

GURU NANAK COLLEGE

(AUTONOMOUS)

VELACHERY ROAD, CHENNAI – 600042

(Re-Accredited at 'A-Grade' by NAAC)

(Affiliated to the University of Madras)



B.COM INFORMATION SYSTEM MANAGEMENT

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

SYLLABUS

(For the candidates admitted for the Academic year 2019-20 and onwards)

VISION

- To evolve into a research department in the field of Information System Management

MISSION

- To enable the students to have an edge over the usage of technology and informatics in the field of management and commerce.
- Deepen and extend knowledge about the formation and utilization of human capabilities.
- To provide high quality technological education, strongly integrated with human values of Equality, Compassion, Sharing a social responsibility.

PROGRAMME OUTCOME

- This program could provide Industries, Information Technology companies, financing companies, Human Resource Agencies, Marketing Companies etc., well trained professionals to meet the requirements.
- After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Finance Manager ,HR Manager, Project Manager and overall Administration abilities of a Company.
- Capability of the students to make decisions at personal & professional level will increase after completion of this course.
- Students can independently start up their own Business.
- Students can get thorough knowledge of finance, commerce and computer programming languages.
- The knowledge of different specializations in accounting, costing, systems and finance with the practical exposure helps the students to stand in organization.

PROGRAMME SPECIFIC OUTCOMES

- The students can get the knowledge, skills and attitudes during the end of the B.com degree course.
- By goodness of the preparation they can turn into a Manager, Accountant, Management Accountant, Cost Accountant, Systems Manager, and Computer Programmer, Web developer, Teacher, Professor, Entrepreneur and Government employees.
- Students will prove themselves in different professional exams like C.A., CMA, UPSC, as well as higher education courses like MBA,MCA,MSW,M.Com,etc.
- The students will acquire the knowledge, skill in different areas of communication, decision making, innovations and problem solving in day to day business activities.
- Students will gain thorough systematic and subject skills within various disciplines of finance, accounting, management, communication, computer programming and systems.
- Students can also get the practical skills to work as accountant, audit assistant, HR trainee, computer operator, Web Developer as well as other financial supporting services.
- Students will learn relevant Advanced accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- Students will be able to do their higher education and can make research in the field of finance and commerce.

COURSE STRUCTURE
B.Com (INFORMATION SYSTEM MANAGEMENT)
2019-20 Batch onwards

Semester	Part	Course Component	Subject Code	Subject Name	Credits	Hours	Internal	External	Total
Semester - I	I	Language	17UTAMF01	Tamil - I	3	6	50	50	100
	II	English	19UENG221	English - I	3	6	50	50	100
	III	Core Paper-I	19UCAF301	Financial Accounting (Common to B.Com (Bm), B.Com (Mm), B.Com (A&F)), B.Com (Ism), B.B.A.,)	4	5	50	50	100
	III	Core Paper-II	19UBBA302	Principles of Management (Common to B.Com (BM), B.Com (MM), B.Com (A&F)), B.Com (ISM) & B.B.A)	4	5	50	50	100
	III	Allied-I	19UISM303P	Basic Computer Skills for Managers	5	6	50	50	100
	IV	Non Major Elective-I	17UNME01A	Analytical and Logical (Practicals)	2	2	50	50	100
	IV	Soft Skills-I	19UGSL401	Introduction to Study Skills	3	-	-	100	100
Total Credits: 24 / Total Hours per week: 30									
Semester - II	I	Language	17UTAMF02	Tamil – II	3	6	50	50	100
	II	English	19UENG222	English – II	3	6	50	50	100
	III	Core Paper-III	19UCAF303	Business Communication (Common to B.Com (A&F) & B.Com (ISM))	5	4	50	50	100
	III	Core Paper-IV	19UCMM314	Elements of Cost Accounting (Common to B.B.A. B.Com (MM))	5	4	50	50	100
	III	Allied-II	19UISM306P	HTML Programming	6	5	50	50	100
	IV	Non Major Elective-II	17UNME02G	Importance of Emotional Intelligence	2	2	50	50	100
	IV	Soft Skills-II	19UGSL402	Life Skills	3	-	-	100	100
Total Credits: 24 / Total Hours per week: 30									

Semester - III	III	Core Paper V	19UBBA305	Management Accounting (Common to B.Com(ISM), B.Com (MM), B.Com (BM), B.Com (A&F))	4	6	50	50	100
	III	Core Paper-VI	19UBBA307	Marketing Management (Common to B.Com(ISM), B.Com (A&F), B.Com (MM), & BBA)	4	5	50	50	100
	III	Core Paper-VII	19UMAT339	Business Statistics and Operation (Common to B.Com (BM), B.Com (MM), B.Com (ISM), & B.B.A)	5	6	50	50	100
	III	Core Paper-VIII	19UISM309	Programming in C	4	6	50	50	100
	III	Allied-III	19UISM310P	Programming in C – Practical	4	5	50	50	100
	IV	Soft Skills-III	19UGSL403	Job-Oriented Skills	3	-	-	100	100

Total Credits: 24 / Total Hours per week: 30

Semester - IV	III	Core Paper-IX	19UBBA310	Entrepreneurial Development (Common to B.Com(BM), B.Com(MM), B.B.A, B.Com(ISM) & B.Com(A&F))	4	5	50	50	100
	III	Core Paper-X	19UISM312	OOPS with C++ (Theory)	4	5	50	50	100
	III	Core Paper-XI	19UISM313P	OOPS with C++ (Practical)	4	5	50	50	100
	III	Core Paper-XII	19UCMM312	Research Methods in Business (Common to B.Com(MM) B.Com(ISM))	4	5	50	50	100
	III	Allied-IV	19UMAT343	Business Statistics and OR-II (Common To B.B.A, B.Com (BM), B.Com (MM) & B.Com (ISM))	5	6	50	50	100
	IV		19UEVS401	Environmental Studies	2	2	-	100	100
	IV	Soft Skills-IV	19UGSL407	Quantitative Aptitude	3	2	-	100	100

