

Annexure No.	55 B
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY :COIMBATORE – 641 046.

B.B.M –CA (Computer Applications) with Diploma in Retail Management
(for affiliated College students with effect from 2007-08 Batch & onwards)

1. Eligibility for Admission to the Course

Candidate for admission to the first year of the Bachelor of Business Management in Computer Applications (B.B.M – CA) degree course shall be required to have passed the higher secondary examination (Academic or Vocational) conducted by the Govt. of Tamil Nadu or other examinations accepted as equivalent there to by the Syndicate, subject to such other conditions as may be prescribed there for.

2. Duration of the Course

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. Course of Study

The course of study for the B.B.M (CA) degree course shall consist of the following

a) Part - I

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu. It shall be offered for the first two semesters with one examination at the end of each semester.

b) Part – II : English

The subject shall be offered during the first two semesters with one examination at the end of each semester. During third semester the subject communication skills will be offered as one of the core subject.

c) Foundation Course

The Foundation course shall comprise of two stages as follows:

Foundation Course A : General Awareness (I & II semesters)

Foundation Course B : Environmental Studies (III & IV semesters)

The syllabus and scheme of examination for the foundation course A, General awareness shall be apportioned as follows.

From the printed material supplied by the University - 75%

Current affairs & who is who? - 25%

The current affairs cover current developments in all aspects of general knowledge which are not covered in the printed material on this subject issued by the University.

The Foundation course B shall comprise of only one paper which shall have Environmental Studies.

Part – III

Group A : Core subject – As prescribed in the scheme of examination.

Examination will be conducted in the core subjects at the end of every semester

Group B: allied subjects -2 subjects-4 papers

Examination shall be conducted in the allied subjects at the end of first four semesters.

Group C: application oriented subjects: 2 subjects – 4 papers

The application –oriented subjects shall be offered during the last two semesters of study viz., V and VI semesters. Examination shall be conducted in the subjects at the end of V & VI semesters.

Group D: field work/institutional training

Every student shall be required to undergo field work/institutional training, related to the application-oriented subject for a period of not less than 2 weeks, conveniently arranged during the course of 3rd year. The principal of the college and the head of the department shall issue a certificate to the effect that the student had satisfactorily undergone the field work/institutional training for the prescribed period.

Diploma Programme:

All the UG programmes shall offer compulsory diploma subjects and it shall be offered in four papers spread over each paper at the end of III, IV, V, & VI semesters.

d) Co-Curricular activities: NSS/NCC/Physical education

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the above programmes.

The above activities shall be conducted outside the regular working hours of the college. The principal shall furnish a certificate regarding the student's performance in the respective field and shall grade the student in the five point scale as follows

A-Exemplary

B-very good

C-good

D-fair

E-Satisfactory

This grading shall be incorporated in the mark sheet to be issued at the end of the appropriate semester (4th or 5th or 6th semester).

(Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above 3 field and be graded and certified accordingly).

4. Requirement to appear for the examinations

- a) a candidate will be permitted to appear for the university examinations for any semester if
 - i) He/she secures not less than 75% of attendance in the number of working days during the semester.
 - ii) He/she earns a progress certificate from the head of the institution, of having satisfactory completed the course of study prescribed in the subjects as required by these regulations, and
 - iii) His/her conduct has been satisfactory.

Provided that it shall be open to the syndicate, or any authority delegated with such powers by the syndicate, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions.

- b) A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides, earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the latter semester.
- c) A candidate who has secured less than 55% of attendance in any semester will not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%
- d) A candidate who has secured less than 65% of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned head of the department after rejoining the same course.

5. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) “Candidates who fail in any of the papers in Part I, II & III of UG degree examinations shall complete the paper concerned within 5 years from the date of admission to the said course, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that paper with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that paper consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per regulation/ curriculum for the award of the degree.

6. Medium of Instruction and examinations

The medium of instruction and examinations for the papers of Part I and II shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

7. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

8. Passing Minimum

- a) A candidate who secures not less than 40% of the total marks in any subject including the Diploma and Foundation courses (theory or Practical) in the University examination shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who passes the examination in all the subjects of Part I, II and III (including the Diploma and Foundation courses) shall be declared to have passed, the whole examination.

9. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

10. Classification of Successful candidates

- a) A candidate who passes all the Part III examinations in the First attempt within a period of three years securing 75% and above in the aggregate of Part III marks shall be declared to have passed B.A/ B.Sc./B.Com./B.B.M. degree examination in **First Class with Distinctions**
- b) (i) A candidate who passes all the examinations in Part I or Part II or Part III or Diploma securing not less than 60 per cent of total marks for concerned part shall be declared to have passed that part in **First Class**
 (ii) A candidate who passed all the examinations in Part I or Part II or Part III or Diploma securing not less than 50 per cent but below 60 per cent of total marks for concerned part shall be declared to have passed that part in **Second Class**
 (iii) All other successful candidates shall be declared to have passed the Part I or Part II or Part III or Diploma examination in **Third Class**

11. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he / she,

- i. has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefor.
- ii. Has satisfactorily participates in either NSS or NCC or Physical Education as evidenced by a certificate issued by the Principal of the institution.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

12. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking will be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

13. Additional Degree

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such candidate shall join a college in the III year of the course and he/she will be permitted to appear for par III alone by granting exemption form appearing Part I, Part II and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption form appearing for Part I, Part II and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

14. Evening College

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

15. Syllabus

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject.

16. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations will be in vogue without any change for a minimum period of three years from the date of approval of the Regulations. The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

17. Transitory Provision

Candidates who have undergone the Course of Study prior to the Academic Year 2007-2008 will be permitted to take the Examinations under those Regulations for a period of four years i.e. up to and inclusive of the Examination of April 2012 thereafter they will be permitted to take the Examination only under the Regulations in force at that time.

B.B.M –C.A (Computer Applications) with Diploma in Retail Management
 (for affiliated College students with effect from 2007-08 Batch onwards)
SCHEME OF EXAMINATIONS

SEMESTER	PART	Sl.No.	SUBJECT	PAPER	SUBJECT CODE	INSTRUCTIONAL HOURS PER WEEK	Universtiy Exam	
							Duration (Hours)	MARKS
I - SEMESTER	I	1.	Language	1	11A	6	3	100
	II	2.	English	1	12A	6	3	100
	III	3.	GROUP-A CORE: Management Process	1	13A	5	3	100
	III	4.	CORE:Introduction to information Technology (No Lab)	2	13B	3	3	50
	III	5.	GROUP-PC Software (MS Office & Tally) PRACTICAL EXAMINATION ONLY	3	13P	3	3	50
	III	6.	GROUP-B ALLIED: Mathematics-I	1	13c	5	3	100
		7.	Foundation Course – A	-	-	2	-	-
II - SEMESTER	I	8.	Language	2	21A	6	3	100
	II	9.	English	2	22A	6	3	100
	III	10.	GROUP-A CORE: Financial Accounting	4	23A	5	3	100
	III	11.	CORE: VISUAL BASIC – THEORY	5	23B	3	3	50
	III	12.	CORE: VISUAL BASIC – PRACTICAL	6	23P	3	3	50
		13.	GROUP-B ALLIED: Mathematics-II	2	23C	5	3	100
	FC	14.	Foundation Course – A	-	FCA	2	3	100
III - SEMESTER	III	15.	Communication Skills	7	33A	4	3	100
	III	16.	CORE: Production & Materials Management	8	33B	5	3	100
	III	17.	CORE: Marketing Management	9	33C	4	3	100
	III	18.	CORE: C++ and JAVA	10	33p	4	3	50
		19.	CORE: C++ and JAVA Programming	11	33p	3	3	50
		20.	GROUP-B –ALLIED: Taxation	3	33E	5	3	100
	--	21.	Diploma in Retail Management Paper 1 : Retail Management	-	D1	3	3	100
	22.	Foundation Course – B	-		2	-	-	
IV - SEMESTER	III	23.	CORE: Human Resource Management	12	43A	5	3	100
	III	24.	CORE: Financial Management	13	43B	5	3	100
	III	25.	CORE: Internet and Web Design.	14	43C	3	2	50
	III	26.	Programming Laboratory	15	43P	3	2	50
	III	27.	CORE :E-Commerce–A Managerial Approach (No Lab)	16	43D	4	3	100
	III	28.	GROUP-B –ALLIED: Functional English for Executives***	4	4EP	5	3	100
	FC	29.	Foundation Course – B	-	FCB	2	3	100
		30.	Diploma in Retail Management Paper.2 : Consumer Behaviour	-	D2	3	3	100

SEMESTER	PART	Sl.No.	SUBJECT	PAPER	SUBJECT CODE	INSTRUCTIONAL HOURS PER WEEK	Universtiy Exam	
							Duration (Hours)	MARKS
V - SEMESTER	III	31.	CORE: Cost & Management Accounting	17	53A	6	3	100
	III	32.	CORE: Business Law	18	53B	5	3	100
	III	33.	CORE: RDBMS and Oracle	19	53C	3	2	50
		34.	CORE: Programing Laboratory	20	53P	3	2	50
	III	35.	GROUP-C -APPLIED: Insurance Principles and Practice	1	53D	5	3	100
	III	36.	GROUP-C -APPLIED: Research Methods for Management	2	53E	5	3	100
	--	37.	Diploma in Retail Management Paper.3 : Merchandising Management	--	D3	3	3	100
VI - SEMESTER	III	38.	CORE: Entrepreneurship and Project Management	21	63A	5	3	100
	III	39.	CORE: Software Design Techniques	22	63B	4	3	100
	III	40.	CORE: C : APPLIED : Promotion Management	3	63E	5	3	100
	III	41.	PROJECT WORK & VIVA VOCE (Project Work –100 marks & Viva Voce –100 marks :: 50 marks for Internal Assessment and 150 marks for for External Assessment)	4	6EV	6	-	200
	III	42.	Diploma in Retail Management Paper 4 :Customer Relationship Management	-	D4	3	3	100

** Both theory and practical classes will be conducted for PC-Software (MS-Office & Tally). Theory 2 hours per week and practical 3 hours per week. But the term-end examination will be conducted for PRACTICAL ONLY.

