



**DHANALAKSHMI SRINIVASAN  
COLLEGE OF ARTS & SCIENCE FOR WOMEN  
(Autonomous)**



**(Affiliated to Bharathidasan University,  
Re-Accredited with “A” Grade by NAAC)  
Perambalur**

**DEPARTMENT OF COMMERCE**

**MASTER OF COMMERCE (COMPUTER APPLICATION) Programme –  
Course Structure Under CBCS**

**(Applicable to the candidate admitted from the academic year 2018-2019 onwards)**

YEAR/ SEMESTER	COURSE	COURSE TITLE	COURSE CODE	INSTRUCTION PERIODS PER WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							INT	EXT	
<b>I Year &amp; I Sem</b>	Core Course – I	Managerial Economics	18PCOA1C1	6	5	3	25	75	100
	Core Course – II	E – Commerce	18PCOA1C2	6	5	3	25	75	100
	Core Course –III	Management Information System	18PCOA1C3	6	5	3	25	75	100
	Elective Course – I	A.Entrepreneurial Development	18PCOA1E1A	6	4	3	25	75	100
		B.Service Marketing	18PCOA1E1B						
	Application Oriented Course - I	Accounting Package with Practical	18PCOA1A1 18PCOA1A1P	6	3	2+2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>				<b>500</b>
<b>I Year &amp; II Sem</b>	Core Course – IV	Research Methodology	18PCOA2C4	6	5	3	25	75	100
	Core Course – V	Quantitative Techniques for Business Decisions	18PCOA2C5	6	5	3	25	75	100
	Core Course – VI	Oracle and RDBMS	18PCOA2C6	6	5	3	25	75	100
	Elective Course – II	A.Human Resource Management	18PCOA2E2A	6	4	3	25	75	100
		B.Tourism Development	18PCOA2E2B						
	Application Oriented Course - II	Internet with Practical	18PCOA2A2 18PCOA2A2P	6	3	2+2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>				<b>500</b>
<b>III II Year &amp; III Sem</b>	Core Course – VII	Advanced Corporate Accounting	18PCOA3C7	6	5	3	25	75	100
	Core Course – VIII	Java Based Business Applications (Theory & Practical)	18PCOA3C8 18PCOA3C8P	6	5	2+2	25	75	100
	Core Course – IX	Project Management	18PCOA3C9	6	4	3	25	75	100
	Core Course – X	Database Management System	18PCOA3C10	6	4	3	25	75	100
	Elective Course – III	A.Insurance Management	18PCOA3E3A	6	4	3	25	75	100

		<b>B.Retail Management</b>	<b>18PCOA3E3B</b>						
<b>TOTAL</b>				<b>30</b>	<b>22</b>				<b>500</b>
<b>II Year &amp; IV Sem</b>	<b>Core Course – XI</b>	<b>Industrial Relations</b>	<b>18PCOA4C11</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	<b>Core Course – XII</b>	<b>Cost &amp; Management Accounting</b>	<b>18PCOA4C12</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	<b>Core Course-XIII</b>	<b>Programming in C++ (with practical)</b>	<b>18PCOA4C13 18PCOA4C13P</b>	<b>6</b>	<b>5</b>	<b>2+2</b>	<b>25</b>	<b>75</b>	<b>100</b>
	<b>Elective Course – IV</b>	<b>A.Customer Relationship Management</b>	<b>18PCOA4E4A</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>B.Sales Management</b>	<b>18PCOA4E4B</b>						
	<b>Project</b>	<b>Project Work Dissertation (80 marks)Viva voce (20 marks)</b>	<b>18PCOA4PW</b>	<b>6</b>	<b>5</b>				<b>100</b>
<b>TOTAL</b>				<b>30</b>	<b>24</b>				<b>500</b>
<b>GRAND TOTAL</b>				<b>120</b>	<b>90</b>				<b>2000</b>

1. J.T. ~~J~~ <sup>ing</sup> (Dr. R. Sankaranarayanan)  
J.S.17.
2. J. Jayath (Dr. S. Gayathri)
3. L. Sekar (L. Sekar)
4. ~~V.N.~~ (V. Anirmala)
5. D. Kalai (Dr. D. Kalaisekaran)
6. ~~A~~
7. ~~V.M.~~ (Dr. M. Vincent Sathyanarayanan)
8. J. Jayaraj (T. Jayaraj)
9. R. Santhi (R. Santhi)
10. N. Deepalakshmi [N. Deepalakshmi]
11. D. N. Jha [D. Narmadha]

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**CORE COURSE - I**  
**MANAGERIAL ECONOMICS**

**Semester: I**

**Max. Marks: 75**

**Course Code: 18PCOA1C1**

**Credit: 5**

**Total Hours : 90**

**Instruction Periods:6 Objective :**

The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.

**UNIT –I**

**(18 Hours)**

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist, Economic Theory and Managerial Economics

**UNIT –II**

**(18 Hours)**

Demand Analysis and Forecasting. Demand Determinants –Demand distinctions –Demand Forecasting

**UNIT –III**

**(18 Hours)**

Cost and Production analysis: Cost Concepts – Cost and Output relationship -Production Function Cost Function – Short run and Long run Cost – Returns to the Scale of the Plant.

**UNIT –IV**

**(18 Hours)**

Price and Output decisions under different market condition: Perfect and Imperfect Competition Pricing Methods - Profit Planning and Policies, Rent.

**UNIT – V**

**(18 Hours)**

National Income – Concepts – Methods of calculating National Income - Theory of Income distribution. Business Cycle, Types – Phase – Controlling business cycles.

**TEXT BOOKS (LATEST REVISED EDITION ONLY)**

1. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
2. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.

**REFERENCE BOOKS (LATEST REVISED EDITION ONLY)**

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
4. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
5. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand & Sons, New Delhi.

## **CORE COURSE II**

### **E-COMMERCE**

**Semester: I**

**Max. Marks:75**

**Course Code: 18PCOA1C2**

**Credit:5**

**Total Hours :90**

**Instruction Periods:6**

**Objective:** To make the students understand the elements and uses of E Commerce.

#### **UNIT I**

**(18 Hours)**

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – anatomy of E-Commerce applications – Components of the I-way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and Educational Network.

#### **UNIT II**

**(18 Hours)**

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce – WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

#### **UNIT III**

**(18 Hours)**

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System Work-flow Automation and Coordination – Customization – Supply Chain Management.

