

**MADRAS CHRISTIAN COLLEGE
(AUTONOMOUS)
Department of Commerce (Shift – II)**



**Master of Commerce
(Computer Oriented Business Applications)**

**2020 – 21
Onwards**

M.COM (COMPUTER ORIENTED BUSINESS APPLICATION)

PROGRAM OUTCOME

PO –1: Stimulating environment to the academic growth of the students and provide them with thorough understanding of the range of subjects such as Accounting, Finance and Computer Applications.

PO –2: Provides Exposure to learn in the latest trends in relevant branches of knowledge, Competence and Creativity to face Global Challenges which inculcates a sense of civic responsibility, social commitment and moral accountability among students.

PROGRAM SPECIFIC OUTCOME (PSO)

PSO – 1: Students will be able to demonstrate progressive learning of various disciplines of Commerce, Business, Accounting, Economics, Finance, Auditing and Marketing.

PSO – 2: Students will acquire the skills like effective communication, decision making, problem solving in day today business affairs.

PSO – 3: Students will understand required mathematical, analytical and statistical tools of financial and accounting analysis.

PSO – 4: Students will process information by effective use of information technology tools.

PSO – 5: Prepare students for prominent career in Industry and further academic study.

Department of Commerce (SFS)
MADRAS CHRISTIAN COLLEGE (Autonomous)
MASTER OF COMMERCE (Computer Oriented Business Applications)

SEMESTER I	Subjects	No. of Hours	No. of Credits	CA Max. Marks	ESE Max. Marks	
Major 1	Computerized Financial Accounting	6	5	50	50	P
Major 2	Advanced Accounting	6	5	50	50	T
Major 3	Advanced Statistics	6	4	50	50	T
Major 4	Advanced Excel & MS Access	6	4	50	50	P
Elective	Elective 1	6	5	50	50	T
II						
Major 5	Accounting for Decision Making	6	5	50	50	T
Major 6	Enterprise Resource Planning	5	4	50	50	T
Major 7	Visual Basic	5	4	50	50	P
Major 8	Income Tax Law & Practice	6	4	50	50	T
Elective	Elective 2	6	5	50	50	P
	Soft Skills	2				
III						
Major 9	Research Methodology and Data Analysis using Software Package	6	5	50	50	P
Major 10	Financial Management	5	4	50	50	T
Major 11	E-Commerce	5	4	50	50	T
Major 12	Security Analysis & Portfolio Management	6	4	50	50	T
Elective	Elective – 3	6	5	50	50	P
	Soft Skills	2	8			
IV						
Major 13	Insurance & Risk Management	6	4	50	50	T
Major 14	Banking & Financial Services	6	4	50	50	T
Major 15	Project	6	5	50	50	P
Major 16	Internship	6	5			P
Elective	Elective – 4	6	3	50	50	P
	Summer Internship		2			P
	Total		100			

List of Elective Papers:

i.	RDBMS	Theory
ii.	OOPS & C++	Practical
iii.	JAVA	Practical
iv.	Web Scripting Languages	Practical
v.	Legal Aspects of Business	Theory
vi.	Organizational Behaviour	Theory
vii.	Managerial Economics	Theory
viii.	Entrepreneurial Development	Theory
ix.	Computerised Auditing	Theory
x.	Human Resource Management	Theory
xi.	Management Information System	Theory
xii.	Marketing Management	Theory

2. Internship:

Internship is an integral part of the Post – Graduate programme. It is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. Two months internship shall be in banking, financial institutions, insurance, service sector or any other industrial enterprise or consulting organization involving the use of computers. The candidate should submit a report at the end of the study. The Head of the Department shall issue a certificate to the effect that the student has satisfactorily undergone the internship for the prescribed period. 5 credits will be awarded on successful completion.

3. Project Work:

Project work which is compulsory carries 100 marks. A student should select a topic for the project work in the third semester itself and submit a project report at the end of the fourth semester. Viva voce would be conducted for the project work. The guide and an external examiner shall evaluate the project report and conduct the viva. The project work shall be related to computer applications in business. 5 credits will be awarded on successful completion.

COMPUTERIZED FINANCIAL ACCOUNTING

Semester : I
Core : I

Total Hours : 90
Credit : 5

COURSE OBJECTIVES:

- Help students to work with well-known accounting software.
- Students will learn to create company, enter accounting vouchers, do reconciliation and arrive at financial statements using Tally Software.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- **CO – 1:** Students will be well versed to report financial information electronically
- **CO – 2:** Gained knowledge on the appropriate use of the software
- **CO – 3:** In depth knowledge on stock details and their maintenance imparted to students.

Unit – I Manual accounting: Introduction to Financial Accounting – Meaning – Accounting Concepts and Conventions – Single Entry System – Double Entry System – Manual Book Keeping Vs Computerized Accounting.

Unit – II Computerized Accounting: Ledgers – Vouchers – Sales Voucher – Payment Vouchers – Receipt Voucher – Journal Voucher – Contra Voucher. Final Accounts: Trial balance – Profit and Loss A/c – Balance Sheet.

Unit – III Account Books: Cash / Bank Book – Sales Register – Purchase Register – Statement of Accounts – Bank Reconciliation Statement.

Unit – IV Inventory Maintenance – Receipt note – Rejection in – Rejection out – Stock Journal – Physical Stock – Purchase Order – Sales Order – Invoice.

UNIT: V - Payroll: Enabling payroll – creating pay heads –employee groups employee head – salary details – configuration of salary details – creating units of work – managing and creating attendance /– F 12 payroll configuration – payroll vouchers – creating payroll voucher types - displaying, altering and deleting payroll documents – payroll reports.

Books for Reference:

1. Computerized Accounting System Using Tally, .ERP 9 Paperback - Manoj Bansal, Ajay Sharma, 2018.
2. Tally ERP 9 Training guide - 4th revised & updated edition, ashok k. Nadhani, 2018
3. Namarata Agrawal, Financial Accounting on Computers using Tally, 2019.
4. Namarata Agrawal, Financial Accounting on Computers using Tally
5. Computerised Accounting System - Manoj Bansal and Ajay Sharma, Sahitya Bhawan Publications

6. Computerised Accounting Using Tally.ERP 9 Paperback – 2015- Tally Education Private Limited
7. Mastering Tally ERP 9, Asok K. Nadhani, BPB Publication.
8. Tally ERP 9 Training Guide, Kitabmahal.

E-Resources:

<https://tallytraining.in/>

www.udemy.com

www.izito.co.in/

ADVANCED ACCOUNTING

Semester : I
Core : II

Total Hours : 90
Credit : 5

COURSE OBJECTIVE:

- To make students aware about various issues of company accounts.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- **CO – 1:** Understand the concept of Amalgamation under Merger and Purchase methods and apply basic knowledge on these models.
- **CO – 2:** Demonstrate the practical knowledge on Banking Company Accounts and Insurance Company accounts
- **CO – 3:** Approach systematically the problems in Internal Reconstruction
- **CO – 4:** Understand the concept of modes of winding up and role of a Liquidator and prepare Liquidator's Final Statement of Account.

UNIT I

Company accounts- Financial statements: Preparation of financial statements- Statutory and Accounting standard requirements- Balance sheet and Profit and Loss account- Adjustments-Deferred taxes, Taxable income and accounting income, Deferred tax assets and liabilities, Divisible profits and Dividends and Issue of Bonus debentures.

UNIT II

Amalgamation – Absorption- External Reconstruction – Internal Reconstruction

UNIT III

Liquidation of Companies- Modes of winding up-Statement of affairs- Liquidator's final statement of account (Theory and Problems)

Corporate financial reporting- Requirements and forms (Theory only)

UNIT IV

Consolidated financial statements- Consolidation procedure as per Accounting standards- Disclosure requirements as per AS21- - Adjustments: Elimination of Intra- group transactions- Contingent liabilities- Unrealised profits- Revaluation of assets and liabilities- Double entry- Bonus shares- Dividends- Sale of shares- Change in parent company equities.

UNIT V

Value added statements- Format & Contents (Theory only). Segment Reporting- Issues, Primary & Secondary segments, Format-Technical aspects of segment reporting (Problems)

BOOKS RECOMMENDED

1. Gupta and Radhaswamy, Corporate accounting – Sultan chand& sons - 1972
2. Shukla and Grewal, Advanced Accounting - Vikas Publishing house - 1996
3. Jain and Narang, Corporate Accounting, Kalayani publishers - 1997
4. Chakraborti D K, Development of Corporate Accounting in India, Venus Pub House, 1994.
5. S.N.Maheswari – Advanced Accountancy, Sultan Chand & Son

Note: 80% problem and 20% theory.

ADVANCED STATISTICS

Semester : I
Core : III

Total Hours : 75
Credit : 4

COURSE OBJECTIVES:

- To calculate and apply measures of location and dispersion.
- Perform Test of Hypothesis.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- **CO – 1:** Demonstrate the ability to apply fundamental concepts in exploratory data analysis.
- **CO –2:** Understand the concept of sampling distribution of a statistics and in particular describe the behaviour of sample mean.
- **CO – 3:** Apply inferential methods.
- **CO – 4:** Demonstrate an appreciation of ANOVA.
- **CO – 5:** Interpret and analyse data.

