



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024
M.Com (Financial Management) 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)	Management Concepts	6	4	3	25	75	100
	Core Course – II (CC)	Income Tax Theory Law & Practice	6	4	3	25	75	100
	Core Course – III (CC)	Managerial Economics	6	4	3	25	75	100
	Core Course – IV (CC)	Accounting for Business Decisions	6	4	3	25	75	100
	Elective Course – I (EC)	a) E – Commerce (or) b) Managerial Communication	6	4	3	25	75	100
TOTAL			30	20		----		500
II	Core Course – V (CC)	Quantitative Techniques for Business Decisions	6	5	3	25	75	100
	Core Course – VI (CC)	Industrial Law	6	5	3	25	75	100
	Core Course – VII (CC)	Fundamentals of Information Technology (Theory & Practicals)	6	5	3	25	75	100
	Core Course – VIII (CC)	Advanced Cost Accounting	6	5	3	25	75	100
	Elective Course – II (EC)	a) Financial markets & Services (or) b) Human Resource Management	6	4	3	25	75	100
Total			30	24		----		500
III	Core Course – IX (CC)	Project Management	6	5	3	25	75	100
	Core Course – X (CC)	Research Methodology	6	5	3	25	75	100
	Core Course – XI (CC)	Advanced Corporate Accounting	6	5	3	25	75	100
	Core Course – XII (CC)	Advanced Financial Management	6	5	3	25	75	100
	Elective Course – III (EC)	a) Insurance Management (or) b) Brand Management	6	4	3	25	75	100
TOTAL			30	24		----		500
IV	Core Course – XIII (CC)	International Finance	5	5	3	25	75	100
	Core Course – XIV (CC)	Entrepreneurial Development	5	5	3	25	75	100
	Elective Course - IV (EC)	a) Strategic Management (or) b) Investment Management	5	4	3	25	75	100
	Elective Course - V (EC)	a) Total Quality Management (or) b) Management Information System	5	4	3	25	75	100
	Core Course – XV (CC)	Dissertation (80 marks) Viva voce (20 marks)	10	4				100
TOTAL			30	22		----		500
GRAND TOTAL			120	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

MANAGEMENT CONCEPTS

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

UNIT- I

Management – Meaning – Nature of Management - Management and Administration - Function of Management- Levels of Management - Evaluation of Management Thoughts- F.W. Taylor - Hendry Fayol - Elton Mayo, Hendry 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 Woihrich; 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.

CORE COURSE II
INCOME TAX THEORY LAW AND PRACTICE

Objective: To make Students know the latest Income Tax Law and Practices and to enable them to file Income Tax Return.

(Theory & Problem)

UNIT - I

Income Tax Act – Definition – Income – Agriculture Income – Assesse – Previous year – Assessment year – Residential Status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes.

UNIT - II

Computation of Income from Salaries and Income from House Property.

UNIT - III

Computation of Profits and Gains of Business or Profession – Computation of Capital Gain - Computation of Income from other sources.

UNIT - IV

Set-off and Carry Forward of Losses – Deduction from Gross Total Income – Computation of Tax Liability.

UNIT - V

Income Tax Authorities – Procedure for Assessment – Tax Deducted at Source (TDS) – Assessment of Individuals, Hindu Undivided Family, Partnership Firms and Companies.

(Theory: 25 Marks; Problems: 50 Marks)

Note: Questions should be based on Current Assessment year only.

Text and Reference Books :(Latest revised edition only)

1. Gaur & Narang, "Income Tax Law & Practice", DP Kalyani Publishers, Latest Edition, New Delhi.
2. Dingar Pagare, "Tax Laws", S.Chand & Sons, New Delhi.
3. Vinod K. Singhania, "Direct Taxes", Taxmann's Publications, New Delhi.
4. T.S.Reddy & Hari Prasad Reddy, "Income Tax Theory, Law & Practice", Margham Publications, Chennai.
5. Government of India, Income Tax Manual
6. Dr.H.C.Mehrotra- Income Tax Law and Practice, Sahitya Bhavan Publications, Uttar Pradesh.
7. Dr.Bhagawathi Prasad - Law & Practice of Income Tax India, VishwaPrakashan Publishers, Delhi.
8. Dr.N.Hariharan, Income Tax Law & Practice, Vijay Nicole.

