

BHARATHIAR UNIVERSITY : COIMBATORE
SCHEME OF EXAMINATION
B.COM. CO-OPERATION (CBCS PATTERN)

with Compulsory Diploma in Office Automation

For the students admitted during the academic year 2008-2009 Batch onwards

Part	Study Components / Course Title	Inst. Hours/ Week	Examination				Credit
			Duration	CIA \$	Uni. Exam	Total	

Semester I							
I	Language-I	6	3	25	75	100	3
II	English-I	6	3	25	75	100	3
III	Core-I History And Principles of Co-operation	5	3	25	75	100	4
	Core -II General And Co-operative Accounting	6	3	25	75	100	4
	Allied : I Business Organization	5	3	25	75	100	5
IV	Environmental Studies#	2	3	-	50	50	2
Semester II							
I	Language-II	6	3	25	75	100	3
II	English-II	6	3	25	75	100	3
III	Core-III Credit Co-operatives	5	3	25	75	100	4
	Core -IV Financial Accounting	6	3	25	75	100	4
	Allied : II Principles Of Management	5	3	25	75	100	5
IV	Value Education – Human Rights #	2	3	-	50	50	2
Semester III							
III	Core – V Non Credit Co-operatives	6	3	25	75	100	4
	Core – VI Mathematics – I	7	3	25	75	100	4
	Core VII Micro Soft - Office (Fully Practical)	6	3	40	60	100	4
	Allied : III Economics – I	6	3	25	75	100	5
	Skill based Subject 1 (Diploma) Company Law And Secretarial Practice	3	3	25	75	100	3
	Tamil@ /Advanced Tamil # (OR) Non-major elective - I (Yoga for Human Excellence #)/ Womens Rights #	2	3	75	75	75	2
Semester IV							
III	Core – VIII Tally (Fully Practical)	5	3	40	60	100	4
	Core – IX Mathematics II	5	3	25	75	100	4
	Core – X Cost Accounting	5	3	25	75	100	4
	Core – XI Business Communication	5	3	25	75	100	4
	Allied : IV Economics – II	5	3	25	75	100	5
	Skill based Subject 2 (Diploma) Fundamentals of Insurance	3	3	25	75	100	3
	Tamil@/Advanced Tamil # (OR) Non-major elective -II (General Awareness #)	2	3	75	75	75	2
Semester V							
III	Core –XII Co- operative Laws And Allied Laws	6	3	25	75	100	4
	Core – XIII Management Accounting	6	3	25	75	100	4

	Core - XIV Practical Training and Field Placement Phase I & II7	5	3	25	75	100	4
	Core - XV Marketing And Sales Promotion	5	3	25	75	100	4
	Elective -I	5	3	25	75	100	5
IV	Skill based Subject 3 (Diploma) Management Information System	3	3	25	75	100	3
	Semester VI						
III	Core – XVI Co-operative Management And Administration	6	3	25	75	100	4
	Core – XVII General & Co-operative Audit	6	3	25	75	100	4
	Core – XVIII Principles of Taxation	5	3	25	75	100	4
	Elective -II	5	3	25	75	100	5
	Elective -III	5	3	25	75	100	5
IV	Skill based Subject 4 (Diploma) Office Management	3	3	25	75	100	3
V	Extension Activities @	-		50	-	50	1
	Total					3600	140

\$ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)

- | | |
|----------------|---|
| Elective – I | A. Banking
B. Retail Business Management
C. Export Management |
| Elective – II | A. HTML and Internet (Fully Practical)
B. Multi Media (50% Theory & 50% practical)
C. Software Development with Visual Basic (50% Theory & 50% practical) |
| Elective – III | A. Entrepreneurship Development
B. Advertising Management
C. Service Marketing |

SEMESTER-I CORE PAPER –I

SUBJECT TITLE: HISTORY AND PRINCIPLES OF CO - OPERATION
COURSE NUMBER :

SUBJECT DESCRIPTION:

This course presents the history and principles of Co-operation emphasizing principles and history of co- operation.

GOALS:

To Enable the Students to learn the basic Principles of Co-operative and Co-operative System

OBJECTIVES:

On successful completion of the course the students should have to
Understood the history and principles of Co-operation
Learn the Co-operative economic system and benefits of co- operation
Learn the Co-operative movement in India.

CONTENTS :

UNIT- I

Principles of Co-operation: Meaning of Co-operation - Co-operative Principles:
Evolution of Co-operative Principles – Rochdale Principles – Reformulation of
Co-operative Principles by ICA 1937, 1966 and 1995 ICA Commissions

UNIT- II

Co-operative Thought: Pre- Rochdale Co-operative Thought: Thoughts of Robert Owen,
Dr. William King and Charles Fourier, Post- Rochdale Co-operative Thought: Raiffeisen and
Schulz.

UNIT- III

Co- operative and other forms of Economic Systems – Capitalism, Socialism and Co-operation
– Co-operation as a Balancing Sector - - Benefits of Co-operation.

UNIT IV

History of Co-operation in Foreign countries: Co-operative Credit Movement in Germany –
Consumer Co-operatives in UK& Sweden – Dairy Co-operatives in Denmark

UNIT V

History of co-operative movement in India: Genesis of Co-operative movement in India –
Development during Pre-independence and Post independence era- Different committees: All
India Rural Credit Survey Committee, Metha Committee, Mirdha Committee, All India Rural
Credit Review Committee, Agricultural Credit Review Committee and Vaidyanathan
Committee

REFERENCE:

1. Dr. B.S.Mathur, Co-operation in India – Sahitya Bhawan, 1999.
2. A. John Winfred and V.Kulandaiswamy, Co-operative Thought, Rainbow Publications, 1987.
3. Dr.O.R.Krishnaswami and Dr. V. Kulandaiswamy, Co-operation Concept and Theory, Arudra Academy, Firat Edition 2000.
4. R.D.Bedi, Theory, History and Principles of Co-operation, R.Lall Book Depot, 1999-2000.
5. Dr.V.Kulandaiswamy, Co-operative Dairying in India, Rainbow Publications, 1986

SEMESTER I: CORE PAPER II

SUBJECT TITLE : GENERAL AND CO-OPERATIVE ACCOUNTING
COURSE NUMBER :

SUBJECT DESCRIPTION:

This course presents the General and Co-operative Accounting, emphasizing the Accounting concepts, explaining the fundamentals of Co-operative Accounts and Book Keeping method in a practical way.

GOALS:

To enable the students to learn the account keeping, maintenance of Day Book, Journals, Ledger, etc.

OBJECTIVES:

On successful completion of the course the student should have to:

Understand the accounting concept

Learn the financial accounts and balance sheet entries

Learn the Co-operative account keeping

CONTENTS:

UNIT I

Fundamentals of Double Entry Book Keeping : Objects, Rules, Journalizing, Kinds of Accounts, Posting into Ledger – Different types of Cash Book – Bank Reconciliation Statement.

UNIT II

Trial Balance: Preparation and use, Common errors before and after the Preparation of Final Accounts and Balance Sheet with adjusting entries.

UNIT III

Fundamentals of Co-operative Account Keeping: Evolution of Co-operative Account Keeping System – Difference between Co-operative Account Keeping and Double Entry System – Day Book: Different types of Day Book – posting from Day Book into Ledgers.

UNIT IV

Ledgers: General Ledger – Different types of Ledger kept by different Co-operatives – Reconciliation of Special Ledger with General Ledger Balance – Statement of Receipts and Disbursement: Preparation and its use – Difference between Statement of Receipts and Payments and Trial Balance

UNIT V

Final Accounts : Preparation of Trading, Profit and Loss Account and Balance Sheet- Profit and Loss Appropriation Account – Book Profit Vs Net Profit- Distribution of Net Profit as per Act and By Laws – Final Account of PACB, Consumer Stores and Marketing Societies.

REFERENCE

1. P.Manikavasagam, A Treatise On Co-operative Account Keeping, Rainbow Publications, 1989
2. O.R.Krishnaswami, Co-operative Account Keeping, Oxford and IBH Publishing Co. Pvt. Ltd 1992.
3. T.S.Grewal, Double Entry Book Keeping, Sultan Chand and Sons, 1999.

SEMESTER I: ALLIED PAPER: I

SUBJECT TITLE : BUSINESS ORGANISATION
COURSE NUMBER :

SUBJECT DESCRIPTION:

This course presents the business organization explaining about the various business organizations and their structure and management.

GOALS:

To enable the students to learn the scope, business combination and environment.

OBJECTIVES:

On successful completion of the course the students should have

To know the various forms of business organizations

To learn business environments

To learn the norms and conditions to form a business organization.

CONTENTS:

UNIT I

Meaning Of Business- Essential characteristics of Business- Types of Business- Objectives of Business- Qualities of a Good Businessman- Meaning of Business Organization – Characteristics of an ideal form of Business Organization.

UNIT II

Company Organization: Definition- Characteristics- Distinction between a Company and a Partnership Firm – Kinds of Companies- Merits and Drawbacks- Company Promotion: Type of Promoters- Steps in Promotion- Incorporation of a Company.

UNIT III

The Pattern of Company Management – Shareholders- Board of Directors: Powers and Functions, Composition. Functions of Directors- Chief Executive- Managing Director- Legal Restrictions - Provisions in the Act.

UNIT IV

Capital Raising for Corporate Sector- Methods of Raising Finance- Issue of Shares- Debentures- Assistance from Industrial Finance Institution and Banks- Stock Exchange- Functions- Methods of Trading.

UNIT V

Rationalization – Definition – Aims-Measures of Rationalization- Advantages – Objects of Business Combinations- Meaning- Causes- Types – Forms. Public Utilities: Characteristics-Problems.

