

கற்பகம் உயர்கல்வி கலைக்கழகம்

15LAU101

தமிழ்த்துறை

5H-5C

பகுதி - I தமிழ்ப் பாடத்திட்டம் (2019 - 2020)

முதல்பருவம்

(இளநிலை கலையியல் பட்ட வகுப்புகளுக்குரியது)

(For I-UG Arts Degree Classes)

15LAU101

பாடத்திட்டப் பொதுநோக்கம்

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- ஆய்வுநோக்கை மேம்படுத்துதல்.
- இலக்கியங்கள் உணர்த்தும் வாழ்வின் நுட்பமான பகுதிகளை உணர்த்துதல்.
- மனித மனத்தினைப் பக்குவப்படுத்துதலில் இலக்கியம் தரும் பங்கினை உணர்த்துதல்.
- வளர்ந்து வரும் சமூகத்தில் அறஉணர்வு, பண்பாடு போன்றவை குறித்து அறிவூட்டல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்.

பாடத்திட்டப் பயன் விளைவு

1. இந்திய குடியுரிமைப் பணி முதலான போட்டித் தேர்வுகளில், விருப்பப் பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகம் பெற்றிருத்தல்.
2. கல்வெட்டியல், ஓலைச்சுவடியியல் மற்றும் தொல்லியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வுமனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
3. தமிழின் வளர்ச்சித் துறையாகிய, 'அறிவியல் தமிழ்' ; 'இணைய தமிழ்' குறித்த பன்னோக்கு அணுகுமுறையிலான ஆய்வுச் சிந்தனை மேம்பாடு.
4. வேலைவாய்ப்புக்குரிய சுயதிறன் மேம்பாட்டுடன், படைப்பாக்கத்திறன் மேம்பாடும் பெற்றிருத்தல் .
5. சமுதாய மற்றும் வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.
6. மொழிபெயப்புத் துறைசார்ந்த வேலைவாய்ப்புத் திறன் பெற்றிருத்தல்

தாள்கள் வரிசையும் தேர்வுச் செயல்திட்டமும் பகுதி-I

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அக/எழுத்து	மொத்தம்	மதிப்பீடு
ஒன்று	I	5	3	40 / 60	100	4

அலகு I தற்கால இலக்கியம்

- | | | |
|-------------------|---|--|
| 1.மனோன்மனீயம் | - | சுந்தரம்பிள்ளை |
| 2.பாரதியார் | - | பாரதியார் கவிதைகள் |
| 3.பாரதிதாசன் | - | குன்றம் (அழகின் சிரிப்பு) |
| 4.நாமக்கல் கவிஞர் | - | தமிழன் இதயம் |
| 5.அப்துல் ரகுமான் | - | கூடுதற்கும் பறவைகள் |
| 6.சிற்பி | - | ஒடு ஒடு சங்கிலி (ஒரு கிராமத்து நதி) |
| 7.வைரமுத்து | - | மரங்களைப்பாடுவேன் |
| 8.தாமரை | - | அவசரம் ஒரு அகர ஊசி |
| 9.புதியமாதவி | - | (ஒருகதவும் கொஞ்சம் கள்ளிப்பாலும்)
மகளே வந்துவிடு (ஹேராம்) |

அலகு II பக்தி இலக்கியம்

1. சைவம் - பன்னிரு திருமுறைகளில் 12 பாடல்கள்
2. வைணவம் - ஆழ்வார் பாடல்கள் 12)

அலகு III உரைநடை

- | | | |
|----------------------------------|---|-----------------------|
| 1. பழந்தமிழ்நாடு | - | டாக்டர். கு. கதிரேசன் |
| 2. நொய்யல் நாகரிகம் | - | புலவர் செ. இராக |
| 3. அறிவியல் தமிழாக்கம் இற்றைநிலை | - | வா.செ. குழந்தைசாமி |
| 4. கணிப்பொறி | - | சுஜாதா |
| 5. சுற்றுச்சூழல் மேலாண்மை | - | தமிழ்நாடு அரசு |

அலகு IV பயிற்சி

இலக்கணம், கடிதங்கள் - அலுவலகநிலை, மொழிபெயர்ப்பு
நிகழ்ச்சித் தொகுப்புகள்
(பயிற்சி ஏடு - கல்லூரி வெளியீடு)

அலகு V இலக்கிய வரலாறு

- 1.தற்காலத் தமிழ்க் கவிதைகளின் வரலாறும், வளர்ச்சியும்
- 2.புதுக்கவிதைப் பிதாமகன்கள் குறித்த அறிமுகம்
- 3.பாரதியார், பாரதிதாசனின் தமிழ்த்தொண்டு
- 4.உரைநடையின் தோற்றமும் வளர்ச்சியும்

(For all undergraduates students admitted from 2015 onwards)

Course Objectives:

- To enable the learners to acquire English language skills at a faster pace.
- To introduce different kinds of literary works
- To familiarize different genres of Literature
- To instruct moral values through literature.
- To improvise their productive and receptive skills
- To strengthen the basic knowledge about grammar.

Course Outcomes:

1. Learn to reflect on the literary works and communicate flexibly.
2. Reading and comprehending literary works
3. Genres of literature to provide moral education
4. Develop communication skills in business environment
5. Interpersonal skills will be developed.
6. Betterment of language competence

UNIT I:

Prose: Google Guys (Extract) – Richard L Brandt

Poetry: The Blind Pedlar – Osbert Sitwell

Short Story: A Garden So Rich – Christie Craig

Vocabulary: Prefixes, Antonyms, Sentence Completion

Grammar: Articles, Adverbs, Pronouns

Composition: Proverb Expansion

UNIT II:

Prose: Happiness 101 – Geeta Padmanabhan

Poetry: An Old Woman – Arun Kolatkar

Vocabulary: Suffixes, Analogies

Grammar: Nouns, Adjectives

Composition: Dialogue Writing

UNIT III:

Prose: Structured Procrastination – John Perry

Short Story: The Umbrella Man – Roald Dahl

One-Act Play: The Boy Who Stopped Smiling – Ramu Ramanathan

Vocabulary: Synonyms, Euphemisms, Word Definitions

Grammar: Verbs, Conjunctions and Interjection, Indirect/Reported Speech

UNIT IV:

Poetry: No Sentence – Anjum Hassan

One-Act Play: While the Auto Waits- O' Henry

Vocabulary: Words Often Confused, Anagrams

Grammar: Prepositions, Voice- Active and Passive

Composition: Letter Writing- Informal

UNIT V:

Short Story: The Bird – Amar Jalil

One-Act Play: The Cellphone Epidemic – Claudia I. Haas

Vocabulary: Portmanteau Words, One Word Substitute

Grammar: Questions, Pronunciation

Composition: Letter Writing- Formal

Prescribed Texts:

Rao, G. Chandralekhya and et al. *Spring* 2013. Emerald Publishers: Chennai.

Reference

Syamala, V. English for Communication. 2006. Emerald Publishers: Chennai

15BAU101

PRINCIPLES OF MANAGEMENT**Semester - I**
5H – 5C

Instruction Hours / week L: 5 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To define the concepts of management.
- To assess the functions of management and help the students to develop cognizance of the importance of management principles.
- To understand the concept of staff line function in decision making
- To help the students gain understanding of the functions and responsibilities of managers
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the environment of the organization.

COURSE OUTCOMES**Learners should be able to**

1. Apply the basic concepts in understanding the business organizations
2. Discuss the managerial functions of planning, organizing, staffing, directing and controlling (including decision making).
3. To study the functions and principles of management.
4. To learn the application of the principles in an organization.
5. To enable the effective and barriers communication in the organization
6. To study the system and process of effective controlling in the organization.

UNIT I Nature and Scope of Management:

Meaning – Definition - Management is a Science or Art – Development of Management – Scientific Management – Functions - Social responsibilities and Ethics

UNIT II Planning:

Meaning and Characteristics of Planning – Steps in Planning – Objectives - Types of Planning - Policies, Procedures and Methods.

UNIT III Organizing:

Meaning – Definition - Functions of Organization – Types of Organizational Structure - Process of Decision making – Type of Decisions – Problems. – Span of control –Delegation - Decentralization and Centralization.

UNIT IV Staffing:

Line and Staff relationship – Co-ordination – Features. Motivation – Maslow's theory – Leadership – Qualities - Techniques.

UNIT V Controlling:

Meaning and Importance of Control – Control process – Controlling Techniques – Preventive control – Budgetary and Non-budgetary control - Business Ethics – Ethics and Morals – Nature of Ethics – Need for Business Ethics.

TEXT BOOKS

1. Dinkar Pagare, (2015), Principles of Management, S.Chand & Co Ltd., New Delhi.

REFERENCES

1. T.Ramasamy, (2014), Principles of Management, Himalaya Publishing house, Mumbai.
2. Koontz and Harold, (2014), Management Essentials, Tata Mc Graw Hill Publishers Pvt. Ltd. New Delhi.
3. S.P.Arora. (2009). Office Organization and Management,. Vikas Publishing House Pvt. Ltd. New Delhi.
4. Dr.Saxen,(2009), Business Administration and Management, Sahitya Bhavan Publications, New Delhi.

COURSE OBJECTIVES**To make the students**

- To state the concepts and conventions of accounting and basic accounting framework
- To demonstrate the fundamentals of accounting procedure
- To illustrate calculating non-trading concerns accounts
- To define concepts and formats of different types of accounts
- To interpret business data to prepare appropriate accounting statements
- To demonstrate and apply various accounting practices applicable to business

COURSE OUTCOMES**Learners should be able to**

1. Understand the basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship.
2. Identify the various aspects of accounting related to Non-trading Concerns.
3. Apply principles of financial accounting and their applications in business organizations.
4. Describe the role of accounting information and its limitations
5. Equip with the knowledge of accounting process and preparation of final accounts of sole trader
6. Identify and analyze the reasons for the difference between cash book and pass book balances

UNIT I Accounting:

Meaning – Distinction Between Book-keeping and Accountancy – Objectives – Limitations – Rules of Double Entry system - Accounting Principles - Accounting Conventions – Journal – Ledger - Trial Balance.

UNIT II Subsidiary Book:

Purchase Book – Sales Book – Purchase Return book - Sales Return Book Errors - Meaning - Importance - Merits of Errors – Demerits of Errors - Types of Errors - Rectification of Errors - Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements.

UNIT III Final Accounts:

Double Entry System – Single Entry System – Difference between Double Entry and Single Entry System. Final Accounts - Trading Account – Profit and Loss Account - Balance Sheet. Accounting for Non-Trading Institutions.

UNIT IV Depreciation:

Depreciation - Meaning- Importance – Causes of Depreciation - Methods of Depreciation - Straight Line Method – Written Down Value Method – Annuity Method

UNIT V Account Current:

Meaning – Importance – Objectives - Methods of Calculation of Interest – By Interest Tables – By product method – Red Ink Method – Epoque Method – Periodic Balance Sheet - Average Due Date – Meaning – Importance – Objectives - Methods of Ascertaining the Average Due Date.

Note : Distribution of marks between problems and theory shall be 80% and 20%.

TEXT BOOKS

1. R.L.Gupta, V.K.Gupta, (2014) Financial Accounting, Sultan Chand & Sons, New Delhi

REFERENCES

1. N.Vinayakam, (2011), Financial Accounting, S.Chand & Company Ltd., New Delhi
2. T.S.Grewal (2010), Introduction to Accountancy, S.Chand & Company Ltd., New Delhi.
3. T.S.Grewal, S.C.Gupta and M.C.Shukla, (2013), Advanced Accountancy, Sultan Chand & Sons, New Delhi.
4. K.L.Narang and S.N.Maheswari (2012), Advanced Accountancy, Kalyani Publishers, Ludhiana.

15BAU103

BASIC MATHEMATICS FOR MANAGERS**Semester - I
6H – 4C**

Instruction Hours / week L: 4 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES**To make the students**

- To Understand the recent techniques of Operations Research and their applications
- To demonstrate the ability to model real-life scenarios using functions
- To solve nonlinear equations using analytic methods.
- To use mathematics concepts in real life situations.
- To explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts
- To apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems

COURSE OUTCOMES**Learners should be able to**

1. Calculate Simple and compound interests, Annuities, optimal assignments and Network scheduling with various applications of Mathematics in business management.
2. Distinguish between the concepts of sequence and series, and determine limits of sequences and convergence and approximate sums of series.
3. Analyze first-order difference equations and first-order differential equations and small systems of such equations using analytic, graphical, and numeric techniques, as appropriate,
4. Be able to modify a CPM and PERT use the Fundamental Insight of Linear Programming to identify the new solution, or use the Dual Simplex Method to restore feasibility,
5. Interpret the dual variables and perform sensitivity analysis in the context of economics problems as shadow prices, imputed values, marginal values, or replacement values,
6. Produce and interpret graphs of basic functions of these types, Solve equations and inequalities, both algebraically and graphically, and Solving and model applied problems.

UNIT I

Basic concept – Simple and compound interest – Effective rate of interest – Depreciation. Annuities – Present value of an immediate annuity, Present value of an annuity due, Amount of an immediate annuity, Amount of an annuity due.

UNIT II

Linear Programming Problem Formulation – Solution by Graphical Method -Solution by Simplex Method (problems using slack variables only)

UNIT III

Transportation model: Introduction – Mathematical formulation of the problem-Initial Basic Feasible solution – Optimum solution for non degeneracy Transportation problem – Unbalanced Transportation problem and Maximization case in Transportation problem.

UNIT IV

The Assignment problem - Mathematical formulation of the problem – Hungarian method – Unbalanced Assignment problem- Maximization case in Assignment problem.

UNIT V

CPM – Principles – Construction of Network for projects – Critical Path –Various floats for activities.PERT – Time Estimates – Critical Path – Probability of Completion of Project – Advantages and Limitations.