**CORE COURSE III
MANAGERIAL ECONOMICS**

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

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 use of production function – 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
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, Sudha Nayak 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 IV
ACCOUNTING FOR BUSINESS DECISIONS

Objective: To familiarise the students with the various accounting concepts, tools and techniques for managerial decisions in business.

(Theory & Problem)

UNIT - I

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.

UNIT - II

Meaning of Company -Maintenance of Books of Account Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company. Employees stock option- Buyback of securities.

UNIT - III

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT - IV

Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing. Costing and the value chain- Target costing

UNIT - V

Marginal costing including decision making - Budgetary Control & Variance Analysis - Standard cost system.

Note: Theory - 30 marks; Problem – 45 marks.

Text and Reference Books :(Latest revised edition only)

1. Jain & Narang, "Advanced Accounting", Kalyani Publishers, New Delhi.
2. R.L.Gupta and M.Radhaswamy, "Advanced Accounting", Sultan Chand & Sons. New Delhi.
3. Jain & Narang, "Cost and Management Accounting", Kalyani Publishers, New Delhi.
4. M.N.Arora, "Cost and Management Accounting", 8th Edition, Vikas Publishing House (p) Ltd, New Delhi.
5. Hilton, Mahar and selto, "Cost Management", 2nd Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
6. B.M. Lall Nigam and I.C. Jain, " Cost Accounting", Prentice Hall of India (P) Ltd.

ELECTIVE COURSE I
(A) E - COMMERCE

Objective: To make the students understand E - Commerce in the modern net working world.

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
(B) 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 Communication, Wofford, E. Gerloff
3. Process Of Communication, Berlo, David
4. Managerial Communication, Iilico, T. Michael
5. Business Communication, Sunder & Kamaraj
6. Business Communication, Ramachandran K.K

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.

Theory 25 Marks Problems : 50 Marks

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
INDUSTRIAL LAW

Objective : To provide an overview of various Industrial legislation and their impact on business.

UNIT - I

The Factories Act, 1948- object, amendments, definitions, approval, licensing and registration of factories, health, safety and welfare, provisions relating to hazardous processes employment of women and children.

UNIT - II

The Trade Unions Act, 1926 -definition, object- certain acts to apply to registered trade union - registration of trade unions -cancellation of registration and appeal- rights and privileges -duties and liabilities amalgamation of trade unions-dissolution. The Industrial Disputes Act, 1947 -definitions - authorities under the Act, reference of disputes arbitration -award and settlement -lay-off and retrenchment -strikes and lock-outs closure -special provisions relating to them.

UNIT - III

The Workmen's Compensation Act, 1923 -objects -definitions -employer's liability for compensation -amount of compensation -method of calculating compensation, distribution of compensation -notice and claim -return as to compensation -The Minimum Wages Act, 1948 - objects -definitions.

UNIT - IV

The Employees State Insurance Act, 1948 -objects -definitions - administration of the scheme - general provisions of the corporation committee and council- contributions various benefits. The Payment of Wages Act, 1936-definition - rules for payment of wages -deductions from wages -registers and records -inspection.

UNIT - V

The Payment of Bonus Act, 1965 -objects -definitions -eligibility and disqualifications for bonus- determination of bonus -determination of surplus -payment of bonus linked with production or productivity. The Employees Provident Fund and Miscellaneous Provisions Act, 1952- object -definition -employees provident fund schemes -employees family pension scheme and fund.

Text and Reference Books (Latest revised edition only)

1. N.D.Kapoor, Handbook of Industrial Law, Sultan Chand, New Delhi.
2. D.P.Jain, Industrial Law, Konark Publishers, Delhi.
3. S.N.Misra, Labour and Industrial Laws, Sangam Law Agency, Allahabad.
4. S C. Srivastava, Industrial Relations and Labour Laws, VikasPublishing House, Delhi.
5. P.M.S.Abdul Saffoor, Industrial Law, Vijay Nicole, Chennai-97.

