

**ANNAMALAI UNIVERSITY**  
**BACHELOR OF ARTS**  
**B.COM. (CORPORATE SECRETARYSHIP)**  
**DEGREE COURSE**  
**2021-22**  
**CBCS PATTERN**

**The Course of Study and the Scheme of Examinations**

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
<b>SEMESTER I</b>									
1	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2	II	English (CE)	Paper-1	6	4	<b>Communicative English I</b>	25	75	100
3	III	Core Theory	Paper-1	5	3	Financial Accounting I	25	75	100
4	III	Core Theory	Paper-2	5	3	Business Management	25	75	100
5	III	ALLIED -1	Paper-1	6	3	<b>(to choose 1 out of 4)</b> 1. Managerial Economics I 2. Corporate E-Management I 3. Principles of Marketing 4. Elements of insurance	25	75	100
6	III	PE	Paper-1	6	3	<b>Professional English I</b>	25	75	100
7	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
				<b>36</b>	<b>22</b>		<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER II</b>									
8	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9	II	English (CE)	Paper-2	4	4	<b>Communicative English I</b>	25	75	100
10	III	Core Theory	Paper-3	5	3	Financial Accounting II	25	75	100
11	III	Core Theory	Paper-4	5	3	Human Resource Management	25	75	100
12	III	ALLIED-1	Paper-2	6	5	<b>(to choose 1 out of 4)</b> 1. Managerial Economics II 2. Corporate E-Management II 3. Office Management 4. Fundamentals of Information Technology	25	75	100
13	III	PE	Paper-2	6	3	<b>Professional English II</b>	25	75	100
14	IV	Value Education		2	2	Value Education	25	75	100
15	IV	Soft Skill		2	1	Soft Skill	25	75	100
				<b>36</b>	<b>25</b>		<b>200</b>	<b>600</b>	<b>800</b>

**ANNAMALAI UNIVERSITY  
B.COM (CORPORATE SECRETARYSHIP)**

**SYLLABUS  
UNDER CBCS  
(2021-2022)**

**SEMESTER I**

**PAPER - 1**

**FINANCIAL ACCOUNTING – I**

**OBJECTIVE**

**UNIT-I:** To facilitate the understanding of accounting in general.

**UNIT-II:** To calculate the value of asset with regard to depreciation.

**UNIT-III:** To give a comprehensive understanding of the system of Financial accounting.

**UNIT-IV:** To understand the concept of Fire Insurance.

**UNIT-V:** To understand the meaning, features and limitations of Single Entry System.

**UNIT-I: INTRODUCTION**

Meaning- definition of Accounting - Need, purpose, advantages and limitations of Accounting - Basic Accounting concepts and conventions - Trial Balance - Rectification of Errors - Final Accounts of a sole trader with important adjustments.

**UNIT-II: DEPRECIATION ACCOUNTING**

Meaning - Need - Methods of depreciation - Straight Line Method - Diminishing Balance Method (including change in the method of depreciation)

**UNIT-III: AVERAGE DUE DATE AND ACCOUNT CURRENT**

Average Due Date – Meaning – Basic types of problems

Account Current – Meaning –Definition – Procedure for calculating days of interest – Red-ink interest – Basic types of problems

**UNIT-IV: FIRE INSURANCE CLAIMS**

Fire Insurance - Computation of claims to be lodged for loss of stock (including poor selling line)

**UNIT-V: SINGLE ENTRY SYSTEM**

Single entry - Meaning - Definition - Salient Features - Limitations - Methods of ascertaining Profits - Statement of Affairs Method - Conversion Method (Simple Problems)

## **COURSE OUTCOME:**

**AFTER STUDIED UNIT-I:** Prepares financial statements in accordance with appropriate standards.

**AFTER STUDIED UNIT-II:** Learns to measure the diminution in intrinsic value of the asset due to use and /or lapse of time.

**AFTER STUDIED UNIT-III:** Provides understanding of settling dues between principal and agent.

**AFTER STUDIED UNIT-IV:** Learns to calculate gross profit ratio and stock on fire.

**AFTER STUDIED UNIT-V:** Explain the purpose of double entry system to understanding the accounting system properly preparation of ratification errors.

