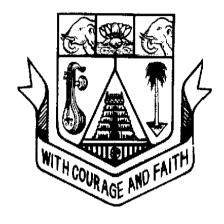# ANNAMALAI UNIVERSITY

ANNAMALAI NAGAR

FACULTY OF ARTS
DEPARTMENT OF COMMERCE

M.COM

COMPUTER APPLICATIONS

(CHOICE BASED CREDIT SYSTEM)

HAND BOOK

With effect from 2018-2019

M.Com (COMPUTER APPLICATIONS)

REGULATIONS

I   ELIGIBILITY FOR ADMISSION

A pass in B.Com. or B.Com. (C.A.) or (e-Commerce) or B.B.A. or B.A. Corporate Secretaryship or B.B.M or B.B.M.(C.A) or B. Co-operation or B.A. Co-operation or B.A. Bank Management or M.B.A. Degree examination or any other examination accepted by the Syndicate as equivalent thereto with not less than 40% of marks in the main subject.

II   PROGRAMME

Duration   : Two Academic years -Full Time

July to April

Medium of Instruction   : English

An academic year is apportioned into two semesters. The normal semester periods are

ODD Semester   July to November (I and III Semesters)
EVEN Semester   December to April (II and IV Semesters)

The PG programme will have two categories of courses in each semester, namely

i   CORE: Core courses are basic courses required for each programme
Each Semester will have four core courses

ii   ELECTIVE: Each department shall offer one elective in each semester open to all the students of three faculties namely Arts, Education and Indian Languages. Each student will select an elective from a list of electives offered by other departments.

iii   COURSE COMBINATION: Each course is designed variously under lectures / tutorials / laboratorywork / seminar / project work / practical training/ report writing / viva voce etc., to meet effective teaching and learning needs and credits are assigned suitably. It is mandatory for the students to complete Tally ERP 9.0 before completion of III semester as a standaloneprogramme.

COURSE WEIGHT:

Core and Elective courses may carry different weights. A course carrying one credit for lecture will have instruction of one period per week during the semester. If four hours of lecture is necessary in each week for that course then three credits will be the weightage. Thus normally in each of the course, credits will be assigned on the basis of lectures/ tutorials/ laboratory work and other forms of learning in a 15 weeks schedule.

a)   One credit for each lecture period per week
b)   One credit for each tutorial per week
c)   One credit for three periods of laboratory or practical per week
d)   One credit for three contact hours of project work in a week
e)   One credit for every two periods of seminar
f)   Six credits for project work / dissertation.

III   Credits for **M.Com. (Computer Applications)** Course for each semester will be as follows

M.Com. COMPUTER APPLICATIONS
Two Year PG Programme (CBCS) (2018– 2019) onwards

Semester	Course Code	Course Title	Credit Points	Maximum Marks	Duration Hours
FIRST SEMESTER					
I	CCCA101	1. Business Environment	5	75	3
I	CCCA102	2. Advanced Financial Accounting	5	75	3
I	CCCA 103	3. Banking and Insurance	5	75	3
I	CCCA 104	4. Marketing Management	4	75	3
I	COBE 105	5. Elective Course : Banking Practice	3	75	3
SECOND SEMESTER					
II	CCCA 201	1. Human Resource Management	5	75	3
II	CCCA 202	2. Financial Management	5	75	3
II	CCCA 203	3. Business Research Methods	5	75	3
II	CCCA 204	4. E-Commerce	4	75	3
II	COCE 205	5. Elective Course: Office Management	3	75	3
THIRD SEMESTER					
III	CCCA301	1. Visual Basic	5	75	3
III	CCCA 302	2. Organisational Behaviour	5	75	3
III	CCCA 303	3. Internet and its Applications	4	75	3
III	CCCA 304	4. Data Base Management System	4	75	3
III	CODE 305	5. Elective Course: Business Communication and Report Writing	3	75	3
III	SOSC306	6. Soft Skills	3	75	3
FOURTH SEMESTER					
IV	CCCA401	1. V.B Script and HTML	5	75	3
IV	CCCA 402	2. E-Customer Relationship Management	5	75	3
IV	CCCA403	3. Information Technology and its Applications	5	75	3
IV	CCCA404	5. Practical and Viva -Voce Examination	4	75	3
IV	CCEE 405	6. Elective Course: Principles of Insurance	3	75	3
		Grand Total	90	1575	

The question paper is divided in to **Three** sections.
Section A is to carry **10 marks**, **Section B** – **35 marks** and **Section C** – **30 marks**.
Section A will contain **10 questions**, each carrying **1 mark**.
Section B will contain **5 questions** with internal choice, each carrying **7 marks**.
Section C will contain **3 questions** with open choice, each carrying **10 marks**.

(***No need for setting of question paper for Code No. CCCA 404 (Please see Regulation No.XII)**

IV   SYLLABUS

Syllabus of courses shall be as determined by the university from time to time and there shall be five units in each course.

V EVALUATION

Evaluation will be done on a continuous basis and will be consolidated three times during the course work. First evaluation will be in the 6th week, second in the 11th week and the End Semester examination in the 17th week. Evaluation may be by objective type questions, quiz, short answer, essays, seminar or assignment or a combination of these. The first two are internal tests and 5 sessional marks are awarded for each of the tests, making a total of 25%. The end semester examination will be held by the University for 75% of marks. The written examination will be of essay type only.

A. INTERNAL ASSESSMENT

BREAK-UP MARKS FOR INTERNAL ASSESSMENT EVALUATION

Tests (2×5)	**10 Marks**
Assignment,	**5 Marks**
Seminar/ Quiz/ Case study/ Role play	**5 Marks**
Attendance	**5 Marks**
Total	**25 Marks**

B. GRIEVANCE PROCEDURE:

For attending to grievances of the students over internal assessment, in every department there will be a committee consisting of three members (HOD and two senior teachers from the department).

C. TERM END EVALUATION
PASSING MINIMUM:

A candidate will have to secure a minimum of 50% of marks in the external assessment with an aggregate of 50% of the total for passing each course.

Internal   : 25 marks

External   : 75 marks- Maximum 75 marks; Minimum 50% (i.e. 38 marks)

                    Aggregate for passing 50% (i.e. 50 marks)

Internal evaluation will be done by the concerned teacher teaching the subject and the university written examination will be evaluated by eligible examiners, both internal and external examiners (double valuation).

VI. CALCULATION OF OVERALL GRADE POINT AVERAGE:

The results of the evaluation shall be provided on a grading system. Overall grade point average shall be calculated only if a student acquires a minimum of 81 credits and shall be calculated as follows:

The grade points obtained by the candidate (sum of internal and external marks) in a course are multiplied by the credit assigned to the course. Such weighted points for all the courses are added and divided by the total credits acquired (minimum 81 credits).

