M.Com. CA

SYLLABUS: 2011

CHOICE BASED CREDIT SYSTEM **(CBCS)**

St. JOSEPH'S COLLEGE (Autonomous)

Re-accredited with A⁺ Grade by NAAC

College with Potential for Excellence by UGC

TIRUCHIRAPPALLI - 620 002

M.Com. Computer Application –Course Details

Sem	Sub. Code	Subject	Hrs	Cr
I	11PCC1101	Research Methodology	6	5
	11PCC1102	Managerial Skills	6	5
	11PCC1103	Marketing Management	6	5
	11PCC1104	Internet Concepts	4	3
	11PCC1105	Software Lab – I - Internet Concepts	3	2
	11PCC1106	System Analysis And Design	5	4
		Total for Semester – I	**30**	**24**
II	11PCC2107	Cost Accounting	7	5
	11PCC2108	Investment Management	7	5
	11PCC2109	Database Systems	4	3
	11PCC2110	Software Lab – II -Database Systems	3	2
	11PCC2111	Management Information System And Erp	5	4
	11PCC2401	IDC-I-Advertisement And Sales Promotion	4	4
		Total for Semester - II	**30**	**23**

Sem	Sub.Code	Subject	Hrs	Cr
III	11PCC3112	Operations Research	6	5
	11PCC3113	Organisational Behaviour	5	4
	11PCC3114	Java	4	2
	11PCC3115	Software Lab – III -Java	3	2
	11PCC3116	Unified Modeling Language	4	3
	11PCC3402	IDC-II-Personality Development	4	4
	11PCC3201A	Elective –I- Information Technology for Business (OR)	4	4
	11PCC3201B	Elective –I- E-Commerce		
		Total for Semester - III	**30**	**24**
IV	11PCC4117	Financial Management	8	5
	11PCC4118	Financial Accounting Package - Tally	5	4
	11PCC4119	Financial Accounting Package – Tally - Practical	3	2
	11PCC4501	Project Work	6	5
	11PCC4202A	Elective-II- Entrepreneurship Development (OR)	4	4
	11PCC4202B	Elective-II- Cyber Laws And System Security		
	11PCC4203A	Elective-III- Customer Relations Management (OR)	4	4
	11PCC4203B	Elective-III- Distributed Technology		
		Total for Semester – IV	**30**	**24**
		SHEPHERD & Gender Studies		**5**
		TOTAL		**100**

Semester:I   **Hours/Week : 6**
Code :11PCC1101   **Credits   : 5**

RESEARCH METHODOLOGY

Objectives:
- To understand the process of research
- To understand the concepts of sampling and tools for data collection and analysis.
- To understand the process of documentation and research report writing.

Unit - I

Research - Definition - Meaning - Characteristics - Types of Research.

Unit - II

Social Science Research - Case study - Social survey - Census survey - Meaning - Characteristics - Evaluation.

Unit - III

Selection and Formulation of research problem - Testing Hypothesis - Their nature and role preparation of a research and design.

Unit - IV

Sampling - Meaning - Characteristics - Methods - Errors - Data collection - Primary sources and Secondary sources.

Unit - V

Processing and analysis of data - Statistical treatment - Descriptive, Z - test, T - test, X^2 - test, ANOVA, Correlation and regression - Use of Statistical Package - Report writing - Purpose - Types - Contents of reports - Steps in drafting reports.

Text Book
1. Kothari, C.R., 'Research Methodology', Wishwa Prakashan, New Delhi, 1990.

Books for References
1. Wilkinson and Bhandarkar, 'Methodology and Techniques of Social Research',Himalaya Publishing House, Mumbai, 1992.
2. Krishnaswami, O.R., 'Methodology of Research in Social Sciences', Himalaya Publishing House, Mumbai 1993.
3. Devendra Thakur, 'Research Methodology in Social Sciences', Deep and Deep Publication New Delhi, 1993.
4. Gopal Lal Jain, 'Research Methodology', Mangal Deep Publications, Jaipur, 1998.
2. Suresh Gupta: Research Methodology, Deep and Deep Publications, New Delhi.
3. Ranjith Kumar: Research Methodology: A Step by Step Guide for Beginners, Sage Publishers,NewDelhi.
4. Tripadhi, P.C.:AText Book of Research Methodology in Social Sciences, Sultan Chand, New Delhi.
5. Kothari, C.R.: Research Methodology, Weshwa Prakashan, New Delhi.

Semester:I   **Hours/Week : 6**
Code : 11PCC1102   **Credits : 5**

MANAGERIAL SKILLS

Objectives:
- To impart basic personal soft skills like listening, speaking reading, writing, learning in order to empower the students for better educational performance.

Unit:I

Listening Skill: What is listening – Importance of Listening – Active and Passive listening- Reasons to Improve listening – Roadblocks to effective listening – Types of effective listening – Questions to Ask Yourself in conversation – Improving listening skills- Listen to the feelings- Exercises for listening to Feeling, Role –Play Activities.

Unit:II

Speaking Skill: What is speaking – Opening a Speech- Speaking to the Hearts- Attention Gaining Devices- Storytelling Techniques- Humor Techniques – Speech Gimmicks – Performance Techniques- Closing a Speech- Speech Exercises.

Unit:III

Reading Skill: What is Reading- Problems with Reading- Deciding what to Read- Getting Ready to Read- Different Types of Reading – Active Reading- SQ4R – Talking Notes from Reading- Improve your Reading- Exercises for Reading.

Unit:IV

Writing Skill: What is Good writing- Establish your Topic-Organize your Ideas- Target Audience- Presentation Techniques- Language Usage- Resume Writing – E-main writing - Telephone Etiquette- Exercise for writing.