## **TEXT BOOK:**

1. Principles of Accounting – T S Grawel, Sulthan Chand
2. Financial Accounting - T.S. Reddy & A. Murthy

## **BOOKS FOR REFERENCE:**

1. Financial Accounting - R.L. Gupta & V.K. Gupta
2. Advanced Accountancy - S.P. Jain & K.L. Narang

## **SEMESTER I**

### **CORE THEORY PAPER – 2**

## **BUSINESS MANAGEMENT**

### **OBJECTIVES**

1. To expose the principle and functions of management.
2. To equip knowledge for students in Planning and decision-making process.
3. To sensitize students in organizing and directing the plans.
4. To facilitate and understand the concept of Co-ordination and Control.
5. To familiarize the new technology of management.

### **UNIT-I : EVALUATION AND SIGNIFICANCE OF MANAGEMENT**

Meaning, nature, importance and principles of management - Management Vs Administration - Functions of Management - Contribution of F.W.Taylor to Management Thought.

### **UNIT-II : PLANNING AND DECISION MAKING**

Meaning - Nature and importance, Steps and elements of Planning - Decision making Process.

### **UNIT-III : ORGANISING**

Principles of Organizing - Types of Structures - Delegation - Decentralization - Departmentation

### **UNIT-IV : DIRECTING, COORDINATING AND CONTROLLING**

Meaning and principles of Direction - Motivation (Maslow's, Herzberg's theory and x and y Theory only) –Leadership – principles and types – Communication – principles – types and Barriers. Meaning, Characteristics and Problems of Coordination, Meaning, importance and steps in Control Process.

### **UNIT – V NEW TRENDS IN MANAGEMENT**

Business process outsourcing (BPO) and Business process re-engineering (BPR).

### **TEXT BOOKS**

1. Principles of Management - C.D. Balaji – Margham Publication.
2. Principles and practices of management – R.S. Gupta, N.S. Bhalla – Kalyani Publishers.

**REFERENCE BOOKS:**

1. Business management – C B. Gupta – Sultan chand& sons.
2. *Business organization and Management*, Y.K.Bushan – Sultan chand& sons.

**E- MATERIALS**

1. [www.managementstudyguide.com](http://www.managementstudyguide.com)

**COURSE OUT COMES:**

1. After studied unit-I, the student will be able - to explain the concepts & functions of management.
2. After studied unit-II, the student will be able - to create Plans & Compile decision-making.
3. After studied unit-III, the student will be able - to apply delegation & decentralization in the firm.
4. After studied unit-IV, the student will be able - to identify motivational concept & to apply leadership quality.
5. After studied unit-V, the student will be able - to predict the new technology in management.

**ALLIED – 1**  
**(To choose any 1 out of the given 4)**  
**PAPER –1**

**1. MANAGERIAL ECONOMICS - I**

**OBJECTIVES**

**Unit 1** - Understand the basic concept of managerial economics.

**Unit 2** - Learn about demand analysis and law of demand.

**Unit 3** - Understand the demand forecasting its purpose and methods.

**Unit 4** - Learn about concept of cost analysis, functions short and long run cost.

**Unit 5** - Acquire the knowledge of production and break even analysis.

**UNIT – I**

Definitions of Economics (Wealth, Welfare, Scarcity & Growth) - Business Economics: Nature & Aims of Business firms- Managerial Economics: Definition, Nature & Scope – Role and responsibilities of managerial economists.

**UNIT – II**

Demand Analysis: Definition, Demand determinants, Law of Demand (Individual demand, Market Demand & Demand distinction), Elasticity of Demand: Definition, Types (Price, Income, Cross & Advertisement) & Importance.

**UNIT – III**

Demand Forecasting: Definition – Types & Purposes of demand forecasting – Methods of demand forecasting – Demand forecasting methods for new products - Criteria for good forecasting method.

**UNIT – IV**

Cost Analysis: Definition – Cost Concepts – Cost function- Relationship between Average cost and Marginal cost – Cost & Output relationship (Short & Long run Cost) – Indifference Curve (Definition, IC Curve, IC Map, Budget Line, Consumer Equilibrium) - Economies of Scale – Cost Control and Cost Reduction.

**UNIT –V**

Production Analysis - Definition - Production Function – One Variable Production function – Two Variable Production Function (IS Definition, IS Map, Budget Line, Producer Equilibrium, Expansion Path) – Break – even Analysis (Definition, Determinants, Usefulness and limitations).

