

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

M.Com (Computer Applications) Programme – Revised Course Structure under CBCS

(For the candidate admitted from the academic year 2016 – 2017 onwards)

(updated on 12-6-2017)

| Semester | Course | Course Title | Ins. Hrs/Week | Credit | Exam Hrs | Marks | | Total |
|------------|----------------------------|--|---------------|-----------|-----------|-------|-----|-------|
| | | | | | | Int | Ext | |
| I | Core Course – I (CC) | Managerial Economics | 6 | 4 | 3 | 25 | 75 | 100 |
| | Core Course – II (CC) | Marketing Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | Core Course – III(CC) | Management Information System | 6 | 4 | 3 | 25 | 75 | 100 |
| | Core Course – IV(CC) | E – Commerce | 6 | 4 | 3 | 25 | 75 | 100 |
| | Elective Course – I(EC) | a) Working Capital Management (or) b) Organisational Behaviour | 6 | 4 | 3 | 25 | 75 | 100 |
| | Total | | | 30 | 20 | | | |
| II | Core Course – V (CC) | Quantitative Techniques for Business Decisions | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – VI (CC) | Office Programming (Theory & Practicals) | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – VII (CC) | Oracle and RDBMS | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – VIII (CC) | Cost & Management Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | Elective Course – II (EC) | a) E – Banking (or) b) Advanced Managerial Communication | 6 | 4 | 3 | 25 | 75 | 100 |
| | Total | | | 30 | 24 | | | |
| III | Core Course – IX (CC) | Research Methodology | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – X (CC) | Advanced Corporate Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – XI (CC) | Data Base and Desk Top Publication (Theory & Practicals) | 6 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – XII (CC) | Programming in C++ (Theory & Practical) | 6 | 5 | 3 | 25 | 75 | 100 |
| | Elective Course – III (EC) | a) Management Concepts (or) b) Customer Relationship Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | Total | | | 30 | 24 | | | |

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|--------------------|---------------------------|---|----|-----------|-----------|----|----|------|
| IV | Core Course – XIII (CC) | Java Programming and its Business Applications (Theory & Practical) | 5 | 5 | 3 | 25 | 75 | 100 |
| | Core Course – XIV (CC) | Advanced Financial Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | Elective Course - IV (EC) | a) Logistics and Supply Chain Management (or) b) Computer Networks & Internet Applications | 5 | 4 | 3 | 25 | 75 | 100 |
| | Elective Course - V (EC) | a) Human Resource management (or) b) Total Quality Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | Project | Dissertaion (80 marks) Viva voce (20 marks) | 10 | 4 | | | | 100 |
| | Total | | | 30 | 22 | | | |
| GRAND TOTAL | | | | 90 | | | | 2000 |

Note:

Project :100 Marks

Dissertation : 80 Marks - Passing minimum 40 marks

Viva Voice : 20 Marks - Passing minimum 10 marks

Core Papers - 14

Elective Papers - 5

Project - 1

Note:

1. Theory Internal 25 marks External 75 marks
2. Separate Passing Minimum is prescribed for Internal and External
 - a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
 - b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
 - c) The Passing minimum not less than 50 % in the aggregate

CORE COURSE I
MANAGERIAL ECONOMICS

Objective : To make the students to realize the usefulness of economic tools, principles & laws in making business decisions.

(Theory only)

Unit I

Managerial Economics – Meaning, Nature, Scope and Applications – Relationship with other disciplines – Role of Managerial Economist – Demand Analysis – Demand Determinants - forecasting.

Unit – II

Production Function – Managerial uses – Supply analysis - Law of Supply – managerial uses of supply curve. Cost Concepts, classification & determinants – Cost Output relationship – Economies of scale - Cost Control and Cost Reduction.

Unit – III

Price and Output decisions under different marketing structures - Perfect competition – Monopoly - Oligopoly & Monopolistic Competition – Price discrimination – Pricing Objectives – policies - Strategies and methods - Price differentials – Price forecasting.

Unit - IV

Profit – Nature & Concept – Profit Planning, policies and Forecasting- measurement of profit Interest – Rent.

Unit - V

Business Cycle and business policies – Economic forecasting for business – Input output analysis – National income - accounting and measurement.

Text and Reference Books (Latest revised edition only)

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
4. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.
5. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
6. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
7. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand and Sons, New Delhi.
8. H. Craig Petersen, W. Cris Lewis, Managerial Economics, 4th Edition, Pearson Education.

CORE COURSE II MARKETING MANAGEMENT

Objective : To impart knowledge on the concepts of marketing and to educate and understand the strategies to be followed in marketing.

UNIT I

Marketing Definition- Importance- Concepts of Marketing Task- Conventional & Situational Marketing -, Approaches to Marketing, Remarketing, De-Marketing, Counter Marketing, Synchro-Marketing Concepts- Traditional and Modern Concepts, Marketing Mix, Modern Marketing Functions, Features of Industrial, Consumer and Services Marketing.

UNIT II

Product – Meaning-Classification of Goods- Product Planning and Development- Product Life Cycle - New Product Development- Product Positioning – Diversification – Obsolescence – Elimination - Product Related Strategies – Branding - Brand Image Building- Brand Extension - Brand Celebrity.

UNIT III

Market Segmentation, Bases - Benefits - Consumer Behavior- Factors Influencing Consumer Behavior, Post Purchase Behavior - Marketing Research - Steps In Conducting Marketing Research, Sales Forecasting- Techniques and Criteria

UNIT IV

Pricing - Meaning and Objectives - Pricing Policies Strategies- Pricing Methods - Promotion Mix- Purpose of Promotion- Promotion Strategy – Sales Promotion - Levels, Advertising - Kinds of Advertising - Advertising Copy- Advertising Budget - Advertising Agency. Sales Management – Salesmanship – Qualities - Effective Selling - Sales Process

UNIT V

Distribution – Selection of Channel Of Distribution - Wholesalers and Retailers – Functions and Importance In Distribution Net Work. Warehousing –Types - Decisions. Management of Physical Distribution. Ethics in marketing.

