

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024
M.Com. (Computer Applications) – Revised Course Structure under CBCS
(For the candidate admitted from the academic year 2008-2009 onwards)

Sem ester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
I	Core Course – I (CC)	Managerial Economics	6	5	3	25	75	100
	Core Course – II (CC)	Fundamentals of Information Technology (Theory)	6	4	4*	25	75	100
	Core Course – III (CC)	Financial Management	6	5	3	25	75	100
	Core Course – IV (CC)	Marketing Management	6	4	3	25	75	100
	Core Course – V (CC)	Management Information System	6	5	3	25	75	100
II	Core Course – VI (CC)	Quantitative Techniques for Business Decisions	6	5	3	25	75	100
	Core Course – VII (CC)	Human Resource Management	6	4	3	25	75	100
	Core Course – VIII (CC)	E – Commerce	6	5	3	25	75	100
	Core Course – IX (CC)	E – Banking	6	5	3	25	75	100
	Elective Course – I (EC)	Office Programming (Theory & Practical)	4	4	4	25	75	100
III	Core Course – X (CC)	Cost and Management Accounting	6	5	3	25	75	100
	Core Course – XI (CC)	Research Methodology	6	4	3	25	75	100
	Core Course – XII (CC)	Oracle and RDBMS	6	5	3	25	75	100
	Elective Course – II (EC)	Data Base and Desk Top Publishing (Theory & Practical)	6	4	4	25	75	100
	Elective Course – III (EC)	Net Working and Internet (Theory & Practical)	6	4	4	25	75	100
IV	Core Course – XIII (CC)	Securities Analysis and Portfolio Management	6	5	3	25	75	100
	Core Course – XIV (CC)	Enterprise Resource Planning	6	4	3	25	75	100
	Core Course – XV (CC)	Project Work Viva voce 20 marks Dissertation 80 marks	6	5	-	-	-	100
	Elective Course - IV (EC)	Programming in C Language (Theory & Practicals)	6	4	4	25	75	100
	Elective Course - V (EC)	Java Based Business Application (Theory & Practicals)	6	4	4	25	75	100
			120	90				2000

**Note: For Elective Courses I, II, III, IV & V Examination Duration:
Theory 2 Hours; Practical 2 Hours.**

SEMESTER - I
CORE COURSE – I – MANAGERIAL ECONOMICS

Credit Allotted: 5

Max. Marks: 75

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

Unit I

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

Unit - II

Production Function – Law of Returns to Scale – Economies of scale – Cost Concepts – Cost function – Cost Output relationship – Cost Control and Cost Reduction.

Unit - III

Price and Output decisions under perfect competition, Monopoly, Oligopoly, Monopolistic Competition – Price discrimination – Pricing Objectives, Policies and Practices – Price differentials.

Unit - IV

Profit – Concept and Meaning – Theories – Measurement – Economic Profit vs. Accounting Profit – Break even analysis - Profit Planning and Forecasting.

Unit - V

Business Cycle – Role of Economic Forecasting in Business - Gross Domestic Product & Gross National Product : Concepts and their relevance in economic growth – Methods of Measurement – Trends in National Income estimates and utility – Concepts related to liberalization, privatisation and globalization.

Books for Reference :

1. Joel Dean, Managerial Economics – Prentice Hall
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons
3. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons.
4. Gupta G.S. – Managerial Economics – Tata McGraw Hill
5. Reddy P.N. and Appannaih – Essentials of Managerial Economics – Himalaya Publishing House.
6. Mithani D.M. – Managerial Economics – Himalaya Publishing House
7. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd.
8. S. Sankaran - Managerial Economics - Margham Publications
9. Cauvery, Sudha Nayak and Others - Managerial Economics - S. Chand and Sons.

CORE COURSE – II – FUNDAMENTALS OF INFORMATION TECHNOLOGY

Credit Allotted: 4

Max. Marks: 75

Unit I

Managing with Information – Communication and Information Data Vs Information – Types of Information – System concept and Information Systems.

Unit II

Introduction to Computer Software – Operating System – Programming Languages – General Software Features and trends.

Unit III

Database Management Systems – Data Processing – Introduction to Database Management System – Database design.