## **TEXT BOOKS**

1. K.P Sundaram – Managerial Economics, Sulthan Chand
2. S. Sankaran – Managerial Economics – Margahm Publications, Chennai

## **REFERENCE ITEMS: BOOKS, JOURNAL**

1. Pradeep Kumar - Managerial Economics – KedarNath Ram Nath& Co Publishers – Meerut
2. Luke M. Froeb / Brian T. McCann - Managerial Economics – A Problem Solving Approach – Thomson – South Western
3. YogeshMaheshwari - Managerial Economics – PHI Learning Private Limited, New Delhi
4. Joel Dean - Managerial Economics – Prentice Hall of India Private Limited – New Delhi
5. DN Dwivedi - Managerial Economics – Vikas Publishing House Private Limited

## **COURSE OUTCOME(S):**

**After studied Unit 1** - The student will be able to understand the basic concept of managerial economics.

**After studied Unit 2** - The student will be able to Learn about demand analysis and law of demand.

**After studied Unit 3** - The student will be able to understand the demand forecasting its purpose and methods.

**After studied Unit 4** - The student will be able to learn about concept of cost analysis, functions short and long run cost.

**After studied Unit 5** - The student will be able to acquire the knowledge of production and break even analysis.

**ALLIED – 1**  
**PAPER –1**

**2. CORPORATE E-MANAGEMENT - I**

**OBJECTIVES:**

**Unit1-** To understand the applications of the computer in different fields.

**Unit 2-** To acquaint with the programming languages with system software & application software.

**Unit 3-** To impart knowledge of network and Transmission media.

**Unit 4-** To learn the concepts and significance of operating system.

**Unit 5-** To gain knowledge of internet and its applications in this digital world.

**UNIT – I**

Introduction to Computers: Definition - Characteristics of a Computer - Classification of Computers - Basic Anatomy of the Computer - Applications / Uses of Computers in different fields

**UNIT – II**

Input and Output Devices: Input Devices - Output Devices - Data Representation - Programming Languages / Computer Languages - Software: System Software - Application Software

**UNIT – III**

Data Communication and Computer Networks: Data Communication - Computer Network - The Uses of a Network - Types of Networks - Network Topologies- Transmission Media: Guided Transmission Media - Wireless Transmission

**UNIT – IV**

Operating System: Evolution of operating systems - Function of Operating System - Classification of Operating –System - Example of Operating System – DOS –Windows – UNIX - Linux

**UNIT – V**

Internet and its Applications : History of Internet - Uses of Internet - Advantages of Internet - ISP - Internet Services - IP Address - Web Browser - URL - DNS - Internet Explorer - Types of internet connections - E-mail - Search Engine.

## **TEXT BOOKS:**

1. P. RizwanAhmed : Introduction to Information Technology, Second Edition(2016), Margham Publications, Chennai.

## **BOOKS FOR REFERENCE:**

1. Alexix Leon, Mathew Leon : Fundamentals of Computer Science and Communication, Vikas Publishing House, 1998.
2. John Callahas : Every Student guide to Internet, McGraw Hill, 1996.
3. W.S.Jawadekar : Management Information System, Tata McGraw Hill, 1995.

## **COURSE OUTCOME(S):**

**After studied Unit 1-** The student will be able to analyse the different types of applications of computer.

**After studied Unit 2-**The student will be able to understand the importance of programming languages.

**After studied Unit 3-** The student will be able to identify best network to attain the goal.

**After studied Unit 4-** The student will be able to utilize the operating system in an effective manner.

**After studied Unit 5-** The student will be able to understand the utility of internet services.

**ALLIED – 1  
PAPER –1**

**3. PRINCIPLES OF MARKETING**

**OBJECTIVES**

1. To enable students to understand the Marketing Concepts and Marketing-mix.
2. To acquaint the concepts in channels of Distribution,
3. To expose different types of pricing policies in India.
4. To sensitize the Consumerism and Buyer behavior.
5. To impart about advertising concepts and sales forecasting.

**UNIT-I : MARKETING CONCEPTS**

Evolution of marketing – Meaning and Definition – Concept – Scope - Importance – Types of Market – Marketing Environment.

**UNIT-II : MARKETING MIX - PRODUCT**

Four Ps of marketing mix – Product – Meaning – Importance- Product life cycle.

**UNIT-III : PRICING AND CHANNELS OF DISTRIBUTION**

Meaning, Importance – Various methods of Pricing – Channels of Distribution.