TEXT BOOKS

1. Navanitham Pa., (2004). Business Mathematics and Statistics, Jai Publications, Trichy. (Unit – I)
2. Kanthi Swarup, Gupta P.K., Man Mohan., (2006), Operations Research, Sultan Chand & Sons, New Delhi. (unit II – V)

REFERENCES

1. Sharma J.K, (2012). Operations Research: Theory and Applications, Macmillan publishers India Ltd, New Delhi.
2. Anand Sharma, (2004), Operations Research, Himalaya Publishing House,
3. Shanthi Sophia Bharathi D,(1999) (II edition), Operations Research/Resource management techniques, Charulatha Publications.
4. Sundaresan V, Ganapathy Subramanian K.S., and Ganesan K., (2005) (III edition), Resource Management Techniques, A. R. Publications, Nagapatinam.
5. Hamdy A.Taha, (2007), Operations Research: An introduction,, Pearson education, Prentice Hall of India.

15FCA101

**FOUNDATION COURSE – A
VALUE EDUCATION****Semester - I
2H – 5C**

Instruction Hours / week L: 2 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES**To make the students**

- Analyze the integral development of human begins
- Demonstrate the students towards sustainable lifestyle
- To discover awareness about the values and their significance and role
- Employ the concept of discipline and freedom
- To teach and inculcate the importance of value based living by giving the students a deeper understanding about the purpose of life.
- To teach and inculcate the essential qualities to become a good leader.

COURSE OUTCOMES**Learners should be able to**

1. Apply a sense of competitive spirit, co-operation, leadership, diligence, punctuality, and team-spirit
2. Develop a backdrop for the development of their creative talents
3. To gain deeper understanding about the purpose of their life.
4. To understand and start applying the essential steps to become good leaders.
5. To understand and start applying the essential steps to become good leaders by becoming value based professionals.
6. To emerge as responsible citizens with clear conviction to practice values and ethics in life

UNIT – I

Concept of Self, self-esteem and self-confidence. Concept of personality, determinants and disorganisations of it. Personality development – meaning.

UNIT – II

Goal setting – meaning and importance; steps in goal setting Manners and Etiquette – meaning need and importance; means to improve. Positive thinking.

UNIT – III

Discipline – meaning. Concept of Roles and Responsibility Time Management – Meaning and steps for effective time management.

UNIT – IV

Interpersonal relationship – meaning and importance; means to improve it. Healthy friendship.

UNIT – V

Family Relationship importance of it; Means to improve. Spirituality – meaning. Its relationship with Altruism, sacrifice, self control, tolerance and truthfulness.

TEXT BOOKS

1. Karpagam Academy of Higher Education, Study Material, 2015.

15SSD101

SOFT SKILL DEVELOPMENT - I

Semester I
2H – 0C

Instruction Hours / week L: 2 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- Identify knowledge on both Aptitude and Soft skills to the students
- Identify various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Apply the competencies in soft skills which are crucial in a social setting
- To make the engineering students aware of the importance, the role and the content of soft skills through instruction, knowledge acquisition, demonstration and practice.
- To develop and nurture the soft skills of the students through individual and group activities.
- To expose students to right attitudinal and behavioral aspects and to build the same through activities

COURSE OUTCOMES**Learners should be able to**

1. Apply the analytical and reasoning competencies
2. Appraise communication and presentation skills
3. Communicate effectively through verbal/oral communication and improve the listening skills
4. To write precise briefs or reports and technical documents
5. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations
6. Become more effective individual through goal/target setting, self motivation and practicing creative thinking

UNIT - I

Introduction to Quantitative Aptitude, Speed Maths, Problems on Numbers, Averages, Ratios and Proportions, Problems on Ages

UNIT - II

Number Series, Blood Relation, Image Analysis, Direction Sense, Syllogism, Coding and Decoding

UNIT – III

Percentages, Data Interpretation, Profit and Loss, Simple Interest and Compound Interest

UNIT – IV

Parts of Speech, Tense, Subject Verb Agreement, Active and Passive Voice, Articles, Prepositions

UNIT - V

Conditional Clause, Degrees of Comparison, Goal Setting, Interpersonal Skills

கற்பகம் உயர்கல்வி கலைக்கழகம்
தமிழ்த்துறை
பகுதி - I தமிழ்ப் பாடத்திட்டம் (2015 - 2016)
இரண்டாம் பருவம்
(இளநிலை அறிவியல் பட்ட வகுப்புகளுக்குரியது)
(For I-UG Arts Degree Classes) 15LAU201

பாடத்திட்டப் பொதுநோக்கம்

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- ஆய்வுநோக்கை மேம்படுத்துதல்.
- இலக்கியங்கள் உணர்த்தும் வாழ்வின் நுட்பமான பகுதிகளை உணர்த்துதல்.
- மனித மனத்தினைப் பக்குவப்படுத்துதலில் இலக்கியம் தரும் பங்கினை உணர்த்துதல்.
- வளர்ந்து வரும் சமூகத்தில் அறஉணர்வு, பண்பாடு போன்றவை குறித்து அறிவூட்டல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்.

பாடத்திட்டப் பயன் விளைவு

1. இந்திய குடியுரிமைப் பணி முதலான போட்டித் தேர்வுகளில், விருப்பப் பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகம் பெற்றிருத்தல்.
2. கல்வெட்டியல், ஓலைச்சுவடியியல் மற்றும் தொல்லியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வுமனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
3. தமிழின் வளர்ச்சித் துறையாகிய, 'அறிவியல் தமிழ்' ; 'இணைய தமிழ்' குறித்த பன்னோக்கு அணுகுமுறையிலான ஆய்வுச் சிந்தனை மேம்பாடு.
4. வேலைவாய்ப்புக்குரிய சுயதிறன் மேம்பாட்டுடன், படைப்பாக்கத்திறன் மேம்பாடும் பெற்றிருத்தல் .
5. சமுதாய மற்றும் வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.
6. மொழிபெயப்புத் துறைசார்ந்த வேலைவாய்ப்புத் திறன் பெற்றிருத்தல்

தாள்கள் வரிசையும் தேர்வுச் செயல்திட்டமும் பகுதி-I தமிழ்

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அக/எழுத்து	மொத்தம்	மதிப்பீடு
இரண்டு	II	5	3	40 / 60	100	4

அலகு I செய்யுள்**1.சங்கஇலக்கியம்**

அகநானூறு, புறநானூறு, நற்றிணை, குறுந்தொகை, ஐங்குறுநூறு,
பதிற்றுப்பத்து, பரிபாடல்

2. நீதி இலக்கியம்

திருக்குறள் (ஈகை, தெரிந்து செயல்வகை)
நாலடியார் (நல்லினம் சேர்தல்)

3.பக்தி இலக்கியம்

திருஞானசம்பந்தர் தேவாரம், திருவாசகம், பெரியாழ்வார் திருமொழி,
நாச்சியார் திருமொழி

அலகு II சிறுகதை

காலனும் கிழவியும்	- புதுமைப்பித்தன்
அக்கினிப்பிரவேசம்	- ஜெயகாந்தன்
கண்ணகி	- இராஜம் கிருஷ்ணன்
பாதுகை	- பிரபஞ்சன்
உருமாற்றம்	- சு. வேணுகோபால்

அலகு III இலக்கணம்

அகம், புறம், திணை, துறை

அலகு IV. பயிற்சி

விண்ணப்பங்கள்- கட்டுரைகள்- கடிதங்கள்

அலகு V இலக்கிய வரலாறு

- 1.எட்டுத்தொகை, பத்துப்பாட்டு நூல்கள் அறிமுகம்
2. பன்னிரு திருமுறை, நாலாயிரதிவ்யபிரபந்தம்
3. சைவ, வைணவ இலக்கியங்கள் தமிழுக்குச் செய்த தொண்டு
4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்

(For all undergraduates students admitted from 2015 onwards)

Course Objectives:

- To enable the learners to acquire English language skills.
- To familiarize them with English literature.
- To acquire Grammar knowledge.
- To help learners imbibe cultural values.
- To acquire skill of making correct sentences.
- To reflect originality on the application of soft skills and express in writing their views.

Course Outcomes:

1. Learn to enjoy the ecstasy of literature.
2. The select literary pieces will develop the confidence level of the learners.
3. To get the social values.
4. To know the importance of communication
5. Get sound knowledge in English
6. Trained to communicate well for business purpose.

UNIT I:

Prose: The Unexpected- Robert Lynd

Poetry: The Village Schoolmaster – Oliver Goldsmith

Short Story: The Lion's Share – Arnold Bennett

Vocabulary: Homonyms

Grammar: Irregular Verbs

UNIT II:

Prose: Travel by Train – J. B. Priestly

Poetry: The Gift of India – Sarojini Naidu

Grammar: Sentence patterns

Composition: Reading Comprehension

UNIT III:

Prose: Women's Education is Almost More Important than the Education of Boys and Men – Indira Gandhi

Short Story: The Necklace – Guy De Maupassant

One-Act Play: The Referee – W.H. Andrews and Geoffrey Dearmer

Vocabulary: Similes

Grammar: Discourse Markers

Composition: Report Writing

UNIT IV:

Poetry: Ozymandias – P.B. Shelley

One-Act Play: The Pot of Broth- W.B. Yeats

Vocabulary: Collective Nouns

Grammar: Correction of Sentences

Composition: Picture Reading

UNIT V:

Short Story: The Silver Butterfly– Pearl S. Buck

One-Act Play: The Bear – Anton Chekov

Vocabulary: Acronyms

Grammar: Question Tags

Composition: Drafting Advertisement

Prescribed Texts

Wings of Communication 2014. Board of Directors. Emerald Publishers: Chennai

Reference

Syamala, V. English for Communication. 2006. Emerald Publishers: Chennai.

15BAU201

PRINCIPLES OF MARKETING**Semester - II
6H – 5C****Instruction Hours / week L: 5 T: 1 P : 0****Marks: Internal: 40 External: 60 Total: 100****End Semester Exam: 3 Hours****COURSE OBJECTIVES****To make the students**

- To define the concepts and functions of marketing
- To develop the strategies of marketing and to relate the impact of marketing and its integration.
- Apply the knowledge on promotional steps in marketing
- To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
- To apply key frameworks and methods, and develop analytical skills to solve marketing problems.
- To provide a firm foundation in marketing theory and marketing lexicon.

COURSE OUTCOMES**Learners should be able to**

1. Analyzing the marketing environment, consumer behavior, marketing mix and product life cycle.
2. Developing best products in terms of goods and services that bring consumer satisfaction.
3. Evaluate the knowledge of the individual components of marketing mix and . marketing functions.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.
5. Relate the impact of marketing and its integration with your own major or field of interest.
6. Identify wants and environmental factors that shape marketing activities for certain target markets ,

UNIT I

Marketing: Meaning – Definition - Concept – Marketing Management – Meaning - Importance – Functions of Marketing – Marketing Environment - Factors affecting the Marketing Functions.

UNIT II

Consumer Behaviour and CRM: Buyer Behaviour – Buying Motives – Market Segmentation – Meaning – Definition – Bases – Marketing Strategy – Market Structure – Customer Relationship Management – Meaning – Importance – Consumer Protection Act 1986

UNIT III

Product: Product – Marketing Characteristics – Consumer Goods – Industrial Goods – Production Policy – Product Life Cycle (PLC) – Product Mix – Modification and Elimination –Developing New Products – Strategies.

UNIT IV

Pricing: Pricing Policies – Objectives - Factor Influencing Pricing Decision –Pricing Strategy - Physical Distribution – Management of Physical Distribution – Marketing Risk – Storage and Warehousing

UNIT V

Promotion: Advertisement – Personal Selling and Sales Promotion – Importance – Channels of Distribution – Meaning – Types - Functions of Middlemen – Elimination of Middlemen.

TEXT BOOKS

1. Philip Kotler. (2012), Marketing Management, Prentice Hall of India Pvt. Ltd. New Delhi.

REFERENCES

1. R.L.Varshney and B.Bhattacharya, (2007), International Marketing Management. Sultan Chand & Sons, New Delhi.
2. C.B.Mamoria and Satish Mamoria, (2013), Marketing Management, Kitab Mahal, Patna.
3. Philip Kotler and Gary Armstrong, (2011), Principles of Marketing, Prentice Hall of India Pvt. Ltd. New Delhi.
4. Rajan Nair. (2005), Marketing Management, Sultan Chand & Sons, New Delhi.

COURSE OBJECTIVES**To make the students**

- To Apply practical knowledge about the computer package
- To develop knowledge in MS Office and recognize when to use each of the Microsoft Office programs to create professional and academic documents
- To dramatize knowledge on presentation
- Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
- Demonstrate the ability to effectively prioritize, plan, and organize resources for task completion
- Recognize the social and ethical issues which face users of computer information technology.

COURSE OUTCOMES**Learners should be able to**

1. Employ insight into the basic knowledge on MS Office
2. Manipulate the students to know about the preparation of word documents, excel sheet and power point presentation
3. Create personal, academic and business documents following current professional and/or industry standards
4. Recognize when to use each of the Microsoft Office programs to create professional and academic documents.
5. Provide education for office careers by focusing on developing human relations skills, communication skills, as well as skills in modern office technology systems and procedures
6. Compete in today's world of technology and achieve success in computer-related occupations in whatever field they choose to pursue

MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations:
Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and Clip Art.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations:
Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Balance Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages:
Introduction, Growth, Maturity, Saturation, Decline.

MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.