REFERENCE:

1. Y.K.Bhusan, Fundamentals of Business Organization and Management, Sultan Chand And Sons, 1999.
2. Kathiresan and Dr.Radha, Business Organization, Bhavani Publications, 1999
3. Dinkar Pagare, Business Organization and Management, Sultan Chand and Sons, 1996.
4. M.C.Shukla, Business Organization and Management, S.Chand and Company Ltd, 2001.
5. P.N.Reddy, S.S.Gulshan, Principles of Business Organization and Management, Eurasia Publishing House Pvt Ltd, 1995.

SEMESTER II : CORE PAPER III

SUBJECT TITLE : CREDIT CO -OPERATIVES
COURSE NUMBER:

SUBJECT DESCRIPTION:

This course emphasizes the Co-operative Banking in India which explains the Co - operative Credit system with practical problems.

GOALS:

To enable the students to learn the basic agricultural and non-agricultural credit system in India.

OBJECTIVES:

On successful completion of the course the student should have to
Understand the loaning purposes & procedures.
Teach the ST, MT& LT credit system
Learn about the co-operative banks and societies

CONTENTS:

UNIT I

Agricultural Co-operative Credit: Classification in India – Co-operative Banking Structure – Principles of good lending system- Advantages of Co-operative Credit – Primary Agricultural Co- operative Banks: Constitution and working – Crop loan procedure- Linking of Credit with Marketing.

UNIT II

District and State Co-operative Banks: Constitution and Working – Mobilizing Deposits- Lending Operations – Overdues- Recovery management

UNIT III

Long Term Credit – Need for Long Term Finance for Agriculture – Need for a separate Agency for providing Long Term Agricultural Finance- Constitution and Working of Primary and State Co-operative Agricultural and Rural Development Banks – Debentures: Types, Procedures, Problems and Sinking Fund.

UNIT IV:

Non - Agricultural Credit Co-operatives: Constitution and Working of Urban Co-operative Banks, Employees Co-operative Credit Societies, Co-operative Housing Societies and Industrial Co-operative Banks.

UNIT V:

NABARD– RBI – NCDC- SBI and Co-operative Movement- Banking Regulation Act as applicable to Co-operative Banks

REFERENCE

1. B.Smathur, Co-operation in India, Sahitya Bhawan, 1999.
2. R.D.Bedi, Theory, History And Principals Of Co-operation, R.Lall Book Depot, 1999-2000
3. B.L.Mathur, Rural Development and Co-operation, RBSA Publishers, 2000.
4. C.R.Reddy, Rural Banking In India, Rainbow Publications, 1987.
5. Nakkiran and John Winfred. A. Co-operative Banking in India, Rainbow Publications, 1988.

SEMESTER II : CORE PAPER IV

SUBJECT TITLE : FINANCIAL ACCOUNTING
COURSE NUMBER :

SUBJECT DESCRIPTION:

This course presents the functions of financial accounting emphasizing the financial accounting concepts, the fundamentals of financial accounting in a practical way.

GOALS:

To enable the students to learn the functions of financial accounting

OBJECTIVES :

Understand the financial accounting concept

Learn the self-balancing ledgers and investment accounts.

Learn department accounts and hire purchase And Royalty Accounts.

CONTENTS:

UNIT I

Financial Accounting: Definition, Scope, Functions and Limitations. Depreciation- Methods- Reserves and Provisions.

UNIT II

Self-Balancing Ledgers- Meaning and advantages- Accounting Aspects – Transfers – Investment Accounts.

UNIT III

Single Entry System: Meaning and features- Statement of Affairs Method and Conversion Method.

UNIT IV

Department Accounts – Transfers at Cost or Selling Price – Branch Accounts excluding Foreign Branches

UNIT V

Hire Purchase and Installment System including Hire Purchase Trading Account- Goods on Sale or Return – Royalty Accounts with Insolvency.

REFERENCE

1. S.P.Jain and K.L.Narang, Financial Accounting, Kalyani Publishers, 1994.
2. T.S.Reddy and A.Murthy, Financial Accounting, Morgham Publications, 2005.
3. Jain And Narang, Advanced Accountancy, S.Chand And Co, 2000.
4. M.C.Shukla, Advanced Accountancy, S,Chand And Co, 2000
5. R.C.Gupt and Padhasamy, Sultan And Co, 2003.

SEMESTER II : Allied - Paper II

SUBJECT TITLE : PRINCIPLES OF MANAGEMENT
COURSE NUMBER :

SUBJECT DESCRIPTION:

This course presents the principles of management emphasizing management functions, explaining Internal Management of organization and behavioral concept as applied to practical management problems.

GOALS

To enable the students to learn the basic Functions, Principles and Concept of Management.

OBJECTIVES

On successful completion of the course the students could
Understand the mgt functions and principles
Learn the scientific decision making process and problems solving technique
Learn the modern trends in management process.

CONTENTS:

UNIT1

Definition of Management-Functions of Management- Planning, Organization, Staffing, Directing, Coordinating and Controlling-The Evolution of Management: Contribution of F. W. Taylor, Henry Fayol, Douglas Mc Gregor, Mary Parker Follet, Elton Mayo, Peter F. Drucker.

Unit-II

Planning: Meaning, Importance, Types, Objectives, Steps and Guidelines for effective Planning -Decision Making Process.

Unit- III

Organizing: Meaning, Objectives and Principles of Organizing, The Span of Management-Factors governing the Span of Management – Departmentalization - Delegation of Authority and Responsibility -Centralization and Decentralization of Authority: Advantages - Disadvantages - Line and Staff Authority. Staffing: Meaning, Process- Performance Appraisal.

Unit-IV

Directing: Meaning, Principles of Direction - Communication: Process Barriers-Principles of Effective Communication. Motivation: Theories- Mallow's Need Hierarchy Theory and Herzberg's Two Factors Theory.

UNIT- V

Controlling: Need, Types, Essentials of good control - Tools and Technique of Control.
Co-ordination: Meaning, types, Techniques of Co-ordination.

REFERENCE

1. T.Ramasamy, Principles of Management, Himalaya Publishing House, 2004
2. Dinkar Pagare, Business Management, Sultan Chand and Sons, 2000
3. Kathiresan And Radha, Principles of Management, Prasana And Co, 1995.
4. R.Sharma, Principles of Management, Lakshmi Narain Agarwal, 1997.
5. L.M.Prasad, Principals and Practice Of Management, Sultan Chand And Sons, 1996

SEMESTER III : CORE PAPER - V

SUBJECT TITLE : NON CREDIT CO-OPERATIVES
COURSE NUMBER :

SUBJECT DESCRIPTION

This Course presents the Non- Credit Co-operatives in India which explains the workings of Non-Credit Co-operative institutions practically with problems.

GOALS

To enable the students to learn the features and functions of Non- Credit Co-operative societies.

OBJECTIVES

On successful completion of the course the students should have to
Understand the structure of non-credit co-operative societies in India
Learn about the various co-operative societies like Production, Processing, Marketing, Housing Dairy, Labour, Fishery co-operatives and etc.

CONTENTS:

UNIT I

Types of Non Credit Co-operatives:Marketing Co-operatives: Origin and Development of Cooperative Marketing in India, Primary and Apex Cooperative Marketing Societies - Their Constitution and Working - NCDC, IFFCO AND KRIBCO: Their Relationship with Marketing Co-operatives- Cooperative Processing: Need and Importance, Types- Sugar Factories, Spinning Mills, Oil Mills. Fruits Processing Societies – Their Constitution and Working, Various forms of assistance from Government and NCDC

UNIT- II

Cooperative Farming Societies: Types, Characteristic Features-Causes for Failure - Agro Engineering and Service Societies- Dairy Co-operatives: Place of Dairying in the Indian National Economy, Types and Structure of Dairy Co-operatives: Amul Pattern: Working and Functions, Operation Flood Schemes, Various forms of Growth & Problems

UNIT- III

Consumer Co-operatives: Need and Importance, Origin and Development, Types, Structure, Working of Primary, Central and Apex Consumer Co-operatives- NCCF, Supermarkets, Recent Development- Problems-Link With RDC.

UNIT- IV

Industrial Co-operatives: Origin, Types and Development of Industrial Co-operatives in India, Assistance from Government and other Bodies – Problems- Handloom Weavers Co-operatives: Constitution and Working of Primary Societies and Apex Societies.

UNIT-V

Other Co-operatives: Labour Contract Societies, Cooperative Printing Press, Cooperative Hospitals, Common Property Resource (CPR) Co-operatives, Lift Irrigation Societies, Fisheries Co-operatives and Forest Produce Co-operatives (LAMPS) – New Generation Co-operatives (NGC) - Tourism Co-operatives.

REFERENCE

1. B.L.Matur, Rural Development and Co -operation RBSA Publishers, 2000
2. B.S.Mathur, Co-operation in India, Sahitya Bhawan, 1999
3. R.D.Bedi, Theory, History and Principles of Co-operation, R.Call Book Depot, 1999-2000.
4. S.Shanmugasundaram, Weavers Co-operatives, Rainbow, Publications, 1987
5. T.N.Hajela, Principles, Problems and Practice of Co-operation

SEMESTER III : CORE PAPER - VI

SUBJECT TITLE : MATHEMATICS -I
COURSE NUMBER :

SUBJECT DESCRIPTION

This course presents the mathematics explaining the statistical functions and data collection, samplings and practically applied calculations on the samples collected.

GOALS

To enable the students to learn the Statistical methods, Sampling techniques, Tabulation, etc.,

OBJECTIVES

On successful completion of the course the students should have to ,
Understand the statistical methods of sampling techniques
Learn the measures of central tendency
Learn the measures of variation & time series

CONTENTS:

UNIT- I

Statistics: Meaning – Functions– Limitations – Statistical Enquiry: Planning the Enquiry, Various Stages of Enquiry – Collection of Data – Primary and Secondary Data – Statistical Methods for Collecting Primary Data- Type of Enquiry- Design and Forms of Questionnaire, and Preparation of Report.