GRADING:

A ten point rating scale is used for the evaluation of the performance of the student and is provided a letter grade or each course and overall grade for the Master's Programme. The letter grade assigned is given below

MARKS	GRADE POINT	LETTER GRADE	CLASS
90+	10	S	Exemplary
85-89	9.0	D++	Distinction
80-84	8.5	D+	Distinction
75-79	8.0	D	Distinction
70-74	7.5	A++	First Class
65-69	7.0	A+	First Class
60-64	6.5	A	First Class
55-59	6.0	B	Second Class
50-54	5.5	C	Second Class
49 or LESS	-----	F	Fail

VII. MINIMUM AND MAXIMUM NUMBER OF CREDITS A STUDENT MAY REGISTER IN A SEMESTER

A student should register for a minimum of 20 credits and the maximum may be 24 credits per semester.

VIII. ATTENDANCE:

Those who have earned a minimum of 75% attendance can appear for the University Examinations.

Those with less than 75% of attendance will not be permitted for the university examination. They shall repeat the course.

IX. MINIMUM AND MAXIMUM PERIOD FOR COMPLETION OF THE COURSE:

For 2 years programme the minimum is 4 semesters and the maximum is 8 semesters, for completing the courses.

X. WITHDRAWAL FROM THE COURSE BY THE STUDENT:

A student is allowed to withdraw from an elective course within 2 weeks from the date of commencement of the semester.

XI. **MONITORING COMMITTEE:**

The Grievance Committee will act as the Monitoring Committee in the department, which will be responsible for the successful operation of the CBCS.

XII. **PRACTICALS AND VIVA:**

The students will undergo a practical training in Computer Applications in lieu of a paper in the fourth semester, will submit record of their practical work during the semester and appear for a practical examination and viva at the end of the semester.

The award of 100 marks will have the composition of 75 for both, practical exam (50 marks) and a viva voce (25 marks) and the internal marks of 25 for record work (10 marks), Internal test ($2\times5=10$ marks) and the remaining 5 marks towards attendance performance.

The teacher for practicals will Re–evaluate the "Record" submitted by the wards and serve the questions based on the record work for conducting the practical exam and award for 50 marks through proper channel to the University authorities. The Viva–Voce Board will award for the remaining 25 marks other than internal marks.

The computer lab in the Department of Commerce will serve as the examination Hall and Students in batches will be taken for conducting the examination on the same day.

Register Number:

Name of the Candidate:

M. Com. DEGREE EXAMINATION
M.Com. COMPUTER APPLICATIONS
(SEMESTER FIRST/THIRD)

Model Question Paper

Nov., 2018   Time: 3 Hours
                        Maximum: 75 Marks

SECTION – A(10 x 1 = 10)
Answer ALL questions

1.   6.
2.   7.
3.   8.
4.   9.
5.   10.

SECTION – B(5 x 7 = 35)
Answer ALL questions

6. a)   OR
   b)
7. a)   OR
   b)
8. a)   OR
   b)
9. a)   OR
   b)
10. a)   OR
    b)

SECTION – C(3 x 10 = 30)
Answer any THREE questions

11.
12.
13.
14.
15.

*****

Register Number:

Name of the Candidate:

M. Com. DEGREE EXAMINATION
M.Com. COMPUTER APPLICATIONS

(SEMESTER SECOND/FOURTH)

Model Question Paper

May, 2019   Time: 3 Hours

Maximum: 75 Marks

SECTION – A(10 x 1= 10)
Answer ALL questions

1.   6.
2.   7.
3.   8.
4.   9.
5.   10.

SECTION – B(5 x 7 = 35)
Answer ALL questions

6. a)   OR
   b)
7. a)   OR
   b)
8. a)   OR
   b)
9. a)   OR
   b)
10. a)   OR
    b)

SECTION – C(3 x 10 = 30)
Answer any THREE questions

11.
12.
13.
14.
15.

*****

I Semester: Course 1
CCCA 101 BUSINESS ENVIRONMENT

Objective:

The objective of this paper is to enable the students to acquaint knowledge of business environment as it is applicable to business and economic situation.

(Total Lecture Hours: 80)

Unit I:Introduction to Business and its Environment (15 hours)

Characteristics of modem business, concept and nature of Business Environment, characteristics of environment, Micro and macro environment, Impact of business environment on business decisions- Stages of Environmental Analysis – approaches to environmental analysis.

Unit II: Economic Environment: (18 hours)

Economic Environment **-**Concept and nature of economic environment-Economic System – Business Cycle – Inflation – Causes – Impact of Inflation – Deflation- Stagflation – Planned Economy- Five year Plans - NITI Aayog - Members – Functions. Fiscal Policies – Union Budget – Structure of Union Budget.

Unit III: Global Environment (15 hours)

Nature of Globalisation – Rational for Globalisation – MNCs, Benefits from MNCs –Problems – Strategies in Globalisation – FIIs and FDI – WTO – Functions o implications for India.

Privatisation – Nature and Objectives – Privatisation routes - Arguments against Privatisation – Disinvestment in India.

UnitIV: Political Environment: (16 hours)

Concept and nature of political environment, components of political environment, Economic role of government- Regulatory role, Promotional role, Entrepreneurial role, Planning role. State intervention in business - Pros and Cons of intervention.

Unit V: Natural and Technological Environment: (16 hours)

Natural environment – meaning - impact on business. Natural pollution-meaning, types. Concept and nature of Technological environment- Elements of technological environment- Technology and Society.Economic effect of technology - New Technology policy.

Ethics in Business- Social Responsibility of business - Arguments for and against Social Responsibility- Social Audit.

Text Books:
1. Acharya&Govekar2000 Business Policy and Administration, Himalaya Publishing House,Mumbai
2. Aswathappa, K 2000 Essentials of Business Environment, Himalaya Publishing House,Mumbai
3. Charles W.L.Hill 2004 Global Business Today, Tata McGraw Hill, UK, 2004

Reference Books:
1. Heldi Vernon 1998 Business and Society, Tata McGraw Hill, UK, 1998
2. Adrian Palmer and Bob Hartley 2001 The Business Environment, McGraw Hill, UK
3. Rajan,V.R 1998 Globalisation of Indian Industries – Strategies and Management, Deep & Deep Publications, New Delhi
4. Cherunilam,Francis 2002 Business Environment, Himalaya Publishing House,Mumbai
5. Ghosh,P.K 2000 Business Policy-Strategic Planning and Management Sultan Chand &Sons, New Delhi.

Suggested MOOC Courses:

1. ***International Business Environment and Global Strategy (edX),*** Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.
2. ***Economics of Money and Banking,*** Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.

CCCA 102 ADVANCED FINANCIAL ACCOUNTING
Objective:

After studying this paper, students can understand the concepts relating to financial accounting and solve the financial accounting problems as per the accounting principles.

(Total Lecture hours:80)

Unit I :Partnership accounts (17 hours)

Partnership accounts - Division of profits – past adjustments and guarantee – Admission, Retirement and Death of a Partner – Accounting Standard 10 Intangible assets and Goodwill - Accounting Treatment.

Unit II : Dissolution and Sale of Partnership (14 hours)

Dissolution – Insolvency of Partners – Rule in Garner Vs. Murray – Piecemeal Distribution – Sale of a Partnership Firm to a company.

