

B.Com Information Systems and Management

Choice Based Credit System 2016-2017

Semester	Subject	Sub. Code	Title of the paper	Credits	Int	Ext	Total	Inst. Hrs.
I	Language	FTAA1/ FHAA1/ FSAA1	Tamil 1 / Hindi 1 / Sanskrit 1	3	25	75	100	45
	English	FENB1	General English I	3	25	75	100	45
	Major –I	UBI/CT/1001	Management Principles	4	25	75	100	60
	Major Practical - I	UBI/CP/1001	Computer Application in Business	3	40	60	100	45
	Allied – I	UBI/AT/1BC1	Business communication	5	25	75	100	75
	Non-Major Elective 1:	UBI/NE/1SM1	Supply Chain Management	2	40	60	100	30
	Soft Skill		Essentials of Language and Communication skill	3	40	60	100	45
II	Language	FTAA2/ FHAA2/ FSAA2	Tamil 2 / Hindi 2 / Sanskrit 2	3	25	75	100	45
	English	FENB2	General English II	3	25	75	100	45
	Major –II	UBI/CT/2004	Internet Programming	4	15	60	75	60
	Major – III		Business Mathematics	3	25	75	100	45
	Major Practical - II	UBI/CP/2002	Internet Programming	3	15	60	75	45
	Allied – II	UBI/AT/2BE2	Business Environment	5	25	75	100	75
	Non-Major Elective 2	UBI/NE/2SM2	Supply Chain Management (Project)	2	40	60	100	30
	Soft Skill		Essentials of Spoken and Presentation skills	3	40	60	100	45
III	Major IV	UBI/CT/3004	Programming in C	4	25	75	100	60
	Major V	UBI/CT/3005	Human Resources Management	4	25	75	100	60
	Major VI	UBI/CT/3006	Accounting for Managers – I	4	25	75	100	60
	Major Practical-III	UBI/CP/3003	Programming in C	3	40	60	100	45
	Allied – III	UBI/AT/3BS3	Business Statistics – I	5	25	75	100	75
	EVS		Environmental Studies	2	50	50	100	30
IV	Major VII	UBI/CT/4007	Database Management Systems	4	25	75	100	60
	Major VIII	UBI/CT/4008	Accounting for Managers – II	4	25	75	100	60
	Major IX	UBI/CT/4009	Marketing Management	4	25	75	100	60
	Major Practical-IV	UBI/CP/4004	RDBMS	3	40	60	100	45
	Allied -IV	UBI/AT/4BS4	Business Statistics – II	5	25	75	100	75
	Skill Based Elective		Principles of Insurance	3				45

V	Major X	UBI/CT/5010	Financial Management	4	25	75	100	60
	Major XI	UBI/CT/5011	Operations Research	4	25	75	100	60
	Major XII	UBI/CT/5012	Visual Basic Programming	3	25	75	100	60
	Major Practical-V	UBI/CP/5005	Visual Basic Programming	3	15	60	100	45
	Elective I		Any one from List of Electives	5	25	75	100	75
	Value Education		Value Education (Yoga)	2	40	60	100	30
VI	Major XIII	UBI/CT/6013	Software Project Management	4	25	75	100	60
	Major XIV	UBI/CT/6014	E-Business	4	25	75	100	60
	Major Practical VI	UBI/CP/6006	Tally & SPSS	3	15	60	75	45
	Elective –II		Any one from List of Electives	5	25	75	100	75
	Elective –III		Any one from List of Electives	5	25	75	100	75
	Soft Skills		Computing Skills	3	40	60	100	45
	Internship	UBI/IP/6001	Internship	2	-	-		-

List of Electives:

1. Research Methodology
2. Banking
3. Project
4. Customer Relationship Management
5. Business Taxation

SEMESTER – I

MANAGEMENT PRINCIPLES – MAJOR I

Common for B.Com (ISM) and BBA

Sub Code: **UBI/CT/1001**

Max. Marks :**75**

Credits :**4**

Duration : **3 Hrs**

Unit I

Introduction : Concept, nature , process and significance of management; Managerial roles and skills; Development of management thought; Classical and neo – Classical systems; Contingency approaches : - Taylor, Fayol. (10 hours)

Unit II

Planning – Nature – Importance – Forms – Types – Steps in planning – Objectives – Policies – Procedures and methods – Nature and types of policies – Decision Making – Process of decision making – Types of decisions – Problems involved in decision making. (10 hours)

Unit III

Organizing – Types of Organization (Line and staff, Committees, Projects, Matrix, Informal Organization) – Organizational Structure – Departmentation – Span of Control. Delegation – Authority – Uses of Authority – Difference between Authority and Power – Responsibility – Decentralization – Difference between centralization and decentralization.

(15 hours)

UNIT IV

Staffing - Meaning and Nature, Functions-Importance - Source of Recruitment - Selection procedure - Directing - Nature, Purpose and Scope of Directing, Leadership - Traits and Types. (10 hours)

UNIT V

Co-ordination – Need for Co-ordination – Types – Techniques – Distinction between Co-ordination and Co- operation – Requisites for excellent Co-ordination.

Controlling – Meaning importance and Types of Controls – Control Process. (15 hours)

REFERENCE BOOKS :

1. **Principles of Management –Jayashankar- Margham Publications.**
2. Principles of Management - C.B. Gupta -Sultan & Chand.
3. Principles of Management - L.M. Prasad-Sultan & Chand.