**CORE COURSE VII
FUNDAMENTALS OF INFORMATION TECHNOLOGY**

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

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

Examination Duration : Theory 2 Hours ; Practical 2 Hours

**Objective: To enable the students to acquire knowledge in computers, Information Technology and to develop skills in Computerized Accounting System both theory and in practical.
(Theory & Practical) (Theory 45 Marks)**

UNIT - I

Introduction to Computers – Classification of Computers – Generations of Computer – Memory Units – Auxiliary Storage Devices – Input and Output Devices - Computer Software – Operating System – Programming Languages.

UNIT - II

Fundamentals of Computerized Accounting – Computerized Accounting Vs Manual Accounting - Procedure for Creating a new company – Groups Creation - Ledger Creation.

UNIT - III

Vouchers creations – Payment voucher – Receipts voucher – Sales voucher – Purchase voucher – Journal voucher – Contra voucher.

(PRACTICAL – 30 Marks)

UNIT - IV

Creation of a new company – Groups Creation – Multiple Groups and Single Groups - Creation of ledgers – Multiple Ledgers and Single Ledgers.

UNIT - V

Vouchers creations – Voucher entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Journal voucher and Contra vouchers.

Text and Reference Books (Latest revised edition only)

1. Dr.S.V.SrinivasaVallabhan - Computer Applications in Business, Sultan Chand, New Delhi
2. Alexis Leon and Mathews Leon by Fundamentals of Information Technology.Vikas Publishing Company, New Delhi
3. Deepak Bharihoke, Fundamentals of Information Technology, Excel Publications, New Delhi.

**CORE COURSE VIII
ADVANCED COST ACCOUNTING**

Objective: To facilitate and understand the advanced concepts and practices in Cost Accounting.

UNIT - I

Introduction – Evolution of cost Accounting – Scope and importance of Cost Accounting – Functions and objectives of Cost Accounting – Evaluation of Cost Accounting – Installation of a Costing System – Classification of Costs – Methods and Techniques of Costing– Marginal Costing vs. Absorption Costing.

UNIT - II

Cost Recording: Non Integral Accounting – Reconciliation of Cost and Financial Accounting – Integral Accounting – Activity Based Costing – Life Cycle Costing and Target Costing.

UNIT - III

Cost Accumulation: Specific order Costing – Job Order Costing – Batch Costing – Contract Costing.

UNIT - IV

Cost Accumulation: Operation Costing – Unit or output Costing –Process Costing including concept of Equivalent Production – Joint products and By Products Costing - Inter-Process Profit.

UNIT - V

Cost Reporting: Performance Measurement and Reporting – Divisional Performance Analysis – Product Pricing and Transfer Pricing – Uniform Costing and Inter-firm comparison – Cost Audit.

Theory : 30 Marks ; Problems : 45 Marks

Text and Reference Books (Latest revised edition only)

1. Jain & Narang, “Advanced Cost Accounting”, Kalyani Publishers, Chennai.
2. S.N. Maheswari, “Studies in Advanced Cost Accounting”, Sultan Chand & Sons, Delhi.
3. B.M. Lall Nigam and I.C. Jain, “ Cost Accounting”, Prentice Hall of India (P) Ltd.
4. P.C. Tulsian, “Cost Accounting”, S.Chand & Co. Delhi.
5. Kanna, Ajuga, Pandey, Arora “Cost Accounting”, Sultan Chand & Sons, Delhi.

ELECTIVE COURSE II
A) FINANCIAL MARKETS AND SERVICES

Objective: To acquaint the students about various constituents of Financial Markets and Services.

UNIT - I

Financial Markets – Role – Functions – Constituents – Money Market - Characteristics – Objectives – Importance- Functions - Call Money Market – Features – Benefits - Commercial Paper Market – Features – Commercial Bill Market – Importance – Shortcomings.

UNIT - II

Certificate of Deposit Market – Features – CD Scheme - Treasury Bill Market –Benefits – Features - Gilt-edged Securities Market – Ready Forward Contract –Repo Accounting - Capital Market –Rejuvenation – Reactivation - Capital Market Instruments – Types.

UNIT - III

Capital Market Reforms – Primary Market – Secondary Market - Public Issue of Securities – Dip Guidelines – Due Diligence – Central Listing Authority - New Issues Market – Methods – SEBI Guidelines - New Issues Market An Evaluation – Poor Performance – Revival - Debt Market –Price Determination – Guidelines for issue.