Unit III: Hire Purchase and Installment system (16 hours)

Hire purchase system – Default in payment of Installment- Partly and Complete Repossession of Stock – Accounting Procedures - Hire purchase trading A/c – Stock and Debtors System – Installment system

Unit IV :Branch and Departmental Accounts (16 hours)

Branch accounts – Dependent Branches – Stock and Debtors System – Independent branches – Wholesale Branch system – Foreign Branch – Departmental Accounts- Inter-Departmental transfer – Treatment of unrealized profit

Unit V: Recent accounting (17 hours)

Concept and Need for Responsibility Accounting - Responsibility Accounting – Human Resource Accounting. Financial Reporting – Annual reports – Half yearly report – Content of Annual Reports Disciplines in Financial Reporting

Note: Question Paper shall cover 20%Theory and 80% Problems.

Text Books:

1.GuptaR.L&Radhasamy, 2012 Advanced Accounting, S.Chand& Sons Publisher, New Delhi.

2.Shukla M. C., T. S. Grewal 2015 Advanced Accounts, 2015, S. Chand Publishers, New Delhi

3.JainS.P KL Narrang 2016 Advanced Accountancy I and II Kalyani Publishers Ludhiana

Reference Books:

1.Charumathi, B.N. Vinayakam, 2012 Financial Accounting, S. Chand Publishers, New Delhi.

2.Battacharyya, S.K. 2015 Accounting for Management, Vikas Publication, New Delhi

3.Jawahar Lal&Seema Srivastava,2013 Financial Accounting (Principles and Practices), S. Chand Publishers, New Delhi

4**.**PillaiR.SNBagavathi&S.Uma, 2015 Fundamentals of Advanced Accounting Financial Accounting, S.Chand& Sons Publisher, New Delhi.

5.ReddyT.Sand A.Murthy 2016 Financial Accounting Margham Publications Chennai

SUGGESTED MOOC COURSES:

1. *Financial Accounting: Advanced Topics (Coursera),* Created by: University of Illinois at Urbana-Champaign, Delivered by: Coursera, Taught by: Oktay Urcan.
2. *Financial Accounting: Foundations (Coursera),* Created by: University of Illinois at Urbana-Champaign, Delivered by: Coursera, Taught by: Oktay Urcan.

I Semester: Course 3
CCCA 103 BANKING AND INSURANCE

(Total Lecture Hours 80)

Objective:

To impart the knowledge about the banking and Insurance which are more related to the commerce subjects.

Unit I:Banking Functionary Services (16 hours)

Commercial Banks - Functions – services – mechanism of Credit creation; merchant banking – virtual banking – Central banking – Functions – Credit controlling mechanism.

Unit II :Commercial banks role on Economic development (17 hours)

Industrial and priority sectors lending – policies term lending, industrial priority sector lending. Rehabilitation of small sick units, guidelines for priority sector lending commercial bank role in SME - micro credit.

Unit III :Instruments in Banking (16 hours)

Negotiable Instruments-Features-Types of Cheques-Draft-Promissory notes-Other type of Banking Institutions.

Debit card and Credit card-Smart card-Endorsements-Types

Unit IV :Insurance and Function (15 hours)

Definition - Importance, Introduction – General Principles of insurance contract - Life insurance Vs other forms of insurance – various plans and claim settlement – recent development in life insurance.

Unit V:General Insurance Policies (16 hours)

Features of marine insurance, types of marine policies, marine clauses – marine losses, Features of fire insurance, insurable interest – types of fire insurance policies.

Text Books:
1. Mishra, M.N., S.B.Mishra, 2015.Insurance Principles and Practice, S.Chand& Sons PVT Ltd, Ram Nagar, New Delhi
2. Murhty, A. 2017 Principles and Practices of InsuranceMargam Publication, Chennai .
3. GordenNataraj, 2016 Banking Himalaya Publication, New Delhi,

Reference Books:
1) Shekhar K.C., LekshmyShekhar, 2010 Banking Theory and Practice, Vikas Publishing houses Pvt Ltd., Chennai
2) Ramachandran R.,2012 Banking Theory and Practices MJP Publishers, 5, MuthuKalathy Street, Triplicane, Chennai – 5.
3) Sundaram, KPM,E.N.Sundaram, 2016 Modern Banking Sultan Chand & Sons, New Delhi.
4) Gupta, P.K., 2016 Insurance and Risk Management Himalaya Publishing House, Girgaon Mumbai.
5) PremkumarSrivatsava 2011 Banking Law and Practice, Himalaya Publishing House,Mumbai.

SUGGESTED MOOC COURSES:
1. *Just Money: Banking as if Society Mattered (edX),* Created by: MIT and MITx Delivered by EdX, Taught by: Alice Maggio, J. Phillip Thompson, Katrin Kaeufer, Lafayette Cruise and Lily Steponaitis.
2. *Economics of Money and Banking,* Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.

CCCA104 MARKETING MANAGEMENT

Objective: **(Total Lecture hours:80)**

To provide the knowledge of different aspects of marketing and its management aspects.

Unit I: Introduction to Marketing   (18 hours)

Marketing – Concept – Nature- Scope and Evolution of Marketing –Consumer needs – Consumer driven Market Strategy- Marketing Environment- Marketing Strategy- Marketing – Global Marketing Challenges.

Unit II: Consumer Behaviour)   (16 hours)

Consumer behaviour- Consumer Markets- Characteristics of Consumers- Importance of understanding consumers – Dynamics of consumer behaviour – Theories of consumer behaviour - Theories of buying behaviour –Consumers Decision making process for new products- Business buyer behaviour – Business buyer decision.

Unit III: Market Segmentation   (14 hours)

Market Segmentation – Segmentation of Consumer markets- Segmentation of Business markets- Target marketing – Positioning – Maps- Positioning Strategy.

UnitIV: Product Development   (18 hours)

Product – Products and services – Brands – Brand equity – Marketing mix and services marketing mix - new product development – Idea generation – Concept development and testing- Test Marketing – Product life cycle- Product life cycle stages- Pricing products- Pricing decisions – Different types of Prices- Pricing approaches.

Unit V: New Age Marketing   (14 hours)

Marketing in the Digital Era- Forces determining the digital age – Internet explosion New types of intermediaries – Digital Marketing Strategy – E-business- E-Commerce – E-Marketing – E -Marketing Domains – Challenges- E-Commerce

M-Commerce- Meaning – Growth-opportunities-Issues-and Challenges-Future of M-commerce – Green Marketing

Text Books :
1. Bhatia,B.S. and G.S.Batra, 2002 Modern Marketing Management, Deep &Deep Publications Pvt Ltd Rajouri Garden New Delhi.
2. Sherlekar, S.A.,2017 Marketing Management, Himalaya Publishing House,Gurgaon,Mumbai.
3. Pillai Bagavathi R.S.N., 2014 Marketing Management, S Chand and Company Limited,RamNagar,New Delhi..