UNIT I

Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III

Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index.

UNIT IV

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way – Design of experiments.

UNIT V

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

Note: 80% problem and 20% theory.

BOOKS RECOMMENDED

1. Business Statistics : Gupta S P & Gupta M P, S Chand & Co.
2. Business Statistics : R S Bhardwaj , Excel Books

3. Fundamentals Of Mathematical Statistics : S C Gupta & V K Kapoor, Sultan Chand & Sons.
4. Fundamentals Of Applied Statistics : S C Gupta & V K Kapoor, Sultan Chand & Sons.
5. Statistical Methods In Managerial Decision :Mustafi , Mcmillan
6. Basic Statistics : B L Agarwal, New Age International Publishers

Semester: I
SEMESTER - I
Core : IV

ADVANCED EXCEL AND MS ACCESS

Total Hours: 75
Credits : 4

COURSE OBJECTIVES:

- To learn the advanced formulae to be used in EXCEL.
- To explore the magic of analysing data using EXCEL.
- To learn to get report using EXCEL.

UNIT I

Overview of excel:- what is excel used for- naming parts of the excel window- defining excel vocabulary – moving around in excel- naming cells, entering data and selecting cells – resizing columns and rows to fit data-formatting cells-auto format number – alignment – font – border – pattern – formatting columns or rows at a time.

UNIT II

Auto fill data series:- cut, copy, paste, insert – menu bar – toolbar – right clicking – fill handle – inserting, deleting, and moving, rows, columns, sheets – printing, print preview, printing a selected part, page set up – margins – header/footer – print titles(printing and viewing) – scaling. Calculations:- mathematical symbols, autosum, formula bar(NPV,IRR), editing formula – using preset function – order of operation – combination words from different cells into one cell.

UNIT III

Charting:- charting wizard – selecting objects in a chart – customizing a chart – resizing a chart – printing a chart on a whole page – create column, line, pie, and combination charts – change a chart type and sub type – edit chart text – change legend position.

UNIT IV

Introduction to database:- starting access and opening a database understanding the access program screen – form:- copying, and pasting data, closing a database and exiting – creating and working with a database – planning a database – creating a database using database wizard – creating a blank database – creating a table using the table wizard – modifying a table and understanding data types – creating a new table from scratch – creating a query in design view – modifying a query, sorting a query using multiple fields – developing AND and OR operators.

UNIT V

Working with tables and fields – understanding field properties – indexing a field adding a primary key to a table – inserting – deleting and reordering fields – changing a field's data type – using field description, adding a caption – changing the field size, formatting number, currency, and date / time field by hand – formatting text field, setting a default value – requiring data Entry-Validating data.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- CO – 1:** Apply advanced formulae to lay data in readiness for analysis.
CO – 2: Use advanced techniques for report visualisation.

CO – 3: Leverage on various methodologies of summarising data.

BOOKS RECOMMENDED

1. Ruth Maran, Teach yourself visually excel. Publisher-John Willy &sons Edition:I
Illustrated edition
2. Curtis Frye, Microsoft Excel plain and simple Publisher :Microsoft Press
3. Kate Shoup , Microsoft Office 2010 simplified Publisher: Visual Edition :1
4. Steve Lambert, M. Dow Lambert: Microsoft office Access 2007 Step by step
Publisher :Microsoft Press, Edition 1
5. Roger Jennings Microsoft Access 2010 in Depth Publisher: Que ; I edition

ACCOUNTING FOR DECISION MAKING

Semester	: II	Total Hours	: 90
Core	: V	Credit	: 5

COURSE OBJECTIVES:

- To understand concepts of Managerial Accounting.
- To learn how to apply practically the accounting art for Managerial Decision Making.
- To develop the skills to analyse the Financial Statements.

UNIT I

Management Accounting- Definition, Nature and Scope-Functions- Role of Management Accountant- Tools of Financial Analysis and Planning- Ratio, Fund Flow and Cash Flow Analysis.

UNIT II

Cost Concept- Absorption vs Variable costing- Cost center- Profit center-Marginal Costing- Break – even and CVP Analysis and Decision Making- Application of Marginal costing in Managerial Decision Making- Advanced Problems.

UNIT III

Activity based costing (ABC) – Introduction-Concept of ABC- Approaches to ABC- Allocation of overheads under ABC- Characteristics of ABC- Implementation of ABC system, ABC supports to corporate strategy, Pricing Decision- Black flush costing- Life Cycle Costing.

UNIT IV

Standard Costing- Setting Standards- Variance analysis and reporting- Material, Labour, Overhead, Sales and Profit Variances- Reporting and Investigation of Variances.

UNIT V

Budget and Budgetary Control- Forecasting vs Budget- Preparation of Functional Budget- Types of budgets- Zero Base Budgeting- Programme Budgeting and Performance Budgeting.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- CO – 1:** The students will be able to gain a better perspective of financial reports.
CO – 2: Use appropriate techniques to study and interpret financial data.

BOOKS RECOMMENDED:

1. S.N. Maheswari, Management Accounting, Sultan Chand and Sons
2. Khan & Jain, Management Accounting, Tata McGraw Hill
3. N.P. Sreenivasan, , Management Accounting, StosiusInc/Advent Books Division, 1986
4. Man Mohan & S N Goyal, ,Principles of Management Accounting, Wheeler Publisher
5. Saxena&Vashist, , Advanced Cost and Management Accounting, Sultan Chand & Sons, 2000

Note: 80% problem and 20% theory.

ENTERPRISE RESOURCE PLANNING

Semester : II

Total Hours : 90

Core : VI

Credit : 4

COURSE OBJECTIVES:

- To comprehend the technical aspects of ERP.
- To understand the Steps and activities in the ERP life cycle.
- To understand concepts of reengineering and how they relate to ERP.

UNIT – I

Introduction: Introduction to ERP – The Enterprise – Benefits of ERP – ERP and Related Technologies – BPR – Data Warehousing – Data Mining – OLAP – Supply Chain Management.

UNIT – II

ERP Implementation: ERP Implementation lifecycle – Implementation Methodology – Not all package are created equal – Package Selection – ERP Implementation – The Hidden Costs – Organizing the Implementation – Vendors – consultants and users – Contracts with Vendors – consultants and employees – Project Management & Monitoring – After ERP implementation.

UNIT – III

The Business Modules: Business Modules of an ERP Package – Finance – Manufacturing – Human Resources – Plant Maintenance – Materials Management – Quality Management – Sales & Distribution.

UNIT – IV

The ERP Market: ERP Marketplace – SAP AG – PeopleSoft – Baan Company – J – D – Edwards – Oracle Corporation – QAD – SSA.

UNIT V

ERP – Present and Future: Turbo charge the ERP system – Enterprise Integration Applications (EIA) – ERP and E-commerce – ERP and Internet – Future Directions in ERP.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Analyse the strategic options for ERP identification and adoption.

CO – 2: Design the ERP identification and adoption.

CO – 3: Create reengineered processes for successful ERP implementation.

BOOKS FOR REFERENCE:

1. Alexis Leon, ERP Demystified, Tata McGraw Hill, 2000
2. Clewett, Network Resource Planning for SAP R\3, BAANIV & People Soft, Tata McGraw Hill
3. Ghosh, SAP Project Management, Tata McGraw Hill
4. Hernandez, The SAP R\3 Hand Book, Tata McGraw Hill
5. Hester, J.D Edwards Oneworld: A Developer's Guide writing 003 SAP ABAP\4 Programs, Tata McGraw Hill
6. Hoffman, Writing 003 SAP ABAP/4 Programs, Tata McGraw Hill
7. Miller, Peoplesoft Integration Tools, Tata McGraw Hill
8. Williams, Implementing SAP R\3 Sales & Distribution, Tata McGraw Hill
9. Alexis Leon, Enterprise Resource Planning, Tata McGraw Hill

VISUAL BASIC

Semester : II

Total Hours : 75

Core : VII

Credit : 4

COURSE OBJECTIVE:

- To introduce and apply the concept of program development using a contemporary programming language.

UNIT – I

Introduction to Visual Basic – GUI – Integrated Development Environment – Introduction to Forms, Common Properties, Methods and Events – Introduction to Visual Basic Programming – Variables, Constants and Operators.

UNIT – II

Intrinsic Controls: Pointer, Label, Frame, Command button, Option button, Check box, Combo box, HScroll bar, Timer, Dir List box, Shape, Image, Picture box, Text box, List box, VScroll bar, Drive list box, File list box, Line controls -OLE Adding new controls to the form.

UNIT – III

Control structures: If/Then, If/Then/Else, Select case – Looping structure: Do.. While, Do.. Until, For.. Next. Arrays - Multidimensional array –control arrays – Sub procedures and function procedures – Strings, Dates and Times.

