THIRUVALLUVAR UNIVERSITY
MASTER OF COMMERCE (COMPUTER APPLICATION)
UNDER CBCS

(*With effect from* 2017 - 2018)

1. Eligibility for Admission

A Candidates who have passed the under mentioned degree examinations of this University or an examination of other institution by this University as equivalent thereto shall be eligible for admission to the M.Com CA. Degree Course.

  (a) B. Com (CA) / B. Com or

  (b) Any other degree with Financial Accounting and Cost Accounting / Management Accounting.

2. Duration of the Course

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than two academic years and passed the examinations of all the Four Semesters prescribed earning 90 credits and fulfilled such conditions as have been prescribed therefore.

The Course of Study and the Scheme of Examination

S.NO.	Study Components Course Title		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
SEMESTER I						CIA	Uni. Exam	Total
1	MAIN	Paper-1	6	5	Advanced Financial Management	25	75	100
2	MAIN	Paper-2	6	4	Global Marketing	25	75	100
3	MAIN	Paper-3	6	4	Advanced Business Statistics	25	75	100
4.	MAIN	Paper -4	6	5	Programming Solving Strategies	25	75	100
5	ELECTIVE	Paper-1	6	3	(*to choose 1 out of 3*) A. Computer Organization and Architecture B. Software Project Management C. Big Data	25	75	100
			30	21		125	375	500
SEMESTER II						CIA	Uni. Exam	Total
6	MAIN	Paper-5	5	4	Advanced Accounts	25	75	100
7	MAIN	Paper-6	5	4	Quantitative Techniques for Business Decisions	25	75	100
8	MAIN	Paper-7	4	3	Programming with C	25	75	100
9	MAIN	Practical-1	2	2	Programming with C Lab	25	75	100
9	MAIN	Paper-8	4	3	Advanced Data Base Management System	25	75	100
10	MAIN	Practical-2	2	2	Advanced Data Base Management System Lab	25	75	100
11	**Compulsory Paper**		2	2	**Human Rights**	25	75	100

12	ELECTIVE	Paper-2	6	3	(*to choose 1 out of 3*) A. Retail Management B. Human Resource Management C. Bank Management	25	75	100
			30	**23**		**200**	**400**	**800**
	SEMESTER III					**CIA**	**Uni. Exam**	**Total**
14	MAIN	Paper-9	6	4	Goods and Service Tax (GST)	25	75	100
15	MAIN	Paper-10	6	4	Advanced Cost Accounting	25	75	100
16	MAIN	Paper-11	4	4	Programming with JAVA	25	75	100
17	MAIN	Practical-3	2	2	Programming with JAVA Lab	25	75	100
18	MAIN	Paper-12	4	4	Open Source Technology	25	75	100
19	MAIN	Practical-4	2	2	Open Source Technology Lab	25	75	100
20	ELECTIVE	Paper-3	6	3	(*to choose 1 out of 3*) A. Financial Service B. Research Methodology C. Services Marketing	25	75	100
			30	**23**		**175**	**525**	**700**
	SEMESTER IV					**CIA**	**Uni. Exam**	**Total**
21	MAIN	Paper-13	6	4	Direct Taxes	25	75	100
22	MAIN	Paper-14	4	4	Desktop Application using C#	25	75	100
23	MAIN	Practical - 5	2	2	Desktop Application using C# Lab	25	75	100
		Project/Dissertation * with *viva voce* (or)	12	10		50	150	200
24	MAIN	Paper-15	6	5	Project Development	25	75	100
25	MAIN	Paper-16	6	5	Marketing Research	25	75	100
26	ELECTIVE	Paper-4	6	3	(*to choose 1 out of 3*) A. Business Environment and Policy B. Investment Management C. Sales and Advertising Management	25	75	100
			30	**23**		**150**	**450**	**600**

Subject	Papers	Credit	Total Credits	Marks	Total marks
MAIN	16	4-5	66	100	1600
MAIN PRACTICALS	5	2	10	500	500
ELECTIVE	4	3	12	100	400
COMPULSORY PAPER	1	2	2	100	100
Total	**26**	**-**	**90**	**-**	**2600**

THIRUVALLUVAR UNIVERSITY
MASTER OF COMMERCE (COMPUTER APPLICATION)
SYLLABUS
UNDER CBCS
(With effect from 2017-2018)
SEMESTER I
PAPER - 1
ADVANCED FINANCIAL MANAGEMENT

UNIT-I

Financial Management - Functions - Goals of Financial Management - Maximization Vs. optimizations - Risk-return trade off.

UNIT-II

Management of funds - Long term sources - shares and Debentures - Convertible securities and Term Loans - Working Capital financing - Sources and approaches-Bank credit-Basic principles and methods of assessment- Other sources of short term finance-Operating environment of working capital

UNIT-III

Capital structure planning: Concepts of cost of capital - cost of equity, debt, retained earning - Weighted average cost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance. Dividend policy and practices - Dividend policies - Factors affecting dividend decision - Dividend theories - Graham, Gordon, Walter and MM Theories.

UNIT-IV

Management of fixed assets - Evaluation of capital investment decision: Payback period - ARR - IRR - NPV - CAPM.

UNIT-V

Working capital management-working capital cycle-forecasting of working capital requirements - Factors influencing working capital-Management of inventory, cash and accounts receivables-payables management-credit and collection policies.

Note: The proportion between Theory and Problems shall be 40:60

Reference Books

1. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd.

2. John H Hampton, Financial Decision Making, Prentice Hall of India Ltd.

3. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing Company Limited.

4. M.Y.Khan and P.K.Jain, Financial Management, Tata McGraw Hill Publishing Company Limited.

5. P.V.Ratnam, Financial Management Theory, Problems and Solutions, Kitab Mahal.

PAPER - 2
GLOBAL MARKETING

UNIT-I

Global Marketing - Scope - Importance - Global vs. National Marketing - Global Marketing Environment - Social - Cultural - Political - Legal and Regulatory Environments.

UNIT-II

International infrastructure for global trade promotion - GATT/ WTO - Export Promotion Councils - Services Institutions - IIFT - NCTI - ECGC - EXIM Bank - Export Promotion Council - Directorate General of Shipping - Global pricing - Objectives and Strategies.

UNIT-III

Global Customers - Segmentation, Targeting and Positioning - Global Product Positioning - Product life Cycle in Global Marketing - Global pricing - Objectives and Strategies.

UNIT-IV

Global Marketing Channels and Physical Distribution - Channel Objectives and Constraints - Channel Strategy - Physical Distribution and Logistics - Global Advertising and Branding - Global Promotion.

UNIT-V

Global Trade Procedure - Export Documentation - Processing of Export Procedure - Payment terms and conditions - Letter of Credit - Pre-shipment and Post Shipment finance - Forfeiting - Buyers Credit - Global Trade Assistance.