**UNIT-IV : CONSUMERISM AND BUYER BEHAVIOUR**

Meaning and significance of consumerism - Factors influencing buyer behaviour.

**UNIT-V : ADVERTISING AND SALES FORECASTING**

Advertising – Meaning – Importance and Characteristics – Advertisement Copy – Various methods of Advertising – Sales Forecasting – Meaning – Importance – Methods of Sales Forecasting.

**COURSE TEXT BOOKS:**

1. Marketing – Dr. L. Natarajan, -Margham Publications.
2. Marketing Management – Dr. C.B. Gutpa& Dr. N. RajanNair – Sultan chand& sons publishers.

## **REFERENCE BOOKS:**

1. Marketing Management – C.N. Sontakki – Kalyani publishers.
2. Marketing Management – R.S.N. Pillai&Bagavathi – Sultan chand& sons publishers.

## **E MATERIALS:**

1. [www.marketingweek.com](http://www.marketingweek.com)
2. [www.kotlermarketing.com](http://www.kotlermarketing.com)

## **COURSE OUT COMES**

1. **After studied unit-I**, the student will be able to - outline different types of Market and its Environment.
2. **After studied unit-II**, the student will be able to - explain the Marketing mix and its importance.
3. **After studied unit-III**, the student will be able to - examine various methods of pricing and distribution.
4. **After studied unit-IV**, the student will be able to - demonstrate consumerism and buying behavior.
5. **After studied unit-V**, the student will be able to – critique different types of advertising and sales forecasting.

**ALLIED – 1**  
**PAPER –1**

**4. ELEMENTS OF INSURANCE**

**OBJECTIVES:**

1. To educate the students about the significance and purpose of insurance.
2. To Prepare the student to learn about Life and Health Insurance.
3. To Produce the students to categorize motor and fire insurance.
4. To enable the students to acquire skills for managing various risks in business and life.
5. To provide the knowledge of Indian Insurance industry.

**UNIT - I: Introduction to Insurance.**

Insurance, Meaning and Concept - Purpose of Insurance - Need of Insurance - Benefits of Insurance - Functions of Insurance - Importance of Insurance - Principles of Insurance - Nature of Insurance Contract - Types of Insurance Contract - Fundamentals of Insurability - Classification of Insurance

**UNIT- 2: Life Insurance and Health Insurance.**

Meaning and concept of Life Insurance - Essentials features of Life Assurance - Advantages of Life Assurance - Types of Life Insurance Plans - Types of Health Insurance Policies - Health Insurance Schemes in India.

**UNIT - 3: Fire and Motor Vehicle Insurance.**

Fire Insurance: Principles, Types and Assignment of Fire Policy - Marine Insurance: Scope –Contracts - Fundamental Principles and Important Clauses - Taxonomy of Motor Vehicles - Kinds of Motor Vehicle Insurance Policies - Servicing of Motor Vehicle Insurance - Claims Settlement under Motor Vehicle Insurance.

**UNIT - 4: Policy Servicing and Claims Settlement.**

Insurance Documents - Nomination Vs Assignment - Alterations – Revival - Policy Loans - Surrender Value and Paid Up Value - Issue of Duplicate Policy - Lost Policies - Claims Settlement in Life Insurance - Improvements in policy Servicing.

**UNIT - 5: Indian Insurance Industry.**

Structure of Indian Insurance Industry - Insurance Regulatory and Development Authority (IRDA): Constitution, Duties, Powers and Functions - Public Sector Insurance Companies - Private Sector Insurance Companies - Reforms in the Indian Insurance Industry.

## **TEXT BOOKS:**

1. Elements of Banking and Insurance. By JyotsnaSethi and Nishwan Bhatia., PHI Learning Private Limited, New Delhi.

## **BOOKS FOR REFERENCE:**

1. NaliniPravaTripathy and Prabir Pal: Insurance Theory and Practice, Prentice- Hall of India Private Limited, 2005.
2. Mishra, M.N.: Insurance Principles and Practice, New Delhi, S. Chand & Company Limited., 2005
3. Mishra, M.N.: Modern Concept of Insurance, New Delhi, S. Chand & Company Limited, 2004.

