

Department of Business Administration
B.B.A., Computer Application Course Content
(Blue Print For CBCS 2015 - 2018)

| Sem | Subcode | Title of The Paper | Hour | Credit | Exam | Int | Ext | Tot |
|-----|------------------|--|------|--------|------|-----|-----|-----|
| I | Part I | Communication Systems | 5 | 3 | 3 | 25 | 75 | 100 |
| | Part II | English | 5 | 3 | 3 | 25 | 75 | 100 |
| | Part III Core | Management Theory And Practice | 5 | 3 | 3 | 25 | 75 | 100 |
| | | Principles of Accounting | 5 | 5 | 3 | 25 | 75 | 100 |
| | Allied I | Computer Fundamentals and office Automation | 4 | 2 | 3 | 25 | 75 | 100 |
| | | MS-office Lab | 2 | 1 | 3 | 40 | 60 | 100 |
| | Part IV | Environmental Studies | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Skill Based Elective (Communicative English) | 2 | 2 | 3 | 25 | 75 | 100 |
| II | Part I | Business Economics | 5 | 3 | 3 | 25 | 75 | 100 |
| | Part II | English | 5 | 3 | 3 | 25 | 75 | 100 |
| | Part III Core | Organizational Behavior | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Marketing Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | Allied I | Programming In C | 3 | 2 | 3 | 25 | 75 | 100 |
| | | Programming In C Lab | 2 | 1 | 3 | 40 | 60 | 100 |
| | Part IV | Value Education | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Skill Based Elective (Communicative English) | 2 | 2 | 3 | 25 | 75 | 100 |
| III | Part III Core | Sales Management | 5 | 3 | 3 | 25 | 75 | 100 |
| | | Business Law | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Environment of Business | 4 | 3 | 3 | 25 | 75 | 100 |
| | | Business Statistics | 6 | 3 | 3 | 25 | 75 | 100 |
| | Allied I | Programming In C++ | 4 | 2 | 3 | 25 | 75 | 100 |
| | | Programming In C++ Lab | 2 | 1 | 3 | 40 | 60 | 100 |
| | Part IV | Non Major Elective (Tamil) | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Skill Based Elective (Communicative English) | 2 | 2 | 3 | 25 | 75 | 100 |

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Dean (Academic Affairs)

| Sem | Subcode | Title of The Paper | Hour | Credit | Exam | Int | Ext | Tot |
|--------------|------------------|--|------|--------|------|-----|-----|-----|
| IV | Part III Core | Total Quality Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | ✓ Strategic Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | RDBMS | 4 | 3 | 3 | 25 | 75 | 100 |
| | | RDBMS LAB | 2 | 2 | 3 | 40 | 60 | 100 |
| | Allied I | Quantitative Techniques And Operations Research | 5 | 3 | 3 | 25 | 75 | 100 |
| | | ✓ Elective I (Entrepreneurial Development) | 5 | 5 | 3 | 25 | 75 | 100 |
| | Part IV | Non Major Elective (Tamil) | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Skill Based Elective (Communicative English) | 2 | 2 | 3 | 25 | 75 | 100 |
| V | Part III Core | Accounting for Managers | 6 | 5 | 3 | 25 | 75 | 100 |
| | | ✓ Research Methodology | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Services Marketing | 5 | 5 | 3 | 25 | 75 | 100 |
| | Allied I | Introduction To Visual Basic Programming | 4 | 3 | 3 | 25 | 75 | 100 |
| | | Introduction To Visual Basic Programming Lab | 2 | 2 | 3 | 40 | 60 | 100 |
| | | ✓ Elective II (Production Management) | 5 | 5 | 3 | 25 | 75 | 100 |
| | Part IV | Skill Based Elective (Soft Skill I) | 2 | 2 | 3 | 25 | 75 | 100 |
| VI | Part III Core | Human Resources Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | | ✓ International Marketing | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Financial Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | Allied I | Multimedia Technologies | 4 | 3 | 3 | 25 | 75 | 100 |
| | | Multimedia Lab | 2 | 1 | 3 | 25 | 75 | 100 |
| | | Project | 5 | 5 | 3 | 20 | 80 | 100 |
| | Part IV | Skill Based Elective (Soft Skill II) | 2 | 2 | 3 | 25 | 75 | 100 |
| | Part V | NSS/NCC/PE.EXT | - | 1 | - | - | - | - |
| TOTAL | | | 180 | 140 | | | | |

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Dean (Academic Affairs)

COMMUNICATION SYSTEMS

Semester: I

Hours/Week : 5

Sub-Code:

Credit : 3

Objectives:

To Enable The Students

1. To Acquire Knowledge About Business Communications.

UNIT - I

Communication - Objectives, Importance, Types - Barriers - Effective Communication- Structures and Layout of Letters - Principles of Letter Writing - Modern Forms of Communication- Fax - Email - Video Conferencing - Internet - Website and their Uses

UNIT - II

Circular Letter, Job Application Letters, Sales Letters, Quotations, Orders and Tenders.

UNIT - III

Letter Relating to Agency - Government Sectors - Preparing Agenda and Report Writing

UNIT - IV

Status Enquiries, Trade and Bank References, Bank and Insurance Correspondence, Correspondence with Share-holders, Directors.

UNIT - V

Handling mail - Inward Outward Mails - Filing - Essentials of Good Filing System and Filing methods

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Dean (Academic Affairs)

| Sem | Subcode | Title of The Paper | Hour | Credit | Exam | Int | Ext | Tot |
|-------|------------------|--|------|--------|------|-----|-----|-----|
| IV | Part III Core | Total Quality Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | ✓ Strategic Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | RDBMS | 4 | 3 | 3 | 25 | 75 | 100 |
| | | RDBMS LAB | 2 | 2 | 3 | 40 | 60 | 100 |
| | Allied I | Quantitative Techniques And Operations Research | 5 | 3 | 3 | 25 | 75 | 100 |
| | | ✓ Elective I(Entrepreneurial Development) | 5 | 5 | 3 | 25 | 75 | 100 |
| | Part IV | Non Major Eletive (Tamil) | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Skill Based Elective (Communicative English) | 2 | 2 | 3 | 25 | 75 | 100 |
| V | Part III Core | ✓ Accounting for Managers | 6 | 5 | 3 | 25 | 75 | 100 |
| | | ✓ Research Methodology | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Services Marketing | 5 | 5 | 3 | 25 | 75 | 100 |
| | Allied I | Introduction To Visual Basic Programming | 4 | 3 | 3 | 25 | 75 | 100 |
| | | Introduction To Visual Basic Programming Lab | 2 | 2 | 3 | 40 | 60 | 100 |
| | | ✓ Elective II(Production Management) | 5 | 5 | 3 | 25 | 75 | 100 |
| | Part IV | Skill Based Elective (Soft Skill I) | 2 | 2 | 3 | 25 | 75 | 100 |
| VI | Part III Core | ✓ Human Resources Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | | ✓ International Marketing | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Financial Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | Allied I | Multimedia Technologies | 4 | 3 | 3 | 25 | 75 | 100 |
| | | Multimedia Lab | 2 | 1 | 3 | 25 | 75 | 100 |
| | | Project | 5 | 5 | 3 | 20 | 80 | 100 |
| | Part IV | Skill Based Elective (Soft Skill II) | 2 | 2 | 3 | 25 | 75 | 100 |
| | Part V | NSS/NCC/PE.EXT | - | 1 | - | - | - | - |
| TOTAL | | | 180 | 140 | | | | |

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Dean (Academic Affairs)

COMMUNICATION SYSTEMS

Semester: I

Hours/Week : 5

Sub-Code:

Credit : 3

Objectives:

To Enable The Students

1. To Acquire Knowledge About Business Communications.

UNIT - I

Communication - Objectives, Importance, Types - Barriers - Effective Communication- Structures and Layout of Letters - Principles of Letter Writing - Modern Forms of Communication- Fax - Email - Video Conferencing - Internet - Website and their Uses

UNIT - II

Circular Letter, Job Application Letters, Sales Letters, Quotations, Orders and Tenders.

UNIT - III

Letter Relating to Agency - Government Sectors - Preparing Agenda and Report Writing

UNIT - IV

Status Enquiries, Trade and Bank References, Bank and Insurance Correspondence, Correspondence with Share-holders, Directors.

UNIT - V

Handling mail - Inward Outward Mails - Filing - Essentials of Good Filing System and Filing methods

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TEXT BOOKS

1. Commercial Correspondence and office Management - R.S.N. Pilli and Bhagavathi.
2. Essentials of Business Communication - Rajendra Pal and J.S. Korlahalli - Sulthan Chand & Sons Publications.

REFERENCE BOOK

1. Business Correspondence and Report Writing - R.C. Sharma.

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MANAGEMENT THEORY AND PRACTICE

Semester : I

Hours/Week : 5

Sub-Code:

Credit : 3

Objective

To Enable The Students

1. To Develop Familiarity With Various Levels of Management .
2. To Understand The Concept of Authority, Responsibility and Accountability.
3. To Acquire Themselves With The Latest Development In The Field of Management.