Reference books

1. Varshney, R.L. and Bhattacharya B: International Marketing Management, Sultan Chand and Sons, New Delhi.

2. Warnen J.Keegan: Global Marketing Management, Prentice Hall of India, New Delhi.

3. Cherian and Jacob: Export Marketing, Himalaya Publishing House, Mumbai.

4. Duby V.K.: Export Marketing, Common Wealth Publishers, New Delhi

PAPER - 3

ADVANCED BUSINESS STATISTICS

Objective

To apply statistical techniques for interpreting and drawing conclusion for business problems.

UNIT-I

Partial correlation-Partial correlation coefficient-Partial correlation in case of four variables- Multiple correlation-Multiple regression.

UNIT-II

Theory of probability-probability rules-Bayes theorem-Probability distribution-Characteristics and application of Binomial, poisson and normal distribution

UNIT-III

Sampling- sampling methods- sampling error and standard error- relationship between sample size and standard error. Testing hypothesis- testing of means and proportions-large and small samples- Z test and t test.

UNIT-IV

Chi square distribution- Characteristics and application- test of goodness of fit and test of independence- Test of Homogeneity

UNIT-V

F distribution- testing equality of population variances- Analysis of variance-one way and two way classification.

Note: The proportion between theory and problems shall be 20:80

Reference Books

1. S P Gupta, Statistical methods, Sultan chand & Sons, 2000, New Delhi
2. D C Sancheti and V K Kapoor, Business statistics, Sultan Chand and sons, New Delhi
3. J.K.Sharma, Business Statistics-Pearson Education
4. Richard I Levin and David S. Rubit, Statistics for management, 7th Edition, Pearson education, New Delhi, 2002
5. Business statistics and operations research, Dr D Joseph Anbarasu, Lintech press Trichy

PAPER – 4

PROGRAMMING SOLVING STRATEGIES

UNIT-I

Introduction – The Problem-solving Aspect – Top-Down Design – Implementation of Algorithms – Program Verification – The Efficiency of Algorithms – Analysis of Algorithms.

UNIT-II

Exchange the values of Two Variables – Counting – Summation of a set of Numbers – Factorial computation – Sine Function Computation – Generation of the Fibonacci Sequence Reversing the Digits of an Integer – Base Conversion – Character to Number Conversion – Generating Prim Number – Computing the nth Fibonacci Number

UNIT-III

Array Order Reversal – Array Counting – Finding Maximum Number in a Set – Removal of Duplicates from an Ordered Array – Partitioning an Array – Finding the kth Smallest Element – Longest Monotone Subsequence

UNIT-IV

Text Line Length Adjustment – Left and Right Justification of Test – Keyword Searching in Text – Text Line Editing – Linear Pattern Search – Sub linear Pattern Search

UNIT-V

Stack operation – Queue Addition and Deletion – Linked List Search – Insertion and Deletion – Binary Tree Search – Insertion and Deletion

TEXT BOOK
1. R.G. Dromey "How to Solve it by computer", Prentice International , 1982.

REFERENCES
1. B.A. Forouzan and R.F. Gilberg, *"A Structured Programming Approach in C"* , Cengage Learning, 2007

2. Kernighan BW and Ritchie DM, *"The C Programming Language"*, 2nd Edition, Prentice Hall of India, 2006.

3. Rajaraman V, *"The Fundamentals of Computer"*, 4th Edition, Prentice-Hall of India, 2006.

ELECTIVE

PAPER - 1

A. COMPUTER ORGANIZATION AND ARCHITECTURE

UNIT-I

Digital computers – Logic gates – Boolean algebra – Map simplification – Combinational circuits – Flip-flops – Digital Components: Integrated circuits – Decoders – Multiplexers – Registers.

UNIT-II

Data types – Complements – Fixed point representation – Floating point representation. Register Transfer and Micro operations: Register transfer language – Register transfer – Bus and memory transfers – Arithmetic micro operations – Logic Micro operations – Shift Micro operations – Arithmetic logic shift unit.

UNIT-III

Basic Computer Organization and Design: Instruction codes – Computer registers – Computer instructions – Timing and control – Instruction cycle – Memory reference Instructions – Input-output and interrupt –Central Processing Unit: Introduction – General register organization – Stack organization – Instruction formats – Addressing modes – Data transfer and manipulation – Program control

UNIT-IV

Introduction – Addition and subtraction – Multiplication algorithms – Division algorithms – Floating-point arithmetic operations – Input-Output Organization: Peripheral devices – Input output interface – Asynchronous data transfer – Modes of transfer – Priority interrupt – Direct memory Access, Input-Output Processor

UNIT-V

Memory Hierarchy – Main memory – Auxiliary memory – Associative memory – Cache memory – Virtual memory – Memory management hardware.

TEXT BOOK

1. M. Morris Mano, Computer System Architecture, Prentice Hall of India Pvt Ltd, Third edition, 2002

REFERENCES

1. William Stallings, Computer Organization and Architecture – Designing for Performance, 6th Edition, Pearson Education, 2003.

2. Nicholas Carter, Schaum's outline of Computer Architecture, Tata McGraw Hill, 2006.

3. John L. Hennessy and David A Patterson, Computer Architecture A quantitative Approach, Morgan Kaufmann / Elsevier, Fourth Edition, 2007

B. SOFTWARE PROJECT MANAGEMENT

UNIT-I

Introduction **-** Project – Software Projects vs Other types of Project – Activities Covered by SPM – Some Ways of Categorizing Software Projects – Stakeholders, Setting Objectives – The Business Case - Project Success and Failure - Management and Management Control. Project Evaluation **-** A Business Case – Project Portfolio Management – Evaluation of Individual Projects – Cost Benefit Evaluation – Risk Evaluation

UNIT-II

Project Planning **-** Introduction to Step Wise Project Planning – Step 0 to Step 10. Selection of an Appropriate Project Approach **-** Introduction – Build or Buy – Choosing Methodologies and Technologies – Software Processes and Process Models – Choice of Process Models – The Waterfall Model– Prototyping – other ways of categorizing prototype- Agile Methods – Extreme Programming - Selecting the Most Appropriate Process Model.

UNIT-III

Effort Estimation - Introduction – Estimates Done – Problems with Over and Under-estimate – Basis for Software Estimating – Effort Estimation Techniques – Bottom-up Estimating – Top-down Approach and Parametric Models – Expert Judgment - Estimating by Analogy – Albrecht Function Point Analysis – Function Mark II – COCOMO & COCOMO II – Cost Estimation – Staffing Pattern. Activity Planning **-** Introduction – Objectives of Activity Planning – When to plan – Project Schedules – Project and Activities – Sequencing and Scheduling Activities – Networking Planning Models – Formulating a Network Model – Activity on Arrow Networks.

UNIT-IV

Risk Management - Risk – Categories of Risk – A Framework for Dealing with Risk – Risk Identification – Risk Assessment – Risk Planning – Risk Management. Resource Allocation **-** Introduction – The Nature of Resources – Identifying Resource Requirements – Scheduling Resources. Monitoring **-** Creating the Framework – Collecting the Data – Review and Project Termination Review – Visualizing Progress – Cost Monitoring and Earned Value Analysis – Getting the Project Back to Target – Change Control – SCM.