#### **UNIT IV**

**(18 Hours)**

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogues or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

#### **UNIT V**

**(18 Hours)**

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing Frame Work – Wireless Delivery Technology – Cellular Data Communication Protocols – Mobile Computing Applications.

#### **TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

1.Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston, Himalaya

Publishing House, Mumbai.

2.E-Commerce- A Managerial perspective - P.T.Joseph, Prentice-Hall of India Pvt. Ltd.

New Delhi.

**REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1. Designing Systems for Internet Commerce- G.WinfieldTreese& Lawrence  
C.Stewart,Addison- Wesley Publisher, New York. Tata Megraw-Hill, New Delhi

2.E Business Road Map for Success - Dr.RaviKalakota, Marcia Robinson,Addison-Wesley  
Publisher,

**CORE COUSE III**

**MANAGEMENT INFORMATION SYSTEM**

**Semester: I**

**Max. Marks: 75**

**Course Code: 18PCOA1C3**

**Credit:5**

**Total Hours : 90**

**Instruction Periods:6**

**Objective:**

To enable the students to trace the growing importance of information system.

**UNIT – I**

**(18 Hours)**

Information System – Establishing the framework - Business model – information system architecture – Evolution of information systems.

**UNIT – II**

**(18 Hours)**

Modern information system – System development Life Cycle – Structured methodologies – Designing computer based method - procedures control and designing structured programs.

**UNIT – III**

**(18 Hours)**

Functional areas - Finance, Marketing, Production, Personnel – Levels, Concepts of DSS, EIS, ES – Comparison - concepts and knowledge representation – managing international information system.

**UNIT – IV**

**(18 Hours)**

Testing security – Coding Techniques – Detection of Error – Validation – Cost benefit analysis – Assessing the value and risk of information systems.

**UNIT – V**

**(18 Hours)**

Software engineering qualities – Design, production, service, software specification, software metrics, software quality assurance – Systems methodology - objectives – Time and Logic, Knowledge and Human dimension – Software life cycle models – Verification and validation.

**TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

1.Management Information Systems, Management Perspectives, Goyal, Second Edition, Macmillan, New York.

2.Management Information Systems, Dr. S.P. Rajagopalan, Margham Publications,

Chennai.

**REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1..Gordon B.Davis, Management Information System: Conceptual Foundations,  
McGraw Hill, U.S.A.

**ELECTIVE I – A**  
**ENTREPRENEURIAL DEVELOPMENT**

**Semester: I**

**Max. Marks:75**

**Course Code:18 PCOA1E1A**

**Credit:4**

**Total Hours :90**

**Instruction Periods:6**

**Objective:** To gain knowledge about Entrepreneurship and Government Schemes.

**UNIT – I**

**(18 Hours)**

Introduction to Entrepreneurship: Definition – Concept – Theories of Entrepreneurship –  
Classification and Types of Entrepreneurs – Entrepreneurial Traits – Entrepreneurial Motivation.

**UNIT – II**

**(18 Hours)**

Preparation: Project Identification – Project Design – Appraisal – Network Analysis – PERT and  
CPM – Selection – Location – Implementation.

**UNIT – III**

**(18 Hours)**

Procedure – Sources of Finance – Project Finance – Institutional Finance – SIDBI – TIIC –  
Government Procedures – Directorate of Industries and Commerce – Export Import Procedure –  
Pollution Control Board – ISO – BIS.

**UNIT – IV**

**(18 Hours)**

Marketing: Brand Development – Strategic Marketing – CRM – Institutional Support – ECGC –  
Sustaining the Project – Crisis Management – Time Management.

**UNIT –V**

**(18 Hours)**

Problems of Entrepreneurship: Problems of Entrepreneurship – Globalization and Challenges  
before the Indian Entrepreneurs – Steps to face global Challenges.

**TEXT BOOKS**

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya  
Publishing House, 2001
2. Gupta.C.B&Srinivasan.N .P, Entrepreneurial Development, Sultan Chand, 1999
3. Peter F. Drucker, Innovation & Entrepreneurship – Affiliated East West Practice and  
Principles, Press Ltd. Publication of SISI, Govt. of India

**REFERENCE BOOKS**

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House,  
2001
2. Ghallan R.G & Sandra L. Mchee, Practical Profit Management, Pearson Education Asia,  
India, 2001

3. Kharta S.S, Entrepreneurial Development, Sultan Chand & Company, New Delhi, 2000
4. Dr.Balu, Entrepreneurship & Management of Small Business, Sri Venkateswara Publications, Chennai, 2001

## **ELECTIVE – I- B**

### **SERVICES MARKETING**

**Semester: I**

**Max. Marks:75**

**Course Code: 18PCOA1E1B**

**Credit:4**

**Total Hours : 90**

**Instruction Periods:6**

#### **Objective:**

To enable the students to know the principles and practices of marketing of Services

#### **UNIT – I**

**(18 Hours)**

Meaning and definition of Services – Reasons for growth in service sector – types of services – Difference between service and goods – characteristics of services – services Marketing and goods marketing.

#### **UNIT –II**

**(18 Hours)**

Services marketing mix – Product, Pricing, Promotion, Place, People, Physical evidence and Process.

#### **UNIT – III**

**(18 Hours)**

Managing demand and supply – Forecasting demand – understanding demand patterns - Capacity constraints, capacity planning both short term & long term – Strategies for managing capacity and demand.

#### **UNIT – IV**

**(18 Hours)**

Service quality – Dimensions – Measurement – Expected and Perceived service quality- GAP analysis. Service Marketing application – Bank, Tourism , Hospital and Airline

#### **UNIT – V**

**(18 Hours)**

CRM – Introduction to CRM –Evolution, key principles, benefits –CRM cycle – Electronic point of sale – Customer service help desk – call center – System integration.

#### **TEXT AND REFERENCE BOOKS:**

1. S.M.Jha, Services Marketing, Himalaya Publishing House, Mumbai.
2. M.Y.Khan, Services Marketing, Tata McGraw Hill, New Delhi.
3. C.B.Memoria & R.K.Suri,Marketing Management, Kitab Mahal,

#### **REFERENCE BOOKS**

1. Kotler -Marketing Management , Sultan Chand & Sons, New Delhi.
2. Cowell.- Marketing of Services, Heinemann Publishers, London.
3. Services Marketing - Vasanti venugopal & V.N. Raghu.
4. Services Marketing - Dr.P.N.Reddy & H.R. Appanaiah.