Reference Books:
1. Philip Kotler, Kevin Lane Keller, 2015 Marketing Management Pearson Education India Ltd.,New Delhi.
2. Joshi-Principles of Marketing Management, 2011 Cyber Tech Publications, Ansari Road, DaryaganjNew Delhi.
3. Bhatia,B.S. and G.S.Batra 2002 ,Modern Marketing Management, Deep & Deep Publications Pvt Ltd RajouriGarden-New Delhi.
4. RajanSaxena, Marketing Management,2010Tata Mc-Grew Hill Education Private Limited, New Delhi.
5. Chandrasekar, K.S.,2013 Marketing Management Text and Cases-Vijay Nicole Imprints Private Limited, Chennai.

COBE 105: BANKING PRACTICE

Objective

To make the students gain expert knowledge in Banking Practice.

(Total Lecture Hours : 60)

Unit I : Banker and Customer   (13 Hours)

Definition – Legal - General relationship and specific relationship – Rights and Duties of Banker and Customer.

Unit II : Banker as an agent   (13 Hours)

Collecting Vs. Paying banker – Payment in due course – Holder in due course.

Unit III : Banking Operations   (12 Hours)

Negotiable Instruments Cheques Vs. Draft –Characters of Crossing –Types – Legal requirements.

Unit IV : Subsidiary Services   (13 Hours)

Agency Services and General Utility Services – Changing role of Commercial Banks –Challenges before Banks in 21st Century.

Unit V : Deployment of funds   (9 Hours)

Cash reserve ratio and Statutory liquidity ratio – loan – different types – Cash Credit – Limitations.

Text Books :
1.GordenNataraj, 2016 Banking Himalaya Publication, New Delhi
2. Tannan, ML 2001 Banking Law & Practice in India, Indian Law House, New Delhi
3. Panikar, KK 2001 Banking –Theory System, S.Chand& Co., New Delhi.

Reference Books :
1. Radhaswami,M&Basudevan 2000 A Text Book of Banking, S.Chand&Co., New Delhi.
2. Khubchandran, BS 2015 Practice and Law of Banking, MacMillan Pub., New Delhi
3. SubbaRaoS.and P.L Khanna 2011 Principles & Practice of Bank Management, Himalaya Publishing House, Mumbai.
4. S.Gurusamy 2017 Banking Theory Law & Practice, Tata McGraw Hill,Uttarpradesh
5. MuraliS.andSubbakrishna , 2012 Bank and Credit Management, Himalaya Publishing House, New Delhi.

SUGGESTED MOOC COURSES:

1. *Economics of Money and Banking,* Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.

CCCA 201 HUMAN RESOURCE MANAGEMENT
(Total Lecture hours:80)

Objective:

The objective of the course is to familiarize the students about the different aspects of human resources in the organization.

Unit I: Introductionto Human Resource (17 hours)

HRM Concepts – Significance- Scope –Nature of human resource management – Features of HRM – Personal Management Vs HRM, Functions of HRM-Competencies of HR manager- Employer Identifying – and competency mapping – Changing role of HRM - Global and Indian scenario.

Unit II: HR Planning & Job Analysis (15 hours)

Importance of HR planning- Characteristics of HR planning – Factors influencing HR planning Levels – Process in HR planning – HR – Format System – Job analysis – Job description – Job designation.

Unit III:Human Resource Development (16 Hours)

Recruitment – Factors – Recruitment Policy- Recruitment process – Sources of recruitment – selection – Concept – Selection Strategies – Selection Tests – Interview – Process- Types –Training- Features- Process- Various methods of Training.

Unit IV: Performance appraisal & Compensation Management   (18 hours)

Concept – Scope – Significance – Objectives- Traditional and Modern methods of appraisal – MBO – 360 degree appraisal – developing carriers- talent management-Compensation – Job evaluation – Methods – Compensation management and compensation plan – Wage – Wage structure – Methods of Wage payment.

Unit V: Motivation (14 hours)

Meaning – Nature – Significance – All Theories of Motivation – Approaches to Motivation – Motivational Applications – Human Resource Audit – Meaning – Objectives – Quantitative indicators – HR Audit Plan.

Text Books :

1. Prasad, L M, 2012 Human Resource Management, Sultan Chand &Sons, New Delhi.
2. Aswathappa, K ,2011Human Resource Management, 6(e)Tata McGraw Hill Education PVT Ltd, New Delhi.
3. Sundar K Srinivasan J 2018 Human Resource Management Vijay Nicole Imprints (P) Ltd,Chennai.

Reference Books:

1. Gary Dessler, BijuVarkkey 2011 Human Resource Management – Pearson Education India Ltd.,New Delhi.
2. Rao, VSP2008 ,Human Resource Management-Text and Cases, 3(e) Excel Books, New Delhi.
3. Narayan B,2016 Human Resource Management, APH Publishing Corporation, Ansari Road, Darya Ganj, New Delhi.
4. Jayant Mukherjee , 2017 Designing Human Resource Management Systems-A Leader's guide,SAGE Response, Mohan Co-operative Industrial Area,MathuraRoad,New Delhi.
5. Jaya Bharathi, S., T. Raju, 2014 Human Resource Management , Wiley India Pvt. Ltd.,NewDelhi.

CCCA 202 FINANCIAL MANAGEMENT

(Total Lecture hours:80)

Objective:

After studying this paper, students can understand the concepts relating to financial management and various theories relating to financial management.

UnitI :Financial Management an Introduction (16 Hours)

Nature and scope of financial management – objectives – Financial decisions _ Relationship between Risk and Return – Role and functions of financial manager – Time value of money – concept of value and return.

UnitII :Cost of Capital and Capital Budgeting (17 Hours)

Cost of Capital – Meaning and importance – Cost of debt, preference, equity and retained earnings – weighted average cost of capital – capital budgeting – Techniques – Traditional Methods - payback period and ARR - Discounted cash flow Technique – NPA, PI and IRR – Risk Analysis in Capital Budgeting.

UnitIII :Financial Leverage & Capital Structure Theories (18 Hours)

Financial leverage –measures – EBIT, EPS Analysis – operating leverage – financial - business and operating risks – Theories of capital structure – net income approach – Net – operating income Approach. MM Hypothesis – Determinants of capital structure ; Leasing – Nature & Types of leasing –Advantages and disadvantages of leasing

UnitIV :Dividend Policy (15 Hours)

Dividend Theories – Walter's model – Gordon and MM's models – Dividend policy – forms of Dividend – Determinants of dividend policy

UnitV :Working Capital (14 Hours)

Management of working capital – concept – importance – Determinants and computation of working capital – Management of cash, inventory and receivables.