Unit:V

Learning Skill: Introduction to Learning –Learning Styles- Taking Notes- Learning for exams- Time Management- Stress Management – Exercise for Learning Technique- Thinking Skill: Reasoning and Critical thinking – Meaning and definition – Clarity meaning- Reconstruction arguments- Strategies for Assessing arguments- Assessing Truth- Claims Assessing Relevance- Assessing Adequacy –Deductive Reasoning – Inductive Reasoning.

Books for References:
1. E.H. McGrath S.J." Basic Managerial Skills for All", 6th Edition, Prentice Hall of India, New Delhi.
2. William H.Huges, Laveny, and Jonathen Allen, " Critical Thinking"- An Introduction to the Basic Skills.

Semester:I   **Hours/Week : 6**
Code : 11PCC1103   **Credits   : 5**

MARKETING MANAGEMENT

Objectives:
• To help the students understand the conceptual framework of marketing management.
• It intends to expose the participants to the various decisions the marketing executives are required to take.

Unit-I

Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management – Functions of Marketing Management – Principles of Marketing Management - Marketing Organisation Structure.

Unit-II

Product Development – New Product Planning and Development – Steps in New Product Development – Management of Product Life Cycle – Product Line and Product Mix Strategies – Pricing – Objectives of Pricing Decisions – Factors influencing Pricing Decisions – Process of Price determination – Kinds of Pricing.

Unit-III

Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel-middlemen in distribution-Kinds – Functions - Elimination of Middlemen - Arguments in favour of and against.

Unit-IV

Sales promotion-meaning and definition-objectives and importance of sales promotion causes for sales promotion activities-types of sales promotion programmes-salesmanship and personal selling-steps in selling-essentials of salesmanship-importance of salesmanship-qualities of a good salesman.

Unit-V

Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising – Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of a Advertising copy - Objections against Advertisement copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies – Meaning and Definition - Benefits or Services of an Advertising Agency.

Books for References:
1. Marketing Management : C.B.Mamoria and Joshi
2. Marketing management : Dr.C.B. Gupta
3. Marketing Management : Philip Kotler
4. Modern Marketing : R.S.N.Pillai & Bagavathi
5. Fundamentals of Marketing : William J.Stanton

Semester:I   **Hours/Week : 4**
Code : 11PCC1104   **Credits   : 3**

INTERNET CONCEPTS

Objectives:
- To understand the basic concepts related to internet and its standard protocols.
- To introduce the web technologies such as HTML and VBScript.
- Through the various examples the course will describe how to design specific page, dynamic web page, forms and frames. It also focuses on the practical aspects of these technologies.

Unit – I   **(12 hrs)**
    Networking Concepts : what is the INTERNET? - history - applications - users - protocols - host machines and host names - internet architecture and packet switching - Client server model - band width and asynchronous communication. Connection : dial-up access - direct and dedicated connections - domains and addresses - domain name system - IP addresses.

Unit – II   **(12 hrs)**
    HTML : Introduction - Tags - Document Layout - comments - headings - paragraphs - breaks - special characters - links - images - texts.

Unit – III   **(12 hrs)**
    HTML: lists – ordered lists – unordered lists - frames – frameset - nested frame – inline frame - form – introduction - documents - elements - tables.

Unit – IV   **(12 hrs)**
    VB Script: Introduction - Language structure - control structure - procedures and functions - Error handling.

Unit – V   **(12 hrs)**
    VB Script: Input & Output - Data Validation -Integration with Forms - Activex Control & Scripting.

BOOK(S) FOR STUDY
1. Wendy G.Lehnert, "Internet 101 - a beginners guide to the internet and the world wide web", Addition Wesley, 1999.
2. CIS terms school of computing - Jaipur, "INERNET - An Introduction", Tata McGraw Hill publishing company limited, New Delhi - 1999.
3. Christopher J.Goddard, Mark White, "Mastering VBScript", Galgotia publications, New Delhi, 1998.
4. Purcell, Jane Mara, "ABC's of Java Script", BPB Publishers, first edition, 1997.

BOOK(S) FOR REFERENCE
1. Chuck Musciano & Bill Kennedy, "HTML - The Definitive Guide", Shroff Publishers & Distributors Pvt. Ltd., Calcutta - 1999.

Semester:I   **Hours/Week : 3**
Code : 11PCC1105   **Credits   : 2**

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SOFTWARE LAB - I
INTERNET CONCEPTS

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HTML

1.   Designing a static web page using tags

2.   Designing a form using simple (table, lists) tags

3.   Developing a form using Frame tag

4.   Create dynamic web page using html tags

VB Script

5.   Script writing basics

6.   Using Name, object and methods

7.   Adding interactivity to a web page

8.   Creating Dynamic web pages

9.   Scripting Forms

10.   Designing a calculator.

Semester:I   **Hours/Week : 5**
Code : 11PCC1106   **Credits   : 4**

SYSTEM ANALYSIS AND DESIGN

Objectives:

• To give broader understanding of the system concepts and to impart knowledge on analysis design and implementation of system.

Unit 1

SYSTEM CONCEPTS AND INFORMATION SYSTEMS ENVIRONMENT : The system concept – characteristics of system – elements of a system – type of system. The System Development Cycle: The system development life cycle consideration for candidate system. The Role of system Analyzer: Definition – academic and personal qualification of SA – role of analyzer user interface – place of analyzer in MIS organization.

Unit 2

SYSTEM PLANNING AND INITIAL INVESTIGATION: Bases for planning – initial investigation. Information gathering: Kinds of information – sources – information gathering tools. The tools of Structured Analysis: Meaning tools of system analysis.

Unit 3

FEASIBILITY STUDY : Introduction – system performance definition – feasibility study – cost benefit analysis : Introduction – data analysis system proposal. The process and stages of System Design : The process – design methodologies- development activities – audit consideration

Unit 4

INPUT / OUTPUT FORM DESIGN: Input design – output design – form design File organization and Database design: File structure – file organization – database design – role of database administrator . System Testing and Quality Assurance : Reason for testing – test plan – quality assurance – data processing audit.