Unit IV

Communication in IT Age – Computer Networks – IT in Business Communication (Facsimile transmission, Tele fax, Photocopies, Microfilm, Viewdata, CD's DVD's Floppy / zip discs] – Tele conferencing, Video conferencing. Message Handling Services – Voice mail, E-Commerce – impacts of IT:- Positive and Negative aspects of IT on Business organizations – Information Technology Act 2000.

Unit V

System Analysis and Design – System planning – System implementation and system maintenance – Computer Based Auditing.

Books for Reference:

1. S. V. Srinivasa Vallaban – Introduction to Information Technology
2. V.K. Kapoor - Information Technology.

CORE COURSE III – FINANCIAL MANAGEMENT

Credit Allotted: 5

Max. Marks: 75

Objective : To make the students understand the concept and problems 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. Vishwanath, S.R. Corporate Finance : Theory and Practice, Response Books, 2000.
6. R. Ramachadran & R. Srinivasan - Financial Management

CORE COURSE IV – MARKETING MANAGEMENT

Credit Allotted: 4

Max. Marks: 75

Objectives :

Unit-I

Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management – Functions of Marketing Management – Principles of Marketing Management - Marketing Organisation Structure.

Unit-II

Product Development – New Product Planning and Development – Steps in New Product Development – Management of Product Life Cycle – Product Line and Product Mix Strategies –

Pricing – Objectives of Pricing Decisions – Factors influencing Pricing Decisions – Process of Price determination – Kinds of Pricing.

Unit-III

Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel-middlemen in distribution-Kinds –Functions - Elimination of Middlemen - Arguments in favour of and against.

Unit-IV

Sales promotion-meaning and definition-objectives and importance of sales promotion Causes for sales promotion activities-types of sales promotion programmes-salesmanship and

personal selling-steps in selling-essentials of salesmanship-importance of salesmanship-qualities of a good salesman.

Unit-V

Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising – Functions - Advantages of Advertising - Advertisement copy - Qualities of a goodcopy - Elements of an Advertising copy - Objections against Advertisement copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies - Meaning and Definition - Benefits or Services of an Advertising Agency.

Note: Question paper shall cover 100% theory

Books for Reference:

1. Marketing Management - C.B.Mamoria and Joshi
2. Marketing management - Dr.C.B. Gupta and Dr.N.Rajan Nair
3. Marketing Management - Philip Kotler
4. Modern Marketing - R.S.N.Pillai & Bagavathi
5. Fundamentals of Marketing - William J.Stanton

CORE COURSE V – MANAGEMENT INFORMATION SYSTEM

Credit Allotted: 5

Max. Marks: 75

Objectives :

UNIT - I

Fundamentals of information systems – Concept of Information – Concept of System, Sub-system, system approach – Information system – Tools for information System - Meaning and Definition of MIS - MIS design, Development, Implementation and Maintenance.

UNIT - II

Information Technology – Concepts – Architecture - Computer Hardware & Trends in computer Hardware & Computer peripherals - Computer software – system software – Application software – Database management – File management – Database models, Database management system – Client server computing.

UNIT - III

Role of communication -Trends in communication - Telecommunications and Networks – communication direction, synchronization, channels and media – Network Technology. – Tele communications Alternatives – DTP – Image processing – Electronic communication system – electronic meeting system.

UNIT - IV

Information system applications: Information system for management functions – Information system for Business functions- Accounting, Finance, Manufacturing and Inventory control, Marketing - Human resource Information System and Geographic information system – Applications of Information Technology in E-Business.

UNIT - V

Strategic and managerial implication of Information system – Managing information system resources – Other information system, Information system models - TPS – Office automation – Decision support system – Executive information System – Artificial Information system – Enterprise Resource Planning.

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TEXT BOOK

James O'Brien, "Management Information Systems", TataMcGraw Hill Publishing Co.Ltd.

BOOKS FOR REFERENCE

1. L.M.Prasad & Usha Prasad, "Management Information Systems", Sultan Chand & Sons
2. A.K.Gupta, "Management Information Systems", S. Chand & Co. Ltd.
3. Kenneth C. Laudon & Jane P. Laudon, "Management Information Systems", Prentice Hall of India (P) Ltd.

SEMESTER - II
CORE COURSE – VI – QUANTITATIVE TECHNIQUES FOR
BUSINESS DECISIONS

Credit Allotted: 5

Max. Marks: 75

Objectives : To make the students to understand the various techniques of statistics used in business for taking decisions.