Total Credits: 26 / Total Hours per week: 30

Semester - V	III	Core Paper- XIII	19UBBA312	Management Information System (Common to B.B.A.,B.Com (ISM))	4	5	50	50	100
	III	Core Paper- XIV	19UBBA308	Financial Management (Common To B.Com (BM), B.Com(ISM), B.Com(MM) & B.B.A)	4	6	50	50	100
	III	Core Paper- XV	19UISM317	Web Technology (Theory)	4	6	50	50	100
	III	Core Paper- XVI	19UISM318P	Web Technology (Practical)	4	6	50	50	100
	III	Elective-I (Interdisciplinary Elective)	19UIDE320	Essentials of Office Automation Tools and E-Mail Etiquette Practical)	5	6	50	50	100
	IV		19UVED401	Value Education	2	1	-	100	100
Total Credits: 23 / Total Hours per week: 30									
Semester - VI	III	Core Paper- XVII	16UISMC17	E-Business (Common to B.B.A, B.Com (MM) & B.Com(ISM))	4	6	50	50	100
	III	Core Paper- XVIII	18UISMC18	Database Management System	4	6	50	50	100
	III	Core Paper- XIX	18UISMC19	Human Resource Management (Common to B.B.A., B.Com(MM) & B.Com(ISM))	4	6	50	50	100
	III	Elective-II	18UISME02P	(A) Accounting Package (B) Accounting Package	5	6	50	50	100
	III	Elective-III	16UISME03	Project Work	5	6	-	100	100
	V			Community Service	1	-	-	100	100
Total Credits: 23 / Total Hours per week: 30									
Grand Total Credits: 144 / Total Hours per week: 180									

SEMESTER – I

CORE 1 - FINANCIAL ACCOUNTING

SUBJECT CODE: 19UCAF301	THEORY & PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B.Com (BM), B.Com (MM), B.Com (ISM), B.Com (A&F), B.B.A)

COURSE OBJECTIVES:

- To build the conceptual understanding developed in simple financial accounting.
- To get the basic skills in financial accounting for the beginners.

UNIT I: (15 Hours)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II: (25 Hours)

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III: (15 Hours)

Classification of errors – Rectification of errors – Preparation of Suspense Account - Bank Reconciliation Statement (Simple Problems Only)

UNIT IV: (18 Hours)

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method. Insurance claims – Average Clause (Loss of stock)

UNIT V: (17 Hours)

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Prescribed Texts

1. T.S. Reddy & A. Murthy, Financial Accounting - Margham Publications Chennai – 5/e
2. Financial Accounting – Dr. S. Manikandan and R. Rakesh Shankar – 3rd Edition - SCITECH Publisher

Reference Books

1. Jain & Narang, Financial Accounting - Kalyani Publishers. New Delhi. 2014
2. R.L. Gupta & V.K. Gupta, Advanced Accounting - Sultan Chand & Sons. New Delhi.
3. Shukla & Grewal, Advanced Accounting – S Chand New Delhi 18th Edition.
4. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015
5. S. Parthasarathy and A. Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

Web References

1. <http://www.accountingcoach.com>
2. <http://www.learnaccountingforfree.com> Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
A	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	1
B	Unit – 1	1	1
	Unit – 2		1
	Unit – 3		1
	Unit – 4	1	1
	Unit – 5		1
C	Unit – 1		1
	Unit – 2		1
	Unit – 3		
	Unit – 4		1
	Unit – 5		1

CORE 2 – PRINCIPLES OF MANAGEMENT

SUBJECT CODE: 19UBBA302	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B.Com (MM), B.Com (BM), B.B.A, B.Com (ISM), B.Com (A&F))

COURSE OBJECTIVES:

- To enable the students to acquire knowledge on principles, concepts and functions of Management and inherit the importance of decision making.

UNIT I

(25 Hours)

Management: Importance – Definition – Is Management art or science or –Is Management a profession – Functions of Management: *POSDCORB framework by Luther Gulick* and Lyndall Urwick - Role and Functions of Managers - Managerial skills – Levels of Management – Application of management in various functional areas – Production, Accounting, Finance, Marketing and Personnel Management Administrative Management by Henri Fayol – Scientific Management by F.W.Taylor - Bureaucratic Management by Max Weber - Human Relations Management by Elton Mayo - Modern Management by Peter Drucker Approaches to Management - Systems Approach & Contingency Approach

UNIT II

(10 Hours)

Planning – Definition, Objectives of planning - Importance of planning – Types of plans – Decision making: Nature and significance- Process of Decision making – Types of Decisions.

UNIT III

(20 Hours)

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing Delegation and Decentralization-Span of control:Meaning,Factors affecting span of control Types of organizational structure-Line organizational structure –Staff organizational structure- line and staff – Departmentation -Bases of Departmentation -Departmentation by functions, Departmentation by products, Departmentation by territories, Departmentation by customers, Departmentation by process, Departmentation by numbers and Combined Base Departmentation

UNIT IV

(10 Hours)

Staffing & Recruitment –Meaning, Directing-Meaning-Importance of DirectingLeadership-Styles of leadership - Authoritative leadership (Autocratic), Participative leadership (Democratic) - Delegative leadership (Laissez-faire)

UNIT V

(10Hours)

Co-ordination: What is co-ordination, Need for co-ordination, Types of co-ordination, Essential requisites for excellent co-ordination- Controlling: Meaning and Importance, Functions of controlling, Process of control and types of Control.

Prescribed Texts:

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi, 16TH Edition.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 8th Edition.

Recommended Texts:

1. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 5th Edition
2. Wehrich and Koontz, Management – A Global Perspective, 8th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication – Chennai 8th Edition
4. J.Jayashankar, Business Management – Margham Publications - Chennai

Web References:

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
	TOTAL			100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

ALLIED 1 - BASIC COMPUTER SKILLS FOR MANAGER

SUBJECT CODE: 19UISM303P	THEORY	MARKS : 100
SEMESTER: I	CREDITS: 5	TOTAL HOURS: 75 HOURS

COURSE OBJECTIVES:

- To familiarize student with the basic office applications
- To understand the Word Processing Basics
- To learn aesthetics of presentations.
- To comprehend and implement various spreadsheet features
- To understand Database Basics
- To generate reports

UNIT – I

(15 Hours)

Word: Text Manipulations -Usage of Numbering, Bullets, Footer and Headers-Usage of Spell check, Find & Replace-Text Formatting -Picture insertion and alignment -Creation of documents, using templates- Creation templates -Mail Merge Concepts -Copying Text & Pictures from Excel

UNIT II

(15 Hours)

Power point Presentation: Creation of Slide, Working with Design Templates, Working with Images, Creation of Slide Master, Creation of Custom themes, Use of Action Buttons and Hyperlinks, embedding videos in slides, Custom Animation, Use of Timer.

UNIT III

(15 Hours)

Excel: Cell Editing -Usage of Formulae and Built-in Functions -File Manipulations -Data Sorting (both number and alphabets)-Data Filters – Charts and Graphs -Usage of Auto Formatting-pivot tables-macros-hyperlinks

UNIT IV

(15 Hours)

Microsoft Access: Creation and working with database-Creation and linking of tables customizing fields- customizing tables- creating forms using wizard-creating queries using wizard

UNIT V

(15 Hours)

Microsoft Access: Creation of reports using report wizard-summary report-design viewmodify existing report - beautifying forms and reports.

