data structure. The program takes as input a file (data.txt), in which each line either represents a vertex or an edge. For the edge lines, the first integer on that line representing the starting vertex, the second the ending vertex, and the third the weight of the edge. Use this file to construct, line by line, the graph upon which Kruskal's algorithm will be run (do NOT hardcode this graph!).
13. Write a program to simulate various graph traversing algorithms.
14. Write a program to find the minimal spanning tree of a graph using the Prim's algorithm.
15. Write a program to find shortest path using Bellman Ford's Algorithm

Recommended Texts:

1. Mark Allen Weiss, Data Structures and Algorithm Analysis in C++:Pearson Education; 4th Edition

Web References:

1. <https://nptel.ac.in/courses/106102064>

WEB TECHNOLOGY AND ADVANCE JAVA LAB

COURSE OBJECTIVES:

- Learn how to create a program in java beans.
- Learn how to connect relational database to Java
- Develop the program using concepts servlets and JSP

List of Experiments:

- Use CSS where ever applicable
- 1. Create a simple calculator application that demonstrates the use of RMI. You are not required to create GUI.
- 2. Create Servlet That Prints Hello World.
- 3. Create Servlet That Prints Today's Date
- 4. Create Servlet for login page, if the username and password is correct then prints message "Hello username" else a message "login failed".
- 5. Create Servlet that uses cookies to store the number of times a user has visited the servlet.
- 6. Create a Servlet for demo of KBC game.
- 7. There will be continuous two or three pages with different MCQs. Each correct answer
- 8. carries Rs. 10000. At the end as per user's selection of answers total prize he won should be declared. User should not be allowed to backtrack.
- 9. Create a Servlet filter that calculates server's response time and add it to response when giving it back to client.
- 10. Create a jsp that prints hello world.
- 11. Create jsp that prints current date and time.
- 12. Create a jsp that add and subtract two numbers.
- 13. Create a jsp for login module.
- 14. Create a web page that prints 1 to 10 using JSTL
- 15. Create a custom JSP tag that prints current date and time. Use this tag into JSP page



Practical – III: RDBMS Lab
SUBCODE: PSD21

1. Library Information Processing.
2. Students Marksheet processing.
3. Telephone directory maintenance.
4. Gas booking and delivery system.
5. Electricity Bill Processing.
6. Bank Transactions (SB).
7. Payroll processing.
8. Inventory
9. Question Database and conducting quiz. Purchase order processing.

Practical– IV: Image Processing using Java Lab
SUBCODE:PSD22

1. Basic image manipulation (reading, writing, quantization, sub sampling)
2. Basic Intensity transformation
3. Histogram Processing
4. Filtering inspatial domain -2DFFTandsmoothingfilters
5. Image coding using transformations with SPIHT algorithm Color image Enhancement with spatial sharpening.

Practical–V: Mini Project
SUBCODE: PSD4Q

Each student will develop and implement individually application software based on any emerging latest technologies.

Project & Viva-Voce Credit:20

The project work is to be carried out either in a software industry or in an academic institution for the entire semester and the report of work done is to be submitted to the University.

BA CRIMINOLOGY AND POLICE ADMINISTRATION

**JUVENILE JUSTICE
SUBJECT CODE: AC25C**

Learning Outcome:

- Trace the history of the juvenile justice system in India.
- Define a child and delinquent and delinquent behaviours.
- Analyze the laws relating to delinquency and other child-related problems.
- Understand legal instruments such as the United Nations Convention on Child Rights, Fundamental Rights in the Constitution of India, other national and state-level commissions.
- Analyze the characteristics of juvenile delinquents with respect to socio-economic status, gender and family background and risk factors of recidivism.
- Explain the classical theories, psychological theories, sociological theories and control theories with respect to juvenile delinquency.

Unit I: Introduction Definition: Child – Delinquents; History of the juvenile justice system in India – Types of problem children: Ungovernable, neglected, destitute and deviant – *parens patriae* – *in loco parentis*.