5. Services Marketing and Management - Dr.Balaji.
6. Customer Relationship Management - K. Balasubramaniam.
7. Customer Relationship Management - Peer Mohamed.

## **APPLICATION ORIENTED COURSE – I**

### **ACCOUNTING PACKAGE**

**Semester: I**

**Max. Marks: 75**

**Course Code: 18PCOA1A1 & 18PCOA1A1P**

**Credit:3**

**Total Hours : 90**

**Instruction periods:6**

#### **Objective:**

To enable the students to know the application of Tally in business and to enable the students to know the practical application of Tally in business.

#### **UNIT – I**

**(18 Hours)**

Manual accounting: Introduction to Financial Accounting – Meaning – Accounting Concepts and Conventions – Single Entry System – Double Entry System – Manual Book Keeping Vs Computerized Accounting.

#### **UNIT – II**

**(18 Hours)**

Computerized Accounting: Ledgers – Vouchers – Sales Voucher – Payment Vouchers – Receipt Voucher – Journal Voucher – Contra Voucher.

#### **UNIT – III**

**(18 Hours)**

Account Books: Cash / Bank Book – Sales Register – Purchase Register – Statement of Accounts – Bank Reconciliation Statement.

#### **UNIT – IV**

**(18 Hours)**

Inventory Maintenance – Receipt note – Rejection in – Rejection out – Stock Journal – Physical Stock – Purchase Order – Sales Order – Invoice.

#### **UNIT – V**

**(18 Hours)**

Final Accounts: Trial balance – Profit and Loss A/c – Balance Sheet and Taxation.

### **ACCOUNTING PACKAGE PRACTICAL**

1. Creation of a new company
2. Groups Creation – Multiple Groups and Single Groups -
3. Creation of ledgers – Multiple Ledgers and Single Ledgers.
4. Vouchers creations – Voucher entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Journal voucher and Contra vouchers.
5. Statutory and Taxation - Value Added Tax (VAT), Tax Deducted at Source (TDS), Tax Collected at Source (TCS), Service Tax, and Goods and Service Tax(GST)
6. Reports - Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory Books, Statement of Inventory, Statutory Info, Statutory Reports.

**Theory: 60 Marks, External: 35; Internal: 25**

**Practical:40 Marks, External: 25; Internal:15**

**TEXT BOOKS:**

1. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi.
2. Nellai Kannan.C, Tally 9

**REFERENCE BOOKS:**

1. Nadhani.A.K & Nadhani.K.K, Implementing Tally.
2. Namarata Agrawal, Financial Accounting on Computers using Tally
3. R.L. Gupta & Radhaswamy, Financial Accounting, Sultan Chand

**CORE COURSE-IV  
RESEARCH METHODOLOGY**

**Semester: II**

**Max. Marks:75**

**Course Code: 18PCOA2C4**

**Credit:5**

**Total Hours : 90**

**Instruction Periods:6**

**Objective:**

To make the students to understand the research methods in financial management.

**UNIT-I**

**(18 Hours)**

Research in business- definition, meaning & nature- scope and objective of research- methods and techniques of research. Research Process, Identification and Formulation of a Research Problem.

**UNIT-II**

**(18 Hours)**

Research design – Types –Exploratory, Descriptive, Hypothesis testing, Research Methods, Sample and Sampling Design.

**UNIT-III**

**(18 Hours)**

Sources of data - primary & secondary- methods of primary data collection - observation- interview questionnaire & schedule - attitude measurements & scales

**UNIT-IV**

**(18 Hours)**

Data processing and analysis- editing, coding, classification- tabulation- interpretation of data - methods- testing of hypothesis- type I and type II errors.

**UNIT-V**

**(18 Hours)**

Report writing and presentation steps in report writing- substance of report- format of reports importance of foot note and bibliography.

**TEXT BOOKS:**

- 1.C.R. Kothari, Research Methodology- methods & techniques.
- 2.P.Saravanel, Research methodology

**REFERENCE BOOKS:**

1. V.P. Michael, Research methodology in management, Himalaya Publishing House
2. O.R. Krishnaswami : Methodology of Research in Social Science
3. D. Amarchand : Research Methods in Commerce.
4. R. Prabhu & T Raju – Research Methods in Management – Vijay Nicole Imprints Pvt. Ltd., Chennai

## **CORE COURSE -V**

### **QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**Semester: II**

**Max. Marks: 75**

**Course Code: 18PCOA2C5**

**Credit:5**

**Total Hours :90**

**Instruction Periods:6**

**Objective:**

To acquaint the students with the statistical tools and techniques for managerial decisions.

**UNIT I:**

**(18 Hours)**

Meaning of Quantitative Techniques – Role of Quantitative Techniques – Advantages and Limitations of Quantitative Techniques – Correlation Analysis – Simple – Partial and Multiple– Regression Analysis – Time Series.

**UNIT II:**

**(18 Hours)**

Probability – Problems applying Additional and Multiplication Theorem –Mathematical Expectations – Theoretical Distributions – Binomial – Poisson –Normal Distribution.

**UNIT III:**

**(18 Hours)**

Significance Tests in Small Samples ( t test) and Large Samples – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test- Analysis of Variance (One way and two way classification).

**UNIT IV:**

**(18 Hours)**

Linear Programming – Graphical Method – Simplex Method – Transportation Problems– Initial Basic Feasible Solution - Modi Method – Assignment Problems.

**UNIT V:**

**(18 Hours)**

Interpolation and Extrapolation – Methods of Interpolation – Binomial Expansion Method – Newton’s Method – Lagrange’s Method – Parabolic Curve Method – Extrapolation – Vital Statistics – Life Tables.

***Problem : 50 Marks ; Theory 25 Marks***

**\*Equal importance to be given to all units**

**TEXT BOOKS (LATEST REVISED EDITION ONLY)**

- 1.S.P. Gupta, Statistical Methods - Sultan Chand & Sons, New Delhi – 600 002.
- 2.S. Gurusamy, Operations Research, Vijay Nicole Imprints Pvt. Ltd, Chennai.

**REFERENCE BOOKS (LATEST REVISED EDITION ONLY)**

- 1.D. Joseph Anbarasu, Business Statistics –Vijay Nicole Imprints Pvt. Ltd., Chennai.