Prescribed Text:

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer

Reference Books

1. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.
2. HTML & CSS: The Complete Reference, Fifth Edition by Thomas Powel
3. MS-Office Access 2007 –Curtis D.frye-PHI -2007

Web Refernces:

1. <http://msdn.microsoft.com>
2. <http://www.gcflernfree.org/>

NME 1 –ANALYTICAL AND LOGICAL REASONING

SUBJECT CODE: 17UNME01A	THEORY	MARKS : 100
SEMESTER: I	CREDITS: 2	TOTAL HOURS: 30 HOURS

(Common to B.Com (MM), B.Com (BM), B.B.A, B.Com (ISM), B.Com (A&F))

COURSE OBJECTIVE:

- To enable students to learn to describe the problem-solving process
- To make the students identify various problem-solving techniques and apply these in solving business problems
- To Understand thinking models and practice exercises to help in thinking outside-thebox and generate a larger solution space
- To Understand creativity and blocks to creativity
- To Arrive at objective, well-reasoned decisions in a reasonable time

UNIT-I

(6 Hours)

Logical reasoning Introduction- Number Series – Verbal classification – Analogies: Number, relations and picture analogies

UNIT-II

(6 Hours)

Statement and assumptions – Statement and conclusion- Letter and symbol series

UNIT-III

(6 Hours)

Verbal reasoning – Coding and Decoding- Reasoning Blood Relationship

UNIT-IV

(6Hours)

Cubes and Dice – Direction Sense Test – Data sufficiency

UNIT-V

(6 Hours)

Venn Diagrams – Ranking Tests – Image Series

Reference Books

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition
2. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal – Publisher – S.Chand and Company Pvt. Ltd.

Web References:

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Multiple choice Questions	1-50	2	100
	TOTAL			100

Distribution of Questions:

Sections	Units	No. of
		Problems
Section A	Unit – 1	10
	Unit – 2	10
	Unit – 3	10
	Unit – 4	10
	Unit – 5	10

SEMESTER – II

CORE 3 - BUSINESS COMMUNICATION

SUBJECT CODE: 19UCAF303	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 4	TOTAL HOURS: 30 HOURS

(Common to B.Com (A&F), B.Com (ISM))

COURSE OBJECTIVES:

- To enable the students to acquire knowledge about the importance of communication
- In today's competitive business environment

UNIT I (20 Hours)

Concept of Communication – Meaning, Definition, Process, Need, Feedback, Principles of effective Communication – Barriers to Communication: Physical, Semantic/Language, Socio-Cultural and Psychological Barriers - Ways to overcome these Barriers. Types of Communication: Verbal, Non-verbal – Characteristics of Verbal communication and Non-Verbal communication Merits and Demerits of Verbal and Non-verbal communication.

UNIT II (25 Hours)

Channels of Communication: Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine. Business Letters and Layout: Parts, Structure, Layouts— Full Block, Modified Block, Semi – Block, Principles of Effective Letter Writing.

UNIT III (10 Hours)

Personnel correspondence- Job Application Letter and Resume Letter of Acceptance of Job Offer, Inter-Office-Memo, Letter of Resignation.

UNIT IV (10 Hours)

Business Correspondence: Trade Letters –Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Sales Letters, promotional leaflets and fliers.

UNIT V (10 Hours)

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Benefits and Perils of Communication through social media: Website and Apps.

Prescribed Texts:

1. N.S. Raghunthan, B. Santhanam – Margham Publications, Chennai, 3rd Edition
2. C.B. Gupta, Business communication, Organisation and Management, 2014.

Reference Books:

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Web References:

1. <http://www.businesscommunication.org>
2. <http://www.iabc.com>
3. <http://www.etiquettetrainer.com>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
	TOTAL			100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

CORE 4 –ELEMENTS OF COST ACCOUNTING

SUBJECT CODE: 19UCMM314	THEORY & PROBLEMS	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- To acquaint the students with basic concepts used in cost accounting.
- To introduce various methods involved in cost ascertainment and cost accounting book keeping systems.

UNIT I

(10 Hours)

Introduction to Cost Accounting-Meaning, definition, scope and objectives of cost accounting, Cost accounting Vs. Financial accounting- Difference between Cost accounting and Management accounting – Requisites of good costing system.

UNIT II

(15 Hours)

Elements of cost – Classification of overheads- cost sheet- Cost Sheet Vs. production statement-Stock of Raw materials – Specimen cost sheet with inventories.

UNIT III

(25 Hours)

Meaning of material control – Essentials, objectives, advantages- Store Keeping and inventory control- Economic Ordering Quantity (EOQ)- pricing of material issues (LIFO, FIFO, Simple Average and Weighted Average method) material losses.

UNIT IV

(20 Hours)

Computation and control of labour – Labour turnover –Time keeping department – Payroll department- Remuneration and incentives – Time rate system, Piece rate system – Premium and bonus plan.

UNIT V

(20 Hours)

Meaning and definition - Importance-Classification – Primary Distribution of overheads, Secondary distribution of overheads – Absorption of overheads

Prescribed Text

1. T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting ; Margham Publications
2. N.K. Prasad and V.K. Prasad – Cost Accounting

Reference Books:

1. Jain S.P. and Narang K.L. – Cost Accounting.
2. Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.

Web Reference:

1. <http://www.accountingcoach.com/>
2. <https://www.wiziq.com/tutorials/cost-accounting>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	2	1
Section B	Unit – 1	1	
	Unit – 2	1	1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		2
Section C	Unit – 1		
	Unit – 2		1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		1

ALLIED 2 - HTML PROGRAMMING

SUBJECT CODE: 19UISM306P	PRACTICAL	MARKS : 100
SEMESTER : II	CREDITS : 5	TOTAL HOURS: 75 HOURS

COURSE OBJECTIVES:

- To familiarize student with the basic web page development
- To make the student aware of Internet basics and learn aesthetics of web designing.

UNIT-I

(15 Hours)

Introduction to HTML-HTML Tags-Paired Tags-Singular Tags-The structure of an HTML program-Titles and Footers-Text Formatting-Emphasizing Material in a web page-Text Styles-Other Text Effects-Lists-Types of Lists-Unordered Lists- Ordered Lists-Definition Lists.

UNIT-II

(15 Hours)

Adding Graphics to HTML-Using the Border Attribute , Width and Height Attribute-Align Attribute-The ALT Attribute-Tables-The caption Tags-Using the width Attribute-Cell PaddingCell Spacing Attribute-Using the Background Color Property-Using the Row span and Colspan Attributes.

UNIT-III

(15 Hours)

Linking Documents-Links-External Document References-Internal document referencesHyper Linking to a HTML File-Linking to a particular location in a separate document-Images as Hyperlinks-Image Maps-Frames-The Frameset Tags-The Frame Tags-Targeting Named frames.