## **COURSE OUTCOMES:**

**After studied Unit1-** Understand the basic concept of Insurance and their contracts.

**After studied Unit2-** Learn about Life and Health Insurance.

**After studied Unit3-** Understand the assignment and taxonomy of motor and fire insurance.

**After studied Unit4-** Learn about documentation and settlement of claim associated to insurance.

**After studied Unit5-** Acquire the knowledge of Indian Insurance industry and dominions.

## **SEMESTER II**

### **CORE THEORY PAPER – 3**

## **FINANCIAL ACCOUNTING – II**

### **OBJECTIVE**

**UNIT-I:** To Understands the concept and purpose of Branch accounting.

**UNIT-II:** To identify direct and indirect expenses, allocates and apportion the expenses to Departments.

**UNIT-III:** To Calculate interest, Cash Price and Instalment Purchase system.

**UNIT-IV:** To provide an understanding of the meaning and calculation of New Profit-sharing Ratio and sacrificing Ratio.

**UNIT-V:** To familiarize with the Modes of Dissolution of Partnership firm.

### **UNIT-I: BRANCH ACCOUNTING**

Meaning - Objects - Types of Branch - Debtor system - Stock and Debtor system - Wholesale Branch - Independent Branch (Foreign Branch excluded)

### **UNIT-II: DEPARTMENTAL ACCOUNTING**

Meaning - Need - Advantages - Difference between Branch and Department Account - Apportionment of expenses- Inter departmental transfer.

### **UNIT-III: HIRE PURCHASE AND INSTALMENTS SYSTEM**

Definition - Salient features - Distinction - Accounting Treatment - Calculation of Interest and Cash Price - Default and repossession - Instalment Purchase System - Meaning - Accounting Treatment

### **UNIT-IV: PARTNERSHIP ACCOUNTS**

Definition of Partnership - Partnership Deed - Past Adjustment and Guarantee - Admission of a Partner - Profit Sharing ratio and Sacrificing Ratio Preparation of New Balance Sheet - Retirement of a Partner - Death of a partner.

### **UNIT-V: DISSOLUTION OF A FIRM**

Meaning - Modes of dissolution - insolvency of partner - Garner Vs. Murray's Principle - Insolvency of all Partners - Piecemeal distribution - Proportionate Capital Method - Maximum Loss Method (Simple Problems only)

### **TEXT BOOKS:**

1. M C Shukla & T S Grawel –Advanced Accounts - S. Chand Publishing
2. T.S. Reddy & A. Murthy - T.S. Reddy & A. Murthy.

### **BOOKS FOR REFERENCE:**

1. R.L. Gupta & V.K. Gupta : Financial Accounting
2. S.C. Shukla : Advanced Accounting
3. S.P. Jain & K.L. Narang : Financial Accounting

### **COURSE OUTCOMES:**

**AFTER STUDIED UNIT-I:** To familiarize the concept of Branch account and its system

**AFTER STUDIED UNIT-II:** To understand the Scope of departmental accounting

**AFTER STUDIED UNIT-III:** To introduce the system of Hire Purchasing

**AFTER STUDIED UNIT-IV:** To Enable the students to understand partnership account from admission to dissolution

**AFTER STUDIED UNIT-V:** To Promotes understanding of accounting Treatment for Insolvency of all partners.

**CORE THEORY  
PAPER – 4**

**HUMAN RESOURCE MANAGEMENT**

**OBJECTIVES:**

1. To sensitize students to the various aspects of managing people.
2. To prepare students to understand the various policies of human resource planning.
3. To make the students to Select and interview candidates for employment.
4. To inform the students about HR- Training and development and Reward system.
5. To provide the student about the practices related to employee Transfer and Promotion.

**UNIT – 1: Introduction to Human Resource Management**

Definition and Concept, Features, Objectives, Functions, Scope, Importance of Human Resource Management, Difference Between Personnel Management and HRM – HR manager Qualities, Role and Challenges.

**UNIT – 2: Human Resource Planning and Recruitment.**

Concept, Objectives, Factors, Importance, Process, Limitations of Human Resource Planning (HRP). Recruitment: Factors Affecting Recruitment, Types of Recruitment.

**UNIT – 3: Selection and Induction.**

Concept, Process or Methods, Selection Tests. Interview: Concept, objectives and types of interview. Induction: Meaning and Definition, Induction Programme.