*** The 'Functional English for Executives' is an activity-based paper which will measure and improve the communication skill of the students. The subject-teacher will conduct the instructional classes and activities as prescribed in the syllabus. The continuous internal assessment will be done (at least FIVE times in the semester) jointly by i) The subject Teacher ii) The H.O.D.-Management and iii) a senior staff from English Department suggested by the Principal. The University examination for this subject will be conducted by an external examiner appointed by the University, from the panel of experts.

Other Requirements

- ✓ Institutional training for a period of one Month in various Industrial establishments is to be completed within the three years of the course followed by submission of report and the award as Good / Commended by the respective faculty.

- ✓ Personality development course for a period of two months in II & IV semesters are to be completed. The respective faculty can frame the syllabus. Evaluation is to be made for the performance of the students by awarding GOOD/COMMENDED by the respective faculty at the end of the respective semester.
- ✓ The students should go for at least ONE Industry Visit per annum and submit an observation report to the class teacher, after the visit.
- ✓ At least one guest lecture should be organised in every semester, inviting practising managers / industrialists.

SEMESTER - I

MANAGEMENT PROCESS

Goal : To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood

- ✓ The nature and types of business organizations
- ✓ Principles & functions of Management
- ✓ Process of decision making
- ✓ Modern trends in management process.

UNIT -I

Business - meaning -business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business Organisation-
Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative
Organisations - Public Utilities and Public Enterprises.

UNIT –II

Nature and Scope of Management process – Definitions of Management – Management:
a science or an art? - Scientific Management - Managerial functions and roles – The evolution of
Management Theory.

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning.
Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of
staff units and committees. Delegation: Delegation and centralisation - Line and Staff
relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination -
meaning and importance of controls - control process - Budgetary and non-Budgetary controls -
Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

INTRODUCTION TO INFORMATION TECHNOLOGY

Goal : To enable the students to learn the basics of Information Technology .

Objective: On successful completion of this course, the students should have

- ✓ Understood the types and components of Computer System.
- ✓ Usage of Computer System / Hardware and Software.
- ✓ The recent trends in Information Technology.

UNIT -I

Hardware and Software Computer Systems – importance of computers in business – data and information – data processing – data storage and data retrieval capabilities – computer applications in various areas of business – computer related jobs in business.

Unit – II

Types of computer systems- Micro, Mini, Main frame and super computers – analogue, digital and hybrid computers – business and scientific computer systems – first, second, third and fourth generation computers – laptop or not book computes – data processing systems batch – online and real time systems – time sharing – multi programming and multi processing systems – net working – local area and wide area networks.

Unit – III

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

Unit – IV

Operating systems – Dos – windows – unix- windows NT – windows 198 E- commerce – IT Internet – intranet – email its uses and importance – world wed sites and Computers

Unit – V

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

REFERENCE :

1. Computers and Commonsense - Roger Hunt and Hohn Shellery
2. Using Micro Computers - Brightman and Dimsdale
3. PC Software made simple - R.K. Faxali
4. Introduction to Computers - Alexis and Mathews Leon
5. Information Technology for Management - Henry Clucas

PC SOFTWARE (MS-OFFICE & TALLY) List of Practicals

MS WORD

1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre..
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
5. Prepare a document in newspaper column layout
6. Demonstrate OLE concept by linking an excel worksheet into a work document

MS EXCELL

- 7.. Worksheet Using formulas
8. Worksheet Manipulation for electricity bill preparation
9. Drawing graphs to illustrate class performance
10. An excel worksheet contains monthly Sales Details of five companies

MS ACCESS

11. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
12. Pay roll processing
13. Inventory control
14. Screen designing for data entry

MS POWER POINT

15. Prepare a power point presentation with at least three slides for Department inaugural function.
16. Draw an organisation chart with minimum three hierarchical levels
17. Design an advertisement campaign with minimum three slides
18. Insert an excel chart into a power point slide.

TALLY

19. Create anew company, voucher and ledger and record minimum 10 transactions and display the result.
20. Prepare a trail balance
21. Prepare the Profit and Loss A/c
22. Prepare the Balance sheet.

MATHEMATICS - I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOK

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pullai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

SEMESTER-II

FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood

- ✓ The basic accounting concepts
- ✓ Double entry book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

VISUAL BASIC (Theory)

Goal: To enable the students to learn Visual programming in windows Environment.

Objective: On successful completion of this course, the students should have understood

- ❖ VB environment with tool bars, controls and components.
- ❖ Programming steps
- ❖ Declaring variables & arrays
- ❖ Fundamentals of Graphics & Files
- ❖ Data bases & SQL

UNIT- I

Getting Started – Visual UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

UNIT – V

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell
- Tata McGraw Hill Publishing

VISUAL BASIC - Practical

List of Programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using data control
15. Develop a VB project to perform the following operation in MS – Access database using DAO
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record
16. Develop a VB project to insert a record in MS –Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.

Use student information for the following projects.

18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle data base data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO.
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
22. Develop a VB project to modify a record in Oracle database using ADO.

MATHEMATICS - II

Goal : To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood

- ✓ Operations Research models
- ✓ Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate Only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Queing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research

Semester III

Production and Materials Management

UNIT – I

Production Management - Functions - Scope - Plant Location – Factors - Site Locations - Plant Layout - Principles - process – Product layout for Production planning and control - Principles – Information flow - Routing - Scheduling - Dispatching - Control.