Unit 5

IMPLEMENTATION AND MAINTENANCE: Conversion – post implementation review – maintenance. Security Disaster/Recovery, and Ethics in system DEVELOPMENT: System security – disaster/recovery planning – ethics in system development.

Book for study

1. Elias M.Awad, "System Analysis and Design", Golgotia, New Delhi, 2000

Book for reference

1. Lee B.and Lee , "Introduction System Analysis and Design". Volume I, II, Golgotia, New Delhi, 1982.

Semester:II   Hours/Week : 7
Code : 11PCC2107   Credits : 5

COST ACCOUNTING

OBJECTIVES:
- To develop analytical and critical abilities to design effective cost systems.
- To measure and evaluate management performance and to provide accounting data for management control and decision making.

UNIT – I
Introduction of Cost Accounting – Meaning and definitions – Difference between financial and cost accounting – Relationship with Management accounting – Nature and significance of cost accounting – Installation of Costing system – Characteristics of ideal costing system – Methods of costing – Elements of costing – cost concept, fixed cost and variable costs – Preparation of cost sheet.

UNIT – II
Material classification and coding of material - fixation of maximum, minimum and reorder level – Economic order quantity – purchase procedure – storage of materials - Issue of materials – pricing of material issues and returns – Inventory control – Physical verification – periodical and perceptual inventory – Analysis of discrepancies – Correction measures.

UNIT – III
Labour: Classifications of labour – Time keeping – Preparation of pay roll – Wage payment and incentive system – idle time – over time – accounting of labour cost – work-study – merit rating – Time and motion study – Standard time.

UNIT – IV
Meaning and classifications of overheads – Classification according to function – variability and elements – Steps in overhead accounting – Absorption of overhead cost – Difference between cost allocation and apportionment and reapportionment – Predetermined overhead recovery rates – over absorption and under absorption – Meaning and causes – Accounting of under, over absorbed overheads.

UNIT - V
Features of process costing – Difference between Joint costing and process costing – Process losses – Inter – process Profits Equivalent Production – Joint – Products and by products – Distinction between by – products, main products and joint products. Reconciliation of cost and financial accounts – Cost ledger - integrated accounts – cost audit under companies Act – Benefits of cost audit – Programmes and procedures.

BOOKS FOR REFERENCE:
1. Horngren : Cost accounting with Managerial emphasis
2. Wheldon : Cost accounting
3. Biggs : Cost accounting
4. N.K.Prasad : Principles and practice of cost accounting
5. S.P. Jain & K.L. Narang : Cost accounting

Semester:II   **Hours/Week : 7**
Code : 11PCC2108   **Credits   : 5**

INVESTMENT MANAGEMENT

Objectives:

* To familiarize the student with the principles and practice of Investment Management.
* To acquaint the students with the functioning of the Indian Financial System and Markets

UNIT- I :

Introduction To Investment Management: Concepts and Definition – Elements – Factors influencing Investment – Need for investment – Investment media – Investment principles – Types of investors – Investment Vs. Gambling, Speculation Vs. Gambling – Properties of Financial assets – Constituents of Indian Financial System – Financial Markets.

UNIT -II:

Indian Capital Markets: Indian Capital Market – Structure of Capital Market – Intermediaries in Capital markets Emerging trends in the Indian Capital market- Innovational Financial market instruments in capital Market – Capital Market reforms; Indian Primary Market – Intermediaries in Primary Markets – Instruments of Primary Market – Role of the new issue market – Employees Stock options – Buy Back of Securities – Insider Trading – Book Building Process - Pricing of Capital issues - Recent development in Primary Markets.

UNIT -III:

Secondary Markets And Regulations: Functions Secondary Market - Intermediaries -Developments of Secondary Markets – Stock exchange operations – Nature of Transactions in stock market – Settlement cycle - Buy Back of Securities - Insider Trading and SEBI Regulations - - Capital Adequacy Ratio (CAR) – Demutualization; Listing and Trading of Securities - Settlement Procedure and Rolling Settlement - NSE and SSE - Construction of index - Derivatives Trading - Demat Trading.

SEBI: Functions of SEBI - Regulatory Role of SEBI in protecting Investors' interests; Depository system - Need - Advantages and Disadvantages - Multi-Depository System.

UNIT -IV:

Risk Management: Risk management - Risk of Securities -Systematic Risk-Interest Rate Risk- Market Risk - Purchasing Power Risk – Unsystematic Risk - Business Risk-Financial Risk – Efficient Market Theory; Measurement of Risk and Return, Expected Return, Standard Deviation and Variance of Securities; Portfolio Analysis. Traditional Vs Modern-Rationale of Diversification- Markowitz Theory - Effect of Combining two securities- Measurement of   Expected Return of Portfolio - Portfolio Risk (including simple Problems).

UNIT -V :

Portfolio Management: Measurement of Interactive Risk through covariance-correlation Coefficient between securities - Reduction of Portfolio Risk through diversification (with   two securities only); Portfolio Selection - efficient set of Portfolios - Optimal portfolio (including   simple Problems).

Books for References:

1. Sulochana, M:Investment Management : Kalyan Publishers Ludhiyana:-2003
2. Agarwal: A Guide to Indian Capital Market, New Delhi
3. Avadhani, V.A:Indian Capital Markets, Himalaya Publishing House, Mumbai.
4. Mayo: Investments, 7e Thomson 2006.
5. Bhalla, V.K: Investment Management. S.Chand & Company, New Delhi.
6. Devin, S: Portfolio Management, Prentice Hall, and New Delhi.