Unit-II

Sampling: Techniques – Population and Sample, Principles of Sampling, Methods of Sampling, Sampling and Non Sampling Errors- Classification and Tabulation: Objectives - Diagrammatic, Graphical Representation of Data: Types- Frequency: Meaning, Illustrations, Graphs of Frequency Distribution, Histogram, Frequency Polygon, Ogives (Note: Simple Problems Included)

UNIT- III

Measures of Central Value: Objectives of Averaging, Types: Arithmetic Mean, Weighted Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles, Deciles and Percentiles (Note: Simple Problems Included) Measures of Variation: Meaning, Types, Ranges, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation, , Lorenz Curve. (Note: Simple Problems Included)

UNIT IV

Correlation: Meaning, Types- Karl Pearson's Coefficient of Correlation and Rank Order Methods (Simple Problems). Regression: Meaning, Regression Equations and Regression Coefficient.

UNIT-V

Time Series: Meaning, Uses, Components, Moving Average Method, Least Square Method $Y = A+Bx$ Only. (Note: Simple Problems Included) Index Numbers - Meaning, Uses, Problems in Construction and Unweighted Numbers, Pasches and Laspeyers Methods. (Note: Simple Problems Included).

Note: In II, III, IV and V Units, one question should be asked in theory and the other question should be on problems.

REFERENCE

- 1.R.S.N. Pillai and V.Bagavathi, Statistics, S.Chand And Company Ltd, 2001
- 2.S.P.Gupta, Statistical Methods, Sultan Chand and Sans, 2000.
- 3.P.A. Navaneethan – Business Mathematics And Statistics, Jai Publishers

SEMESTER III : CORE PAPER VII

SUBJECT TITLE : MICRO SOFT – OFFICE (fully practical)
COURSE NUMBER :

SUBJECT DESCRIPTION

This course presents the ms office emphasizing basic functions of computer, explaining the concept of programming, basic principles of computer and Microsoft office automation concept, how it is practically applied.

GOALS

To enable the students to learn the basic introduction of computers, office automation and explanation about internet.

OBJECTIVES

On successful completion of the course the students should have to
Understand what computer is?
Learn the computer application in clerical works
Learn the essential and use of internet

CONTENTS:

UNIT I

Introduction to Computers-Classification of Computers- Basic Principles of operation of Digital Computers-History and Development of Computer Federations- Hardware, Software, Human Ware-Concept of Programming –Need for Programming –Algorithm, Flow Charts with Examples

UNIT II

Introduction to Ms Office 2000,Ms Word-Basics –Creating Document, Under Line, Italic, Cut, Copy, Paste, Find and Replace-Formatting-Creating Tables- Merge –Saving and Printing a Document

UNIT III

Introduction Ms-Excel –Basic Concepts-Creating a Work Sheet-Sorting-Simple Calculation, Formulas and Functions-Creating a Chart

UNIT IV

Introduction to Ms-Access-Data Base and its Fundamentals-Creating a Data Base –Inserting Records in to Table-Forms, Reports and Queries

UNIT V

Introduction to Ms-Power Point-Basic –Creating a Presentation-Editing a Presentation-Customizing-a Presentation with Animation Effects and Transition-Slide Show

NOTE :: The Weight age of marks for this paper will be 100% for practical.

PRACTICALS.

MS WORD

1. Preparing a neat aligned, error free document, add header and footer, also perform find & replace operation and define bookmarks.
2. Preparing document with special effects and adding new symbols and frames.
3. Preparing documents with insert pictures
4. Preparing tables
5. Preparing the document in newspaper column layout
6. Perform mail merger operation and preparing labels.
7. Type the text, change the font sign at 20, align the text to left, right and justify & centre and underline the text.
8. Prepare the job application letter enclosing your bio-data
9. Demonstrate old concept by linking an excel worksheet into word document
10. Type the text, check spelling and grammar, bullets and numbering list items.

MS EXCEL

- 11) Entering and printing worksheet
- 12) Worksheet using formulas
- 13) Worksheet manipulation for electricity bill preparation
- 14) Drawing graphs to illustrate class performance
- 15) An excel worksheet contains monthly sales details of five Companies.

MS ACCESS

- 16) Simple commands perform sorting on name, place and pincode of Student's database and address printing using label format
- 17) Payroll processing
- 18) Mark sheet preparation
- 19) Inventory control
- 20) Report preparation

MS POWER POINT

- 21) Prepare a power point presentation with at least slides for department managerial function
- 22) Draw an organization chart with minimum three hierarchical levels
- 23) Sign an advertisement campaign with minimum three slides
- 24) Insert an excel chart into a power point slide

REFERENCE

1. R.Parameswaran, Computer Application in Business, S.Chand & Co Ltd
2. Sp.Rajagopalan, Computer Application in Business, Vikas Publishing Souse Pvt Ltd
3. Quick Course In Ms-Office, Joyce Cox, Galgotia Publication Pvt Ltd
4. Bajaj & Nag, E-Commerce (The Cutting & Edge Of Business) Tata Megraw Hill Publication Company Ltd
5. Harley Hahn, The Internet Complete Reference, Tata Mc Graw Hill & Ltd
6. R.K.Tanali, Pc Software, Tata Mc Graw Hill & Ltd

SEMESTER III: ALLIED PAPER - III

SUBJECT TITLE : ECONOMICS I
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents the general economics emphasizing the scope of the economics which explains the Demand, Production & Pricing theories in practical.

GOALS

This enables the students to learn about the economic conditions in detail

OBJECTIVES

When the students complete this course, they should

Understand how economic position of a business concern uplift the countries economy

Learn the demand and supply theories

Learn the pricing method

CONTENT :

UNIT- I

Definition of Economics – Scope of Economics – Methods of Economics Analysis – Approaches to Economic Analysis – Micro and Macro Economics – Human Wants – Characterization of human wants.

UNIT II

Demand Theory – Cardinal Utility Approach – Law of Diminishing Marginal Utility- Ordinal Utility – Indifference Curve Analysis – Elasticity of Demand – Consumer's Surplus

UNIT III

Theory of Productions: Factors of Reduction- Cost Analysis- Revenue Analysis - Supply - Production Function – Laws of Return and Returns to Scales- Scale of Production.

UNIT IV

Pricing: Perfect Competition- Monopoly- Monopolistic Completion – Duopoly- Oligopoly. Price And Output Determination.

UNIT V

Distribution: Determination of Wages, Rent, Interest and Profit.

REFERENCE:

1. Marie John Kennedy, Advanced Micro Economics Himalaya Publications
2. Sundaram, Business Economics
3. S.Sankaran, . Economic Analysis, Margham Publication.
4. M.C.Jhingan, Micro Economics, Konark Publication
5. S.Sankaran, Principles of Economics- Margam Publications

SEMESTER III - SKILL BASED SUBJECT -PAPER I (DIPLOMA)

SUBJECT TITLE : COMPANY LAW AND SECRETERIAL PRACTICE
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents details about the incorporation of a company, emphasizing company management, explaining the secretarial duties, company meetings.

GOALS

To enable students to learn the company management.

OBJECTIVES

On successful completion of the course the students
Understand the way of incorporation of a company
Learn the company management
Learn the modern trends in company management

CONTENT :

UNIT-I

Company Definition and Features- Distinction between Company and Partnership Firm –Kinds of Companies – Differences between a Public Company and a Private Company – Incorporation of a Company – Documents to be Filed – Memorandum of Association – Doctrine of Ultra Virus.

UNIT II

Articles of Association– Doctrine of constructive Notice and Indoor Management - Alternation of Articles - Prospectus, Contents - Misstatements – Liability for Misstatements – Public Deposits – Certificate of Commencement of Business.

UNIT III

Shares, Debentures –Allotment, Valid Allotment, Irregular Allotment, Effect of Irregular Allotment – Transfer and Transmission of Shares –Membership of a Company.

UNIT IV

Company Management –Board of Directors –Appointment , Qualification , Powers, Duties, Liabilities and Position of Directors, Managing Director–Managerial Remuneration– Company Secretary –Appointment; Qualifications, Powers, Duties and Position.

UNIT V

Company Meetings – Secretarial Duties for Statutory Meeting-Annual General Meeting – Extraordinary General Meetings and Board Meetings - Resolutions, Minutes, Quorum and Proxy.

TEXT BOOKS:

1. Company Law And Secretarial Practice, N.D.Kapoor, 2002, Sultan Chand
2. Principles Of Company Law, M.C.Shulda Gulsan

REFERENCE

1. Ganesan, Company Law and Secretarial Practice, Rainbow Publications, 1985
2. Kathiresan and Radha, Company Law and Secretarial Practice, Prasana and Co, 1996
3. Sherlekar- Secretarial Practice, Himalaya Publishers
4. Pattan Shetti- Company Law and Secretarial Practice, S.Chand And Co

SEMESTER IV: CORE PAPER - VIII

SUBJECT TITLE: TALLY (fully practical)
COURSE NO :

SUBJECT DESCRIPTION

This course presents the tally – practical problems explaining the accounting methods in computers.

GOALS

This enables the students to learn how to computerize the accounting calculations using through tally software

OBJECTIVES

On successful completion of this course the students should have to
Understand how to create the Journals & Ledger in computer
Learn to make the posting in P&L A/C
Learn to tally the B/S & Inventory statement

CONTENTS:

- 1) Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results
- 2) Prepare trial balance, profit and loss a/c and balance sheet with minimum of any five adjustments
- 3) Prepare inventory statements using (calculate inventory by using all methods)
 - a) FIFO
 - b) LIFO
 - c) Simple average method
 - d) Weighted average method

NOTE : The weight age of marks awarded for this paper 100 % Wholly for Practical.