UNIT-IV

(15 Hours)

Dynamic HTML-Cascading Style Sheets- CLASS-Using SPAN Tags-External Style Sheets-Using the Div Tags- Introduction to Java script – JavaScript basic syntax – JS Variables – JS literals – JS statements (operators, comments, expressions and basic keywords)

UNIT-V

(15 Hours)

Working with Forms-Introducing HTML Form Tags and Elements-Form Elements-Text Box-Text Area-Password-Radio Button-Checkbox-The Combo Box or Drop Down List BoxHidden Field-Image-Submit and Reset Button-Adding Elements to a Form.

Prescribed Texts:

Mastering HTML, CSS & JavaScript Web Publishing; Laura Lemay (Author), Rafe Colburn (Author), Jennifer Kyrnin (Author) – BPB Publications- July 2016

HTML & CSS: The Complete Reference: Fifth Edition; Thomas Powell ; Mar 2010

Reference Books:

1. HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and jQuery; by DT Editorial Services; DreamTech Press; Second Edition; April 2016
2. HTML 5 in Simple Steps Paperback – 5 Oct 2010 by Kogent Learning Solutions Inc. (Author)

Web Reference:

1. <http://www.w3schools.com>
2. <https://www.codecademy.com>

NON MAJOR ELECTIVE – II
IMPORTANCE OF EMOTIONAL INTELLIGENCE

SUBJECT CODE : 17UNME02G	THEORY	MARKS : 100 (50 CIA + 50 ESE)
SEMESTER : II	CREDITS : 2	TOTAL HOURS: 30 HOURS

(Common to BBA, B.Com (A&F), B.Com (BM), B.Com (MM), B.Com(ISM))

COURSE OBJECTIVES:

- To evoke knowledge amongst students on Emotional Intelligence
- To make students understand the importance of self-awareness and self-development

UNIT I-

(6 Hours.)

Introduction -Emotional Intelligence –Meaning, Benefits, Importance of emotions - Self-awareness and Competencies Psychological Needs. EQ vs IQ.

UNIT II -

(6 Hours.)

Personality Analysis -Distinct Personality Type-Hand writing Analysis, Colour preference, listening, Profile, Self Esteem, Will power, Confidence

UNIT III-

(6 Hours.)

Negative Traits - Anger Management -Negative Syndrome and Attitude-Negative thinking Guilt Quotient Stress and Emotion, Adapting to Loneliness

UNIT IV-

(6 Hours.)

Positive Traits-Humor and Happiness- Empathetic ability-Sensitivity profile-Empowered personality, Self-Empowerment

UNIT V-

(6 Hours.)

Self-analysis: Psychological growth and adjustment- Personal Development plan-Successful negotiator Personal SWOT Analysis, Celebrating Life

Prescribed Text

1. What's Your Emotional IQ, Dr.AparnaChattopadhyay, PustakMahal, May 2004.
2. Emotional Intelligence ina Week, JillDann, Hodder& Stoughton, 10Editions, 2007.

Reference Books

1. Emotional Intelligence: Why It Can Matter More Than IQ Paperback – September 27, 2005by Daniel Goleman

Web Reference:

1. www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
2. www.personality_project.org
3. www.donblake.com/module5/resources/emotionalintelligence.doc
4. www.visionrealization.com/Resources/.../Emotional_intelligence_handout.pdf □

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 out of 8	1-8	10	50
TOTAL MARKS				50

Distribution of Questions:

Sections	Units	No. of
		Questions Theory
Section A	Unit – 1	1
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	1

SEMESTER – III

CORE 5 - MARKETING MANAGEMENT

SUBJECT CODE: 19UBBA307	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS: 75 HOURS

(Common to B.Com (MM), B.B.A, B.Com (ISM), B.Com (A&F))

COURSE OBJECTIVES:

- To understand the role and importance of marketing.
- To Identify the factors influencing consumer behavior and purchase decision
- To understand the facets of 4 P's in marketing
- To understand the modalities of sales distribution and control

UNIT I

(10 Hours)

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

(10 Hours)

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behavior, Market segmentation - Need and basis of Segmentation -Targeting - positioning.

UNIT III

(20 Hours)

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging- Labeling- Pricing: Meaning, Objectives and Types of Pricing

UNIT IV

(20 Hours)

Promotion -Meaning, Objectives - Types - A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

UNIT V

(15 Hours)

Physical Distribution: Importance - Channels of Distribution: Distribution of consumer goods, Distribution of industrial goods and Distribution of Agriculture goods - Levels of channels: Zero level, one level, two level and three level channel - distribution issues.

Prescribed Texts:

1. Marketing Management by Sontakki C.N; Kalyani Publishers; 2009
2. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand& Co , New Delhi.
3. Jayasankar, Marketing, Margham publications, Chennai.

Reference Books:

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. Crrainfield, Marketing Management, Palgrave Macmillan

Web Reference:

1. <http://www.marketing91.com/marketing-management/>
2. <https://www.managementstudyguide.com/marketing-management-articles.htm>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

CORE 6 - MANAGEMENT ACCOUNTING

SUBJECT CODE : 19UBBA305	THEORY & PROBLEM	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS: 75 HRS

**(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)
COURSE OBJECTIVES:**

- To enable the students to acquire sound knowledge of concepts, methods and techniques of management accounting.
- To apply the analytical skills associated with the interpretation of accounting reports.
- To evaluate the results of profitability, liquidity, solvency and efficiency levels in the business.
- To communicate the knowledge about fund flow and cash flow statements under (AS-3) and also the concept of budgetary control.
- To evaluate the classification of budgets.

UNIT I

(15 Hours)

Management Accounting: Meaning- nature, scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statements - objectives and methods of financial statements analysis comparative, common size statements and Trend analysis.

UNIT II

(20 Hours)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios.

UNIT III

(20 Hours)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement - schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT IV

(20 Hours)

Cash flow statement – significance preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT V

(15 Hours)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget)

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Maheswari, D. S, "Principles of Management Accounting" Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Murthy, A, Financial accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, Vijay Nicole
5. Srinivasan, N. P., & Murugan, M. S.,. Accounting for management. S. Chand.

E-LEARNING RESOURCES

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

CORE 7 - PROGRAMMING IN 'C'

SUBJECT CODE: 19UBBA305	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- To brief basic concepts of algorithms, flowcharting, pseudocode and programming in C
- Give them an insight into C techniques.
- To create and solve modular programs.

UNIT I (20 Hours)

C fundamentals - Character set - Identifiers and keywords – Basic Data types- User defined Data types - Constants - variables - Declaration - Expressions - Statements - Operators - Arithmetic, Unary, relational, Logical, Assignment and conditional Operator- Library functions.