Semester:II   **Hours/Week : 4**
Code : 11PCC2109   **Credits   : 3**

DATABASE SYSTEMS

Objectives

- To understand the basic concepts and organization of a database and to give the basic knowledge on relational database.

UNIT – I

DATABASE SYSTEM: Purpose- View of data- data models- database languages- transaction management- database users- database structure- entity- relationship model: Mapping constraints- keys- E-R diagram- extended E- R features- relational model: Structure- relational algebra- relational algebra operators.

UNIT – II

SQL: Introduction to Data Definition Language, Data Manipulation Language, Transaction control Language, Data control Language- Views - Embedded SQL- Query By Example.

UNIT – III

NORMALIZATION: Introduction to database design – functional dependency and decomposition - 1NF- functional dependency – 2NF – transitive dependency- 3NF- BCNF.

UNIT – IV

TRANSACTION: Concepts - transaction state - concurrent execution – serializability – recoverability - Concurrency control: Lock based protocols – time - stamped based protocols - validation based protocols.

UNIT – V

Parallel Database Systems: Introduction to Parallel databases – Architecture – Key Elements of parallel database processing – query parallelism – distributed database systems – distributed databases – distributed query processing – concurrency control in distributed databases – recovery control in distributed databases.

BOOK FOR STUDY

1. S. K. Singh, "Database Systems Concepts, Design and Applications", Pearson Edition, 2006.

BOOKS FOR REFERENCE

1. Abraham Silberschatz, "Database Systems", McGraw Hill International, 1997.
2. C.J. Date, "An Introduction to Database Systems", 6th Edn, Addison Wesley Publishing Company, New York, 1995.

Semester:II   **Hours/Week : 3**
Code : 11PCC2110   **Credits   : 2**

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Software Lab – II -Database Systems

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1.   Table creation & data insertion, deletion & updation

2.   DDL commands to create, alter, truncate and delete

3.   DML: Aggregate functions, set operations & nested queries

4.   Creating a view: Insertion, deletion through view

4.   PL/SQL – block using cursors

5.   Functions

6.   Procedures

7.   Package

Semester:II   Hours/Week : 5
Code : 11PCC2111   Credits   : 4

MANAGEMENT INFORMATION SYSTEM AND ERP

Objective

- To give an understanding of the importance of information systems, how it relates to managerial end – users and the vital role of information technology in business and to impart the knowledge on evolution implementation and advantages of an ERP system.

UNIT - I

Introduction to Information Systems (IS): Why study IS- why business need information Technology (IT) – Fundamentals of IS concepts – overview of IS - solving business problems with IS - developing IS solutions.

UNIT - II

Information Systems for Business operations – Business IS – Marketing, Manufacturing, human resource, accounting and financial information systems – transaction processing system – management information and decision support system.

UNIT - III

Managing Information Technology – managing information resource and technologies – global IT management – planning and implementing business change with IT.

UNIT - IV

Enterprise resource planning (ERP): an overview – benefits of ERP – ERP and related technologies – Business process reengineering – data warehousing – datamining – online analytical processing – supply chain management.

UNIT - V

ERP implementation: ERP implementation life cycle – implementation methodology – hidden cost – organizing the implementation – vendors, consultants and users contracts with vendors, consultants and employees project management and monitoring – ERP present and future – turbo charge the ERP systems – Enterprise Integration Applications – ERP and E-commerce – ERP and Internet.

BOOK(S) FOR STUDY

Unit I, II, III

1.   James A O'Brien, "Management Information Systems for managing IT in the Internetworked Enterprise", 4th edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 1999.

Unit IV, V

2.   Alexis Leon, "ERP Demystified", Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.

BOOK FOR REFERENCE

1.   W.S. Jaswadekar, "Management Information Systems", Tata McGraw Hill Publishing Co. Ltd., New Delhi, 1998.

Semester:II   **Hours/Week : 4**
Code : 11PCC2401   **Credits   : 4**

IDC-I-ADVERTISEMENT AND SALES PROMOTION

Objectives:
•   To introduce the advertisement concepts to the students.
•   To introduce sales promotion to the students.

Unit 1

Advertising – Advertising an element of marketing – Mix objectives – Advertising and Salesmanship – Role and importance – Planning for Advertising – Communication Process – Formal and informal.

Unit II

Advertisement copy – Kinds – Appeals – Advertising mix – Advertising budget and relevant decisions.

Unit III

Advertising expenses and their role – Types of advertising – Measuring the effectiveness of advertisement – Managing agency.

Unit IV

Sales Promotion – objectives – Advantages – Tools and their effectiveness – Aggressive selling.

Unit V

Sales promotion and personal selling nexus – Measuring the effectiveness of promotion comparing.

Books for References:
1.   John A. Quelch: Sales Promotion Management
2.   Ramasamy, M.:Marketing Salesmanship and Advertising
3.   Sinha, J.C. : Principles of Marketing and Salesmanship
4.   Charles J.Dirkson: Advertising Principles Problem and Cases and others
5.   Manendra Mohan: Advertising management Concept and Cases.

Semester:III	**Hours/Week : 6**
Code : 11PCC3112	**Credits : 5**

OPERATIONS RESEARCH

Objectives:
- To understand the concepts and techniques of operations research.
- To understand the use of OR tools for business decisions.

Unit: I

Operation research: meaning, origin and nature. OR as a tool for decision – making; OR and management; features of OR; phases of OR; models in OR; methods of deriving solution; limitations of OR.

Unit: II

Linear programming: nature and meaning; formulation of LPP; graphic solutions; merits and demerits; application in business.

Unit: III

Decision theory: Basic concepts: quantitative approach to managerial decision – making; decision – making under certainty, decision – making under uncertainty – maximax, minimax, maximin, Laplace, Hurwicz. Decision – making under risk-EMV, EOL, EVPI. Decision-making under competition: game theory.