UNIT - II

Materials Handling - Importance – Principles – Criteria for selection of materials handling equipments. Maintenance – Types – Breakdown – Preventive – Routine. Methods study – Time Study – definition – Motion study – principles - work measurement.

UNIT – III

Organization of Materials Management - Fundamental Principles – Structure – Integrated materials management - Purchasing - procedure - principles – import substitution and import purchase procedure – vendor rating - Vendor development.

UNIT - IV

Function of Inventory - importance - Tools -ABC,VED,FSN Analysis – EOQ – Reorder point - Safety stock - lead time Analysis Store Keeping - Objects - Function – Store keeper - Duties -Responsibilities - Location of store -Stores ledger - Bincard.

UNIT – V

Quality control - Types of Inspection - centralized and Decentralized . TQM : meaning -objectives - elements – Benefits - Bench Marking : meaning -objectives - advantages - ISO: Features – Advantages – Procedure for obtaining ISO.

Reference Books :-

1. Banga and sharma : Production Management
2. O.P. Khanna : Industrial Engineering and management
3. M.V.Varma : Materials Management
4. Gopalakrishnan : Materials Management

Semester – III

Marketing Management

UNIT – I

Definition of Marketing – Marketing Management -Marketing concept – Meaning ,importance - Importance of marketing in developing countries – Functions of marketing - Marketing environment : various environmental factors affecting the marketing function .

UNIT – II

Buyer Behavior – Buying motive – explanation of motivation - Market segmentation on different bases – Marketing strategy - Market structure – Definition and type of channel – Channel selection and problem.

UNIT – III

The Product - Marketing Characteristics – Consumer goods – Industrial goods – Production policy - product life cycle (PLC) – Product mix – Modification & elimination – Packing – Developing new products – Strategies.

UNIT – IV

Pricing: Meaning of Buyer & Seller – Pricing policies – Objectives- factors influencing pricing decisions - Competitors action to price changes - Multiproduct Pricing. Physical Distribution - Management of physical distribution - marketing risk.

UNIT - V

Branding Decision: Brand – Brand image, Brand Identity –Brand Personality – positioning and Leveraging the brands - brand Equity.

Reference Books :-

- | | | |
|-------------------|---|-----------------------------------|
| Philip Kotler | - | Marketing Management |
| Rajan Nair | - | Marketing Management |
| Cundiff and Still | - | Fundamentals of Modern Marketing. |

C++ and JAVA

UNIT I

Introduction –Basic concepts of object oriented programming –Beginning with c++ - Tokens,expressions,control structures-functions in c++.

UNIT II

Classes & objects-constructors and destructors-operator overloading and type conversion

UNIT III

Inheritance-pointers –virtual functions & polymorphism

UNIT IV

Overview of java languages,constants,variables & data type .Decision making branching & looping . Class ,objects and methods.

UNIT V

Arrays ,strings & vectors-interfaces-packages

Reference Books :-

1. Object oriented programming with c++,E.Balagurusamy 2nd Edition,TATA McGraw Hill Ltd
2. Programming with Java A primer - E.Balagurusamy 2nd Edition,TATA McGraw Hill Ltd

C++ and Java Programming (Practicals)

1. Create a Float class and overload all arithmetic operations.
2. Create a string class and overload + & = = operators to concatenate and compare two strings.
- 3..Create two classes DM & DB which store the value of distances. DM stores distances in meters and centimeters and DB stores distances in feet and inches. Use friend function to carry our the addition operation The object that stores the results may be a DM or DB object depending on the units in which the results are required.
4. Create a base class called **shape**. Derive three specific classes called triangle, circle and rectangle from the base shape. Use four classes design a program that will accept dimension of a triangle or rectangle or radius of circle and display the area.
 Area of rectangle = X * Y.
 Area of triangle = $\frac{1}{2} * X * Y$
 Area of circle = $3.14 * X * X$
 (use virtual function for displaying the area & default functions for getting value);
5. Create TIME class which follows railway timings. Write functions for the following operations.
 1. read and print time objects.
 2. overload + & - operators to add & subtract two time objects.
 3. ++ & -- operators to increment and decrement time objects.
 4. == Operator to compare two time objects.
6. Create a vector class and overload all arithmetic operators
7. Create a complex number class and overload all arithmetic operators

JAVA PROGRAMMING LAB

1. Write a java program to sort the given numbers using arrays
 2. Write a java program to handle the division by zero operation
 3. Write a java program to use inheritance
 4. Write a java program to find the area of a rectangle using constructor
-

SEMESTER – III

TAXATION

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes remedies.

UNIT – II

Direct Taxes : Income tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorum and specific duties – exemption

Note :

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

Reference Books :-

- | | | |
|------------------------------|---|---------------------------|
| 1.Dingare Pagare | - | Business Taxation |
| 2.Balasubramanian | - | Business Taxation |
| 3.Respective Book Acts | - | Business Taxation |
| 4.V.P Gaur | - | Income tax Law & Practice |
| 5.Tamil Nadu Dales Taxt Act. | | |

DIPLOMA IN RETAIL MANAGEMENT

1. RETAIL ENVIRONMENT

Subject Description : This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have:

understood the features of retailing

learnt the theories of retail development

learnt retail development in India and global retail markets

Contents:-

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:

Swapna Pradhan –Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

SEMESTER IV
HUMAN RESOURCE MANAGEMENT

UNIT – I

HRM- meaning, nature, scope and objective – Functions of Personnel department – the role of Personnel manager - Organization of Personnel department - personnel Policies and procedures.