- 2.C.R.Kothari, Quantitative Techniques –Vikas Publishing House, New Delhi.
- 3.Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
- 4..Hooda, R.P: Statistics for Business and Economics, Macmilla 3rd edition, New Delhi.
- 5.Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, Delhi

**CORE COURSE – VI**  
**ORACLE AND RDBMS**

**Semester: II**

**Max. Marks:75**

**Course Code: 18PCOA2C6**

**Credit:5**

**Total Hours :90**

**Instruction Periods:6**

**Objective:**

To understand the theory and to gain practical knowledge about Oracle and RDBMS

**UNIT –I**

**(18 Hours)**

Database concepts: A relational approach – Database management Systems(DBMS) – RDBMS – Integrity rules – Theoretical Relational Languages – Database Design: Data Modeling and Normalization

**UNIT –II**

**(18 Hours)**

Oracle 8: An overview- Personal Databases – Client/server Databases- Table creation & modification: Data types – constraints – creating an oracle Table – Working with tables Data Management and retrieval.

**UNIT – III**

**(18 Hours)**

Multiple Tables: Join – Set operators – Sub-Query – Advanced Features : Objects Transactions and Control – Views- Sequences – Synonyms – Index – controlling Access – Object privileges.

**UNIT – IV**

**(18 Hours)**

PL/SQL : Programming Language Basic – History of PL/SQL – Fundamentals – Data types– Variable Declaration – SQL and Control Structures.

**UNIT – V**

**(18 Hours)**

Cursors and Exceptions – Procedures, Functions and Packages.

**TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

- 1.Nilesh Shah, “Database Systems Using Oracle” , Prentice – Hall of India private Ltd.
- 2.Raghu Ramakrishnan & Johannes Gehrke, “Database management Systems” , McGraw – Hill – Editions.

**REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

- 1.Abraham silberschatz Henry F.KorthS.Sudarshan, “Database system concepts”. McGraw – Hill – Editions.

**ELECTIVE- II -A**  
**HUMAN RESOURCE MANAGEMENT**

**Semester: II**

**Course Code: 18PCOA2E2A**

**Total Hours : 90**

**Objective:**

To enable the students to understand the important concepts of personnel management and to develop the students to be aware of the human resource.

**Max. Marks: 75**

**Credit:4**

**Instruction Periods:6**

**UNIT – I**

**(18 Hours)**

Evolution, role and status of Human resource management in India - Structure and functions of HRM - Systems view of HRM. - managing global human resource management - HR practices and international business

**UNIT – II**

**(18 Hours)**

Strategic human resources management - role of HRM in corporate strategic management - environmental influence on HRM - Man power planning - Concept, organisation and practices, manpower planning techniques - short term and long term planning.

**UNIT – III**

**(18 Hours)**

Recruitment and Selection Skill - Job analysis - Description - job specification - selection process - tests and interviews - placement and induction. Career planning and development - Career Counselling, promotion and transfers

**UNIT – IV**

**(18 Hours)**

Training and development - Need and Importance - Assessment of training needs - Training and development and various categories of personnel - Retirement and other separation processes. Performance appraisal - purpose - factors affecting performance appraisal - counselling.

**UNIT – V**

**(18 Hours)**

Wages and salary administration - Developing a sound compensation structure - Regularity provisions - Incentives - Grievance handling and discipline - Developing grievance handling and discipline - Developing grievance handling systems - collective bargaining - Managing conflicts – Compliance review on Labour Act, Compliance procedure.

**TEXT BOOKS:**

1. C.B. Memoria, Personnel Management, Himalaya Publications, New Delhi
2. Dr.Ashwathappa, Human Resource Management ,McGraw Hill Education (India ) Pvt. Limited, New Delhi.

**REFERENCE BOOKS:**

1. Dale Yoder & Paul D. Staudohar, Personnel Management, Prentice Hall.
2. S.S. Khanka, Human Resource Management, S.Chand & Sons, New Delhi.
3. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
4. H. John Bernardin & Joyee E.A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
5. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
6. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi.
7. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.

## **ELECTIVE- II-B**

### **TOURISM DEVELOPMENT**

**Semester: II**

**Max. Marks: 75**

**Course Code: 18PCOA2E2B**

**Credit:4**

**Total Hours : 90**

**Instruction Periods:6**

To understand the tourism marketing and prepare them for the burgeoning tourism job market.

#### **UNIT-I**

**(18 Hours)**

International and Indian Tourist Organizations: World Tourism Organization, Pacific - Asia Travel Association, Indian Tourism Development Corporation, Tourism Development Corporations of Various states, Tamilnadu Tourism Development Corporation.

#### **UNIT-II**

**(18 Hours)**

Accommodation and Hospitality: Ancient and Medieval modes of accommodation - Hotels and Motels - Star Hotels - Indian and International Hotel Chains - Youth Hostels and Beach Resorts and Spas in India.

#### **UNIT-III**

**(18 Hours)**

Travel Agencies : Profile , role and functions of a Modern Travel Agency - International Travel Agencies - Indian Travel Agencies - International Air Transport Association (IATA) and Travel Agents Association of India (TAAI) M.Com.: Syllabus (CBCS)

#### **UNIT-IV**

**(18 Hours)**

Transport and Tourism Marketing: Air, Rail, Ship and Bus Transports - Ticketing Procedures - Tourism Marketing Processors and Functions - Tourism Publicity.

#### **UNIT-V**

**(18 Hours)**

Indian Tourist Resources : Natural Resources - National Parks - Tiger Resources - Bird's sanctuaries - Palace on Wheels and Deccan Queen.

### **TEXT BOOKS**

1. Babu, A. Satish : Tourism Development in India , A.P.H, Publishing Corporation, New Delhi, 1998.
2. Bhatia, A.K : International Tourism : Fundamentals and Practices, Sterling Publishers Pvt, Ltd. New Delhi, 1991.

### **REFERENCE BOOKS**

1. Bhatia, A.K : Tourism Development : Principles and Practices, Sterling Publishers Pvt, Ltd., New Delhi, 1989.
2. Coltman, Micheal : Tourism Marketing, Van Nostrand Reinhold, New York, 1989.
3. Gill, Pushpinder, S.: Tourism: Planning and Management , Anmol Publications Pvt., Ltd, New Delhi, 1997.
4. Selvam , M. : Tourism Industry in India, Himalaya Publishing House, Bombay, 1989.
5. Mishra, Lavkush : Religious Tourism in India, New Delhi, 1990.