UNIT – IV

Menus, Sub-Procedures and Sub-functions: Defining / Creating and Modifying a Menu, Using common dialog box, Creating a new sub-procedure, Passing Variables to Procedures, Passing Argument ByVal ByRef, Writing a Function Procedure, Multiple Forms, Creating , adding, removing Forms in project, Hide, Show Method, Load, Unload Statement, Me Keyword, Referring to Objects on a Different Forms.

UNIT - V

Database Programming: Accessing Database File Creating the database files for use by Visual Basic (Using MS-Access), Using the Data Control ,setting its property, Using Data Control with forms, navigating the database in code (the record set object using the move next, move previous, move first& move last methods , checking for BOF & EOF, using list boxes & combo boxes as data bound controls, updating a database file (adding, deleting records) . Advanced data handling Displaying data in grids (grid control, properties of grid) .

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- CO – 1:** Demonstrate knowledge of programming technology and how it is applied using Visual Basics.
- CO – 2:** Develop a Graphical User Interface (GUI) based problems description.
- CO – 3:** Develop an Event Planning Chart based on problems description so as to define the processing that is to occur based on specific events.
- CO – 4:** Develop debug applications.

BOOKS RECOMMENDED

1. H.M.Deitel., P.J.Deital and T.R.Nieto, “Visual Basic 6 – How to Program”
2. Francesco Balenda, “Programming Microsoft Visual Basic”, WP Publications and Distributors.
3. Gary Cronell, “Visual Basic 6”, Tata McGraw Hill Publishing Company Ltd.
4. Julia Case Bradley & Anita C.Millspaugh, “Programming in Visual Basic 6.0”, Tata McGraw Hill Publishing Company Ltd.

INCOME TAX LAW & PRACTICE

Semester : II
Core : VIII

Total Hours : 75
Credit : 4

COURSE OBJECTIVES:

- To acquaint the students with basic principles underlying the provisions of Income Tax laws.
- To give an understanding of relevant provisions of Income Tax law.
- To expose the students to real life situations involving taxation and equip them with techniques for taking tax – sensitive decisions.

UNIT – I

Introduction to Tax – Basic Concepts – Residential Status of Individuals – Agricultural Income.

UNIT – II

Salary: Meaning – Computation – Allowances – Perquisites – Profit-in-lieu of Salary – Deductions u/s 16.

Income from House Property: Computation – Annual Value – Let out House Property – Self Occupied House – Deductions.

UNIT – III

Income from Business or Profession: Computation of Profits and Gains – Deductions Expressly Allowed – Expenses Expressly Disallowed – Expenses Allowable under Certain Restrictions – Deemed Incomes.

UNIT – IV

Capital Gains: Computation – Capital Asset – Transfer – Cost of Acquisition – Exemption. Income from other sources: Computation – Grossing Up – Deductions and Other provisions. Deductions: u/s 80, 80CCC, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA (Deductions – Theory only).

UNIT – V

Practical Exposure through Computer of different types of forms, Income tax Challan, TDS Certificate, TDS Return, Form 15G, 26, 27 etc – Returns – Manually & Electronically.

COURSE OUTCOME:

By the end of the course students will be able to:

CO –1: Explain the different types of incomes and their taxability, expenses and their deductibility.

CO – 2: To state the various deductions to reduce the taxable income.

BOOKS FOR REFERENCE:

1. V.K. Singhania, Direct Taxes & Practice, Taxman Publications, New Delhi
2. T.N. Manoharan, Direct Tax Laws, Snowwhite Publications (P) Ltd.
3. Girish Ahuja & Ravi Gupta, Professional Approach to Direct Taxes, Bharat Law House Pvt. Ltd., New Delhi
4. Dinkar Pagare, Law and Practice of Income – Tax, Sultan Chand & Sons
5. V.P Gaur & D.B. Narang, Income – Tax Law & Practice, Kalyani Publishers

Note: 80% problem and 20% theory.

RESEARCH METHODOLOGY AND DATA ANALYSIS USING SOFTWARE PACKAGE

Semester : III
Core : IX

Total Hours : 90
Credit : 5

COURSE OBJECTIVES:

- To understand the concept of Research
- To understand the Hypothesis and Testing procedure.
- To acquire the knowledge of Sampling and Data Collection.
- Able to analyse the data collected through SPSS.
- To acquire knowledge on drafting a research report.

UNIT – I

Research in Management – Introduction – Nature, Scope, Objectives of Research – Types of Research – Process of Selection & Formation of Research Problem – Hypothesis – Research Design – Meaning, Types.

UNIT – II

Data Collection – Methods – Sampling Techniques – Types – Questionnaire – Observations – Interview.

UNIT – III

Data Handling: Data Entering – Variable View – Data View. Data Menu: Insert Variable – Insert Vase – Goto Case – Sort Cases – Split File – Select Cases. Chart: Bar – Pie – Histogram

UNIT – IV

Transform Menu: Computer – Count – Recode – Automatic Recode – Categorize Variables Univariable: Frequency – Description Statistics – Explore.

UNIT – V

Compare Mean: Single Sample T Test – Independent Sample T Test – Paired Sample T Test – ANOVA. Crosstabs: Contingency Table – Chi-square. Correlation: Bivariable – Partial.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Students will be well versed with the various techniques to be used for studying research data

CO – 2: Successfully deploy statistical tools using software

CO – 3: Development of data interpretation skills.

BOOKS FOR REFERENCE:

1. G.R. Kothari, Research Methodology & Techniques, Wiley Eastern, 1994
2. Ferser, Research Methods in Economics & Business, Verdo MacMillan
3. R.K Dwiredi, Research Methods in Behavioural Services, MacMillan
4. John W. Best & James V. Khan, Research in Education, Prentice Hall of India, 2000
5. A.N Sadhu & Amarjit Singh, Research Methodology in Social Sciences, Himalaya Publishing House, 1992
6. William Giles Campbell, Form & Style in Thesis Writing, Houghton Mifflin Company, 1954 (Latest Edition)
7. LokeshKoul, Methodology of Educational Research, Vikas Publishing House Pvt. Ltd.
8. O.R.Krishna Swami, Methodology of Research in Social Sciences, Mumbai, Himalaya Publications, 2002
9. Alistall, Doing Statistics with SPSS, Saga Publication, New Delhi, 2002

FINANCIAL MANAGEMENT

Semester : III
Core : X

Total Hours : 75
Credit : 4

COURSE OBJECTIVES:

- To understand the objective and scope of Financial Management.
- To acquire the methods of calculating the cost of capital and analyse the capital structure of organisation.
- Learn to take investment decisions.
- Learn the various theories of dividend and know the importance of working capital.

UNIT – I

Introduction – Financial Management an Overview – Evolution of Financial Managements – Financial Decision in a Firm – Goal of Financial Management – Organization of the Finance Function – Emerging Role of the Financial Manager in India.

UNIT – II

Techniques of Financial Analysis – Break–Even Analysis and Leverages.
Long–Term Investments Decision – Capital Budgeting – Nature – Process – Techniques – NPV – Benefit Cost Ratio – IRR – Pay–Back Period – ARR.

UNIT – III

Cost of Capital: Capital Structure and Dividend Decision: Capital Structure – Net Income Approach – Net Operating Income Approach – Modigliani & Miller Poseter Dividends: Introduction – Dividend Theories.

UNIT – IV

Working Capital Management: Introduction – Need for Working Capital – Computation of Working Capital – The Concept of Zero Working Capital – Cash Management – Receivables Management – Inventory Management.

UNIT – V

Multinational Financial Management: What is Multinational Corporation – Multinational vs. Domestic Financial Management – Inflation, Interest Rates and Exchange Rates – Purchasing Power Parity – International Capital Structure – Multinational Working Capital Management.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Demonstrate an understanding of the overall role and importance of the finance function.

CO – 2: Demonstrate basic finance management knowledge.

CO – 3: Apply the concepts of Financial Management to contemporary financial events.

BOOKS FOR REFERENCE:

1. Van Horne & C. James, Financial Management, Prentice Hall of India Pvt. Ltd
2. S.N Maheshwari, Management Accounting & Financial Analysis, Sultan Chand & Sons
3. M.Y Khan & P.K Jain , Financial Management Text & Problems, Tata McGraw Hill Publishing Co. Ltd.
4. S.C. Kuchhal, Financial Management – An Analytical & Conceptual Approach, Chaitanya Publishing House
5. Prasanna Chandra, Financial Management – Theory & Practice, Tata McGraw Hill Book Co.
6. I.M. Pomdey, Financial Management, VikasPublishing House Pvt. Ltd.
7. T.S Reddy & Y. Hari Prasad Reddy, Financial Management & Accounting, Kargham Publishing

Note: 80% problem and 20% theory.

E – COMMERCE

Elective: III
Core : XI

Total Hours : 75
Credit : 4

COURSE OBJECTIVE:

- To provide a detailed understanding of business activity on web or via any other electronic means.