Note: Question Paper shall cover 80% theory and 20% Problem in Capital Budgeting

Text Books:
1. Prasanna Chandra, 2016 Financial Management, Tata McGraw Hill Publishing Company Limited, Noida,
2. Maheswari S.N 2015 Financial Management, S.Chand& Sons Publisher, New Delhi.
3. KhanM Y and P K Jain,2016 Basic Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi

Reference Books:
1. GitmanL.J&Dr.M.Manickam, 2015 Principles of Managerial Finance, Pearson Education, New York
2. PandeyI.M. 2016 Financial Management, Vikas Publication, New Delhi.
3. Khan & Jain, 2016 Financial Management, Tata McGraw Hill Publishing Company Limited, Noida,
4. Sharma Shashi R.K & Gupta K 2015 Financial Management, Kalyani Publishers, Ludhiana
5. Murthy A. 2016 Financial Management , Margham Publishers, Chennai

SUGGESTED MOOC COURSES:
1. *Corporate Financial Decision-Making for Value Creation* (Coursera), Created by: University of Melbourne, Delivered by: Coursera, Taught by: Paul Kofman Sean Pinder.
2. *Corporate Finance Essentials* (Coursera), Created by: IESE Business School, Delivered by: Coursera, Taught by: Javier Estrada.

CCCA 203 BUSINESS RESEARCH METHODS

Objective:
To help students to acquire foundational understanding of how to conduct business research

(Total Lecture hours:80)

Unit I :Introduction to Research (14 hours)

Concept of Research, Social and Business Research-Objectives of Research – Significance – Types of Business Research – Steps inBusiness Research process - Identification of Research Problem–Literature survey – steps in literature review process –identification of Research Gap - Formulation of objectives and Hypothesis.

Unit II :Research and Sample Design (16 hours)

Research Design: Meaning– Features of good Design – Types of research Design. Sample Design: Census and Sample Survey – Steps in sample Design - Types of Sample Designs – Probability and non-probability sampling techniques

Unit III : Data Collection and Measurement of Scales (16 hours)

Meaning of Data- Classification of Data –Primary Data and Secondary Data – Method of Data Collection – Observation -Interview Tools - Questionnaires and schedules –collection of Secondary data-Scaling Technique - Types of Scales.

Unit IV: Processing and Analysis of Data (20 hours)

Date processing operations – Editing, Coding, Classifying and tabulation – Analysis of data –Application of Statistics in research : Descriptive statistics – Inferential analysis – Hypothesis testing – Meaning – Characteristics – Types of Hypothesis - steps in Testing of Hypotheses - Mean Difference and relationship testing

Unit V: Interpretation and Report writing (14 hours)

Interpretation: Meaning – Need for interpretation – Techniques of Interpretation – precautions. Report Writing: Meaning – Significance –Types of Report – Layout and mechanics of the research report writing– Footnotes, endnote and Citations- Bibliography.

Text Books
1. Anusree, M., Mohapatra, S., & Sreejesh, S. 2014. Business Research Methods - An Applied Orientation. Springer International Publishing.Ne Dehi
2. Kothari, C. 2008. Research Methodology Methods and Techniques. New Delhi: New Age International (P) Limited, Publishers.New Delhi
3. Kumar, R. 2011. Research Methodology - A step-by Step Guide for Beginners SAGE Publications India Pvt Ltd.,New Delhi

Reference Books
1. Creswell, J. 2009. Research Design Qualitative, Quantitative, and Mixed Methods Approaches. New Delhi: SAGE Publications India Pvt. Ltd.
2. Neuman, W. 2014. Social Research Methods Qualitative and Quantiative Approaches. Harlow, Essex: Pearson Education Limited.
3. Walliman, N. 2011 Research Methods - The basics. New York: Routledge.
4. Zikmund, W. G. 2010. Business Research Methods Cengage Learning India Private Limited.New Delhi
5. Panneerselvam, R. 2008. Research Methodology : Prentice-Hall of India Private Limted. New Delhi

SUGGESTED MOOC COURSES:
1. *Understanding Research Methods*, Created by: University of London, Delivered by: Coursera, Taught by: J.Simon Rofe and Yenne Lee.
2. *Mastering Data Analysis in Excel*, Created by: Duke University, Delivered by: Coursera, Taught by Daniel Egger and Jana Schaich Borg.

Objective:

This subject seeks to develop in the students' knowledge of Electronic-Commerce and Web Designing for the application in the area of Business and Financing decisions.

(Total lecture hours: 80)

Unit I: Basics   (16 hours)

Electronic   Commerce   Framework.Traditional   vs.   Electronic   Business Applications. The Anatomy of E-Commerce Applications.

Unit II: Architectural View   (16 hours)

Network Infrastructure for E-Commerce Components of the I-way-Global Information Distribution Networks – Public Policy Issues Shaping the I-way. The Internet as a Network Infrastructure. The Business of the Internet Commercialization.

Unit III: Security Levels   (17 hours)

Network Security and Firewalls – Client Server Network Security – Firewalls and Network Security – Data and Message Security – Encrypted Documents and Electronic -Mail.

Unit IV: Application   (17 hours)

Electronic Commerce and World-Wide-Web, Consumer Oriented E-Commerce, Electronic Payment Systems, Electronic Data Interchange (EDI), EDI Applications in Business, EDI and E-Commerce – EDI Implementation.

Unit V: Advanced Concepts   (14 hours)

Intra-organizational Electronic Commerce - Supply Chain Management - Electronic Commerce Catalogues - Document Management and Digital Libraries.

Text Books
1. Kalakota, R and Winston, AB 2002   Frontiers of Electronic Commerce, Addison Westey
2. David Kosiur, 2002 Uunderstanding Electronic Commerce, Microsoft Press,
3. Saily Chan & John Wiley   2000Electronic Commerce Management, Tata McGraw Hill, New Delhi.

Reference Books
1. ParagDiwan& Sunil Sharma 2000 E-Commerce A Managerial guide to E-Business Deep & Deep Pub.,Delhi
2. Agarwal Kamalesh N & Agarwal Deeksha _2000 Business On the   Net – Introductionto the Electronic Commerce, Mc Millan India Pub, New Delhi
3   Soka, From EDI to Electronic Commerce,2002 Tata McGraw Hill, New Delhi.

II Semester: Course 5
COCE 205: OFFICE MANAGEMENT

Objective

To make the students gain expert knowledge of Office Management.

(Total Lecture Hours : 60)

Unit I : Modern Office (12 Hours)

Functions- Scope – Importance of Office – Office Management – Functions of Office Management – Administrative Office Management – Objectives of Administrative Office Management – Functions of Administrative Office Manager.

Unit II : Office Accommodation (14 Hours)

Principles – Location of Office – OfficeBuilding – Office Layout – New Trends in Office Layout –Furniture and Equipment upkeep and maintenance.

Unit III : Office Environment (13 Hours)

Lighting – Types – Designing – Benefits – Interior Decoration – Sanitary requirements – CleanlinessTransport.

Unit IV : Records Management (11 Hours)

Filling –Characteristics – Classification and arrangements of Files – methods of filling Devices – Indexing –Types –Selection of suitable Indexing System – Office forms and their control.

Unit V : Office Communications (10 Hours)

Importance – Process – Medium –Channels – Barriers.