## **APPLICATION ORIENTED COURSE -II INTERNET**

**Semester: II**

**Course Code: 18PCOA2A2 & 18PCOA2A2P**

**Total Hours : 90**

**Max. Marks:75**

**Credit:3**

**Instruction Periods:6**

### **Objective:**

- To understand the basic concepts related to internet and its standard protocols and to introduce the web technologies such as HTML and VBScript.

### **UNIT I:**

**(18 Hours)**

Introduction to Internet – A brief History of Internet – Use of Internet – The connection to the Internet – web pages – Web Pages come from the web server – Web sites – The normal Modem – ISDN, ADSL,CABLE Modems.

### **UNIT II:**

**(18 Hours)**

Internet Service Providers – Dialer Programs and Internet Programs – Internet Explorer – Netscape – Animation – Frames: Several Web pages at one – Several windows simultaneously – Printing.

### **UNIT III:**

**(18 Hours)**

Internet Basics: Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet.

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

**UNIT IV:** (18 Hours)

E-mail address – creation – browsing – search engines –downloads

**UNIT V:** (18 Hours)

Visiting business places, libraries, Railway and Airline reservation centers online, online chatting

**TEXT BOOKS:**

1. The Internet Instance Reference – Paul E. Hoffman, BPB Publications
2. Internet for Everyone – Alexis Leon Mathews, Leon Tech world, UBS Publications
3. Computer Applications in Business (Internet only), Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS:**

1. Internet Programming and Web Design – S. Aarathi, Kalaikathir Achagam
2. Internet and E-mail – Yatin Publications, Delhi
3. Internet Complete –BPB Publications.



**CORE COURSE - VII**  
**ADVANCED CORPORATE ACCOUNTING**

**Semester: III**

**Max. Marks: 75**

**Course Code: 18PCOA3C7**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**Objective :**

To enable the students to understand the detailed concepts of corporate accounting methods from different types of companies.

**UNIT I (18 Periods)**

Valuation of Goodwill and Shares – Liquidation - Inflation Accounting.

**UNIT II (18 Periods)**

Amalgamation by merger and Amalgamation by purchases – External Reconstruction of Companies and alteration of Share Capital .

**UNIT III (18 Periods)**

Holding Company Accounts (including intercompany holdings) – Bank Accounts New format – NPA – Classification of investments.

**UNIT IV (18 Periods)**

Insurance Company Accounts(new format) – Double Account System.

**UNIT V (18 Periods)**

Human Resource Accounting – Definition, Objectives, and Valuation Methods – Advantages – Accounting Standards, with reference to depreciation, inventory valuation. (Theory only) - Inflation Accounting - (Theory only).

**Note: Theory 25 Marks : Problems 50 Marks**

**BOOKS FOR REFERENCE:**

1. M.C.Shukla, T.S.Grewall & S.C.Gupta – Advanced Accountancy - II
2. S.P.Jain and K.L. Narang – Advanced Accountancy
3. Dr R Palaniappan & Dr N Hariharan, Corporate Accounting, Vijay Nicole Imprints Pvt. Ltd., Chennai
4. R.L.Gupta and M.L.Radhaswamy – Advanced Accountancy
5. Mukherjee and Hanif – Modern Accountancy – II
6. Reddy & Murthy – Advanced Accounts

**CORE COURSE- VIII**  
**JAVA BASED BUSINESS APPLICATIONS**

**Semester: III**

**Max. Marks:75**

**Course Code: 18PCOA3C8**

**Credit: 5**

**Total Periods :90**

**Instruction Periods:6**

**Objective : To understand the knowledge of Java based applications**

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

*Examination : Theory- 45 Marks ; Practical - 30 Marks.*

*Examination Duration : Theory 2 Hours ; Practical 2 Hours*

**(Theory & Practical) (Theory 45 Marks)**

**UNIT I**

**(18 Periods)**

Fundamentals of object oriented programming – Java Evolution – Java Tokens – Constants, Variables and Data types – Operators and Expressions – Branching and Looping Statements – Arrays – Call by Reference and Value.

**UNIT II**

**(18 Periods)**

Classes – Objects and Methods – Define a class – Create a class – Constructors – Function overloading – Inheritance – String Handling - applet - AWT - Try & Catch Statement.

**UNIT III**

**(18 Periods)**

Interfaces: Implementing Multiple Inheritance – Packages – Creating and Accessing Packages – Threads – Creation of threads, thread methods – Exceptions – Types of Exceptions – Try, catch, throw, throws statements – Managing Input/Output statements

**(Practical – 30 Marks)**

**UNIT IV**

**(18 Periods)**

Business Applications using classes, objects, packages, inheritance and interfaces

**UNIT V**

**(18 Periods)**

Developing applet programs using AWT & Graphics

**BOOKS FOR REFERENCE:**

1. C. Xavier – Programming with Java 2 – SCITECH Publications
2. E. Balagurusamy – Programming with Java – Second Edition
3. John R. Hubbard – Programming with Java – McGraw Hill International Edition
4. C Muthu – Programming with Java – Vijay Nicole Imprints Pvt. Ltd., Chennai

**CORE COURSE - IX**  
**GOODS AND SERVICES ACT**

**Semester: III**

**Max. Marks: 75**

**Course Code: 18PCOA3C9**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

Objective : To know about the goods and services act and procedures.

**UNIT I**

**(18 Periods)**

Indirect Taxes – Introduction, Customs Law – Types of Impart duties – Levy of Customs duty – Tariff Classification and Exemption – Valuation of Import and Export of Goods – Refund of duty – Recovery and refund – Duty drawback – Clearance Procedure – Transportation and Warehousing – Penalties, and adjudication and appeal.

**UNIT II**

**(18 Periods)**

Goods and Service Tax (GST) – Meaning, Definition, objectives – Types of GST. Registration – Rate of Tax – Benefits of GST Vs VAT, Excise, CST, and Service Tax – Council and its function.

**UNIT III**

**(18 Periods)**

Components Applicable to GST – Exempted items – Reverse Charge mechanism books of accounts maintaining – credit and debit note – Reconciliation.

**UNIT IV**

**(18 Periods)**

GST model – CGST Act- SGST Act – IGST Act – Levy of collection of Tax and Payment – Job work activities – composite – supply provisions – Input Tax credit adjustments and restrictions.

**UNIT V**

**(18 Periods)**

Compliance – Type of Return – Filing of monthly, quarterly returns, payment of tax claiming of refund – E- way bill procedure interest – Penalty and adjudication procedure.