UNIT-V

Managing People - Understanding Behavior – Organizational Behavior – Selecting the Right Person for the Job – Instruction in the Best Methods – Motivation – The Oldham-Hackman Job Characteristics Model – Stress – Health and Safety. Working in

Teams **-** Introduction – Becoming a Team – Decision Making – Organization and Team Structures – Coordination Dependencies – Dispersed and Virtual Teams – Communication Genres – Communication Plans – Leadership.

TEXT BOOK

1. BOB Huges, Mike Cotterell, Rajib Mall "Software Project Management", McGraw Hill, Fifth Edition.

REFERENCES

1. Futrell, "Quality software Project management", Pearson Education India.
2. Royce, "Software Project Management", Pearson Education India.
3. Andrew Stellman and Jennifer Greene, "Applied Software Project Management",
   Paperback, 2005.
   Mark C. Layton, "Agile Project Management For Dummies", Paperback, 2012.

C. BIG DATA

UNIT-I
Evolution of Big data - Best Practices for Big data Analytics - Big data characteristics - Validating - The Promotion of the Value of Big Data - Big Data Use Cases- Characteristics of Big Data Applications

UNIT-II
Perception and Quantification of Value -Understanding Big Data Storage - A General Overview of High-Performance Architecture - HDFS - MapReduce and YARN - Map Reduce Programming Model

UNIT-III
Advanced Analytical Theory and Methods: Overview of Clustering - K-means - Use Cases - Overview of the Method - Determining the Number of Clusters

UNIT-IV
Classification: Decision Trees - Overview of a Decision Tree - The General Algorithm - Decision Tree Algorithms - Evaluating a Decision Tree

UNIT-V
NoSQL Databases - Schema-less Models - Increasing Flexibility for Data Manipulation-Key Value Stores- Document Stores - Analyzing big data with twitter - Big data for E-Commerce Big data for blogs

TEXT BOOKS
1. Anand Rajaraman and Jeffrey David Ullman, "Mining of Massive Datasets", Cambridge University Press, 2012.
2. David Loshin, "Big Data Analytics: From Strategic Planning to Enterprise Integration with Tools, Techniques, NoSQL, and Graph", 2013.

REFERENCES
1. EMC Education Services, "Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data", Wiley publishers, 2015.
2. Bart Baesens, "Analytics in a Big Data World: The Essential Guide to Data Science and its Applications", Wiley Publishers, 2015.
3. Dietmar Jannach and Markus Zanker, "Recommender Systems: An Introduction", Cambridge University Press, 2010.
4. Kim H. Pries and Robert Dunnigan, "Big Data Analytics: A Practical Guide for Managers " CRC Press, 2015.
5. Jimmy Lin and Chris Dyer, "Data-Intensive Text Processing with Map Reduce", Synthesis Lectures on Human Language Technologies, Vol. 3, No. 1, Pages 1-177, Morgan Claypool publishers, 2010.

SEMESTER II

PAPER – 5

ADVANCED ACCOUNTS

Objectives

The primary objective of this subject is to enlighten the students the theoretical aspects of different topics and special attention to chapters like Inflation accounting, Holding Companies, Bank and Insurance Company accounts.

UNIT-I

Accounts of Banking Companies - Legal Provisions - Capital Adequacy Norms - Rebate on Bills Discounted - Asset Classification and Provisioning - Preparation of Final accounts.

UNIT-II

Insurance Company Accounts - Nature of Insurance Business - Distinction between Life and Non Life Insurance - Accounts of Life Insurance Business - Accounts of General Insurance Business - IRDA Regulations Regarding Preparation of Financial Statements.

UNIT-III

Holding Company Accounts - Consolidated Financial Statements - Consolidation of balance Sheets and Profit and Loss Accounts.

UNIT-IV

Inflation accounting - Need - Objections - Adjustments for General Price Changes - Current Purchasing Power Accounting (CPP) - CPP method of preparing financial statements.

UNIT-V

Human Resource Accounting - Need and Development - Importance of Human Resource Accounting - Objections against Human Resource Accounting - Human Resource Accounting in India. Corporate Social Reporting - Concept and objectives of social responsibility.

Reference Books

1. M C Shukla and T S Grewal, Advance accounts, S.Chand & Co New Delhi

2. Anjan Bhattacharya & Subrata Mukerjee, Advanced Practical Accounts, S. Chand & Co., New Delhi.

PAPER - 6

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

UNIT-I

Linear programming and net work analysis- PERT and CPM- Simplex method-Application of simplex technique.

UNIT-II

Inventory models- General concepts and definitions-Various cost concepts-The technique of inventory control-EOQ models.

UNIT-III

Transportation model-Definitions-Formulation and solution of Transportation models-North west corner - MMM-VAM.

UNIT-IV

Assignment model – Definitions - Formulation and solution of Assignment models - simplex and Hungarian method.

UNIT-V

Queuing theory – meaning - objectives – Limitations - Elements of queuing system - Queuing models.

Note: The proportion between theory and practice shall be 20:80

Reference Books

1. C.R.Kothari, Quantitative Techniques, Vikas publishing house.
2. P.R.Gupta and man Mohan, Operation Research, Sultan Chand and sons,New Delhi.
3. J.K. Sharma, Mathematical Models in operation research, TMH publishers.
4. Business statistics and operations research, Dr D Joseph anbarasu Lintec Press Trichy.

PAPER – 7

PROGRAMMING WITH C

UNIT-I

C fundamentals Character set - Identifier and keywords - data types - constants - Variables - Declarations - Expressions - Statements - Operators in C- Library functions.

UNIT-II

Data input output functions - Simple C programs - Flow of control - if, if-else, while, do-while, for loop, Nested control structures - Switch, break and continue, go to statements - Comma operator.

UNIT-III

Functions -Definition - prototypes - Passing arguments – Function within a function-Recursion.

UNIT-IV

Arrays - Defining and Processing –One dimensional and Two dimensional arrays - Multi-dimension arrays - Structures - Union – Strings.

UNIT-V

Pointers - Declarations - Operation on Pointers - Files: Creating, Processing, Opening and Closing a data file - Introduction – Defining and Opening a File – Closing a File – Input / Output Operations on Files – Command Line Arguments.

TEXT BOOK
1. Reema Thareja , Introduction to C Programming , Oxford University Press, Second Edition, 2015.
2. E.Balagurusamy, "Programming in ANSI C", Seventh Edition, McGraw Hill Education Private Limited, NewDelhi: 2017.

REFERENCES
1. Programming with C by R.S.Bichkar, University Press,
2. H. Schildt, C: The Complete Reference, 4th Edition, TMH Edition, 2000.
3. Kanetkar Y., Let us C, BPB Pub., New Delhi, 1999.
4. M.T.Somashekara ,Problem Solving in C ,PHI.