Unit - I Concept of probability Distributions :

Probability meaning & theorem, Types of Probability, Baye's Theorem – Binomial Distribution - Poisson Distribution – Normal Distribution.

Unit - II Testing of Hypothesis

Definition of Hypothesis –Types of Hypothesis – Type I Error - Type II Error – Testing of Population Mean – Proportion – Difference between Means –Difference between proportions – ANOVA – Chi - square Test.

Unit - III

Transportation Problems – Initial Basic Feasible Solutions by North west corner Rule – Matrix Minima method - Vogel's Approximation Method – Optimization test by Modi Method - Assignment problems.

Unit IV – Linear Programming and Theory of Games

Meaning of Linear Programming – Basic concepts and notation – Linear Programming Model – Formulation – graphic and simple solution– Theory of games – Types of games – Dominance – Rule for Dominance – Solution through graphic Simplex Method. (Simple Problems only)

Unit V - Network Analysis – CPM and PERT

Introduction to Network Analysis – Preparation of Network Diagram – Critical Path Method (CPM) – Time cost Consideration – Limitation of CPM – Programme Evaluation and Review Technique (PERT) - Advantages and Limitations of PERT – Similarities and Dissimilarities of PERT and CPM.

(Theory: 30 Marks; Problem: 45 Marks)

Books for Reference:

1. Richart I. Levin, and Rubin, Statistics for Management – Prentice Hall of India.
2. Homy A. Taha, Operations Research – An Introduction, McMillan.
3. Richard I Levin, Charles A. Kirpathic and David S.Rubin, Quantitative Approaches to Management, McGraw Hill.
4. Bunkdick F.S. Et.al. Principles of Operations Research for Management, Richards D. Irwin.
5. Anderson, Sweeney, Williams, An Introduction to Management Science : Quantitative Approaches to Decision Making, 7th ed. West Publishing Company, 1994.
6. Quantitative Methods – S.P. Gupta
7. Quantitative Methods – Gopi Kuttan, Himalaya Publications
8. Quantitative Methods - Kanthi Swarup – Sultan Chand Publications

CORE COURSE – VII – HUMAN RESOURCE MANGEMENT

Credit Allotted: 4

Max. Marks: 75

Objectives : To enable the students to understand the concepts and practices followed in managing people at work.

Unit I

Meaning of HRM – Significance of HRM – Functions of HRM – Objectives of HRM – Evolution and Development of HRM – Human Resource Planning – HRP at Different levels – Process of Human Resource Planning.

Unit II

Sources and Techniques of Recruitment – Selection Procedure – Tests – Interviews – Placement – Induction – Training Methods – The Training Procedure.

Unit III

Significance of Human Resource Development – Management Development Programmes – Techniques of Management Development – Performance Analysis and Development – Performance Appraisal – Counselling – Managerial Appraisal.

Unit IV

Career Planning – Succession Planning – Career Development – Counselling – Absenteeism – Managing Change – Resistance to change – Approaches to Organisational Change – Organisation Development – The OD Process – Job Evaluation Methods / Techniques – Advantages of Job. Evaluation – problems of Job Evaluation.

Unit V

Reward System – Wage and Salary administration – Bonus – Objectives of Fringe Benefits – Types of Fringe Benefits – Non Monetary Rewards – Motivation and Motivation Theories – Leadership – Team Building – Morale – Communication – Job Satisfaction.

BOOKS FOR REFERENCE :

1. Essentials of Human Resource Management and Industrial Relations – P.Subba Rao – Himalaya Publishing House.
2. Personnel Management and Human Resources – C.S. Venkata Ratnam and B.K.Srivastava – TMH.
3. Personnel Management and Industrial Relations – P.C. Tripathi – Sultan Chand & Sons.
4. Human Resource Management – B.S.Bhatia and G.S.Batra – Deep & Deep Publications.

CORE COURSE – VIII – E – COMMERCE

Credit Allotted: 5

Max. Marks: 75

UNIT I

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – The 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 – Asynchronous Transfer Mode – Mobile Computing Frame Work – Wireless Delivery Technology – Mobile Information Access Devices – Cellular Data Communication Protocols – Mobile Computing Applications.