Unit: IV

Network analysis: CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction
Between CPM and PERT; limitations of PERT.

Unit:V

Queuing Theory: meaning; basic concepts; application of waiting line models; Monte Carlo simulation.

Books for References:
1. V.K. Kapoor and Sumant Kapoor : "OR Techniques for Management", Sultan Chand & Sons, New Delhi.
2. S.D Sharma, "Operations Research", Kedar Nath Ram Nath and Co. Meerut.-16.
3. Barry Render and Ralph M.Stari, Jr: "Quantitative Analysis for Management": Prentice Hall, New Delhi.
4. Agarwal, J.D. and Sagarika Ghosh: Quantitative Techniques for Financial Analysis, Indian Institute of Finance, New Delhi.
5. Taha, Hamdy A.: Operations Research – An Introduction, Prentice Hall, Delhi.

Semester:III   **Hours/Week : 5**
Code : 11PCC3113   **Credits   : 4**

ORGANISATIONAL BEHAVIOUR

Objective:

    To familiarize the students with the concepts and dimensions of Organization Theory.

Unit : I

    OB as a subject, History and Development; contributing disciplines, Importance of OB to the field of management, Hawthorne studies - classical and modern approaches to management; systems approach to OB.

Unit : II

    Basic behavioural Process : Cognitive functions - intelligence, Creativity, Problem solving,Learning and its process - implications, Attitudes and Values, Personality - Concepts, theories, estimation and applications; Perception - implications, counseling - importance and relevance.

Unit : III

    Motivation - Theories and applications to management, Behaviour modification (OB mod), Communication - interpersonal communication - Methods to improve interpersonal Communication; Groups - Characteristics and processes, Group dynamics, norms, cohesiveness, decision making in groups.

Unit : IV

    Leadership - Role and functions of a leader, Leadership theories and styles, implications for management, Alternatives to leadership; Organisational change : Approaches and resistance to change, Manager as a change agent; Conflict management, nature, sources.

Unit : V

    Organisational Development - approaches, intervention strategies, implementation; Organisational culture - relevance of culture in the changing scenario, Organisational Politics, impression management and defensive behaviour. OB in the global context.Current applications and future trends in OB.

Text Books

1.   Robbins S.P, 1999, Organisational Behaviour: Concepts, Conventions and Applications, New Delhi, Prentice Hall.
2.   Umasekaran, 1996, Organisational Behaviour, New Delhi: Tata McGraw Hill.

Reference Books

1.   Luthans F, 1998, Organisational Behaviour, Boston : Irwin
2.   Moorhead.G and Griffin, 1996, Organisational Behaviour Bombay: Jaico Publishing House.

Semester:III   **Hours/Week : 4**
Code : 11PCC3114   **Credits   : 2**

JAVA

Objective

• To impart sound knowledge in object oriented programming and programming skills in Java.

UNIT –I

OOP AND JAVA: Introduction-Object and classes-Encapsulation-Inheritance-Polymorphism-Features of Java- Java and Internet-Structure of a Java Program. THE PRIMARIES: Introduction-Character set- Tokens-Constants-Variables-Operators and Expressions.

UNIT –II

CONTROL STATEMENTS: Introduction- if statement-switch statement-while- do while- for statement. ARRAYS AND METHODS: Introduction- one dimensional arrays- Two dimensional arrays-Method Overloading-Recursion. CLASSES AND OBJECTS: Introduction- General form of a class - Creation of objects- Usage of constructors- Constructors Overloading-Copy Constructors.

UNIT –III

INHERITANCE AND POLYMORPHISM: Introduction- Inheriting the Variables in a class- Inheriting the Methods in a class- Inheritance and Constructors- Abstract Classes—Final Classes. INTERFACES AND PACKAGES: Introduction- Interfaces- Structure of an interface-Implementation of an interface- Interface Inheritance- Packages- the Packages Statement- Placing the classes in a package- Package Hierarchy-Import Statement- Hiding the classes in a Package-Access Control Modifiers.

UNIT –IV

APPLETS: Introduction - The Life Cycle of an Applet - the Applet Class - Development and execution of a Simple Applet - Syntax of Applet Tag - Methods in the graphics Class – Servlets - RMI.

UNIT –V

EXCEPTION HANDLING: Introduction - Default exception handling - Exception and Error Classes - Catch block searching pattern - 'throw' Statement -'throws' Statement - Custom exceptions. I/O STREAMS: Introduction - Input Stream and Output Stream classes - Reader and Writer classes - Data Output stream and Data Output stream classes - filter Streams- Print Streams- String- string buffer.

BOOK FOR STUDY

1. Herbert Schildt, Java 2 Complete Reference, Tata McGraw Hill, Fourth Edition, 2001.
2. Ivan Bayross, Java 2.0 (Web enabled Commercial Application Development", BPB publications, New Delhi, 2000. (Chapters 11, 13, 14 & 16)

BOOKS FOR REFERENCE

1. Peter Norton & William Stack, "Guide to Java Programming", First Edition, 1997, Techmedia publications, New Delhi.
2. Lay. S. HorstMann, Gray Cornell, "Core Java 1 & 2 – Fundamentals", 2nd Edition, 2000.
3. Scott daks & Henry, "Java Threads", 2nd Edition, Shroff Publishers & Distributors Pvt. Ltd.

Semester: III   **Hours/Week : 3**
Code : 11PCC3115   **Credits   : 2**

Software Lab – III -JAVA

1.   Implementing Classes and objects

2.   Program to implement inheritance

3.   Polymorphism

4.   Packages and Interfaces

5.   Exception Handling

6.   Multithreading

7.   Util Package

8.   I/O Streams and File processing

9.   Networking

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Semester:III   **Hours/Week : 4**
Code : 11PCC3116   **Credits   : 3**

UNIFIED MODELING LANGUAGE

Objectives

• To specify, visualize, construct and document the artifacts of a software systems.