MAIN PRACTICAL PAPER – 1
PROGRAMMING WITH C LAB

1. Control structures.

2. Functions.

3. Linear array.

4. Two dimensional Arrays.

5. Structures.

6. Pointers with Functions and Arrays.

7. Pointers and structures.

8. Data file Handling.

9. Text File Handling.

10. Command Line Arguments

PAPER – 8

ADVANCED DATA BASE MANAGEMENT SYSTEM

UNIT - I

Introduction - Database system applications – Database systems versus file systems - View of data – Data models – Database language – Database users administrators – Transaction management – Database system structure – Application architecture – Data models ER-model: Basic concepts – constraints – keys – design issues – E-R diagram – weak entity sets.

UNIT - II

Relational model: Structure of relational Database – relational algebra– extended relational algebra operations – modification of Database – views– tuple relational calculus – domain relational calculus.

UNIT - III

SQL: Background – basic structure – set operations – aggregate function – null values – nested sub queries – views – complex queries –modification of Database – joined relations – DDL – embedded SQL –dynamic SQL.

UNIT - IV

Integrity and security: Domain constraints – referential integrity –assertions – triggers – security and authorization. Relation DB design: First normal form – functions dependencies – decomposition – Boyce – codd normal form – third and fourth normal form.

UNIT - V

Transaction: Transaction concept – state – concurrent executions –serializability – recoverability. Concurrency control: Lock based protocols – time stamp based protocols – validation based protocols – multiple granularity - dead lock handling – insert and delete operations.

UNIT-V

Introduction to Visual Basic: IDE - Tool box- Basic controls - Command button - Text boxes - Labels - Message boxes- Variables data types - Determinate loops , indeterminate loops –Control statements - Function and Procedure - Data controls – DAO - ADODC – Data Reports

TEXT BOOK

1. A.Silberschatz, N.F. Korth, S. Sudarshan, "Database System Concepts",4th Edition –

   McGraw Hill Higher Education, International Edition 2002.
1. Gary Cornell , "Visual Basic 6.0 From the ground up", Tata McGraw Hill – 999

REFERENCES

1. Peter Rob Carlos Coronel, "Database Systems – Design, Implementation and Management ", Thomson Course Technology, Fifth Edition – 2002.

2. Alexis Leon, Mathews Leon, "Essentials of Database Managements Systems", Vijay Nicole imprints PVT LTD, 2006.

3. C.J.Date, "An Introduction to Database Systems", 7th Edition, Pearson.

4. Raghu Ramakrishnan and Johannes gehrke, "Database Management System", McGraw Hill, 2000.

5. Singh-Database systems: Concepts, Design & applications, Pearson Education.

6. Gerald V.Post - DBMS-Designing And Business Applications - Mcgraw Hill Publications

MAIN PRACTICAL PAPER - 2

DBMS LAB

1. Creating and Manipulating a Table.

2. Querying a Table with Selection, Projection and Ordering.

3. Manipulating with Functions and Operators.

4. Manipulation with Multiple Tables.

5. Creating, Querying and Manipulation with Views.

6. Develop a program for Employee Salary Calculation using forms and data reports

7. Develop a program for Student Mark sheet processing using forms and data reports

8. Develop a program for Invoice Bill Preparation using forms and data reports

9. Develop a program for Inventory Control using forms and data reports

10. Develop a program for Banking Application using forms and data reports

ELECTIVE

PAPER - 2

A. RETAIL MANAGEMENT

COURSE OBJECTIVE:

The objective of the course is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change

Unit-I

Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

Unit-II

Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing.

Unit-III

Basics of retail merchandising; the process of retail merchandising; the method of merchandise

Procurement; retail pricing and evaluating merchandise performance; retail communication mix

Unit-IV

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

Suggested Reading:

1. Pradhan, Swapna; Retaling Management; Tata McGraw Hill; New Delhi
2. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; OUP; New Delhi
3. Berman, Barry & Evans, Joel R.; Retail Management – A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
5. Newman, Andrew J. & Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
6. Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; ND
7. Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi

B. HUMAN RESOURCE MANAGEMENT

UNIT-I

Humans and other physical resources - development of the human potential - Implications of Behavioral Science theories to HRM - Link between organization planning and HR planning.

UNIT-II

Acquisitions and maintenance of personnel - recruitment and selection - purposes and methods of recruitment and selection - Maintenance of personnel - motivation for increased productivity - Q W L.

UNIT-III

Rewards and incentives - financial and non-financial incentives - Grievance procedure - conflict - process - stress vs. challenge - sources - resolution.

UNIT-IV

Performance appraisal - Ranking, rating scales, critical incident method - MBO as a method of appraisal - Removing subjectivity from evaluation - Criteria for promotions and job enrichment.

UNIT-V

Human development - training - need and importance - methods of training - designing training program - Evaluation of training program - Executive development. - Organization change - change agents - resistance to change - managing the resistance.

Reference Books

1. Dressler- Human Resource management, 8th Ed. Pearson Education, 2002

2. De Cenzo and Robbins, Personnel/Human Resource Management, Prentice Hallof India, 1998.

3. S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999.

4. Aswathappa, Human Resource and Personnel Management, TataMcGraw Hill, NewDelhi, 2002.

5. A.M. Sheikh, Human Resource Development and Management, S. Chand & Co, New Delhi.

C. BANK MANAGEMENT

UNIT-I

Banking structure in India - banking functions and services - Foreign commercial banks - Private commercial banks - capital adequacy.

UNIT-II

Principles of lending - financial adequacy assessing the borrower - project appraisal - structural and Infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT-III

Non Performing Assets (NPAs) - Early Warning Signals - Management of NPAs- Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT-IV

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT-V

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement - E-Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures.

Reference Books

1. Varshney, PN. Banking Law & Practice, Sultan Chand, New Delhi.

2. S.N.Maheswari, Banking Law & Practice, Ludiana, Kalyani Publications.

3. Vasant Desai, Principles of Bank Management, Mumbai, Himalaya Publications.

4. K.Subramanian, Banking Reforms in India, TMH, New Delhi.

5. Joseph Sinkey, Commercial Bank Financial Bank Financial Management, Pearson Education (Prentice Hall)

6. E.Gordon and Dr. K. Natarajan, Banking Theory Law and Practice – Himalaya Publishing House.

SEMESTER III

PAPER - 9

BASICS OF GST

Unit I

GST - The Road Begins - Draft Model GST Law - Positives – Negatives - LEVY - Territorial jurisdiction of GST - Taxable Event - Consideration - Levy and collection of GST - Composition levy - PLACE AND TIME OF SUPPLY - Definitions of Goods & Services - Time of supply.

Unit II

VALUATION - Value of taxable goods and services- Valuation Rules - SPECIAL TRANSACTIONS - Job work - Electronic Commerce -INPUT TAX CREDIT - Input tax credit - Input Service Distributor -REFUNDS - Refund -Interest on refund.