Text Books

1. Nair, RK , Banerjee, AK & Agarwal, VK 2015 Office Management, PragatiPrakasam, Meerut
2. Pillai R.S.N and Bagavathi 2015 Office Management , S.Chand and Sons New Delhi
3. Chopra R.K Ms. Ankita Bhatia 2016 Office Management, Himalaya Publication House, New Delhi

Reference Books

1.Ragunathan N.S 2016 Office Management MarghamPublications Chennai

2.Chopra RK 2000 Office Management, Himalaya Publishing House,Mumbai

3.GeorgeR.Terry 2015 Office Management and Control, Himalaya Publication House,New Delhi

SUGGESTED MOOC COURSES:

1. *Understanding Modern Business & Organisation (Future Learn),* Created by: University of Strathclyde, Delivered by: Future Learn.
2. *Foundation of Business Strategy*, Created by: University of Virginia via Coursera, Taught by: Michael J. Lenox.

CCCA 301 VISUAL BASIC

Objective

The subject is designed to acquire a challenging full-time position in a professional environment along Computer knowledge and programming experience.

(Total lecture Hours :80)

Unit I: Introduction   (16 hours)
First steps with Microsoft VB6: Integrated Development Environment - First program in VB -Introduction to forms: Common properties, methods and events.

UnitII:Working with Controls   (16 hours)
Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box, dir-list box and file list box controls and other controls, control arrays.

UnitIII:Procedures   (16 hours)
Variables & Procedures: Scope & Lifetime of variables, native data types, And aggregate data types - Arrays-VB for application and VB libraries: Control flow, working with numbers, strings, date and time.

UnitIV : Database Connection & Reports   (16 hours)
Databases: Data access SAGA, Visual db tools, ADO data binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, processing data. Tables and Reports-Data grid control, Flex grid control, Data report designer.

Unit V : Oracle 8i finance   (16 hours)
An introduction DBMS and RDMS- Working with tables- Oracle Data types – Working with constraints –Overview of Operators, Built in functions – Querying the tables – Set Operators-Views –Synonyms- Sequences.

Text Books:

1.   Programming Microsoft Visual Basic 6.0", Francesco Balena, 2012 WP Publishers and Distributors. New Delhi
2.   Lony, 2015 Oracle 8i complete reference , Tenth Edition, TMH

Reference Book:

1.   Urman, 2015 Oracle 8 PL/SQL Programming, TMH

CCCA 302 ORGANISATIONAL BEHAVIOUR

Objective

To enable the students to learn the principles of OrganisationBehaviour.

(Total lecture Hours : 80)

Unit I: Introduction Organisational Behaviour   (14 Hours)

OrganisationalBehaviour – Meaning- Importance- Nature and Scope-Organisation Goals-Functions- Evolution of Organisational Behaviour-Factors Influencing OrganisationalBehaviour.

Unit II :Organisational Structure and Culture   (16 Hours)

Organisational Structure– Meaning-Need – Elements- Typology-Organisational Structure and Employee Behaviour-Meaning and Definition of Organaisational Culture-Types Functions –Factors influencing organizational culture-Differentiation between organizational culture and climate.

Unit III:Organisational Conflicts and Leadership   (17 Hours)

Organisational Conflicts – Causes and Types – Managing Conflicts – Leadership Qualities - Types –Styles.

Unit IV:Organisational Effectiveness and Quality of Work Life   (17 Hours)

Organisational Effectiveness- Meaning-Approaches to Organisational Effectiveness-Factors influencing OrganisationalEfectiveness-Quality of Work Life- Meaning – Definition-Evolution and Development of the Concept of QWL-Constituents of QWL.

Unit V:Organisational Change and Development   (16 Hours)

Organisational Change – Meaning- Reasons for changing – Types of Changes-Organisational Resistance-Managing Resistance to Change- Organisational Development Meaning-Characterstics – Models – Factors influencing of an OD Intervention

Text Books:

1.Ahuja, K.K.2011 OrganisationalBehaviourKalyani Publishers, Ludhiana.

2.Gangadhaar Rao M,Rao V.S.P and Narayana P.S 2012 Organaisational Behaviour Text and Cases, KonarkPunlishersPvt.Ltd.New Delhi.

3.Khanka S.S OrganisationalBehaviour, 2012 S.Chand& Company Ltd,New Delhi

Reference Books:

1. Aswathappa, K. 2013 OrganisationalBehaviour Text, Cases and Games, Himalaya PyblishersPvt.Ltd,NewDelhi.

2.Prasad, L.M OrganisationalBehaviour ,2012 Sultan Chand Publisher, New Delhi

*3.*Mrityunjoy Banerjee. 2009.OrganisationalBehaviour. Allied Publishers Ltd,
   New Delhi

4.Paul Hersey Kenneth Blanchard Dewey, K.Johnson. 2014 Management of OrganisationalBehaviour,Prentice Hal of India,New Delhi

5.Laurie J. Mullins. 2011,Management and OrganisationalBehaviour,
    Wheeler Publishing Pvt. Ltd.,New Delhi.

III Semester: Course 3
CCCA 303 INTERNET AND ITS APPLICATIONS

Objective

This subject seeks to develop the would be Accounting Executives with knowledge in Internet for the application in the area of Accounting.

(Total lecture Hours : 80)

Unit I   :Internet concepts   (16 hours)
        Introduction – Internet Connection Concepts – Connecting to Dial-up Internet Accounts – High Speed Connections : ISDN, ADSL, and Cable Modes – Intranets : Connecting LAN to the Internet.

UnitII:E-mail concept   (16 hours)
        E-mail Concepts – E-mail Addressing – E-mail Basic Commands – Sending and Receiving Files by e-mail – Controlling e-mail Volume – Sending and Receiving secure e-mail.

Unit III:Internet services   (17 hours)
        Online Chatting and Conferencing Concepts – E-mail Mailing Lists – Usenet Newsgroup Concepts – Reading Usenet Newsgroups – Video Conferencing.

Unit IV : Web concepts and Browsers   (17 hours)
        World-Wide-Web Concepts – Elements of Web – Clients and Servers – URL and –Web Browsers – Netscape Navigator and Communicator-Microsoft Internet Explorer.

Unit V :Search Engines   (14 hours)
        Search Engines – Web Directories – Microsoft Internet Explorer – Searching for Information – Bigfoot, Info space, Who where, Yahoo- Subscriptions and Channels – Web Sites-Making use of Web Resources – New and Weather, Sports, Personal Finance and Investing – Entertainment – Shopping – Travel, Kids, Teems, Parents and Communities, Health and Medicine, Religion and Spirituality.

Text Books:

1.   Alexis Leon and Mathews Leon- 2012Internet for everyone,
2.   Leon Techworld, 2000 Chennai, India,.
3.   Douglas E-commerce- 2012 Computer Networks and Internet, PHI (Addition Wesley Lonman), New Delhi.

Reference Books:
1.   Kamlesh N. Agarwal 2002Business on the Net, McMillan India Ltd., 2002
2.   Kamlesh N. Agarwal &PrateekA.Agarwal 2002Web the Net –
         An introduction to Wireless application protocol, McMillan India Ltd.
3.   Margaret Levine Young 2012 -The Complete Reference-Internet, TMG Pub., New   Delhi.