UNIT – I

UML: Introduction to UML – Basic Structural Modeling: Classes – Relationships – Common Mechanism – Diagrams – Class diagrams.

UNIT – II

Advanced Structural Modeling: Advance classes – Advance relationships – Interfaces – Types and Roles – packages – instances – object diagrams.

UNIT – III

Basic behavioral modeling: Interactions – use cases – use case diagrams - interaction diagrams – activity diagram.

UNIT – IV

Advanced behavioral modeling: Events and signal – state machines – process and threads – time and space – state chart diagrams.

UNIT – V

Architectural modeling – components – deployment – collaborations.

BOOK(S) FOR STUDY

1.   Grady Booch, James Rumbaugh and Ivar Jacobson, "The Unified Modeling Language User Guide", Addison – Wesley Longman Pvt. Ltd., Singapore, 2001.

BOOK(S) FOR REFERENCE

1.   Grady Booch, James Rumbaugh and Ivar Jacobson, "The Unified Modeling Language User Guide", Addison Wesley Longman Pvt. Ltd., Singapore, 2000.

Semester:III   **Hours/Week : 4**
Code : 11PCC3402   **Credits : 4**

IDC-II-PERSONALITY DEVELOPMENT

Objective:
- To impart managerial soft skills which deals with personal, communication and management skills to compete with the professional world.

UNIT-I

Soft skills-Self discovery-knowing self - developing positive attitude - forming values - improving perception. Personality – Differences between self and personality.

UNIT-II

Interpersonal Skills: Improving interpersonal skills resolving conflicts-dealing with difficult people-negotiation skills-cross cultural communication

UNIT-III

Communication Skills: Listening skills, reading skills, speaking skills, Interview skills, group discussion, resume writing, career planning, Career development.

UNIT-IV

Time management, stress management, etiquette and manners, emotional intelligence.

UNIT-V

Team building and leadership: Introduction: Team work-Team building and development - Leadership-leaders and managers-leadership theories, leadership strategies.

Books for Study:
1. G.Ravindran, S.P.B.Elango, Dr.L.Arockiam, "Success through softskills", Institute for communication and Technology, Trichy-2007.

2. Dr.B.Rathan Reddy, "Team Development and Leadership", Jaico publishing House, Mumbai-2005.

BOOKS FOR REFERENCE:
1. E.H.McGrath S.J., 'Basic Managerial Skills for All, 6th Ed., prentice Hall of India, New Delhi, 2004.

Semester:III   **Hours/Week : 4**
Code :11PCC3201A   **Credits   : 4**

Elective – I - Information Technology for Business

Objectives:
• To understand the use of spread sheet for decision – making
• To understand the potential of the Internet for business.
• To provide a basic understanding about e-commerce.

Unit: I

Spreadsheet: Features of spreadsheet-MS Excel – Features of MS Excel; Functions in Excel: Financial functions: NPV, IRR, PMT, IPMT. Statistical functions: AVERAGE, MEAN, MEDIAN, AVEDEV, CORREL, STDEV, RANK, Database functions: DAVERRAGE, DMAX, DMIN, DSUM; Graphics in Excel.

Unit: II

Business applications of Excel: Managerial decision – making with Excel; Model development with Excel; Financial analysis using Excel; Break-even analysis, budgeting and ratio analysis with Excel; Inventory management with Excel, Investment appraisal with Excel. Goal seek, pivot table and scenario management for decision – making.

Unit: III

Internet – Features of the Internet;WWW:Email, Telnet, FTP, News groups, search engines, portals, Business applications of the Internet.

Unit: IV

E-Commerce: introduction to e-commerce, Models of e-commerce: B2C, B2B, B2G and C2C.Electronic payment systems: e-cash, e-cheque, credit cards, debit cards. EDI and e-commerce.EDI standards. Setting up and promotion of a website for e-commerce.

Unit: V

Security issues in E-commerce: security risks in e-commerce, security tools and risk management. IT Act 2000 – digital signature, digital signature certificates, e-governance, electronic records, certifying authorities, network appellate tribunal, penalties.

Books for References:
1. Efraim Turban, Jae Lee, David King and Michael Chung: Electronic Commerce, Pearson Education Asia, Delhi.
2. Ravi Kalkotta and Andrew B. Whinston: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
3. Heary Chan, et.el.: E-Commerce, John Wiley & Sons.
4. Edward C. Willet, MS Office, Wiley Publishing Co. New Delhi.
5. MS Excel 2000.

Semester:III   **Hours/Week : 4**
Code : 11PCC3201B   **Credits   : 4**

Elective –I- E-Commerce

Objectives:
• To enable students to get exposed to fundamental aspects of E-commerce.

Unit I :
E – Commerce:Environment and opportunities – background – E-com environment – electronic market place technologies

Unit II:
Modes of electronic commerce: Overview – electronic commerce – overview – electronic data interchange – electronic commerce – with WWW\ internet

Unit III :
Approaches to safe E commerce:Overview – safe transport protocols – secure transactions – secured electronic payment protocol – SET certificates for authentication – Security on web servers and enterprise networks – conclusion

Unit IV:
E -cash and payment schemes:Internet monetary payment and security requirements - payment and purchase order process – online electronic cash

Unit V:
Security: Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Anti virus programs – security teams

BOOKS for Study:
1.   Web commerce technology handbooks – Daniel Minoli, Emma Minoli

BOOKS FOR REFERENCE:
1.   E-Commerce – Kamlesh K Bajaj and Debjani Nag.