Unit II: Rights of the Child Basic rights – Child rights as human rights – United Nations Convention on the Rights of the Child (UNCRC) – Legal protection for children – Fundamental rights as defined by the Constitution of India – National Commission for Protection of Child Rights – State Commission for the Protection of Child Rights

Unit III: Risk Factors of Juvenile Delinquency Gender – Socio-economic status – Family background – Neighbourhood – Childhood abuse and neglect – Peer group – School environment – Academic performance – Offence history – Addiction: Substance, alcohol, tobacco and social media

Unit IV: Theories of Juvenile Delinquency Classical theories: Concept of free will – Rational choice theory; Social Disorganization theory by Shaw and McKay – Robert K. Merton's Strain theory; Control theories: Hirschi's Social control theory of crime – Self-control theory – Drift theory

Unit V: Juvenile Justice System in India Juvenile Justice (Care and Protection of Children) Act, 2015 – Institutions for Children in Conflict with Law: Juvenile Justice Board (JJB) – Observation homes – Special home – Borstal school – Place of safety – Special Juvenile Police Unit; Institutions for Children in Need of Care and Protection: Child Welfare Committee (CWC) – Open shelter – Foster care – Children's/Shelter homes – The Protection of Children from Sexual Offences Act, 2012

NOTE*: This paper includes practical visits to the juvenile justice institutions.

*SUBJECT TO THE FEASIBILITY AND PERMISSIBLE CONDITIONS FOR VISITS BY THE CRIMINAL JUSTICE FUNCTIONARIES

DISSERTATION
SUBJECTCODE: AC261

Learning Outcome:

- Provide a platform to conduct micro-level research based on the research methods, statistics and computer-oriented applications learned in the previous semester.
- Develop the skills to identify the research problem, and frame hypotheses and research questions.
- Understand the methodologies and techniques involved in investigating the research problem.
- Describe and present the outcome of the research in the form of a report.
- Develop presentation skills and the ability to defend questions during a viva-voce examination.

The students, under the guidance of a teacher, will take up a project on a relevant topic within the scope of Criminology or related subfields.

Details of the evaluation procedure:

(i) Each candidate should submit a project report and should appear for a public viva voce before a panel of internal and external examiners.

(ii) The project report will be evaluated at two levels.

(iii) At the first level, for continuous assessment, the teacher will evaluate the students for 40 marks on the following criteria:

- Project review presentations (20 marks)
- Regularity in attending the discussions (10 marks)
- Quality of chapters (10 marks)

(iv) At the second level, during the end semester examination, the evaluation will be conducted by a panel of examiners, including internal examiners, for 60 marks.

- A public viva voce, where the first and second year students will be the audience.
- The students will be evaluated on the following criteria:
 - Content of presentation (20 marks)
 - Presentation skills (20 marks)
 - Ability to defend the questions (20 marks)

CONTEMPORARY FORMS OF CRIME
SUBCODE: AC24B

Learning Outcome:

- Analyze the emergence, concept, nature and scope of contemporary forms of crime.
- Discuss the definitional evolution, causes, types, characteristics of white-collar crime and socio-economic offences in India.
- Describe the history, hierarchal organizational structure, patterns and characteristics of organized crime.
- Understand the emergence of transnational organized crime and terrorism.
- Discuss the globalization of crime, history, causes and consequences of terrorism.
- Analyze the evolution, types, extent, profile of computer criminals and cyber warfare.

Unit I: Introduction

Concept of crime – Criminal behaviour – Nature and scope of contemporary crimes – Emergence of contemporary crimes

Unit II: White-collar Crime

Definitional evolution of white-collar crime – Causes for white-collar crime – Types of whitecollar crimes – Characteristics of white-collar crime – Socio-economic offences in India

Unit III: Organized Crime

History of organized crime – Hierarchical organizational structures – Patterns of organized crimes – Characteristics of organized crimes – Drug trafficking – Smuggling of arms, persons, animals – Trafficking of persons, human organs, psychotropic substances – Prostitution – Environmental crime