UNIT - I

Management - Meaning- Definition - Importance - Nature - Levels and Functions. Management - Science / Art Profession

UNIT - II

Planning - Importance - Steps and Types. MBO - Process - Merits - Limitations - . Forecasting - Importance, Methods and Limitations.

UNIT - III

Decision Making - Process - Types of Decisions-. Organizing - Forms of Organizations.

UNIT - IV

Direction and Supervision - Meaning and Importance- Techniques- Centralization and Decentralization -Delegation of Authority - Importance - Process.

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UNIT - V

Controlling - Definition - Process- Contribution of F.W. Taylor and Elton Mayo - Principles of Henry Fayol.

TEXT BOOK

1. Principles of Management - L.M. Prasad.

REFERENCE BOOK

1. Principles of Management - Harold Keentz
2. Principles of Management - T.Ramasamy

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COMPUTER FUNDAMENTALS AND OFFICE AUTOMATION

Semester : 1

Hours/Week : 4

Sub-Code:

Credit : 2

Objective

To Learn The Basics of Computers and office Tools

UNIT - I

Introduction - Introduction To Computers - Evolution of Computers - Classification of Computers - Application and Limitation of Computers - Number System: Introduction To Number System - Number System Conversion - Problem Solving: Planning The Computer Program - Algorithm - Flow Charts.

UNIT - II

Microsoft Word (Word Processing): Introduction - Getting Into Microsoft Word - Setting Password To The Document - Mail Merge - Conversion of Text Into Table - Conversion of Table Into Text - Inserting Auto Shapes In A Document - The Alignment.

UNIT - III

Microsoft Excel (Spread Sheet): Introduction - Getting Into Microsoft Excel - Entering Formula - Excel Functions - Charts (Drawing Graphs) - Inserting Pictures - Protecting The Worksheets.

UNIT - IV

Microsoft Powerpoint (Personal Assistance): Introduction - Getting Into Microsoft Powerpoint - Custom Animation - Action Settings - Design Templates - Editing Presentation - Include Data Into Your Presentation - Working With Slide Objects - Showing The Presentation.

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UNIT - V

Microsoft Access (Database): Creating Simple Database - Understanding Access Objects - Creating Database Using Wizards - Using A Database - Creating and Editing Database Tables - Querying Your Database - Creating Reports.

TEXT BOOKS

1. Fundamentals of Computing - Dr.K.Ramar, S.Thanga Ramya, N.Fareena.
2. The Essential office 2000 Book - Bill Bruck, Ph.D. - Galgotia Publications Pvt. Ltd.

REFERENCE BOOK

1. MS office 2000 For Everyone - Sanjay Saxena.

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MS OFFICE LAB

Semester : I

Hours/Week : 2

Sub-Code:

Credit : 2

UNIT - I

1. Create A Folder
2. Rename the Folder
3. Delete the Folder
4. Copying the Folder
5. Moving the Folder
6. Hiding the Folder

UNIT II - MS - WORD

1. Create A Document For The Following
 - i. Bio Data (Use Formatting Options)
 - ii. Student Details (Use Table Option)
 - iii. Diwali Wish Letter To All Friends (Use Mail Merge Option)

UNIT III - MS-EXCEL

1. Sorting Data

Create The Following Worksheet In Excel:

| Sno | Regno | Name | Age | Eng | Tam | Mat | Tot | Ave |
|-----|-------|--------|-----|-----|-----|-----|-----|-----|
| Res | | | | | | | | |
| 1 | 121 | Ram | 20 | 45 | 40 | 53 | | |
| 2 | 153 | Raj | 19 | 50 | 52 | 63 | | |
| 3 | 110 | Balu | | 21 | 87 | 76 | 62 | |
| 4 | 140 | Suresh | 22 | 38 | 60 | 65 | | |
| 5 | 109 | Mary | 23 | 71 | 20 | 84 | | |

- a. Fill The Tot Column
- b. Fill The Ave Column

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- c. Replace The Res With PASS For Ave \geq 50 Else FAIL.
- d. Format Ave Column With 2 Decimals
- e. Sort This List By Regno
- f. Sort First By Name Then By Age.
- g. Find The MAXIMUM Mark For Each Subject.
- h. Find The MINIMUM Mark For Each Subject.

2. Presentation Graphs

Create The Following Worksheet In Excel:

| | A | B | C |
|---|------------------|-------|---------|
| 1 | AMOUNT IN CRORES | | |
| 2 | YEAR | SALES | EXPENSE |
| 3 | 1990 | 20 | 9 |
| 4 | 1991 | 25 | 12 |
| 5 | 1992 | 35 | 18 |
| 6 | 1993 | 42 | 25 |

Draw The Chart and Mention The Appropriate Headings

Experiment With Other Types of Charts By Changing The Selections

UNIT IV - MS- Power Point

1. Create Your Own Presentation For Department Details and Give Animation.

UNIT V - MS- ACCESS.

1. Create ADDRESS Table With Following Fields

| FIELDNAME | DATA | TYPE |
|-----------|--------|------|
| Name | Text | |
| Age | Number | |
| Sex | Text | |
| Street | Text | |

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| | |
|---------|--------|
| City | Text |
| Pincode | Number |

Add 10 Records

Display The Fields Name, Street Alone On The Screen.

Display The Records For Age > 20.

Display The Records For Age < 20 and City = "Chennai".

SORT The Table In The Ascending Order of Name.

2. **Create STUDENT Table With The Following Fields:**

| FIELDNAME | DATA | TYPE |
|------------|--------|------|
| Regno | Number | |
| Name | Text | |
| Sex | Text | |
| Age | Number | |
| Degree | Text | |
| Percentage | Number | |

Add Some Records

Display The Records For Sex = "M" and Degree = "BBA".

Display The Records For Sex = "F" and Percentage Between 70 and 80.

Display The Records For Degree = "BBA" and Name LIKE "M*".

SORT The Table In The DESCENDING Order of Percentage

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PRINCIPLES OF ACCOUNTING

Semester : I

Hours/Week : 5

Sub-Code :

Credit : 5

Objective

To Enable The Students

1. To Understand The Concept of Accounting
2. To Apply Principles In Preparation of Accounting Records.
3. To Know How To Prepare Accounts For Non-Trading Concern.

UNIT - I

Accounting - Definition - Book - Keeping - Principles of Accounting - Double Entry - Advantages of The Double Entry System - Accounting Concepts and Conventions - Kinds of Accounts.

UNIT - II

Journal-Ledger-Trial balance. Errors - Types - Errors Disclosed and Not Disclosed By Trial Balance - Suspense Account - Rectification of Errors.

UNIT - III

Depreciation - Meaning, Causes and Need - Depreciation - Methods; Straight Line, W.D.V., Annuity.

UNIT - IV

Capital Expenditure - Revenue Expenditure and Deferred Revenue Expenditure-- Meaning and Distinction-Final Accounts of Sole Trading Concerns and Simple Adjustments.

UNIT - V

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Account of Non - Trading Concerns - Receipts and Payments Account -
Income and Expenditure Account - Balance Sheet.

TEXT BOOK:

1. Principles of Accounting - K.L. Nagarajan, N. Vinayakam, P.L. Mani
Erasia Publishing House Pvt Ltd, Ramnagar, New Delhi. S. Chand and
Compnay Ltd., (Distributor).

REFERENCE BOOK

1. Financial Accounting - S.P. Jain and K.L. Narang Kalyani
Publications, New Delhi, Chennai.

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BUSINESS ECONOMICS

SEMESTER : II

Hours/Week : 5

SUB-CODE :

Credit : 3

Objective:

To Enable The Students To Know About The Impact Economics On Business.

UNIT - I

Economics: -Nature - Significance -Micro and Macro Economics:-Distinction- Importance - Uses - Limitations

UNIT - II

Market Demand Analysis:- Meaning- Determinants -Function -Demand Schedule - Law of Demand - Exceptions To Law of Demand -Types of Demand

UNIT - III

Elasticity of Demand:- Concept - Factors - Price Elasticity of Demand- Types of Price Elasticity - Measurement of Price Elasticity -Income Elasticity of Demand - Types - Cross Elasticity of Demand - Advertising Elasticity of Demand

UNIT - IV

Pricing Policy and Methods:- Objectives-Factors-Methods--Cost Plus Pricing -- Going Rate Pricing-Rate of Return Price-Administered Price- Pricing New Products- Specific Pricing Problems.