UNIT – II

Manpower Planning -Job description - Job analysis – Job specification – recruitment and Selection -Training and development.

UNIT – III

Performance appraisal - Job evaluation and merit rating - promotion Transfer and demotion – human relations – approaches to good human relation - Punishment.

UNIT – IV

Wages and salary administration – Incentive system – Labour welfare and social security – safety, health and security – retirement benefits to employees.

UNIT – V

Industrial relation - Trade unionism – Grievance handling – collective bargaining and workers participation .

Reference Books :-

- 1.Tripathy - Personnel Management and Industrial Relations.
- 2.Bhagoiwal - Personnel Management and Industrial Relations.
- 3.Memoria - Personnel Management and Industrial Relations.

FINANCIAL MANAGEMENT

UNIT – I (Theory Only)

Financial Function : meaning – Definition and scope of finance functions – Objectives of financial management – profit maximization and wealth maximization . Sources of finance – Short term – Bank sources – long term – shares – debentures, preferred stock – debt.

UNIT – II (Problem & Theory Questions)

Financing Decision : Cost of Capital – Cost of specific Source of capital – Equity – Preferred stock debt – reserves – weighted average cost of capital, Operating leverage and financial leverage

UNIT– III (Theory Only)

Capital structure – Factors influencing capital structure – optimal capital structure – Dividend and dividend policy : Meaning , classification – sources available for dividends – Dividend policy -general determinants of dividend policy .

UNIT– IV (Theory Only)

Working Capital Management : Working capital management - concepts – importance – Determinants of working capital.

Cash Management : Motive for holding cash – Objectives and Strategies of cash Management .

Receivable Management : Objectives – Cost of credit Extension, benefits – credit policies – credit terms – collection polices.

UNIT – V (Problem & Theory Questions)

Capital Budgeting – Meaning – Objectives- various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

Reference Books :-

1. P.V.Kulkarni - Financial Management.
2. Khan and Jain - Financial Management – A Conceptual Approach
3. T.m.Pandey - Financial Management.
4. S.N.Maheswari - Management Accounting .

SEMESTER - VI

INTERNET AND WEB PAGE DESIGN

List of Programs

- 1 Install a modem in your system.
 - 2 connect internet using an account in you system.
 - 3 search a particular topic in using internet search engines.
 - 4 Create a new mail id using any available service providers.
 - 5 Send an email to another person's email id.
 - 6 Send an email to more than one users at the same time.
 - 7 Send an email to a person with an attachment.
 - 8 Send a greeting to a person using internet.
 - 9 Develop a HTML page to check username and password.
 - 10 Develop a HTML page to add and remove item from list box.
 - 11 Develop a HTML page to link other web page.
 - 12 Develop a HTML page to scroll text from left to right.
 - 13 Develop a HTML page to display an advertisement.
 - 14 Develop a static HTML page for a college information.
 - 15 Develop a HTML page to input information to create a mail id.
 - 16 Develop a HTML page to conduct auction.
- The following program based on database.
- 17 Develop a HTML page to input student information.
 - 18 Develop a HTML page to display student results for a given roll number.
 - 19 Develop a DHTML page to sale a product to users.
 - 20 Develop a DHTML page to display product information for a given product id.

E – COMMERCE
(A Managerial Approach) (No Lab)

Unit – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

Unit –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Reference Books :-

- EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL
 - PERSPECTIVE ,
 - Pearson Education Asis – 2000.

FUNCTIONAL ENGLISH FOR EXECUTIVES

Goal: To enable the students to acquire knowledge of MIS

Objective: On successful completion of this course, the students should have understood

- ✓ Computer based information system
- ✓ MIS support for the functions of management
- Parts of speech – basic grammar rules in English.

Unit – I

- **Enhancing the reading ability** of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world,etc.

Unit – II

- **Enhancing the spontaneous writing skill** of the students – writing articles on simple topics given – preparing speeches - preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

Unit – III

- **Enhancing the spontaneous speaking skill** of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

Unit – IV

- **Enhancing the presentation skill** of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students.

Unit – V

- **Enhancing the interpersonal communication skill** of the students – Group Discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

Functional English for Executives

Allied Paper in Fourth Semester for all BBM and BBA Degree Courses for the candidates admitted during 2007-08 and onwards.

Objective of this paper:

To develop the language and communication skills of the students.

Objective of the examination:

To assess how effectively the students apply their language and communication skills in the simulated practical situations.

Internal Assessment: (Maximum: 50 marks)

(To be assessed jointly by the subject teacher and the HOD, on completion of each unit.)