Text and Reference Books :(Latest revised edition only)

1. R.S.N.Pillai & Bagavathi, (2010, 1st edition), Modern Marketing, S.Chand& Co., New Delhi.
2. RajanNair.N.,SanjithR.Nair, (1999),Marketing, Sultan Chand & Sons, New Delhi.
3. Kotler Philip, 15th edition, (2015) Marketing Management, Prentice Hall of India (Pvt) Ltd., New Delhi.
4. Monga&ShaliniAnand, (2000), Marketing Management, Deep & Deep Publications, New Delhi
5. J. Jayasankar , 2nd edition,(2013), Marketing, Margham Publications, Chennai.
6. Dr. L. Natarajan (2013), Marketing, Margham Publications, Chennai.
7. Grewal , 14th edition (2015), Marketing, Tata McGraw Hill management, New Delhi.
8. B.S.Raman, Marketing, United Publishers, Managalore.

CORE COUSE III
MANAGEMENT INFORMATION SYSTEM

Objective :

To enable the students to trace the growing importance of information system, vital role in decision making, role of computers in this task and it emphasis on the system, development process & approaches.

UNIT – I

Information System – Establishing the framework - Business model – information system architecture – Evolution of information systems.

UNIT – II

Modern information system – System development Life Cycle – Structured methodologies – Designing computer based method - procedures control and designing structured programs.

UNIT – III

Functional areas - Finance, Marketing, Production, Personnel – Levels, Concepts of DSS, EIS, ES – Comparison - concepts and knowledge representation – managing international information system.

UNIT – IV

Testing security – Coding Techniques – Detection of Error – Validation – Cost benefit analysis – Assessing the value and risk of information systems.

UNIT – V

Software engineering qualities – Design, production, service, software specification, software metrics, software quality assurance – Systems methodology - objectives – Time and Logic, Knowledge and Human dimension – Software life cycle models – Verification and validation.

Text and Reference Books :(Latest revised edition only)

1. Management Information Systems, Management Perspectives, D P Goyal, Second Edition, Macmillan, New York.
2. Management Information Systems, Dr. S.P. Rajagopalan, Margham Publications, Chennai.
3. Gordon B.Davis, Management Information System: Conceptual Foundations, McGraw Hill, U.S.A.

CORE COURSE IV

E – COMMERCE

**Objective: To make the students understand the elements and uses of E Commerce.
(Theory only)**

UNIT I

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – anatomy of E-Commerce applications – Components of the IWay – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and Educational Network.

UNIT II

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce – WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

UNIT III

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-flow Automation and Coordination – Customization – Supply Chain Management.

UNIT IV

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

UNIT V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing Frame Work – Wireless Delivery Technology – Cellular Data Communication Protocols – Mobile Computing Applications.

Text and Reference Books :(Latest revised edition only)

1. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston, Himalaya Publishing House, Mumbai.
2. E-Commerce- A Managerial perspective - P.T.Joseph, Prentice-Hall of India Pvt. Ltd. New Delhi.
3. **Designing Systems for Internet Commerce- G.WinfieldTreese& Lawrence C.Stewart**,Addison-Wesley Publisher, New York.
4. E-Commerce The Cutting Edge Of Business - Kamelesh K Bajaj, Debjani Nag, Tata Megraw-Hill, New Delhi
5. E Business Road Map for Success - Dr.RaviKalakota, Marcia Robinson, Addison-Wesley Publisher, New York.
6. E – Commerce –SrinivasaVallabhan .S.V.Tata Megraw-Hill, New Delhi.

ELECTIVE COURSE I
(A) WORKING CAPITAL MANAGEMENT

Objective : To make the students understand the concept of working capital Management.

Unit I Working Capital Policy :

Working capital – meaning – definition - Importance of Working Capital Management, Component of Working Capital, Factors influencing the requirements of Working Capital, Risk-return Trade-off, Profitability Vs. Liquidity , Estimating Working Capital Requirements Operating Cycle Method, Percent of Sales Method, Role of finance managers in working capital Management.

Unit II Cash Management:

Cash Management – meaning -, Factors influencing cash balance - Determining optimum cash balance - Cash Budgeting – Controlling and monitoring collections and disbursements - Cash management models.

Unit III Receivables Management:

Receivables Management – meaning – importance - Credit Policy variables - Credit Standards, Credit period - Cash discount and collection efforts. Credit Evaluation- Credit granting decision - Control of Receivables – Management of Trade Credit - Aging schedule.

Unit IV Inventory Management:

Inventory Management – meaning -- need for inventories and importance of inventory management, Techniques for managing inventory – Economic Order Quantity –E.O.Q. model – Order point – Safety stock – Analysis of Investment in inventory – Selective inventory control – A.B.C. analysis - VED analysis – Inventory Turnover Ratio..

Unit V: Financing Current Assets:

Financing Current Assets – need and significance- approaches to financing current assets: conservative - aggressive and matching approach, Sources of finance - Spontaneous source, Trade credits, Short term bank finance, Commercial papers and Public deposits,

(Theory – 30 Marks Problem - 45 Marks)

Text and Reference Books :(Latest revised edition only)

1. Hrishikesbattacharya, Working Capital Management: Strategies and Techniques, Prentice Hall of India.
2. I.M.Pandey, Financial Management, Vikas Publishing House, New Delhi.
3. K.M.Chitnis, Working Capital Management of Large Industrial units, DastaneRamachandra & Co., Pune.
4. Prasanna Chandra, Financial Management- Theory and Practice, Tata McGraw Hill,New Delhi.
5. Joshi, R.N., Cash Management, New Age International Publishers,New Delhi.