UNIT – I

Basic in E-Commerce – Introduction to E-Commerce Modules – B2B, B2C – Impact of E – Commerce on Business – Growth of Internet and Web – Opportunities in E-Commerce.

UNIT – II

Client – Server – Emerging Client Server – World Wide Web as the Architect – Web Background – Hyper Text Publishing – Technology behind Web – Security Threats – Network Security – Data and message Security and the Web.

UNIT – III

Purchase Procedure – Supply Chain Management – Sales Procedure – Web as an Advertising and Marketing Channel – Payment Security – Authentication of Payment – Modes of Payment – Electronic Cash – Electronic Wallets – Smart Cards – Credit and Charge Cards – Digital Signature.

UNIT – IV

Risk Associated with Internet Transaction – Risk Management – Disaster Recovery Plans – Electric Data Interchange – EDI Legal Security and Privacy Issues – Type of Digital Documents – Issues behind Documents – Insurance – Corporate Data Warehousing.

UNIT – V

Web Based Marketing: Four PS Applied in Internet Marketing – Fifth “P” Personalization – Internet Marketing Techniques – Online Advertising Mechanism – Website Design Issues – Intelligent Agents and their impact on Marketing Techniques.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Develop idea to investigate the strategic implications of e-commerce with emphasis on existing companies

CO – 2: Explain the broad range of positioning strategies available within the e-commerce landscape.

BOOKS FOR REFERENCE:

1. Marilyn Greenstein & Todd M. Feinman, Electronic Commerce, Tata McGraw Hill, 2000
2. Gary P. Schneider & James T. Perry, Electronic Commerce
3. Pete Loshin & Paul A. Murphy, Electronic Commerce
4. Ananthi Sheshasaayee & Sheshasaayee, Computer Application in Business and Management
5. Awad, Electronic Commerce, Prentice hall of India
6. David Kosiur, Understanding E-Commerce
7. Kosiur, Understanding Electronic Commerce, PHI / Microsoft Press
8. P. T Joseph, Electronic Commerce, Prentice Hall of India

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Semester : III
Core : XII

Total Hours : 75
Credit : 4

COURSE OBJECTIVE:

- To understand the concept of Security Analysis and develop knowledge in the theories of portfolio management.

UNIT I

Investment setting: Securities - Securities Market - Sources of investment information - Security market indicators - Security Contract regulation Act.

UNIT II

Valuation of Securities: Equity - Preference shares - Debt instruments - Hybrid securities - derivatives - Asset pricing theories - CAPM - APT - Portfolio theory - Option pricing theory.

UNIT III

Economic Analysis: Economic forecasting and stock Investment Decisions - Forecasting techniques. Industry Analysis - Industry classifications. Economy and Industry analysis. Industry life cycle - Evaluating Industry relevant factors - External industry information sources.

UNIT IV

Company Analysis: Measuring Earnings - Forecasting Earnings - Applied valuation techniques - Graham and Dodds investor ratios value investing. Technical Analysis : Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators - Trend - Trend reversals - Patterns - Moving Average - Exponential moving Average - Oscillators - ROC - Momentum - MACD - RSI - Stochastics.

UNIT V

Portfolio: Portfolio Construction - Diagnostics Management - Performance Evaluation - Portfolio revision.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Understand the process of selection, evaluation and steps involved in development of Portfolio.

CO – 2: Understand the Company's Dividend Yield, Capital market Theory and Capital Asset pricing Model and also about various risks.

BOOKS RECOMMENDED

1. Investment Management and Portfolio Analysis - Reilly.
2. Fundamentals of Investing - Gitman
3. Security Analysis - Graham and Dodd
4. Management of Investments - Clark Francis
5. Modern of Security Analysis and Portfolio Management - Fuller and Farvell.
6. Investment Management - Balla and Tuteja.

INSURANCE AND RISK MANAGEMENT

Semester : IV
Core : XIII

Total Hours : 75
Credit : 4

COURSE OBJECTIVE:

- To acquaint the student with the basic knowledge of the principles of risk and insurance and the methods of risk management found in strategic planning.

UNIT I

Insurance Industry: Growth & Development of Indian Insurance Industry – Regulations of Insurance Business and The Emerging Scenario – Introduction to Life & General Insurance – Life Insurance: Features of Life Insurance – Essentials of Life Insurance Contract – Kinds of Insurance Policies – Premium determination – Life Policy Conditions.

UNIT II

Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage – Policies for stocks – Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract – Types of Marine Insurance – Marine Cargo Losses and Frauds – Settlement of claims.

UNIT III

Miscellaneous Insurance: Motor Insurance – Employers Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.

UNIT IV

Introduction to risk management: The Concept of Risk – Risk Vs. Uncertainty – types of Risks: Market Risk, Credit Risk, Operational Risk, interest risk, business risk, systematic risk - Classifying pure risks – methods of handling pure risks – risk management process – Risk financing techniques – Risk management objectives – Risk Management Information System (RMIS) – Risk Control.

UNIT V

Risk Management by Individuals: Factors effecting individual demands for insurance – Risk Management by Corporations: Corporate Risk Management Process – Types of Risk Managing firms.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Provide with a firm grounding in insurance fundamentals and will enable to build knowledge on nature of risk and how it can be managed.

CO – 2: Attempt to give basic principles of insurance buying, with an emphasis on how to develop a strong insurance and financial estate planning program.

BOOKS RECOMMENDED

1. Dr. P.K. Gupta: Insurance and Risk Management, 1st edition, Himalaya Publishing House.
2. Dr.P.K. Gupta: Fundamental of Insurance, 1st edition, Himalaya Publishing House.
3. C. Gopala Krishnan: Insurance Principles & Practice, Sterling Publishers Pvt. Ltd., New Delhi.
4. George G.R. Lucas, Ralph H. Wherry: Insurance, Principles and Coverages, U.S.A.
5. Prof. K.S. N. Murthy and K.V.S. Sarma: Modern Law of Insurance in India, N.M. TripathiPvtLtd., Bombay.
6. P.S. Palande, R.S. Shah, M.L. Lunawat: Insurance in India, Sage Publications, New Delhi.

BANKING AND FINANCIAL SERVICES

Semester : IV
Core : XIII

Total Hours : 75
Credit : 4

COURSE OBJECTIVES:

- Familiarise the students to basic of Banking and Financial Services.
- Enrich their knowledge on key areas relating to management of financial products and services.
- Enable the students to acquire skills necessary to successfully carve a career in Financial Services.

UNIT I

Commercial banking- Functions of commercial banks- Investment policy of a commercial bank- Techniques of credit creation – private banks- Regional Rural banks- Co-operative banks – Scheduled Banks – RBI – Constitution – Functions – Central Banking functions – Regulatory and supervisory functions- promotional and developmental functions.

UNIT II

Advisory Financial Services: Merchant Banking – Registration – Obligation and Responsibilities of Merchant Bankers – code of conduct for Merchant bankers- Restriction on Business – Disclosure to SEBI – Suspension and Cancellation of Registration – Default by merchant bankers.

UNIT III

Mutual Fund-Concept and origin of mutual fund – Mutual Fund Schemes – Institutions involved in mutual fund business.

UNIT IV

Asset/Fund based financial services : Leasing-Concept and classification-significance-Advantages and Limitations- RBI NBFCs Directions toward Leasing- Financial evolution of leasing-Tax aspects of leasing- Factoring: Concept- Mechanism- Functions of a Factor – Forms of Factoring-Legal Aspects of factoring – Forfeiting: Advantages- Evaluation- RBI Guidelines.

UNIT V

Venture Capital financing : Features – Selection of investment – Financial analysis- Financial instruments – Investment Nurturing – Techniques – Credit Rating – objectives – institutions engaged in credit rating – purpose and procedure of rating – Role of CRISIL and ICRA.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Describe the organisation of financial services industry.

CO – 2: Explain the operation of the traditional and Online banking system.

BOOKS FOR REFERENCE:

1. Sundaram, Varshney, Banking and Financial System, Sultan Chand & Sons, New Delhi, 2004.
2. S.N.Maheshwari, theory and Practice of banking, Kalyani Publishers, 2005.
3. Radhaswamy, Vasudeven.S.V., A text book of Banking, S.Chand& Co. Ltd., new Delhi, 2004.
4. M.L.Tannon, Banking Law and Practice in India, Tracker Co.Ltd, Mumbai, 2004
5. HoomanEstelami, Marketing Financial Services, Dog ear publishing.
6. Evelyn enrich &DukFanelli, the financial services handbook, boomerpress
7. M.Y.Khan, Financial Services, tataMcGraw Hill.

PROJECT WORK

Semester: IV
Major: XIV

Total Hours : 90
Credit : 5

COURSE OBJECTIVE:

- To acquire practical knowledge on the topic selected by the students related to Computer application in business.
- To inculcate Research interest among students.