SEMESTER IV : CORE PAPER IX

SUBJECT TITLE : MATHEMATICS - II
COURSE NUMBER:

Subject Description

This course presents the mathematics concept, explaining the algebra, calculus and also the mathematics of finance

GOALS

To enable the students to learn the financial mathematic, algebraic calculation and derivative function

OBJECTIVES

When the students complete their course they should know

To calculate the finance in banks

They should learn about the matrices and algebraic calculations

They should know about both the type of calculus

CONTENTS:

UNIT- I

Mathematics of Finance: Simple and Compound Interest – Both Nominal and effective Rates of Interest-Sinking Fund-Annuities –Present Value- Discounting of Bills - Bankers Gain

UNIT II

Fundamental ideas of Set Theory – Arithmetic & Geometric Series- Application of Business Problems.

UNIT III

Metric Algebra – Addition- Subtraction – Multiplication Matrices- Rank of a Matrices – Inverse of A Matrix- Determinants – Solution of Simultaneous Linear Equation- Input/Output Analysis

UNIT IV

Limit of a Function of Continuity: Derivative of a Function- Rule of Differentiation- Addition Rule- Product Rule and Quotient Rule- Differentiation of Algebraic – Logarithmic and Exponential Function (Excluding Trigonometric Function) Derivative on Rate Measure – Second Order Derivatives –Revenue – Marginal Cost and Average Cost – Elasticity of Demand.

UNIT V

Integral- Calculus- Indefinite- Integral Techniques of Integration – Simple Substitution – Partial Fractions and Parts.

NOTE: One question on theory and the other on problem may be asked in each unit.

REFERECNE

1. P.Navaneethan – Business Mathematics, Gemini Publications
2. P.R.Vital-Business Mathemeatics, Marghan Publications
3. V.Sundaresan And S.P.Jayasdelan – An Introduction to Business Mathematics

SEMESTER IV - CORE PAPER- X

SUBJECT TITLE : COST ACCOUNTING

COURSE NUMBER :

SUBJECT DESCRIPTION

This course presents the cost accounting explaining the methods of costing, process and practical problems to solve.

GOALS

To enable the students to learn the basic methods of costing and methods of valuing material etc.

OBJECTIVES

On successful completion of this course the students should have to

Understand the costing methods

Learn the value of material issues & overheads

Learn the process and operations of costing

CONTENTS:

UNIT- I

Cost Accounting - Definition, Meaning and Scope – Relationship of Cost Accounting and Management Accounting–Methods of Costing –Cost Analysis, Concepts and Classifications– Elements of Cost, Preparation of Cost Sheet, Tender– Costing as an aid to Management – Limitations and Objections against Accounting- Materials; Purchasing of Materials, Procedure and Documentation involved in Purchasing Requisitioning for Stores.

UNIT- II

Methods of Valuing Material Issue–Maximum, Minimum and Reordering Levels - EOQ - Perpetual Inventory Labour – Systems of Wage Payment, Idle Time, Control over idle Time – Labour Turnover.

UNIT- III

Overhead – Classification of Overhead –Allocation and Absorption of Overhead.

UNIT- IV

Process Costing: Features of Process Costing–Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain, Inter Process Profit (Excusing Equivalent Production).

UNIT- V

Operating Costing, Contract Costing, Costing of Joint Products and By-Products. Reconciliation of Cost & Financial Accounts.

NOTE: Distribution of Marks for Theory & Problems shall be 40% and 60% respectively.

TEXT BOOKS:

1. Jan & Narang, Cost Accounting, First Edition, 1999, Kalyani Publishers.
1. M.C. Shukla & T.S. Grewal, Cost Accounting, S. Chand.

REFERENCE

1. V.K.Saxena and CD.Vashist: Cost Accounting, S.Chand and Co.
2. R.S.N.Pillai and Bagavathi-Cost Accounting, S.Chand and Co
3. S.P.Iyengar- Cost Accounting, Accounting, Sultan Chand and Sons
4. Jain and Narang – Cost Accounting, Kalyani Publishers
5. M.C.Shukla and T.S.Grewal-Cost Accounting, S.Chand and Co

SEMESTER- IV CORE PAPER - XI

SUBJECT TITLE : BUSINESS COMMUNICATION
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents the business communication emphasizing the banking, financial and trade correspondence if also explains the benefits and scope of communication

GOALS

This enables the students to learn letter writing, drafting the report and commercial correspondence

OBJECTIVES

On successful completion of this course the students should have to
Understand the principles, criteria for good communication
Learn the commercial, secretarial, trade correspondence
Learn the effectiveness of effective communication

UNIT I

Nature and Scope of Business English: Introduction – Meaning, Importance – Characteristics Of Good Commercial Writing – Essay and Précis Writing: Methods of Essay Writing – Models – Methods of Procedure and Technique of Précis Writing – Model Précis of Speeches and Correspondences.

UNIT II

Drafting :Methods and Procedure – Reports by Secretary, Board of Directors and Auditors – Press Reports- Market and Exchange Reports – Drafting of Speeches – Methods and Procedures – Model Speeches- Application for a Situation: General Principles of Commercial Correspondence- Importance of Commercial Correspondence – Principles of Effective Business Letters- Principles of Effective Correspondence- Kinds of Business Letter.

UNIT III

Trade Correspondence: Enquiries – Offers and Quotation – Orders – Complaints and Settlements – Circular Letter-Letters relating to Agency

UNIT IV

Banking and Financial Correspondence: Correspondence with Financing and relating to Opening Accounts – Investment and Withdrawal of Funds – Cash Credit and Overdraft

UNIT V

Secretarial Correspondence: Internal Correspondence with Staff, with Members – External Correspondence – With Co-operative Department and Other Government Departments – Correspondence with Federations.

REFERENCE

1. M.S.Ramesh And C.C. Pattanshetti, Business Communication, R.Chand and Co., 1999
2. Urmila Rai, And S.M.Rai, Business Communication, Himalaya Publishing House, 2001
3. Rajendra Pal, J.S.Korlahalli, Essentials of Business Communication, Sultan Chand and Sons, 2000

EMESTER IV: – ALLIED - PAPER IV

SUBJECT TITLE : ECONOMICS II
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents the general economics ii emphasizing the economics analysis, which explains the banking, international trade, international monetary system and globalization of Indian economy

GOALS

It enables the students to learn globalised economy, value of money and trade policies

OBJECTIVE

On successful completion of this course the students should have to
Understand the economical position of the country
Learn the international monetary system
Learn the liberalization, privatization, & globalization

UNIT I

Money and Banking: Functions of Money – Value of Money- Inflation and Deflation – Banking – Commercial Banking

UNIT II

Central Banking- Instruments of Credit Control – Reserve Bank of India

UNIT III

International Trade: Distinguishing features of International Trade – Theories of International Trade- Trade Policy- Balance of Trade & Balance of Payment

UNIT IV

International Monetary System: Foreign Aid – World Bank – IMF – ADB – WTO

UNIT V

Economic Reforms in India – Impact of Economic Reforms on the Indian Economy – Liberalization, Privatization and Disinvestment - Globalization

REFERENCE

1. Dr.P.B.Tyagi – Public Finance, Prakash Nath & Co
2. S.Sankaran – Indian Economy, Marghan Publications
3. M.L.Jhingan- Public Finance and International Trade, Nath & Co
4. M.L.Jhingan- Money, Banking, International Trade and Public Finance, Urinda Publications
5. Lakshmi Narayan- Public Finance, Agarwal Publications

SEMESTER IV - SKILL BASED SUBJECT- II (DIPLOMA)

SUBJECT TITLE : FUNDAMENTALS OF INSURANCE

COURSE NUMBER:

SUBJECT DESCRIPTION:

This course presents the fundamentals of insurance which emphasize the needs & various kinds of Insurance.

GOALS

It enables the students to learn the fundamentals of insurance agencies.

OBJECTIVES

On successful completion of this course, the students should have to
Understand the fundamentals of insurance
Learn how to attain the agency license.
Learn the organization function, structures & promotional strategies.

CONTENT

UNIT I

Introduction to insurance: Purpose and need of insurance, insurance as a social security tool, insurance and economic development, Fundamentals/Principles of insurance, various kinds of insurance: Life, Marine, Fire, Medical: General features

UNIT II

Fundamentals of Agency Law: Definition of an agent, agents regulation, Insurance intermediaries, agents compensation.

UNIT III

Insurance agents: Procedure, pre – requisite for obtaining a license- duration of license, cancellation of license: Revocation or Suspension / Termination of agency: Right appointment; code of conduct, unfair practices.

UNIT IV

Function of an Agent: Proposal form and other form for agent of cover, Financial and medical underwriting, Material information, nomination and assignment, procedure for settlement of policy claims.

UNIT V

Company profile: Organisational of company; structure – Market share, Product pricing – actuarial aspects, and distribution channels – promotion strategies - J.R.A and its functions.

Books Recommended:

1. Mishra M.N Insurance Principles and Practice, S. Chand and co. New Delhi 2002.
2. GOI, Insurance Regulatory Development Act 1999.
3. GOI, Life Insurance Corporate Act 1956.
4. Vinayakam. N. Kandhaswamy and Vasudevan SG. Insurance Principles and Practise, S.Chand and Co., New Delhi, 2002.
5. Mishra M.N Life Insurance Corporate of India, Vol I, II & III Raj Books, Jaipur 2000.