UNIT - IV

Foreign Exchange Market – Risk Management Tools – SWAPS - Global Financial Markets – Off Shore Banking – Tax Havens - Pension Market – PFRDA – Global Pension Market - Derivatives Market – Factors – Functions –Risks – Prospectus – Contents - Regular Prospects – Mis-statements.

UNIT - V

Company Deposits – Quantum Deposits – Penalty for fraud -Inter Corporate Loans and Investments – Defaulting Company - Clearing Corporation of India Limited – Settlement Method- Modern Technology - Credit Rating and Information Services of India Limited – Range of Services – Strategic Alliance - Credit Information Bureau of India Limited – Credit Assessment - Benefits – Information safety – Suit-filed Accounts.

Text and Reference Books :(Latest revised edition only)

1. Financial Markets and Institutions , Dr. S. Gurusamy, Vijay Nicole Imprints Pvt. Ltd., Chennai.
2. Khan M.Y Financial Services, Tata McGraw Hill, Delhi.
3. Varshney, P.N. Indian Financial System, Sultan Chand & Sons, Delhi.
4. Vasant Desai, The Indian Financial system, Himalaya Publishing House , Mumbai.
5. Gorden and Natarajan, Financial Markets and Services, Himalaya Publishing House, Mumbai.
6. Sontomero and Bastel, Financial Markets, Instruments and Institutions, McGraw Hill, Delhi.

ELECTIVE COURSE II
(B) 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; Career 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. 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.John Bernardin&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, Pearson.
- 10.VSP. Rao, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi.

CORE COURSE – IX

PROJECT MANAGEMENT

Objective: To make the students understand the process involved in project formulation, execution and control and help the students to identify project and prepare project reports for the various projects related to promotion and service activities.

UNIT - I

Concepts of Project Management; Project – Meaning – Nature – Types of project and project life cycle – Project management – Nature and scope of project management – Project management as a profession – Role of project manager.

UNIT - II

Project Identification and Formation: Project environment – Identification of investment opportunities – Projects screening – Preferability study – Project selection – Project formulation – Stages in project formulation – Project report preparation – Planning Commission's guidelines for project formulation.

UNIT - III

Project Appraisal: Objectives, essentials of a project methodology – Market appraisal – Technical appraisal – Financial appraisal – Socio – economic appraisal – Management appraisal.

UNIT - IV

Project Planning and Scheduling: Objectives – Process or Planning Components or good planning – Project designing and project scheduling and time estimation – Scheduling to match availability of man power and release of funds – Cost and time trade cost.

UNIT - V

Project Execution and Administration: Project contracting: Contract pricing, types – Project organisation: Forms of organisation – Project direction – Project communication – Project coordination – Factors influencing effective project management – project time monitoring and cost monitoring – Project over runs. Project Control : Control techniques – PERT, CPM - Proper review – Project audit.

Recommended Text books

1. For Unit II and IV Total project T Management The Indian context by PK. Joy–Macmillan India Ltd.,
2. For Unit I and V Project Management – by R. Panneerselvam and P. Senthil kumar PHI learning India PVT Ltd.,
3. Project Management By Bhavesh .M Patel, Vikas Publishing Hous PVT Ltd.,
4. Project Management By S. Choudhury Tata Mcgraw Hill Co.
5. Project Management India Edition By CIDO I Clements, Cengage learning.
6. Project Management by CCI Pfor D.F. Gray and Erik .w Carson – Tata Mcgraw Hill Co.
7. Project Management – Management extra series – ANE books
8. Text book of project management by P. Gopalakrishnan & VE. Ramamoorthy Macmillan India Ltd.,
9. Projects, Planning, analysis, selection financing, Implementation and Review by Prasanna Chandra – Tata Mcgraw Hill Co.

CORE COURSE – X

RESEARCH METHODOLOGY

Objective : To familiarise the students on the Research Methods and Methodology

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 – Philosophy and Pre-testing.

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.

Note : Only Theory

BOOKS FOR REFERENCE:

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

CORE COURSE – XI (CC)
ADVANCED CORPORATE ACCOUNTING

Objective : To make the students understand the advanced methods of corporate accounting

UNIT – I

Valuation of Goodwill and Shares – Liquidation. - Inflation Accounting.