UNIT - V

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Cost Analysis:-Cost Concepts and Classifications- Cost-Output Relationship-
Short Run -Long Run - Cost Output Relationship

TEXT BOOKS:

1. Managerial Economics : Dr. D.M. Mithani, Himalaya Publishing House.
2. Business Economics : R.Cauvery, Dr. M. Girija, Dr. R. Meenakshi,
Dr. U.K. Sudha Nayak, Sultan Chand Publications

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ORGANIZATIONAL BEHAVIOUR

Semester : II

Hours/Week : 5

Sub-Code :

Credit : 4

Objectives

1. To Develop An Understanding of Interpersonal and Organizational Dynamics.
2. To Develop The Personality of An Individual.
3. To Understand The Emerging Issues In Organizational Dynamics Environment.

UNIT - I

Definition- Need and Importance of Organizational Behavior - Nature - Challenges - Limitations

UNIT - II

Foundations of Organizational Behaviour - Classical -Neo-Classical - Modern Approaches - Models of Organizational Behaviour

UNIT -III

Personality - Theories - Traits Affecting Behaviour - Perception - Importance - Process - Interpersonal Perception - Motivation - Theories

UNIT - IV

Groups - Types - Stages - Group Decision Making - Techniques - Power and Politics - Concept - Bases - Leadership : Importance - Styles - Theories

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UNIT - V

Organizational Culture and Climate - Characteristics- Creating and Maintaining Organizational Culture - Organizational Change - Nature - Factors - Process - Factors in Resistance To Change

TEXT BOOKS

1. Organizational Behaviour- Sashi.K.Gupta
2. Organizational Behaviour - Aswathappa.

REFERENCE BOOK

1. Organizational Behaviour - Uma Sekaran, Tata Mc Graw Hill, New Delhi.
1. Organizational Behaviour - Luthans Fred - Chennai Memillan - 1995
2. Organizational Behaviour - L.M. Prasad, Sulthan Chand.S - 2006
3. Organizational Behaviour - Guptha.K. Joshy Rosy - Kalani Publishing House - 2003.
4. Organizational Behaviour - Suja.R. Nair - Himalaya Mumbai - 2004.

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MARKETING MANAGEMENT

SEMESTER : II

Hours/Week : 5

SUB-CODE :

Credit : 4

Objectives

To Enable The Students

1. To Understand The Modern Concept of Marketing.
2. To Understand How Pricing Can Be Fixed To Achieve The Objectives At Each Stage of The Product Life Cycle.
3. To Familiarize With Physical Distribution System.

UNIT - I Marketing

Marketing Management - Meaning and Nature - Importance and Scope. Market Segmentation and Marketing Mix - Concept and Benefits of Segmentation - Bases and Levels of Segmentation, Practice and Pattern of Segmentation. Marketing Mix - Meaning and Elements of Marketing Mix. How To Determine Marketing Mix.

UNIT - II Product Mix

Product Planning - Concept and Classification of Product - Meaning, Significance- Factors Influencing Product Mix, Branding, Packaging, Labeling. Product Life Cycle, Product Management, Why Product Fail? - Product Differentiation and Deletion. New Product Development - Meaning and Process of Product Development.

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UNIT - III Price Mix

Significance of Price In Marketing, Factors Influencing Price, Pricing Objectives and Pricing Decision, Pricing of A New Products.

UNIT - IV Distribution Mix

Channels of Distribution - Meaning and Importance, Selection of Distribution Channel, Middlemen - Function and Types, Wholesaling - Types and Services, Retailing - Services and Types of Retailers.

UNIT - V Promotion Mix

Meaning and Objectives of Promotion, Kinds of Promotion, Approaches To Promotion, Methods of Promotion, Factors Affecting Promotion. Advertising, Meaning and Objectives, Kinds and Significance Characteristics of Effective, Types of Advertisement and Measuring The Effectiveness of Advertising.

TEXT BOOKS

1. Marketing Management - C.B. Mamoria, Satish Mamoria, R.K. Suri, Kitabmahal Hill Publications, New Delhi.
2. Marketing Management - C.B. Gupta, N. Rajanair Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS

1. Advertising Management - Mahendren Mohan (TATA MCG Row) Co Ltd, New Delhi.
2. Marketing Management - Philip Kotler, Prentice - Hall of India Pvt Ltd., New Delhi.

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Dean (Academic Affairs)

YADAVA COLLEGE, (Autonomous), MADURAI – 14.

DEPARTMENT OF BUSINESS ADMINISTRATION (Computer Applications)

PROGRAMMING IN - C

Semester : II

Hours/Week : 3

Sub. Code :

Credit : 2

Objective:

To provide a thorough knowledge in high level programming language C.

Unit I:

Overview of 'C' - History Of C – Importance Of C – Basic Structure Of C Programs – **Constants, Variables and Data Types** - Character Set – C Tokens – Keywords and Identifiers – Constants – Variables – Data types – Declaration Of Variables – Assigning Values To Variables.

Unit II:

Operators & Expressions – **Managing input and output operations** – Reading a Character – Writing a Character – Formatted Input – Formatted Output.

Unit III:

Decision making and branching – Introduction – Decision Making With IF Statement – Simple IF Statement – The IF ELSE Statement – Nesting Of IF ELSE Statement – The ELSE IF Ladder – The Switch Statement – The ?: Operator – The GOTO Statement – **Decision making and looping** – The WHILE Statement – The DO Statement – The FOR Statement – Jumps in Loops.

Unit IV:

Arrays – One Dimensional Arrays – Declaration Of One-Dimensional Arrays – Initialization Of One-Dimensional Arrays – Two Dimensional Arrays – Initializing Two-Dimensional Arrays – Multi Dimensional Arrays – **User-Defined Functions** - Elements Of User-Defined Functions – Definitions Of Functions – Return Values and Their Types – Function Calls – Function Declaration – Category Of Functions.

Unit V:

Structures – Defining a Structure – Declaring Structure Variables – Accessing Structure Members – Structure Initialization – **Pointers** – Understanding Pointers – Declaring Pointer Variables – Initialization Of Pointer Variables – **File Management in C** – Introduction – Defining and Opening a File – Closing a File – Input and Output Operations On Files.

Book for study

programming in Ansi C

: E. Balagurusamy 4E

Books for Reference

C programming made easy

: V.Rajaram, Scitech Publications, Chennai

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Dean (Academic Affairs)

PROGRAMMING IN C LAB

Semester : II

Hours/Week : 2

Sub-Code:

Credit : 1

UNIT- I

1. Write A C Program To Print your Name and Address
2. Write A C Program To Perform Arithmetic Operations

UNIT- II

3. Write A C Program To Find Fibonacci Number
4. Write A C Program To Find Prime Number
5. Write A C Program To Find Sum of Digits
6. Write A C Program To Find Character Day of A Week - Switch

UNIT- III

7. Write A C Program To Sort An Array
8. Write A C Program To Search An Element
9. Write A C Program To Find Factorial Value, Fibonacci, GCD Value(Recursion)
10. Write A C Program For Function Categories.
11. Write A C Program To Find Frequency of A Number - Function

UNIT- IV

12. Write A C Program To Generate Pay Bill
13. Write A C Program To Create Mark Sheet
14. Write A C Program To Prepare EB Bill

UNIT- V

15. Write A C Program To Prepare Student Record Using File

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SALES MANAGEMENT

Semester : III

Hours/Week : 5

Sub-Code :

Credit : 4

Objectives

To Enable The Students

1. To Acquire Knowledge About Salesmanship.
2. To Develop Skill As To Apply The Sales Technique To Various Situations.
3. To Understand The Psychology of Buyers.

UNIT - I

INTRODUCTION

Personal Selling-Meaning-Definition-Nature-Kinds-Salesmen:Types-Qualities-Functions-Importance.

UNIT - II

RECRUITMENT AND SELECTION OF SALESMEN

Recruitment-Meaning-Need - Aspects of Recruitment-Selection-Meaning-Significance of Sound Selection- Methods of Selection-Selection - Process/Procedure-Agreements With Salesmen.

UNIT - III

TRAINING OF SALESMEN

Training-Significance of Training Salesmen-Limitations of Sales Training-Objectives of Sales Training-Areas of Sales Training-Methods of Training-Evaluation of Sales Training Programs-Placement of Sales Force-Factors Determining Sales Territory.

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UNIT - IV

REMUNERATION OF SALESMEN

Remuneration-Meaning-Significance of Sound Compensation-Requisites of A Sound Compensation Plan-Compensation Level-Factors Governing Compensation Level-Motivation of Salesmen-Methods of Motivation.

UNIT - V

CONTROLLING SALESMEN

Control of Salesmen-Need For Sales Quota- Significance of Sales Force Control-Methods of Performance Appraisal.

TEXT BOOK

1. Salesmanship - C.N.Sontakki

REFERENCE BOOKS:

1. Selling and Sales Management - Jobber
2. Marketing and Salesman - J.C.Sinha
3. Salesmanship and Sales Management - B.K.Sahu

Approved in the Academic
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Dean (Academic Affairs)

BUSINESS LAW

SEMESTER : III

SUB-CODE :

Hours/Week : 5

Credit : 4

Objectives

To Enable The Students

1. To Understand The Impact of Business Law In Business.
2. To Provide The Students With The Latest Developments In The Field of Business Law.
3. To Equip The Students With, The Application of Business Law On Practical Situations.