ELECTIVE COURSE I

(B) ORGANISATIONAL BEHAVIOUR

Objective : To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organization.

UNIT I:

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

UNIT II:

Perception: Process – Factors influencing perceptual selection and Distortion in Perception – Learning: Theories of Learning – Attitudes: Factors influencing formation of Attitude – OB Modification

UNIT III:

Personality: Theories of Personality – Determinants – Types - Emotional Intelligence – Features - Group Dynamics: Formal and Informal Groups – Group Cohesiveness – Stress Management: Causes and Effects of Stress – Coping strategies for stress

UNIT IV:

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict

UNIT V:

Organisation change – Resistance to change and Overcoming resistance to change – Organisation Development – OD Process and Techniques – Organisation Culture – Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

Text and Reference Books :(Latest revised edition only)

1. L.M. Prasad – Organisational Behaviour – Sultan Chand & Sons, Delhi.
2. K. Aswathappa – Essentials of Organisational Behaviour, **McGraw Hill, Delhi.**
3. Fred Luthans, Organisation Behaviour, McGraw Hill, Delhi
4. Hell Riegel, Slocum and Woodman, Organisation Behaviour, South Western, Thomson Learning, 9th Edition,
5. R.S. Dwivdi, Human Relations and Organizational Behaviour, Mc Millan India Ltd., 5th Edition.
6. Stephen P. Robbins, Organizational Behaviour, 9th Edition, Pearson Education, New Delhi,
7. P.Subba Rao, Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House.
8. C.S. VenkataRatnam and B.K.Srivastava, “Personnel Management and Human Resources, TMH.
9. P.C. Tripathi, Personnel Management and Industrial Relations , Sultan Chand & Sons.
10. B.S.Bhatia and G.S.Batra Human Resource Management — Deep & Deep Publications.

CORE COURSE V
QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Objective : To acquaint the students with the Statistical tools and techniques for managerial decisions.

Unit I:

Meaning of Quantitative Techniques – Role of Quantitative Techniques – Advantages and Limitations of Quantitative Techniques – Correlation Analysis – Simple – Partial and Multiple–Regression Analysis – Time Series.

Unit II:

Probability – Problems applying Additional and Multiplication Theorem – Mathematical Expectations – Theoretical Distributions – Binomial – Poisson – Normal Distribution.

Unit III:

Significance Tests in Small Samples (t test) – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test- Analysis of Variance (One way and two way classification).

Unit IV:

Linear Programming – Graphical Method – Simplex Method – Transportation Problems – Initial Basic Feasible Solution - Modi Method – Assignment Problems.

Unit V:

Interpolation and Extrapolation – Methods of Interpolation – Binomial Expansion Method – Newton’s Method – Lagrange’s Method – Parabolic Curve Method – Extrapolation – Vital Statistics – Life Tables.

Problem : 50 Marks ; Theory 25 Marks

****EQUAL IMPORTANCE TO BE GIVEN TO ALL UNITS***

Text and Reference Books (Latest revised edition only)

1. S.P. Gupta, Statistical Methods - Sultan Chand & Sons, New Delhi – 600 002.
2. S. Gurusamy, Operations Research, Vijay Nicole Imprints Pvt. Ltd, Chennai.
3. D. Joseph Anbarasu, Business Statistics –Vijay Nicole Imprints Pvt. Ltd., Chennai.
4. C.R.Kothari, Quantitative Techniques –Vikas Publishing House, New Delhi.
5. Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
6. Hooda, R.P: Statistics for Business and Economics, Macmillan 3rd edition, New Delhi.
7. Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, Delhi

**CORE COURSE VI
OFFICE PROGRAMMING**

Objective : To understand the theory as well as practical knowledge of MS-Word, MS-PowerPoint and MS-Excel.

Internal Assessment: Theory – 15 Marks; Practical – 10 Marks

University Examinations : Theory- 45 Marks ; Practical - 30 Marks.

Examination Duration : Theory 2 Hours ; Practical 2 Hours

(Theory & Practical)

(Theory 45 Marks)

UNIT – I

Introduction to Computers – Classification – Generation – Memory Units – Auxiliary Storage Devices – Areas of Computers – Input and Output devices.

MS-Word : Working with Menus – File, Edit, View, Insert, Format, Tools and Tables - Find and Replace - Header and Footer – Spelling and Grammar.

UNIT – II

Introduction to Spreadsheets – Entering data's in Worksheet – Editing and Formating worksheets - Formula bars – Types of Charts and Diagrams – Functions in Excel – Auto controlling – Protect sheet.

UNIT – III

MS- Powerpoint – Adding and Formatting text - Insert pictures – Slide design - Slide Layout – Background – Insert Pictures, Clip Art and Diagrams – Movie and Sounds – Custom Animation.

(PRACTICAL – 30 Marks)

UNIT – IV

Preparation of Word Document - Paragraph Alignment – Page setup – Preparation of Business letter – Preparation of Bio-data – Mail merge – Page columns – Creation of Tables.

UNIT – V

MS- Excel – Mark Statement Preparation – Electricity Bill Preparation – Pay bill preparation – Creating Charts.

MS-Powerpoint – Slide Preparation – Background colour settings – Insert pictures – Slide Number – Slide Design – Custom Animation – Draw Table.

Text and Reference Books :(Latest revised edition only)

1. Stephen L. Nelson and Peter by Complete Reference of MS-Office, OSBORNE MCGRAW HILL.U.S.A
2. Ran Mansfield by Working in MS Office,Tata McGraw Hill, New Delhi.
3. Krishnan.Nby Windows and MS-office 2000 with database concepts,Scitech Publications, Chennai.

