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 / laboratory work / 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 standalone programme.

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.
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

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
<th>Maximum Marks</th>
<th>Duration Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST SEMESTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>CCCA101</td>
<td>1. Business Environment</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>CCCA102</td>
<td>2. Advanced Financial Accounting</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>CCCA 103</td>
<td>3. Banking and Insurance</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>CCCA 104</td>
<td>4. Marketing Management</td>
<td>4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>COBE 105</td>
<td>5. Elective Course : Banking Practice</td>
<td>3</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td><strong>SECOND SEMESTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>CCCA 201</td>
<td>1. Human Resource Management</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>II</td>
<td>CCCA 202</td>
<td>2. Financial Management</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>II</td>
<td>CCCA 203</td>
<td>3. Business Research Methods</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>II</td>
<td>CCCA 204</td>
<td>4. E-Commerce</td>
<td>4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>II</td>
<td>COCE 205</td>
<td>5. Elective Course: Office Management</td>
<td>3</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td><strong>THIRD SEMESTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>CCCA301</td>
<td>1. Visual Basic</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>CCCA 302</td>
<td>2. Organisational Behaviour</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>CCCA 303</td>
<td>3. Internet and its Applications</td>
<td>4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>CCCA 304</td>
<td>4. Data Base Management System</td>
<td>4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>CODE 305</td>
<td>5. Elective Course: Business Communication and Report Writing</td>
<td>3</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>SOCS306</td>
<td>6. Soft Skills</td>
<td>3</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td><strong>FOURTH SEMESTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>CCCA401</td>
<td>1. V.B Script and HTML</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>CCCA 402</td>
<td>2. E-Customer Relationship Management</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>CCCA403</td>
<td>3. Information Technology and its Applications</td>
<td>5</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>CCCA404</td>
<td>5. Practical and Viva -Voce Examination</td>
<td>4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>CCEE 405</td>
<td>6. Elective Course: Principles of Insurance</td>
<td>3</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Grand Total</strong></td>
<td><strong>90</strong></td>
<td><strong>1575</strong></td>
<td></td>
</tr>
</tbody>
</table>

The question paper is divided into 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

B. BREAK-UP MARKS FOR INTERNAL ASSESSMENT EVALUATION

<table>
<thead>
<tr>
<th></th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (2x5)</td>
<td>10</td>
</tr>
<tr>
<td>Assignment</td>
<td>5</td>
</tr>
<tr>
<td>Seminar/ Quiz/ Case study/ Role play</td>
<td>5</td>
</tr>
<tr>
<td>Attendance</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

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 for each course and overall grade for the Master’s Programme. The letter grade assigned is given below

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

**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 (2×5=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. 
2. 
3. 
4. 
5. 

6. 
7. 
8. 
9. 
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.

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

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

11.
12.
13.
14.
15.

*****
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 modern 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)

Unit III: Global Environment (15 hours)
Privatisation – Nature and Objectives – Privatisation routes - Arguments against Privatisation – Disinvestment in India.

Unit IV: 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)
Ethics in Business- Social Responsibility of business - Arguments for and against Social Responsibility- Social Audit.

Text Books:

Reference Books:

Suggested MOOC Courses:

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)


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

- Hire purchase system – Default in payment of Installment - Partially 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)


Unit V: Recent accounting (17 hours)


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

Text Books:


Reference Books:


SUGGESTED MOOC COURSES:

1. Financial Accounting: Advanced Topics (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:
3. Gorden Nataraj, 2016 Banking Himalaya Publication, New Delhi,

Reference Books:
3) Sundaram, KPM.E.N.Sundaram, 2016 Modern Banking Sultan Chand & Sons, New Delhi.

SUGGESTED MOOC COURSES:
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)


Unit II: Consumer Behaviour (16 hours)


Unit III: Market Segmentation (14 hours)


Unit IV: Product Development (18 hours)


Unit V: New Age Marketing (14 hours)


Text Books:
Elective
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

Reference Books :
Himalaya Publishing House, Mumbai.
House, New Delhi.

SUGGESTED MOOC COURSES:

1. Economics of Money and Banking, Created by: Columbia University,
Delivered by: Coursera, Taught by: Perry G Mehrling.
II Semester: Course 1
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: Introduction to Human Resource (17 hours)

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

Unit III: Human Resource Development (16 Hours)

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

Unit V: Motivation (14 hours)

Text Books:

Reference Books:
II Semester: Course 2
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.