Unit III

COMPLIANCES - Registration - Invoices, credit and debit notes - Payment of tax - Tax deducted at source - Returns - Accounts and Records - ASSESSMENT, AUDIT AND INSPECTION - Assessment - Audit - Inspection - INTEREST, PENALTY AND PROSECUTION - Interest - Offences and Penalties – Prosecution.

Unit IV

DEMAND AND APPEALS - Demand - Appeals - CGST - SGST -IGST-ALTERNATE DISPUTE RESOLUTION MECHANISM - Authority of Advance Ruling - Settlement of cases.

Unit V

RECOVERY AND LIABILITY TO PAY TAX - Recovery of tax - Liability to pay tax in specified cases - TRANSITIONAL PROVISIONS -Transitional Provisions.

Author : Nitya Tax Associates ,Taxmann Publications.

PAPER - 10

ADVANCED COST ACCOUNTING

Objectives

The aim of the cost accounting is to acquaint the students with various concepts, methods of costing and decision making

UNIT-I

Nature and significance of cost accounts-Definition of Costing, Scope, Objectives, Functions and limitations of cost accounting-Installation of costing system-Elements of Cost- Cost centre and profit centre-Preparation of Cost sheet, tender of quotations.

UNIT-II

Methods of Costing-Process costing, Treatment of equivalent production- Inter process profit-Joint and by product Costing-Preparation of contract account, Cost plus contract and escalation clause.

UNIT-III

Standard Costing and Variance analysis-Material, Labour and Overheads -reporting of variances

UNIT-IV

Cost control and Cost Reduction-Control over wastages, Scrap, Spoilage and defectives–Methods of cost reduction.

UNIT-V

Activity based costing–Meaning and concept-Characteristics of ABC-Benefits from adoption of ABC-Just in Time Costing (JIT)

Note: The proportion between theory oriented and problem oriented questions in the university examination shall be 20:80

Reference Books

1. S.P. Jain and K.L. Narang-Cost accounting-Kalyani Publishers-New Delhi.

2. B.K. Bhar- Cost Accounting-Academic publishers, Calcutta

3. T.S.Reddy and Y.H. Reddy- Cost and Management Accounting-MargamPublications, Chennai

4. C.T.Horangren-Cost Accounting - A Managerial Emphasis- Pearson education-New Delhi

5. Jawaharlal - Cost Accounting-Tata Mc. Graw Hill

6. Ravi M Kishore Advanced Management Accounting - Taxman's-New Delhi.

7. Robert S. Kaplan-Anthony A. Atkinson- Advanced Management Accounting - Prentice Hall of India-New Delhi

8. Weldon's Cost Accounting and Cost Methods - Mc. Donald and Evens Limited.

PAPER – 11

PROGRAMMING WITH JAVA

UNIT -I

Foundations of Java- Computer Systems- Programming languages- Stages for Java- Origin of Java- Challenges of Java- Java Features- Java Program Development- Installing the JDK- Object Oriented Programming- Encapsulation- Inheritance- Polymorphism- Java Essentials- Elements of a Java Program- Java API- variables and literals- Primitive Data types- The String Class- Operators- Arithmetic- Relational- Bitwise- Assignment- Conversion between Primitive Data types- Constants- Integer constant- Floating-point constant- Comments- Understanding keyboard input.

UNIT- II

if statement- the if-else statement- nested if statements- if-else-if statement- logical operators- comparing string objects- the conditional operator- the switch statement- increment and decrement operators- while loop- do-while loop- for loop- nested loops- break and continue statements- deciding which loop to use.

UNIT- III

Class- objects- modifiers- private- public- protected- defining methods- returning value from a method- parameter vs arguments- call by value- call by reference- constructors- Default- Parameterized- scope of variables- packages and import statements- Finding the classes and their responsibilities- the Student class- static class members- variables and methods- overloaded methods- overloaded constructors- Enumerated types- Garbage Collection.

UNIT -IV

Introduction to arrays- processing array elements- types of array- String array- String Class- String Concatenation-Comparing strings-substring- string class methods- StringBuffer and StringBuilder class.

UNIT -V

Basics of inheritance-inheriting and overriding super class methods- Polymorphism- static binding- dynamic binding- overloading vs overriding- types of inheritance- Single- Multilevel- hierarchical- final class- Exception- Error- try and catch block- multiple catch blocks- nested try- finally block- built-in exceptions.

TEXT BOOK

1. S. Sagayaraj, R. Denis, P.Karthik & D. Gajalakshmi "Java Programming", Universities Press, 2017.

REFERENCES

1. Patrick Naughton& Herbert Schildt, "The Complete Reference: Java 2", Tata McGraw Hill, 1999.
2. Deitel&Deitel, "Java How to Program", Prentice Hall, 5th Edition, 2002
3. C.Muthu, "Programming with Java", McGraw Hill, Second Edition, 2008

MAIN PRACTICAL PAPER - 3

PROGRAMMING WITH JAVA LAB

1. Develop a Java program to illustrate types of operators.

2. Program to calculate area and perimeter of a circle.

3. Write a program using control structures to process student mark list.

4. Illustrate Switch Case with the days of a week.

5. Developing applications with class and objects.

6. Call by reference and call by value.

7. Working with arrays.

8. Working with the String Class methods.

9. Develop a Java program to illustrate inheritance.

10. Handling the types of Exception.

PAPER - 12

OPEN SOURCE TECHNOLOGY

UNIT - I

 Evolution & development of OST and contemporary technologies - Factors leading to its growth - Open Source Initiative (OSI), Free Software Foundation and the GNU Project - principle and methodologies - Indian Contexts of OST - Applications, Pros and cons of OST

UNIT – II

The MIT License, The BSD License, The Apache License, v1.1 and v2.0 - The Academic Free License - Application and Philosophy of MIT and BSD Licenses, GNU General Public License, GNU Lesser General Public License, The Mozilla Public License, Application and Philosophy of GNU GPL and GNU LGPL, Artistic and Creative Commons Licenses

UNIT - III

 Introduction – Web Server – PHP – Apache - Installation and Configuration - Installation on Linux systems - Installation on Windows systems - Data Types - Literals and Variables - Operators and Control Statements - Functions - Arrays - Cookies - Sessions - COM/DOM Functions

UNIT – IV

XML Parsing - CURL, Client URL Library Functions - Date and Time Functions - Directory Functions- String Functions - Unicode Functions - Classes and Objects (PHP 5) - Security (Magic Quotes, Using Register Globals - User Submitted Data) – Web Services handling – Validations – Send Mails – CMS Systems

UNIT - V

 Introduction MySQL –Features – Functions references – Statements and Syntax – Commands – PHP MySQL Functions – Connections – Fetch , Display, Close Connection – Database driven applications

TEXT BOOKS

1. Andrew M. St. Laurent, " Understanding Open Source and Free Software Licensing - By, Oreily Media". (e-Resource available at: http://oreilly.com/openbook/osfreesoft/book/index.html)

2. Steven D. Nowicki, Alec Cove, Heow Eide-goodman ,"Professional PHP", Wrox Press, 2004.

REFERENCES

1. Kevin Tatroe, "Programming PHP", Paperback,2013.

2. Troy Dimes, "PHP: Learn PHP Programming, Quick & Easy", Kindle Edition.

MAIN PRACTICAL PAPER- 4

OPEN SOURCE TECHNOLOGY LAB

1. Simple Programs using Data types, Literals

2. Operators

3. Control Statements

4. Functions

5. Sessions and cookies

6. Email Function

7. File handling

8. Errors handling

9. Classes and Objects

10. Database Application with MYSQL

ELECTIVE

PAPER - 3

A. FINANCIAL SERVICES

UNIT – I : Indian Financial System

Introduction – Structure of the Indian Financial System – Recent Development – Financial Services – Concept – Objectives – Importance – Characteristics – Types of Financial Services – Regulatory Framework – Problems in Financial Services Sector.