UNIT II (20 Hours)

Flow of control - Control structures –If statement, If Else Statement, Nested If Statement, Else If Ladder -While Statement - Do-While Statement - For Loop - Switch Case – break - continue- go to statements - Comma Operator.

UNIT III (15 Hours)

Input/output functions-Printf function- Scanf function - Simple C programs - Functions - Defining, Declaration, Accessing functions - Function prototypes - Passing arguments to functions - Call by Value- Call by reference – Recursion.

UNIT IV (20 Hours)

Arrays - Definition and Declaration - Passing arrays to function – Array Types - One-dimensional array- Two-dimensional arrays - Multidimensional arrays – Arrays.

UNIT V (15 Hours)

String functions - Storage classes: Private- Public- Automatic- Extern- Static storage classes.

RECOMMENDED TEXTBOOKS

1. Programming in C by E.Balaguruswamy; Tata Mc Graw Hill Publication; 2008
2. Programming in C by V. Raja Raman; Prentice Hall, New Delhi; July 2006

REFERENCE BOOKS:

1. Gottfried B.S - Programming with C - second edition TMH Pub. Co. Lt., - New Delhi – 1996
2. Kanetkar Y - : Let us C - BPB Pub. - New Delhi – 1999
3. E. Balagurusamy - Programming in ANSI C

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A 12			SECTION B 8		SECTION C 6	

CORE 8 - PROGRAMMING IN 'C' PRACTICAL

SUBJECTCODE: 19UISM310P	PRACTICAL	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVE:

- To enable students to learn practical programming in C

COURSE OUTCOME:

1. To find max and min of numbers
2. To generate Fibonacci series
3. Simple Interest
4. Compound Interest
5. Factorial with and without recursion
6. Sum of n natural numbers
7. Matrix addition and subtraction
8. Matrix Multiplication
9. Sorting – bubble sort
10. Prime number check
11. Odd or Even Number
12. Reverse a string and check for palindrome
13. Linear Search
14. Array addition/Subtraction
15. Swapping of variables using pointers

ALLIED PAPER - 3
BUSINESS STATISTICS – I

SUBJECT CODE: 19UMAT339	THEORY & PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 5	TOTAL HOURS: 90 HOURS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES

- To communicate the origin and basics about the statistics.
- To demonstrate the classifications, tabulation of data including diagrammatic and graphical methods.
- To analyze the knowledge of measures of central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean.
- To explain the characteristics of the range, Quartile deviation, mean deviation, variance, and the standard deviation.
- To evaluate the measures of skewness – Karl Pearson's coefficient of skewness and Bowley's Coefficient of Skewness.

UNIT I

(18Hours)

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations - Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data-Scatter diagram.

UNIT II

(18Hours)

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Deciles, and Percentiles, Mode, Geometric Mean, Harmonic Mean, Combined Mean and Weighted Mean.

UNIT III

(18Hours)

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Coefficient of Variation.

UNIT IV

(18Hours)

Measures of Skewness – Meaning, Definition and Types – Karl Pearson's coefficient of Skewness and Bowley's Coefficient of Skewness.

UNIT V

(18Hours)

Probability – Addition and Multiplication Theorem – Conditional probability – Bayes's Theorem (without proof) – Simple problems.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. S.P.Gupta ,Statistical Methods ,Sultan Chand & Sons, 2011
2. P.R.Vital ,Business Statistics, Margham Publications.

REFERENCEBOOKS

1. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.
2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics,S.Chand& Company.

E-LEARNING RESOURCES

1. <https://books.google.co.in/books?isbn=0764142399>
2. <https://books.google.co.in/books?isbn=8122400116>
3. <https://books.google.co.in/books?isbn=8131726029>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	-	-
II	2	-	-	1	-	1
III	1	3	-	2	-	1
IV	1	1	-	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

SEMESTER – IV

CORE 14- ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: 19UBBA310	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B. Com (GEN), B. Com (CS), B. Com (AF), B. Com (BM), B. Com (MM), B. Com (ISM), BBA)

COURSE OBJECTIVES:

- To discuss the concept of entrepreneurship and its importance.
- To analyze the scope of various financial institutions for the enhancement of small entrepreneurs.
- To utilize the various technical tools for the business premises and encounter business ventures.
- To communicate the important values of EDP's and the government role played in.
- To design the valuable approaches in the changing economic scenario and to apply the same for the improvement of small-scale entrepreneurs.

UNIT I

(13 Hours)

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT II

(20 Hours)

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme - Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT III

(15 Hours)

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities -Preparation of Project Report – Tools of Appraisal.

UNIT IV

(12 Hours)

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

UNIT V

(15 Hours)

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs- Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – steps taken by government- Women and Self Help Groups. (SHGs)

RECOMMENDED TEXTBOOKS

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand & Sons, (2001).
2. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entrepreneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. S. Entrepreneurial Development Margham Publications, (2002).

E-LEARNING RESOURCES

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetypes-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem-for-entrepreneurs/18184>
7. <https://www.entrepreneur.com/article/323660>
8. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	8	-	6	-
SECTION A 12			SECTION B 8		SECTION C 6	

CORE 09 – OBJECT ORIENTED PROGRAMMING WITH C++

SUBJECT CODE: 19UISM312	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HOURS

COURSE OBJECTIVES:

- This course covers object-oriented programming principles and techniques using C++. The aim is to help students to gain a better understanding of OO design and program implementation by using Object Oriented language features.

Unit – I

(15 Hours)

Principles of Object Oriented Programming (OOP) – Software Evaluation - OOP Paradigm - Basic Concepts of OOP - Benefits of OOP - Application of OOP- Scope Resolution Operator- Structure of C++ program.

Unit – II

(15 Hours)

Introduction to C++ - Tokens - Keywords - Identifiers – Variables- Constants- Basic Data types- User-defined Data types - Operators - Manipulators - Expressions and their Types- Control Structures.

Unit – III

(15 Hours)

Classes and Objects – Introduction- Defining Member Functions - C++ program with Classes- Private Member functions- Static Member Functions- Inline Functions - Friend Functions - Function Overloading.

Unit – IV

(15 Hours)

Arrays within class - arrays of objects - Constructors - Parameterized constructors - Multiple constructors- Copy constructors-Dynamic Constructors- Destructors -- Type Conversions.

Unit – V

(15 Hours)

Operator overloading - Inheritance - Types of Inheritance- Single – Multiple- Multilevel- Hierarchical- Hybrid - Virtual Functions and Polymorphism.