CORE COURSE – VII
ORACLE AND RDBMS

Objective: To understand the theory and to gain practical knowledge about Oracle and RDBMS

UNIT –I

Database concepts : A relational approach – Database management Systems(DBMS) – RDBMS – Integrity rules – Theoretical Relational Languages – Database Design: Data Modeling and Normalisation.

UNIT –II

Oracle 8: An overview- Personal Databases – Client/server Databases- Table creation & modification : Data types – constraints – creating an oracle Table – Working with tables - Data Management and retrieval.

UNIT – III

Multiple Tables: Join – Set operators – Sub-Query – Advanced Features : Objects , Transactions and Control – Views- Sequences – Synonyms – Index – controlling Access – Object privileges.

UNIT – IV

PL/SQL : Programming Language Basic – History of PL/SQL – Fundamentals – Data types – Variable Declaration – SQL and Control Structures.

UNIT – V

Cursors and Exceptions – Procedures, Functions and Packages.

Text and Reference Books :(Latest revised edition only)

1. Nilesh Shah, “Database Systems Using Oracle” , Prentice – Hall of India private Ltd.
2. Raghu Ramakrishnan & Johannes Gehrke, “Database management systems” , McGraw – Hill – Editions.
3. Abraham silberschatz Henry F.KorthS.Sudarshan, “Database system concepts”. McGraw – Hill – Editions.

CORE COURSE VIII
COST & MANAGEMENT ACCOUNTING

Objective: To make the students understand the techniques and tools of Cost & Management Accounting for decision making.

Unit :I

Cost Accounting – Meaning – Objectives – Nature and Scope – Methods – Techniques of Costing – Classification and Coding of Costs – Inventory Control – Stock levels – Inventory Systems – Methods of pricing material issues.

Unit: II

Labour Costs – Direct and Indirect – Importance – Labour Remuneration method. Overheads – Importance – allocation and apportionment of overheads – Overhead cost control – Absorption costing – Activity Based Costing.

Unit : III

Contract Costing – Meaning – Features – Fully Completed Contract – Incomplete Contract – Cost Plus Contracts - Process Costing – Procedure Involved in Process Costing – Inter Process Profit – Joint Products and By Products.

Unit :IV

Management Accounting – Meaning – Nature and Scope – Functions – Tools & Techniques. Distinction between Cost and Management Accounting – Relationship between Cost and Management Accounting. Ratio Analysis – Meaning – Advantages – Limitations – Classification of Ratios.

Unit :V

Budgetary Control – Classification of Budgets - Marginal Costing – Break Even Analysis – Cost Volume Profit Analysis - Standard Costing and Variance Analysis.

(Theory : 25 Marks Problem:50 Marks)

Text and Reference Books : (Latest revised edition only)

1. R.K.Sharma& Shashi K.Gupta, “Management Accounting”, Kalyani Publisher, New Delhi.
2. S.N.Maheswari, “ Management Accounting”, Vikas Publications, New Delhi.
3. T.S. Reddy & Y. Hari Prasad Reddy, “Management Accounting”, Margham Publication, Chennai.
4. S.P.Jain& K.L. Narang, “Cost and Management Accounting”, Kalyani Publishers, New Delhi.
5. M.N.Arora, “Cost and Management Accounting”, 8th Edition, Vikas Publishing House (p) Ltd, Chennai.
6. Hilton, Mahar and selto, “Cost Management”, 2nd Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
7. B.M. Lall Nigam and I.C. Jain, “ Cost Accounting”, Prentice Hall of India (P) Ltd, New Delhi.

ELECTIVE COURSE – II
(A) E- BANKING

Objective : To make the students to understand the e-banking transactions.

Unit I

Networking of computers – Types – LAN – WAN – Internet and Intra net – E-mail .net banking services.

Unit II

Electronic payment system : Automatic teller machine merits and demerits – installation and security aspects of ATM, MICR equipment – precautions in handling MICR instrument – benefits and limitations.

Unit III

e-cash : features – benefits of e-cash – limitations of electronic data interchange – electronic fund transfer credit card – debit card – payment through bank network – payment by smart card –electronic pass book – home banking.

Unit IV

Electronic clearing services – SWIFT – types of message in SWIFT (society for worldwide interbank financial telecommunication) – message format in SWIFT – bank information code – message flow in SWIFT system – advantages and structure of SWIFT.

Unit V

E-Banking challenges and opportunities – services offered through e-banking – strengths of e-banking – weakness of e-banking – opportunities –threats of e-banking.

Text and Reference Books :(Latest revised edition only)

1. R.V. Kulkarni Knowledge based system in banking sector , New Century Publications, Chennai.
2. Computer Application in Business and, Commerce and Banking – R.S. Viramani.
3. Computer Application in Business – R.Parameswaran.

ELECTIVE COURSE – II
(B) ADVANCED MANAGERIAL COMMUNICATION

Objective : To impart knowledge on the theory of communication and to educate the communication technique to be used in organisations.

UNIT – I

Communication and Management - Concept of Management – Evaluation and Growth - Functions – Principles - Objectives – Communication as Management Tool, as a Process- as a Social Process. Exploring the Nature of Human Communication Process - Oral Communication - Written Communication - Filtering and Distortion of Message - Perception of Interpersonal Communication.

UNIT-II

Communication Process and Organization - Self Confidence - Essentials for Effective Communication - Barriers – Measures to Overcome Barriers. Group Communication Net Work- Wheel Pattern - Y-Pattern- Chain Pattern- Cycle Pattern and Free Flow pattern.

UNIT-III

Non Verbal Communication- Introduction, Kinesics, Para-language, Proxemics, Signals. Listening- Importance, Process- Types – Barriers to Effective Listening- Steps in Better Listening.