UNIT – II : Mutual Funds concept of Regulations

Introduction – Types – Advantages and Disadvantages – Mechanics of Mutual Fund Operations – Asset Management Company (AMC) – Net Asset Value – SEBI's New Regulations to Mutual Funds (1990).

UNIT – III : Capital and Money Markets and Stock Exchanges

Capital Market: Meaning – Functions – Importance – Players in Capital Market – Primary and Secondary Capital Market. Money Market: Definition – Features – Money Market Instruments – Capital Market Versus Money Market etc., NSE – OTCEI.

UNIT – IV : Factoring Services and Consumer Finance

Factoring Services: Introduction – Mechanics of Factoring – Types – Advantages and disadvantages – Players in factoring services – Factoring Vs Bills Discounting – RBI Guidelines for factoring – Constrains of Factoring Services in India – Forfeiting. Consumer Finance: Definition – Types – Credit Cards – Debit Cards – Mechanics of consumer Financing – Sources – Modes.

UNIT – V : Venture Capital and Credit Rating

Venture Capital: Concept – Features – Forms of Venture Capital – Phases – Functions – Advantages – Venture Capital Institutions. Credit Rating: Introduction – Rating Process – Credit Rating Agencies – CRISIL, ICRA, CARE, Credit Rating symbols.

Text Books:

1. Bhatia, B.S and G.S Batra, Management of Financial Service, Deep & Deep Publications, New Delhi, 1996.
2. Cornett, Sauders, Financial Markets and Institutions, 3rd Edition, Tata McGraw Hill, New Delhi, 2007.

3. Sasidharan, Mathews, Financial Services and System, 1st Edition, Tata McGraw Hill, New Delhi, 2008.

Reference Books:

1. Bhalla, V.K. : Management Financial Services, Anmol, New Delhi 2001.
2. Gordan, E and K Natrajan: Emerging Scenario of Financial Services, Himalaya Publishing House, 1997.
3. Saha, T.R and Mondal A: Indian Financial System & Financial Market Operation, New Central Book Agency (P)Ltd., 2004
4. Avadhani V.A Marketing of Financial Services of Markets, 3rd Edition, Himalaya Publishing House, Mumbai, 2007.
5. M.Y. Khan – Financial Services, 4th edition, Tata McGraw Hill, New Delhi, 2007.

B. RESEARCH METHODOLOGY

UNIT-I : INTRODUCTION

Research - definition, characteristics, nature and scope. Various types of research - Formulation of research problem - Major steps in Research – Hypothesis - Research Design - Uses of social research.

UNIT-II : SAMPLING AND DATA COLLECTION

Sampling: Meaning, definition, need and types. Sampling errors - Merits and demerits of Sampling. Data collection: Sources of data; Primary and Secondary data. Procedure for data collection, Tool of data collection - Questionnaire – Interview-Schedule.

UNIT-III : DATA PROCESSING AND ANALYSIS

Processing of data: editing, coding and Tabulation - Problems - use of computer in social research. Analysis of data: Statistical analysis; diagrammatic and graphic representation. Interpretation of results.

UNIT-IV : STATISTICAL APPLICATIONS

Factor Analysis - bivariate and Multivariate Analysis. (Practical problems.)

UNIT-V : RESEARCH REPORTS

Structure and components - Types of Research Report, Good Research Report. Pictures and Graphs. Introduction to SPSS Package.

References Books

1. Wilkinson. T.S. & Bhandarkar. P.L. Methodology and Techniques of Social Research, Himalaya Publishing House, 2000, Mumbai.

2. Panneerselvam. R. Research Methodology, Prentice Hall of India, New Delhi, 2004.

3. Green, P.E., et al., Research for Marketing Decisions, 5th ed., Prentice-Hall of India, New Delhi, 1994.

4. Young, P.V., Scientific Social Survey and Research, Prentice Hall, 1949. New York.

5. Kothari.C.R. Research Methodology - Methods & Technology, New Age International Publisher, New Delhi

6. Gupta, S.P. Statistical Methods, Sultan Chand and sons, 1999, New Delhi

7. Gupta, C.B., An introduction to Statistics Methods, Vikas Publishing House, 1998, New Delhi.

C.

C. SERVICES MARKETING

UNIT-I

Growth of the Service Sector - Nature and Concept of Service - classification of services - Characteristics of Services and their marketing implications - Essential Elements of marketing mix in Service marketing.

UNIT-II

Marketing strategies for service firms with special reference to information, communication, consultancy, advertising, professional services, after sales service, recruitment training and tourism.

UNIT-III

Product support services - pricing of services - problems of Service quality management - Customer Expectations - innovation in services.

UNIT-IV

Marketing of financial services - nature - types - marketing of insurance - mutual fund - marketing for non - profit firms - Growth of financial services in India.

UNIT-V

CRM - identifying and Satisfying Customer needs - Relationship marketing - Customer Satisfaction - Managing Service Brands.

Reference Books

1. Christopher lovelock, Services Marketing, Pearson Education.
2. E.G. - Bateson, Managing Service marketing - Text and Readings, Dryden press, Hidsdale
3. Philip Kotler and Paul N.Bloom, Marketing professional Services, Prentice hall, New Jersey.
4. Payne, the essence of Service Marketing, New Delhi, prentice Hall.
5. Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.
6. Mary Ann pezzallo, Marketing Financial Services, Macmillan.
7. Dr.S.Gurusamy, Financial and Markets Vijay Nicole imprints private limited, Chennai.
8. Dr.B.Balaji, Services, Services Marketing and Management, S.Chand & Company Ltd., New Delhi.

SEMESTER IV
PAPER - 13
DIRECT TAXES

UNIT-I
Basic concepts - Definitions - Assesses - Assessment year - Previous Year - Income - Residential Status - Scope of Total Income - Exempted income - Agricultural income - Capital income and expenditure - Revenue Income and expenditure.

UNIT-II
Heads of Income - Income from Salaries - Income from House property - Income from Business or Profession - Depreciation.