**UNIT – 4: Training and Development.**

Concept and Training Needs, Benefits of Training, Training Methods, Types of Training. Performance Appraisal: Concept of Performance Appraisal, Characteristics, Objectives, Process, Methods of Performance Appraisal. Incentives: Concept, Types of Incentive Scheme. Merits and Demerits of Incentive scheme.

**UNIT – 5: Transfer and Promotion.**

Concept, Factor Influencing Transfer, Types of Transfer. Promotion: Concept, Types, Objectives / Purpose, Policy in Promotion, Promotion criteria.

**TEXT BOOKS:**

1. Khanka – Human Resource Management, S. Chand & Co, New Delhi

## **BOOKS FOR REFERENCE:**

1. David A. Decenzo, Stephen P. Robbins: Human Resource Management, New York, John Wiley & Sons, Inc., 1999.
2. Flippo E.E.: Personnel Management, International Sixth Edition, New Delhi, TATA McGraw Hill, 2000.
3. Robbins, Stephen, P., Personnel; The Management of Human Resources, Engle Wood Cliffs, New Jersey, Prentice Hall Inc., 1993.
4. C. B. Gupta – Human Resource Management, Sulthan Chand & Co, New Delhi

## **COURSE OUTCOME(S):**

**After studied Unit 1** -The student will be able to have an understanding of the basic concepts, functions and processes of human resource management.

**After studied Unit 2** - The student will be able to gain knowledge on the various aspects of Human resources planning and recruiting of manpower.

**After studied Unit 3** - The student will be able to Ability to Select and interview candidates for employment.

**After studied Unit 4** - The student will be able to gain insight into the various sub systems of HR- Training and development, Performance appraisal and Reward management etc.

**After studied Unit 5** - The student will be able to Ability to implement practices related to employee Transfer and Promotion.

**ALLIED – 1**  
**(To choose any 1 out of the given 4)**  
**PAPER –2**

**1. MANAGERIAL ECONOMICS – II**

**OBJECTIVES**

**Unit 1** - Understand the basic concept of market structure and competitions prevailing in the market.

**Unit 2** -Learn about pricing strategies.

**Unit 3** - Understand the managerial theories.

**Unit 4** - Learn about the aspects of project appraisal.

**Unit 5** - Acquire the knowledge of managerial decision making

**UNIT – I**

Market Structure: Perfect Competition and Imperfect Competition – Monopoly – Monopolistic Competition - Oligopoly – Duopoly

**UNIT – II**

Pricing: Definition – Types (Full cost, target, going rate, customary, differential, specific, penetration, skimming, Mark-up & Markdown pricing) -Pricing Strategies–Pricing a new product - Product line pricing.

**UNIT – III**

Managerial Theories: Sales Revenue Maximisation Model (Baumol's model) – Managerial Utility Model (Berle means Galbrith's model & O William's model) – Growth Model (Marris Model of growth maximisation& Penrose's theory of firm).

**UNIT – IV**

Project Appraisal: Definition -Nature and scope – Aspects of Project Appraisal - Project Evaluation Review Technique (PERT) – Critical Path Method (CPM).

**UNIT –V**

Decision Making: Definition – Decision Tree- Risk and Uncertainty – Elements of decision theory – Classification of managerial decision problem.

**TEXT BOOKS**

1. K.P Sundaram – Managerial Economics, Sulthan Chand
2. S. Sankaran – Managerial Economics – Margahm Publications, Chennai

## **REFERENCE ITEMS: BOOKS, JOURNAL**

1. Pradeep Kumar - Managerial Economics – KedarNath Ram Nath& Co Publishers – Meerut
2. Luke M. Froeb / Brian T. McCann - Managerial Economics – A Problem Solving Approach – Thomson – South Western
3. YogeshMaheshwari - Managerial Economics – PHI Learning Private Limited, New Delhi
4. Joel Dean - Managerial Economics – Prentice Hall of India Private Limited – New Delhi
5. DN Dwivedi - Managerial Economics – Vikas Publishing House Private Limited

## **COURSE OUTCOME(S):**

**After studied Unit 1** - The student will be able to understand the basic concept of market structure and competitions prevailing in the market.