Note: Question paper shall cover 100% theory

Books for Reference:

1. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston
2. E-Commerce- A Managerial perspective - P.T.Joseph
3. Designing Systems for Internet Commerce- G.Winfield Treese & Lawrence C.Stewart
4. E-Commerce The Cutting Edge Of Business - Kamelesh K Bajaj, Debjani Nag
5. E Business Road Map for Success - Dr.Ravi Kalakota, Marcia Robinson
- 6.E-Commerce – Srinivasa Vallabhan.S.V.

CORE COURSE – IX – E – BANKING

Credit Allotted: 5

Max. Marks: 75

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 – rise of on-line – banking technology in banking services.

Unit II

Electronic payment system : Automatic teller machine merits and demerits – installation and security aspects a 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 smar card – electronic pass book – home banking.

Unit IV

Electronic clearing services – SWIFT – types of message in SWIFT (society for world wide 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 – theories of e-banking.

Books for Reference:

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

ELECTIVE COURSE – I – OFFICE PROGRAMMING

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 marks

Univ. Exam. Theory - 45 marks Practical - 30 marks

Unit I

Introduction to computers – Meaning and Characteristics of Computers – Components of computer – I-P-O Cycle – Memory and control units – Input and Output devices – Hardware and software – Operating Systems – Areas of Application – Benefits to society.

Unit II

Word – Creating Word Documents – Business Letters using wizards – Editing – Inserting Objects – Formatting – Spelling and grammar check – Word Count, Thesaurus, Auto Correct – Working with tables – Mail Merge – Introduction to Spread Sheet (MS – Excel) – Introduction to spread sheets – entering and editing text, numbers and formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts – Application of Financial and Statistical functions.

Unit III

MS Power Point Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.

(Practicals 40 marks)

Unit IV

Word – Personal, Official letters – Circulars and templates – Use of Wizards – Resumes – Preparation of Bio data – Creating Greetings – Clip Art – Bullets and Numbering – Insertion of charts and diagrams - Tables – Mail merge – Excel – Entering information in worksheet – Sum functions - Align data cells – Changing column width and row height – Pay bill – mark sheet – Electricity bill – Pay slip.

Unit V

PowerPoint – Simple presentations – creating slide show – animation – inserting and deleting slides.

Books for Reference:

1. Microsoft Office for Windows – E.D. Jones and Derek Sutton Publication.
2. MS Office 2000 – Sanjay Saxena, Vikas Publishing House.
3. Computer Applications in Business – S.V. Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi.
4. Computer Applications in Business – TD Malhotra, Kalyani Publications.
5. PC Software for Windows made simple – Taxali, Tata Mcgraw Hill Publishing Company Limited.

SEMESTER III
CORE COURSE – X – COST AND MANAGEMENT ACCOUNTING

Credit Allotted: 5

Max. Marks: 75

UNIT – I

Cost Accounting – meaning – objectives – Nature and Scope – methods of costing – 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 – Remuneration method – labour performance reports – labour turnover and stability – Overheads – Importance – allocation and apportionment of overheads - overhead cost control - absorption costing.

UNIT – III

Job and batch costing – accounting system under job costing – treatment of spoilages, defectives under job costing

UNIT – IV

Management Accounting – Nature & Scope – Tools and Techniques - Ratio analysis – marginal costing– cost-volume profit analysis – Break-even analysis – utility and limitations of cost volume profit analysis – Financial and profit planning – objectives.

UNIT – V

Budget administration – types of budget – advantages – budgeting and budgetary control.

Note : Question Paper Shall covers 50% Theory and 50% Problems

BOOKS FOR REFERENCE:

1. M.E. Thukaram Rao, "Cost and Management Accounting", New Age International (P) Ltd.
2. M. N. Arora, "Cost and Management Accounting", 8th Edition, Vikas Publishing House (P) Ltd.
3. Hilton, Maher and Selto, "Cost Management", 2nd Edition, Tata McGraw-Hill Publishing Company Ltd.
4. B.M. Lall Nigam and I.C. Jain, "Cost Accounting", Prentice-Hall of India (P) Ltd.

CORE COURSE XI – RESEARCH METHODOLOGY

Credit Allotted: 4

Max. Marks: 75

Objective : To make the students know the Research Methods in social science as applicable to computer application in commerce.

Theory only

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.