Unit-I: Reading ability of students

When the students read the articles from the prescribed news papers, journals or magazines, the teacher can assess the reading ability of the students, based on speed, pronunciation, stress, voice modulation, etc. (Maximum: 10 marks)

Unit-II: Spontaneous writing skill

The teacher can ask the students to write

- Letters, assuming any business / administrative context
- Reports on industry visits, seminar/function attended, etc.
- Short essays or write-ups on given topics
- Any other item that the teacher deems fit

Marks can be awarded based on the clarity, theme orientation and the grammatical strength of the write-up. (Maximum: 10 marks)

Unit-III: Spontaneous speaking skill

The teacher can

- Ask the students to speak on a given topic
- Assume that they are organizing/attending a function and the students have to play the following roles
 - Welcoming the gathering
 - Delivering the presidential address
 - Proposing vote of thanks
 - Playing the 'master of ceremony' role
 - Delivering a special address on a given topic
- Conduct mock interviews for recruitment / mock press meets.

Marks can be awarded based on the theme-orientation, style of the language, pronunciation, stress, voice modulation and body language.

(Maximum: 10 marks)

Unit-IV: Presentation skill

The teacher may organize Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students)

LCD / OHP / Black board can be used by the students (based on availability).

Marks can be awarded based on the theme-orientation and clarity of presentation.

(Maximum: 10 marks)

Unit-V: Interpersonal communication skill

The teacher can organize Group Discussion.

(Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the audience in the class.)

GD can be assessed based on the level of participation of the individual in the group, motivation, language, depth of discussion, analysis, synthesis, inter-personal aspects, clarity of presentation, theme-orientation, etc.

(Maximum: 10 marks)

External Assessment: (Maximum: 50 marks)

- The University may appoint external examiners from among the **senior most management teachers (not English teachers)** of various colleges affiliated to Bharathiar University.
- Both the internal and external examiners can jointly set a question paper which will be consisting of the topics for **ANY TWO** of the following events.
 - GD: 25 marks
 - Effective Public Speaking: 25 marks
 - Seminar presentation: 25 marks
- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.
- This may be treated as a practical examination

DIPLOMA IN RETAIL MANAGEMENT

II. CONSUMER BEHAVIOUR

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

Objectives: On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

UNIT – I

Introduction - Consumer Behaviour – definition - scope of consumer behaviour – Discipline of consumer behaviour – Customer Value Satisfaction – Retention – Marketing ethics.

UNIT – II

Consumer research – Paradigms – The process of consumer research - consumer motivation – dynamics – types – measurement of motives – consumer perception

UNIT - III

Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change

UNIT - IV

Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.

UNIT – V

Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of India, Sixth Edition, 1998.

Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER – V

Cost and Management Accounting

UNIT – I

Meaning – definitions – scope – objectives – function – merits and demerits of Cost and Management accounting – distinction between cost, management and Financial accounting – Elements of cost – cost concepts and classifications.

UNIT – II

Preparation of cost sheet – stores control – ECQ – maximum , minimum, reordering Levels – pricing of materials issues – FIFO, LIFO, AVERAGE COST STANDARD PRICE – methods - labor cost – remuneration and incentives.

UNIT – III

Financial statement analysis – preparation of comparative and common size statements - analysis and interpretation . Ratio analysis – classification of ratio – liquidity , profitability , solvency – inter firm comparison.

UNIT – IV

Fund flow analysis – cash flow analysis (problem only)

UNIT- V

Standard costing – variance analysis – material and labor variance Marginal costing - cost volume profit analysis. Budgeting and preparation of various budgets.
(Theory carries 20 marks and problem carry 80 marks)

Reference Books :-

- | | | |
|------------------------|---|-----------------------|
| 1. Jain and Narang | - | Costing |
| 2. Nigam and Sharma | - | Cost accounting |
| 3. RK Sharma & K.Gupta | - | Management Accounting |
| 4. S.N.Maheswari | - | Management Accounting |

BUSINESS LAW

UNIT –I

Contracts – essentials of Contract – Agreements – Void – Voidable and illegal contracts – Express and implied Contracts – Executed and executory Contracts – Absolute and contingent contracts – offer- Legal rules and lapse of offer . Acceptance and rules as to acceptance – to create legal relation – capacity of parties to create contract – consideration – Legal rule as to Consideration – Stranger to a contract and exceptions – Contract with out consideration – Consent – Coercion – undue influence – misrepresentation – Fraud – Mistake of law and mistake of fact .

UNIT – II

Legality of objects – unlawful and illegal agreements –Effects of illegality – Wagering Agreements – Agreement opposed to public policy – Agreements in Restraint of trade – Exceptions – void agreements – Remedies for breach of Contract.

UNIT – III

Negotiable Instruments ACT 1881 – Negotiable Instruments – Character- cheque – Essential requirements – Endorsements – kinds – crossing – types- Demand draft – Bills of Exchange.

UNIT – IV

Factories ACT 1948, ; provisions relating to health, safety welfare ,working hours , leave etc. of workers; approval , Licensing and registration of factories – manager and occupier – their obligations under the Act; powers of the authorities under the Act : penalty provisions.

UNIT – V

Wages and Benefits: -

A) Payment of wages ACT 1936 : Objects , responsibilities , fixation of wages periods. Time of payment , deduction : maintenance of records and registers: inspectors.

B) Minimum wages ACT 1948 : Objects , Procedure for fixing and revising minimum wages appointment of Advisory Board ; Payment ;Maintenance of registers and records ; offences and penalties.

C) Payment of Bonus Act, 1965: Objects , computation and determination of Bonus, eligibility and payment , provisions for new companies.