5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

TEXT BOOKS

1. R.K.Taxali. (2010), P.C.Software Made Simple, Tata McGraw-Hill Publishing Company Ltd, New Delhi.

15BAU202

ALLIED - BUSINESS STATISTICS

Semester- II
6H – 5C

Instruction Hours / week L: 4 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES**

- To apply the students to understand the meaning, definition and functions of statistics through collection, representation, finding various measures such as mean, median, mode, correlation etc.
- Apply the procedures to analyze, and make recommendations on, a range of practical business problems
- Offer a critical knowledge of statistical practices in the various functional areas of business (accounting, finance, management and marketing)
- Describe and explain basic statistical concepts (including their empirical applications in a business context)
- Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphic
- Analyze and contrast techniques and biases of quantitative methods within the context they are to be applied in business decision making.

COURSE OUTCOME

1. Analyze statistical data graphically using frequency distributions and cumulative frequency distributions.
2. Analyze statistical data using measures of central tendency, dispersion and location.
3. Use the basic probability rules, including additive and multiplicative laws, using the terms, independent and mutually exclusive events.
4. Analyze and contrast techniques and biases of quantitative methods within the
 - i. context that are to be applied and evaluate sampling methodologies and them
 - ii. associated analysis.
5. Translate real-world problems into probability models and derive the probability density function of transformation of random variables.
6. Calculate probabilities, and derive the marginal and conditional distributions of bivariate random variables and Type of correlation.

UNIT I

Statistical description of data - Tabular Representation – Diagrammatic Representation – Frequency distribution- Graphical Representation – Ogives.

UNIT II

Measures of Central Tendency: Introduction to Mean - Median - Harmonic Mean – Standard deviation – Quartile Deviation – Mode – Mean Deviation – Range.

UNIT III

Probability – definitions – addition and multiplication rules (only statements) – simple business problems.

Probability distribution - Binomial, Poisson and Normal – simple problems applied to business.

UNIT IV

Correlation : Definition , Type of correlation , Method of correlation - scatter diagram – Karl Pearson's coefficient of correlation – Spearman's Rank correlation.

Regression: Definition, Regression equations – Methods of forming the regression equations - Problems.

UNIT V

Index numbers – meaning and definition – uses – methods of construction – Unweighted and weighted index number – Laspeyre's, Paasche's and Fischer's method – Tests for an ideal index number – Wholesale and Cost of living index .

TEXT BOOKS

1. Pillai R.S.N, and Bagavathi V, (2002), Statistics , S. Chand & Company Ltd, New Delhi.

REFERENCES

1. Dr.P.N.Arora, (1997). A foundation course statistics, S.Chand & Company Ltd, New Delhi.
2. Navnitham P.A , (2004). Business Mathematics And Statistics, Jai Publications, Trichy,
3. Gupta S.P, (2001). Statistical methods, Sultan Chand & Sons, New Delhi.
4. Richard .I.Levin, and David.S.Rubin, (1998), Statistics for management, Seventh edition, Prentice Hall of India, New Delhi.

15FCB201

**FOUNDATION COURSE - B
ENVIRONMENTAL STUDIES****Semester - II
2H – 1C****Instruction Hours / week L: 2 T: 0 P : 0****Marks: Internal: 40 External: 60 Total: 100****End Semester Exam: 3 Hours****COURSE OBJECTIVES****To make the students**

- To demonstrate awareness about environmental problems among people.
- To develop an attitude of concern for the environment and think holistically about sustainability using perspective across multiple disciplines.
- To prepare public to participate in environment protection and improvement.
- To learn ways in which natural resources are used to produce what they consume, such as the food they eat, the water they drink, and the energy they use.
- To understand ways in which their lifestyle and well-being are interconnected with those of diverse producers and consumers around the world, including impoverished communities. Sustainability knowledge and skills
- To learn core concepts of ecology and develop skills relevant to their chosen field to provide a basis for environmental sustainability.

COURSE OUTCOMES**Learners should be able to**

1. Demonstrate various renewable and nonrenewable resources of the region, enables environmentally literate citizens (by knowing the environmental acts, rights, rules, legislation, etc.)
2. Design an appropriate judgments and decisions for the protection and improvement of the earth.
3. Will be able to articulate basic understanding of various social science theories/frameworks and how they apply to environmental issues.
4. Understand key concepts in the life and physical sciences and will apply them to environmental issues.
5. Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.
6. Articulate a coherent philosophy of the environment, & consider ethical bases for responding to environmental questions

Unit - I

Eco system and natural resources: Environment – Definition – components - Ecosystem - Definition, Concept, Scope, importance, structure and functions of ecosystem. Energy flow, Ecological succession. Food chains and food webs. Classification of ecosystem. Natural resources: Forest resources; water resources

Unit - II

Environmental pollution: Cause, effects and control measures of Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution and nuclear hazards pollution. Solid waste management.

Unit – III

Biodiversity and its conservation: Introduction- Definition, genetic, species and ecosystem diversity, biogeographical classification of India- Value of biodiversity: Consumptive, productive uses; social, ethical, aesthetic and option values. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

Unit – IV

Social issues and the environment: Urban problems related to energy- water conservation and management -Rain water harvesting- water shed management. Resettlement and Rehabilitation. Natural resources and associated problems and sustainable utilization. Environmental Education

Unit – V

Environment ethics: Environmental Ethics - Gender equity, ethical basis of environment education and awareness, conservation ethic and traditional value systems of India. Valuing nature, cultures, social justice, Human heritage, equitable use of resources, preserving resources for future generation, common property resources, Ecology and its uses and its degradation, Introduction to Environmental Protection Act (EPA).

TEXT BOOKS

1. Agarwal, K.M., P.K. Sikdar and S.C. Deb, (2002). A TEXT BOOKS of Environment, Mac Millan India Ltd, Kolkatta, India.
2. Kotwal, P.C. and S. Banerjee, (2002). Biodiversity Conservation – In Managed forest and protected areas, Agrobios, India.

REFERENCES

1. Singh, M.P., B.S. Singh and Soma S. Dey, (2004). Conservation of Biodiversity and Natural Resources. Daya Publishing House, Delhi.
2. Uberoi, N.K, (2005). Environmental Studies, Excel Books Publications, New Delhi, India.
3. Shaw, R and Krishnamurthy, R.R. (2009). Disaster management: global challenges and local solutions Universities Press (India) Private Ltd, Hyderabad.
4. Sorokin Pitirim. A, (1942). Man and Society In Calamity. New York: Dutton, 1942
5. Patrick L.Abbott, (2008). Natural Disasters, Mc Graw Hill, New York. Page: 1-7.

15SSD201

SOFT SKILL DEVELOPMENT - I

Semester - II
2H – 1C

Instruction Hours / week L: 2 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES**To make the students**

- Construct knowledge on both Aptitude and Soft skills to the students
- To evaluate and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Interpret reinforcing competencies in soft skills which are crucial in a social setting
- To encourage the all round development of students by focusing on soft skills. To make the engineering students aware of the importance, the role and the content of soft skills through instruction, knowledge acquisition, demonstration and practice.
- To develop and nurture the soft skills of the students through individual and group activities.
- To expose students to right attitudinal and behavioral aspects and to build the same through activities

COURSE OUTCOMES**Learners should be able to**

1. Employ the Analytical and reasoning competencies
2. Express their communication and presentation skills
3. Effectively communicate through verbal/oral communication and improve the listening skills
4. Become more effective individual through goal/target setting, self motivation and practicing creative thinking
5. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations
6. Develop problem-solving skills and apply those skills through the high-impact practice of experiential learning

UNIT - I

Introduction to Quantitative Aptitude, Speed Maths, Problems on Numbers, Averages, Ratios and Proportions, Problems on Ages

UNIT - II

Number Series, Blood Relation, Image Analysis, Direction Sense, Syllogism, Coding and Decoding

UNIT – III

Percentages, Data Interpretation, Profit and Loss, Simple Interest and Compound Interest

UNIT – IV

Parts of Speech, Tense, Subject Verb Agreement, Active and Passive Voice, Articles, Prepositions

UNIT - V

Conditional Clause, Degrees of Comparison, Goal Setting, Interpersonal Skills

15ENU301

ENGLISH III

Semester - III

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**Communicative English****Course Objectives:**

- To develop confidence to respond in English during situations where the use of English is imperative.
- To develop fluency in actual conversation in the English language.
- To develop speech skills necessary for confident and intelligent participations in Group Discussions and develop skills related to teamwork in work places.
- To develop confidence to respond in English during situations where the use of English is imperative.
- To develop fluency in actual conversation in the English language.
- To develop knowledge about business communication.

Course Outcomes:

1. Students learnt the basics and purposes of listening skill.
2. Students understand importance of speaking.
3. Students developed the speaking skills on telephone, business and also in travel
4. Learnt some effective vocabulary learning strategies.
5. Students will able to communicate clearly and effectively and handle their day to day affairs well with their knowledge of language skills.
6. Betterment of language competence

UNIT I

Listening: Listening comprehension – Listening for Specific Information –Note Taking – Interpreting Charts and Diagrams.

UNIT II

Speaking: Essentials of effective communication – Greeting and Introducing – Making requests – Asking for permission – Giving and Denying Permission – Offering and Accepting Help – Asking for and Declining Help – Giving Instructions and Orders - Talking about likes and dislikes.

Telephone Skills – Understanding telephone conversation – handling calls – leaving messages –making requests - giving instructions and orders

Discussion Skills – Giving your opinion – agreeing and disagreeing – Making suggestions – Interrupting – questioning – reporting – Dealing with questions.
(Completing dialogues)

UNIT III

Reading: Reading – Reading with a purpose – Skimming and Scanning – locating main points – reading critically – Sequencing of sentences – Reading comprehension.

UNIT IV

Writing: Paragraph Writing – Descriptive and Narrative. Safety Instructions/ Suggestions. Expansion of Abbreviations – Spellings- Report writing.

Translation- Translating short sentences and passages from English to Tamil and from Tamil to English.

UNIT V

Vocabulary: Improve English vocabulary: Synonyms – Antonyms – Prefixes – Suffixes – Idioms – Collocations – Different types of English – British and American (Choose the best answer type from a database of 50 words each for each topic)

Functional Grammar: Forming questions, getting answers – Articles – Parts of Speech – Punctuation – Common mistakes in English (Homophones)(Exercise based)

Reference Books:

Language in Use: Kenneth Anderson, Cambridge University Press.

Study Speaking: A course in Spoken English for Academic Purpose: Kenneth Anderson, Joan MacLean and Tony Lynch, Cambridge University Press, 2008.

Spoken English Part I & II (for Tamil speakers), Orient Longman Pvt. Ltd.

Dr. J. John Love Joy, Dr. Francis M. Peter S.J. “Let’s Communicate – Basic English for Everyone”, Vaigarai Publications, 1st edition, Dindigul 2007.

15BAU301

PRODUCTION AND MATERIALS MANAGEMENT**Semester III
5H – 5C**

Instruction Hours / week L: 4 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To practice the concepts and functions of production
- To apply the knowledge in the concept of inventory
- To assess knowledge in purchase procedure and quality control
- To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.
- To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing.
- To realize the importance of materials both in product and service.

COURSE OUTCOMES**Learners should be able to**

1. Employ the whole process of manufacturing a product or a service
2. Interpret the concept of optimum utilization of resources and minimization of cost
3. Understand the concept of materials management, concept of inventory and quality control.
4. Develop the knowledge and skills needed to plan and control manufacturing of goods and services in an industrial setting, TQM and ISO
5. Identifying the scope for integrating materials management function over the logistics and supply chain operations. Integrate the organization wide materials requirement to develop an overall plan (MRP).
6. Identify, study, compare, and evaluate alternatives, select and relate with a good supplier

UNIT I

Production Management – Functions – Scope – Plant location – Factors – Site location – Plant layouts – Principles - Process – Product Layout for Production Planning and Control – Principles - Information Flow – Routing – Scheduling – Dispatching – Control.

UNIT II

Materials Handling – Importance – Principles – Criteria for selection of material handling equipment's. Maintenance – Types – Breakdown – Preventive – Routine – Methods study – Time Study – Motion Study – Principles – Work Measurement.

UNIT III

Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – Purchasing – Procedure – Principles – Import Substitution and Import Purchase Procedure – Vendor Rating – Vendor Development.

UNIT IV

Functions of Inventory – Importance – Tools – ABC Analysis – EOQ – Levels of stock- Reorder Point – Safety Stock – Lead Time – JIT - Store Keeping – Objectives – Functions – Store Keeper – Duties – Responsibilities – Location of Store – Stores Ledger – Bin card.

UNIT V

Quality Control – Factors Determining Quality – Quality circle - TPM - 5 s - Types of Inspection – Centralized and Decentralized - TQM - Meaning – Objectives – Elements – Benefits – Bench Marking - Meaning – Objectives – Advantages – ISO - Features – Advantages – Procedure for obtaining ISO - Balanced Score Card.

TEXT BOOKS

1. Khanna O.P, (2010), Industrial Engineering and Management, Dhanpat Rai Publications Pvt. Ltd. New Delhi.

REFERENCES

1. Banga.T.R, (2007) Industrial Engineering and Management Science, Khanna Publishers. New Delhi.
2. Varma. M.M., (2010), Materials Management, Sultan Chand & Sons. New Delhi.
3. Gopalakrishnan, (2004) Materials Management, Prentice Hall of India Pvt. Ltd. New Delhi.

COURSE OBJECTIVES**To make the students**

- To employ the student's knowledge on direct tax
- To Practice the students with the Income tax law
- To prepare students to understand the concepts of tax authorities
- To acquaint the students with the legal regime governing the direct taxes.
- To gain knowledge and understanding of the provisions of the direct tax laws.
- To acquire the ability to apply the knowledge of the provisions of the direct tax laws to the various situation in actual practice.

COURSE OUTCOMES**Learners should be able to**

1. Computation of gross total income
2. Illustrate basis of charge the residential status of an individual, HUF and all other persons
3. Construct Assessment procedure of individuals and computation of tax liability.
4. Define the procedure of direct tax assessment.
5. File IT return on individual basis.
6. Able to compute total income and define tax complications and structure.