CORE COURSE XII – ORACLE AND RDBMS

Credit Allotted: 5

Max. Marks: 75

UNIT – I

Database concepts: A relational Approach – Database Management Systems(DBMS) – Relational Database Model – Integrity rules – Theoretical Relational Languages - Database Design: Data Modeling and Normalization .

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.

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UNIT – IV

PL/SQL : Programming Language Basic – History of PL/SQL – Fundamentals of PL/SQL – Data types – Variable declaration - SQL and Control structures in PL/SQL.

Unit – V

Cursors and Exceptions – Procedures, Functions and Packages.

TEXT BOOK:

1. Nilesh Shah , “ Database Systems Using Oracle “ , Prentice – Hall of India private Ltd.

BOOKS FOR REFERENCE:

1. Abraham silberschatz Henry F.Korth S.Sudarshan, “Database system concepts “ , McGraw – Hill – companies.
2. Alexis leon , Mathews leon , “ Essentials of Database Management systems”, Vijay Nicole imprints pvt Ltd.
3. Raghu Ramakrishnan & Johannes Gehrke, “Database management systems”, McGraw – Hill –International editions.

ELECTIVE COURSE II – DATA BASE & DESK TOP PUBLISHING

(THEORY AND PRACTICALS)

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 marks

Univ. Exam. Theory - 45 marks Practical - 30 marks

(Theory 60 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 Palette – Saving and loading custom settings – Opening and saving files – Images – Layers – Channels and Mask – Colour Correction Techniques – Animation.

Practical – (40 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.

Reference Books:

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.

**ELECTIVE COURSE III – NETWORKING AND INTERNET
(THEORY AND PRACTICALS)**

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 marks

**Univ. Exam. Theory - 45 marks Practical - 30 marks
(Theory – 60 marks)**

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 – 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 – E-mail and Voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.

(Practical – 40 marks)

Unit IV

E-mail address – creation – 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, Leon Techworld, UBS Publications.
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.

SEMESTER - IV
**CORE COURSE – XIII – SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

Credit Allotted: 5

Max. Marks: 75

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 – Risk and Return – Fundamental Analysis – Technical Analysis – Dow Theory – Market Indicators - Efficient Market Hypothesis.

UNIT – IV

Portfolio Construction – 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 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. Gupta L.C. : Return of Equities – The Indian Experience (New Delhi OXFORD).
3. Bhalla V.K. : Investment Management and Portfolio Management (S.Chand & Co. Delhi).
4. Fisher & Jordon : Security Analysis and Portfolio Management.
5. Preeti Singh : Security Analysis (Himalaya Publishing House).
6. Avadhani V.A. : Investment and Securities Markets in India.
7. SEBI : Guidelines 1992.
8. Jack dark Francis Investment : Analysis and Management (McGraw Hill 1990).
9. Gara.K.L : Stock Exchanges in India.
10. Yasasway : Equity Investment Strategy.

CORE COURSE – XIV – ENTERPRISE RESOURCE PLANNING

Credit Allotted: 4

Max. Marks: 75

UNIT – I

Introduction to ERP – Conceptual model of ERP – Evolution of ERP – Structure of ERP - Reasons for Growth – Advantages of ERP – Enterprise: An overview. ERP and Related Technologies: Business Process Re-engineering – Management Information System – Decision Support System – Executive Information system – Data Warehousing – Data Mining – OLAP – Supply Chain Management.

UNIT- II

ERP – Manufacturing Perspective – Materials Requirement Planning – Distribution Requirements Planning – JIT – CAD/CAM – Product Data Management – ERP Modules: - Plant Maintenance – Quality Management – Materials Management.

UNIT - III

Benefits of ERP: Reduction of Lead Time – Reduction of Cycle Time – Improved Resource Utilization – Reduced Quality Costs – Increased Flexibility – Improved Information accuracy and Decision making capability.

UNIT - IV

ERP Implementation Lifecycle: Introduction – Pre-evaluation screening – Project Planning – Gap Analysis – Reengineering – Configuration – Implementation – Testing – Training – Maintenance. Vendors, Consultants and Users: Inhouse Implementation-Pros and Cons – Vendors – Consultants – Endusers.

UNIT - V

Future Directions in ERP: New Markets – New Channels – Faster Implementation Methodologies – Business Models – Application Platforms – new business segments – Web-enabling – Market Snapshot.