Semester:IV   **Hours/Week : 8**
Code : 11PCC4117   **Credits   : 5**

FINANCIAL MANAGEMENT

Objectives:
- To introduce the subject of Financial management; and
- To acquaint the student with various techniques of Financial Management

Unit : I

Objectives and functions of financial Management - Role of Financial Management in the organisation - Risk-Return relationship. Time value of money concepts – Financial Markets in India – Primary and secondary market and their characteristics. Sources of Long term finance - Role of SEBI in Capital Issues. Concepts of Derivatives – Forwards, futures and options – simple cases for the exercises.

Unit : II

Capital Budgeting – Conflict in criteria for evaluation - Capital Rationing - Risk analysis in Capital Budgeting

Unit : III

Cost of Capital - computation for each source of finance and weighted average cost of capital - EBIT - EPS Analysis - operating Leverage - Financial Leverage

Unit : IV

Capital Structure Theory - Net Income Approach - Net Operating Income Approach – MM Approach - Dividend Policy - Types of Dividend Policy - Dividend Policy and share valuation - CAPM.

Unit : V

Concepts of working Capital –Nature – Meaning – Objectives – Needs – Trade off between profitability and risk – Financing mix – Hedging and conservative approach working capital policies – Factors affecting working capital requirements – Working capital estimation.

Text Books
1. Brealey R.A and Myers S.C 1988. Principles of Corporate Finance, New York: McGraw Hill Book Company
2. Van Horne J.C 1994. Financial Management and Policy. New Delhi: Prentice Hall of India Pvt. Ltd.,
3. Mampton J.C. 1994. Financial Decision Making: Concepts, Problems and Cases. New Delhi: Prentice-Hall of India Pvt. Ltd.,
4. P.V.Kulkarni, B.G.Sathya Prasad, Financial Management, Himalaya Publishing House – nineth revised edition – 1999.

Reference Books
1. Pandey I.M 1999. Financial Management. New Delhi: Vikas Publising House Pvt.Ltd.,
2. Chandra, Prasanna, 1998. Financial Management : Theory and Practice. New Delhi: Tata McGraw Hill Publishing Co. Ltd.,
3. John J.Hamption, Financial Decision Making – Concepts, Problems and Cases, Prentice Hall of India P. Ltd., New Delhi (1994).

Semester: IV   **Hours/Week : 5**
Code : 11PCC4118   **Credits   : 4**

FINANCIAL ACCOUNTING PACKAGE - TALLY

Objectives:
- To impart the students with the basic principles and concepts of accounting.
- To provide knowledge on the use and application of computer in accounting

Unit I

Introduction to Tally – Features of Tally – Starting Tally – Company creation – alteration and deletion – Hierarchy of account groups and ledgers – A/c groups of balance sheet – Assets and P & L a/c – A/cs group creation - A/c ledger creation – Financials problems-alteration and deletion .

Unit II

Voucher entry – Tally a/c Voucher types – Contra Voucher – payment Voucher – receipt Voucher – journal Voucher – purchase Voucher – sales Voucher – Voucher alterations, deletion and cancellation – single mode Voucher entry – A/c Voucher lists – Pay book – Trial balance.

Unit III

Cost centre – Cost category – Voucher entries using cost centre – Payroll preparation – Budget creation and alteration – TDS – TCS – VAT.

Unit IV

Inventory information – Inventory masters – units of measure – stock group – stock item – stock category – godowns – Inventory vouchers – Receipt note voucher – Rejections in voucher – Delivery note vouchers - Rejections out voucher – Stock journal voucher – Physical stock voucher – Creating purchase order and sales order - invoicing.

Unit V

Accounting and inventory books and reports - Data Collaboration – Security – Tally vault – Tally audit – Export of data – data formats – internet connectivity – E mailing tally report as attachments – import of tally data – migrating tally data – ODBC connectivity – connecting tally data into MS word document and excel worksheet – Backup - Restore.

TEXT BOOKS:
1. Tally Namrata Agarwal (Unit III)
2. Implementing Tally – AK Nadhani and KK Nadhani(Unit I and II, Unit IV and V).

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Semester: IV   **Hours/Week : 3**
Code : 11PCC4119   **Credits   : 2**

FINANCIAL ACCOUNTING PACKAGE – TALLY- PRACTICAL

1.   Creation, alteration and deletion of company

2.   Creation, alteration and deletion of primary and secondary accounting groups.

3.   Final A/Cs with adjustments (Creation and deletion of ledgers)

4.   Voucher entry problems in double entry mode

5.   Voucher entry problem in single entry mode.

6.   Voucher entries using cost centres

7.   Budget preparation and reporting variance

8.   Payroll preparation

9.   Accounting vouchers using stock items

10.   Order processing and inventory vouchers

11.   Generation of accounting books and reports

12.   Generation of inventory books and reports.

Semester: IV   **Hours/Week : 4**
Code : 11PCC4202A   **Credits   : 4**

Elective-II- Entrepreneurship Development

Objectives:
• To make students to understand the different dimensions of entrepreneurship.
• To inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers
• To develop the skills required to prepare a Business Plan

Unit – I
The Entrepreneur:General concept and definition, Entrepreneur and Entrepreneurship,Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Motivation, Woman Entrepreneur.

Unit – II
Environment and Entrepreneurial Development:Entrepreneurial environment, Development Programmes (EDPs) Role, Relevance and Achievement of EDPs in India, Institutions for entrepreneurial development. Unit – III Project Appraisal and Management:Search for business ideas, Project identification and formulation, Project appraisal, Profitability and risk analysis, Sources of finance.

Unit – IV
Legal and Statutory Environment for Small Industry:Legal formalities in setting up of SSIs Business Laws, Governmental Setup in promoting small industries, Financial institutions, Social Responsibility of Business.