Prescribed Texts:

1. E. Balagurusamy - Object Oriented Programming with C++ - TMH.
 2. Robert Lafore - Object Oriented Programming in Microsoft C++ - Galgotia.
- Pointers - Functions - Function Prototyping Parameters Passing in Functions - Values Return by Functions

Reference Books:

1. Object Oriented Programming Using C++ and Java Paperback – 2011 by Ramesh Vasappanavara

Web Reference:

1. www.w3schools.in/cplusplus/intro

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

CORE 11- OBJECT ORIENTED PROGRAMMING WITH C++ PRACTICAL

SUBJECT CODE: 19UISM313P	PRACTICAL	MARKS: 100
SEMESTER: IV	CREDITS : 4	TOTAL HOURS: 75 HOURS

COURSE OBJECTIVE:

To enable students to learn practical programming in C ++

1. Sum of square of N natural numbers.
2. Fibonacci series
3. Manipulators
4. Class and Objects.
5. Friend functions
6. Inline functions
7. Function overloading
8. Arrays within objects.
9. Constructor & Destructor
10. Copy Constructor
11. Parameterized constructor.
12. Operator overloading
13. Practical on use of classes, objects in C++
14. Single Inheritance
15. Multiple Inheritance

CORE 12 – RESEARCH METHODS IN BUSINESS

SUBJECT CODE: 19UCMM312	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B.Com (MM), B.Com (ISM))

COURSE OBJECTIVES:

- To make students aware about the importance of research in business
- To make students acquire skills to locate problem areas in organisation settings, and plan, organize, design, and conduct research to help solve the identified problems.

Unit I

(10 Hours)

Fundamentals of Research: Meaning, Objectives and Significance. Types of Research: - Descriptive vs. Analytical, Applied vs Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical. **Approaches to Research-** Quantitative approach, Qualitative approach.

Unit II

(20 Hours)

Defining the research problem, Selecting the problem; technique involved in selecting a problem. Research design – Meaning, need, features of good research design. **Sample design** – Meaning- Steps in sampling design – Characteristics of Good Sample Design – Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un-restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

Unit III

(15 Hours)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

Unit IV

(20 Hours)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (Theoretical explanation only) Chi-square test, Correlation Co-efficient and Regression analysis.

Unit V**(10 Hours)**

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

Prescribed Texts:

1. Research Methodology by Dr.P.Ravilochanan – Margham Publications (2012)
2. Research Methodology: Methods and Techniques Paperback – Abridged, Audiobook, Box set by C R Kothari

Reference Books:

1. Research Methodology: A Step by Step Guide for Beginners, 2e – 2005 –by Ranjit Kumar – Pearson.

Web Reference:

1. <http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

ALLIED PAPER - 4
BUSINESS STATISTICS – II

SUBJECT CODE: 19UMAT343	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 5	TOTAL HOURS: 90 HOURS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com(ISM), BBA)

COURSE OBJECTIVES:

- To discuss the scope of correlation and use of regression analysis to estimate the relationship between two variables and its applications
- To analyse the use of time series models for forecasting and the limitations of the methods
- To utilize the necessary set of skills in using statistical tool and technique of index number for price level changes.
- To communicate the methods of interpolation & extrapolation.
- To compile the various methods of statistical tools of quality monitoring including control charts

UNIT I

(18 Hours)

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation.

UNIT II

(19 Hours)

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

UNIT III

(19 Hours)

Time Series Analysis – Meaning, Need and Components of Time Series – Different Methods – Simple Average Method- Free Hand, Semi Average, Moving Average and Least Square Method- Seasonal Indices.

UNIT IV

(19 Hours)

Index Numbers – Definition Usage, Methods of Construction of Index Numbers – Types – Unweighted and weighted Index Numbers Simple, Aggregate, Price Relative Methods- Laspeyres, Paasche's, Bowley's and Fisher's Index Numbers – Time and Factor Reversal Tests – Cost of Living Index.

UNIT V

(15 Hours)

Meaning of Sampling - Probability sampling Methods: Simple Random sampling -Stratified sampling-Systematic sampling-Cluster Sampling-Multi stage Sampling, Non-probability sampling methods: Convenience Sampling -Judgmental Sampling-Quota Sampling -Snowball Sampling-Sampling error and standard error relationship between sample size and standard error.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Statistical Methods- S.Gupta – Sultan Chand & Sons
2. Statistics –P.R.Vital- Margham Publications.

REFERENCE BOOKS

1. Elements of Statistical Hypothesis – E.L.Lehmann – Johu Wiley & Sons.
2. Practical Statistics – R.S.N.Pillai & B.Bhagavathi – S.Chand & Company.

E-LEARNING RESOURCES

1. <https://books.google.co.in/books?isbn=8122415229>
2. <https://books.google.co.in/books?isbn=8131301362>
3. <https://books.google.co.in/books?isbn=8122415229>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	2	-	1
IV	1	1	-	1	-	1
V	2	1	1	-	-	-
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

SKILL: 4 QUANTITATIVE APTITUDE

SUBJECT CODE: 19UGSL407	PROBLEM	100 MARKS
SEMESTER: IV	CREDITS: 2	TOTAL HOURS: 30 HOURS

COURSE OBJECTIVES:

- To make students familiarize in quantitative aptitude.
- To train students to face competitive exams and other entrance level tests conducted as part of recruitment drive by employers both in public and private sector.

Unit-1 (6 Hours)
Divisibility – HCF and LCM

Unit-II (6 Hours)
Averages – Percentage – Ratio and Proportions

Unit-III (6 Hours)
Time and work – Time and Distance.

Unit-IV (6 Hours)
Simple Interest – Compound Interest – Profit and Loss

Unit-V (6 Hours)
Area – Volume and surface Areas.

Prescribed Text

1. R.S. Aggarwal, Quantitative Aptitude, S. Chand & Company, New Delhi, 2012

Reference Books

1. Govind Prasad Singh and Rakesh Kumar, Text Book of Quickest Mathematics (for all Competitive Examinations), Kiran Prakashan, 2012
2. R.S. Aggarwal, Objective Arithmetic, S. Chand & Company, New Delhi, 2005

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	50 MCQs	1-50	2	100
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of
		Problems
Section A	Unit – 1	10
	Unit – 2	10
	Unit – 3	10
	Unit – 4	10
	Unit – 5	10

SEMESTER – V

CORE 15 – MANAGEMENT INFORMATION SYSTEM

SUBJECT 19UBBA312	CODE:	THEORY	MARKS: 100
SEMESTER: V		CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B.B.A)

COURSE OBJECTIVES:

- To emphasize the importance of information system in today's world.
- To create an understanding about the importance and implications of information system in business.

UNIT I (15 Hours)

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II (15 Hours)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III (15 Hours)

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware – Software Database management Systems.