UNIT I

Income Tax Act – Definition – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential status – Scope of Total Income – Exempted Incomes – Heads of income.

UNIT II

Computation of Income from Salaries – Allowances – Perquisites – Deductions out of gross salary - Income from House Property – Annual value – Net annual value.

UNIT III

Computation of Profits and Gains of Business or Profession – Capital Gain- Long term Capital Gain – Short term Capital Gain – Exempted Capital Gain.

UNIT IV

Computation of Income from other sources – Set-Off and Carry Forward of Losses - Deduction from Gross Total Income – Assessment of Individuals

UNIT V

Income Tax Authorities – Procedures for assessment – Collection of Tax

Note: Theory and problems shall be distributed at 40% & 60% respectively.

TEXT BOOKS

1. Gaur and Narang, (2014), Income Tax Law and Practice, Kalyani Publishers, Ludhiana.

REFERENCES

1. Dingare Pagare, (2014), Business Taxation, Sultan Chand & Sons, New Delhi.
2. Dinkar Pagare,(2014), Law and Practice of Income Tax, Sultan Chand & Sons, New Delhi.
3. Bhagavathi Prasad, (2014), Income Tax Law and Practice, Wishwa Prakshan Publishers, New Delhi.
4. T.N.Manoharan, (2014), Students Handbook on Income Tax Law, Snow White Publications Pvt. Ltd. Mumbai.

COURSE OBJECTIVES**To make the students**

- To design the concept of human behavior and provide the students to analyze specific strategic human resources demands for future action.
- To employ the students knowledge with various factors involved in human behaviour
- To apply students to understand about the organizational climate
- To gain an appreciation of the relevance of the study of organizational behaviour to the practice of human resource management
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- 4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

COURSE OUTCOMES**Learners should be able to**

1. Understanding the human behavior aspects in achieving the organization goal
2. Construct individual and group behavior in organization.
3. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
4. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
5. Analyze the complexities associated with management of the group behavior in the organization.
6. Develop cognizance of the importance of human behavior.

UNIT I

Organizational Behaviour - History - Evaluation - Importance and Scope of Organizational Psychology – Individual Differences – Intelligence Tests – Measurement of Intelligence – Personality - Determinants of Personality - Personality Tests – Nature, Types and uses.

UNIT II

Perception – Perceptual process, Applications in Perception, Factors Affecting Perception – Motivation – Theories - Maslow's Theory – Herzberg – McGregor - X and Y Theory – Financial and Non-financial Motivation – Techniques of Motivation.

UNIT III

Job Satisfaction – Meaning – Factors – Management of Job Satisfaction – Morale – Importance – Employee Attitude and Behaviour - Significance to Employee Productivity - Values and behavior - Factors - Job Enrichment – Job Enlargement.

UNIT IV

Hawthorne Experiment – Importance – Groups Dynamics – Cohesiveness – Co-operation – Competition – Conflict – Types of Conflict – Resolution of Conflict – Sociometry – Groups Norms – Role – Status – Supervision Style – Training for Supervision.

UNIT V

Leadership – Types – Theories – Traits, Managerial Grid - Fiedler's Contingency - Organizational Climate – Organizational Effectiveness – Organizational Development – Counseling and guidance – Importance of counselor – Types of counseling – Merits of counseling.

TEXT BOOKS

1. K.Aswathappa, (2014), Organizational Behaviour., Himalaya Publishing House, Mumbai.

REFERENCES

1. Fred Luthans, (2010), Organizational Behaviour. Tata Mc Graw Hill International, New Delhi.
2. L.M.Prasad, (2011), Organizational Behaviour, S.Chand & Co. New Delhi.
3. Stephen P. Robbins, (2013), Organizational Behaviour. Prentice Hall of India Pvt.Ltd. New Delhi.
4. Dr.P.C.Sekar, (2012), Organizational Behaviour. Enpee Publications, Madurai.

15BAU311

PRACTICAL - TALLY**Semester- III**
4H – 2C

Instruction Hours / week L: 0 T: 0 P : 4

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES**To make the students**

- To apply practical knowledge about the accounting package
- To employ in computerization of accounts in various vouchers
- To express in system computation accounting procedures
- To learn Basics of Accountancy, its principles, concepts, conventions, recording procedures, Bank reconciliation, final accounts etc
- To learn and practice Computerized Accounting Systems using Tally.ERP.9
- To, learn how to record accounting transactions with the help of tally ERP software

COURSE OUTCOMES**Learners should be able to**

1. Demonstrate the basic knowledge on accounting package
2. Assess voucher and various accounting statements
3. Construct in computing procedures and develop various types of Financial Statements.
4. Create a company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments
5. Understanding of basic Accounting concepts and principles and generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally
6. Gain practical knowledge of accounting and competent in preparation of Accounts for the Business Entities.

Practical List

1. Create a new company in integrate accounts mode and account with inventory mode
2. Create a primary and sub groups using single or multiple ledger mode
3. Create minimum 10 ledgers using single or multiple ledger, and alter and delete any 2 ledger
4. Enter the following voucher

➤ Payment vouchers	➤ Debit note
➤ Receipt	➤ Journals
➤ Purchase	➤ Memo
➤ Sales	➤ Optional
➤ Credit note	

5. Create stock, stock groups and enter the vouchers
6. Prepare inventory statements using (calculate inventory using all methods)
 - FIFO
 - LIFO
 - Simple Average Method
 - Weighted Average Method
7. Prepare the following ratio analysis
 - Financial ratio
 - Operating ratio
 - Investment ratio
8. Prepare the following
 - Cash flow statement
 - Fund flow statement
9. Preparation of reports for the following
 - Trial Balance
 - Profit & loss a/c
 - Balance sheet
 - Bank reconciliation statement
 - Back up and restore the company information

TEXT BOOKS

1. Nellai Kannan, (2010), Tally. Nels Publishing Company, New Delhi.

15BAU304A

BUSINESS ECONOMICS

Semester - III
6H – 5C

Instruction Hours / week L: 6 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To employ students with the knowledge of pricing under different market conditions
- To develop the students skills in managing capital and profit
- To Practice students knowledge in national income analysis
- To integrate the concept of price and output decisions of firms under various market structure
- To impart the knowledge of economics as a subject and its importance
- To take business decisions scientifically on the basis of all available information.

COURSE OUTCOMES**Learners should be able to**

1. Understand the concept of demand, supply, market equilibrium, production functions and market structure
2. Apply the economic theory and integrate the concept of price and output decisions of firms under various market structure.
3. Develop the knowledge on economic concepts help for management decisions
4. To understand the concepts of cost, nature of production and its relationship to Business operations.
5. To apply marginal analysis to the “firm” under different market conditions
6. To analyze the causes and consequences of different market conditions.

UNIT I

Business Economics and Economic Theory: Scope of Business Economics –Profit Maximization- Economic Cost of using Resources - Social Responsibilities of Business - Maximizing the Value of a Firm – Basic Techniques of a Firm.

UNIT II

Demand, Supply and Market Equilibrium: Demand - Law of Demand – Determinants – Elasticity - Demand Function – Forecasting - Theories of Demand - Supply – Law of Supply – Elasticity of Supply - Supply Functions - Market Equilibrium - Changes in Market Equilibrium.

UNIT III

Production and Cost Analysis: Production Function- Iso-quant curves - Production in the short run and long run - Law of Diminishing Marginal Product - Short run and long run cost of production – Short run Total Costs - Cost Curves - Cost Analysis - Concept of Cost - Types - Cost Output Relationship in Short and Long Period.

UNIT IV

Market Structure And Pricing Decisions: Classification of Markets – Pricing Under Perfect Competition – Pricing Under Monopoly – Price Discrimination – Dumping – Pricing Under Monopolistic Competition – Monopsony - Pricing Under Oligopoly Kinked Demand Curve Model – Cournot’s Model Of Duopoly.

UNIT V

National Income Analysis: National Income Analysis – Theories of Income, Output and Employment – Classical - Keynesian theory - Theory of Trade Cycles-Concept and Causes of Trade Cycles -Measures to Control Trade Cycles - Macro Economic Policy - Monetary and Fiscal - Theories of Inflation- Causes and Control of Inflation.

TEXT BOOKS

1.Sundaram K.P and Sundaram E. (2008). Business Economics. Sultan Chand & Sons, New Delhi.

REFERENCES

1. H.L.Ahuja. (2007), Business Economics, S.Chand & Company Ltd, New Delhi.
2. P.N.Reddy and H.R.Appanaiah, (2005), Principles of Business Economics, S.Chand & Company Ltd., New Delhi.
3. Paul R. Ferguson, Glenys J. Ferguson and R.Rothschild, (2010), Managerial Economics, Macmillan Press Ltd, Hong Kong.
4. S.K.Agarwala, (2009), Principles of Economics, Excel Books, New Delhi.

15BAU304B

MANAGEMENT INFORMATION SYSTEM

Semester - III
6H – 5C

Instruction Hours / week L: 6 T:0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- Formulate the management information system and their applications in Management
- To develop the awareness among students in telecommunication revolution
- To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
- To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
- To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.
- To provide the theoretical models used in database management systems to answer business questions.

COURSE OUTCOMES**Learners should be able to**

1. Comply knowledge to get an exposure to the experts' theories and practices in the field of MIS
2. Analyze how technology can be used to synthesize complex data to make sound business decisions information support systems and management operations needs
3. Compare the processes of developing and implementing information systems.
4. Outline the role of the ethical, social, and security issues of information systems.
5. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
6. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

UNIT I

Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information - Information System for Decision making- MIS as Competitive Advantages – MIS Structures.

UNIT II

MIS - Strategic Information System - MIS Support for Planning - Organising - controlling - MIS for Specific Functions – Personnel – Finance - Marketing Inventory Production Data Base Management System Models - Hierarchical - Network - Relational - Modular.

UNIT III

Computer Hardware - Description of Electronic Computers – CPU Operations - Classification of Computers - Main - Mini – Workstations - Micro Computers - Super Computers - Personal Computers. Computer Software - Types of Software - Data Representation in Computers - Introduction to Client-Server.

UNIT IV

Input Devices - Mouse - Touch Screens - MICR - OCR - Keyboard - Pen Based Input - Digital Scanners - Voice Input Devices - Sensors. Output Devices - Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. Secondary Storage Devices - Magnetic Disk, Floppy, Magnetic Tape, Optical Disk Storage - DROM

UNIT V

Telecommunication Revolution - Introduction to Email- Internet - Intranet – Teleconferencing - www Architecture - Introduction to E-Commerce - Models B_B, B_C, and EDI, EDI Applications in Business - Electronic Payment Cash - Smart Cards - Credit Cards - Fundamentals of ERP- Information Technology Act, 2000.

TEXT BOOKS

1. James O Brien, (2014), Management Information System, Tata Mc Grew Hill, New Delhi.

REFERENCES

1. Kenneth Laudon and Jane Laudon , (2011), Management Information System- A contemporary perspective, Pearson Prentice Hall of India, New Delhi.
2. Gordon B Davis, (2012), Management Information System, Tata Mc Grew Hill, New Delhi.
3. Sudalaimuthu S, (2014), Computer applications in business, Himalaya Publishing House Pvt.Ltd, Mumbai.

COURSE OBJECTIVES**To make the students**

- To employ the students to understand the concepts of Information technology
- To understand the components of computer system
- To Practice the Knowledge in operating system
- Demonstrate knowledge of information technologies and digital cultures, both historic and contemporary, and be aware of the social, ethical and philosophical issues related to technological development.
- Demonstrate that they can evaluate and explain the on-going changes in digital technology and their impacts on society.
- Demonstrate that they can apply a variety of information technologies to their own work, demonstrating their competence in researching, creating, and presenting projects using a variety of digital information tools.

COURSE OUTCOMES**Learners should be able to**

1. Categorize the fundamentals of computers and Understand basic concepts and terminology of information technology
2. Apply in computer language and electronic data processing
3. Have a basic understanding of personal computers and their operations
4. Demonstrate that they can use a personal computer or mobile device for accessing the internet and use basic computer applications
5. Demonstrate that they can use digital technology in research, analysis, and critical inquiry.
6. Demonstrate an understanding of the concepts of online security and privacy.

UNIT I

Computer system : Introduction - Types of computer systems - micro, mini, mainframe and super computers - analog, digital and hybrid computers - business and scientific computer systems - first, second, third and fourth generation computers.

UNIT II

Components of computer system: input, output and storage devices. software: system software and application software - programming language – machine language – assembly language – high level languages – flow chart and programmed flow charts – steps in developing a computer programmer.

UNIT III

Hardware and software: computer systems - importance of computers in business - data and information - data processing - data processing systems batch-online and real time systems - time sharing-multi programming and multi processing systems.

UNIT IV

Operating systems: DOS –windows – UNIX - window NT –window'98 – E-Commerce – internet – intranet – email its uses and importance – world wide web sites and computers.

UNIT V

System analysis and design - computer based information systems – transaction processing – office automation – management information systems – decision support systems – expert system.

TEXTBOOKS

1. Alexis and Mathews Leon, (2008), Introduction to Computers, Tara McGraw Hill Publishing House, New Delhi.

REFERENCES

1. Roger Hunt and John Shelly, (2004), Computer and Commonsense, Prentice Hall of India (P) Ltd, New Delhi.
2. Henry C. Luca, (2009), Information Technology for Management, Himalaya Publishing House. Bangalore.