UNIT - I

Contract of Law - Classification of Contract, offer, Acceptance Consideration, Capacity of Contract. Valid, Void Agreements, Free Consent Coercion and Undue Influence - Legality of Consideration. Quasi Contract - Remedies For Breach of Contract - Contingent Contract

UNIT - II

Discharge of Contracts, Methods, Sales of Goods Act - Conditions and Warranty - Transfer of Ownership - Rights and Duties of A Seller - Rights of An Unpaid Seller.

UNIT - III

Law of Agency - Termination of Agency - Law of Partnership - Formation of Partnership - Registration of Firms.

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UNIT - IV

Factories Act - Payment of Wages Act - Payment of Bonus Act- Industrial Disputes Act.

UNIT - V

Employees Gratuity and Provident Fund Act - Worker Men's Compensation Act.

TEXT BOOK

1. Mercantile Law - N.D. Kapoor. Sultan Chand and Sons, Educational Publishers, New Delhi.

REFERENCE BOOK

1. Business Law - S.M. Sundaram Sree Meenakshi Publications, Karaikudi.

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Dean (Academic Affairs)

ENVIRONMENT OF BUSINESS

SEMESTER : III

Hours/Week : 4

SUB-CODE :

Credit : 4

Objective

1.To Enable The Students To Know About Various Environments In Business.

2. To Understand The Impact of Environmental Changes In Business.

UNIT - I

Business Environment - Meaning - Importance - Components - Internal - Micro and Macro Environment

UNIT - II

Social Responsibilities of Business - Meaning - CSR - Various Areas of Social Responsibility- Elements- Barriers To Social Responsibilities - Social Audit - Business Ethics.

UNIT - III

Liberalization, Privatisation and Globalisation - Meaning - Ways - Objectives - Benefits and Pitfalls .

UNIT - IV

Economic System -Meaning - Types - SEBI - FEMA.

UNIT - V

Public Sector And Private Sector - Objectives-Merits- Failures - WTO

Approved In the Academic
Council on8.5.2015


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TEXT BOOK

1. Business Environment – Francis Cherunillam. Eleventh Revised Edition 2000 and Fifteenth Edition 2004.
Himalaya Publications, Mumbai
2. Business Environment – Dr. C.B. Gupta, Sultan Chand & Sons
First Edition 2005

REFERENCE BOOKS

1. Essentials of Business Environment – Aswathappa. K , 2001,
Himalaya Publications, Mumbai
2. Economic Environment of Business – Mishra S.K & Puri , V.K, 2000
Himalaya Publications, Mumbai
3. Business Environment – S. Sankaran
Margham Publications, Chennai

Approved in the Academic
Council on 8.15.2015
Dean (Academic Affairs)

OBJECT ORIENTED PROGRAMMING IN C++

Semester : III

Hours/Week : 4

Sub-Code:

Credit : 2

Objective

- To Understand The Basic Concept of Object Oriented Concept
- To Become Familiar In Object Oriented Programming
- To Compare Procedure Oriented & Object Oriented Programming

UNIT- I

Principles of Oop : Software Evolution, Oop Paradigm, Basic Concepts of Oop, Benefits of Oop, Object Oriented Languages, Application of Oop.

Introduction To C++: Tokens, Keywords, Identifiers, Variables, Operators, Manipulators, Expressions & Control Structures In C++.

UNIT - II

Function In C++, Main Function, Function Prototyping, Call By Reference, Return By Reference, Function Overloading, Friend & Virtual Function.

UNIT - III

Classes & Objects: Constructor & Destructor, Operator Overloading & Type Conversion, Templates.

UNIT - IV

Inheritance: Single Inheritance, Multiple Inheritance, Multilevel Inheritance, Hybrid Inheritance, Hierarchy Inheritance, Pointers, Virtual Function, Polymorphism, Managing Console I/O Operation.

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Council on ...8.5.2015

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UNIT - V

Working With Files: Classes For File Stream Operation, Opening & Closing A File, End_of_File.

TEXT BOOK:

1. "Object Oriented Programming With C++", E. Balagurusamy, TMH.

REFERENCE BOOK:

1. "Mastering C++", A.R. Venugopal, Rajkumar, T. Ravishanker, TMH.

Approved in the Academic
Council on 8.1.5.2015

Dean (Academic Affairs)

PROGRAMMING IN C++ LAB

Semester : III

Hours/Week : 2

Sub-Code:

Credit : 1

UNIT - I

1. Simple C++ Program Using Class.
2. Write A C++ Program To Implement Operator Overloading(+,*,/,-)
3. Write A C++ Program To Implement '++' Operator To Overload
4. Write A C++ Program To Implement Matrix Addition Using Operator Overloading

UNIT - II

5. Simple C++ Program Using Class.
6. Write A C++ Program To Implement Operator Overloading(+,*,/,-)
7. Write A C++ Program To Implement '++' Operator To Overload
8. Write A C++ Program To Implement Matrix Addition Using Operator Overloading

UNIT - III

9. Simple C++ Program Using Class.
10. Write A C++ Program To Implement Operator Overloading(+,*,/,-)
11. Write A C++ Program To Implement '++' Operator To Overload
12. Write A C++ Program To Implement Matrix Addition Using Operator Overloading
13. Write A C++ Program To Implement Matrix Multiplication Using Operator Overloading
14. Write A C++ Program To Implement Constructor & Destructor

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Council on ..8..5..20..15



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UNIT - IV

15. Write A C++ Program To Implement Function Overloading
16. Write A C++ Program To Implement Inheritance & Virtual Function
17. Write A C++ Program To Implement Friend Function
18. Write A C++ Program To Implement Hierarchical Inheritance

UNIT - V

19. Write A C++ Program To Process Students' Mark List Using File
20. Write A C++ Program To Process Library Maintenance Using File

Approved in the Academic
Council on 08.12.2015



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BUSINESS STATISTICS

SEMESTER : III

Hours/Week : 6

SUB-CODE :

Credit : 4

Objectives

To Enable The Students

1. To Understand The Various Formulas and Concepts of Statistics.
2. To Equip Them To Solve The Business and Industrial Problems Using Analytical Skills.
3. To Help Them In Under Taking Research Programmes.
4. To Inculcate The Pros and Cons of Practical Situations On Statistical Area.

UNIT - I


Statistics Definition, Nature and Scope - Use In Business and Industries - Frequency Distribution - Classification and Tabulation of Data .

UNIT - II

Measures of Central Tendency - Mean, Median, Mode, Geometric Mean, Harmonic Mean - Measures of Dispersion - Range, Quartile Deviation - Standard Deviation and Coefficient of Variations,

UNIT - III

Correlation and Karl Pearson's (Excluding Bivariate Variable), Rank Correlation and Correlation Coefficient - Regression - Simple Problems.

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Council on 8.5.2015

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UNIT - IV

Index Numbers - Construction of Index Numbers - Simple and Weighted Aggregate - Consumer Price Index - Cost of Living Index Numbers.

UNIT - V

Time Series - Components - Measurement of Secular Trend - Moving Average Method - Method of Least Squares.

TEXT BOOK

1. Business Statistics - R.S.N. Pillai. S.Chand and Company Ltd, New Delhi.

REFERENCE BOOKS

1. Business Statistics - P.A. Navnitham. Jai Publisher, 7th Cross Street, Trichy.
2. Business Statistics - S.P. Gupta, Sulthan Chand and Sons, New Delhi.

Approved in the Academic
Council on ...8.5.2015


Dean (Academic Affairs)

TOTAL QUALITY MANAGEMENT

SEMESTER : IV

Hours/Week : 5

SUB-CODE :

Credit : 3

Objectives:

To make the students acquire a fairly good knowledge on quality improvement and methodologies

UNIT - I

Quality Management :-Quality -Definition - Philosophies - Deming's Theory - Philip Crosby's Theory - Juran's Theory - Claus Moller's Theory - Principles

UNIT - II

Total Quality Management - Definition - Stages in Implementation - TQM Models

UNIT - III

Continuous Improvement Strategies - Deming Wheel - Zero Defect Concept - Bench Marking - Six Sigma

UNIT - IV

Quality Ambience and Preventive Techniques - Five 'S' - Failure Mode and Effect Analysis(FMEA)

UNIT - V

Quality Certification - Quality Auditing - QS 9000 Certification - ISO 9000 Series Certification - ISO 9001 : 2000 Certification

Approved In the Academic
Council on 8.5.2015

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TEXT BOOK

1. Total Quality Manangement - L.Suganthi ,
Anand A. Sumathi

REFERENCE BOOK

1. Total Quality Manangement - Dale H Besterfield, Carol Besterfield,
Glen H Besterfield , Mary Besterfield

Approved in the Academic
Council on ...R.S. 2015


Dean (Academic Affairs)

STRATEGIC MANAGEMENT

SEMESTER : IV

Hours/Week : 5

SUB-CODE :

Credit : 5

Objective

To Enable The Students To Know About the Strategies followed in an Organization.