METHODOLOGY:

A Student should select a topic for the project work in the third semester itself and submit report at the end of the fourth semester. Viva Voce would be conducted for the project work. The guide and an external examiner shall evaluate the project report and conduct the Viva. The project work shall be related to Computer application in business.

Assessment:

- The Project work will be assessed for 75 marks.
- There will be external viva voce for 25 marks.
- The total for the project will be 100 and the credit awarded will be 5.

COURSE OUTCOME:

- CO – 1:** Practical exposure of the Knowledge gained in the classroom.
CO – 2: Experience in preparing Research Report.

INTERNSHIP

Semester : IV
Major: XIV

Total Hours : 90
Credit : 5

COURSE OBJECTIVES:

- To enable the student to apply the skills they have learnt theoretically in the major papers.
- To provide vocational guidance to select the job situation from among the alternatives that would maximize his/her potentialities to the fullest and allow the student to function effectively and satisfactorily.

METHODOLOGY:

Internship is an integral part of the post graduate programme. It is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. Two months internship shall be in banking, financial institutions, insurance, service sector or another industrial enterprise or consulting organization involving the use of computers. The candidate should submit a report at the end of the study. The Head of the Department shall issue a certificate to the effect that the student has satisfactorily undergone the internship for the prescribed period. The guide and an external examiner shall evaluate the project and conduct the viva.

Assessment:

- The internship report will be assessed for 75 marks.
- There will be external viva voce for 25 marks.
- The total for the internship will be 100 and the credit awarded will be 5.

COURSE OUTCOME:

Students will be able to understand

- CO – 1:** Management functions and Organizational structure
- CO – 2:** Organizational dynamics in terms of organizational behaviour, culture, climate
- CO – 3:** Functional domain knowledge
- CO – 4:** Processes and systems
- CO – 5:** External and internal environment impact on the organization.

RDBMS

Elective :I

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To understand the concepts of data models, database languages and the architecture of database system.
- To depict a database system using ER diagram.
- To study SQL and relational database design.
- To know about database storage techniques, transaction processing, concurrency control and recovery techniques.

UNIT – I

Database concepts:– Database Management Systems (DBMS) , Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems: -E-R Model: Basic Concepts, E-R Diagram, Weak Entity set, Extended E-R features, Design of an E-R Database Schema, Reduction of an E-R schema to Tables.

UNIT – II

Relational Database Design- Pitfalls in Relational-Database Design, Decomposition, Normalization Using Functional Dependencies, and Normalization Using Multivalued Dependencies, Normalization Using Join Dependencies, Domain-Key Normal Form and Alternative Approaches to Database Design Relational Database Design:

UNIT – III

Relational Algebra: -Database management and security Data organization and storage, Transaction Processing.

UNIT IV

Concurrency Management: Introduction – Serializability – Concurrency Control – Locking Schemes – Timestamp Based Order – Optimistic Scheduling – Multiversion Techniques – Deadlock and its Resolutions – Atomicity, Concurrency and Recovery.

UNIT – V

SQL: An overview - Personal Databases – Client / Server Databases Table Creation & Modification: Data types – Constraints – Creating a Table - Working with tables: Data Management and retrieval.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Visualize relational database management system and how they differ from traditional database systems.

CO – 2: Design ER diagram and normalize tables for real time database.

CO – 3: Create simple database applications.

BOOKS RECOMMENDED

1. Abraham silberschatz Henry F.KorthS.Sudarshan, “Database System Concepts”, McGraw – Hill Companies., Fifth edition.
2. 2.RaghuRamakrishnan& Johannes Gehrke, “Database Management Systems”, McGraw Hill International Editions.
3. C.J. Date:- An Introduction to Database Systems Addison Wesley; 8th edition
4. Alexis leon, Mathes Leon, “Essentials of Database management, Systems”, Vijay Nicole Imprints Pvt Ltd.

OOPS & C++

Elective: II

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To understand the fundamentals of programming concepts such as declaring variables, data types, calling methods, using various conditional statements and looping statements.
- To learn various Object-oriented programming concepts.
- To learn how C++ supports Object oriented principles such as abstraction, polymorphism, inheritance etc
- Design and implement reliable and maintainable object-oriented applications

UNIT – I

Basic concepts in object oriented methodology – benefits of object oriented methodology – finding classes and object Definitions – How to determine the objects and classes – where to look – what to look for what to consider and challenge – examples – Identifying structures and definitions – How to determine the structures – examples.

UNIT – II

C++ programming concepts: program construction – output using cout – preprocessor directives – comments – Integer variables – character variables – cin – float type – manipulators – type conversion – arithmetic operators – library functions – Loops and decisions – relational operators – loops decisions – logical operators and other control structures.

UNIT – III

Structures enumerated data types – functions – simple functions passing arguments – returning values – reference arguments – overload functions – inline functions storage classes – return by reference – object and classes–class – objects and data types – constructions – objects as function arguments – structures and classes static class data.

UNIT – IV

Arrays: arrays as class members – arrays of objects strings – operators overloading: overloading – unary operators – binary operators – data conversion – pitfalls – Inheritance: derived and base classes – derived class constructors – over riding – class hierarchies – public and private inheritance – multiple inheritance – container ship.

UNIT – V

Pointers: Pointers and array functions – string objects – memory management virtual functions: friend functions – copy constructors – File and streams – stream – string I/O – character I/O object I/O – file pointers – opening and closing files – redirection.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Understand various object-oriented programming concepts.

CO – 2: Design and implement real time object-oriented applications.

BOOKS FOR REFERENCE:

1. Hubbard John , Programming with C++ – Schamum’s Outline Series, Tata McGraw Hill International Editions, 2000
2. BjarneStroustrup, The C++ Programming Language, Addison Wesley Publication Co., 2000
3. Herbert Schildt, C++ – The Complete Reference – 3rd Edition, Tata McGraw Hill, 1999
4. J.P Cohoon& J.W David Son, C++ Program Design – An Introduction to Programming & Object Oriented Design – 2nd Edition, McGraw Hill, 1999

JAVA

Elective: III

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To understand the fundamentals of programming such as variables, methods, looping and conditional statements.
- To understand the fundamentals of Object Oriented Programming Concepts (OOPS Concepts) including class, objects, encapsulation, polymorphism, inheritance.
- To understand about the importance of exception handling and packages.

UNIT I

Introduction to Java Applications:-Fundamental Programming Structures in Java, The History of Java. Java's Key Features. The Java Virtual Machine, Basic Identifiers, Comments, Keywords. Variables, assignment expressions, Using Operators.

UNIT II

Java language constructs:- Branches -The „If-Else“ Statements. Selecting with „Switch“ statement. Loops -Using „While“, do-while, for loop. Arrays:- Creating an Array, Array Initialization, Working with Arrays, Using Multi-dimensional Arrays. , math, strings

UNIT III

Object oriented programming:-Classes and objects, Classes & Packages, The „import“

Statement, The Importance of Encapsulation, Java Constructors, Access Modifiers (private, default and public).

Method Overloading.

UNIT IV

Polymorphism and Inheritance:-.The „Protected“ Modifier, Using „this“ and „super“, The „final“ keyword, Static Members & Methods., Interfaces & Abstract Classes, The Complete Construction Process, The Class „Object“, Nested Classes, Enums in Java.

UNIT V

Exceptions and Exception Handling in Java:-The „try-catch-finally“, Compile-time Exceptions, Describing Common Exceptions, Creating Custom Exceptions.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Acquire knowledge on various object oriented programming concepts.

CO – 2: Use SDK (Software Development Kit) environment for creating, debugging and running of Java programs.

CO – 3: Write programs for specific real time problems.

BOOKS RECOMMENDED

1. Balagurusamy , Programming with Java , II Edition , Tata Mc.Graw-Hill, publishing company Ltd .
2. Herbert Schildt - JAVA 2 (The Complete Reference)- Fourth Edition, TMH ,Fifth, Reprint 2002, BPB Publications
3. Deitel H.M. –java How to Program, Publisher: Prentice Hall, Seventh Edition
4. Bruce Eckel – Thinking in Java, prentice hall (2006), Fourth edition.

WEB SCRIPTING LANGUAGES

Elective : IV

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To understand the concepts and architecture of World Wide Web.
- To learn the various tags of HTML and to embed JavaScript, VBScript, XML, CSS in webpages.
- To understand and practice web development techniques.

UNIT – I

HTML: Basic – WWW – Introduction – Elements – Basic Tags – Formatting – Entities – Links – Frames – Tables – Lists – Forms – Images – Background.

UNIT – II

JavaScript: Introduction – Variables – Operators – Functions – Conditional – Looping – Guidelines – Objects – Array – Boolean – Date – Math – String.

UNIT – III

VB HOME: Introduction – Variables – Procedures – Conditional – Looping – Functions – Keywords.

UNIT – IV

DHTML: Introduction – DHTML CSS – DOM – Events.