SEMESTER V: CORE PAPER XII

SUBJECT TITLE: CO-OPERATIVE LAWS & ALLIED LAWS
COURSE NO :

SUBJECT DESCRIPTION:

This course presents the Co-operative Laws & Allied Laws which explains the Rules & Regulations as per Tamilnadu Co-operative Societies Act 1983 and Rules 1988 and also the Consumer Protection Act.

GOALS:

To enable the students to learn Norms and Conditions of Laws in Co-operatives.

OBJECTIVES:

On Successful Completion of this course the students should have to

1. Understand the Rules and Regulations of cooperative Societies.
2. Learn the Procedures as per Co-operative Societies Act 1983.
3. Learn the Consumer Protection Act.

CONTENT:

UNIT I

General: Importance of Legal frame work for Co-operatives – History of Co-operative Legislation in India – Pre Independence and Post Independence – Model Co-operatives Act (1991) – Multi-unit Co-operative Societies Act 2002 – Self Reliant Cooperative Societies Act: Features

UNIT II

Tamilnadu Cooperative Societies Act 1983 and Rules 1988 – Provisions relating to Registration, Amendment, Division and Amalgamation, Qualifications, Rights and Liabilities of Members, Management, Qualification and Disqualification of Board.

UNIT III

Duties and Privileges of Registered Societies – State Aid to Registered Societies – Net Profit Distribution – Audit- Inquiry – Inspection – Supersession- Surcharge — Dispute – Offences and Penalties.

UNIT IV

Arbitration – Winding up of Registered Societies – Execution of Orders- Co-operative Tribunals – Appeals – Revision – Review – Provisions relating to Agriculture and Rural Development Banks.

UNIT V

Allied Laws: Sale of Goods Act 1930 – Indian Contract Act 1872- Section 1 to 75 – The Consumer Protection Act 1986 – Features of VAT

REFERENCE

- 1) The Tamilnadu Co-operative Societies Act and Rules – Cooperative Union Publication
- 2) Multiunit Cooperative Societies Act
- 3) Report of the Committee on Cooperative Law Government of India
- 4) Report of The Committee on Model Co-operatives Act, Planning Commission, Government of India (May 1991).

SEMESTER V: CORE PAPER - XIII

SUBJECT TITLE : MANAGEMENT ACCOUNTING
COURSE NUMBER:

SUBJECT DESCRIPTION

This course present the management accounts enlightens the financial statement and working capital management

GOALS

This enables the students to analysis the financial statement in profit or loss in a practical way.

OBJECTIVES

On successful completion of this the students should have the knowledge about
The accounting concept and different types of A/c's with their relationship
They should learn how to manage a working capital in their day to day happenings
To learn marginal costing and budgetary control which minimize or avoids the loss position

CONTENTS :

Unit- I

Management Accounting – Meaning, Objectives and Scope – Relationship between Management Accounting, Cost Accounting and Financial Accounting–Need and Significance of Management Accounting.

Unit-II

Analysis and Interpretation of Financial Statement –Ratio Analysis – Significance of Ratios and Long Term Financial Position – Profitability – Uses and Limitations of Ratios.

UNIT- III

Working Capital – Concepts, Kinds, Importance of Working Capital – Working Capital Requirements and their Computation – Sources of Working Capital –Funds Flow and Cash Flow Analysis (New Format).

Unit-IV

Cost – Volume – Profit Analysis – Marginal Costing and Break – Even Analysis, Marginal Costing – Significance and Limitations of Marginal Costing.

UNIT-V

Budgeting And Budgetary Control– Definition, Importance, Essentials, Classification of Budgets, Master Budget, Preparation of Different Budgets – Steps in Budgetary Control.

REFERENCE

1. Dr.R.Ramachandran and R.Srinivasan-Management Accounting (Theory, Problems and Salvations) Sriram Publications,
2. R.K.Sharma, Shasi.K.Gupta – Management Accounting, Kalyani Publications, 2003
3. S.N.Maheswari- Principals Of Management Accounting, Sultan Chand and Sons, 1999.
4. R.S.N.Pillai And Bagavathi-Management Accountin, S.Chand and Co
5. Khan, Managemetn Accounting – Tata Mcgraw Hill

SEMESTER V: CORE PAPER XIV

SUBJECT TITLE PRACTICAL TRAINING AND FIELD PLACEMENT PHASE I&II

COURSE NUMBER:

SUBJECT DESCRIPTION

This course provides opportunities for developing on ability theoretical knowledge for solving practical problems of the co-operatives

GOALS

To enable the students to learn the general working, functions and problems of different co-operatives

OBJECTIVES

On successful completion of the course the students have:

1. Understand the practical knowledge on the general working of various types of Co-operatives
2. Learnt the day – to –day administration, accounts maintenance and auditing various] Types of Co-operatives
3. Learn the modern trends in Co-operative management

CONTENT:

I Objective of the Practical Training

1. To give a practical knowledge on the general working of various types of agricultural and non-agricultural co-operative societies
2. To trade in the day – to- day administration account maintenance and auditing of various co-operatives
3. To develop the capacity to appreciate and understand the working of co-operative societies and
4. To provide opportunities for developing an ability theoretical knowledge for solving practical problems of the co-operatives

A. Methods of First Phase of Training

The first phase of training will be study visits to the various categories of co-operative from the primary to apex levels and to the various officers of the government department of co-operative. The first phase practical training is to be given the guidance and supervision of Lecturer in- charge of practical training who should accompany the students. The practical training record

(i phase record), should be maintained according to a proforma to be evolved by the college concerned. The study visit may be made for one full day every week to the selected primary and district level co-operative and officers of government department of co-operation, which are nearer to the college. The study visit to the apex level co-operative may be made for about a week after the completion of the programme in the primary and district level co-operatives and local office of Government of co-operation .

List of Co-operative/Institution/ Department for the Study visit under I &II Phase:

Agricultural Credit

1. PACBS And Agricultural Bank/FSS
2. District Central Co-operative Bank/ SCB
3. PCARDB / SCARDB
4. Urban Co-operative Bank
5. Employer's Credit Society
6. Housing Co-operative Society
7. Primary Consumer Co-operative Sores/Whole Sale Stores
8. Primary Co-operative Marketing Society
9. Weaver's Co-operative Society/Co-operative
10. Primary Milk Producer's Society
11. Primary Industrial Co-operative Society
12. District Co-operative Union / SCU
13. Office Of The EOC
14. Circle Deputy Register's Office
15. DCO'S Office

C. Procedure for First Phase

1. A brief introduction by the lecturer in charge of the i phase practical training about the working of the society/institution/ department prior to the study visit
2. In the society, brief talk by Chief Executive/ PRO/Manager/Secretary/Asst. Secretary, Office bearers of president on the origin, development, general working and problems of the society.
3. Detailed study of the latest annual reports, audit reports and financial statements
4. Detailed study of the by laws of the society
5. Study of the main banks maintained and other statement.
6. Discussion with the office bearers and members regarding the working problems, future plan etc .in certain selected societies.
7. Records in the proper format are to be submitted to the lecturer in charge on the next day of the study visit to the society
8. This First Phase practical training record will be assessed in 6th semester

Phase II Field Placement

After the completion of study visit (i.e.) Phase I, students to be assigned with apprenticeship programme for a period of 2 weeks in the selected co-operatives

For the purpose of apprenticeship, the students will be divided into batches of 2 or 3, the Lecturer in charge will test/ check their work by surprise visits to be allotted Co-ops and Offices

Maintenance of Records:

Every students should maintain a practical training record Phase I and submit the same within 10 days after completion of the training programme for evaluation, to the Lecturer in charge of the programme.

Student should write a project study report and this report is to be submitted within 10days after the completion of the placement programme for the interests of all the students will share the practical knowledge gained by them.

Assessment of Phase I& II and Field Placement project study and Viva voce. The Practical Training Placement Record (I &II phase project study record) will be assessed by a team of examiners consisting of lecturer in charge, head of the department and external examiner nominated by the university for Evaluation of records and conduct of viva voce test jointly by the examiners. The weight age of marks for Practical Training Phase I and II will be 75% and 25% respectively for Record and Viva.

2. Whether the records reflect active participation of the students in pt programme
3. Whether relevant data have been collected ad whether they are accurate.
4. Whether the data have been presented well (sequence of Ideas, Clarity, Use Of Tables, Diagrams Etc.
5. Whether key problems have been identified and analyzed?
6. Whether practical working is recorded well?
7. Whether consultations are sound and useful?

(Criteria For Viva Voce Test (I And II Phase For 25 Marks)

1. Correct answer to questions
2. Practical knowledge gained
3. Clarity and expressions

REFERENCE

- 1) K.C Nair, Jose Paul, G.J.George, J.John, Modern Marketing Management, Himalaya Publishing House, 1999
- 2) Philip Kotler, Gory, Trmstand, Principles Of Marketing, Prentice Hall Of India, Private Ltd, 1996
- 3) S.A.Chunawalla, Sales Management, Himalaya Publishing House, 2001
- 4) Vassar Das Gupta, Sales Management, Prentice Hall of India Private Ltd, 2000
- 5) Richard R.Still, Edward W.Cundiff, Norman A.P.Govoni, Sales Force Management, Prentice, Hall of India Private Ltd, 1999
- 6) S.A.Sherlekar, Marketing Management, Himalaya Publishing House 2000
- 7) R.S.N.Pillai and Bagavathi, Modern Marketing, S.Chand and Company Ltd,1999

SEMESTER V ELECTIVE-I (A)

SUBJECT TITLE : BANKING

COURSE NUMBER

SUBJECT DESCRIPTION

This course presents the banking functions, services and employment of funds by the nationalized banks.

GOALS

To enable the students to learn about banking functions and services.