Unit I: Financial Management an Introduction (16 Hours)

Unit II: Cost of Capital and Capital Budgeting (17 Hours)

Unit III: Financial Leverage & Capital Structure Theories (18 Hours)

Unit IV: Dividend Policy (15 Hours)

Unit V: Working Capital (14 Hours)

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

Text Books:

Reference Books:

SUGGESTED MOOC COURSES:
2. Corporate Finance Essentials (Coursera), Created by: IESE Business School, Delivered by: Coursera, Taught by: Javier Estrada.
II Semester: Course 3  
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)

Unit II: Research and Sample Design  
(16 hours)

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

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)

Text Books

Reference Books

SUGGESTED MOOC COURSES:
II Semester: Course 4  
CCCA 204 E-COMMERCE

**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)

**Unit II: Architectural View** (16 hours)

**Unit III: Security Levels** (17 hours)

**Unit IV: Application** (17 hours)

**Unit V: Advanced Concepts** (14 hours)

**Text Books**
2. David Kosirur, 2002 Understanding Electronic Commerce, Microsoft Press,

**Reference Books**
Elective

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)

Unit II: Office Accommodation (14 Hours)

Unit III: Office Environment (13 Hours)

Unit IV: Records Management (11 Hours)

Unit V: Office Communications (10 Hours)
- Importance – Process – Medium – Channels – Barriers.

Text Books
1. Nair, RK, Banerjee, AK & Agarwal, VK 2015 Office Management, Pragati Prakasam, Meerut
2. Pillai R.S.N and Bagavathi 2015 Office Management, S.Chand and Sons New Delhi

Reference Books
1. Ragunathan N.S. 2016 Office Management, Margham Publications, Chennai

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

Unit II: 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.

Unit III: 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.

Unit IV: 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)

Text Books:

Reference Book:
1. Urman, 2015 Oracle 8 PL/SQL Programming, TMH
Objective

To enable the students to learn the principles of Organisation Behaviour.

(Total lecture Hours : 80 )

Unit I: Introduction Organisational Behaviour


Unit II: Organisational Structure and Culture


Unit III: Organisational Conflicts and Leadership

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

Unit IV: Organisational Effectiveness and Quality of Work Life

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

Unit V: Organisational Change and Development


Text Books:

Reference Books:
2. Prasad, L.M Organisational Behaviour, 2012 Sultan Chand Publisher, 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.

Unit II: 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 )  

Unit IV: Web concepts and Browsers  
(17 hours )  

Unit V : Search Engines  
(14 hours )  

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:
III Semester: Course 4
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)

Unit I: Database System Architecture - Basic concepts (16 Hours)

Unit II: Relational Approach (16 Hours)

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.

Unit IV: Relational Database Design (16 Hours)

Unit V: Query Interpretation (16 Hours)
Basic Concepts of Database Recovery- Concurrency Control Database Security and Integrity- Distributed Database.

Text Books:

Reference Books:
4. Suresh, K.Basandra, 2000 Computers Today, Galgotia Publisher, New Delhi
Elective

III Semester: Course 5

CODE 305: BUSINESS COMMUNICATION AND REPORT WRITING

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)


Unit II: Written Communication (14 Hours)


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)


Text Books

2. Balasubramanian 2000 Business Communication, Vikas Pub., New Delhi,

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,
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)


Unit II: Communication Skills (18 Hours)


Non-verbal Communication: Body Language and Proxemics.

Unit III: Interpersonal Skills (18 Hours)


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)


Text Books:


Reference Books:

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


Unit II: ActiveX Control


Unit III: HTML


Unit IV: DHTML


Unit V: Overview of XML


Text Books:

Reference Books:
IV Semester: Course 2
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 :
   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 :
   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
III Semester: Course 3  
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)

Unit II : Computer Networks (16 hours)

Unit III: Computer Applications (17 hours)

Unit IV : Computer Application in Management (17 hours)
Computer Applications in Material Management, Purchase, Credit and Collection, Warehousing, 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:
IV Semester: Course 4
CCCA 404  PRACTICAL AND VIVA-VOCE EXAMINATION
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)

Unit III: Marine Insurance (12 Hours)

Unit IV: Fire Insurance (13 Hours)

Unit V: Miscellaneous Insurance (12 Hours)

Text Books:
1. Panda Chanashyam 2015 Principles and Practice of Insurance, Kalyani Pub., Ludhiana
2. Mishra, C 2015 Insurance, S.Chand& Co., New Delhi,

Reference Books:
1. Katayal, Rakesh, Inderjit Singh & Aroras 2012 Insurance, Kalyani Pub., Chennai,