<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Course Title</th>
<th>Ins. Hrs/Week</th>
<th>Credit</th>
<th>Exam Hrs</th>
<th>Marks</th>
<th>Total</th>
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<tr>
<td>I</td>
<td>Core Course – I (CC)</td>
<td>Managerial Economics</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<tr>
<td></td>
<td>Core Course – II (CC)</td>
<td>Marketing Management</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<tr>
<td></td>
<td>Core Course – III(CC)</td>
<td>Management Information System</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td></td>
<td>Core Course – IV(CC)</td>
<td>E – Commerce</td>
<td>6</td>
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<tr>
<td></td>
<td>Elective Course – I(EC)</td>
<td>a) Working Capital Management (or)</td>
<td>6</td>
<td>4</td>
<td>3</td>
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<td></td>
<td>Elective Course – I(EC)</td>
<td>b) Organisational Behaviour</td>
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<td>II</td>
<td>Core Course – V (CC)</td>
<td>Quantitative Techniques for Business Decisions</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<td>Core Course – VI (CC)</td>
<td>Office Programming (Theory &amp; Practicals)</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<td>Core Course – VII (CC)</td>
<td>Oracle and RDBMS</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<td></td>
<td>Core Course – VIII (CC)</td>
<td>Cost &amp; Management Accounting</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<td>75</td>
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<td></td>
<td>Elective Course – II(EC)</td>
<td>a) E – Banking (or)</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<td></td>
<td>Elective Course – II(EC)</td>
<td>b) Advanced Managerial Communication</td>
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<td>III</td>
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<td>Research Methodology</td>
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<td>5</td>
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<td>Core Course – X (CC)</td>
<td>Advanced Corporate Accounting</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<td>Core Course – XI (CC)</td>
<td>Data Base and Desk Top Publication (Theory &amp; Practicals)</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>25</td>
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<td>Core Course – XII (CC)</td>
<td>Programming in C++ (Theory &amp; Practical)</td>
<td>6</td>
<td>5</td>
<td>3</td>
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<tr>
<td></td>
<td>Elective Course – III(EC)</td>
<td>a) Management Concepts (or)</td>
<td>6</td>
<td>4</td>
<td>3</td>
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<td></td>
<td>Elective Course – III(EC)</td>
<td>b) Customer Relationship Management</td>
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<td>Total</td>
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<td></td>
<td>500</td>
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<td>IV</td>
<td>Core Course – XIII (CC)</td>
<td>Java Programming and its Business Applications (Theory &amp; Practical)</td>
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<td>5</td>
<td>3</td>
<td>25</td>
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<td>Core Course – XIV (CC)</td>
<td>Advanced Financial Management</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>25</td>
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<tr>
<td></td>
<td>Elective Course - IV (EC)</td>
<td>a) Logistics and Supply Chain Management (or)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<tr>
<td></td>
<td></td>
<td>b) Computer Networks &amp; Internet Applications</td>
<td></td>
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<tr>
<td></td>
<td>Elective Course - V (EC)</td>
<td>a) Human Resource management (or)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td></td>
<td></td>
<td>b) Total Quality Management</td>
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<tr>
<td></td>
<td>Project</td>
<td>Dissertaion (80 marks)</td>
<td>10</td>
<td>4</td>
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<tr>
<td></td>
<td></td>
<td>Viva voce (20 marks)</td>
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</table>

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

Unit – II

Unit – III

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

Unit - V

Text and Reference Books (Latest revised edition only)
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

UNIT II

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

UNIT V

Text and Reference Books :(Latest revised edition only)
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 its emphasis on the system, development process & approaches.

UNIT – I

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

UNIT – V

Text and Reference Books : (Latest revised edition only)

CORE COURSE IV

E – COMMERCE

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

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Text and Reference Books : (Latest revised edition only)

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.
ELECTIVE COURSE I
(A) WORKING CAPITAL MANAGEMENT

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

Unit I Working Capital Policy:

Unit II Cash Management:

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:

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)

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:

UNIT III:

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

UNIT V:
Text and Reference Books : (Latest revised edition only)

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,
CORE COURSE V
QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

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

Unit I:

Unit II:

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:

Unit V:

Problem: 50 Marks; Theory 25 Marks

*EQUAL IMPORTANCE TO BE GIVEN TO ALL UNITS

Text and Reference Books (Latest revised edition only)
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.

UNIT – II

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

UNIT – V
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
CORE COURSE – VII
ORACLE AND RDBMS

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

UNIT –I

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

UNIT – IV

UNIT – V
Cursors and Exceptions – Procedures, Functions and Packages.

Text and Reference Books : (Latest revised edition only)

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

Unit: II

Unit : III

Unit :IV

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)
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

Unit III

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

Text and Reference Books: (Latest revised edition only)

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

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

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

UNIT – I


UNIT – II


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


Books For Reference:

2. C.R.Kothari : Research Methodology, Wiley Eastern Ltd, New Delhi
3. P.Saravanavel, Research Methodology, Kitab Mahal, Alahabad.
4. O.R. Krishnaswami : Methodology of Research in Social Science
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:

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**

**UNIT II**

**UNIT III**

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

**UNIT V**

**Books for Reference:**
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

UNIT II

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


Unit- II


Unit- III


Unit- IV


Unit- V


Text and Reference books: (Latest Revised Edition only)

6. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, , New Delhi.
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 Date 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; Rollout 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:

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


UNIT - II


UNIT – III


(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
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

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)
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
3. The Management of Business Logistics, Coyle et al., , Thomson Learning, 7th edition, 2004
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

UNIT II

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.
5. Internet & E-mail – Yatin Publications, Delhi.
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:

Unit II:

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:

Unit V:

Text and Reference Books (Latest revised edition only)
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

Books for References
3. Proven”, Mohit Publications
6. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints
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.

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