UNIT-III
Income under the head capital gains - Income from other sources - Deductions from Gross Total Income.

UNIT-IV
Computation of Total Income - Individual - Firm - Companies - MAT - Tax Deducted at Source - Advance Tax - Interest payable - Set off and Carry forward of losses - PAN - Rates of Tax.

UNIT-V
Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax - An outline of Wealth Tax - Computation of Net wealth.

Note: The ratio between theory and problems shall be 40:60.

Reference Books
1. Jayakumar A. & C.Dhanapal - Income Tax Theory, Law and Practice – Learnetech Press, Trichy,
2. Gaur V.P & Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi.
3. Dr. Vinod Sighania, Direct Taxes, Tax Man Publications, New Delhi.
4. Dinkar Pagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi.

PAPER – 14

DESKTOP APPLICATION USING C#

UNIT – I

Introducing C#, Understanding .NET, Overview of C#, Literals, Variables, Data types, Expressions, Branching, Looping, Methods, Arrays, Strings, Structures, Enumerations

UNIT – II

Classes, Objects, Inheritance, Polymorphism, Interfaces, Operator Overloading

UNIT – III

Windows form – Mouse Handling – Keyboard Handling - Dialogue box .

UNIT – IV

Assemblies, Versioning, Attributes, Reflection, Viewing Meta Data, Type Discovery, Reflecting on a type, Marshalling, Remoting, Understanding Server Object Types, Specifying a server with an Interface, Building a server, Building the Client, Using Single Call, Threads.

UNIT – V

Building Windows Applications, Accessing Data with AD O.NET

TEXT BOOKS

1. E. Balagurusamy , "Programming in C#",2011

2. J. Liberty, "Prgramming in C#", 2nd Edition – O'Reill.

3. David S.Platt , "Introducing Microsoft.Net ", Prentice Hall of India, Private Limited - New Delhi.

REFERENCES

1. David S.Platt , "Introducing Microsoft .Net", Prentice Hall of India, Private Limited - New
    Delhi

2. Vikas Gupta , "Comdex .NET Programming " , Dream Tech Press, New Delhi, 2010

3. Kogent Solutions, " C# 2008 Programming Black Book", Dream Tech Press, New Delhi,
    2009

4. Microsoft ADO .Net Step by Step, Prentice Hall of India Private Limited, New Delhi.

MAIN PRACTICAL PAPER -5
DESKTOP APPLICATION USING C# LAB

1. Data Types and Variables

2. Control Structure

3. Arrays

4. Inheritance

5. Tree view

6. Menu strip

7. Threading

8. Reflection

9. Remoting

10. Database

PROJECT WORK

The objective of the project is to enable the students to work in a project of latest topic / research area / industrial applications. During this semester the students are expected to do literature survey, formulate the problem and form a methodology of arriving at the solution of the problem. Also during this semester, the students are expected to complete the project and submit a full-fledged report comprising of the complete system developed along with implementation and test results.

REGULATIONS OF PROJECT WORK

a. Students should do their four months Project work in Company / Institutions during 4th semester.

b. The Candidate should submit the filled in format as given in **Annexure-I** to the department for approval during the Ist Week of January.

c. Each internal guide shall have maximum of eight Students.

d. Periodically the project should be reviewed minimum three times by the advisory committee.

e. The Students should prepare three copies of the project work and submit the same on the date fixed by the Department for the evaluation. After evaluation one copy is to be retained in the College Library and one copy is to be submitted to the University (Registrar) and the student can hold one copy.

f. A Sample Cover page format of the Project Work is enclosed in **Annexure-II**.

g. Format of the **Title page** and **certificate** are enclosed in **Annexure-III.**

h. The Students should use Presentation during their Project Viva voce Examinations.

i. For the project work and viva-voce a candidate should secure 50% of the marks for pass. The candidate should compulsorily attend viva-voce examination to secure pass in that paper.

PAPER - 15

PROJECT DEVELOPMENT

UNIT-I: PROJECT

Meaning and overview - Project Development Cycle - Capital Expenditure Decisions - Importance and Difficulties.

UNIT-II : PROJECT APPRAISAL

Aspects of Appraisal - Market Appraisal - Technical Appraisal - Financial Appraisal - Economic Appraisal. Project formulation. Feasibility Report.

UNIT-III : PROJECT COST AND MEANS OF FINANCE

Project cost - Social Cost and Social Benefit. Term Loans - Loans from Development banks - Assistance from Indian finance Corporations and international finance Corporations. External commercial borrowing.

UNIT-IV : PROJECT SELECTION

Selection of a suitable project - Programming - scheduling and Controlling Mechanism.

UNIT-V : PROJECT CONTROL

Time and cost control - Budgetary control - corrective and preventive actions. Risk Management functions.

References Books

1. Prasanna Chandra, Projects - Preparation, Appraisal, Budgeting and Implementation, 3rd ed. Tata McGraw- Hill Publishing Company Limited, New Delhi.

2. Dr. Gupta, C.B. & Dr. Srinivasan, N.P. Entrepreneurial Development, Sultan Chand & sons, New Delhi.

3. Bryce, M.D. Industrial Development: A Guide for Accelerating Economic Growth, McGraw- Hill, 1960 New York.

4. Varma, M.L. Foreign Trade Management in India, Vikas Publishing House, 1993, New Delhi.

5. Jeevanandam, C. Foreign Exchange, Sultan Chand & sons, 1994, New Delhi.

PAPER - 16

MARKETING RESEARCH

Objectives

The aim of the subject is to impart knowledge to the students on Market Research and the method of conducting such research.

UNIT-I

Marketing research - Nature, Scope and importance-Research proposal - Steps in marketing research.

UNIT-II

Research design - Exploratory research - Descriptive research - survey research.

UNIT-III

Data collection - Secondary data - primary data - types, merits and Limitations - Methods of collection - Processing of collected data - Management Information System.

UNIT-IV

Ethics in marketing research-Treatment of respondents, buyer and Researchers-International code of marketing research practice.

UNIT-V

Application of marketing research - product research - motivation Research - presentation of research project - Future of Marketing Research in India.

Reference Books

1. Philip Kotler-Marketing Management and Control-Asian perspectives-Prentice Hall of India1999 (The Millennium Edition).
2. Boyd Harper W. and Ralph Westfall-marketing research-text and cases-Richard D. Irwin Inc. Indian Edition.
3. Schreir Fredric T. Modern Marketing research, Worldwide publishing company.Inc.
4. Dr.D.D Sharma - Marketing research-Sulthan Chand &Sons, New Delhi.
5. Donald Tull and Deli Hawkins, Marketing research, Macmillan.

ELECTIVE

PAPER - 4

A. BUSINESS ENVIRONMENT AND POLICY

UNIT-I

Business Environment**:** Cultural, social, political, technological, economic and legal environment - scanning - techniques of environmental forecasting - SWOT - Internal environment - their impact on policy formulation.