OBJECTIVES

On successful completion of the course the students should have:

Understood the function and service of the bank learnt the responsibilities of the banker learnt the modern trends in banking.

CONTENT:

UNIT I

Evolution of Banking: Origin and Development of Banking – Functions of various types of Banks – Banking Functions – Different types of Deposits – Banker Customer Relationship: Definitional Aspects, Their Relationship, Rights and Liabilities – Dealings with various Customers.

UNIT II

Credit Instruments: Definition – Negotiable and Non-Negotiable Instrument – Cheques, Bills of Exchange, Promissory Notes, Hundies, Other Credit Instrument: Demand Drafts Letters of Credit, Travelers Cheques, Postal Orders etc. – Their features and Legal Aspects, Kinds of Crossing – Kinds of Endorsement.

UNIT3

Collecting Banker: Collection of Cheques :for a Holder Value – As Agent for Collection ,Duties and Responsibilities – Statutory Protection- Collection of Demand Drafts, Customer Bills, , Postal Orders, , , Pay Orders etc., Clearing House- Paying Banker: Payment of Cheques – Precautions to be taken – Statutory Protection to the Paying Banker – Dishonour of Cheques- Unpaid Cheques.

UNIT4

Employment of Funds : Principles of Investments – Distribution of Bank Funds over Different Assets Banker's Discretion in the Employment of Fund –Loans And Advances: Secured and Clean Loans – Types of Securities – Differential Interest Rates – Charging of Securities: Lien, Pledge, Hypothecation, Mortgage and Charge.

UNIT5

Banking Regulation Act: Important Provisions related to Organization, Management and Banking Operations – Powers and Consequential functions and Responsibilities of RBI

REFERENCE

- 1) K.P.Kandasani, Banking Law and Practice, S.Chand and Company Ltd, 1998
- 2) Shokhar and Shekhor, Banking Theory and Ractice, Vikas Publishing House Pvt Ltd, 2000
- 3) E.Gardan and K.Natarajan, Banking Theory Law and Practice, Sultan Chand and Sons, 1999
- 4) Sundhoran and Varshney Banking Theory Law and Practice, Sultan Chand and Sons, 1999
- 5) T.T. Sethi, Money, Banking and International Trade, S.Chand and Company Ltd, 1999

SEMESTER V ELECTIVE-I (B)

Subject Title : RETAIL BUSINESS MANAGEMENT

Course Number :

No. of Credit Hours : 5 Hours Per Week

Subject Description : To enable the students to know the emerging trends in Retail Business.

Goals : To make the students to understand the conceptual frame work of Retail Business Management.

Objectives : On successful completion of this course, the student should be well versed in the principles involved in managing the retail business.

Unit I

Nature and Significance of Management - Objectives of Management - Functions of Management -

Setting up a Retail Organization- Factors to be considered in Planning, Assessing a Retail Organization.

Unit II

Human Resources Environment of Retailing- Recruiting and Selecting Retail Personnel. Compensating Retail Personnel , Supervision of Retail Personnel.

Unit III

Financial Dimensions of Operations Management – Profit Planning – Asset Management- Preliminary Budget Decisions and Ongoing Budgeting Process.

Unit IV

Operational Dimensions – Store Security – Insurance – Credit Management – Computerization -

Outsourcing – Risk Management.

Unit V

Ethics in Retail Management – Ethical Values –Social Responsibility, Ethical Values in relation to

Customers, Community & General Public, Employees, Business Partners and Shareholders – Consumerism.

Books for Reference:

1. **Retail Management** - Gribson G. Vedamani, Jaico publishing House, 2005

2. **Retailing Management**

Text & Cases - Swapna Pradhan, The Mc Graw- Hill Companies, 2006

3. **Retail Management**

Strategic Approach - Barry, Berman, Joel R Evam- Pearson Education (Singapore) 2002 .

SEMESTER V ELECTIVE-I (C) **EXPORT MANAGEMENT**

AIM : To help students acquire familiarity of the knowledge and process of export and import trade.

UNIT I : Export - meaning - scope - functions - Role of export in economic development- Planning for export - market analysis:- market intelligence and market Research -market selection and entry strategies for export.

UNIT II : Legal aspects of export trade:- International law: Private Law - Transport contracts - Payment and credit - settlement of disputes - Indian Laws: EXIM policy -Law relating to packaging - pricing - Advertising - distribution.

UNIT III : Export financing: methods and sources of export finance - Terms of payment for export - Letter of credit - Institutional aid for export financing: RBI, EXIM Bank, ECGC - commercial banks. Export pricing: Factors influencing export price - Forms of pricing - pricing approaches - Transfer pricing - Dumping - International price quotation - Incoterms.

UNIT IV: India's export performance - Problems in export trade- Export promotion - Need - Export promotion in India:- Institutional support for export promotion – Export promotion incentives -EPZ & FTZ, 100% EOU, Export houses, Trading houses - Star Trading houses - Project and consultancy export

UNIT V: Export Procedure and documentation: Export order execution - Product preparation - quality control and Pre-shipment inspection - Packaging - freight forwarders - Cargo insurance - customs clearances - Documentation Procedure and clearing Export bills. Import Procedure:- Import licensing - Replenishment license - Advance import license - Pass book scheme - Import of capital goods.

References :

1. TAS Balagopal - Export management - Himalaya
2. Varshney & Battacharya - International Marketing Sultanchand & sons
3. Francis chernmilam - International Trade and Export management - Himalaya
4. B.S Rathor - Export Management - Himalaya.
5. S. Shivaramu - Export Marketing – Himalaya

SEMESTER V : SKILL BASED SUBJECT – III (DIPLOMA)

SUBJECT TITLE : MANAGEMENT INFORMATION SYSTEM
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents the management information system emphasizing **the** (computer) information technology & system it also explains the computer hardware and strategic information system.

GOALS

It enables the students to learn the computer hardware and telecommunication.

OBJECTIVES

On successful completion of this course the student should have to
Understand the information system
Learn the strategic information system
Learn the telecommunication revolution and internet

CONTENTS:

UNIT I

Introduction to Information Systems - Definition – Features – Steps in Implementation of MIS
- Need For Information-System For Decision Making- Mis as Competitive Advantages- MIS Structures.

UNIT II

MIS – Strategic Information System – MIS Support for Planning – Organizing - Controlling - MIS for Specific functions - Personnel, Finance, Marketing, Inventory, Production. Data Base Management System Models – Hierarchical – Network – Relational - Modular.

UNIT III

Computer Hardware - Description of Electronic Computers - CPU operations - Classification of Computers Main - Mini - Workstations Micro Computers - Super Computers - Personal Computers. Computer Software : Types of Software - Data Representation in Computers - Introduction to Client Server.

UNIT IV

Input Devices - Mouse - Touch Screens - MICR - OCR - Keyboard -Pen Based Input - Digital Scanners - Voice Input Devices - Sensors. Output Devices - Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. Secondary Storage Devices Magnetic Disk, Floppy, Magnetic Tape, Optical Disk Storage – CDROM

UNIT V

Telecommunication Revolution - Introduction to Email, Internet, Intranet and Teleconferencing, WWW Architecture, Introduction To E-Commerce, Models B_B, B_C, Edi, Edi Applications in Business, Electronic Payment Cash, Smart Cards, Credit Cards.

REFERENCE

- 1) Gordon B.Davis – Management Information System, McGraw – Hill International Editions
- 2) S.P.Raja Gopalan – Computer Application in Business, Vikas Publications
- 3) Varma and Agarwal – Management Information System, Kings Book Publication
- 4) Jawadekar – Management Information System, Tata McGraw Hills Publication

SEMESTER VI: CORE PAPER XVI

SUBJECT TITLE : CO-OPERATIVE MANAGEMENT AND ADMINISTRATION
COURSE NUMBER :

SUBJECT DESCRIPTION

This course presents the principles of Co-operative Management, emphasizing managerial functions, explaining internal management of Co-operative organizations and behavioral concepts as applied to Practical Management Problems.

GOALS

To enable the students to learn the basic functions, principles and concepts of Co-operative Management.

OBJECTIVES

On successful completion of the course the students should have:

Understood co-operative management functions and principles

Learnt the scientific decision making process and problem solving techniques in co-operatives

Learnt the modern trends in co-operative management process.

UNIT I

Co-operative Management: Concept and Features. Functions of Management. Objectives
Co-operative Management.

UNIT II

Democratic Control: Democratic Structure - General Body - Division of Function and Authority – The Board and the Chief Executive – Co-operative Leadership Special Aspects - Development of Professional Management in Co-operatives.

UNIT III

Functional Areas of Management in Co-operatives: Production- Marketing - Financial - Personal and Material Management.

UNIT- IV

Evaluation of Performance of Co-operatives: Key Result Areas, Performance Evaluation – Operational Efficiency Measurement Criteria for Co-operatives.

UNIT V

Co-operative Administration: Government Role in Co-operative Administration – Co-operative Departmental set-up At Different Level - Functional Registrars - Delegation of Powers and Functions Of Registrar - Audit: Departmental Set-Up.

REFERENCE

- 1) Dr. V.Kulandaisamy, Co-operative Management, Arudra Academy, First Edition 2002.

- 2) M.Kutumba Rao, Professionalisation of Co-operative Management, Rainbow Printers, 1989
- 3) R.Thirunarayanan, Essays on Human Resource Development in Co-operative in Co-operatives, Rainbow Printers, 1990
- 4) S.Nakkiran – Co-operative Management, Rainbow Publication
- 5) A.K Sah, Functional Co-operative Management, Rainbow Publications

SEMESTER VI: CORE PAPER XVII

SUBJECT TITLE : GENERAL AND CO-OPERATIVE AUDIT
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents the general principles of Co-operative auditing as applied to different types of Co-operative institutions.