UNIT-IV

Business Correspondence – Importance - Functions-Characteristics - Structure of Business Letters - Common Errors in Letter Writing. All types of Business Letters.

UNIT-V

Group Communication – Group and Team Interactions - Team Briefing – Introduction – Process – Sample - Benefits- Format-Pre-requisites for Successful Briefing- Internal Communication – Memos /Circulars / Notes. Company Meetings – Agenda - Minutes.

Text and Reference Books :(Latest revised edition only)

1. Media & Communication Management, Dr. C.S. Raydu
2. Organizational Mcommunication, Wofford, E. Gerloff
3. Process Of Communication, Berlo, David
4. Managerial Communication, Iillico, T. Michael
5. Business Communication, Sunder &Kamaraj
6. Business Communication, Ramachandran K.K

CORE COURSE – IX (CC)
RESEARCH METHODOLOGY
(Theory only)

Objective : To make the students understand the research process and the methods of presenting report

UNIT – I

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research : Experimental Research – Survey Research – Case Study methods – Ex Post Facto Research.

UNIT – II

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.

UNIT – III

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction - Attitude measurement and Scales – Sampling and Sampling Designs – Pilot Study & Pretesting

UNIT – IV

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference

UNIT – V

Report writing and presentation –steps in Report writing – Substance of Reports – Formats of Reports – Presentation of a Report.

Books For Reference:

1. V.P.Michael : Research Methodology in Management, Kitib Mohan Publications, Alahabad.
2. C.R.Kothari : Research Methodology, Wiley Eastern Ltd, New Delhi
3. P.Saravanel, Research Methodology, Kitab Mahal, Alahabad.
4. O.R. Krishnaswami : Methodology of Research in Social Science
5. D.Amarchend : Research Methods in Commerce.
6. R Prabhu & T Raju Research Methodology in Business, Vijay Nicole Imprints Pvt. Ltd., Chennai

CORE COURSE – X (CC)
ADVANCED CORPORATE ACCOUNTING

Objective : To gain detailed accounting knowledge of various companies

UNIT – I

Valuation of Goodwill and Shares – Liquidation.

UNIT –II

Amalgamation by merger and Amalgamation by purchases - External Reconstruction of Companies and alteration of Share Capital .

UNIT – III

Holding Company Accounts (including inter company holdings) Bank Accounts – NPA – Classification of investments.

UNIT – IV

Insurance Company Accounts – Double Account System.

UNIT –V

Human Resource Accounting – Definition, Objectives, Valuation Methods – Advantages – Accounting Standards, with reference to depreciation, inventory valuation. (Theory only) - Inflation Accounting - (Theory only).

(Theory 25 Marks; Problems- 50 Marks).

BOOKS FOR REFERENCE:

1. M.C.Shukla, T.S.Grewall & S.C.Gupta – Advanced Accountancy - II
2. S.P.Jain and K.L. Narang – Advanced Accountancy
3. Dr R Palaniappan & Dr N Hariharan, Corporate Accounting, Vijay Nicole Imprints Pvt. Ltd., Chennai
4. R.L.Gupta and M.L.Radhaswamy – Advanced Accountancy
5. Mukherjee and Hanif – Modern Accountancy – II
6. Reddy & Murthy – Advanced Accounts

CORE COURSE – XI (CC)
DATA BASE AND DESK TOP PUBLICATION
(THEORY & PRACTICAL)

Objective : To gain knowledge about the importance of Data base

Internal Assessment: Theory – 15 Marks; Practical – 10 Marks

University Examinations : Theory- 45 Marks ; Practical - 30 Marks.

Examination Duration : Theory 2 Hours ; Practical 2 Hours

(Theory & Practical)

(Theory 45 Marks)

UNIT I

Database – importance of Database – MS Access – MS Access – Introduction – Parts of Access Window, Creating a Database, Relationships, Creating Table through Design view – Relationship – Query – Form – Reports.

UNIT II

Importance of Desktop publishing – Page Maker – DTP – Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column – Indent.

UNIT III

Importance of Photo creation and editing – Photoshop – The Photoshop Screen – Using the Toolbox – Document and Scratch Sizes – The Info Palettee – Saving and loading custom settings – Opening and saving files – Images – Layers – Channels and Mask – Colour Correction Techniques – Animation.

Practical – (30 marks)

UNIT IV

Access – Creation of Database – Creation of relationships – Creating tables through design view – Database for salary, mark sheet, inventory, Form creation.

UNIT V

Creating files – Photoshop – Saving and loading custom settings – Creating new file – Use of painting tools – Copying and pasting selections – Moving selections – Grow and Similar command – Editing Points – Use of Colour Balance Dialogue box.

Books for Reference:

1. Photoshop 6 in easy steps – Robert Shufflebotham, Dreamtech Press.
2. Page Maker 6.5 Vishnu Priya Singh, Meenakshi Singh, Asian Publications Limited.
3. MS Office 2000 (Access only), Sanjay Sexana, Vikas Publishing House.
4. Computer Applications in Business, (Access only) Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi.
5. Desk Top Publishing, SK Yadava, Yatin Publishers, Delhi.

**CORE COURSE – XII (CC)
PROGRAMMING IN C++**

(THEORY & PRACTICAL)

Objective : To gain knowledge about C++ programming

Internal Assessment: Theory – 15 Marks; Practical – 10 Marks

University Examinations : Theory- 45 Marks ; Practical - 30 Marks.

Examination Duration : Theory 2 Hours ; Practical 2 Hours

(Theory & Practical)

(Theory 45 Marks)

UNIT I

C++ Language – Features – Character Sets – Identifiers – Reserved Words – Concept of Data Types – Qualifiers – Specifiers – constant – Escape sequences – C++ Program structure - Type of Operators – Arithmetic – Relational – Logical – Bitwise – Assignment – Type conversion – Operator precedence and associativity - Simple Input / Output Facilities – Header Files.