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)

(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.,
4. R.L.Gupta and M.L.Radhaswamy – Advanced Accountancy
5. Mukherjee and Hanif – Modern Accountancy – II
6. Reddy & Murthy – Advanced Accounts

CORE COURSE – XII (CC)
ADVANCED FINANCIAL MANAGEMENT

Objective : To help students understand the techniques and tools of financial management

UNIT - I

Introduction to Financial Management : Objectives, Functions, Scope, Evolution, Interface of Financial Management with other Areas, Environment of Corporate Finance.

Time value of Money : Future Value of Single Cash Flow, Multiple Cash flow, Annuity, Sinking Fund Factor. Present value of single cash flow, Multiple cash flow, Annuity, Annuity Dues, Perpetuities. Comparison of Rates.

UNIT - II

Leverage : Operating Leverage, Financial Leverage, Total Leverage.

Sources of Long-term Finance : Equity, Preference Capital, Debentures, Term Loans and Deferred Credit, Government Subsidies, Sales Tax Deferments and Exemptions, Leasing and Hire purchase.

Cost of Capital : Cost of debentures, Term Loans, Equity and Retained Earnings, Weighted Average cost of capital, systems of weighting.

UNIT - III

Capital Structure: Introduction, Factors Affecting Capital structure, Features of an optimal capital structure, capital structure theories: Traditional Approach, MM Approach.

Dividend Policy : Traditional Approach, Walter Model, Gordon Model, MM Position, Rational Expectations Model.

UNIT - IV

Corporate Valuation : Discounted Cash flow Approach, Adjusted book Value Approach, Approaches to Facilitate Value Based Management: Marakon Approach, Alcar Approach, McKinsey Approach, Agency Consideration and Minimising agency Costs.

UNIT - V

Divisional performance Measurement and Control : Organizational Segmentation by Responsibility, Measures of Performance, Problems of Transfer pricing, Innovative Budgetary Control Systems, Management Reporting Systems.

EVA and Divisional Performance Measurement : EVA and MVA, EVA and NPV, EVA and Executive Compensation, EVA, TQM and Shareholders Wealth, Improving EVA.

(Theory – 30 Marks Problem - 45 Marks)

Reference:

1. Prasanna Chandra, Financial Management: Theory and Practice, 5th Ed., Tata McGraw Hill, 2001.
2. Ross, Westerfield, Jaffe, Corporate Finance, 5th Ed., McGraw Hill, 1999.
3. Brigham, Gapenski, Ehrhardt, Financial Management: Theory and Practice, 9th Ed., Dryden Press, 1999.
4. Pandey, I.M., Financial Management, Vikas Publishing House.
5. Dr P Periyasamy – Financial Management – Vijay Nicole Imprints Pvt. Ltd., Chennai
6. Vishwanath, S.R. Corporate Finance : Theory and Practice, Response Books, 2000.
7. R. Ramachadran & R. Srinivasan - Financial Management

ELECTIVE COURSE – III (EC)

A) INSURANCE MANAGEMENT

Objective : To make students familiar on the principles and practices of Insurance Management

UNIT – I

Insurance Management-definition-meaning-scope-objectives-purpose and need for insurance management-principles of insurance-globalization of insurance business.

UNIT – II

Risk and Insurance-risk management by individuals and corporations-insurance industry in India-regulation of Indian Insurance Industry-Role of IRDA-public and private participation in the insurance sector.

UNIT – III

Life Insurance-practical aspects of life insurance-introduction to General Insurance-fire, marine, health, rural, social and miscellaneous insurances.

UNIT – IV

Procedure for becoming an Agent: Prerequisites for obtaining a license-fair practice code-unfair practices-Appointment-Termination-Revocation-suspension of Agents.

UNIT – V

Functions and Organization of Insurers-product design and development-underwriting-claims management-insurance pricing - actuarial science - insurance marketing-reinsurance-information technology in insurance.