Unit IV: Transnational Crime and Terrorism

Concept of transnational crime – Defining terrorism (international and domestic) – Causes and consequences – Characteristics of terrorism – Terrorism and organized crimes – Extremism – Insurgency

Unit V: Cybercrimes

History and nature of computer crimes – Definition and key concepts – Types of cybercrimes – Extent of cybercrime – Profile of computer criminals – Cyber warfare – Introduction to IT Act 2000

BSC MATHEMATICS

PROGRAMMING LANGUAGE C WITH PRACTICAL

SUBJECT CODE: AC25C

Learning outcomes:

Students will acquire knowledge

- About the basic concepts and structure of ‘C’ program
- To write simple programs with Mathematical Applications.

UNIT I Introduction - Constants-Variables-Data-types -Operators, Precedence of operators – Managing Input and Output Operations . Chapters : 2,3 and 4.

UNIT II Decision making and branching: Simple if, if else, nested if, else if ladder and switch statement – conditional operator – go to statement. Decision making and looping : while, do while and for statement – nested for loops – jumps in loops (continue and break statements). Chapters : 5 and 6.

UNIT III Arrays : One dimensional and 2 dimensional arrays – declarations – initialization of arrays. Character Arrays and Strings: Declaration and Initialization of Strings - Reading and Writing strings - Operations on strings - String handling functions. Chapters: 7 and 8

UNIT IV Functions : Need for User defined functions- A Multi function Program- Elements of User defined functions - Function definition , Function Call and Function Declaration – Return Values and their types- Categories of functions – Nesting of Functions- Recursion . Pointers: Understanding Pointers-Accessing address of a variable-Declaration and Initialization of Pointers- Accessing a Variable through its Pointer- Function call by reference - call by value. Chapters : 9 and 11.

UNIT V File Management in C : Definition-Opening and Closing a file- Input/ Output operations on Files- Error Handling during I/O operations. Chapter 12.

Reference:-

1. “Programming in C” by Venugopal.
2. “Programming with C” by Gottfried.B.S ,Schaum“s outline series, TMH 2001.
3. “Let us ‘C’” by YashvantKanitkar ,BPB Publications.
4. “Programming with C” by R.S.Bichkar,Universities Press (INDIA) Pvt.Ltd.

e-Resources:

- 1.<https://www.w3schools.in/c-tutorial>.
- 2.<https://en.cppreference.com/w/c>.



PRACTICALS

Writing 'C' programs for the following:

1. To convert Centigrade to Fahrenheit
2. To find the area, circumference of a circle
3. To convert days into months and days
4. To solve a quadratic equation
5. To find sum of n numbers
6. To find the largest and smallest numbers
7. To generate Pascal's triangle, Floyd's triangle
8. To find the trace of a matrix
9. To add and subtract two matrices
10. To multiply two matrices
11. To generate Fibonacci series using functions
12. To compute factorial of a given number, using functions
13. To add complex numbers using functions
14. To concatenate two strings using string handling functions
15. To check whether the given string is a palindrome or not using string handling functions.

M.PHIL IN COMMERCE
BUSINESS RESEARCH METHODS
SUBJECT CODE: CAA01

Learning Objectives:

- 1.To familiarize the basic of research and research process
- 2.To familiarize the ethical issues in educational research
- 3.To identify the Research Problems stated in a study
4. To enable students to conduct research using SPSS/Excel

UNIT I:

Research - meaning and purpose - essentials of scientific method - limitations in social and behavioural research - types of research: exploratory, pure, applied, analytical, descriptive, historical, experimental, survey, case study.

UNIT II:

Hypothesis - meaning of hypothesis - types of hypothesis - sources of hypothesis - testing of hypothesis - errors in testing - sampling techniques: sampling theory - sampling error and data collection error - sample size - sampling methods and their application - testing the appropriateness of a sample - sample unit and sample size.