BOOKS FOR REFERENCE:

1. Alexis Leon , “Enterprise Resource Planning “,Tata McGraw – Hill Publishing Company Ltd.
2. Rahul V. Altekar , “Enterprisewide Resource planning-Theory and practice”, Prentice Hall of India Pvt Ltd.
3. Vinod kumar garg and N.K.Venkitakrishnan , ” Enterprisewide Resource Prentice Hall of India Pvt Ltd.
4. Dr.Subodh Kesharwani , “ ERP systems – Application, Experiences & Upsurg “ , Pragati prakathan publication – Meerut.
- 5.Balasubramanian, Enterprise Resource Planning

CORE COURSE XV – PROJECT WORK

Credit Allotted: 5

Max. Marks: 100

**Project Dissertation - 80 Marks;
(2 Reviews – 20 + 20 = 40 Marks
Report Evaluation = 40 Marks)
Viva – 20 Marks**

ELECTIVE COURSE IV – PROGRAMMING IN C LANGUAGE

(THEORY & PRACTICALS)

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 marks

Univ. Exam. Theory - 45 marks Practical - 30 marks

THEORY

2 hours

Unit I

C Language – Features – Compilers – 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.

Unit II

Simple Input / Output Facilities – Header Files – Functions – Formatted I/O functions – Scanf() – Printf() – Writing C Program.

Unit III

Control constructs – If – else – if else if – do while – while – nested loops – break statement – continue, switch case – storage classes – Arrays – Functions – Pointers – Structure – Union – Files.

Practical Programs

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 float; string; If , Else if, Do while, While loops – Nested loops; Property Tax Calculation – Profit and Loss Account; Balance Sheet.

Books Recommended :

1. Programming in C – Balagurusamy.
2. C for All – S Thamarai Selvi and R Murugesan.

**ELECTIVE COURSE V – JAVA BASED BUSINESS APPLICATION
(THEORY & PRACTICAL)**

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 marks

Univ. Exam. Theory - 45 marks Practical - 30 marks

Theory

Time: 2 hrs

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 and Vectors

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

Time: 2 hrs.

Unit – IV

Branching and Looping statements – Classes and objects – Arrays – String and Vectors – Interfaces and Packages

Unit – V

Exceptions – Try catch statements – Graphics Programming – Input and Output files – Abstract Window Toolkit (AWT) – Applet

Reference Book:

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

JAVA PROGRAMMING LAB

List of Practicals:

1. Biggest among the 3 numbers using if., else statement
2. Factorial of the given number
3. nCr value of the given numbers
4. Count the number of vowels, consonants and words in a given sentence
5. Arrange the set of names in Alphabetical order
6. Define a class Circle and find out the area and circumference of a circle (use overloaded Constructors and static constant value of PI)
7. Inheritance, Interfaces and Packages
 - a. Program using single Inheritance
 - b. Program using Multiple Inheritance
 - c. Prepare a student information system using set of classes in a package
8. Exception Handling

Write Java Programs to handle the following Exceptions

 - i. Divide by Zero Exception
 - ii. Number Format Exception
9. Write a Program to concatenation of two files
10. An Applet program to prepare a BIO-DATA format

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024

M.Com. (Computer Applications)

Core Course VI - Quantitative Techniques for Business Decisions

(For the candidate admitted from the academic year 2009-2010 onwards)

Credit Allotted : 5

Max. Marks:75

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 – Elements of probability – Theorems of probability – theoretical distributions – Binomial – poisson – Normal distribution – Normal distribution.

Unit III: Definition of Hypothesis – Types of Hypothesis – Type I Error – Type II Error – t test – F test – ANOVA – Chi – Square test.

Unit IV: Transportation problem – Initial Basic feasible solutions by North West Corner rule – Minimization method – Maximize method – Vogel's approximation method – optimization test by Modi method – Assignment methods.

Unit V: Linear programming – Basic Concepts and notation – Linear programming formulation – solution through graphic methods, Simplex Method (Simple problem)

Note: 80 % Problem 20 % Theory

Book for Reference:

- 1 Quantitative Technique – C.R. Kothari
2. Statistical Methods – S.C. Gupta
- 3.Statistical Methods – S.P. Gupta
4. Advanced Statistics – D.L. Enclave