15SSD301

SOFT SKILL DEVELOPMENT - II

Semester - III
2H – 0C

Instruction Hours / week L: 2 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To apply knowledge on both Aptitude and Soft skills to the students
- To compose and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Demonstrate reinforcing competencies in soft skills which are crucial in a social setting
- To develop inter personal skills and be an effective goal oriented team player.
- To develop professionals with idealistic, practical and moral values.
- To develop communication and problem solving skills and re-engineer attitude and understand its influence on behavior

COURSE OUTCOMES**Learners should be able to**

1. Understand the analytical and reasoning competencies and to improve their communication and presentation skills
2. Effectively communicate through verbal/oral communication and improve the listening skills
3. Write precise briefs or reports and technical documents.
4. Become more effective individual through goal/target setting, self motivation and practicing creative thinking
5. Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.
6. Become more effective individual through goal/target setting, self motivation and practicing creative thinking.

UNIT - I

Time, Speed and Distance, Time and Work, Pipes and Cisterns, Geometry, Data Arrangement

UNIT – II

Analogy, Logic based Venn diagram, Probability, Permutation and Combination, Logarithms

UNIT – III

Data Sufficiency, Clocks, Calendar, Reading Comprehension, Sentence Correction, Sentence Completion, Spotting the Errors, Jumbled Sentences

UNIT – IV

Synonyms, Antonyms, Verbal Analogy, Statements and Assumptions, Group Discussion

UNIT - V

Resume Writing, Introduction to HR rounds, Time Management, Attitude and Behaviour

COURSE OBJECTIVES**To make the students**

- .To enhance the learner's communication skills by giving adequate exposure in LSRW listening, speaking, reading and writing skills and the related sub-skills. ...
- To impart better writing skills by sensitizing the learners to the dynamics of effective writing.
- To train the students in understanding the concepts of communication and produce short and simple connected texts on familiar topics.
- To train the students in developing their written communication and presentation skills.
- To understand simple texts and a range of high frequency vocabulary in context
- To describe aspects of personal and everyday life in both oral and written form and demonstrate some control of essential grammatical structures with occasional inconsistencies

COURSE OUTCOMES**Learners should be able to**

1. Understand and extract the essential information from a written or spoken text on a familiar topic
2. Examine a short written text for specific information and organize a range of isolated words and phrases dealing with concrete everyday topics.
3. Describe people, places, likes and dislikes and daily routines in a series of simple phrases and Sentences.
4. Construct short and simple descriptive paragraphs about people, places and events.
5. Write a clear topic sentence for a paragraph and understand the form and function of the basic official correspondences.
6. Perform a range official support through formal and informal writings,

UNIT I – Concept of Communication – Barrier to Communication –Body language – Personality Development – Etiquette and Manners- Soft Skills – Emotional Intelligence

UNIT II – Listening Comprehension – Reading Comprehension – Paragraph writing – Precis Writing – Writing Resume and Covering Letter -Speaking – Welcome Address, Vote of Thanks,

Compering, Debates, Role Play, Dialogues – Vocal Communication Techniques. Voice, Quality, Volume, Pitch

UNIT III – Dicto Composition – Letter Writing (Informal, Letters to the Editor etc) – Term paper – Book reviews

UNIT IV – Business Correspondence – Layout of Business Letter – Formal Styles of Business Letters – Letters of Acceptance, Appointment, Resignation, Complaint, Sending E-mails.

UNIT V – Effective Presentation – Planning – Audience Analysis –Logical Sequencing – Timing of the Presentation – Conclusion – Answering Queries – Group Discussion – Interview.

Prescribed Text:

Juneja. P. Om and Aarati Mujumdar, “*Business Communication -Techniques and Methods*”, Orient Blackswan Pvt. Ltd., Hyderabad: 2010.

Reference:

Badi, R.V and K. Aruna. Business Communication, 2008, Vrinda Publications: New Delhi.

Balasubramanian M and G Anbalagan. Performance in English. 2007. Anuradha Publications: Kumbakonam

Mohan, Krishna and Meenakshi Raman. 2008, Effective English Communication, Tata McGraw Hill: New Delhi.

Selley, John. Oxford Guide to Effective Writing and Speaking. 2005. OUP: New Delhi.

COURSE OBJECTIVES**To make the students**

- To develop the students to acquire knowledge in financial management
- Estimate the knowledge in finance functions, cost of capital, capital structure, capital budgeting, working capital management.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner.
- To provide the students to analyze specific characteristics of Supply Chain Industry and their future action for cash flow
- To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporate in different manner.

COURSE OUTCOMES**Learners should be able to**

1. Construct the fundamental decisions in corporate
2. Understand the finance function and to calculate working capital management
3. Demonstrate an understanding of the overall role and importance of the finance function.
4. Demonstrate basic finance management knowledge. and Communicate effectively using standard business terminology.
5. Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances
6. Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting

UNIT I

Finance Functions: Meaning - Definition and Scope of Finance Functions - Objectives of Financial Management - Profit Maximization and Wealth Maximization. Sources of Finance - Short term - Bank Sources – Long term - Shares - Debentures, Preferred Stock - Debt.

UNIT II

Financing Decision: Cost of Capital - Cost of Specific Sources of Capital - Equity - Preferred Stock - Debt – Retained Earnings - Weighted Average Cost of Capital. Leverage - Operating Leverage - Financial Leverage.

UNIT III

Capital Structure: Meaning - Definition - Factors Influencing Capital Structure – Optimal Capital Structure - Dividend and Dividend policy – Meaning - Classification - Sources Available for Dividends - Determinants of Dividend Policy.

UNIT IV

Working Capital Management: Concepts - importance -Determinants of Working Capital. Cash Management - Motives for Holding Cash - Objectives and Strategies of Cash Management. Receivables Management - Objectives - Cost of Credit Extension, Benefits - Credit Policies - Credit Terms - Collection Policies – Inventory Management – Techniques.

UNIT V

Capital Budgeting: Meaning – Objectives - Methods of Evaluation of Capital Budgeting – Traditional Methods – Pay Back Period Method – Rate of Return - Discounted Cash flow Methods – Net Present Value Method - Internal Rate of Return – Profitability Index Method.

Note : Distribution of marks for theory and problems shall be 60% and 40% respectively.

TEXT BOOKS

1. S.N.Maheswari, (2014), Financial Management, Sultan Chand & Sons. New Delhi.

REFERENCES

1. P.V.Kulkarni, (2011), Financial Management, Himalaya Publishing house, Mumbai.
2. Khan and Jain, (2007), Financial Management, Tata Mc Graw Hill, Publishers Pvt. Ltd.New Delhi.
3. I.M. Pandey, (2009), Financial Management, Vikas Publications, New Delhi.

COURSE OBJECTIVES**To make the students**

- To define the essential elements of contract
- To develop the students to understand about the creation of agency and sale of goods Act.
- To Demonstrate how criminal law relates to business
- To Demonstrate recognition of intellectual property, identify how computer law affects business Analyze the nature and terminology of contract law
- To Demonstrate recognition of the requirements of the contract agreement
- To Demonstrate understanding of contract consideration and capacity and memorize knowledge in the Negotiable Instruments Act.

COURSE OUTCOMES**Learners should be able to**

1. Prepare contract forum and discharge of contract
2. Understand the essential elements of contract and awareness of the global business laws and its impacts on businesses
3. Employ the agency towards negotiable instruments Act and apply basic legal knowledge to business transaction
4. Ability to apply concepts, principles and theories to understand simple business laws.
5. Demonstrate an understanding of the Legal Environment of Business.
6. Communicate effectively using standard business and legal terminology.

UNIT I

Contracts -Essentials of Contract - Agreements - Void - Voidable and Illegal Contracts - Express and Implied Contract - Executed And Executory Contract – Absolute And Contingent Contract – Offer – Legal Rules as to Offer and Lapse of Offer – Acceptance –Rules as to Acceptance – To Create Legal Relation – Capacity Of Parties to Create Contract – Consideration – Legal Rules as to Consideration – Flaw In Consent.

UNIT II

Legality of Object – Unlawful and Illegal Agreements – Effects of Illegality – Wagering Agreements – Agreement Opposed To Public Policy – Agreements In Restraint of Trade – Exceptions – Void Agreements –Restitution – Quasi Contracts – Discharge of Contract – Breach of Contract – Remedies for Breach of Contract.

UNIT III

Creation of Agency- Classification of Agents - Relations of Principal and Agent - Delegation of Authority - Relation of Principal With Third Parties - Personal Liability of Agent - Termination of Agency.

UNIT IV

Formation of Contract of Sale - Sale and Agreement to Sell - Hire Purchase Agreement – Sale and Bailment - Capacity to Buy and Sell - Subject Matter of Contract of Sale - Effects of Destruction of Goods - Documents of Title to Goods – Conditions and Warranties - Rules of Caveat Emptor.

UNIT V

Common Carriers: Definition - Rights and Duties of Common Carriers – Contract of Carriage of Goods by Sea – Bill of Lading and Charter Party – Distinction – Negotiable Instruments Act 1881 – Negotiable Instruments – Characteristics – Cheque – Essential Requirements - Crossing – Types – Endorsements – Kinds – Demand Drafts – Bill of Exchange.

TEXT BOOKS

1. N.D. Kapoor. (2013). Elements of Mercantile Law. S.Chand & Co. Ltd, New Delhi.

REFERENCES

1. Shukla. M.C. (2010), Mercantile Law. Phi India Pvt., Ltd., New Delhi.
2. Kandasamy K.P., (2012). Banking Law and Practice. S.Chand & Co. Ltd, New Delhi.
3. P.Saravanel, Syed Badre Alam. (2009). Fundamentals of Business Law. Himalaya Publishing House. Mumbai.
4. S.S.Gulshan, G.K.Kapoor.(2011), Business Law , New Age International Pvt. Ltd, New Delhi.

15BAU403 PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS**Semester - IV
6H – 5C****Instruction Hours / week L: 6 T: 0 P : 0****Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours****COURSE OBJECTIVES****To make the students**

- To understand the functions of personnel management
- To assess knowledge in wage and salary administration
- To introduce the basic concepts, functions and processes of Personnel Management.
- To create an awareness of the role, function and functioning of personnel management in industrial organization.
- To identify the importance of trade union
- To be aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting

COURSE OUTCOMES**Learners should be able to**

1. Construct knowledge on primary functional aspect of personnel management
2. Understand the roles and responsibilities of HR professionals
3. Assess Functional aspects of manpower planning, performance appraisal and industrial relations
4. To familiarize students with the basic concepts of organization and management
5. know the structure, functions and various principles of management
6. Elaborate the concept of Industrial Relations. By illustrating the role of trade union in the industrial setup

UNIT I

Personnel Management – Meaning, Nature, Scope and Objectives – Functions of Personnel Department – The role of Personnel Manager – Organization of Personnel Department – Personnel Policies and Procedures.

UNIT II

Manpower Planning – Meaning, Definition, Nature and Process of Human resource planning - Job Description – Job Analysis - Purpose and Uses of Job analysis, Steps and Techniques in Job analysis– Job Specification – Recruitment – Sources, Methods or techniques of recruitment and factors affecting recruitment - Selection – Essentials of selection, Steps in selection procedure – Training – Need - importance and methods of training.

UNIT III

Performance Appraisal – Meaning, Definition, Importance and Methods of performance appraisal - Job Evaluation and Merit Rating – Promotion, Transfer and Demotion.

UNIT IV

Wages and Salary Administration – Incentive System – Labour Welfare and Social Security – Safety, Health and Security – Retirement Benefits to Employees – Awareness of PF and ESI

UNIT V

Industrial Relations – Trade Unionism – Grievance Handling – Collective Bargaining - Workers Participation in Management – Overview of Labour Laws.

TEXT BOOKS

1. C.B.Memoria. (2014), Personnel Management and Industrial Relations. Himalaya Publishing House, Mumbai

REFERENCES

1. N.G.Nair, Latha Nair. (2004). Personnel Management and Industrial Relations S.Chand & Company Ltd, New Delhi.
2. N.D.Kapoor. (2015). Elements of Industrial Law. Sultan Chand & Sons, NewDelhi.
3. Tripathy. (2013). Personnel Management and Industrial Relations. Sultan Chand & Sons, New Delhi.

15BAU404A

INDIAN FINANCIAL SYSTEM

Semester - IV
6H – 5C

Instruction Hours / week L: 6 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To apply the knowledge in structure and functioning of money market and capital market
- To estimate the knowledge about the growth and functioning of financial intuitions in India
- Understand the regulatory frameworks in various financial institutions and Develop knowledge on the allocation, management and funding of financial resources
- To Improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
- To enhance student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.
- To give a clear understanding and knowledge of Financial system in the present scenario.

COURSE OUTCOMES**Learners should be able to**

1. Identify familiarity in the functions of commercial banks and role of financial institutions
2. Understand the regulatory frame work of financial institutions
3. Calculate the value of money market share through banking innovations
4. Understand the role and function of the financial system in reference to the macro economy.
5. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
6. Evaluate and create strategies to promote financial products and services.

UNIT I

Financial System: Institutions - Primary Market – Secondary Market Money -Capital markets - Instruments of Money Market - Functions - Economic Significance.

UNIT II

Commercial Banks: Functions – Structure of Commercial banks in India – sources of funds, Investment norms – Factors Determining Liquidity of Banks – Asset Structure of Commercial Banks – Profitability of Banks.

UNIT III

Financial Institutions: IDBI, SFCS, SIDCS, LIC, SIDBI, ICICI, EXIM Bank – Constitution, objectives and functions.

UNIT IV

Regulatory Institutions: RBI – Organisation – Objectives - Role – Functions - Monetary policy of the RBI - NABARD - Securities and Exchange Board of India - Organisation and Objectives.

UNIT V

Banking Innovations: New technology in Banking – E-services – Debit and Credit cards. Internet Banking, ATM, Electronic fund transfer, MICR.