Text Books Recommended:

1. Dr.P.K.Gupta-Insurance and Risk Management-Himalaya Publishing House.
2. Dr P Periyasamy, Risk & Insurance Management, Vijay Nicole Imprints Pvt. Ltd., Chennai
3. Nalini Prava Tripathy and Pabir Pai-Insurance, Theory and Practice-Prentice Hall.
4. M.N.Mishra-Insurance Principles and Practices-S.Chand.
5. Mark S. Dorfman-Introduction to Risk Management and Insurance-Prentice Hall.
6. IRDA 1999.

ELECTIVE COURSE – III (EC)

B) BRAND MANAGEMENT

Objective : To help students understand the concepts and practices of Brand Management

UNIT – I

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

UNIT – II

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference – Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications.

UNIT – III

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Equity – Sources of Equity. Brand Equity models, Brand audits. Brand Loyalty & cult brands.

UNIT – IV

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalisation of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

UNIT – V

Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianisation of Foreign brands & taking Indian brands global – issues & challenges.

Reference:

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excell Books, New Delhi.
4. Majumdar, Product Management in India, PHI.
5. Sengupta, Brand Positioning, Tata McGraw Hill.
6. Rameshkumar, Managing Indian Brands, Vikas.
7. Chandrasekar, Product Management, Himalaya.
8. A Anandan & Prasanna Mohan Raj – Brand Management – Vijay Nicole Imprints Pvt. Ltd., Chennai

CORE COURSE – XIII

INTERNATIONAL FINANCE

Objective: To facilitate the students to learn concepts of international finance, foreign exchange exposure and international project appraisal and understand the risks involved in foreign exchange market.

UNIT - I Financial Management in a Global Perspective:

Globalisation: Trends in International Trade and Cross Border Financial Flows - India in the Global Economy- Challenges of International Financial Management- International Monetary System and Financial Markets- Balance of Payments- International Monetary system. An overview of International Financial Markets - Exchange Rate Determination and Forecasting- Purchasing Power Parity, Theory - The Fishers' Effect, Interest Rate Parity.

UNIT - II The Foreign Exchange Market:

Structure and the Participants, Types of Transactions, Mechanics of Currency Dealing - Exchange Rate quotations - Arbitrage, Forward Rates- Evolution of Exchange Control and the Foreign Exchange Market in India- Exchange Rate Computations. Currency Derivatives: Currency Futures, Currency Options

UNIT - III Foreign exchange Exposure and Risk:

Economic Exposure, Transaction Exposure, Translation Exposure, Management of Exposures.

UNIT - IV Working Capital Management in a Multinational Context:

Short-term Borrowing and Investment, Centralised Vs. Decentralised Cash Management - Cash Transmission. International Equity Investment: Risk and Return, The International CAPM, Equity Financing in the International Markets. Long-term Borrowing in International Capital Markets: The Major Market Segments, the International Financing Decision, International Leasing.

UNIT - V International Project Appraisal:

Review of NPV Approach - Adjusted Present Value Framework, Project appraisal in the International Context, Exchange Rate Risk and Cost of Capital, International Joint Ventures. An Introduction to Financial Swaps: Major Types, Motivations Underlying Swaps, Application of Swaps, Valuation of Swaps, International Accounting and Taxation: Accounting for Foreign Currency Transactions, Accounting for Foreign Operations.

Reference:

1. Apte, P.G., International Financial Management, 2nd Ed., Tata Mc Graw Hill, 1998
2. Jeff Madura, International Financial Management, 6th Ed., South-Western, 2000
3. Cheol S.Eun, Bruce G.Resnick,. International Financial Management, Irwin McGraw Gill.1998.
4. Maurice D.Levi, International Finance, 3rd Ed., McGraw Hill, 1996.
5. Alan C.Shapiro, Multinational Financial Management. Prentice Hall India.

CORE COURSE – XIV

ENTREPRENEURIAL DEVELOPMENT

Objective: To enable the students understand the concept of Entrepreneurial Development, Project Identification, Entrepreneurial assistance provided by the Govt. and to make them to become Entrepreneurs.

UNIT – I

Entrepreneur –Meaning – Definition – Characteristics – Functions – Role of Entrepreneurs in the economic development – Classification of entrepreneurs – Factors affecting entrepreneurial growth.

UNIT – II

Entrepreneurship – Concept – Distinction between Entrepreneur and Entrepreneurship - Entrepreneurship Development Programmes – Objectives - Stages in EDP- Pre-training Stage – Training phase – Post Training – Evaluation and Feedback of EDP.