CCCA 304 DATA BASE MANAGEMENT SYSTEM

Objective

    The course is designed to develop a conceptual framework for the study of database analysis and understand the basic of database management.

(Total lecture Hours : 80)

UnitI:Database System Architecture - Basic concepts   (16 Hours)

    Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures : Representation of Data. Data Structures and corresponding operators - Relation Approach, Hierarchical Approach, Network approach.

UnitII :Relational Approach   (16 Hours)

    Relational Data Structure : relation, Domain, attributes, keys. Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations, special relational operations.

Unit III : Network Approach   (16 Hours)

    Architecture of DBTG system. DBTG Data Structure : The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

UnitIV :Relational Database Design   (16 Hours)

    Relational Database Design: Pitfalls – Normalization Using Functional Dependencies- Decomposition – Boyce-Codd Normal Form – Third Normal Form – Normalization Using Multivalued Dependencies- Fourth Normal Form- Normalization Using Join Dependencies – Domain Key Normal Form.

UnitV :Query Interpretation   (16 Hours)

    Query Interpretation – Equivalence of Expression – Query Processing Cost – Query Optimizer.

    Basic Concepts of Database Recovery- Concurrency Control Database Security and Integrity- Distributed Database.

Text Books:

1.AbrahamSilberschatz,HenryF.Korth,S.Sudharshan, 2002 Database System Concepts6[th] Edition, Tata McGraw Hill, New Delhi.

2. Jeffery D.Ullman, 1998 Principles of Database System, Galgotia Publishers, New Delhi

3. Ramakrishnan, 1998 Database Management System Tata McGraw Hill, New Delhi.

Reference Books:

1. RamezElmasri, Shamkant B. Navathe, 2002 Fundamentals of Database Systems, 4th Edition, Addidion Wesley,

2. Raghu Ramakrishnan, 2002 Database Management Systems, 3rd Edition Tata McGraw Hill, New Delhi.

3**.**SubhashBatnagar 2002 Information and Communication Technology in Development, Sage Pub. India, New Delhi

4. Suresh, K.Basandra, 2000 Computers Today, Galgotia Publisher, New Delhi

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Elective
III Semester: Course 5
CODE 305: BUSINESS COMMUNICATION AND REPORT WRITING

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Objective

To make the students gain an expert knowledge of effective business communication skills and report writing.   **(Total Lecture Hours : 60)**

Unit I:Business Communication   (12 Hours)

Objects and Significance of Business Communication – Structure and Contents of Business letter – Style –Different modes of Business Communications.

Unit II :Written Communication   (14 Hours)

Importance of written communication – Enquiry letters – Offer and quotation - order letters – Types – Specimen letters - Letter writing for seeking employment .

Unit III: Status enquiry and Reference letters   (12 Hours)

Bank's opinion – Agency letters – Sole seeking agency – Circular letters – Specimen letters.

Unit IV : Meetings   (10 Hours)

Preparation of Agenda – Minutes writing- Methods and Procedures
– Importance and Scope.

Unit V: Preparation for Speeches   (12 Hours)

Chairman's Address Vs. Public Speech – Essay Writing – Writing of Business Report – Precaution – Types – Essentials of a good report.

Text Books
1.Varinder Kumar Bodhras2012 Business Communication, Kalyani Pub., Ludhiana
2.Balasubramanian 2000 Business Communication, VikasPub.,New Delhi,
3.Biwsal, Rao, Jena 2012 Business Communications, Kalyani Pub., Ludhiana

Reference Books
1.Kapoor, A.N   2012 Business Letters for Different occasions, S.Chand Pub., New Delhi,
2.Pillai&Bhagawathi 2015 Commercial Correspondence of Management, S. Chand Pub , New Delhi,
3.Sundar.K,2016,Business Communications, Vijay Nickolace Imprints Private Limited, Chennai

Objective:

To train students in soft skills in order to enable them to be professionally competent.

(Total Lecture Hours : 80)

Unit I :Soft Skills and Personality Development (17 Hours)
Soft Skills: Meaning and Importance - Hard Skills versus Soft Skills - Self Concept: Self Awareness, Self Development and Self Realisation – Power of Positive Attitude – Etiquette and Manners. Listening: Types of Listening, Effective Listening and Barriers to Listening – Assertive Communication.

Unit II:Communication Skills (18 Hours)
Oral Communication: Forms, Types of Speeches and Public Speaking – Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation.
Written Communication: Strategies of Writing – Business Letters: Form, Structure and Formats – Types of Business Letters – Memos – Agenda and Minutes.
Non-verbal Communication: Body Language and Proxemics.

Unit III :Interpersonal Skills (18 Hours)
Interpersonal Skills: Relationship Development and Maintenance and Transactional Analysis. Conflict Resolution Skills: Levels of Conflict and Handling Conflict - Persuasion – Empathy – Managing Emotions – Negotiation: Types, Stages and Skills – Counselling Skills.

Unit IV : Employability Skills (13 Hours)
Goal Setting – Career Planning – Corporate Skills – Group Discussion – Interview Skills – Types of Interview - Email Writing – Job Application – Cover Letter - Resume Preparation.

Unit V :Professional Skills (14 Hours)
Decision Making Skills – Problem Solving – Emotional Intelligence – Team Building Skills – Team Spirit – Time Management – Stress Management: Resolving Techniques.

Text Books:
1. Ghosh, B.N.2012. *Managing Soft Skills for Personality Development*. (Ed). New Delhi: Tata McGraw Hill Education Pvt. Ltd., New Delhi
2. Krishna Mohan and MeeraBanerji. 2013 *Developing Communication Skills*.(2nd Edition). New Delhi:MacMillan Publishers India Ltd.,New Delhi
3. Neera Jain and Shoma Mukherji.2012*Effective Business Communication*.NewDelhi:Tata McGraw Hill Education Pvt. Ltd.*, New Delhi*

Reference Books:

1 Rao, M.S. *Soft Skills - Enhancing Employability: Connecting Campus with Cororate*.*2011*: I.K International Publishing House Pvt. Ltd., New Delhi
2 Ashraf Rizwi, M. *Effective Technical Communication*. *2010* : Tata McGraw Hill Education Pvt. Ltd., New Delhi
3 Bretag Tracey, Crossman Joanna and Bordia Sarbari. 2012 *Communication Skills*. Tata McGraw Hill Education Pvt. Ltd.,New Delhi.

CCCA 401 VB SCRIPT AND HTML

Objective

       This subject seeks to develop knowledge in Web Developing applications in the area of Accounting and Business Decisions.

(Total lecture Hours : 80)

Unit I: VB Script   (16 Hours)

       Introduction – VB Script Fundamentals – Using VB Script in IE – File Handling objects – Objects in VB Script – Forms using VB Script – Active server pages.