TEXT BOOKS

1. Meir Kohn, (2013) Financial Institutions and Markets, Tata McGraw Hill Publication, New Delhi.

REFERENCES

1. L M Bhole, (2006) Financial Institutions and Markets, Tata McGraw Hill Publication, New Delhi.
2. Vasantha Desai , (2002), The Indian Financial System, Himalaya Publishing House, New Delhi.
3. M Y Khan, (2004), Indian Financial System, Tata McGraw Hill Publication, New Delhi.
4. P N Varshney and D K Mittal, (2010), Indian Financial System, Sultan Chand & Sons, New Delhi
5. E Gardon and K Natarajan, (2004), Financial Markets & Services, Himalaya Publishing House, New Delhi.

COURSE OBJECTIVES**To make the students**

- To apply the knowledge on the fundamental concepts of E - Commerce
- Understand the various concepts regarding Business-to-Business Model
- To demonstrate an understanding of retailing in E-commerce by:
 - analyzing branding and pricing strategies,
 - using and determining the effectiveness of market research
 - assessing the effects of disintermediation.
- Analyze the impact of E-commerce on business models and strategy
- To provide an introduction to information systems for business and management.
- To familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems

COURSE OUTCOMES**Learners should be able to**

1. Apply E-commerce models and Analyze the impact of E-commerce on business models and strategy
2. Discover intranet, extranet and electronic marketing
3. Analyze the fundamentals of electronic commerce determining the effectiveness of market research
4. Demonstrate an understanding of the foundations and importance of E-commerce
5. Demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies,
6. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational

UNIT I

Foundations of Electronic commerce : - Definitions and Content of the field – Driving force of EC-Impact of EC-Managerial issues – Benefits and Limitations of EC retailing in EC:- Business models of E-marketing-Aiding comparison shopping – The impact of EC on Traditional Retailing system.

UNIT II

Internet consumers and Market Research: - The consumer behavior model – personal characteristics and the Demographics of Internet surfers – Consumer purchasing Decision making – One-to-One Relationship marketing – Delivering customer service in cyberspace – market research of EC- intelligent agents for consumers – Organizational buyer behavior.

UNIT III

Advertisement in EC:- Web advertisement – Advertisement methods – Advertisement strategies – push technology and intelligent agents – Economics and Effectiveness or Advertisement –

online catalogs Intranet and Extranet : - Architecture of Intranet and extranet – Applications of intranet and extranet.

UNIT IV

Business-to-Business Electronic Commerce: Characteristics of B2B EC-Models of B2B EC – procurement management using the buyer's internal marketplace – suppliers and buyer Oriented marketplace – Other B2B models auctions – and services – Integration with back-end information system- The role of s/w agents in B2B – Electronic marketing in B2B – electronic marketing in B2B.

UNIT V

Public policy: from Legal Issues to privacy:- Legal, Ethical and other public policy Issues – Protecting Privacy – Free Speech, Internet Indecency and censorship – taxation and Encryption policies – consumer and seller protection in EC.

TEXT BOOKS

1. Ravi Kalakota, Andrew Winston, (2009), Frontiers or Electronic Commerce, Addison Wesley, New Delhi.

REFERENCES

1. S. Jaiwal, (2010), E – Commerce, Galgota Publications Pvt. Ltd, New Delhi.
2. P.T. Joseph, (2008), E – Commerce – A Managerial Perspective, Kalyani Publications, Ludhiana.
3. Geg Holden, (2007), Starting an E-Commerce Business for Dummies, IDG Books India Pvt. Ltd, New Delhi.

COURSE OBJECTIVES**To make the students**

- To assess the various insurance mechanism
- To apply the knowledge towards the principles and practice of insurance
- To develop the knowledge on deposits and credit insurance mechanism
- To provide a basic understanding of the Insurance Mechanism identify the relationship between Insurers and their customers
- To know the importance of insurance contacts give an overview of major Life Insurance and General Insurance Products
- To understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.

COURSE OUTCOMES**Learners should be able to**

1. Memorize the concept of general life, life insurance and marine insurance
2. Demonstrate the features of deposits and credit insurance mechanism
3. Practices of various mechanisms in insurance familiarize themselves with major insurance products, such as life insurance, health insurance, property and liability insurance.
4. Have knowledge about various types of insurance and its basic principles.
5. Understand the Life Insurance policy along with its policy conditions.
6. Know about the IRDA guidelines related to detection and monitoring of Insurance Frauds.

UNIT I

Risk and Uncertainty - Definition - Classification of risk - Sources of Risk - External and Internal Insurance – Meaning - Nature - Significance - Essential Requirements and Principles of Risk Insurance – Reinsurance - Privatization of Insurance Business in India - Insurance Regulatory Development Authority – Recent Developments in the Insurance Sector.

UNIT II

Life Insurance - Law Relating to Life Insurance - General Principles of Life Insurance Contract - Proposal and Policy - Assignment and Nomination - Title and claims - Concept of trust in life policy - LIC - Role and Functions.

UNIT III

General Insurance - Law relating to general insurance - Different types of general insurance - General Insurance Vs Life Insurance - Nature of Fire Insurance - various types of Fire Policy

subrogation - Double Insurance - Contribution - Proximate cause - Claims of Recovery - Accident and Motor Insurance - Nature, Disclosure, Terms and Conditions Claims And Recovery - Third Party Insurance - Compulsory Motor Vehicle Insurance - Accident Insurance.

UNIT IV

Deposit and Credit Insurance – Nature - Terms and Conditions - claim - Recovery etc., Public Liability Insurance - Emergency Risk Insurance Structure and Power, function of General Insurance Corporation of India - Deposit Insurance and Credit Guarantee Corporation.

UNIT V

Marine Insurance - Law relating to Marine Insurance - Scope and Nature - Types of Policy - Insurable Interest - Disclosure and Representation - Insured Perils - Proximity Cause - Voyage – Warranties - Measurement – Subrogation – Contribution - Under Insurance.

TEXT BOOKS

1. M.N.Mishra, (2012), Insurance Principles and Practices, S.Chand & Co, New Delhi.

REFERENCES

1. N.D.Kapoor , (2010), Elements of Business Law, Sulthan Chand & Sons, New Delhi.
2. Murthy, (2012), Principles and Practices of Insurance, Margham Publications, Mumbai.
3. Senth Jyotsna and Bhatia Nishwa, (2008), Elements of Banking and Insurance, PHI India Pvt., Ltd., New Delhi.
4. P.Periyasamy , (2010), Principles and Practices of Insurance, Himalaya Publishing house, New Delhi.

15SSD401

SOFT SKILL DEVELOPMENT - II

Semester - IV
2H – 1C

Instruction Hours / week L: 2 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To develop knowledge on both Aptitude and Soft skills to the students
- To discover and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Identify the competencies in soft skills which are crucial in a social setting
- To improve customer service by practicing soft skills in the workplace
- To Improve employee retention in the organization by retaining more talented professionals
- To improve knowledge retention and equip employees to take ownership of their personal development

COURSE OUTCOMES**Learners should be able to**

1. Apply the analytical and reasoning competencies
2. Appraise communication and presentation skills
3. Communicate effectively through verbal/oral communication and improve the listening skills
4. To write precise briefs or reports and technical documents
5. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations
6. Become more effective individual through goal/target setting, self-motivation and practicing creative thinking

UNIT - I

Time, Speed and Distance, Time and Work, Pipes and Cisterns, Geometry, Data Arrangement

UNIT – II

Analogy, Logic based Venn diagram, Probability, Permutation and Combination, Logarithms

UNIT – III

Data Sufficiency, Clocks, Calendar, Reading Comprehension, Sentence Correction, Sentence Completion, Spotting the Errors, Jumbled Sentences

UNIT – IV

Synonyms, Antonyms, Verbal Analogy, Statements and Assumptions, Group Discussion

UNIT - V

Resume Writing, Introduction to HR rounds, Time Management, Attitude and Behaviour

COURSE OBJECTIVES

To make the students

- To understand the concepts of cost and management accounting
- To assess the knowledge in financial statement analysis
- To estimate the budget preparations and enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting
- To develop competence with their usage in managerial decision making and control.
- To Acquire conceptual knowledge of basics of accounting
- To identify events that need to be recorded in the accounting records

COURSE OUTCOMES

Learners should be able to

1. Prepare a cost sheet and evaluate the process of accounting
2. Calculate the various elements of cost and Compute cash flow and fund flow statements
3. Able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
4. Formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance
5. Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques
6. Evaluate the costs and benefits of different conventional and contemporary costing systems

UNIT I

Accounting – Financial Accounting – Cost Accounting - Management Accounting - Meaning – Definition – Scope – Objectives - Function - Merits and Demerits - Distribution between Cost, Management and Financial accounting – Elements of Cost - Cost Concepts and Costs Classification.

UNIT II

Preparation of Cost Sheet – Stores Control – EOQ – Maximum, Minimum, Reordering levels - Pricing of Materials Issues – FIFO, LIFO, Average Cost, Standard price - Methods of Labour Cost .

UNIT III

Financial Statement Analysis – Preparation of Comparative and Common size Statements – Ratio Analysis - Classification of Ratios – Liquidity Ratio – Profitability Ratio – Solvency Ratio – Inter Firm Comparison.

UNIT IV

Funds Flow Statement - Schedule of Changes in Working Capital – Calculation of Funds from Operation - Sources and Applications of Funds. Cash Flow Statement – Cash from Operation – Inflow and Outflow of Funds.

UNIT V

Standard Costing – Variance Analysis – Material Cost , Material Price, Material Usage and Labour Variances. Marginal Costing – Cost Volume Profit Analysis. Budgeting and Preparation of Various Budgets.

Note : Distribution of marks for theory and problems shall be 20% and 80% respectively.

TEXT BOOKS

1. Nigam and Sharma. (2010). Cost Accounting, Prentice Hall India Pvt. Ltd, New Delhi.

REFERENCES

1. R.K. Sharma & K.Gupta. (2009), Advanced Cost Accounting, Kalyani Publishers, Ludhiana.
2. S.N. Maheswari, (2009), Management Accounting, Sultan Chand & Sons, New Delhi.
3. Jain and Narang, (2013), Cost Accounting. Kalyani Publishers, Ludhiana.
4. Bhattacharya S.K., (2013), Cost and Management Accounting, Sultan Chand & Sons , New Delhi.

COURSE OBJECTIVES**To make the students**

- To understand the concept of research methodology.
- To estimate knowledge in sampling techniques
- To discover knowledge in writing a good research report.
- To identify the overall process of designing a research study from its inception to its report.
- Be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
- To familiarize participants with basic of research and the research process and conduct research work and formulating research synopsis and report

COURSE OUTCOMES**Learners should be able to**

1. Identify the conceptual framework of the research process
2. Apply parametric and non parametric test
3. Demonstrate research tools and techniques in research work
4. Demonstrate the ability to choose methods appropriate to research aims and objective and understand the limitations of particular research methods
5. Develop skills in qualitative and quantitative data analysis and presentation and Develop advanced critical thinking skills
6. Familiar with how to write a good introduction to an educational research study and the components that comprise such an introduction

UNIT I

Research: Meaning - Scope and Significance - Characteristics of Good Research Types of Research – Research Process - - Problems in Research - Identifying Research Problem – Research Design - Features of Good Design – Types

UNIT II

Sampling Design: Meaning - Concepts - Steps in Sampling - Criteria for Good Sample Design - Types of Sample Designs - Probability and Non-Probability Samples. Data Collection - Sources of Data - Methods of Data Collection – Observation – Questionnaire – Interview - Schedule – Secondary Data - Data Processing – Editing - Coding - Classification - Tabulation.

UNIT III

Hypothesis: Meaning - Sources - Types - Formulation - Scaling Techniques - Meaning - Types of scales - Scale Construction Techniques.

UNIT IV

Test of Significance: Parametric Test - T test, F Test and Z test - Non Parametric Test –Chi square test. U Test, Kruskal Wallis, Sign test. Multivariate Analysis -Factor - Cluster.

UNIT V

Interpretation: Meaning - Techniques of Interpretation - Report writing:-Significance - Report Writing:- Steps in Report Writing - Layout of report – Types of Reports - Oral Presentation - Executive Summary - Mechanics of Writing Research Report - Precautions for Writing Report - Norms for using Tables, Charts - and Diagrams - Appendix:- Norms for using Index and Bibliography.

Note : Distribution of marks for theory and problems shall be 80% and 20% respectively.

TEXT BOOKS

1. Kothari C.R., (2009) Research Methodology, Wishwa Prakashan, Publications, New Delhi

REFERENCES

1. Rao K.V. (2012) Research methods for management and commerce, Sterling Publishers Pvt., Ltd., Himalaya Publishing house, Mumbai.
2. Zikmund, (2005), Business Research Methods, Sulthan Chand and sons, New Delhi.
3. Donald R.Cooper and Pamela S.Schindler, (2008), Business Research Methods Tata McGraw Hill. New Delhi.
4. Uma Sekaran, (2007), Research Methods for Business, Wiley Publications. New Delhi.

COURSE OBJECTIVES**To make the students**

- To discover awareness in the advertisement functions.
- To employ the various types of advertisement
- To examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.
- To develop creative strategies for advertising.
- Plan media strategy, scheduling, and vehicle selection. Assess strategic uses of sales promotions.
- To indicate the knowledge in sales promotional strategy

COURSE OUTCOMES**Learners should be able to**

1. Practice knowledge to utilize the right advertising media for sales promotion
2. Identify Roles and Responsibilities of advertising agency
3. Demonstrate the sales promotional activities in business
4. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.
5. Develop creative strategies for advertising and identify and make decisions regarding the most feasible advertising appeal and media mix.
6. Gain the knowledge about the various range of tools available for marketing communication, and the various facets of advertising, public relation and promotion management

UNIT I

Advertising – Meaning - Importance – Objectives – Media - Forms of Media- Press - Newspaper, Trade Journal- Magazines- Outdoor Advertising – Posters - Banners- Neon Signs, Publicity, Literature Booklets, Folders - House Organizations - Direct Mail Advertising- Cinema and Theatre Programme – Radio and Television Advertising- Exhibition - Trade Fair – Transportation Advertising.