Unit II

Control constructs – If – else – nested if – do while – while – nested loops – break statement – continue, switch case – storage classes – Arrays – Pointers – Structure – Union – Files - Programs using control constructs, arrays, pointers, Structures.

Unit III

Object Oriented Programming Principles ; Object - Classes - Operator Overloading - Function Overloading - Inheritance - Polymorphism - Functions – Formatted I/O functions – Writing C++ Simple Program

Practical - 30

Unit IV

Program to print pay bills - Result processing – Electricity bill preparation - Telephone bill preparation – Bank Transactions; Income Tax Calculations – Admission list preparation; Driving License Application – Medical Diagnosis.

Unit V

Calculation of simple interest and compound interest – Reverse a String & Integer - Property Tax Calculation – Profit and Loss Account; Balance Sheet.

Book for Study :

Programming in C++ – Balagurusamy.

ELECTIVE COURSE – III (EC)

A) MANAGEMENT CONCEPTS

Objective : To impart knowledge on the concepts of management principles and to educate and understand the human behaviour & relations in organisations.

(Theory only)

Unit- I

Management – Meaning – Nature of Management - Management and Administration - Function of Management- Levels of Management - Evaluation of Management Thoughts- F.W. Taylor - Henry Fayol - Elton Mayo, Henry Gantt- Oliver Sheldon. Scientific Management – Hawthorne Experiments.

Unit- II

Planning- Meaning – Importance – Nature – Advantages And Limitations of Planning. Process of Planning - Kinds of Planning - Planning Premises – Making Planning Effective. Planning and Decision Making

Unit- III

Organization – Nature and Importance- Principles- Key Elements in Organization Process. Types of Organization- Authority and Responsibility-Centralization and Decentralization- Delegation of Authority - Span of Control – Committees and Informal Organization.

Unit- IV

Staffing – Selection- Recruitment, Sources of Recruitments, Selection, Selection Procedure, Training-Need and Importance - Types of Training. Direction-Significance – Leadership - Meaning - Types. Coordination - Determinants of Coordination Needs- Coordination Mechanisms- Techniques of Coordination.

Unit- V

Control – Meaning – Factors - Control Process- Characteristics of an Ideal Control System. Control Devices - Traditional Devices – Budgetary Control Essentials of Budgetary Control - ZBB, Inventory Control - BEp Analysis - Statistical Quality Control Devices -Profit & Loss Control Technique. Modern Control Devices-ROI, PERT, CPM, MIS, Cybernetics, Management Audit.
Recent Trends and New Perspective in Management –Strategic Alliances, Core Competences, Business Process Reengineering, Total Quality Management, Bench marking.

Text and Reference books : (Latest Revised Edition only)

1. Keith Davis, Human Behaviour at work, Tata Mc Graw Hill, New Delhi.
2. Koontz, Harold, Cyril O'Donnell, and Heinz Woehrich; Essentials of Management, Tata McGraw – Hill, New Delhi.
3. VSP Rao & V. Hari Krishna, "Management' Excel Pulishers, New Delhi.
4. KumkumMacharjee, 'Principles of Management and Organisational Behaviour' TataMcGrawHill, New Delhi.
5. Stephen P. Robbins, Marg Coulter NeharisaVohra,"Management" Prentice Hall of Pearson, New Delhi.
6. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, , New Delhi.
7. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
8. Stephen P. Robbins, Organisational Behavior, Prentice Hall, NewDelhi 2005.

ELECTIVE COURSE – III (EC)

B) CUSTOMER RELATIONSHIP MANAGEMENT

Objective : To facilitate students to understand the process and strategy of Customer Relationship Management.

UNIT 1

Introduction and Significance of Customer Relationship Management: CRM Emerging Concepts; Need for CRM; CRM Applications; CRM Decisions; The Myth of Customer Satisfaction; CRM Model; Understanding Principles of Customer Relationship; Relationship Building Strategies; Building Customer Relationship Management by Customer Retention; Stages of Retention; Sequences in Retention Process; Understanding Strategies to Prevent Defection and Recover Customers.

UNIT 2

CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRM/online CRM; The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector; Key e-CRM features.

UNIT 3

CRM Architecture: IT Tools in CRM; Data Warehousing Integrating Data from different phases with Data Warehousing Technology; Data Mining: - Learning from Information Using Data Mining Technology like OLAP etc.; Understanding of Data Mining Process; Use of Modeling Tools; Benefits of CRM Architecture in Sales Productivity; Relationship Marketing and Customer Care, CRM Over Internet.

UNIT 4

CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects

UNIT 5

Development of Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support, System Optimization and Follow-up; Client/Server CRM Model; Use of CRM in Call Centers using Computer Telephony Integration (CTI); CTI Functionality; Integration of CRM with ERP System. Case Studies

Books for Reference:

1. Mohammed, H. Peeru and a Sagadevan (2004). Customer Relationship Management. Vikas Publishing House, Delhi.
2. Paul Greenberge (2005). CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill.
3. William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert (2003). Customer Relationships Management. Wiley.
4. Alex Berson, Stephen Smith, Kurt Thearling (2004). Building Data Mining Applications for CRM. Tata McGraw Hill

CORE COURSE – XIII (CC)
JAVA PROGRAMMING AND ITS BUSINESS APPLICATIONS

Objective : To understand the knowledge of Java based applications

Internal Assessment: Theory – 15 Marks; Practical – 10 Marks

University Examinations : Theory- 45 Marks ; Practical - 30 Marks.