UNIT - I

Strategic Management: Nature - Scope - Importance - Strategic Decision Making - Process - Role of Strategists

UNIT - II

new addition
Strategic Intent - Vision and Mission - Nature - Definition - Benefits - Objectives - Issues in Objective Setting - Critical Success Factor.

UNIT - III

Corporate Level Strategies : Stability - Expansion - Retrenchment and Combination strategies- Integrated strategies: - Vertical - Horizontal- Diversification Strategies - Concentric and Conglomerate

UNIT - IV

Strategic Analysis : Corporate Level Analysis - BCG - GE NINE cell - Hofers Product -Porters Five Forces Model

UNIT - V

Mergers and Acquisition strategies - Joint Venture Strategies - Strategic Alliances.

Approved in the Academic
Council on ...8.5.2015


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TEXT BOOK

1. Strategic Management and Business Policy – Azhar Kazmi

REFERENCE BOOKS :

1. Strategic Management and Business Management - Dr
Arshad Naqvi , Dr. Sandeep Kumar

Approved in the Academic
Council on ..8.5.15


Dean (Academic Affairs)

RELATIONAL DATABASE MANAGEMENT SYSTEM

SEMESTER : IV

Hours/Week : 3

SUB-CODE :

Credit : 3

Objectives

To Provide A Thorough Knowledge of The Back - End Environment and Working Knowledge In Database.

UNIT - I

Introduction To RDBMS - Understanding DDL - Creating Table - Deriving Table From Existing Table - Altering Tables - Dropping Tables - Understanding DML-Using Insert Statements - Using Update Statement - Using Delete Statement.

UNIT - II

Retrieving Data From Database Tables - Using The SELECT Statement - Using WHERE Clause -Using ORDER BY Clause-Using GROUP BY and HAVING Clause -Understanding Integrity Constraints - NULL Constraints - UNIQUE KEY Constraints - PRIMARY KEY Constraints - CHECK Constraints - DEFAULT Constraints.

UNIT - III

Data Types In Oracle - Using Joins and SET Operator In Oracle - Equi and Non-Equi Joins - Cartesian Join - Outer Join - Self Join - Cross Join - Natural Join - Set Operators - Sub Queries - Using Correlated Subqueries.

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UNIT - IV

Functions In Oracle - Arithmetic Functions - Date Functions - Character Functions - General Functions - Decode Functions - Views In Oracle - Understanding E-R Model - Identifying Keys - E-R Diagrams - Normalization.

UNIT - V

PL / SQL Programming: Introduction - The PL / SQL Syntax - Data Types- Block Structure - Cursors - Oracle Triggers - Procedures, Functions and Packages.

TEXT BOOK:

Understanding Oracle

:

Ivan Bayross

REFERENCE BOOK:

Oracle - 7 The Complete Reference

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Council on 8.5.2015


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RELATIONAL DATABASE MANAGEMENT SYSTEM LAB

SEMESTER : IV

Hours/Week : 2

SUB-CODE :

Credit : 1

UNIT - I

1. Apply The Queries In A Table EMP.
2. Drop, Select, Update, Delete Commands.

UNIT - II

3. Create A Table With All-Important Constraints.

UNIT - III

4. String Functions In A Table Student

UNIT - IV

5. String Functions In A Table Student
6. Set Parent - Child Relations Among Two Tables.

UNIT - V

7. Program Using Database Triggers
8. Program Using Conditional Control, Iterative Control and Sequential Controls.
9. Program Exception Handling.

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Council on8...5...2015


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TEXT BOOK:

1. Operations Research – Kanti Swarup, P.K. Gupta, Man Mohan
Sultan Chand Publications
2. Business Mathemetics – J.K. Singh, Himalaya Publishing House

REFERENCE BOOKS:

1. Operations Research – Anand Sharma ,Himalaya Publishing House
2. Business Mathematics – Wilson, Himalaya Publishing House

Approved in the Academic
Council on ..8..5..20..15

Dean (Academic Affairs)

ENTREPRENEURIAL DEVELOPMENT

Semester : IV

Hours/Week : 5

Sub-Code:

Credit : 3

Objectives

To Enable The Students

1. To Know About The Various Qualities and Factors Influencing An Entrepreneur.
2. To Provide Them With An Idea of Technical, Legal, Economic, Cultural and Social Aspects of Entrepreneurship.

UNIT -I

Entrepreneur , Characteristics, Functions , Types , Entrepreneurship- Meaning - Role of Entrepreneurs In Economic Development, Rural Entrepreneurs - Need of Problems - Role of Ngos In Development of Rural Entrepreneurship.

UNIT - II

Women Entrepreneurs-Meaning- Functions- Problems Growth, Supporting Institutions-Entrepreneurship Development Programs - Recent Trends.

UNIT -III

How to Start Business? Product Selection- Form of Ownership Licensing Etc., Projections Identification- Meaning Signification - Contents and Formulation of Project Report- Planning Commission Guidelines.

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UNIT - IV

Specimen of A Project Report - Methods of Project Appraisal, Institutional Support To Entrepreneurship Development NSIC, SIDCO, SSIB, SSICS, SISI, TIIC, TCO.

UNIT - V

Tax Benefits - Need, Tax Holidays - Concessions - TQM For Small Enterprise, Sickness In Small Business -Signals, Symptoms Consequences and Corrective Measures.

TEXT BOOK

1. Entrepreneurial Development - Jayashree Suresh, Morgham Publication.
2. Entrepreneurial Development - L.Rengarajan, Sree Renga Publications, Rajapalayam.
3. Entrepreneurial Development - S S Khanna - SS Chand.

REFERENCE BOOKS

1. Entrepreneurial Development - E Gordon, K Natarajan, Himalaya Publishing House, Mumbai.
2. Entrepreneurial Development - and Management of Small Business- CED

Approved in the Academic
Council on 8.5.2015


Dean (Academic Affairs)

QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH

SEMESTER : IV

Hours/Week : 6

SUB-CODE :

Credit : 4

Objectives:

To Enable The Students To Apply The Basic Principles and Techniques of Mathematics To Solve In The Field of Commerce.

UNIT - I

Matrices and Determinants - Addition-Subtraction - Multiplication - Rank of a matrix - Inverse of a Matrix - Linear Equations.

UNIT - II

Probability - Equality of Events - Intersection of Two Events - Mutually Exclusive Events - Laws of probability - Addition and Multiplication Theorem

UNIT - III

Transportation Problem : North West Corner Method - Least Cost Method- Vogels Approximation Method - Simple Assignment Problem

UNIT - IV

Game and Strategies - Graphic Solution - Saddle point - Dominance Property

UNIT - V

Network Scheduling :- Introduction - Network - Basic components- Rules for Network Construction -PERT- CPM- Simple Problems

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ACCOUNTING FOR MANAGERS

SEMESTER : V

Hours/Week : 5

SUB-CODE : S3ABB4

Credit : 4

Objectives

To Enable The Students

1. To Understand The Concept of Management Accounting.
2. To Understand and Interpret The Changes In Working Capital, Identifying The Causes For These Changes.

UNIT - I

Cost and Management Accounting : Meaning - Objectives - Advantages- Limitations - Management Accounting Vs Cost Accounting

UNIT - II

Cost and Material Control: Cost - Elements - Classification - Methods- Material Control - Stock Level - EOQ - ABC Analysis - Bin Card - Stores Ledger - Material Issues - FIFO - LIFO.

UNIT - III

Marginal Costing - Definition - Merits and Demertis - Break Even Analysis - Simple Problems.

UNIT - IV

Ratio Analysis : Ratios and their Proportions

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UNIT - V

Budgetary Control : Meaning of Budget - Classification of Budget - Zero Base Budgeting - Steps in Budgetary Control - Simple Problems

TEXT BOOK

1. Principles of Management Accounting - S.N.Maheshwari
2. Cost Accounting - Dr. Ramachandran, Dr.Srinivasan

REFERENCE BOOK

1. Management Accounting -I.M. Pandey
2. Cost Accounting - Jain & Narang

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RESEARCH METHODOLOGY

Semester : V

Hours/Week : 5

Sub-Code:

Credit : 4

Objectives

To Enable The Students

1. To Find The Business Problem.
2. To Adapt The Methodological Approach In Finding Conclusions.
3. To Make A Marketing Survey For Understanding The Realizes In Conducting Research.

UNIT -I

Research Methodology- An Introduction - Meaning - Objectives - Types - Significance - Criteria of Good Research.

UNIT -II

Sampling Fundamentals - Sampling Design - Methods of Data Collection- Primary and Secondary Data- Survey and Questionnaire Design.

UNIT - III

Measurement and Scaling Techniques- Processing and Analysis of Data.