Reference Books :-

- | | | |
|----------------------------|---|-----------------------------|
| 1.N.D.Kapoor | - | Mercantile Law |
| 2.Bare Acts | - | |
| 3.Shukla M.C | - | A Manual of Mercantile Law |
| 4.Venkatesan | - | Hand book of Mercantile Law |
| 5.K.P.Kandasami | - | Banking Law & Practice |
| 6.H.K.Saharay and N.K.Saha | - | Commercial & Industrial Law |

RDBMS AND ORACLE

UNIT – I

Data base Management System and RDBMS – Normalization – Oracle terminology – Database Connection – Creating tables – The Basics of SQL : SQL Grammar.

UNIT – II

Data manipulation – data types – Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – views – Sequences, SWL & Plus commands.

UNIT – III

Manipulating strings – Dealing with Dates - handling Numbers – defining table and Column constraints - Table Indexes.

UNIT – IV

Sophisticated queries – Builtin group functions – The join operation, views, sequences and synonyms.

UNIT – V

Transaction – the Basics of PL/SQL creating and using stored procedures, Functions and Packages – Retrieving Data with cursors. Enforcing Business Rules with Database triggers.

Reference Books :-

Developing Personal Oracle for windows 95 Application – David Loctman.

Ivan Bayross – Commercial Application Development using Oracle Developer 2000.

Ivan Bayaross – Oracle – 7 the complete reference.

RDBMS and ORACLE

List of Programs :

- 1 Design a database for student information.
 - 2 Insert records for student database table.
 - 3 Alter a field size in the student database table.
 - 4 Delete a field in the student students database table.
 - 5 Select records with roll number, name, class, subject with all mark details.
 - 6 Prepare a list of all student who are having arrears.
 - 7 Find the percentage of marks of a student.
 - 8 Find the pass percentage of a subject in student database.
 - 9 Prepare semester mark sheet for a given student roll number.
 - 10 Design a database for employee information.
 - 11 Insert records for employee database table.\
 - 12 Select records with employee id ,name,department, designation with all salary details.
 - 13 Prepare a list of employees who are getting net pay more than 10000.
 - 14 list all employees with total allowances and total deductions.
 - 15 List all employees with their net pay.
 - 16 Design a database for bank information.
 - 17 Insert records for bank database table.
 - 18 Create a view for an employee with their deposit information.
 - 19 Write a stored function to find net balance of a customer.
 - 20 Write a PL/SQL procedure to deposit amount to bank database.
-

SEMESTER – V
INSURANCE PRINCIPLES AND PRACTICE

UNIT – I

Defining Risk and uncertainty – Classification of risk – sources of risk - External and Internal Insurance – Meaning , nature and significance- essential requirement and principles of risk insurance : reinsurance ; privatization of insurance business developments in the insurance sector .

UNIT – II

Life Insurance – Law relating to life insurance ; General Principles of life insurance contract ; Proposal and policy ; assignment and nomination ; title and claims ; concept of trust in life policy ; LIC – Role and functions .

UNIT – III

General Insurance – Law Relating to general insurance ; General insurance ; different type of general insurances ; general insurance Vs life insurance ; nature of general insurance ; various type of fire policy ; subrogation ; double insurance ; contribution ; proximate cause ; claims of recovery. Accident and Motor Insurances - Nature , disclosure , terms and conditions claims and recovery ; third party insurance ; compulsory motor vehicle insurance ; accident insurance.

UNIT – IV

Deposit and credit card Insurance – Nature , terms and conditions , claims recovery etc. public liability insurance ; emergency risk insurance structure and power , function of General Insurance Corporation of India and Deposit insurance and credit Guarantee Corporation .

UNIT – V

Marine insurance – Law relating to marine insurance; scope and nature- types of policy ; insurable interest; disclosure and representation ; proximity cause ; voyage; warranties ; measurement ; sub –rogation ; contribution ; under insurances.

Reference Books :-

- | | | |
|-------------------|---|---------------------------------------|
| 1. M.N. Misshara | - | Insurance Principles and practice s |
| 2. Kothari & Bahl | - | Principles and practices of insurance |
| 3. G.S.Panda | - | Principles and practices of insurance |
| 4. N.D.Kapoor | - | Elements of Business law |
| 5.P.Periyasamy | - | Principles and practices of insurance |

RESEARCH METHODS FOR MANAGEMENT

UNIT – I

Research – Definition –Importance – Advantages and Limitations. The research process – problem identification – Design of research – Types of design – Sampling process and selection – sample types – Sample size and sampling errors.

UNIT – II

Data collection – Methods – tools – Questionnaire – Interview Schedule – Kinds of Data – Attitude measurement - scaling technique – Editing , Coding , Tabulation .

UNIT – III

Statistical Data Analysis – Hypothesis – its sources – formulation and testing of Hypothesis – Z test – Chi – square test (Simple Problems Only)

UNIT – IV

Interpretation and report writing– layout of report, types, principles of report writing – graphical representation of results.

UNIT – V

Application of research : Product research – Price Research – Motivation research – Promotion research – Distribution research – Sales control research – Media research.