**TEXT BOOKS:**

CA. Vivek and Kr Agarwal, GST Guide for Students.

**REFERENCE BOOKS**

Dr.HC Mehrotra and Prof. VP Agarwal – Goods and Service Tax-GST, 4<sup>th</sup> Edition, Sahitya Bhawan Publication.



# **CORE COURSE - X**

## **DATABASE MANAGEMENT SYSTEM**

**Semester: III**

**Max. Marks: 75**

**Course Code: 18PCOA3C10**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective : To gain knowledge about the importance of Data base**

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

*Examination : Theory- 45 Marks ; Practical - 30 Marks.*

*Examination Duration : Theory 2 Hours ; Practical 2 Hours*

**(Theory & Practical) (Theory 45 Marks)**

### **UNIT I**

**(18 Periods)**

Database – importance of Database – MS Access – MS Access – Introduction – Parts of Access Window, creating a Database, Relationships, Creating Table through Design view – Relationship – Query – Forms – Reports.

### **UNIT II**

**(18 Periods)**

Importance of Desktop publishing – Page Maker – DTP – Menu – File, Edit, Utilities, Layout, - Working with page column – Indent.

### **UNIT III**

**(18 Periods)**

Importance of Photo creation and editing – Photoshop – The Photoshop Screen – Using the Toolbox – Document and Scratch Sizes – The Info Palettee – Saving and loading custom settings – Opening and saving files – Images – Layers – Channels and Mask.

### **UNIT IV**

**(18 Periods)**

Access – Creation of Database – Creation of relationship – Creating tables through design view – Database for salary, mark sheet, inventory, Form creation.

### **UNIT V**

**(18 Periods)**

Creating files – Photoshop – Saving and loading custom settings – Creating new file – Use of painting tools – Copying and pasting selections – Moving selections – Grow and similar command – Editing points – Use of colour Balance Dialogue box.

### **Books and Reference:**

1. Photoshop 6 in easy steps – Robert Shufflebotham, Dreamtech Press.
2. Page Maker 6.5 Vishnu Priya Singh, Meenakshi Singh, Asian Publications Limited.
3. MS Office 2000 (Access only), Sanjay Sexana, Vikas Publishing House.

4. Computer Application in Business, (Access only) Srinivasa Vallahan, Sultan Chand & Sons, New Delhi.

5. Desk Top Publishing, SK Yadava, Yatin Publisher, Delhi.

### **ELECTIVE COURSE –III A**

#### **INSURANCE MANAGEMENT**

**Semester: III**

**Max. Marks: 75**

**Course Code: 18PCOA3E3A**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective: To impart knowledge on the theory of insurance and to educate the process of insurance activities in India.**

#### **UNIT I**

**(18 Periods)**

Insurance – Definition – Nature - Principles – Role - Importance – Types of Insurance & Insurance Organization. Insurance Contract. Privatization of Insurance in India – Major Players in Insurance Business – Impact of Privatization of insurance in India

#### **UNIT II**

**(18 Periods)**

Life Insurance – Nature – Classification of Policies - Annuities - Selection of Risk - Measurement of Risk – Mortality Table- Calculation of Premium- Surrender Value - Cover Note – Policy Conditions - Progress of Life Insurance Business in India.

#### **UNIT III**

**(18 Periods)**

Fire Insurance – Nature – Fire Insurance Contract – Kinds of Policies - Polic Conditions - Payment of Claims – Reinsurance – Double Insurance.

#### **UNIT IV**

**(18 Periods)**

Marine Insurance – Nature - Policies – Policy Conditions – Premium Calculation – Marine Losses – Payment of Claims - Progress of Marine Insurance Business in India.

#### **UNIT V**

**(18 Periods)**

General Insurance – Motor Insurance – Burglary and Personal Accident Insurance – Miscellaneous Forms of Insurance – Employee Liability Insurance – Property Insurance - Cattle

Insurance – Crop Insurance - Medi-Claim – Overseas Medi – Claim Policy - Rural Insurance in India. Insurance Regulatory and Development Authority Act,1972 - IRDA Regulations 2000.

**Text and Reference Books :(Latest revised edition only)**

1. Dr.P.K.Gupta-Insurance and Risk Management-Himalaya Publishing House, Mumbai.
2. NaliniPravaTripathy and Pabir Pai-Insurance, Theory and Practice- Prentice Hall , New York.
3. M.N.Mishra-Insurance Principles and Practices-S.Chand& Sons, New Delhi
4. Mark S. Dorfman-Introduction to Risk Management and Insurance- Prentice Hall, New York.
5. IRDA 1999.

**ELECTIVE COURSE –III B**

**RETAIL MANAGEMENT**

**Semester: III**

**Max. Marks: 75**

**Course Code: 18PCOA3E3B**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives :**

The course will focus on (i) Manufacturers perspective on retailers. (ii) Retailers understanding of the retail business.

**UNIT I**

**(18 Periods)**

Retailing – meaning, definitions, functions performed by retailers, Importance of retailing. Requisites for successful retailer. Forces affecting retail sector in India. The retail life cycle. The strategic Retail Planning process, Retailing mix. Issues in Retailing.

**UNIT II**

**(18 Periods)**

Traditional and modern formats of retail business – Marketing Concepts in Retailing – Consumer purchase behaviour – Cultural and Social group influence on Consumer Purchase Behaviour.

**UNIT III**

**(18 Periods)**

Retail Location strategies: Issue to be considered in site selection. Decisions on geographic locations of a retail store. Location site and types of Retail development. Types of planned shopping area. Factors involved in the location decision. Catchment area analysis.

## **UNIT IV**

**(18 Periods)**

Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per. sq. feet of space – Retail Promotions . Traffic flow and analysis – Population and its mobility – Exteriors and layout – Customer traffic flows and pattern – Creative display. Supply Chain Management – Warehousing – Role of IT in supply chain management.

## **UNIT V**

**(18 Periods)**

Consumerism and ethics in Retailing, Retail Audits, e-Retailing, Application of IT to Retailing, Retail Equity, Technology in Retailing – Retailing through the Internet.