GOALS

To enable the students to learn how auditing is done in co-operatives

OBJECTIVES

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

Understand general principles of co-operative auditing

Learnt the audit programme of each co-operatives

Learnt how co-operative auditing differs from general auditing

CONTENT:

UNIT I

General Principles -Audit - Its Origin - Definition - Objects - Advantages. Nature and Scope of Audit -Various kinds of Audit - Rights, Duties and Responsibilities of Auditor- Commencement of Audit Programme - Routine Checking of Vouching and its meaning- Vouching of Cash Transaction – Importance of Routine Checking.

UNIT II

Verification and Valuation of Assets and Liabilities: Meaning of Verification - Mode of Valuation of various Assets and Liabilities - Depreciation – Definition – Objects, Methods, Auditors Duty – Reserve: Meaning - Definition – Various Reserves – Audit of Final Accounts: Profits and Loss Account Balance Sheet.

UNIT III

Company Audit -Appointment and Removal of Auditors - Rights and Duties of Company Auditors- Liabilities –Audit of Share Capital and Share Transfer.

UNIT IV

Cooperative Audit: Definition, Nature, Scope, objectives and Advantages- Various Kinds of Audit Differentiate Commercial and Cooperative Audit- Internal Check and Internal Audit - Rights, Duties and Responsibilities of Auditor. Distinguish Audit from Inspection and Supervision - Commencement of Audit: Audit Programme - Mechanical and Administrative Audit – Methods

UNIT V

Audit Programme for Selected Societies: Various stages of Audit in Cooperative Credit Institution - Marketing Society, Consumer Stores, Housing Society, Milk Supply Society,

Industrial Cooperative, Classification on the Reserve Bank of India Standard -Preparation of Final Audit Memorandum and Its Enclosures.

REFERENCE

- 1) R.G.Saxena, Principles and Practice of Auditing Himalaya Publishing House, Reprint 1999 (4th Revised Edition), 1999.
- 2) D.R.Kapoor, Hand Book Of Co-operative Audit, Anmol Publications Pvt Ltd, 1998
- 3) B.N.Tandan, S.Sudhorsanan, S.Sundhra Babu, a Hand Book Of Practical Auditing, S.Chand And Company Ltd, 2000.
- 4) B.N.Tandon, A Hand Book Of Practical Auditing, S.Chand And Company Ltd, 2003.

SEMESTER VI: CORE PAPER XVIII

SUBJECT TITLE: PRINCIPLES OF TAXATION

COURSE NUMBER: -

SUBJECT DESCRIPTION:-

This course presents the principles of taxation which says about merits and demerits of taxation.

GOALS

To enable the students to learn the basic concepts & effects of taxation and federal finance.

OBJECTIVES

On successful completion of the course the students should have to

Understand the concept and features of taxation.

Learn about the principles of federal finance & finance commission.

Learn the VAT & causes and remedial measures taken to avoid black money.

CONTENT

UNIT I

Public Finance – Categories of revenues – Taxes, Borrowings, Receipts from public sector undertakings, etc., - Tax – Definition and General Characteristics – direct and indirect Taxes – Companies – Merits and Demerits of Direct and Indirect Taxes.

UNIT II

Proportional, Progressive and Regressive – canons of Taxation – Shifting and incidence of Taxation – Effects of Taxation on Production, Distribution and Consumption.

UNIT III

Federal Insurance System – Principles of federal finance – constitutional basis for taxation – Union list, State List and Concurrent List and Distribution of Revenue between center and states.

UNIT V

Finance Commission – Recommendation – Double Taxation, Specific and Duties – Single point and Multi- point Tax – Value Added Tax.

UNIT VI

Black Money – Causes Remedies – Measurement of Black Money – Tax Evasion Avoidance.

Books Recommended:

1. Principles of Taxation – Kathiresan & Radha.

SEMESTER VI – ELECTIVE - II (A)

SUBJECT TITLE: HTML & INTERNET (fully practical)
COURSE NO :

SUBJECT DISCRPTION :

This course present the practical paper on HTML and Internet which explains how to create and make use of web page.

GOALS :

It enables the students to learn prepare how to create a web page and to aces internet.

OBJECTIVES :

On successful completion of this course the students have to

Understand the HTML functions

Learn to create a Web Page

Learn to use net with which they can collect data though browsing

PRACTICAL

HTML

- 1) Create web pages for a business organization using HTML Frames.
- 2) Create a Program using HTML to display the order list and unordered list of a Departmental Store.
- 3) Program to display Image and Text using HTML tag for an advertisement of a company Product.
- 4) Create a Table to display list of product using HTML tag.
- 5) Create a website of your department with minimum five links using HTML.

INTERNET

- 1) Create an E. Mail Id and Check the Mail Inbox
- 2) Chatting
- 3) Learn how to Use Search Engines and Visit Yahoo.Com and Google.Com
- 4) Visit your University and College Websites and Collect relevant Data.

NOTE : Marks awarded 100% only for Practical

Book Recommended

- 1.Harley Hahh – The Internet Complete REFERENCE, Tata McGraw Hill Pvt Ltd.,

SEMESTER VI – ELECTIVE - II (B)

MULTIMEDIA (50% theory and 50% practical)

Subject Description: This Subject deals Multimedia Applications.

Goal: To learn about Multiple media and their technologies.

Objective: To inculcate knowledge on Media, Text, Image, Audio, Video, Animation etc.

UNIT-I: Introduction: Multimedia Presentation and Production – Characteristics of Multimedia Presentation – Multiple Media- Utilities of Multi-sensory Perception – Hardware and Software Requirements. **Digital Representation:** Analog Representation – Waves – Digital Representation – Need for Digital Representation – Analog to Digital Conversion – Digital to Analog Conversion. **Text:** Types of Text – Unicode Standard – Font – Insertion of Text – Text compression – File formats.

UNIT-II: Image: Image Types – Seeing Color – Color Models – Basic Steps for Image Processing – Scanner – Digital Camera – Interface Standards – Specification of Digital Images – CMS – Device Independent Color Models – Image Processing software – File Formats – Image Output on Monitor and Printer.

UNIT-III: Audio: Introduction – Acoustics – Nature of Sound Waves – Fundamental Characteristics of Sound – Microphone – Amplifier – Loudspeaker – Audio Mixer – Digital Audio – Synthesizers – MIDI – Basics of Staff Notation – Sound Card – Audio Transmission – Audio File formats and CODECs – Audio Recording Systems – Audio and Multimedia – Voice Recognition and Response - Audio Processing Software.

UNIT-IV: Video: Analog Video Camera – Transmission of Video Signals – Video Signal Formats – Television Broadcasting Standards – Digital Video – Digital Video Standards - PC Video – Video Recording Formats and Systems - Video File Formats and CODECs – Video Editing – Video Editing Software.

UNIT-V: Animation: Types of Animation – Computer Assisted Animation – Creating Movement – Principles of Animation – Some Techniques of Animation – Animation on the Web – Special Effects – Rendering Algorithms. **Compression:** MPEG-1 Audio – MPEG-1 Video - MPEG-2 Audio – MPEG-2 Video.

TEXTBOOKS:

1. **PRINCIPLES OF MULTIMEDIA – Ranjan Parekh**, 2007, TMH.

(UNIT I: 1.1-1.6, 2.1-2.7, 4.1-4.7 UNIT-II: 5.1-5.16 UNIT-III: 7.1-7.4, 7.8-7.14, 7.18-7.20, 7.22, 7.24, 7.26-28 UNIT-IV: 8.1-8.12 UNIT-V: 9.5-9.10, 9.13, 9.15, 10.10-10.13)

REFERENCE BOOKS:

1. **MULTIMEDIA: Making it Work – Tay Vaughan**, 7th edition, TMH.

2. **Comdex MULTIMEDIA AND WEB DESIGN – Vikas Gupta**, DreamTech press.2007.

MULTIMEDIA LAB - PHOTOSHOP PRACTICAL LIST

1. Create Sun Flower using Photoshop.
2. Create Water Drops using Photoshop.
3. Animate Plane Flying the Clouds using Photoshop.
4. Create Plastic Surgery for Nose using Photoshop.
5. Create Mouse using Photoshop.
6. Create See thru text using Photoshop.
7. Create Military Clothe using Photoshop.
8. Create Stone Texture using Photoshop.
9. Create Rollover Buttons using Photoshop.
10. Create Realistic Stone Structure using Photoshop.
11. Create Web Page using Photoshop.
12. Convert Black and White to Color Photo using Photoshop.

REFERENCE BOOKS:

1. **PHOTOSHOP CS2 BIBLE – Deke McClelland & Laurie Ulrich Fuller**, Wiley India.
2. **Comdex MULTIMEDIA AND WEB DESIGN – Vikas Gupta**, DreamTech press, 2007.

SEMESTER VI – ELECTIVE - II (C)

SUBJECT TITLE : SOFTWARE DEVELOPMENT WITH VISUAL BASIC

COURSE NUMBER :

SUBJECT DESCRIPTION

This course presents of the Visual Base explaining the statements in V.B, Controlling Program Flow, Looping Function. Etc.,

GOALS

This enable the students to learn how to create a computerized statement

OBJECTIVES

On successful completion of this course the students have

1. To understand the various functions in programming
2. Learn to create tool boxes
3. Learn the looping functions

CONTENT

UNIT I

V B. Fundamentals: Getting Started – The Visual Basic Environment – Customize A Form. First Step In Programming. The Code Window, Variables, Data Types, Constants, Strings, Numbers, Statements In Visual Basic I The Comment And The End Statement.