UNIT -IV

Correlation and Karl Pearsons and Rank Correlation- Regression Analysis - Time Series-Components -ANOVA - One Way - Two Way Classifications - Simple Problems

UNIT- V

Hypothesis Function - Importance - Chi Square Test - T - Test, F- Test- Applications of F Test - Techniques-Interpretation and Report Writing

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TEXT BOOKS:

1. Research Methodology, Methods and Techniques - Kothari -
C.R. Wifey Eastern Ltd, 1990.

REFERNCE BOOK

1. Research Design Methods - Borsens Kenneth Abbott Bruce. B.TATA
MC., 2006.
2. Statistical Methods - S P Gupta.

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Council on 8.5.2015


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SERVICES MARKETING

Semester : V

Sub-Code :

Hours/Week : 6

Credit : 5

Objectives

UNIT - I

Services Marketing: Meaning -Definition - Characteristics - Types - Classification of Services - Difference between Goods and Services - Need for Services - Obstacles

UNIT - II

Managing Demand and Supply : Forecasting Demand - Managing Capacity Constraints - Capacity Planning - Strategies for Managing Demand

UNIT - III

Service Marketing Mix : Meaning - Elements - Service - Product - Price - Place - Promotion - People - Process and Physical Evidence

UNIT - IV

Service Product : Meaning - Conceptualisation of service concept : Customer Benefit Concept , Service Concept, Service Offer and Service Package, Service Delivery System - Managing Service Offering - Development of New Service- Stages- Life Cycle Concept - Pricing in Services - Steps Involved-Objectives - Factors -Methods - Pricing Strategies

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UNIT - V

Service Promotion - Promotion Mix for Services-Growth of Sales
Promotion- Major Decisions - Sales Promotion Tools - Guidelines For
Effective Sales Presentation - Marketing of Services -Bank Marketing -
Hospital Marketing - Airline Marketing

TEXT BOOK

1. Services Marketing - Vasanthi Venugopal, Raghu V.N,
Himalaya Publishing House

REFERENCE BOOK

1. Services Marketing - S.M. Jha , Himalaya Publishing House
2. Services Marketing - Appaniah Reddy , Himalaya Publishing
House

Approved in the Academic
Council on ...8.5.2015



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INDUSTRIAL PSYCHOLOGY

Semester : IV

Hours/Week :

Sub-Code :

Credit : 3

Objectives

To Enable The Students

To Acquire Knowledge About Psychology of employees

UNIT - I

Nature of Industrial Psychology - Definition - Scope- Role and Functions of Industrial Psychologist.

UNIT - II

Frustration and conflict - Problem of adjustment - Behaviour Deviation of Industrial employees - industrial mental health and hygiene.

UNIT - III

Personality Development - Psychology of individual difference - tools for appraising human behaviour.

UNIT - IV

Motivation and Productivity, Job Satisfaction, Causes and effects of job dissatisfaction - Employee morale.

UNIT -V

Role of reward and punishment, application of rewards and punishments in controlling employees - personal counseling

TEXT BOOK

Industrial Psychology - Robert A. Baron

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REFERENCE BOOKS

1. Industrial Psychology - Dr. Ramachandran
2. Human Resource Management -- L.M.Prasad

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STRESS MANAGEMENT

SEMESTER : V

Hours/Week :

SUB-CODE :

Credit : 3

Objective

To Enable The Students

- 1) To Make The Students Understand How To Manage and Overcome The Stress

UNIT - I

Introduction To Stress: Meaning - Nature - Elements - Causes - Implications

UNIT - II

Stress Process: Stages of Stress-Types of Stress-Functional Vs Dysfunctional Stress

UNIT - III

Managing Stress: Coping With Stress - Individual Approach. Group/ Organizational Approach

UNIT - IV

Stress and Emotions: Emotions - Defined, Classification, Role of Emotions In Stress. Emotional Stability - Factors, Implications.

UNIT - V

Emotional Intelligence- Define, Elements and Developing Emotional Intelligence

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TEXT BOOKS

Organizational Behaviour – Stephen .P. Robbins

REFERENCE BOOKS

Stress Management and Education – Aruna Goel & L. Goel

Approved in the Academic
Council on ... 8. 5. 2015

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CONSUMER BEHAVIOUR

SEMESTER : VI

Hours/Week :

SUB-CODE :

Credit : 3

Objectives:

The Aim of The Subject Is To Expose To Students The Study of How Individuals Make Decisions To Spend Their Available Resources On Consumption of Related Items

UNIT - I: Introduction

Introduction- Diversity of Consumer Behaviour- Definition- Consumer Research- Market Segmentation - The Indian Consumer- Social Responsibilities- Reasons Behind The Rise of Consumerism

UNIT - II: Personal and Psychological Factors In Consumer Behaviour

Perception- Meaning- Process- Consumer Imagery- Learning- Meaning- Elements & Types of Learning Process - Personality- Meaning- Characteristics- Personality Influences On Consumer Behaviour, Attitudes- Meaning- Factors Involved In Attitude Change

UNIT - III: Social Class, Culture & Group Dynamics

Influence of Social Class, Culture & Group Dynamics Definition & Meaning of Social Stratification- Factors Responsible - Characteristic Feature of Social Classes- Social Influence - Culture - Definition & Meaning- Reasons For Formation In Groups - Types - Reference Group- Types- Factors Influencing The References Group.

UNIT - IV: Decision Making & Satisfaction

Decision Making- Meaning - Buying Motives- Schiffman & Kanuk's Model of Consumer Decision Making- Diffusion of Innovation- The Adoption

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Process- Opinion Leadership and Personal Influence Customerisation-
Process- Consumer Satisfaction Through Effective Pricing - Service Market-
Customer Dissatisfaction - Dealing With Customer Complaints.

UNIT - V: Industrial Buyer Behaviour

Industrial/ Organisational Buying Behaviour and Consumerism-
Difference Between Industrial and Consumer Buying- Industrial Market
Segment- Organisational Buying - Meaning and Definition - Characteristics
of Industrial Markets- Buying Decision Involved In Industrial Buying Process-
Factors Influencing Industrial Buying Behaviour- Process- Reseller Market-
Government Market - Industrial Buyer and Marketing.

TEXT BOOK

Consumer Behaviour In Indian Perspective- Suja R. Nair, Himalaya
Publishing House, Mumbai - 1999.

REFERENCE BOOK

Consumer Behaviour- Leon G Shiffman & Leslie Lazer Kanuk. Pearson
Education Publishers, Singapore (2004)

Approved in the Academic
Council on 8.5.2015
Dean (Academic Affairs)

CERTIFICATE COURSE

INDUSTRIAL PSYCHOLOGY - I

Course : III BBA

Credits: 3

Subject Code:

Hours :

TO enable the learners,

To learn industrial psychological knowledge.

To learn need for counseling

Unit – I

Modern Psychology: What it is and it originated- Psychology's Parents: Philosophy and Psychology _ What Psychology should study: Structuralism, Functionalism, Behaviorism and the challenge of Behaviorism.

Unit – II

Industrial Psychology– Meaning – Definition – Objectives – Scope – Uses – Principles.

Unit – III

Overview of Industrial Psychology – Its Premises – Development – Changes – The MODUS OPERANDI OF INDUSTRIAL PSYCHOLOGY.

Unit – IV

The Two faces of Industrial Psychological – as a Science – as a Profession – Factors Associated with difference in behavior – Individual Variables in job – Related Behavior – Situational Variables in Job Related Behavior.

Unit – V

Behavioral Research – Types of Variables used in Behavioral Research – Types of Measurement of Variables – Basic Research Strategies.

Book for study:

1. Psychology – Robert A. Baron
2. Industrial Psychology – Thomas W. Harvell
3. Industrial Psychology – Ernest. Mc Cormick and Daniel R. Ligen Prentice Hall of India Pvt Ltd, New Delhi 110 001.

Approved in the Academic
Council on 8.5.2015

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CERTIFICATE COURSE
INDUSTRIAL PSYCHOLOGY-II

Course : III BBA

Credits: 3

Subject Code:

Hours : 3

TO enable the learners,

To learn industrial psychological knowledge.

To learn need for counseling

Unit – I

Individual difference and their evaluation – Introductions – Personality – Individual differences in Various Traits.

Unit – II

Evaluation of Employees – Purpose – Criterion – Merit Rating by class of employee and size of Company.

Unit – III

The Job and Work Environment - Human Factors in Job Design - Enlargement – Job Evaluation – Working Conditions – Accidents and Safety.

Unit - IV

Personnel Counseling – Objectives – Line Management – Extent of Counseling – Forms of Counseling – Steps in the Counseling process – Techniques.

Unit – V

Psychological aspects of labours relations – Introduction – Group Dynamics – Union Management Relations.

Book for study:

1. Industrial Psychology – Thomas W. Harvell
2. Industrial Psychology – Ernset. Mc Cormick and Daniel R.Llgen Prentice Hall of India pvt ltd, New Delhi 110 001.