UNIT – V

XML: Basic Introduction – Syntax – Elements – Attributes – Validation – Browsers – Viewing – CSS Display – XSL Display – Data Islands – Parser – XML in Real Life.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Acquire knowledge about the architecture and functionalities of World Wide Web.

CO – 2: Develop creative interactive webpages with HTML.

CO – 3: Acquire knowledge about client side validation using Scripting languages.

BOOKS FOR REFERENCE:

1. Bayross, Web Enabled Commercial Application Development using HTML, DHTML, Javascript, Pearl, CGI, BPB Publications, 2000
2. J. Jaworski, Mastering Javascript, BPB Publications, 1999

FOREIGN LANGUAGE – I
(French – I)

Elective : **V**

Total Hours : **60**
Credit : **5**

UNIT – I

Les alphabets avec leur prononciation – Les articles devant les noms: définis, indéfinis

UNIT – II

Les pronoms personnels – Les verbes et leur classifications – La conjugaison des verbes réguliers en particulier des verbes avec des terminations "er" – L'emploi de la conjugaison des verbes dans des phrases simples.

UNIT – III

Les formes des phrases: la forme affirmative, la forme négative, La forme d'interrogation – Les adjectives et leur changements en genre.

UNIT – IV

Les chiffres et les nombres – Les heures.

UNIT – V

Les présentations – Les pays du monde – Les métiers.

TEXTE PRESCRIT:

Café Crème–I Méthode de français. (Unité 1 et Unité 2)

OPERATING SYSTEM

Elective: VI

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To know about the fundamental principles of operating system and architecture with respect to UNIX operating system.
- To learn the internal representation of files such as inodes and disk blocks.
- To understand the various operating system components like process management, memory management and interprocess communication

UNIT – I

General Overview of UNIX system kernel – Architecture of UNIX OS – Kernel Data structures – System administration – Buffer cache: Operation – Advantages & Disadvantage.

UNIT – II

Internal Representation of file – inodes – structures & directories – Super Block – Allocation of Disk Blocks – System calls for the file system in UNIX.

UNIT – III

Processors: States & transitions – Layout of system memory – Context switch – Process control in UNIX – Process Scheduling & Time.

UNIT – IV

UNIX Memory Management: Policies – Swapping – Demand paging – Hybrid systems – I/O subsystems – Drivers & streams – Device interfaces – Disk drivers – Terminal drivers.

UNIT – V

Interprocess Communication: Process tracing – system V IPC – Network communications – Sockets.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Understand the operating system components and its services

CO – 2: Understand file handling concepts in UNIX OS perspective

CO – 3: Understand process management, memory management, and communications of operating system.

BOOKS FOR REFERENCE:

1. A.S Godbole, Operating System, Tata McGraw Hill, 1999
2. Deitel H.M, Introduction to Operating System, Addison Wesley Publishing House Co., 1990
3. Silberschatz& P.B Galvin, Operating Systems Concepts, Addison Wesley Publishing Co.
4. Crowley, Operating System – A Design Oriented Approach, Tata McGraw Hill
5. Mibenkovic, Operating System – Concepts & Design – 2nd Edition

LEGAL ASPECTS OF BUSNIESS

Elective: VII

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To provide an overview of important laws that has a bearing on the conduct of business in India.
- To explain the nature and structure of legal aspects of business.

UNIT – I

Sale of Goods Act, 1930 – Sale and Agreement to Sell – Conditions and Warranties – Passing of Property – Performance – Remedies for breach – Rights of unpaid seller – Auction Sale.

UNIT – II

Companies Act, 1956 – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share Capital – Shares.

UNIT – III

Foreign Exchange Maintenance Act, 1999 – Introduction – Objectives of the Act – Definition: Person of Indian Origin, Residential Status of a Person, Current, Capital and Current Account Transaction, Export, Imports, Foreign Exchange and foreign currency – Authorised dealer: his responsibilities.

UNIT – IV

The consumer Protection Act, 1986 – Definition – Consumer Protection Council (State and Central) – Consumer Disputes Redressal Agencies – Consumer Disputes Redressal Forum – State Consumer Disputes Redressal Commission – National Consumer Disputes Redressal Commission.

UNIT – V

Cyber Law and the Information Technology Act, 2000 – Objectives of the Act – Definitions – Digital Signatures (Sec 3) – Electronic Governance (Sec 4 – 10) – Attribution, Receipt and Despatch of Electronic Records – Regulations Regarding Certifying Authorities – Digital Signature Certification – Duties of Subscribers – Penalties – Cyber Regulations Appellate Tribunal – Cyber Regulations – Advisory Committee.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

- CO – 1:** Describe the Indian Legal System and Legal Environment of business.
CO – 2: Describe the Legal relationship of ethics and law in business.
CO – 3: Define relevant legal terms in business.

BOOKS FOR REFERENCE:

1. N.D. Kapoor, Mercantile Law, Sultan Chand & Sons
2. N.D. Kapoor, Company Law, Sultan Chand & Sons
3. K.K Jindal, Letter of Credit & EXIM Finance, Skylark Publishing
4. P. Saravanel& S. Sumathi, Legal Aspects of Business, Himalaya Publishers 2004
5. Krishnakumar, Cyber Laws: Intellectual Property & E – Commerce Security, Dominant Publishers & Distributors
6. Kamlesh. N Agarwala&Murli D Tiwari, IT and the Indian Legal System, MacMillan Publishers
7. N.A. Vajaya Shankar, Cyber Law for every Netizen in India.

FOREIGN LANGUAGE – II
(French – II)

Elective: VIII

Total Hours : 60
Credit : 5

UNIT – I

Les verbes irréguliers: avoir, être, aller, prendre – Les pronoms d'interrogation (où, quand, comment).

UNIT – II

Les adjectifs possessifs – Les articles contractés avec la préposition "à "et "de"

UNIT – III

Les expressions avec du verbe "avoir": âge, les sentiments – Les expressions avec du verbe "faire": le temps – L'impératif: la forme affirmative et la forme négative.

UNIT – IV

Les salutations – Les jours de la semaine – Les saisons – Les mois – La famille.

UNIT – V

Les conversations au téléphone – La civilisation françaises de la page 44 à 46

TEXTE PRÉSCRIT:

Café Crème–I Méthode de français. (Unité 3 et Unité 4)

ORGANISATIONAL BEHAVIOUR

Elective:IX

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To list and define basic organizational behaviour principles and analyse how these influence behaviour in work place.
- To learn to analyse individual human behaviour in the work place as influenced by personality, values, perceptions and motivations.

UNIT – I

Introduction to Organisational Behaviour – Concept of Organisational Behaviour – Foundation of Individual Behaviour – Organisational Behaviour Mod – Values and attitudes.

UNIT – II

Motivation – Early Theories – Contemporary Theories – Motivation at work – Designing motivation jobs.

UNIT – III

Interpersonal Behaviour – Transactional Analysis – Self Awareness – Ego States – Life Scripts – Life Positions – Stroking – Uses of Transactional Analysis
Groups Dynamics & Behaviour – Concept of group dynamics – Types of Groups – Group Behaviour – Groups Decision Making – Inter group Relations.

UNIT – IV

Leadership – Trait – Behavioural – Contingency – Theories – Power Authority & Politics – Power Relationship – Bases of Power – Organisational Politics – Corneous – Reasons of Organisational Policies.

UNIT – V

Organisational Structure & design – Organisational change & Development – Organisational Culture & climate – Organisational Conflict & career – types – conflict management.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Analyse individual and group behaviour and understand the implication of Organisational Behaviour.

CO – 2: Identify different motivational strategies used in a variety of organisational settings.

CO– 3: Explain how organisational change and culture affect working relationship within organisation.

BOOKS FOR REFERENCE:

1. Stephen P. Robbins, Organisational Behaviour – 3rd Edition, Prentice Hall
2. Fred Luthans, Organisational Behaviour – 2nd Edition, McGraw Hill
3. J.R Schermerhom, James G. Hunt & Richard N. Oshom, Organisational Behaviour, John Wiley & Sons, 1997
4. Joseph E. Champoux, Organisational Behaviour: Integrating Individuals, Groups & Process, West Publishing Company, New York, 1996

MANAGERIAL ECONOMICS

Elective: X

Total Hours : 60
Credit : 5

OBJECTIVES:

- Learn to apply economic way of thinking to business decisions.
- To understand economies of scale, the four basic models of competitions, different pricing practices.

UNIT – I

Nature & Scope of Managerial Economics – Role of Managerial Economics – Demand Analysis – Demand Forecasting

UNIT – II

Production Function – Economies & Diseconomies of Scale – Cost Concepts – Classification – Cost – Output Relationship.

UNIT – III

Price Policies – Pricing Under Perfect Competition – Oligopoly – Monopoly – Monopolistic Competition – Pricing Methods – Pricing Problems – Price Discounts and Differentials.

UNIT – IV

Profit Management – Nature & Measurement of Profit – Profit Policies – Profit Planning & Forecasting

UNIT – V

Macro – Economics & Business Decision – Business Cycle – Business Policies – Economic Forecasting for business – National Income – Theory of Income Distribution.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Understand the roles of Managers in firms.