UNIT II

First Steps In Building The User Interface : The Tool Box – Creating Controls – The Name Properly – Properties Of Command Buttons- Simple Event Procedures For Command Buttons – Access Key- Image Controls- Text Boxes – Labels – Navigating Between Controls – Message Boxes- The Grail – Picture Box – Rich Text Box

UNIT III

Organizing Information Via Controls: Control Arrays – List And Combo Boxes- Flex Grid Controls Controlling Program Flow: Determinant Loops- Indeterminate Loops – Making Decisions- Select Case- Nested Of Then's – The Go To Statement

UNIT IV

Built – In Functions : String Function – Numeric Functions- Data And Time Functions – Financial Functions. Functions And Procedure: Function Procedures And Sub Procedures

UNIT V

The Tool Box Revisited; Frames – Option Buttons- Check Box Scrollbars- Times – Microsoft Windows Common Controls 6.0: Image List Control- List View Control- Progress Box Control –Slides Control- States Bar Control – Menus- Md1forms

PRACTICAL LIST (VB)

1. Design a Format with Text Box to Perform the Alignment and Format Function
2. Design a Form to display the list of Products by Declaring Array Function
3. Design a Form to Calculate Capital Budgeting Technique by Declaring Finance Function and Variable Declaration using Option Button(Radio) Check Box
4. Design a Form to Display an Advertisement Banner Using Image Box Control with String Function
5. Design a Form to Compute Cost of Capital using Finance Function in Visual Basic
6. Design a Form to Perform Working Capital Analysis using Finance Function
7. Design a Form to Display Break – Even Analysis using Time and Chart Controls, by Declaring Variables
8. Design a Form to Present Product Details Like Purchase, Sales, Profit, Etc By Declaring Away Functions and Present the Details in a Rich Text Box(RTF)
9. Design a Form to Display a Calculator
10. Design a Pay Slip for an Organization and Create a Database using SQL and ADO Counter
11. Design the Form to Display the Highlights of the Budget Option Button and Animation
12. Design a Supermarket Bill to display the Sales Invoice and Create a Database using ADO Control
13. Design the Form to Create Bank Customer Database using ADO Control
14. Design a Form to Calculate Minimum, Maximum, Reorder, Reorder Quantity, EOQ and Display the Inventory Control Records
15. Design the Form to Display Free View and List View of Folders and Files From a Directory or an Organization

NOTE : 3 hrs Theory & 3 hrs Practical. The weightage of marks awarded for this paper is 50 % for theory & 50% for Practical

BOOKS RECOMMENDED

- 1) Byson & Gottfried, Visual Basic, Tata Mc Graco-Hill Publication
- 2) Steven Visual Basic 6 Programming Black Box, Holyzner Dreamtech Publication
- 3) Visual Basic 6, Gary Cornell Tata Mc Graw – Hill

SEMESTER VI : ELECTIVE -III (A)

SUBJECT TITLE : ENTREPRENEURSHIP DEVELOPMENT
COURSE NUMBER:

SUBJECT DESCRIPTION:

This course presents the entrepreneurship development which emphasis the nature of entrepreneurship. It also explains EDP programme in Large, Medium and Small-scale industries.

GOALS

It enables the students to learn the industrial policy resolution and special schemes

OBJECTIVES

On successful completion of this course, the students should have to
Understand the entrepreneurship development programme.
Learn the incentives of schemes given by various institutions
Learn the Large, Small & Cottage industries.

UNIT I

Concept of Entrepreneurship –Definition, Characteristics and Functions of Entrepreneur – Types of Entrepreneurs – Sickness and Survival–Need for Training and Development- Phases of EDP- Special Agencies – Development of Women Entrepreneurs and Rural Entrepreneurs.

UNIT II

Institutional finance to Entrepreneurs- SFCS- SIDCS- SIPCOT-TIIC- Commercial Banks – Small Industries Development Banks- Venture Capital and its importance.

Unit-III

Institutional Setup- DICS, SIDCO-NSIC, SISIS, Indian Investment Center- Khadi and Village Industries Commission

UNIT- IV

Incentives and Subsidies – Subsidized Services- Subsidy for Market – Transport Subsidy- Seed Capital Assistance- Taxation Benefits to SSI- Special Facilities for imports.

UNIT- V

Project Formulation – Project Identification – Evaluation- Feasibility Analysis, Project Report.

REFERENCE

1. S.Skhanka, Entrepreneurial Development, S.Chand and Company Ltd, 1999
2. C.B.Gupta& N.P.Srinivasan, Entrepreneurial Development, Sultan Chand and Sons, 2001
3. Jose Paul, N.Ajith Kumar, Paul T.Mampilly, Himalaya Publishing House, 1999

4. M.Soundarapandian, Rural Entrepreneurship- Growth and Potentials, Kanishka Publishers, 2001.
5. P.Saravanavel, Entrepreneurial Development, Ess Pee Kay Publishing House, 1997

SEMESTER VI : ELECTIVE -III (B)
ADVERTISING MANAGEMENT

Unit –I

Introduction to Advertisement : Concept and definition of advertisement – social, economic and legal implications of advertisements –setting advertisement objectives.

Unit- II

Ad.Agencies – Selection and the remuneration – Advertisement – campaign
Function of Ad. Agencies – types of Ad Agencies.

Unit –III

Advertisement Media:Media plan type and choice criteria – reach and frequency of advertisements –cost of advertisements related to service- media strategy and scheduling.

Unit –IV

Design and Execution of Advertisement :Message development – different types of advertisements –layout – design appeal— copy structure – advertisement production – print – Radio – T.V and web-advertisements – advantages & Limitations.

Unit –V Media Research-Media research – selection – testing validity and reliability of ads – measuring impact of advertisement – advertises effectiveness.

References:

1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, -Prentice hall of India
2. S.H.H kazmi, satish K Batra – “Advertising & Sales Promotion – Excel Books
3. Advertising, sales & Promotion management – S.A. Chunawalla – himalaya Publishing House.

SEMESTER VI : ELECTIVE -III (C) **SERVICES MARKETING**

UNIT I : Services Marketing - meaning - nature of services - Types and importance - Relationship marketing - Mission, strategy, elements of design, marketing plan market segmentation.

UNIT II : Marketing mix decisions:- unique features of developing, pricing, promoting and distributing services - Positioning and differentiations strategies, quality of service industries - Achievement and maintenance, customer support service-

UNIT III : Marketing of hospitality :- Perspectives of Tourism, Hotel and Travel services- Airlines, Railway, Passenger and Goods Transport - Leisure services.

UNIT IV : Marketing of Financial services :- Concept - Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services.

UNIT V : Marketing of Non-Profit Organisations :- Services offered by charities - Educational service - miscellaneous services - Power and Telecommunication.

References :

1. Services Marketing - S.M.Jha - Himalaya Publishing Company 1998, Mumbai.
2. Services Marketing - Indian experiences - Ravishankar - South Asia Publication 1998, Delhi.
3. Services Marketing: Integrating Customer Focus across the Firm – Valarie A Zeitnamd and Mary Jo Bitmer, 3rd Edition, TMH, 2003.
4. Services Marketing - Text & Readings - P.K. Sinha & S.C.Sahoo - Himalaya, Mumbai.
5. Essence of Services Marketing - Adrian Pyne - Prentice Hall of India, New Delhi.
6. Services Marketing - Lovelock - Prentice Hall
7. Services Marketing - Jeithaml - I.S.E.
8. Services Marketing - Gousalves - Prentice Hall
9. Services Marketing - Principles & Practice - Palmer, Prentice Hall.
10. Services Marketing - Woodruffe - McMillan.
11. Ravi Shankar, Services Marketing, Excel, 2000

SEMESTER –VI SKILL BASED SUBJECT –IV (DIPLOMA)

SUBJECT TITLE : OFFICE MANAGEMENT
COURSE NUMBER:

SUBJECT DESCRIPTION

This course presents office management emphasis the functions of office work & explaining the work management in the office

GOALS

This enables the students to learn how to manage the records & forms in office

OBJECTIVES

On successful completion of this course the students should have to

- 1) Understand the basic functions of office management
- 2) Learn the principles of clerical course
- 3) Learn the business information system.

CONTENT:

UNIT I

Office Management: Meaning, Functions - Office Organization - Role of a Manager in Office Planning and Scheduling of Office Work.

UNIT II

Records Management: Meaning, Purpose, Principles - Filing, objectives Filing, - Characteristics of Good Filing System, Classification, Methods of Filing, Centralized Vs Decentralized Filing, Filing System, Indexing: methods- Office Correspondence. Handling of Inward Mail and Outward Mail, Typing and Reproduction Service, Mail Service.

UNIT III

Forms Management and Control – Types of Forms Design- Principles and Control, Office Stationery and Supplies: Types of Stationery, Continuous Stationery Purchase, Record, Storage and Issue of Stationery, Regulating Stationery.

UNIT IV

Office Cost Reduction and Control: Elements of Office Cost - Methods of Cost Control, O& M, Budgetary Control, Measurement of Office Work; Purpose, Importance and Process of Measurement-Setting Standards - Work Simplification.

UNIT V

Business Information Systems: Collection of Data, Processing and Presentation of Data, Paperless Office- Fundamentals of Computer- Ms Office, Basics of Database-Data Entry and Query Processing.

REFERENCE

- 1) S.P.Jain and T.V.Chopra, Modern Office Management, Dhanpat Rai and Co, 1999
- 2) S.C.Sahoo, Baldevkar, Office Management, Himalaya Publishing House, 1993
- 3) S.P. Arora, Office Organization and Management, Vikas Publishing House Pvt Ltd, 2001
- 4) P.N. Reddy And H.R.Appanniah, Office Organization and Management, Himalaya Publishing House,1999
- 5) Dr.M.M.Varma and Dr.R.K.Agarwal, Office Management, King Books Educational Publishers, 1996.