UNIT III:

Data collection - primary and secondary data - observation - interview - questionnaire - telephone interviews - construction of interview schedule and questionnaire - scales - checklist, pre- test, pilot study - reliability testing and validating a questionnaire – attitude measurement - methods of scale construction - multidimensional scaling

UNIT IV:

Sampling distribution - testing of hypothesis - Z test, t test, F test - estimating parameter value - relational analysis - parametric and non-parametric - correlation and regression - association – Karl Pearson's 'r' - Kendall's tau and Spearman' rho – Chi-square test - Analysis of differences among variances and attributes - parametric analysis of variance (F-test - one way and two way analysis of variance) - non-parametric analysis of variance - Friedman test - Kruskal - Wallis test - Mann Whitney test - Wilcoxin test - using computer software - interpretation of findings - fallacies and pitfalls (theory and simple problems). Software Packages for data analysis – SPSS, etc

UNIT V:

Processing and analysis of data: checking - editing - coding - transcription and tabulation – data processing through computers - report writing - target audience - types of reports - contents of a report - style and conventions in reporting - steps in drafting a report

Suggested readings

1. Anderson J. Berry H.D. & Poole M., 'Thesis and Assignment Writing', Wiley Eastern Limited
2. Claus Moser & Graham Kalton, Survey Methods in Social Investigation, Gower Publishing Co
3. David Kaplan, The Sage Hand book of Quantitative Methodology, Sage Publications
4. Robert G. Murdick, Business Research: Concepts and Practice, International Text Book Company
5. Taylor, et al., Research Methodology: A Guide for Researchers in Management and Social Sciences, PHI Learning
6. Uma Sekaran, Research Methods for Managers: A Skill Building Approach, John Wiley and Sons
7. William C. Emory, Business Research Methods, R.D. Irwin Inc



PAPER II - ADVANCED FINANCIAL MANAGEMENT
SUBJECT CODE: CAA02

Learning Objectives:

1. The basic objective of the course is to equip the students with the understanding of finance in decision-making.
2. To develop a broad understanding of projects and investments. Consideration of the effect of global influences on the financial decision making process.
3. To apply the financial theory to solve the problems in the real world.

UNIT I:

Financial management environment - corporate objectives vs. financial goals and functions - reconciliation of financial goals and social objectives- an outline of financial system in India – influence of corporate organisation and taxes on financial management - regulations of SEBI regarding capital issues and stock exchanges.

UNIT II:

Firm's investment decisions - practical application of capital budgeting - modern analytical tools and project appraisal and evaluation methods - risk analysis in investment appraisal (theory and problems) – Cost of capital

UNIT III:

Financing decisions and capital structure - characteristics of financing methods - analysis of internal and external financing methods - lease financing - determinants of capital structure - regulations relevant to long term financing - managing investments (theory and problems) – dividend policy - behavioural models of dividend policy - clientele effects - relationship between dividends and values (theory and problems)

UNIT IV:

Capital asset pricing - Sharpe's (CAPM - security analysis and portfolio selection – Markowitz portfolio theory (theory only) - Financial management and market efficiency - random walk theory - Harry Roberts classification of market efficiency - capital markets in India - role of SEBI – investor protection (theory only). Merger and Acquisitions (M&A) – forms – motives-evaluating M&A – considerations in M&A negotiations – Implications of Leveraged buy-outs

UNIT V:

International Financial Management – working of foreign exchange market – relationship between Interest rates, inflation rates and exchange rates – Techniques of hedging foreign exchange risk – International capital budgeting – methods of financing International operations

Suggested Readings

1. Babatosh Banerjee, Financial Policy and Management Accounting, the World Press, 1999
2. Brealey & Myers, Principles of Corporate Finance, McGraw Hill, 2002
3. Damodaran, Corporate Finance – Theory and Practice, John Wiley & Sons, Singapore, 2004
4. Gurusamy, s, Security Analysis and Portfolio Management, Vijay Nicole Imprints Ltd, 2017
5. Murthy, Financial Management, Margam Publications, 2016
6. Pandey, Financial Management, Vikas, 2017
7. Schall & Haley, Financial Management, McGraw Hill, 2010
8. Stephen Archer, Financial Management, John Wiley, 2001
9. Weston & Brigham, Managerial Finance, Holt Rinehart, 2005