Approved in the Academic
Council on 8.5.2016
Dr. [Signature]
Dean, Academic Affairs

INTRODUCTION TO VISUAL BASIC PROGRAMMING

Semester : V

Hours/Week : 3

Sub-Code:

Credit : 2

Objectives

To Provide Thorough Knowledge of The Front End Environment and Working Knowledge In Visual Basic To Develop User Environmental Packages.

UNIT - I

Starting A New Project - The Properties Window - Common Form Properties - Scale Properties - Color Properties - Making A Form Responsive - Printing A Visual Representation of A Form - Typos - Creating Standalone Windows Programs - The Tool Box - Creating Controls - The Name (Control Name) Property - Properties of Command Buttons - Simple Event Procedures For Command Button - Access Keys - Image Control -Text Box - Labels - Navigating Between Controls - Message Box - The Grid.

UNIT - II

Statements In Visual Basic - Variables - Setting Properties With Code - Data Types - Working With Variables - More On Numbers - Constants - Input Box - The Format Function - Picture Box - Rich Text Box - Determinate Loops - Indeterminate Loop - Making Decisions - Select Case - Nested If - Then The GOTO - String Function - Numeric Function - Date and Time Functions.

UNIT - III

List One Dimensional Array - Arrays With More Than One Dimension - New Array-Based String - Record (User-Defined Types).

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UNIT - IV

The With Statement - Enums - Control Arrays - List and Combo Box -
The Flex Grid Control - Code Modules - Data Control.

UNIT - V

Creating A Report With A Database - Modifying - Report Title -
Header and Footer - Grid and Rules - Executing The Reports

TEXT BOOK :

Visual Basic 6.0 From The Ground Up - Gary Cornell

Approved in the Academic
Council on 8.5. 2015


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INTRODUCTION TO VISUAL BASIC PROGRAMMING LAB

Semester : V

Hours/Week : 2

Sub-Code:

Credit : 1

UNIT - I

1. Program using Label box , Text box, Command and Combo box

UNIT - II

2. Programs using Timer Control, Horizontal and Vertical Scroll Bars
3. Apply "Finding Text" Concept by using RTF
4. Programs using Date and Time Functions

UNIT - III

5. Animation
6. Design Arithmetic Calculator

UNIT - IV

7. Apply Windows Explorer Concept In Visual Basic
8. Add A Record In Data Base Using Data Control
9. Display Records From Database Using OCX File "MS Flex Grid".

UNIT - V

10. Creating and Scccessing a Database without Using Data Control

Approved In the Academic
Council on 8th Sept. 2015


Dean (Academic Affairs)

PRODUCTION MANAGEMENT

Semester : V

Hours/Week : 4

Sub-Code:

Credit : 4

Objectives

To Enable The Students

1. To Understand The Basic Concepts of Production Management.
2. To Identify The Situations Under Which The Different Flow of Production Is Justified.

UNIT -I

Production Management - Definition - Scope - Importance - Basic Manufacturing Process.

UNIT -II

Plant Location - Factor Affecting Plant Location - Multi Plant Location Decision. Plant Layout - Principles, Methods of Layout - Types of Layout - Product, Process and Combination Layout.

UNIT - III

Maintenance Management - Objectives - Advantages - Types - Economic Aspects of Maintenance

UNIT -IV

Production Systems - Continuous - Intermittent - Mass Flow Production - Batch and Job Order Production.

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UNIT- V

Production Planning and Control - Objectives and Functions - Steps - Techniques - Work Study - Method Study - Time Study and Work Measurement.

TEXT BOOKS:

Production Management - P. Saravanvel , P.Sumathi , Margam Publications

REFERNCE BOOK

1. Production Management - Elwood Buffa, John- Wiley & Sons, New Delhi.
2. Production Management - Dr. P.C.Sekar, Mr.P.Ponraj, Enpee Publications, Madurai.
3. Production Management - Goel, Pragati Prakashan.
- 4 Production Management - Aswathappa.

Approved in the Academic
Council on 5.2015


Dean (Academic Affairs)

HUMAN RESOURCE MANAGEMENT

Semester : VI

Hours/Week : 6

Sub-Code:

Credit : 5

Objectives:

To Enable The Students To Learn The Essential Features of Human Resource Management and Also The Need To Motivate Personnel

UNIT - I:

Meaning - Nature and Scope - Evolution -Objectives - Importance - Functions - Limitations - Qualities of HR Manager - Role and Responsibilities.

UNIT - II:

HR Planning - Objectives - Functions -Process - Job Analysis - Benefits and Methods - Components - Job Design - Selection and Recruitment - Selection Process - Testing - Interview- Process - Sources - Methods of Recruitment.

UNIT - III:

Training and Development - Objectives - Designing A Training Programme - Methods - Process - Career Planning - Job Satisfaction- Job Evaluation

UNIT - IV:

Performance Appraisal- Meaning-Objectives-Limitations-Techniques. Promotion Demotion Policies.

Approved in the Academic
Council on ...8.5.2015

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UNIT - V:

Human Relations - Approaches - Interpersonal Relationship - Employee Welfare - Employee Relations - Collective Bargaining - Grievance Handling - Emerging Issues In Employee Relations.

TEXT BOOK

Human Resource Management : C.B.Gupta

REFERENCE BOOK

1. Personnel Management & Industrial Relations: P.X. Tirupathi, Tata Mcgraw Hill.
2. Personnel and Human Respurse Management : A.M.Sharm, Himalaya Publishing House
3. Personnel Management and Human Resources : C.S. Venkata Ratnam
Annk.Srivatsa,Tata Mc Graw
Hill.
4. Human Resource Management :L.M.Prasad, Sultan Chand&Sons, New Delhi

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Dean (Academic Affairs)

INTERNATIONAL MARKETING

Semester : VI

Hours/Week : 6

Sub-Code:

Credit : 4

Objectives

To Enable The Students To

1. To Know The Concept of International Marketing
2. To Provide Knowledge About Institutional Infrastructure For Promoting International Trade.
3. Enlightens The Strategies and Trends In International Marketing.

UNIT - I

International Marketing: Nature, Scope and Features - Barriers To International Marketing - Export and Import Policy of India - Objectives.

UNIT - II

Export and Import Procedures - Preparing For Obtaining Export Documents—Marine Insurance- Import Trade Control Import License - Import Procedure , Trade Barriers-Marine Insurance-Role of Clearing and Forwarding Agents.

UNIT - III

Institutions Promoting International Trade - State Trading Corporation of India, ECGC- EEC.

UNIT - IV

Export Financing - EXIM Banking, IMF - IBRD - Credits Provided By Commercial Banks.

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UNIT V

Pre-Import Procedure-Legal Dimensions of Import Procedure-Preliminaries
For Imports-Import Documentation.

TEXT BOOK

Expert Marketing - B S Rathor, 1999, Himalaya Publishing House, Bombay.

REFERENCE BOOK

1. Finance of Foreign Trade and Foreign Exchange - B K Chandhary,
1998, Himalaya Publishing House, New Delhi.
2. Money Banking, International Trade and Public Finance - D M Mithani, 1998, Himalaya Publishing House, New Delhi.
3. International Marketing - Varshney Battarcharya - Sultan Chand
and Sons , New Delhi,
4. International Business - Text and Cases - Franceis Cheunilam,
Third Edition.
5. International Marketing- Rakesh Mohan Joshi, Oxford
University
Press 2005.

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PROJECT

Semester : VI

Hours/Week : 5

Sub-Code:

Credit : 5

1. Each Student Should Undergo 2 Weeks Institutional Training During The Summer Vacation. Attendance Certificate From The Organization Should Be Submitted To The Department On The First Week of Working Day of The Fifth Semester.

2. Prior Sanction Must Be Obtained From The Department Regarding The Approval of Organizations Selected For Training.

3. The Work Load For Correction and Presentation of The Training Report Is 5 Hours/ Week. The Activities To Be Undertaken Include Report Submission, Verification and Correction By The Staff and Report Presentation By The Students In The Class.

4. The Training Program Is Evaluated For A Total of 100 marks.

A) Internal Marks -20 - Evaluated By Faculty Guide

B) Viva - Voce Marks -80 - Evaluated By A Panel Consisting of Student Guide,

Head of The Department and External Examination.

The Total Marks Put Together, Required For A Pass In 40 Marks

5. The Training Report Must Contain:

Attendance Certificate, Introduction, Company Profile, Organization Structure, Data From Functional Areas Viz Production, Marketing Human Resource and Finance, Students Observation of Problems and Suggestions

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6. The Student Has To Submit Two Copies of Report, Is Not Less Than 50 Type Written Page.

7. The Training Report Must Be Submitted To The Department By 15th March and Internal Marks Would Be Submitted On The Instructions of The Controller Examination.