CO – 2: Understand internal and external decisions to be made by Managers.

CO – 3: Analyse real- world business problems with a systematic theoretical framework.

BOOKS FOR REFERENCE:

1. Mehta. P.L, Managerial Economics, Sultan Chand
2. Mehta. P.L, Managerial Economics for Company Secretaries, Sultan Chand
3. R.L Varshney& K.L Maheshwari, Managerial Economics, Sultan Chand

4. K.P.M Sundharam& E.N Sundharam, Economic Analysis, Sultan Chand
5. Cauvery. R, Managerial Economics, Sultan Chand & Company, 2002
6. Gupta, Managerial Economics, Tata McGraw Hill
7. Mote & Paul, Managerial Economics, Tata McGraw Hill
8. Gitman, Principles of Managerial Finance, Pearson Education

ENTREPRENEURIAL DEVELOPMENT

Elective: XI

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To identify and train the potential entrepreneurs.
- To motivate the entrepreneurial instinct.
- To develop and strengthen entrepreneurial quality and motivation.

UNIT – I

Introduction to Entrepreneurship: Definition – Concept – Theories of Entrepreneurship – Classification and Types of Entrepreneurs – Entrepreneurial Traits – Entrepreneurial Motivation.

UNIT – II

Preparation: Project Identification – Project Design – Appraisal – Network Analysis – PERT and CPM – Selection – Location – Implementation.

UNIT – III

Procedure – Sources of Finance – Project Finance – Institutional Finance – SIDBI – TIIIC – Government Procedures – Directorate of Industries and Commerce – Export Import Procedure – Pollution Control Board – ISO – BIS.

UNIT – IV

Marketing: Brand Development – Strategic Marketing – CRM – Institutional Support – ECGC – Sustaining the Project – Crisis Management – Time Management.

UNIT – V

Problems of Entrepreneurship: Problems of Entrepreneurship – Globalization and Challenges before the Indian Entrepreneurs – Steps to face global Challenges.

COURSE OUTCOME:

After completion of the course, the students will be able to:

CO – 1: Have the ability to discern distinct entrepreneurial traits.

CO – 2: Know the parameters to assess opportunities and constraints for new business ideas.

CO – 3: Understand the systematic process to select and screen a business idea.

CO – 4: Write business plan.

BOOKS FOR REFERENCE:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2001
2. Gupta.C.B&Srinivasan.N .P, Entrepreneurial Development, Sultan Chand, 1999

3. Peter F. Drucker, Innovation & Entrepreneurship – Affiliated East West Practice and Principles, Press Ltd. Publication pf SISI, Govt. of India
4. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2001
5. Ghallan R.G & Sandra L. Mchee, Practical Profit Management, Pearson Education Asia, India, 2001
6. Kharta S.S, Entrepreneurial Development, Sultan Chand & Company, New Delhi, 2000
7. Dr.Balu, Entrepreneurship & Management of Small Business, Sri Venkateswara Publications, Chennai, 2001

COMPUTERISED AUDITING

Elective: XII

Total Hours : 60

Credit : 5

COURSE OBJECTIVE:

- Understanding the methods auditor use to assess, control risk in computerized accounting systems.

UNIT – I

Introduction – Need for Control – Effects of Computers on internal controls and auditing – Foundations of Information System auditing – Nature of Controls – Types of audit procedures – Steps in an audit – Auditing around or through the computer.

UNIT – II

Auditing Systems Development – Evaluating Planning, Organising, Leading & Controlling functions – Approaches to auditing systems development – The programming groups – Data Resource Management Controls – Operations Management Controls.

UNIT – III

Audit Software – Generalised and Specialised Audit Software – Utility Software – Control of Audit Software – Auditing Techniques – Performance Measurement Tools.

UNIT – IV

Nature of Global Evaluation Decision – Audit Technology to assist the evaluation decision – Evaluating System effectiveness & Efficiency.

UNIT – V

Managing Information System Audit function – Towards Information System Audit Professionalism – Future of Information System Auditing.

COURSE OUTCOME:

After completion of the course, the students will be able to:

CO – 1: Understand concepts, theory and frameworks to deal with computer assurance in practice.

CO – 2: Students will be exposed to the technical details in modern information technology environments to enable them to apply computer assurance principles in practice.

CO – 3: Provide students with an opportunity to apply the above in practical environments with the use of case studies, which are done individually and in teams, depending on the topic.

BOOKS FOR REFERENCE:

1. Ronweber, Information System Control and Audit, Pearson Publishers
2. Andrew D. Chamber, Computer Auditing, Jack Chamlin, Auditing & Information System
3. James Hunton, Core Concept of IT Audit
4. Weber, EDP Auditing, Tata McGraw Hill
5. Bhatia Mohan, Auditing in Computerised Environment, Tata McGraw Hill

J2EE
(Java – JSP – Servlets – EJB)

Elective: XIII

Total Hours : 60
Credit : 5

COURSE OBJECTIVES:

- To learn the architecture of J2EE, servlets and its lifecycle.
- To understand creation of JSP (Java Server Pages) with various components such as scriplets, variables, html etc.
- To learn about connecting database with JSP (Java Server Pages) .
- To learn about RMI and building remote objects.
- To learn the overview of EJB (Enterprise Java Beans)

UNIT I

Enterprise Java Overview: J2EE overview – WebSphere Application Developer Introduction – SQL Overview – JDBC classes and interfaces – JDBC drivers – Connecting to a database – Processing ResultSets.

UNIT II

Servlets: What is a Servlet? – Lifecycle methods – The service() method – Creating servlets – HTTP servlets – Responding to requests – Logging Servlets and threads – Storing session data – URL rewriting – Cookies Redirection – Errors and unavailability – Testing and deploying in WSAD.

UNIT III

JavaServer Pages: What is a JSP? – How JSPs work – Directives – Actions – Scriptlets – Standard actions – Standard directives – Conditional and looping – execution – JSPs and JavaBeans – Standard variables in JSPs – Defining variables and methods – Including other documents – Redirection.

UNIT IV

RMI Overview: Remote Procedure Calls (RPC) – Remote Method Invocation (RMI) – Remote interfaces – Building a remote object.

UNIT V

EJB Overview: What are EJBs? – Session beans – Entity beans – Message beans – EJB architecture – Example EJB – Naming Containers and servers – Using the WSAD JNDI Test client – Using the WSAD EJB Test client – EJB Transactions and Security.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Design Web Pages using JSP (Java Server Pages) for real time web applications and to work with servlets and JDBC (Java Database Connectivity).

CO – 2: Build remote object with use of RMI (Remote Method Invocation).

BOOKS FOR REFERENCE:

1. J2EE – Complete Reference
2. W. Clay Richardson. Donald Avondolio., Dr. Joe Vitale. Scot Schrager, Wrox Series Professional Java – JDK 5 Edition
3. Mark W. Mitchell. Jeff Scanlon, Rod Johnson, Wrox Series Expert One–on–One J2EE Design and Development
4. Paul Perrone. Venkata S.R. "Krishna" R, Chaganti. Tom Schwenk, J2EE Developer's Handbook
5. James L. Weaver, Beginning J2EE 1 – 4: From Novice to Professional (Apress Beginner Series)

HUMAN RESOURCE MANAGEMENT

Elective: XIV

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- Develop the knowledge, skills and concepts needed to resolve actual Human Resource Management problems or issues.
- Identify the Human Resource needs of an organization.
- Evaluate the procedures and practices used for recruiting, selecting, training etc.

UNIT I

Frame work for HRM: Concept – Functions – Importance - Organisation of Personnel Department.

UNIT II

Acquiring Human Resources: HR planning – Job Analysis – Job Description & Specification – Sources of Recruitment – Selection Process – Test – Interview – Induction.

UNIT III

HR Development : Concept and Importance – Training of Operatives – Identifying Training Needs – Methods of Training – Designing a Training Programme. Executive development: concept – methods of Executive Development – On the Job – Off the Job.

UNIT IV

Performance Appraisal: Concept – Objectives – Methods – Limitations. Compensation: Job Evaluation – Wages and Salary Administration – Incentive Plans and Profit Sharing.

UNIT V

Maintaining HR: Health and Safety – Employee Welfare. Integrating HR: Work Environment – Discipline and Grievance – Morale – Workers Participation in Management.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: To have an understanding of the basic concepts, functions and processes of Human Resource Management.

CO – 2: To design and formulate various Human Resource Management processes.

CO – 3: Evaluate the developing role of Human Resource in the global arena.