Unit II : ActiveX Control   (16 Hours)

       Active code components – Class Modules – Instances – Activex Exe VS Activex DLL – Creating & Using Activex Controls – Ambient Properties – Activex Documents – The User Document Object.

Unit III: HTML   (16 Hours)

    Introduction – Learning HTML and DHTML Basics – Cascading Style Sheets – Toward Objects – Scripting – Multimedia – Dragging and Dropping – Working with Data and Dialog Boxes – Dynamically Changing Content.

Unit IV: DHTML   (16 Hours)

       The Elements of DHTML – DHTML Cascading Style Sheets – The Document Object Model(DOM) – DHTML Event Handlers-I – DHTML Event Handlers-II   – DHTML Event Handlers –III.

Unit V: Overview of XML   (16 Hours)

       Introduction – Structure of XML – Creating DTD – Content Types – Referencing DTD Declarations in XML – Declaring Attributes in a DTD – Using XML Parser – Links in XML – Styling XML Files.

Text Books:

1.Cornell, 1998 Visual Basic Book from the ground up , Tata McGraw Hill, New Delhi.
2.Jerke, 2001 Visual Basic 6: The Complete Reference:, TMH.
3.Danny Goodman, 1998 Dynamic HTML , SPD, Mumbai,
Reference Books:
1.Flangan, 2000 Java Script: The Definite Guide, SPD, Mumbai

CCCA 402 E - CUSTOMER RELATIONSHIP MANAGEMENT

Objectives

      To enable the students to understand CRM and its significance management.

                              (Total lecture Hours : 80)

Unit I: Introduction to CRM   (14 Hours)

      Definitions – Concepts and Context of relationship Management Evolution – Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders

Unit II: Understanding Customers   (16 hours)

      Customer information Database – Customer Profile analysis Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer segments

Unit III: CRM Structures   (17 hours)

      Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications

Unit IV : CRM Planning And Implementation   (18 hours)

      Strategic CRM planning process – Implementation issues – CRM Tools – Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers

Unit V: Trends in CRM   (15 hours)

      e-CRM Solutions – Data Warehousing –Data mining for CRM – an introduction to CRM software packages

Text Books :
1. Shainesh, G and Jagdish, N Sheth,2011, Customer Relationship Management- Strategic Perspective, New Delhi: MacMillan, New Delhi
2. Alok Kumar et al.2017 Customer Relationship Management: Concepts and Applications, Biztantra.
3. ShanthiR. 2013, Customer Relationship Management : MJP Publishers, New Delhi

Reference Books :

1.Mohammed, H.P., and Sagadevan, A.2016. Customer Relationship Management – a step by step Approach New Delhi:Wiley India Pvt.Ltd.

2.JimCatheart. 2015. The Eight Competencies of Relationship Selling, New Delhi:Macmillan India.

3.Assel.2013 Consumer Behaviour – A Strategic Approach, Biztranza

CCCA 403 INFORMATION TECHNOLOGY AND ITS APPLICATIONS

Objective

This subject seeks to develop knowledge in Information Technology for application in the area of Accounting and Business Decisions.

(Total lecture Hours : 80)

Unit I :Basics of Computer H/W & S/W   (16 hours)

Organization of Computers – Types of Computers – Input Devices – Output Devices – Storage Devices.

Software – System Software – Overview of DOS, UNIX, Windows Operating Systems – Programming Languages – Compiler – Interpreter – Application Software – Evaluation of Software Packages.

Unit II : Computer Networks   (16 hours)

Overview of Network – Communication Processors – Communication Media –Types of Networks – Communication Satellites – Radar – ISDN – ATM.

Internet – Intranet – Extranet –Wireless LANs – Virus Detection and Elimination.

Unit III: Computer Applications   (17 hours)

Multimedia – Artificial Intelligence and Expert Systems – Computer Applications in Business, Project Management, Personnel and Administration, Accounting & Information Systems – System Design for Accounting, Inventory   and Pay-roll.

Unit IV :Computer Application in Management   (17 hours)

Computer Applications in Material Management, Purchase, Credit and Collection, Ware-housing, Marketing Information Systems, Manufacturing Information Systems.

Unit V : Software for Finance & Accounting   (14 hours)

Introduction to Application Software – Package Development – Familiarization of Accounting and Financial Packages such as Tally.

Text Books:
1.Alexis Leon & Mathews Leon, 2000 Fundamentals of Information
  Technology, Leon Techworld,
2.Jaiswal,S 2000 Information Technology Today, Galgotio,
3.Ravindranath, H 2002 Infrastructure for Information Technology,
  McMillanIndia,New Delhi

Reference Books:
1. Robert Gowart and Brian Knittel,Using Microsoft Windows2000   2002 Professional,PHI,New Delhi
2. Sanjay Saxena, 2000 A first course in Computers, Vikas Publishing House
       Pvt.Ltd.,New Delhi
3. Ed.Bott,2002 Practical Microsoft Windows 2000 professional, PHI, New Delhi.

IV Semester: Course 5
CCEE 405: PRINCIPLES OF INSURANCE

Objective

    To make the students gain knowledge over the concept and Principles of Insurance.   (Total Lecture Hours : 60)

Unit I : Definition of Insurance   (13 Hours)

    Evolution of Insurance –Role and Importance – Classification of Contracts of Insurance – General Principles of Law as applied to Non-Marine Insurance.

Unit II : Life Insurance   (10 Hours)

    Nature – Objects – Principles – Different Plans – Policy conditions and privileges – Assignment and Nominations – Lapses and Revivals –Surrender values and Loans – Claims.

Unit III : Marine Insurance   (12 Hours)

    Nature- Functions – Principles – Types of Marine Policies – Marine Losses – Kinds – Reinsurance and Double Insurance – Progress of Marine Insurance Business in India.

Unit IV : Fire Insurance   (13 Hours)

    Nature – Principles – Fire Waste – Physical and Moral Hazard – Types of Fire Policies – Policy conditions – Payment of Claim – Reinsurance – Renewals.

Unit V : Miscellaneous Insurance   (12 Hours)

    Motor Insurance – Burglary and Personal Accident Insurance – Fidelity Insurance – Workmen's Compensation Insurance.

Text Books:
1. Panda Chanashyam 2015 Principles and Practice of Insurance, Kalyani Pub., Ludhiana
2. Mishra, C 2015 Insurance, S.Chand& Co., New .Delhi,
3. Periyasamy P 2016 Fundamentals of Insurance Vijay Nicole Imprints Private Limited, Chennai

Reference Books :
1. Katayal, Rakesh, Inderjit Singh &Aroras 2012 Insurance, Kalyani Pub., Chennai,
2. LaxmiNarin 2011 Principles of Insurance, S.Chand& Co., New Delhi.
3. Julia Holyoake &Welpers Bill William 2013 Insurance, PHI, New Delhi
4. Arun Agarwal Rao P.R 2012 Study on Distribution Functions in General Insurance and Role of Intermediaries Sage Publication, New Delhi.
5. Gupta P.K Anil Kumar Meena 2015, General Insurance, Himalaya Publishing house (P) Ltd, Mumbai.