UNIT-II

Economic reforms in India - Liberalization - privatization and globalization - Competitive Strength of Indian industry - Impact of liberalization policy on different sectors - Foreign Investments policy in India.

UNIT-III

Multi-national corporations - Their participation in India - Their strategies, competitive strengths policies and performance.

UNIT-IV

Business policy and corporate strategy: Policies; Strategies and Tactics; Policies and procedures - Corporate strategy: alternatives - variations - Strategic choice, implementation.

UNIT-V

Business ethics and social responsibilities - relationship between business and society - Corporate power social accountability - Ethical issues and values in business - Corporate Social policies - issues and challenges - Ecological and environmental issues.

Reference Books

1. Wheelen, Concepts of Strategic Management and Business policy, 8th Ed. Pearson Education, New Delhi, 2002.
2. William Gluck & L R Jauch, Business Policy & Strategic Management,McGraw-Hill 2001.
3. Kazhmi Azhar , Business Policy, TMH,2002.
4. Gupta, Liberalisation - its impact on Indian Economy, Macmillan, 2002.

B. INVESTMENT MANAGEMENT

UNIT-I

Properties of financial assets - Financial Markets - Investments - Types - Characteristics - Objectives - Types of investors - Investment vs. Gambling, Speculation, Speculation Vs. Gambling.

UNIT-II

Nature and Scope of Security Analysis - Concept of Risk and Return - Measurement of Risk

UNIT-III

Fundamental analysis-Economic analysis, Industry Analysis and company Analysis-Technical analysis- Trend indications- Indices and moving average applied in technical analysis.

UNIT-IV

Valuation of Securities - Equity shares - Preference shares - Debentures - Bonds

UNIT-V

Efficient market Hypothesis - Random Walk Theory - Markowitz Theory - Sharpe's optimization solution - Dow Theory - CAPM model - SML, CML.

Note: Only theory questions.

Reference Books

1. Dr.Raganatham m & Madhumathi R. Investment analysis 7 Portfolio management. Person Education, New Delhi.
2. Dr.Bhalla V.K.Investment Management, S.Chand and Company, New Delhi.
3. Fisher & Jordan, Security analysis and portfolio management, Prentice Hall of India, New Delhi.
4. Sharpe, William and Gordon, Investments – Prentice hall of India, New Delhi.
5. Rustagi R.P, Investments Analysis and Portfolio management, Sultan Chand & Sons, New Delhi

C. SALES AND ADVERTISING MANAGEMENT

UNIT-I

Sales management-Meaning and Scope - Functions Sales and Planning-Sales policy - Sales organization-Sales Territories-Sales Quota-Selling process-Responsibilities of Sales manager

UNIT-II

Need for sales force- Recruitment and Selection of sales force - Training of salesmen - Qualities of a Good salesman

UNIT-III

Advertising-Scope and Function- Need for Advertising classification - Advertisement Planning and Organization - Ethical Issues in Advertising

UNIT-IV

Advertising Media- Role of Media - Types of Media-Merits and Demerits - Media Research- Evaluation and Effectiveness of Advertising.

UNIT-V

The Advertising budget - Advertising Agencies - Types of Legal framework of advertising - Self regulation of Advertising.

Reference Books

1. Ramasamy : V S Marketing Management, Macmillan
2. Davar: Salesmanship and Advertising
3. Pillai and Bagavathi: Salesmanship.
4. Richard R Still and Edward W Gundiff - Sales management - Prentice Hall

ANNEXURE-I

THIRUVALLUVAR UNIVERSITY

College Name   :

Course   :

Student Name   :

Register Number   :

Title of the Project   :

Address of Organization / Institution :

Name of the Internal Guide   :

Qualification   :

Teaching Experience   :

Place :

Date :   Signature of Internal Guide

Name of the HOD   :

Designation   :

Place:

Date :   Signature of the HOD
                                                                               (with seal)

                                                    Principal

ANNEXURE-II

Title Page
Original Copy of the Approved Proforma of the Project Proposal
Certificate of Authenticated work
Abstract
Acknowledgement
Table of Contents
Table of Figures

CONTENTS

Title   Page No.

1. INTRODUCTION
    1.1 ORGANIZATION PROFILE
    1.2 SYSTEM SPECIFICATION
        1.2.1 HARDWARE CONFIGURATION
        1.2.2 SOFTWARE SPECIFICATION
2. SYSTEM STUDY
    2.1 EXISTING SYSTEM
        2.1.1 DRAWBACKS
    2.2 PROPOSED SYSTEM
        2.2.1 FEATURES
3. SYSTEM DESIGN AND DEVELOPMENT
    3.1 FILE DESIGN
    3.2 INPUT DESIGN
    3.3 OUTPUT DESIGN
    3.4 DATABASE DESIGN
    3.5 SYSTEM DEVELOPMENT
        3.5.1 DESCRIPTION OF MODULES (Detailed
        explanation about the project work)
4. TESTING AND IMPLEMENTATION
5. CONCLUSION
    BIBLIOGRAPHY

APPENDICES
        A. DATA FLOW DIAGRAM
        B. TABLE STRUCTURE
        C. SAMPLE CODING
        D. SAMPLE INPUT
        E. SAMPLE OUTPUT

ANNEXURE-III

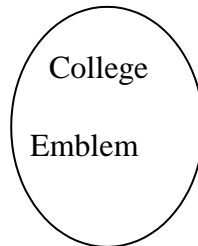a. Format of the Cover Page

TITLE OF THE PROJECT WORK

Project work submitted in partial fulfillment of the

requirements for the degree of

Master of Commerce

to the

Thiruvalluvar University, Serkkadu, Vellore - Pincode

By

STUDENT NAME

REG. NO.

College

Emblem

MONTH – YEAR

COLLEGE NAME

(AFFILIATED TO THIRUVALLUVAR UNIVERSITY)

PLACE with Pin Code

b. **Format of the certificate**

<div align="center">

PROJECT WORK

TITLE OF THE PROJECT WORK

Bonafide Work Done by

STUDENT NAME

REG. NO.

Project Work submitted in partial fulfillment of

the requirements for the degree of

Master of Commerce

to the **College Name and Address , Affiliated college from Thiruvalluvar University, Serkkadu, Vellore - Pincode.**

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</div>

INTERNAL GUIDE   HEAD OF THE

<div align="center">DEPARTMENT</div>

Submitted for the Viva-Voce Examination held on _____

Internal Examiner   External
Examiner

The evaluation of project is as follows:

The maximum mark for each Project is 200 with 80 for Continuous Internal Assessment (CIA) and 120 for External Evaluation.

CIA Project Work		
I	First Review	25 Marks
II	Second Review	25 Marks
III	Report Preparation	30 Marks
	Total	**80 Marks**
Semester Project Work		
1.	Evaluation of Project Work Document	**80 Marks**
2.	Viva – Voce	**40 Marks**
	Total	**120 Marks**

For the conduct of University Examinations in practical subjects and Project work the University will appoint two external examiners.

****