8. If The Students Fail To Submit In Time, They Will Be Permitted To Resubmit The Same, On A Request By The Student and Permission By The Principal.

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FINANCIAL MANAGEMENT

Semester : VI

Hours/Week : 5

Sub-Code:

Credit : 4

Objectives:

To Enable The Students

1. To Learn The Principles of Financial Management
2. To Apply The Financial Management Principles In Real Situation
3. To Make Sound Financial Decision In Business

UNIT - I

Financial Management - Definition - Nature- Objectives of The Firm.
Finance Manager - Functions of Finance Manager - Organization of Finance Function. Financial Decisions.

UNIT - II

Source of Capital - Long Term, Intermediate Term and Short Term-
Capital Structure - Determinates -- Optimum Capital Structure- Cost of
Capital - Cost of Debt, Equity, Retained Earnings and Weighted Average
Cost of Capital

UNIT - III

Working Capital Management - Meaning, Types and Determinants of
Working Capital, -Inventory Management-Cash Management, Management
of Receivables - Nature, Goals and Cost of Maintaining Receivables.

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UNIT - IV

Capital Budgeting -Evaluation Methods - Payback Period, Accounting Rate of Return, Net Present Value and Internal Rate Return.

UNIT - V

Dividend Decision - Factors Affecting Dividend Decision - Alternative Forms of Dividends - Theories of Dividend - Walter, MM and Gordon and Determinants of Dividend Decision.

TEXT BOOK:

Financial Management - Sharma Gupta, Kalyani Publishers, New Delhi.

REFERENCE BOOK

1. Financial Management - I M Pandey, Vikas Publishing House Pvt Ltd.
Financial Management - S N Maheswari, Sultan Chand and Sons

Approved in the Academic
Council on 8.1.5.2015


Dean (Academic Affairs)

MULTIMEDIA TECHNOLOGIES

Semester : VI

Hours/Week : 4

Sub-Code:

Credit : 2

UNIT- I

Introduction: What Is Multimedia? - Multimedia Market - Content and Copyright - Resources For Multimedia Developers -Hardware, Operating Systems, Software: Computer Architecture - Operating Systems and Software - Multimedia Computer Architecture.

UNIT - II

Text: Elements of Text - Text Data Files - Using Text In Multimedia Applications - Hypertext - Graphics: Elements of Graphics - Images and Color - Graphics File and Application Formats - Obtaining Images For Multimedia Use - Using Graphics In Multimedia Applications

UNIT - III

Digital Audio: Characteristics of Sound and Digital Audio - Digital Audio Systems - MIDI - Audio File Format - Using Audio In Multimedia Applications - Digital Video and Animation: Background On Video - Characteristics of Digital Video - Digital Video Data Sizing - Video Capture and Playback System - Computer Animation - Using Digital Video In Multimedia Applications.

UNIT - IV

Product Design: Building Blocks - Classes of Products - Content Organizational Strategies - Storyboarding - Authoring Tools: Categories of Authoring Tools - Selecting The Right Authoring Paradigm.

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UNIT - V

Multimedia and The Internet: The Internet - HTML and Web Authoring - Multimedia Considerations For The Internet - Design Considerations For Web Pages.

TEXT BOOK:

Multimedia Technology and Application - David Hillman, Galgotia Publications Pvt. Ltd

REFERENCE BOOK:

"Multimedia Making It Work ", Tay Vaughan, Osborne, Mc Graw Hill

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MULTIMEDIA LAB

Semester : VI

Hours/Week : 2

Sub-Code:

Credit : 2

UNIT- I

1. Create A Text Button and Change The Text
2. Create A Ball and Make It To Explode

UNIT -II

3. Create A Simple Movie Clip Action
4. Make A Text To Rotate In Clockwise and Anticlockwise Direction
5. Create A Play Action Movie
6. Create A Sample Image
7. Editing Existing Image
8. Add and Edit Channel Style
9. Stitch and Edit Two Image Into A Single Image

UNIT - III

10. Use Selection, Lasso Tool and Clone Stamp
11. Set Fire Effect On The Text
12. Apply Liquify Option On All The Style of The Image

UNIT - IV

13. Apply Inner Shadow, Bevel and Emboss, Stroke Effect To The Effect
14. Use Burn, Dodge, Sponge Tool To The Image
15. Use Magnetic Tool and Feather To Modify The Image

Approved in the Academic
Council on 08.15.2015

Dean (Academic Affairs)

NON MAJOR ELECTIVES

ELEMENTS OF MANAGEMENT

Semester : III

Hours/Week : 2

Sub-Code :

Credit : 3

Objectives:

To Enable The Students

1. To Develop Familiarity With Various Leadership Style.
2. To Understand The Concept of Authority, Responsibility and Accountability.
3. To Acquire Themselves With The Latest Development In The Field of Management.

UNIT - I

Management-Meaning Definition-Importance-Nature-Levels and Functions.
Management-Science/ Art Profession.

UNIT - II

Planning-Importance-Steps and Types. MBO. Forecasting-Importance, Methods and Limitations.

UNIT - III

Decision Making-Process-Types of Decisions. Organization-Forms of Organizations.

UNIT - IV

Direction and Supervision-Meaning and Importance Techniques.

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UNIT - V


Controlling-Definition-Process. Contribution of F.W.Taylor and Henry Fayol, Elton Mayo.

TEXT BOOK:

Principles of Management : L.M.Prasad.

REFERENCE BOOK:

Principles of Management : Harold Keentz.

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PERSONALITY DEVELOPMENT

SEMESTER : IV

Hours/Week : 2

SUB-CODE :

Credit : 3

Objectives

To Enable The Students

1. To Understand The Human Behaviour.
2. To Understand The Factors Influencing The Behaviour Modification of An Individual.
3. To Acquaint Them With The Various Concepts of Behavioural Process.

UNIT - I Individual Behaviour

Understanding Human Behaviour - Factors Influencing Individual Behaviour, Model of Man.

UNIT - II Learning and Behaviour Modification

Definition - Nature, Theories of Learning - Shaping Behaviour, Reinforcement and Its Kinds - Use of Reinforcement.

UNIT - III Perception

Definition, Nature, Importance, Process, Factor Influencing The Perceptual Set Perceptual Selection, Organizing, Distortion, Relevance of Perception.

UNIT - IV Attitude

Meaning and Definition, Nature, Components, Attitudes In Relation To Opinion, Sources - Types - Functions - Measurement of Attitude - Barriers.

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UNIT - V Personality

Introduction, Definition, Personality Dimension, Determinations of Personality, Types of Personality. Theories of Personality.

TEXT BOOKS

1. Organizational Behaviour – Shashi. K. Gupta. Kalyani Publishers Ludhiana, New Delhi.
2. Personality Development – Matchakalai, L. Saraswathi. Annai Publications, Madurai.

REFERENCE BOOK

1. Individual Development – Dr. P.C. Sekar. Enpee Publication, Madurai.
2. You Can Win – Shiva Khera, Macmillan India Ltd, New Delhi, Ed.2002.

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SELF STUDY PAPERS

HOSPITAL MANAGEMENT

SEMESTER : III

Hours/Week :

SUB-CODE :

Credit : 3

Objective

To Enable The Students

- 1) To Understand The Peculiarities In Hospital Administration
- 2) To Specify The Importance of Procedural Simplification In Hospitals

UNIT - I

Health Sceneries In India - Modern Health System - Management In Service Organizations - Special Focus On Management In Health Sector.

UNIT - II

Organizational Structure In Hospitals Government Health System and Healthcare Organization In The Voluntary Sector. Role of Hospital Administrator - Medical Staff Organization - Nursing Staff Organization. Health Care Marketing.

UNIT - III

Principles and Concepts of Marketing - Product / Service. Pricing, Promotion, Distribution - Marketing Problems In Health Care - Medical Ethics.

UNIT - IV

Organizing and Analyzing Marketing Opportunities - Patient Behavior, Segmentation and Targeting.

UNIT - V

Public Relations. Health Insurance - Social Marketing - Assessing

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Community Needs. Determining The Barriers. Organizing Out - Reach Programmes.

TEXT BOOK:

Hospital Management - S. M. Jha, Himalaya Publication,
New Delhi.

REFERENCE BOOK:

1. S. Srinivasan (Ed) . Management Process In Health Care (Voluntary Health Association of India , New Delhi)
2. C.M. Francis, Hospital Administration (Jaypee Brothers Medical Publisher Pvt. Ltd. New Delhi)
3. Elane La Monica and Philip Morgan. Management In Health Care - A Theoretical and Experimental Approach (Lacmillan London)
4. S.L Goel and R. Kumar, Hospital Administration and Management (Deeo and Deep, New Delhi) 3 Volumes
5. S.L. Goel, Health Care Administration: A Text Book (Sterling New Delhi)
6. Alan J. Goldberg and Robert A. Denoble, Hospital Departmental Profiles" (Americal Hospital Association)

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Council on ...8.5.2015


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