Examination Duration : Theory 2 Hours ; Practical 2 Hours

(Theory & Practical)

(Theory 45 Marks)

UNIT – I

Fundamentals of object oriented programming – Java Evolution – Java Tokens – Constants, Variables and Data types – Operators and Expressions – Branching and Looping Statements – Arrays – Call by Reference and Value.

UNIT - II

Classes – Objects and Methods – Define a class – Create a class – Constructors – Function overloading – Inheritance – String Handling - applet - AWT - Try & Catch Statement.

UNIT – III

Interfaces: Implementing Multiple Inheritance – Packages – Creating and Accessing Packages – Threads – Creation of threads, thread methods – Exceptions – Types of Exceptions – Try, catch, throw, throws statements – Managing Input/Output statements

(Practical – 30 Marks)

UNIT – IV

Business Applications using classes, objects, packages, inheritance and interfaces

UNIT – V

Developing applet programs using AWT & Graphics

Books for Reference:

1. C. Xavier – Programming with Java 2 – SCITECH Publications
2. E. Balagurusamy – Programming with Java – Second Edition
3. John R. Hubbard – Programming with Java – McGraw Hill International Edition
4. C Muthu – Programming with Java – Vijay Nicole Imprints Pvt. Ltd., Chennai

CORE COURSE – XIV (CC)
ADVANCED FINANCIAL MANAGEMENT

Objective : To enable the students understand concepts and application of financial management tools.

UNIT I

Financial Management: Meaning, nature and scope of finance; financial goal – Profit Vs Wealth Maximisation; Finance functions – investment, financing and dividend decisions.

UNIT II

Fundamental valuation concepts: - Time value of money – Compound value, Present value; Risk and Return – concept, Risk in a portfolio context, Relationship between Risk and Return. Valuation of Securities – Valuation concept – Bond Valuation – Valuation of Preference shares, Equity valuation – Dividend valuation approach, Earnings capitalisation approach and Ratio approach.

UNIT III

Cost of capital: Meaning and Significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital (weighted). Financial Leverage: Meaning, Measurement of leverages; Effect of Operating and Financial Leverage on Profit; Analysing alternate financial plans; combined financial and operating leverages.

UNIT IV

Planning the Capital Structure – Factors influencing capital structure; EBIT-EPS Analysis, Return on Investment Analysis, Cash flow analysis, capital structure policies – Theories. Dividend policy - Factors determining dividend pay-out, Forms of dividend; stability in dividend policy; corporate dividend behaviour

UNIT V

Management of working capital:- Meaning, Significance and Types of working capital; calculating operating cycle period and estimation of working capital requirements; sources of working capital; Management of cash, receivables and inventory.

Theory – 45 Marks and Problems – 30 Marks

****EQUAL IMPORTANCE TO BE GIVEN TO ALL UNITS***

Text and Reference Books (Latest revised edition only)

1. I.M.Pandey. Financial Management, Vikas Publishing House Pvt ltd, New Delhi.
2. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. M.Y.Khan&P.K.Jain, Financial Management, Text and Problems. Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. P.V. Kulkarni & B.G. Sathyaprasad, Financial Management –Himalaya Publishing House, Mumbai.
5. S.N.Maheswari, “Financial Management principles and practice,”Sultan Chand & Sons, New Delhi.
6. James C. Van Horne & John M. Wachowicz, Jr.Fundamentals of Financial Management- PHI Learning Private Limited, New Delhi.
7. Srinivasan, Financial Management, Vijay Nicole, Chennai

ELECTIVE COURSE - IV (EC)

A) LOGISTICS & SUPPLY CHAIN MANAGEMENT

Objective : To facilitate students understand the concepts and methods of Logistics and supply chain management.

UNIT I:

Introduction to logistics management- Definition, scope, functions, objectives – Integrated logistics management, role of logistics in the Supply chain - Logistics & customer service, Role of logistics in competitive strategy, Logistics organization & performance measurement, ERP – SAP - ORACLE

UNIT II:

Inventory planning, inventory costs, classifying inventory, Nature & importance of warehousing, types of warehouses, warehousing functions, warehouse layout & design. Material handling objectives, guidelines & principles, selection of material handling equipments. Packaging-role of packaging, packaging materials, consumer & industrial packaging, material handling efficiency

UNIT III:

Transportation- role of transportation in logistics, transportation selection decision, basic modes of transportation- Rail, Road, Water, Air, Pipeline- characteristics of different modes- transport economics - Inter modal operations

UNIT IV:

Containerization-concept, types, benefits, Types of carriers- indirect & special carriers, Role of intermediaries- shipping agents, brokers- freight management- route planning Role of ports, ICDs, CONCOR - Global shipping options

UNIT V:

Reverse logistics- scope, design, e-logistics- logistics information system-application of IT in logistics- automatic identification technologies- bar coding, RFID, Logistics outsourcing- 3PL & 4PL, Global logistics- operational & strategic issues

Books for Reference:

1. Logistics Management, Ailawadi C Sathish & Rakesh Singh, , Prentice Hall, India, 2005
2. Textbook of Logistics & Supply Chain Management, Agrawal D K, Macmillan India Ltd, 2003
3. The Management of Business Logistics, Coyle et al., , Thomson Learning, 7th edition, 2004
4. Logistical Management- The Integrated Supply Chain Process, Bowersox Donald J, Tata McGraw Hill, 2000
5. Logistics & Supply Chain Management – B Nanadakumar – Vijay Nicole Imprints Pvt. Ltd., Chennai

ELECTIVE COURSE - IV (EC)
B) COMPUTER NETWORKS & INTERNET APPLICATIONS

Objective : To help students practically learn the concepts and uses of networking and internet.