BOOKS FOR REFERENCE:

1. ArunMonappa&Saiyuddin, Personnel Management, Tata McGraw Hill

2. PramodVerma, Personnel Management in Indian Organisation, Oxford & IBM
3. Mckenna, The Essence of Human Resource Management, Prentice Hall of India
4. Monappa&Saiyadain , Personnel Management, Tata McGraw Hill
5. Mirza&Saiyadain, Human Resource Management, Tata McGraw Hill
6. Keith Davis, Human Behaviour at Work, Tata McGraw Hill, 2000
7. Luthams S. Fred, Organisational Behaviour, Tata McGraw Hill, 2002
8. Robbins & Stephens, Organisational Behaviour, Prentice Hall, 1996
9. S.S. Khomka, Organisational Behaviour, Sultan Chand & Company Ltd.

SOFTWARE ENGINEERING

Elective: XV

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To provide an insight into the processes of software development
- To understand and practice the various life cycles of software development such as analysis, design, development, testing.
- To develop skills to construct software of high quality with high reliability

UNIT – I

Introduction: Software products – process – spiral model – Computer based systems Engineering – systems procurement – architecture modelling – reliability engineering; Project Management: Planning – organising and scheduling.

UNIT – II

Requirement Engineering: Process – requirement documents – requirement validation & evolution; requirement analysis: various methods & issues – System models: Data-flow – semantic & object models – data dictionaries – Requirement definitions & specification – and Cost Estimation.

UNIT – III

Software Design: Design process – strategies and quality – Architectural Design : System structuring – control models – modular decomposition – domain-specific architectures – Object-oriented design : Objects – classes – inheritance – identification – example – concurrent objects.

UNIT – IV

Function-Oriented Design: Data flow design – structural decomposition – Detail design & comparison – Real-time systems design – state machine modelling – real-time executives – DAS – User interface design : Principles – user-system interaction – information presentation – user guidance – interface evaluation.

UNIT – V

Verification & Validation – Software testing process – test planning & test strategies – black-box testing – structural testing – interface testing – Program inspection – verification & static analysis tools – CASE life cycle.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Get an insight into software development life cycle.

CO – 2: Able to Model software projects using DFD (Data Flow Diagram),UML (Unified Modelling Language) diagrams

CO – 3: Able to estimate new software projects and to evaluate the system with various testing techniques and strategies

BOOKS FOR REFERENCE:

1. R.S Pressman, Software Engineering – A Practitioner's Approach – 5th Edition, Tata McGraw Hill
2. R.S Pressman, Software Engineering – 4th Edition, Tata McGraw Hill International Edition, 1987
3. Ian Sommerville, Software Engineering – 5th Edition, Addison Wesley
4. R. Fairley, Software Engineering Concepts, Tata McGraw Hill
5. Kishore & Nair, Software Requirements & Estimation, Tata McGraw Hill

SYSTEM ANALYSIS AND DESIGN

Elective: XVI

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To learn about various concepts and methodologies of Information System Development.
- To learn various aspects of system analysis and tools involved.
- To develop knowledge on system design to solve real-life business problems with case studies.

UNIT – I

Introduction to Information System Development – System Analyst –Categories of Information System – System Development Strategy – Classical System Development Life cycle – Structured Analysis – Development Method – Tools for system development.

Managing the application development portfolio – Information Systems planning methodologies – Managing Project review and selection – Preliminary Investigation – Selecting the project development strategy.

UNIT – II

Requirements Analysis and Determination: Activities and requirement determination – Basic requirements – User transaction requirements – User Decision requirements – Organisation wide requirements – Fact finding techniques – Tools for documenting procedures and decisions.

Structures Analysis development strategy – Features of data flow strategy – Tools of data flow strategy – Developing data flow diagrams – Features of data dictionary – Application prototype development strategy – computer aided system tools

UNIT – III

System Design: Analysis – to – design transition – Specifying application requirements – Objectives in designing an information system – output design – design of input and control – design of on–line dialogue – design of files and use of auxiliary storage devices – Design of database interaction – Design for Data Communication.

Structured Design: Basic Principles – Objectives of structured design – the structure of computer programs – structure and procedure – coupling – cohesion.

UNIT – IV

Implementation, Development management and selection of hardware and software: System Engineering and Quality assurance – Managing System Implementation – Managing information system development – Hardware and software selection.

UNIT – V

Case studies to illustrate the theory covers in an educational Institution / Manufacturing Firm.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Gather knowledge to analyse and specify the requirements of a system.

CO – 2: Build general and detailed models that assist programmers in implementing a system.

CO – 3: Design system components for real time applications.

BOOKS FOR REFERENCE:

1. Kendall & Kendall, System Analysis & Design – 5th Edition, Prentice Hall of India
2. Whitten, System Analysis & Design – 5th Edition, Tata McGraw Hill
3. Rajaraman, Analysis & Design of Information Systems, Prentice Hall of India
4. Rumbaugh, Tawbson&Booch, The United Modelling Language, Reference Manual
5. HawryszKiewycz, Introduction to System Analysis & Design

MANAGEMENT INFORMATION SYSTEM

Elective: XVII

Total Hours : 60

Credit : 5

COURSE OBJECTIVES:

- To study Management Information Systems and its application in organizations.
- To understand various managerial issues relating to information systems and to manage them with various options in Management Information Systems.
- To know about various systems such as Database Support System, Transaction Process System
- To understand the activities that is undertaken in acquiring an Information System in an organization.

UNIT – I

Introduction to Management System – Definition of MIS – Elements of MIS – Features – Requirements – Benefits of MIS – Challenges – Ethical Issues related to MIS – Levels of MIS – Structure of MIS – Information Planning – System and Models.

UNIT – II

Transaction Process System – Functions – Transaction Processing Cycle – Transaction Process Subsystems – Management Reporting System (MRS) – Properties – Types of Reports – Structure.

UNIT – III

Decision Support System (DSS) – Components – Task Performed – Knowledge Based Systems – Artificial Intelligence – Office Automation.

UNIT – IV

Functional Management Information System – Production Information System – Marketing Information System – Accounting Information System – Financial Information System – Personnel Information System – Interrelationship of Functional Management Information System.

UNIT – V

Database Management System – Information as a Resource – Meaning of Database – Components – Types of Database – Benefits & Limitations of Database.

COURSE OUTCOME:

Upon successful completion of this course the student will be able to:

CO – 1: Use MIS in various real time applications in organizations.

CO – 2: Know about the various information systems and its benefits.

BOOKS FOR REFERENCE:

1. G.M Scoh, Principles of Management Information System, McGraw hill Education
2. Davis and Olson, Management Information System, McGraw hill Education
3. Lucan, The Analysis, Design and Implementation of Information System, McGraw Hill Education
4. Rog Anderson, Management Information System and Computers – An Introduction, Mac Millan Co.
5. Jerome Kanter, Management Information System – EEE Edition, Prentive Hall of India, New Delhi
6. Landon, C.K & Landon, J.P, Management Information System, Mac Million, New York.
7. J. Grabam George, System Analysis in Business, Allen and Unwin Ltd, London

MARKETING MANAGEMENT

Elective: XVIII

Total Hours : 60

: 5

Credit

COURSE OBJECTIVES:

- To impart understanding of the conceptual framework, covering basic elements of the Marketing Mix.
- Globalization of marketing for organizational growth.
- Strategic issues in marketing of competitiveness.

UNIT – I

Introduction – The Marketing Concept – Marketing Mix – Marketing Planning – Marketing Strategy – Buyer Behaviour – Market Segmentation.

UNIT – II

Managing the Product – Product Differentiation & Positioning – Managing Brands and Brand Equity – New Product Decision – Product Life Cycle.

UNIT – III

Managing Distribution – Physical Distribution and Marketing Logistics – Marketing Channels – Retailing – Distribution Strategy – Direct Marketing – Marketing on the Web.

UNIT – IV

Pricing & Promotion – Pricing – Market Communication – Advertising Management – Sales Promotion – Sales Management.

UNIT – V

Supporting & Controlling – Controlling the Marketing Effort – Marketing Information System – Marketing Research.

COURSE OUTCOME:

By the end of the course students will be able to:

CO – 1: Identify core concepts of marketing, role of marketing in business and society.

CO – 2: Ability to develop marketing strategies based on product, price, place and promotion objectives.

CO – 3: Ability to communicate the unique marketing mix and selling proposition for specific product offerings.

BOOKS FOR REFERENCE:

1. Kenneth Bernharot, Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1997
2. Harper W. Boyd, Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1998
3. Ramaswamy&Vamahumari, Marketing Management, MacMillan Pulbication
4. Philip Kotter, Marketing Management, Prentice Hall of India
5. Rajan Nair, Marketing, Sultan Chand
6. Vasrshney R.L & Gupta S.L, Marketing Management

PATTERN OF QUESTION

The details of the question paper patterns for End of Semester Examination (ESE) for PG under credit system are as follows:

Part A: Eight questions are to be set and students to answer FIVE out of EIGHT. Each question will carry EIGHT marks.
Total: $5 \times 8 = 40$ marks.

Part B: FIVE questions are to be set and students to answer THREE out of FIVE. Each question will carry TWENTY marks.
Total: $3 \times 20 = 60$ marks.

(The maximum mark for a paper is 100 and the duration of each paper is 3 hours)