UNIT IV (15 Hours)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V (15 Hours)

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

RECOMMENDED TEXTBOOKS

1. Sadagopan , "Management Information Systems" - Prentice- Hall of India
2. CSV Murthy -"Management Information Systems" Himalaya publishing House.

REFERENCE BOOKS:

1. Mudrick&Ross , "Management Information Systems", Prentice - Hall of India
2. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

WEB REFERENCE:

1. www.tutorialspoint.com/management_information_system
2. http://www.academia.edu/4246296/Management_Information_Systems_Tutorial

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	40
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	2	-	2	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	2	-	1	-	-	-
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 8		SECTION C 4	

CORE 10 -- FINANCIAL MANAGEMENT

SUBJECTCODE: 19UBBA308	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75 HOURS

(Common to B. Com (GEN), B. Com (CS), B. Com (AF), B. Com (BM), B. Com (MM),
B. Com (ISM), BBA)

COURSE OBJECTIVES:

- To understand how crucial financial decisions are taken in a firm and gain insight into wealth maximization and profit maximization.
- To understand the cost of capital, importance of leverage and capitalization.
- To Demonstrate the Theories of capital structure.
- To formulate dividend decisions in a firm.
- To select and apply techniques for short term financial needs of the firm using working capital management concepts.

UNIT I (12 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines –Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT II (17 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT III (17 Hours)

Capital structure – Importance – Factors affecting Capital structure - Determining Debt – Equity proportion – Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT IV (12 Hours)

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter’s - Gordon’s – M.M Hypothesis – Forms of Dividend

UNIT V (17 Hours)

Working Capital – Components of working Capital – Operating Cycle – Factors influencing working capital – Determining working capital requirements. Capital Expenditure Capital Budgeting Techniques: Discounted Cash flow technique: Net Present Value - Internal Rate of Return- Profitability Index, Non – Discounted Cash flow Techniques: Pay back methods – Accounting Rate of Return

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. M.Y.Khan and P.K.Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra :Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management , Taxman's publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

E-LEARNING RESOURCES

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

CORE: 13 WEB TECHNOLOGY

SUBJECT CODE: 19UISM317	THEORY	MARKS : 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- The course aims to introduce fundamental concepts of web applications using ASP.NET.

UNIT I

(20 Hours)

ASP.NET Basics- ASP.NET Language structure- Page Structure-Page load event- Page unload event- IsPostBack property- IsValid property- Compiler directives-@Page directive- @Import directive- @OutputCache directive.

UNIT II

(20 Hours)

Basic web server controls (Label, Textbox, Button, Linkbutton, Checkbox, Radio Button, HyperLink, Image Controls). Server controls- Anchor Control- Table - Form and Form Input Controls- InputFile Control-Data List Web Server Controls- Checkbox List Control- RadioButtonList Control- Dropdown List Control- List Box Control.

UNIT III

(20 Hours)

Repeater Control- Other Web Server Controls-Calendar Control- Ad Rotator Control. Validation Controls (RequiredFieldValidator, Compare Validator, RangeValidator, Custom Validator, Validation Summary Control) Request Object- Query String Collection- Form Collection- Browser Object- Server Variables Collection- Accept Types Collection- Headers Object- Visitor and Referrer Information- Saves Method.

UNIT IV

(15 Hours)

Response Object- Cookies.Working with Data- System. Data and System.Data.OleDb Namespaces- OleDbConnection Class- OleDbCommand Class- OleDbTransaction Class- OleDbDataAdapter Class- Data Set Class. System.Data.SqlClient Namespace- Connecting to a SQL Server Database- Manipulating Data in a Server Database-Retrieving Data from a SQL Server Database.

UNIT V

(20 Hours)

Advanced Issues- E-mail-Sending a sample E-mail message- SmtpMail and MailMessage Classes- Attaching a File- Sending an HTML E-mail Message- File Request Sample Site Page- Product Info Sample Site Page.

Prescribed Texts:

1. ASP.NET Developers Guide by Greg Buczek; Tata Mc Graw Hill Publication;

Reference Books:

1. Beginning ASP.NET 4.5.1 in C# and VB Paperback – 22 May 2014 by Imar Spaanjaars

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

CORE 16 –WEB TECHNOLOGY PRACTICAL

SUBJECT CODE: 19UISM318P	PRACTICAL	MARKS : 100
SEMESTER: V	CREDITS : 4	NO. OF HOURS PER WEEK: 6

COURSE OBJECTIVES:

- The course aims to introduce fundamental concepts of web applications using ASP.NET.

EXERCISES

1. Write an Asp.Net program to implement link and hyperlink button control.
2. List the headers sent by the Request Objects.
3. Implement Request and Response object using Asp.Net.
4. Create a Login form using Asp.Net.
5. Load a webpage whenever a mouse moves over a link.
6. Create a web page Image with mouse event.
7. Create an employee database using Asp.net controls.
8. Create on line library using calendar.
9. Check in and Checkout program using Asp.net.
10. Create a web page using student database.
11. Create a web site student mark list preparation.
12. Checking e-mail id with validation control.
13. Checking voter eligibility with validation control.
14. Create digital clock with timer control.
15. Create banner with adrotator control.
16. Select favorite food with checkbox control.
17. Select favorite movie with drop down list box control.
18. Select favorite book with radio button control.
19. Create an online application form with calendar control.
20. Display greater number with if condition.

**ELECTIVE 1 -INTER DISCIPLINARY ELECTIVE
ESSENTIALS OF OFFICE AUTOMATION TOOLS AND E-MAIL ETIQUETTE**

SUBJECT CODE: 19UIDE320	PRACTICAL	MARKS : 100
SEMESTER : V	CREDITS : 5	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- This course will equip students to familiarize with office automation tools practically and help them understand the importance and intricacies of E-Mail Etiquette.

UNIT I **(15 Hours)**

Word Processing: - Creation of documents, Editing, formatting and printing documents, using tools such as spelling check, thesaurus, etc., in work processors (MS Word), Formatting with pictures, mail merge, use of references tools, document style management, change tracking, custom template creation.

UNIT 2 **(15 Hours)**

Electronic Spreadsheet, Structure of spreadsheet Concept of absolute and relative cell reference; using graphics and formatting of worksheet; Managing multiple panes and windows

UNIT 3 **(20 Hours)**

Advanced spreadsheet functions: built in functions, statistical and mathematical functions, Data Validation tool, pivot table and charting, Goal seeking and solver tools

UNIT 4 **(20 Hours)**

Creation of presentation using presentation tools such as MS-power point. Designing master slides, custom layouts, use of timer and animation for effective presentation

UNIT 5 **(20 Hours)**

Creation of E-Mail ID, drafting of formal and informal e-mails, importance of CC and BCC, essentials of e-mail etiquette.