UNIT I

Networking – Type of networking – Importance – components of network – Network Protocol – TCP/IP – Internet Service Providers – Dialer Programs and Internet Programs – Internet Explorer – Netscape.

UNIT II

Introduction to Internet – A Brief History of Internet – Uses of Internet – The connection to the Internet – Simple HTML tags - Web pages – Web Pages come from the Web server – Web sites – The normal Modem – ISDN, ADSL, CABLE Modems – Animation – Frames: Several Web pages at once – Several Windows simultaneously – Printing.

UNIT III

Internet Basics : Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet – Email and Voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.

(Practical – 40 marks)

UNIT IV

E-mail id creations, composing, attaching files and sending mails - developing websites with hyperlinks - browsing – search engines – downloads.

UNIT V

Visiting business places, libraries, Railway and Airline reservation centers online, online chatting.

Books for Reference:

1. The Internet Instance Reference – Paul E Hoffman, BPB Publications.
2. Internet for Everyone – Alexis Leon Mathews, Vijay Nicole Imprints Pvt. Ltd., Chennai
3. Computer Applications in Business (Internet only), Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi.
4. Internet Programming and Web Design – S.Aarathi, Kalaikathir Achagam.
5. Internet & E-mail – Yatin Publications, Delhi.
6. Internet Complete – BPB Publications.

ELECTIVE COURSE - V (EC)

A) HUMAN RESOURCE MANAGEMENT

Objective : To impart knowledge on the concepts and principles of HRM followed in different types of organization.

Unit I:

Human Resource Management- Meaning – Nature and Scope, Objectives - Functions - Distinction between HRM and Personnel Management. Personnel Policies: Procedure and Programmes. Organization of HRM Department- Needs - Recent Trends in HRM Practices – Personnel Audit- Human Resource Information System- need and benefits.

Unit II :

Man Power Planning – Characteristics: Need, Process - Job Analysis- Job Description- Job Specification - Job Design- Job Evaluation Methods – Merits and Demerits - Job Enrichment- Job Enlargement–Re-Engineering - Recruitment – Sources - Selection- Selection Procedure, - Interviews – Placement - Induction

Unit III :

Training –Meaning, Need - Selection of Trainees- Methods of Training – Evaluation of Training - Management Development Programmes- Methods - Promotion – Types, Merits- Demotions; Carrier Planning - Transfers,

Unit IV :

Performance Appraisal – Purpose- Factors Affecting Performance Appraisal – Criteria for Performance Appraisal – Performance Appraisal Techniques – Limitation of Appraisal Methods. Quality of Work Life – Issues in Quality of Work Life- Measuring QWL – Workers Participation in Management.

Unit V :

Grievance – Meaning, Causes of Grievance- Grievance Redressal Procedure – Collective Bargaining – Meaning – levels – methods – pre -requisites – Benefits.

Text and Reference Books (Latest revised edition only)

1. Pravin Durai, Human Resource Management, 2nd Edition, Pearson Education, New Delhi
2. Dr.Ashwathappa, Human Resource Management ,McGraw Hill Education (India) Pvt. Limited, New Delhi.
3. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.
4. L.M. Prasad ,Human Resources Management, Jain Book Agency, New Delhi.
5. DaleYoder& Paul D. Staudohar, Personnel Management, Prentice Hall.
6. S.S. Khanka, Human Resource Management ,S.Chand& Sons, New Delhi.
7. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
8. H.JohnBernardin&JoyeeE.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
9. David A. DeCenzo& Stephen P.Robbins, Personnel/Human Resource Management, Thirddedition, PHI/Pearson.
10. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, NewDelhi.

ELECTIVE COURSE - V (EC)

B) TOTAL QUALITY MANAGEMENT

Objective : To make students understand concepts, process and importance of Total Quality Management in manufacturing and service organisation.

UNIT I

Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control

UNIT II

Sampling Inspection in Engineering Manufacture- Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering – Value Engineering and Value Analysis

UNIT III

Theory of Sampling Inspection - Standard Tolerancing - ABC Analysis - Defect Diagnosis and Prevention

UNIT IV

Quality Improvement: Recent Technique for Quality Improvement - Zero Defect – Quality Motivation Techniques - Quality Management System and Total Quality Control

UNIT V

Selection of ISO Model and Implementation of ISO 9000 - Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control

Books for References

1. Dahlgard Jens J., Kristensen K., Kanji Gopal K, “Fundamentals Of Total Quality Management”, Bross Chapman & Hall, London
2. George, Stephen and Weimerskirch, Arnold, “Total Quality Management - Strategies and Techniques
3. Proven”, Mohit Publications
4. Hakes, Chris (editor), “Total Quality Management: The Key to Business Success”, NY: Chapman and Hall
5. Fox, Roy, “Making Quality Happen. Six Steps to Total Quality Management”, McGraw-Hill
6. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints
7. Jain, “Quality Control And Total Quality Management”, Tata McGraw Hill
8. Lal H, “Total Quality Management: A Practical Approach”, New Age International Private Ltd
9. Rao, Ashok, “Total Quality Management: A Cross Functional Perspective”, Wiley & Sons

PROJECT

PROJECT (DISSERTATION AND VIVA-VOCE)

OBJECTIVES :

To facilitate the students to understand the Business enterprises systematically and present the research report as per the acceptable format.

The project topics are to be finalised to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce and Computer Applications. Each candidate should submit two copies of dissertation as per the guidelines to the Controller of Examination and one copy to the department concerned. The project will be evaluated for 100 marks (ie. 80 marks for Dissertation work and 20 marks for Viva-Voce) by Internal (Supervisor) and External Examiners. The average of the Marks of the Internal Examiners (Supervisors) and External Examiners shall be considered as the final marks to be awarded for project. The passing minimum for Dissertation is 40 marks and viva voce examination is 10 marks.