### **RECOMMENDED TEXT BOOK**

1. Retailing Management – Text and cases by Swapna Pradhan – Tata Mcgraw Hill Co – Chennai. Email : [mark\\_pani@mcgrawhill.com](mailto:mark_pani@mcgrawhill.com)
2. Principles of retail management by Rosemary Varley and Mohamed Raffiq – Palgrave macmillan – London – distributed by ANE books PVT Ltd., Email : [anebooks\\_tn@airtelmail.com](mailto:anebooks_tn@airtelmail.com)
3. Retail management – Dunne Lusch, cengage learning, Chennai. Email : [sriram.b@cengage.com](mailto:sriram.b@cengage.com)
4. Retail supply chain management by James B. Ayers and Mary Odegaard special Indian Edition – ANE books PVT Ltd., Chennai. Email: [anebooks\\_tn@airtelmail.com](mailto:anebooks_tn@airtelmail.com)

### **REFERENCE BOOKS:**

- 1) Retailing management, Michael Barton and others – Tata Mcgraw Hill co.
- 2) Managing Retailing – Piyush Kumar Suiha and others. Oxford University press. Chennai.
- 3) Retailing environment & operations Andrew J. Newman and other, cengage learning Chennai.
- 4) International Retailing, Nicholas Alexander – Oxford University press Chennai.
- 5) Fundamentals of Retailing – KVS madaan, Tata Mcgraw Hill Co.
- 6) Retail Management – Chetan Bajaj and others. Oxford University Press.
- 7) Retail Management By Neelesh Jani Global India Publications, New Delhi.
- 8) Retail Management by Sajai Gupta and GVR Preet Randhawa – Atlantic publishers – Chennai.

## **CORE COURSE - XI**



# INDUSTRIAL RELATIONS

**Semester: IV**

**Max. Marks: 75**

**Course Code: 18PCO4C11**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

## **Objectives :**

Organisational efficiency and performance are interlinked with industrial relations . This course is an attempt to appreciate the conceptual and practical aspects of industrial relations. ‘

## **UNIT-I**

**(18 Periods)**

Industrial relations : Meaning , Factors , Scope , Objectives , Principles . Parties to industrial relations . Requirements of successful industrial relations . Industrial Relations policy in India .

## **UNIT-II**

**(18 Periods)**

Trade Unionism : Meaning , Characteristics , Objectives , Functions , Advantages, Disadvantages , Methods used to achieve its objectives , Types , Growth and Development of Trade Unions Movement in India . Central Organisations of Indian Trade unions : INTUC, AITUC, HMS,UTUC . Problems of Indian Trade Unions . Main provisions of the Trade unions Act , 1926 .

## **UNIT-III**

**(18 Periods)**

Workers' Participation in Management : Meaning , Scope , Objectives , levels of participation . Conditions for the success of participation. Forms of Workers' participation in management in India : Works committee , Joint Management Council , scheme of workers' participation on Board of Directors , Shop councils and Plant council, Workers' participation in share capital .

## **UNIT-IV**

**(18 Periods)**

Collective Bargaining : Meaning , Features , principles , scope , forms , importance . Pre-requisites for the success of collective bargaining . Collective bargaining in India .

## **UNIT-V**

**(18 Periods)**

Industrial Disputes and its Prevention and Settlement : Industrial disputes : Meaning, classes, causes, consequences. Prevention and Settlement of industrial disputes. Main provisions of the

Industrial Disputes Act , 1947 . Standing Orders . Main provisions of the Industrial Employments (Standing Orders) Act, 1946 . Disciplinary Action /Domestic Enquire .

**TEXT BOOKS:**

1. C.B. Mamoria , S. Mamoria Dynamics of Industrial Relations in India and S.V Gankar

**REFERENCE BOOKS**

1. B.R. Virmani Participative Management v/s Collective Bargaining

2. G. Sinha & P.R. Sinha Industrial Relations and Labour Legislation

3. Arun Monappa Industrial Relations in India

4. O.P. Aggarwal Conditions of Employment and Disciplinary Action Workmen in industrial and Commercial Establishments and shops

**CORE COURSE - XII**  
**COST AND MANAGEMENT ACCOUNTING**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 18PCOA4C12**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives:**

To understand the basic concept and procedures used to determine product cost.

To be able to interpret cost and management accounting statement.

To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.

**UNIT I**

**(18 Periods)**

Management Accounting – Definition, Nature and Scope – Functions – Role of Management Accountant – Tools of Financial Analysis and Planning – Ratio, Fund Flow and Cash Flow Analysis.

**UNIT II**

**(18 Periods)**

Cost Concept – Absorption Vs Variable Costing – Cost Center – Profit Center - Preparation of Cost Sheet - Marginal Costing – Break - Even and CVP Analysis and Decision Making. Application of Marginal Costing in Managerial Decision Making.

Advanced Problems.

**UNIT III (18 Periods)**

Activity Based Costing – (ABC) – Introduction – Concept of ABC – Approaches to ABC – Allocation of overheads under ABC – Characteristics of ABC – Implementation of ABC System, ABC supports to Corporate strategy. Pricing Decision – Back Flush Costing – Life Cycle Costing (Theory Only).

**UNIT IV (18 Periods)**

Standard Costing – Setting standards – Variance Analysis and Reporting – Material, Labour, Overhead – Sales and Profit Variance - Reporting and investigation of variances.

**UNIT V (18 Periods)**

Budget and Budgetary Control Forecasting Vs. Budget – Preparation of Functional Budget – Types of Budgets – Zero Base Budgeting, Programme Budgeting and Performance Budgeting.

**40% Theory and 60% Problems.**

**TEXT BOOKS:**

1. S.P.Jain & R.L.Narang, “Advanced Cost Accounting”, Kalyani Publishers, Ludhiana.
2. B.M.Lall Nigam, “Cost Accounting Principles and Practices”, Himalaya Publishing House, Mumbai.
3. Dr. S.N.Maheswari, “Cost and Management Accounting”, Sultan Chand & Sons Publisher, New Delhi.
4. Murthy & Gurusamy, Management Accounting, Vijay Nichole Imprints (P) Limited, Chennai.