**After studied Unit 2** - The student will be able to learn about pricing strategies.

**After studied Unit 3** - The student will be able to understand the managerial theories.

**After studied Unit 4** - The student will be able to Learn about the aspects of project appraisal.

**After studied Unit 5** - The student will be able to acquire the knowledge of managerial decision making

**ALLIED – 1  
PAPER –2**

**2. CORPORATE E-MANAGEMENT - II**

**OBJECTIVES:**

**Unit 1:** To understand the importance of the computer in Management Information system.

**Unit 2:** To learn the computerised Accounting system.

**Unit 3:** To impart knowledge of Decision support system.

**Unit 4:** To acquaint with the Architectural framework of E-Commerce.

**Unit 5:** To gain knowledge of Electronic Payment Systems (EPS).

**UNIT-I**

Management Information System (MIS) –Definition Evolution of MIS- Objectives of MIS-Structure of MIS-Advantages of MIS-Characteristics of MIS-Role of MIS-Uses of MIS-Prerequisites of an Effective MIS- Limitations of MIS -MIS and Other Discipline

**UNIT-II**

Functional MIS: Marketing System- Personnel Management-Financial Management-Production Management- Accounting System Manufacturing System-Inventory Control System-Budgetary Control System- Computerized Accounting Systems: Basic requirements –Limitations- Advantages - Disadvantages

**UNIT-III**

Decision Support System - Components of a DSS -Attributes of Decision Support Systems-Types of Decision Support Systems-Executive Support Systems - Components of Executive Information System - Characteristics of the Executive Support System – Development of MIS

**UNIT-IV**

E-Commerce - Evolution of E-Commerce Definition - Traditional Commerce versus E-Commerce - Commerce Framework- Media Convergence -Anatomy of E-Commerce Applications - Architectural Framework for E-Commerce - Categories of E-Commerce – Benefits, Advantages, Disadvantages, Applications.

**UNIT-V**

Introduction - Online Payment -Types of Electronic Payment Systems (EPS) - E-Cash- Electronic Cheques-Electronic Wallets - Credit Cards- Debit Cards- Smart Card Micropayment- Security issues on EPS - Stored Value Cards-Charge Card-Banking – Net, Mobile - Net Banking-Mobile Banking 20

### **TEXT BOOKS:**

1. P.Rizwan Ahmed, Management Information System, Margham Publications, Chennai.
2. P.Rizwan Ahmed, E-Commerce and E-Business, Margham Publications, Chennai.

### **BOOKS FOR REFERENCE:**

1. V.Rajaraman : Fundamentals of Computers.
2. R.Parameshwaran : Computer Applications in Business
3. Alexis Leon : Fundamentals of Information Technology.
4. John Callahas : Every Student guide to Internet, McGraw Hill, 1996.
5. Ravi Kalakota : Frontiers of Electronic Commerce

### **COURSE OUTCOME(S):**

**After studied Unit 1-** The student will be able to analyse the Role of Management Information system (MIS).

**After studied Unit 2-** The student will be able to understand the importance Computerised Accounting system with MIS.

**After studied Unit 3-** The student will be able to assess the benefits attributes of decision support system.

**After studied Unit 4-** The student will be able to predict the changes in E- Commerce

**After studied Unit 5-** The student will be able to understand the utilization of online payment like net banking, mobile banking, etc.

**ALLIED – 1**  
**PAPER – 2**

### **3. OFFICE MANAGEMENT**

#### **OBJECTIVES**

1. To train the students in the techniques of Office Management.
2. To prepare students to Describe the duties and responsibilities of office manager.
3. To make the student to select site for office and prepare layout of office.
4. To make the student to Learn about collection and analyse data.
- 5 To enable the student to identify modes and barriers of communication.

#### **UNIT – 1: Introduction to Office Management**

Meaning, functions and importance of office management - Principles of office management and organization. Modern Office - Office Management - Office Organization - Time Management - Handling Telephones.

#### **UNIT – 2: Office Manager**

Qualifications and qualities of office manager - The status of office manager in total organization - The authorities and responsibilities of an office manager - Organization of the Office Work - Business or Office Correspondence - filing - Indexing - Record Administration - Agenda preparation for Meetings

#### **UNIT – 3: Office Accommodation and Layout**

Office accommodation – Office Environment - Selection of site. Advantages and disadvantages - Office layout and working conditions.

#### **UNIT – 4: Office Reports**

Different methods of Data Collection - observation, Interview, Mailed Questionnaire, Editing of Data. Classification of Data, Objectives and Types - Tabulation of Data, Diagram and Graphic Presentation, Advantages. Qualities of Report- Types and Presentation – PowerPoint Presentation

#### **UNIT – 5: Office Communication**

Communication Process – Modes of Communication - Types of Communication – Barriers in Communication - Barriers in Electronic communication modes.