UNIT II

Advertising Agencies – Advertising Budgets - Advertising Appeals - Advertising organisations – Social Effects of Advertising - Advertising Copy - Objectives – Essentials – Types - Elements of Copy Writing - Headlines, Body Copy- illustration- Catchy Phrases and Slogans - Identification Marks.

UNIT III

Advertising Layout – Functions - Design of Layout- Typography Printing Process- Lithography – Printing Plates and Reproduction Paper, and Cloth - Size Of Advertising - Repeat Advertising - Advertising Campaign - Steps In Campaign Planning.

UNIT IV

Sales Force Management - Importance- Sales Force Decision- Sales Force Size – Recruitment and Selection - Training – Methods - Motivating Salesman Controlling - Compensation and Incentives - Fixing Sales Territories - Quota – Evaluation.

UNIT V

Sales Promotion - Meaning - Methods – Promotional Strategy – Marketing Communication and Persuasion – Promotional Instruments - Techniques of Sales Promotion – Consumer and Dealers Promotion - After Sales Service – Packing – guarantee – Personal Selling – Objectives – Salesmanship – Process of Personal Selling – Types of Salesman.

TEXT BOOKS

1. Sontaki C.N. (2007). Advertising and Sales Management. Kalyani Publishers, Ludhiana.

REFERENCES

1. Chunawalla, Reddy, Appanaiah. (2014). An Introduction to Advertising and Marketing Research. Himalaya Publishing House, Mumbai
2. S.A.Chunuwalla, K.C.Sethia. (2011). Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
3. Julian Cummins. (2010). Sales Promotion, Universal Book Stall, New Delhi.
4. Sandage Fryburger Rotzoll. (2013). Advertising Theory and Practice. A.I.T.B.S Publishers and Distributors, New Delhi.

COURSE OBJECTIVES**To make the students**

- To construct awareness among the students about the concepts of Entrepreneurship.
- To identify the skills of entrepreneur and project management
- To discover knowledge about the financial Institutions.
- To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities,
- To develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities
- To develop the ability of analyzing various aspects of entrepreneurship – especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development

COURSE OUTCOMES**Learners should be able to**

1. Assess the skills of entrepreneur and understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.
2. Run a small enterprise with small capital for a short period and experience the science and art of doing business Preparation and evaluation of Project formulations
3. Employ the process in project management and run a small enterprise with small capital for a short period and experience the science and art of doing business
4. Know the parameters to assess opportunities and constraints for new business ideas
5. Understand the systematic process to select and screen a business idea
6. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.

UNIT I

Concept of Entrepreneurship – Definition, Characteristics and Functions of entrepreneur – Types of Entrepreneurs – Role of Entrepreneurship in Economic Development. Intrapreneur vs Entrepreneur - Factors affecting entrepreneur growth

UNIT II

Entrepreneurship Development Programmes – Need – Objectives - Phases- Evaluation. Institutional Support to Entrepreneurs – SFC – SIDCs – SIPCOT – TIIC - SIDBI

UNIT III

Institutional Setup – District Industries Centres (DICs) – Micro Small Medium Enterprises (MSMED) – Small Industries Development Organization (SIDO) – National Small Industries Corporation (NSIC) - Small Industries Service Institutes (SISIs) - Indian Investment Centre (IIC) – Khadi and Village Industries Commission (KVIC).

UNIT IV

Project Management - Meaning of Project - Concepts – Categories – Project life cycle Phases – Characteristics of a Project – Project Manager – Role and Responsibilities of Project Manager- Special Economic Zones (SEZs).

UNIT V

Project Formulation – Steps - Project Identification – Importance – Project Evaluation – Project Feasibility Analysis - Project Report.

TEXT BOOKS

1. Vasant Desai. (2013). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House, Mumbai.

REFERENCES

1. S.S.Khanka. (2012). Entrepreneurial Development. Sultan Chand & Sons, New Delhi.
2. C.B.Gupta & N.P.Srinivasan. (2007). Entrepreneurial Development. Sultan Chand & Sons, New Delhi.
3. P.Saravanavel. (2001). Entrepreneurial Development. Ess Pee Kay Publishing House, Madras.
4. M.Gangadhara Rao (2001). Entrepreneurship and Entrepreneurial Development. S.Chand & Co, New Delhi.

15BAU505

INDIRECT TAX**Semester - V**
4H – 4C

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To apply the knowledge in indirect tax
- To analyze the knowledge on the fundamentals of indirect tax
- To make students understand the concept of forward charge mechanism, reverse charge mechanism, composite supply, mixed supply and various exemptions
- To provide a general understanding of the Service Tax in the country with a practical perspective and to make the students understand the basics of Customs Law
- To provide an in depth study of the various provisions of indirect taxation laws and their impact on business decision-making
- To Identify and analyze the procedural aspects under different applicable statutes related to indirect taxation

COURSE OUTCOMES**Learners should be able to**

1. Discover the concepts of various tax and describe indirect taxes and criticisms of these taxes
2. Compare and contrast direct tax and indirect tax
3. Apply the existence of various indirect tax
4. Calculate the tax according to the laws
5. Maintain the financial statements of a business entity
6. Familiar with the computation of capital gain with the computation of income from other sources

UNIT –I

Tamil Nadu general sales Tax Act – Definition of Business, Dealers, Casual Trader, Goods, Sales, Declared goods, Turnover – Procedure for Registration –VAT (Value Added Tax) Meaning, Applicability, Coverage of goods under VAT,-- Tax Payers Identification Number (TIN) – Modes of charging sales tax – Levy of purchase tax.

UNIT –II

Central Sales Tax Act, - Definitions of Dealer, Registered dealer, Turnover, Business,- Inter State Sales- Determination of taxable Turnover- Registration of Dealer under the CST Act.

UNIT – III

Central Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – Excisable goods – Concepts of manufacturer –Exemption from Excise duty – Valuation of Excisable goods – Licensing provisions- CENVAT .

UNIT –IV

Customs Act, 1962- Definitions, -Types of duty –Prohibition on importation and exportation of goods – Dutiable Goods U/S 26, Power of grant exemption from duty U/S 25, Restrictions on custody and removed in imported goods U/S45-Duty Draw back.

UNIT-V

Service Tax – Concepts and general principles. Charge of service tax and taxable services.

TEXT BOOKS

1. Dingare Pagare, (2014), Business Taxation, Sultan Chand & Sons, New Delhi.

REFERENCES.

1. V.S.Datey, (2015), Indirect Taxes Law and Practices, Taxmann Publications (P) Ltd., New Delhi.
2. Balachandran. (2014). Indirect Taxation. Sultan Chand & Sons, New Delhi.
3. R.L.Gupta V.K.Gupta, (2012), Indirect Tax, Sultan Chand &Co., New Delhi.

COURSE OBJECTIVES**To make the students**

- Identify the knowledge on formation of company, Documents required and company meetings.
- To defend knowledge in the area of secretarial practice and apply their minds to have a bird's eye view of the Company Secretary.
- Identify the various stages involved in the Formation of Joint Stock Companies.
- Identify the various Documents required to bring the Company into Existence.
- Enumerate the Mode and Method of Appointment/Removal/Powers/Duties of Directors in Corporate Governance.
- Identify the various Statutory Provisions to be complied with in conducting various types of Company Meetings.

COURSE OUTCOMES**Learners should be able to**

1. Discover the companies requirements as a company secretary
2. Practices according to the law in companies
3. Demonstration the importance of company secretary in formation of a company
4. Evaluate the Role and importance of Company Secretary and key managerial personnel.
5. Understanding the various types of Companies and the issues associated with Companies
6. Understanding the roles and responsibilities of various persons involved and related documents

UNIT I

Companies Act 1956 Vs Companies Act 2013 - Formation of Companies – Promotion – Meaning – Promoters – Functions – Duties of Promoters – Incorporation – Meaning – Certificate of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Articles.

UNIT II

Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.

UNIT III

Company Meetings – Kinds - Board of Directors Meeting – Statutory Meeting – Annual General Meeting – Extra Ordinary General Meeting - Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman's Speech – Writing of Minutes.

UNIT IV

Company Secretary – Meaning - Definition – Types – Positions – Qualities – Qualifications – Appointment and Dismissal – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary

UNIT V

Accounts of Companies – Audit and Auditors’ – Prevention of Oppression and Mismanagement – Winding up – Official Liquidators – National Company Law Tribunal.

TEXT BOOKS

1. M.C.Shukla and S.S.Gulshan, (2010), Principles of Company Law, S.Chand & Co.New Delhi.

REFERENCES

1. N.D.Kapoor, (2010), Elements of Company Law, Sultan Chand & Sons, New Delhi.
2. M.C.Kuchhal, (2008), Secretarial Practice, Vikas Publications, New Delhi.
3. Avtar Singh, (2014), Introduction to Company Law, Eastern book Company, New Delhi.

COURSE OBJECTIVES**To make the students**

- To estimate awareness about the office management by providing opportunity to a learner for vertical up-gradation by acquiring skill sets
- To provide opportunities of Community Service to the qualified and experienced staff benefiting the country according to the Skill Development Mission of the Government.
- To discover the knowledge to impart in record management and understand the office environment
- To develop managerial skills and competencies in the learner to manage the office activities.
- To provide digital empowerment by providing hands on experience on Computer and enable industrial employees to improve their qualifications without leaving their existing careers and enhance their employability in to higher positions post completion of their studies.
- To train and develop skilled manpower as per the need of the country and impart skill training at very low cost .

COURSE OUTCOMES**Learners should be able to**

1. Apply the knowledge in modern office management
2. Discover and reveal record in office
3. Practice with office environment and culture
4. Recognize basic traditional office management practices, emerging management trends, administrative management resource areas, and restructured office systems and training needs.
5. Practice leadership and communication skills in business environments, including groups, teams, and conflict resolution.
6. Manage human resources in the office including staffing, on-the-job employee practices, workforce improvement, conflict resolution, job stress, time management, as well as work ethics and business etiquette issues.

UNIT I

Office Management and Organization: Basic concepts of Office – Importance – Functions – Size of the Office – Office Management – Relations with other Departments – Scientific Office Management – Office Manager - Principles of Office Organization – Types / Systems of Organization – Charts – Centralization vs. Decentralization.

UNIT II

Office Environment & Communication: Office Location – Characteristics / Qualities of Office Building – Environment – Physical – Hazards in Office Safety – Security – Secrecy – Communication – Meaning – Essential Features – Classification – Barriers to Communication.

UNIT III

Office Correspondence & Record Management: Centralized Vs Departmental Correspondence – Departmental Typing and Typing Pools – Classification of Records – Principles of Record Keeping – Filing – Methods.

UNIT IV

Office Systems & Procedures: Systems – Procedure – Advantages – Characteristics of Sound Office System & Procedures – Work Simplification – Principles – Kinds Of Reports.

UNIT V

Office Personnel Relations: Personnel Management – Definitions – Functions – Office Committees- Employee Morale – Productivity – Employee Welfare – Grievances – Work Measurement – Control Of Office Work.

TEXT BOOKS

1. Joan Gallagher (2014) Modern office management, Gill & Macmillan Ltd, New Delhi.

REFERENCES

1. S.P Arora, (2009), Office Organization And Management, Vikas publishing House Pvt Ltd., New Delhi.
2. Dr. I.M.SAHAI, (2006), Modern office management, Kitab Mahal , India.
3. S.K. Sharma (2014) Handbook of Office Management A Modern Management, Bharat Law House, New Delhi.
4. N. Kumar, N. Kumar Et Al., R. Mittal, (2001) Office Organisation and Management, Anmol Publications Pvt. Limited, New Delhi.

COURSE OBJECTIVES**To make the students**

- To discover with the knowledge of banking law.
- To construct awareness in commercial bank lending policies
- To disseminate knowledge among the students inculcate with theoretical structures about banking and insurance.
- To train and equip the students with the skills of modern banking and insurance
- To develop and inculcate the traits of professionalism amongst the students.
- To inculcate Professional attire, professional communication skills and professional discipline

COURSE OUTCOMES**Learners should be able to**

1. Practice banking law and practice
2. Discover various types of accounts maintained towards bank
3. Manipulate the process in banking sector
4. Disseminate knowledge among the students with theoretical structures about banking and insurance
5. Equip the students with the skills of modern banking and insurance is run
6. To develop and inculcate the traits of professionalism amongst the students. Professional attire, professional communication skills and professional discipline will be inculcated

UNIT I

Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI, Banking Regulation ACT 1949. RBI Credit Control Measure – Secrecy of Customer Account.

UNIT II

Opening of Account – Special Types of Customer – Types of Deposit – Bank Pass Book – Collection of Banker – Banker Lien.

UNIT III

Cheque – Features Essentials of Valid Cheque – Crossing – Making and Endorsement – Payment of Cheques Statutory Protection Duties to Paying Banker and Collective Banker - Refusal of Payment Cheques Duties Holder & Holder ID due course.

UNIT IV

Loan and Advances by Commercial Bank Lending Policies of Commercial Bank - Forms of Securities – Lien Pledge Hypothecation and Advance against the documents of title to goods – Mortgage.

UNIT V

Position of Surety – Letter of credit – Bills and Supply Bill. Purchase and Discounting Bill Traveling Cheque, Credit Card, Teller System.

TEXT BOOKS

1. Sundharam and Varshney, (2014), Banking Theory Law & Practice, Sultan Chand & Sons., New Delhi.

REFERENCES

1. Natarajan and Gordon, (2014), Banking Theory Law and Practice, Himalaya Publications, New Delhi
2. Reserve Bank of India, Report on currency and Finance 2012-2013.
3. Basu, (2014), Theory and Practice of Development Banking, Asia Publishing House, London.
4. Reddy and Appanniah, (2001), Banking Theory and Practice, Himalaya Publishing House, New Delhi.