Unit – V
Small Scale Industrial Undertakings: Status of Small Scale Industrial Undertakings, Steps in starting a small industry, Incentives and subsidies, Problems in small enterprise management, Sickness and Preventions

Books for Reference:
1. S K Mohanty, Prentice Hall of India, New Delhi, Fundamentals of Entrepreneurship.
2. Dynamics of Entrepreneurial Development and Management Vasant Desai, HPH.

Semester: IV   **Hours/Week : 4**
Code : 11PCC4202B   **Credits   : 4**

Elective-II- CYBER LAWS AND SYSTEM SECRURITY

UNIT – I

Basic Concepts of Technology and law: understanding the technology of internet – Scope of Cyber Laws – Cyber jurisprudence – Law of digital contracts – The Essence of Digital Contracts – The system of Digital Signatures – The role of function of Certifying Authorities.

UNIT – II

Intellectual property issues in cyber space: Domain Names and related issues – Copy right in the Digital media – Patents in the Cyber world – E-Governance – Cyber crimes and cyber laws.

UNIT – III

Information technology Act 2000 : Information Technology Act – 2000 – 1 (Sec 1 to 13) – Information Technology Act – 2000 – 2(Sec 14 to 42 and Certifying authority Rules) – Information Technology Act 2000 – 3 (Sec 43 to 45 and 65 to 78)

UNIT – IV

Information Technology Act 2000 – 4 (Sec 46 to Sec 64 and CRAT Rules) – Information Technology Act – 2000 – 5 (Sec 79 to 90) – Information Technology Act – 2000 – 6 (Sec 91 – 94) – Information Scenario in Cyber Laws.

UNIT – V

Security Features in an Operating System – Windows/Linux Network and Security Challenges – Internet Security Risks – Access Control Risks – Technology of Internet Security.

BOOK(S) FOR STUDY :
1.   Hand book of Cyber laws , V.Sharma, Macmillan India Limited, 2003.
2.   Cyber Law Simplified , "Sood Vvek, tataMcgra

BOOK(S) FOR REFERNCE :
1.   E- Commerce – Kamlesh k Bajaj and Debjani Nag.

Semester: IV   **Hours/Week : 4**
Code : 11PCC4203A   **Credits   : 4**

Elective-III- CUSTOMER RELATIONS MANAGEMENT

Objectives:
- To understand how information technology can be aligned with business practices
- To achieve business goals and support business imperatives, first by defining CRM and its various components.
- To providing means for successful delivery of CRM program.

Unit -I

Introduction to CRM – Cost of Acquiring Customers – Customer Acquisition to Customer Loyalty - CRM and Business Intelligence.

Unit – II

CRM Approach -drawbacks – emerging challenges in the marketing front-Relationship marketing-definition-concepts -relevance of relationship marketing approach-significance - building customer loyalty, Developing relationship strategies for different types of business under different competitive environment.

Unit -III

CRM and Customer Service – Call centre and customer Care – Automation of Contact Center – Call Routing – Web Based Self Service – Call Scripting – Cyber Agents – Work force Management – Customer Service – Automation.CRM in e-business, eCRM – multi-channel CRM, CRM on B2B, ERP – SCM –Supplier Relationship Management – Partner Relationship Management – e-Business Checklist for Success.

Unit – IV

Analytical CRM - CRM and the Data Ware House – Enterprise CRM – OLAP – Data Mining in CRM – Personalization and Collaborative Filtering - Delivering CRM – Defining CRM Success – Preparing Business Plan – Understanding Business Process – Choosing your CRM Tool.

Unit -V

Managing CRM Project – Development Team – CRM Implementation – Business Planning – Architecture and Design – Technology Selection – Development – Delivery Measurement. Information Technology application in building customer relationship – Emerging trends in CRM.

Books for study:
Dyche J, (2002), The CRM Handbook, Pearson Education, New Delhi.

Reference Books:
1. Sheth J N., Parvatiar A, Shainesh G, (2001). Customer Relationship Management – Emerging Concepts, Tools and Applications, Tata McGraw Hill, New Delhi.
2. Gosney JW & Boehm T P, (2001). Customer Relationship Management Essentials, Prentice Hall of India, New Delhi.

Semester: IV   **Hours/Week : 4**
Code : 11PCC4203B   **Credits   : 4**

Elective-III- DISTRIBUTED TECHNOLOGY

UNIT - I

Introduction to computer networks and data communication: Need for computer networks – evolution – Data communication – Data Transmission – Transmission media – Classification of Networks – Switching and Routing – Routing – Terminal Handling – Components of a Computer network- LAN – LAN Topologies.

UNIT - II

Network Standards and OSI – Need for network standard – OSI reference model – Physical layer – Data link layer – Network layer – Transport layer – Session layer – Application layer.

UNIT - III

Web technology :Introduction to web technology. Dynamic web Pages: The Need for Dynamic Web common Gateway Interface(CGI). Active Web Pages: Java Applets – Lifecycle of Java Applets.

UNIT - IV

E-Commerce: User Sessions in E-commerce Applications. Electronic Commerce Transaction Management: Transaction Concepts – Object Request Brokers (ORB) Electronic Commerce security Issues.

UNIT - V

Electronic Data Interchange(EDI): An Overview of EDI – The Origins of EDI – Understanding EDI – Data Exchanges Standards – EDI Architecture – The Significance of EDI in International Trade – Financial EDI – EDI and the Internet.

BOOK(S) FOR STUDY
Unit 1&2
1.   R.S Rajesh, K.S.Eswarakumar & R.Balasubramanian, 'Computer Networks – Fundamentals and Applications', Vikas Publishing House Pvt. Ltd., First Edition,2002.
Unit 3,4&5
2.   Achyut S.Godbole & Atul Kahate, 'Web Technologies', Tata McGraw-Hill Publishing Company Limited New Delhi.