Prescribed Text:

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, and BPB Publication

Reference Text

1. Internet Complete Reference-Margrett Levine Young-Millennium edition-TMGH
2001

Web Reference:

1. www.w3schools.com

SEMESTER – VI

CORE 17– E- BUSINESS

SUBJECT CODE: 16UISMC17	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS: 90 HOURS

(Common to B.B.A, B.COM (ISM))

COURSE OBJECTIVES:

- This course provides a foundation to prepare students, to play leading roles in the application and management of e-business system construction.

UNIT I

(20 Hours)

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E-Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network (WAN).

UNIT II

(20 Hours)

The Internet – Intranet and Extranet – Common Gateway Interface – Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography -encryption, decryption, digital signature and virtual private network.

UNIT III

(15 Hours)

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e-wallet, e-check, and credit card, debit card, smart card, EFT and ACH

UNIT IV

(20 Hours)

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e- stores e-mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

UNIT V

(15 Hours)

Overview of M-Commerce – Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

Prescribed Text:

1. E-Commerce – A Managerial Perspective- Prentice Hall- Joseph PT
2. The Complete Idiot's Guide to E-Commerce – Smith Rob, Thompson Mark – Year 2000

Reference Books

1. Kosiv, David - Understanding E-Commerce
2. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
3. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business

Web Reference:

1. www.tutorialspoint.com/e_commerce/
2. www.ecommercetutorial.net

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

CORE 18– DATABASE MANAGEMENT SYSTEM

SUBJECT CODE: 18UIMC18	THEORY	100MARKS
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

After Studying this course, the students should be able to:

- Develop an understanding of the classic data models in Database
- Become familiar with the concepts of managing databases.
- Implement a DBMS
- Learn new ways to model data

UNIT-I

(20 Hours)

Database Concepts - Database System Applications - Data Models -Database Languages - Database users and Administrator - Transaction Management - Database system structure - Application Architecture .

UNIT-II

(20 Hours)

Database System Architecture, Centralized and Client Server architecture, Server system architecture, parallel system, distributed systems, Network types.

UNIT-III

(20 Hours.)

Transactions-concept-transaction state-Implementation of Atomicity and Durability-concurrent executions-serialisability-recoverability

UNIT-IV

(15 Hours)

Concurrency control-lock based protocol-timestamp-based protocol-validation based protocol-deadlock handling

UNIT-V

(15 Hours.)

Recovery System- Failure classification-storage structure-recovery and atomicity-log based recovery.

Prescribed Text:

1. Abraham Silberschatz, Henry F. Korth, S.Sudarshan, “Database System Concepts”, McGrawHill, 5th Edition

Reference Books:

1. SilberschatzKorthSudarshanDatabase System Concepts, , McGraw – Hill 4th Edition 1988
2. Distributed Databases: Concepts and Systems by Stefano Ceri

Web Reference:

1. www.tutorialspoint.com/dbms/
2. www.studytonight.com/dbms

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

ELECTIVE 2 - HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: 18UISMC19	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS: 90 HOURS

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE OBJECTIVES:

- To explain the importance of Human Resource Management and its Processes concerned with various management activities and to run an effective organization.
- To outline different methods and techniques of Training and Performance Appraisal that are used in an organization
- To assess the different methods and techniques relating to administration and to retain the human resources.
- To discuss the various mechanisms in HR environment that are capable of applying the principles and techniques as professionals for developing human resources in an organization.
- To predict the different faces of executives and preparing policies and practices based on it and Human Resource audit

UNIT I

(16 Hours)

HRM Concepts and Functions, Role, Status and competencies of HR Manager - HR Policies – Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment – Differences between personnel management and HRM

UNIT II

(20 Hours)

Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation – Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment –Internal Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews - Placement

UNIT III

(18 Hours)

Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training and Development Methods - on the Job Training – off the Job Training – Evaluating Training Effectiveness – Career Development.

UNIT IV

(20 Hours)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT V

(16Hours)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and Non-Monetary benefits.

RECOMMENDED TEXTBOOKS

1. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
2. Gupta, C. B. (2011). *Human Resource Management*: New Delhi. Sultan Chand & sons Educational publishers.

REFERENCE BOOKS

1. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management*, John Wiley & Sons.
2. Dessler, G., & Varrkey, B. (2005). *Human Resource Management, 15e*. Pearson Education India.
3. Durai, P. (2009). *Human Resource Management* (Publisher: Dorling Kindersley (India) Pvt. Limited:
4. Prasad, L. M. (2006). *Human Resource Management* (Sultan Chand & Sons.
5. Rao, P. S. (2009). *Personnel and human resource management* (pp. 236-345). Himalaya Publishing House.

E-LEARNING RESOURCES

1. <https://bohatala.com/impact-of-internal-and-external-environment-on-human-resourcemanagement>
2. <https://studiousguy.com/human-resource-planning/>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	6	-	6	-
SECTION A 12			SECTION B 8		SECTION C 6	

ELECTIVE 2- ACCOUNTING PACKAGE
(Lab Based Practical Paper)

SUBJECT CODE: 18UISME02P	PRACTICAL	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- To use accounting software to compile accounts of business concerns.
- To give an understanding of the practical applications of the branches of accounting

UNIT I **(20 Hours)**

Tally-origin- General Features- Accounting features-Inventory feature-Starting TALLY Start up screen component-Processing icons –Multilingual feature of TALLY- Quit TALLY

UNIT II **(20 Hours)**

Company creation –creating, selecting, deleting, shutting a company –altering company details-changing data directory –auto selection of company

UNIT III **(20 Hours)**

Pre-defined groups in TALLY- Primary groups-sub groups- creation of user defined primary groups – display- alteration of groups-Ledger Accounts-creations, display, alteration, deletion

UNIT IV **(15 Hours)**

Tally vouchers-Meaning-Payment vouchers-Receipt vouchers-entering, deleting, Canceling, printing a voucher- Postdated vouchers

UNIT V **(15 Hours)**

Security Control- Meaning, need- creation, Display, alteration of security –TALLY Audit-features-conduct

Recommended Books:

1. Tally Bible by V. Sundaramoorthy
2. Tally – V. Palanivel , Margham Publications, Chennai

ELECTIVE 3–PROJECT WORK

SUBJECT CODE: 16UISME03	PROJECT	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS: 90 HOURS

COURSE OBJECTIVES:

- To give a hands on practicum to the students in the fields of management, marketing, information systems, human resources, finance or software project management, thus enabling them to learn the nuances of working both as an individual and as a team.
- The team size shall not be more than 3 students, incase if the students opt for software development project otherwise the students must pursue the project individually. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the Examination.
- The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.
- Those who fail in the project work will have to redo the project work and submit to the college for external examination.