15OEU501

OPEN ELECTIVE- PRINCIPLES OF MANAGEMENT**Semester - V**
0H – 3C

Instruction Hours / week L: 0 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To understand the concepts of management.
- To demonstrate knowledge in the functions of management.
- To apply knowledge to make decision
- To apply the concepts & principles of management in real life industry and design by developing organization chart & structure for an enterprise.
- Able to apply the concepts of HRM in Recruitment, Selection, Training & Development .
- To observe and evaluate the influence of historical forces on the current practice of management and in how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the environment

COURSE OUTCOMES**Learners should be able to**

1. Understanding of managerial functions like planning, and have same basic knowledge on international aspect of management
2. Employ knowledge on various principles applied to manage business
3. Understand the functional aspect in management Recognize the importance of employee motivation and how to promote it.
4. Analyze various problems in making a decision
5. Analyze effective application of Principles of Management and knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
6. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

UNIT I

Nature and Scope of Management: Meaning – Definition - Management is a Science or Art – Development of Management – Scientific Management – Functions - Social responsibilities and Ethics

UNIT II

Planning: Meaning and Characteristics of Planning – Steps in Planning – Objectives - Types of Planning - Policies, Procedures and Methods.

UNIT III

Organizing: Meaning – Definition - Functions of Organization – Types of Organizational Structure - Process of Decision making – Type of Decisions – Problems. – Span of control – Delegation - Decentralization and Centralization.

UNIT IV

Staffing: Line and Staff relationship – Co-ordination – Features. Motivation – Maslow's theory – Leadership – Qualities - Techniques.

UNIT V

Controlling: Meaning and Importance of Control – Control process – Controlling Techniques – Preventive control – Budgetary and Non-budgetary control - Business Ethics – Ethics and Morals – Nature of Ethics – Need for Business Ethics.

TEXT BOOKS

1. Dinkar Pagare, (2015), Principles of Management, S.Chand & Co Ltd., New Delhi.

REFERENCES

1. T.Ramasamy, (2014) Principles of Management, Himalaya Publishing house, Mumbai.
2. Koontz and Harold. (2014). Management Essentials. Tata Mc Graw Hill Publishers Pvt. Ltd. New Delhi.
3. S.P.Arora. (2009). Office Organization and Management, Vikas Publishing House Pvt. Ltd. New Delhi.
4. Dr.Saxena.(2009), Business Administration and Management, Sahitya Bhavan Publications. New Delhi.

COURSE OBJECTIVES**To make the students**

- To discover and describe the various investment alternatives.
- To Assess need of portfolio management and its application.
- To introduce the intuition and concepts of Investment analysis and portfolio management.
- To apply knowledge on the fundamentals of valuation of securities.
- To allocate and select investment assets based on the trade-off between risk and return, availability of the risk mitigating tools and investment horizon with other parameters.
- To developing skills required to conduct assessment of current issues covered by media and specialized journals.

COURSE OUTCOMES**Learners should be able to**

1. Practice the investment risk and investment alternatives
2. Analyse the companies' portfolios
3. Understand and apply ethical standards in the investment profession
4. Manipulate the portfolio constraints and management
5. Develop investment policy statements for institutional and individual investors.
6. Able to develop an appropriate portfolio for a given investor and market conditions.

UNIT I

Investment – Nature - Meaning - Scope of Investment – Importance of Investment – Factors influencing investment - Investment Media – Features of an Investment programme – Investment process – Alternative forms of Investment- Mutual Funds. Risk – Systematic risk – Unsystematic risk.

UNIT II

Securities Market – Capital Market – Mechanics of Security trading in stock exchange - Valuation of Securities – Valuation of Bonds – Valuation of Preference and Equity Shares – Derivatives- Asset pricing theory – CAPM.

UNIT III

Fundamental Analysis - Economic analysis – Economic Forecasting – Forecasting Techniques. Industrial analysis – Industry classification – Economy and Industry Analysis – Industry life cycle.

UNIT IV

Company Analysis – Measuring Earnings – Forecasting Earnings – Technical Analysis – Charting Methods – Market Indicators – Trend – Moving Average - Fundamental Vs Technical Analysis.

UNIT V

Portfolio Analysis - Markowitz Theory – Optimum Portfolio – Portfolio Construction – Performance Evaluation – Portfolio Revision.

TEXT BOOKS

1. Preethi Singh. (2015), Investment Management. Himalaya Publications, Mumbai.

REFERENCES

1. Dr.Avadhani, (2014), Investment Management. Himalaya Publications, Mumbai.
2. Jack Clark Francis, (2001), Investments Analysis and Management. Mc Graw Hill International Edition, Singapore.
3. R.M.Srivatsava, (2010), Management of Indian Financial Institution, Himalaya Publishing House, Mumbai.
4. V.K. Bhalla. (2010), Investment Management. Sultan Chand & Sons, New Delhi.

15BAU602

RETAIL MANAGEMENT**Semester-VI
5H – 5C**

Instruction Hours / week L: 4 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES**

To make the students

- To provide them with an overview of the retail industry, its concepts and processes and an opportunity to understand the areas of accountability for a retail Manager.
- To discover knowledge in the theories of retail development
- To identify knowledge in global retail markets.
- To Learn how retailing works and the factors that influence its success.:
- To understand how Selling and Service to create a shopping experience that builds customer loyalty
- To enable the students to become retail planners and decision makers and focus on change and adoption

COURSE OUTCOMES**Learners should be able to**

1. Sketch the concepts of retailing and types of retail outlet
2. Apply the strategies in supply chain management Integrate the various Supply Chain partners and how to collaborate with them
3. Demonstrate the ethics in national and international retailing Comprehend retailing's role in society and, conversely, society's impact on retailing
4. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.
5. Understand, key drivers of retail supply chain and how to select a retail store location
6. Analyze Retail Market and Financial Strategy including product pricing.

UNIT

Retail - Meaning – Functions and Special Characteristics of Retailer - Types of Retailers – Franchising – The Evolution of retail in India – Retailing as a Career– Consumer Behaviour in Retail Context

UNIT II

Retail Strategies – Retail Location – Site Selection – Merchandise Management – Managing Service and Quality – Strategic planning - Global retail markets: Strategic planning process for global retailing - Factors affecting the Success of a Global Retailing Strategy .

UNIT III

Organization Structure and Human Resource Management in Retail – Retail Store Operations – Financial Aspects of Retail – Retail Marketing and Communication.

UNIT IV

Servicing the Retail Customer – Retail Store Design and Visual Merchandising – Retail Management Information Systems – Supply Chain Management.

UNIT V

IT Applications in Retail – Data Base Marketing – Electronic Retailing – International Retailing Trends – Ethics in Retailing – Competition Commission of India.

TEXT BOOKS

1. Swapna Pradhan, (2014), Retailing Management, Second Edition, The Mc Graw- Hill Companies, New Delhi

REFERENCES

1. Burman barry and Joel Evan, (2006), Retail Management, Macmillan, New Delhi.
2. Geroqe H. Lucas, Robert P. Bush, Larry G. Gresham, (2004), Retailing, All India Publishers. New Delhi.
3. Gibson Vedamani, (2009), Retail Management, Second Edition, Jaico Publishers. Mumbai.

COURSE OBJECTIVES**To make the students**

- To employ the concepts of International business
- To know the Basic and broad knowledge in international business environment, strategies and management.
- Ability to apply concepts, principles and theories to simple business situations.
- Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures and Awareness of the global business environment and its impacts on businesses.
- To Apply export procedure for production and shipment
- To practice the student's knowledge in EXIM policy

COURSE OUTCOMES**Learners should be able to**

1. Estimate the export and import duty liable
2. Apply the International trading activities
3. Assess the trade agreement procedures and shipment
4. Explain the concepts in international business with respect to foreign trade/international business
5. Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
6. Understand the most widely used international business terms and concepts and Identify the role and impact of political, economic, social and cultural variables in international business

UNIT I

International Business – Meaning – Domestic Trade Vs. International Trade – Theories of International trade., Comparative cost theory – Opportunity cost theory, Heckshcher – Ohlin Theory – Gains from Trade, Terms of trade.

UNIT II

Balance of Payments, Nature of BOP – Components – Disequilibrium of BOP – Trade Barriers., Tariff – Classification – Impact – Nominal, effective, optimum tariff – Non tariff barriers

UNIT III

EXIM Policy - Export procedure – Offer and receipt of confirmed order – production, shipment and banking procedure – Negotiation – Documents for export trade – Export incentives to Indian exporters.

UNIT IV

Export Finance- Payment terms, Pre & Post shipment credit, Institutional finance for exports, EXIM Bank, Letter of Credit and financing of foreign trade, ECGC.

UNIT V

International Agencies and agreements – IMF –IBRD – Functions and Features – WTO and its features, GATT, IFC, UNCTAD.

TEXT BOOKS

1. T.A.S Balagopal, (2010), Export Management, Himalaya Publications. Mumbai.

REFERENCES

1. Francis Cherunilam, (2013), International Trade and Export Management. Himalaya Publications, Mumbai.
2. Dr.Varma & Agarwal, (2006), Foreign Trade Management: Forward Book Depot, New Delhi.
3. Manab Adhikary, (2011), Global Business Management., Macmillan India Limited., New Delhi.

COURSE OBJECTIVES**To make the students**

- To Understand the concept of strategic principles and practice
- To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape
- To provide an underpinning of a. Strategy formulation process and frameworks, tools and techniques of strategic analysis and its application.
- To Apply the students knowledge in culture and strategic advantages
- Develop capabilities and competence in creating a business execution plan
- Provide practical guides in strengthening the participants' program, portfolio, and project management skills

COURSE OUTCOMES**Learners should be able to**

1. Assess the strategic framework, value chain and core competencies in strategic management
2. Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems
4. Understand and apply the matrix in strategic management
5. Demonstrate implementing strategic principles and practice and Devise strategic approaches to managing a business successfully in a global context
6. Devise strategic approaches to managing a business successfully in a global context

UNIT I

Introduction-concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits – McKinsey's 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

UNIT II

Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

UNIT III

Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors influencing strategy – generic strategy – cultural context of strategy – comparing alternatives – BCG Model.

UNIT IV

Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system. Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

UNIT V

Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

TEXT BOOKS

1. P.K Ghosh, (2013), Strategic Planning and Management, Sultan Chand & Sons, New Delhi.

REFERENCES

1. V.S. Ramaswamy and S.Namakumari, (2007), Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books. New Delhi.
2. John A Pearce, Richard B Robinson, (2006), Strategic Management, AITBS Educational Books. New Delhi.
3. Micheal E Porter, (2004), Competitive Strategy, Prentice Hall Publications, New Delhi.

15BAU603C

HUMAN RESOURCE DEVELOPMENT**Semester - VI**
5H – 5C

Instruction Hours / week L: 5 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To analyze the knowledge in the concepts and functions of HRD
- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyze the issues and strategies required to select and develop manpower resources
- To develop relevant skills necessary for application in HR related issues
- To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions
- To employ the knowledge in principles and practices of developing human resources

COURSE OUTCOMES

1. Develop the understanding of the concept of human resource management and to understand its relevance in organizations.
2. To develop necessary skill set for application of various HR issues and Understand the emerging trends in HRD
3. Appraise the key performance areas in HRD
4. To analyze the strategic issues and strategies required to select and develop manpower resources.
5. Integrated perspective on role of HRM in modern business and ability to plan human resources and implement techniques of job design
6. Ability to handle employee issues and evaluate the new trends in HRM

UNIT I

HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

UNIT II

Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

UNIT III

Potential Appraisal and Development. Career planning and Development.

UNIT IV

Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

UNIT-V

Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

TEXT BOOKS

1. Rao V.S.P, (2011), Human Resource Development, I K International Publishing House Pvt. Ltd., New Delhi.

REFERENCES

1. Kandula S.R, (2004), Strategic Human Resource Development, Prentice Hall Publications, New Delhi.
2. Pareek Udai and T.V.Rao, (2011), Designing and Managing Human Resource Systems, Oxford & IBH, New Delhi.
3. ILO, (2013), An Introductory course in Teaching and Training Methods for Management Development, Sterling Publishers Private Limited, New Delhi.

15BAU691

PROJECT**Semester - VI**
15H – 5C

Instruction Hours / week L: 0 T: 1 P : 15

Marks: Internal: 40 External: 60 Total: 100
End Semester Exam: 3 Hours**COURSE OBJECTIVES:**

To make the students

- To identify an issue to be analyzed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
- To analyze the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To Communicate in oral and written form and prepare report
- To Work in team and exhibit leadership skills
- To utilize the IT application for analysis and preparation of report.

COURSE OUTCOMES:

Learners should be able to

1. Identify an issue to be analyzed and to be solved in a business setup or real time scenario using primary or secondary data collection.
2. Understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
3. Analyze the data and critically evaluate the result and formulate the suggestion for the problem identified.
4. Apply the theoretical and practical learning of doing research into lifelong practice.
5. Communicate in oral and written form and prepare report
6. Work in team and exhibit leadership skills
7. Utilize the IT application for analysis and preparation of report.

The students should select a problem in Accounting, Finance, Marketing, Human Resource Management, international business or any other areas.

Report should contain

- Introduction
 - Introduction about the industry
 - Introduction about the Company
 - Review of literature – Minimum 10 papers from referred journal
 - Need for the Study
 - Objectives
- Research Methodology
 - Research Design
 - Sampling Design
 - Sources of Data Collection

- Tools used for analysis
 - Limitation
- Data analysis and interpretation
- Findings and Suggestions
- Conclusion
- Bibliography (APA format)