#### **TEXT BOOKS:**

1. **R. T.S. Devanarayanan & N.S. Raghunathan – office management – Margham Publications, Chennai.**

## **BOOKS FOR REFERENCE:**

1. Pillai RSN and Bagavathi, Office Management, , New Delhi, S. Chand & Company Limited, 2003.
2. Krishna Murthy E., M. Nagasubramanian, Improve your Secretarial Skills, S.Chand Publication, 2003.

## **COURSE OUTCOME(S):**

**After studied Unit 1** -The student will be able to understanding the basic concepts and Principles of Office Management

**After studied Unit 2** - The student will be able to describe the duties and responsibilities of office manager.

**After studied Unit 3** - The student will be able to ability to select site for office and prepare layout of office.

**After studied Unit 4** - The student will be able to learn about collection and analyse data and prepare report for presentation.

**After studied Unit 5** - The student will be able to identify the modes and barriers of communication in offices.

**ALLIED – 1**  
**PAPER –2**

**4. FUNDAMENTALS OF INFORMATION TECHNOLOGY**

---

**OBJECTIVES:**

**Unit 1:** To understand the concepts of Information Technology for Business.

**Unit 2:** To know the computer viruses and computer security.

**Unit 3:** To impart knowledge of cyber crime and technical aspects of cyber crime.

**Unit 4:** To acquaint with the Information Technology Act, 2000 and IT Amendment Act, 2008

**Unit 5:** To gain knowledge of Web based training and open distance learning.

**UNIT - I**

Introduction- Information Technology – Definition - Information Technology for Business- Basic Concepts of Information Technology-Technological Trends in IT- Career Overview: Information Technology- Applications of Information Technology - Information technology law - Data, Information, and Knowledge- Distinguish between Data and Information-Meaning of Information-Types of Information- Attributes of Information

**UNIT - II**

Computer Viruses, Bombs, Worms - Types of Viruses- Worm- Trojan Horse- Logic Bombs -Categories of Viruses- Computer Security - Cryptography -Terminologies used in Cryptography-Public Key Cryptography-Applications of Cryptography- Firewall

**UNIT - III**

Cyber Crime: Introduction - Examples of Computer Crimes -Nature of Cyber Crime - Scope of Cyber Crime -Characteristics of Cyber Crime -Classifications of Cyber Crimes- Preventive Measures for Cyber Crimes- Technical Aspects of Cyber Crimes- Hacker - History of Hacking- Types of Hackers- Hacker Motives- Advantages and Disadvantages of Cybercrime

**UNIT-IV**

Information Technology Act, 2000 – Introduction- Scope of IT Act 2000- Rationale behind the IT Act, 2000 -Silent Features of Information Technology Act - Advantages of Information Technology Act, 2000 - Rules notified under the Information Technology Act, 2000 - IT Act Amendment 2008 - Limitations of IT Act - Digital Signature under the IT Act, 2000 - Highlights of the Amendment Act, 2008

## **UNIT - V**

Computer-based Training - Web-based Training - E-Learning- Tele-Learning - Distance Learning - Learning in Data Networks - Technical Possibilities - Methods of Online-Learning - Didactic Characteristics - Basic Forms of Online-Learning - Open Distance Learning - Tele-tutoring - Tele-teaching - Online-tutorials -Online Examinations

### **TEXT BOOK:**

1. P.Rizwan Ahmed, Introduction to Information Technology, Margham Publications, Chennai.
2. R.Saravanakumar, R.Parameswaran and T.Jayalakshmi, “A Text Book of Information Technology”, S.Chand, 2007.

### **BOOKS FOR REFERENCE:**

1. Curtin “Information Technology: The Breaking Wave “, 2006, TMH, New Delhi.

### **COURSE OUTCOME(S):**

**After studied Unit 1-** The student will be able to analyse the applications of Information technology

**After studied Unit 2-** The student will be able to understood the types of viruses, computer security and applications of Cryptography

**After studied Unit 3-** The student will be able to analyse the preventive measures for cyber crimes.

**After studied Unit 4-** The student will be able to understand the salient features of Information Technology Act.

**After studied Unit 5-** The student will be able to demonstrate the E- Learning and basic forms of online learning.

\*\*\*\*\*