Reference Books :-

- | | | |
|-----------------------|---|----------------------|
| 1.Boyd and Westfall | - | Marketing research |
| 2.Gown M.C | - | Marketing research |
| 3.Green Paul and Tall | - | Marketing research |
| 4.C.R.Kothari | - | Research Methodology |

DIPLOMA IN RETAIL MANAGEMENT

III. MERCHANDISING MANAGEMENT

Subject Description: This course presents the basics of merchandising

Goals: To enable the students to learn the basics of merchandising management

Objectives: On successful completion of the course the students should have:

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

UNIT – I

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager functions – merchandise mix – components of merchandise management – merchandise strategies

UNIT – II

Merchandise Planning – steps involved – merchandise control – assortment planning – merchandising stages

UNIT – III

Merchandise buying – types – sources of supply – identifying and contracting - evaluating sources- branding strategies – category management

UNIT – IV

Merchandise performance – retail pricing – merchandise allocation – analyzing merchandise performance – methods

UNIT – V

Visual Merchandising – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

REFERENCE BOOKS:

Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition, 2005

Gillespie Hecht and Lebowitz – Retail Business Management , Mc Graw Hill Book Company, Third Edition, 2002

James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER VI

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

UNIT – I

Meaning of Entrepreneurship – Characteristics, functions and types of Entrepreneurship – Entrepreneur – Role of Entrepreneurship in economic development.

UNIT – II

Factors affecting Entrepreneurial growth – economic noneconomic Entrepreneurship Development programmes – need – objectives – course contents – phases – evaluation. Institutional support to Entrepreneurs.

UNIT – III

Project Management: Meaning of project – concepts – categories – Projects life cycle phases – characteristics of the projects – projects manager – role and responsibilities of project manager.

UNIT – IV

Project identification – selection – project formulation – contents of a project report – planning commission guidelines for formulating a project – specimen of a project report.

UNIT – V

Source of finance for a project – institutional finance supporting projects -project evaluation– objectives – types – methods.

Reference Books :-

- | | | |
|-------------------------------|---|----------------------------|
| 1.Entrepreneurial Development | - | S.S. Khanka |
| 2.Entrepreneurial Development | - | C.B.Gupta & N.P.Srinivasan |
| 3.Project Management | - | S.Choudhury |
| 4.Project Management | - | Denis Lock |

Software Design Techniques

Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.

Goal: Knowledge on how to do a software project with in-depth analysis.

Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.

UNIT-I: Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Factors. **Planning a Software Project:** Planning the Development Process – Planning an Organizational Structure.

UNIT-II: Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT-III: Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. **Software Design:** Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT-IV: Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT-V: Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

TEXT BOOK:

1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH.
(UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2
UNIT-IV: 6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:

1. Software Engineering for Internet Applications – Eve Anderson, Philip Greenspun, Andrew Grumet, 2006, PHI.
2. Fundamentals of SOFTWARE ENGINEERING – Rajib Mall, 2nd edition, PHI
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

PROMOTION MANAGEMENT

UNIT I

Advertising; meaning – importance- objectives - media – forms of media – press newspaper trade journal – magazines – out door advertising- poster-banners-neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme- radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT II

Advertising agencies- Advertising budget- Advertising appeals- Advertising organization-social effects of Advertising- Advertising copy – objectives- essentials – types-elements of copy writing: headlines- body- copy-illustration-catch phrases and slogans-identification marks.

UNIT III

Advertising layout- functions- design of layout- typography printing process-lithography-printing plates and reproduction paper, and cloth- size of Advertising-repeat Advertising-Advertising campaign steps in campaign planning.

UNIT IV

Sales force management- importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman controlling-compensation &incentives-fixing sales territories-quota-Evaluation.

UNIT V

Sales promotion: meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising-techniques of sale promotion-consumer and dealers promotion. After sales service-guarantee-personal selling-objectives-salesmanship-process of personal selling

Reference Books :-

Bolen J.H.	Advertising
Sontack C.N.	Advertising and Sales Management
Davar S.K.	Salesmanship and advertising

DIPLOMA IN RETAIL MANAGEMENT

IV : CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997

Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

QUESTION PAPER PATTERN

The pattern of the question papers for all the subjects shall be as follows
(Core, allied & Application oriented)

I. Subjects with maximum of 75 marks

Section A:

Objective type questions with no ochoice. $10 \times 1 = 10$
(10 questions - 2 each from every unit)

Section B:

Short answer questions of either/or type $5 \times 5 = 25$
(5 questions - 1 each from every unit)

Section C:

Essay-type questions – open choice $4 \times 10 = 40$
(4 questions to be answered out of 7 questions)

II. Subjects with maximum of 40 marks

Section A:

Objective type of questions with no ochoice. $10 \times 1 = 10$
(10 questions - 2 each from every unit)

Section B:

Short answer questions of either/or type $5 \times 3 = 15$
(5 questions - 1 each from every unit)

Section C:

Essay-type questions – open choice $3 \times 5 = 15$
(3 questions to be answered out of 5 questions)

Scheme for Internal Assessment

1. Internal tests conducted by the college
(Best Two out of Three Tests should be taken): 10 marks
 2. Assignment (Better one out of two) : 5 marks
 3. Seminar / Class-presentation : 5 marks
 4. Attendance : 5 marks
- Total : 25 marks