UNIT - III

Project Identification - Sources of ideas – Preliminary evaluation and testing of ideas – Constraints - Project formulation – Stages- Feasibility study and Feasibility Report – Selection Criteria.

UNIT – IV

Project Report - Project Appraisal – Technical – commercial appraisal – Financial appraisal– Sources of finance – Steps to start an industrial unit.

UNIT – V

Incentives and subsidies of State and Central Govt. – Aims – Backward areas – Industrial Estates –Role of DIC,SISI, TCO in entrepreneurial growth

Books Recommended:

1. P.N. Singh – Developing Entrepreneurship for Economic Growth
2. Raj Shankar, Entrepreneurship – Theory & Practice – Vijay Nicole Imprints Pvt. Ltd., Chennai
3. Guide to Entrepreneurs – Industrial Development – Govt. of Tamil Nadu – SIPCOT
4. Gupta & N. Srinivasan – Entrepreneurship Development

ELECTIVE COURSE - IV

(A) STRATEGIC MANAGEMENT

Objective : To enable the students understand the strategic management, concept and formulation.

UNIT – I

Strategic Management: Definition – Scope – Benefits – Risks – Approaches – Models – Strategic change – Strategic Leadership and Decision making.

UNIT –II

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Forecasting – Internal Scanning - Mission – objectives – Stakeholder Theory – Cyert and March's Behavioural Theory – Objectives of Non-Profit Organizations – Social Responsibility and Business Ethics.

UNIT – III

Strategy Formulation – Business Strategy – Corporate Strategy – Divertional Strategy –Portfolio Analysis – BCG Growth /Share matrix – Strategic choice – Development of policies – Strategic Alliances.

UNIT – IV

Strategy Implementation – Organization for action – Staffing – **Strategic Leadership** – MBO –Total Quality Management – Functional Strategies – Growth Strategies – Diversification, Acquisition and Joint Venture – Recovery – Recession and Diverstment Strategies – Management Buyout.

UNIT – V

Strategic Control and Evaluation – Establishing Strategic control – premise control – Implementation control – Strategic Surveillance – Special Alert Control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and Innovation – Strategic Effectiveness.

Books for Reference :

1. Strategic Management – Strategy Formulation and Implementation – John A.Pearce II, Richard B.Robinson Jr. (A.I.T.B.S. Publishers – J-5,6, Krishnan Nagar, Delhi – 110 051).
2. Strategic Management – Awareness and change – John L.Thompson (Cheapman & Hall 32 Second Main Road CIT East, Chennai – 35).
3. Strategic Management-J.David Hunger and Thomas L.Wheelen (Addision – Wesley Longman) (Available at Higginbotham’s Ltd., Chennai).
4. Strategic Management – Gregory G.Dess and Alex Miller.
5. Strategic Management – An Integrated Approach – W.L.Charles and John Gareth,
6. Strategic Management – Concepts and Application – C.Certo and J.Paul Peter.
7. Strategic Management – John H.Barnett and William D. (Available at Atlantic Publishers and Distributors, 4215/1, Ansari Road, Darya Ganj, New Delhi – 110 002).
8. International & Strategic Management – R.N.Srivastava.
9. Strategic Planning for Corporate Success – V.S.Ramaswamy and S.Nanakumari.

ELECTIVE COURSE - IV
(B) INVESTMENT MANAGEMENT

Objective : To enable the students understand the investment avenues and evaluation.

UNIT – I

Nature and scope of Investment Management Investment Objectives – Investment Process – Investment Media Security and Non-security forms of Investment gilt edged securities – Sources of Investment information.

UNIT – II

New Issues Market – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – online trading – SEBI and Investors production.

UNIT – III

Security Analysis – Approaches to Security Analysis – Fundamental Analysis – Technical Analysis – Dow Theory – Random Walk Theory - Efficient Market Hypothesis.

UNIT – IV

Portfolio Analysis – Traditional and Modern approach – Rationale of Diversification of Investments – Markovitz theory – Sharpe Index Model - Capital Asset Pricing Model.

UNIT – V

Investment companies in India – Types of Mutual Fund Operations in India – UTI – SEBI and RBI Guidelines for Mutual Funds.