**REFERENCE BOOKS**

1. P.C Tulsian, Cost Accounting S.Chand & Company Limited.

2. M.N. Amara, "Cost and Management Accounting ( Theory and Problem)", Himalaya Publishing House, Mumbai.

3. N.S. Zad, "Cost and Management Accounting", Taxman Publishers Private Limited.

## **CORE COURSE - XIII**

### **PROGRAMMING IN C++**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 18PCOA4C13 & 18PCOA4C13P**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**(THEORY & PRACTICAL)**

**Objective : To gain knowledge about C++ programming**

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

*External Examinations : Theory- 45 Marks ; Practical - 30 Marks.*

*Examination Duration : Theory 2 Hours ; Practical 2 Hours*

**(Theory & Practical) (Theory 45 Marks)**

#### **UNIT I**

**(18 Periods)**

C++ Language – Features – Character Sets – Identifiers – Reserved Words – Concept of Data Types – Qualifiers – Specifiers – constant – Escape sequences – C++ Program structure - Type of Operators – Arithmetic – Relational – Logical – Bitwise – Assignment – Type conversion – Operator precedence and associativity – Simple Input / Output Facilities – Header Files.

#### **UNIT II**

**(18 Periods)**

Control constructs – If – else – nested if – do while – while – nested loops – break statement – continue, switch case – storage classes – Arrays – Pointers – Structure – Union – Files - Programs using control constructs, arrays, pointers, Structures.

#### **UNIT III**

**(18 Periods)**

Object Oriented Programming Principles ; Object - Classes - Operator Overloading - Function Overloading - Inheritance - Polymorphism - Functions – Formatted I/O functions – Writing C++ Simple Program

**Practical - 30**

**UNIT IV**

**(18 Periods)**

Program to print pay bills - Result processing – Electricity bill preparation - Telephone bill preparation – Bank Transactions; Income Tax Calculations – Admission list preparation; Driving License Application – Medical Diagnosis.

**UNIT V**

**(18 Periods)**

Calculation of simple interest and compound interest – Reverse a String & Integer - Property Tax Calculation – Profit and Loss Account; Balance Sheet.

**Book for Study :**

Programming in C++ – Balagurusamy.

**ELECTIVE COURSE – IV A**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 18PCOA4E4A**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives:**

To have adequate knowledge regarding relations in customer relationship management possess insight in customers satisfaction, know and apply the services quality, gain knowledge in electronic customer relationship management, understand the importance of customers and employees in organization and management

**UNIT – I**

**(18 Periods)**

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship- Evolution of relationship marketing- Stages of relationship- Issues of relationship- Purpose of relationship marketing Approach towards marketing: A paradigm shift- Historical Perspectives- CRM Definitions- Emergence of CRM practice:- CRM cycle- Stakeholders in CRM- Significance of CRM- Types of CRM- Success Factors in CRM CRM Comprehension- CRM Implementation.

**UNIT – II**

**(18 Periods)**

Customer Satisfaction: Meaning- Definition- Significance of Customer Satisfaction- Components of Customer Satisfaction- Customer Satisfaction Models- Rationale of Customer Satisfaction- Measuring Customer Satisfaction- Customer satisfaction and marketing program evaluation- Customer Satisfaction Practices- Cases of Customer Satisfaction.

**UNIT – III**

**(18 Periods)**

Service Quality: Concept of Quality- Meaning and Definition of Service Quality- Factors influencing customer expectation and perception- Types of Service Quality- Service Quality Dimensions- Service Quality Gaps Measuring Service Quality- Service Quality measurement Scales.

**UNIT – IV**

**(18 Periods)**

Customer Relationship Management: Technology Dimensions - E- CRM in Business- CRM: A changing Perspective- Features of e-CRM- Advantages of e-CRM- Technologies of e-CRM- Voice Portals- Web Phones BOTs- Virtual Customer Representative- Customer Relationship Portals- Functional Components of CRM Database Management: Database Construction- Data Warehousing- architecture- Data Mining. Characteristics Data Mining tools and techniques- Meaning- Significance- Advantages- Call Center- Multimedia Contact Center- Important CRM soft wares.

**UNIT – V**

**(18 Periods)**

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship- Employee Customer Linkage- Factors effecting employee's customer oriented behavior- Essentials of building employee relationship- Employee customer orientation- Service Failure- Service Recovery Management- Service Recovery Paradox- Customer Life time value- customer profitability- customer recall management- customer experience management- Rural CRM- - customer relationship management practices in retail industry hospitality industry- banking industry- telecom industry- aviation industry.

**TEXT BOOKS:**

**REFERENCE BOOKS:**

1. Simon Knox- Adrian Payne- Stan Maklan: Customer Relationship Management- Routledge Inc.
2. Bhasin- Customer Relationship Management (Wiley Dreamtech)
3. Dyche- Customer relationship management handbook prentice hall
4. Peelan-Customer relationship management prentice hall
5. Kristin Anderson- Carol Kerr: Customer relationship management- McGraw-Hill Professional
6. Chaturvedi-Customer Relationship Management (Excel Books)
7. Sheth J N- Parvatiyar A. and Shainesh G. : Customer relationship management: - Emerging Concepts- Tools- & Applications- Tata McGraw-Hill Education L P C

**ELECTIVE COURSE – IV B**

**SALES MANAGEMENT**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 18PCOA4E4B**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

*UNIT I*

*(18 Periods)*

Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations

*UNIT II*

*(18 Periods)*

Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

*UNIT III*

*(18 Periods)*

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, salesquota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitmentand selection of sales force, Training of sales force.

*UNIT IV*

*(18 Periods)*

Sales force motivation and compensation: Nature of motivation, Importance, Process andfactors in the motivation, Compensation-Meaning, Types of compensation plans and evaluationof sales force by performance and appraisal process

*UNIT V*

*(18 Periods)*

Sales management job: Standard sales management process-international sales management - international market selection-market survey approach or strategy - case study in Indian context.

Sales Manager and Sales Person: Role of sales manager and sales people; functions of salesmanager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person.

**TEXT BOOKS RECOMMENDED:**

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.
- 3.Salesmanship and Publicity – JSK Patel.
- 4.Sales Management – Richard R. Still.
- 5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

**PROJECT**

**PROJECT (DISSERTATION AND VIVA-VOCE)**

**OBJECTIVE :**

To facilitate the students to understand the Business enterprises systematically and present the research report as per the acceptable format.



The project topics are to be finalised to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce. Each candidate should submit two copies of dissertation as per the guidelines to the Controller of Examination and one copy to the department concerned. The project will be evaluated for 100 marks (ie. 80 marks for Dissertation work and 20 marks for Viva-Voce) by Internal (Supervisor) and External Examiners. The average of the Marks of the Internal Examiners (Supervisors) and External Examiners shall be considered as the final marks to be awarded for project. The passing minimum for Dissertation is 40 marks and viva voce examination is 10 marks.

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