Note: Theory only

BOOKS FOR REFERENCE:

1. Punithavathy Pandian : Security Analysis and Portfolio Management (Vikas Publishing House)
2. Dr S Gurusamy –Security Analysis & Portfolio Management –Vijay Nicole Imprints Pvt Ltd, Chennai.
3. Gupta L.C. : Return of Equities – The Indian Experience (New Delhi OXFORD).
4. Bhalla V.K. : Investment Management and Portfolio Management (S.Chand & Co. Delhi).
5. Fisher & Jordon : Security Analysis and Portfolio Management.
6. Preeti Singh : Security Analysis (Himalaya Publishing House).
7. Avadhani V.A. : Investment and Securities Markets in India.
8. SEBI : Guidelines 1992.
9. Jack dark Francis Investment : Analysis and Management (McGraw Hill 1990).
10. Gara.K.L : Stock Exchanges in India.
11. Yayasway : Equity Investment Strategy.

ELECTIVE COURSE - V
A) TOTAL QUALITY MANAGEMENT

Objective : To enable the students understand the concept of Total Quality Management and acquaint with the implementation of 9000 series.

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 Tolerance - 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

Note : Theory Only

Book References

1. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints, Chennai – 91.
2. Dahlgard Jens J., Kristensen K., Kanji Gopal K, “Fundamentals Of Total Quality Management”, Bross Chapman & Hall, London
3. George, Stephen and Weimerskirch, Arnold, “Total Quality Management - Strategies and Techniques 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. Jain, “Quality Control And Total Quality Management”, Tata McGraw Hill
7. Lal H, “Total Quality Management: A Practical Approach”, New Age International Private Ltd
8. Rao, Ashok, “Total Quality Management: A Cross Functional Perspective”, Wiley & Sons

ELECTIVE COURSE - V

B) MANAGEMENT INFORMATION SYSTEM

Objective : To enable the students understand the concept Management Information system and implementation.

UNIT - I Introduction To Business Systems:

Need for IS in Business – fundamentals of IS – System concepts – Components of IS – IS resources Activities – Overview of IS – Operation Support Systems, Management Support Systems, Other Classification – System approach to Problem solving – Global business scenario – trends in technology and applications.

UNIT - II Information Systems for Business Operations:

Business Information Systems – Marketing Information Systems – Manufacturing Information Systems – Human Resource Information Systems – Accounting Information Systems, Financial Information Systems – Transaction Processing System.

UNIT - III Information Systems for Managerial Decision Support:

Management Information & Decision Support Systems – Management Information Systems – Expert Systems – Examples, Executive Information Systems – Artificial Intelligence Technologies.

UNIT - IV Information Systems for Strategic Advantage:

Strategic roles of IS-Breaking Business Barriers – Reengineering Business Processes Improving Business Quality – Creating Virtual Company – Building knowledge Creating Company – Using Internet Strategically – Challenges of Strategic IS – Enterprise – wide systems and E-Business applications.

UNIT - V Managing Information Systems:

Enterprise Management – Information Resource Management – Strategic Management, Operational Management – Resource Management Technology Management – Distributed Management. Organizing Planning – IS planning methodologies – Critical Success Factors – Business Systems Planning – Computer Aided Planning Tools. Security & Ethical Challenges; IS controls – Facility Controls – Procedural Controls – Computer Crime – Privacy Issues.

Recommended Text books

1. Information Systems Today, By Leonard Jessup and Joseph VALACICH INDIAN Edition, PHI learning PVT Ltd.,
2. Management Information System, M Azam, Vijay Nicole Imprints Pvt. Ltd., Chennai-91.
3. Management Information system, By EFF OZ, Indian Edition, Cengage learning.
4. Management of Information systems by S.A. Kelkar, PHI learning PVT Ltd.,
5. Management Information systems Indian Edition, Gordon B. Davis and Margrethe H. Olson, Tata Mcgraw Hill.
6. Introduction to Information Systems by Alexis Leon and Mathews Leon Tata Mcgrawhill Co.

PROJECT

PROJECT (DISSERTATION AND VIVA-VOCE)

OBJECTIVE :

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 Financial Management. 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.