SEMESTER - I

COMPUTER APPLICATION IN BUSINESS – (Lab Based)

MAJOR PRACTICALS - I

Sub Code : UBI/CP/1001

Practicals : 60

Credits : 4

Record : 40

Unit I

Ms-Word: Creating Files and Folders – Renaming, Deleting, Copying Files into Folders – Creating New Document – Office Button Options – Customize Quick Access Toolbar – Working with Ribbon – Tab, Group and Commands – Home Tab:Using Font, Paragraph, Styles and Editing - Insert Tables, Picture, ClipArt, Shapes, SmartArt and Chart – Insert Header, Footer and Page number to a Document – Setting Themes and Background – Page Setup - Insert Footnotes – Mail Merge – Spelling and Grammar Check - Macros

(15 hours)

Unit II

Ms-Excel: Cell Definition – Insert, Delete and Format Cells – Editing – Insert Table and Charts – Sheet Options – Formulas: Auto Sum, Financial, Logical, Mathematical, Statistical and Text Functions – Conditional Formatting – Data Validation – Goal Seek

(15 hours)

UNIT III

Ms-Powerpoint: Creating & Opening a Presentation – Blank Presentation - Creating New Slide – Lay Out – Inserting Tables, Images, Organisational Chart and Format Background, Shape Styles and WordArt Styles - Design Template – Transitions Effect – Custom Animations – Slide Show: Custom Slide Show, Rehearse Timings.

(10 hours)

Unit IV

Ms-Access: Creating Table by Datasheet View, Design View – Inserting and Deleting Record and Fields, Sorting and Indexing Data – Data Validation – Relationship – Mail Merge

(10 hours)

Unit V

Generating Reports: Queries – Design View, Using Query Wizard – Forms – Design View, Chart Wizard – Reports – Design View, Chart Wizard.

(10 hours)

PRACTICALS

60RECORD

40

SEMESTER - I

BUSINESS COMMUNICATION – ALLIED I

Common for B.Com (ISM) and BBA

Sub Code: **UBI/AT/1BC1**

Max. Marks : **75**

Credits : **5**

Duration : **3 Hrs**

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout. (10 hours)

UNIT II

Kinds of Business Letters : Interview – Appointment – Promotion – Enquiries – Replies – orders – sales – complaints. (12 hours)

UNIT III

Bank Correspondence-Correspondence with customers – Insurance Correspondence – Agency Correspondence - Correspondence with Shareholders, Directors. (23 hours)

UNIT IV

Reports Writing – Meaning-Types of Business Reports-Characteristics of good report-Preparing a report – Organization of report-Reports by individual – Agenda, Minutes of Meeting – Memorandum – Office order – Circular – Notes. (20 hours)

UNIT V

Modern Forms of Communication : Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business. (10 hours)

REFERENCE BOOKS:

1. **Essential of Business Communication –Rajendra Pal & J.S Korlahalli- Sultan & Chand**
2. **Business Communication- K. Sundar& A. Kumara Raj- TATA MCGrawHill**

SEMESTER - I
NON MAJOR ELECTIVE PAPER – I
SUPPLY CHAIN MANAGEMENT- I

Sub Code: **UBI/NE/ISM1**

Max. Marks :**60**

Credits :**2**

Unit – I

Introduction to Supply Chain Management - Definition – Essentials of Supply Chain Management (6 Hrs)

Unit – II

Basic concepts of Supply Chain Management – It's role in the real world – Production – approaches to manufacturing (6 Hrs)

Unit – III

Inventory – Cycle Inventory – Safety Inventory – Seasonal Inventory – Location – Transportation (6 Hrs)

Unit – IV

Information about SCM – Five Major Supply Chain Drivers – Evolving Supply Chain – Old supply chain verses new – Development needed in SCM (6 Hrs)

Unit – V

Participants in the Supply Chain – Producers – Distributors – Retailers – Customers – Services Providers. (6 Hrs)

REFERENCE BOOKS:

Logistics and Supply Chain Management – G.Raghuram&N.Rangaraj-Macmillan Publications..

Logistics and Supply Chain Management – Christoper& Martin-Himalaya Publications.

SEMESTER – II
INTERNET PROGRAMMING – MAJOR II

Sub Code: **UBI/CT/2004**

Max. Marks : 60

Credits :4Duration : 3 Hrs

UNIT I (15 hours)

Internet Basics: Basics Concept- Communicating on the Internet- Overview of TCP/IP and its services-Transmission Control Protocol-World Wide Web-FTP-TELNET. Introduction to HTML:Web Server-Web Client/Browser-HTML-List.

UNIT II (10 hours)

Adding Graphics to HTML Documents-Tables-Linking Documents- Frames- Simple Programs using HTML.

UNIT III (15 hours)

Introduction to Java script: Java script in web pages-Basics programming technique- Operators and expressions in Java script-Java script programming constructs-Functions in Java script- Dialog box.

UNIT IV (10 hours)

Java script document object model: Introduction-Understanding object in HTML-Browser object- Handling Event using java script- Forms-Cookies-Program using java script.

UNIT V (10 hours)

Dynamic Hyper Text Markup Language:Cascading style sheet-Class-Java script style sheet-Layers.

REFERENCE BOOKS:

1. **Web enable commercial application development using HTML, DHTML, JavaScript, Ivan Bayross ,BPB Publications.**
2. Complete reference HTML (Third edition), T.A. Powell ,TMH, 2002.

INTERNAL ASSESSMENT

• Test Marks			
▪	Continuous Assessment test 1		
▪	Continuous Assessment test 2	5 marks	
▪	Model	5 marks	
▪	Objective/Aptitude	5 marks	
		<hr/>	15 marks
			<hr/>
			75 Marks
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SEMESTER-II
BUSINESS MATHS-MAJOR –III

Sub Code:

Max. Marks :75

Credits :3

Duration : 3 Hrs

UNIT – I (5 HOURS)

Sets – Theories Of Sets – Set Operations – Relations & Functions Of Sets

UNIT – II (20 HOURS)

Co-Ordinate Geometry – Slope Intercept – Forms Of Equations of Straight Lines

UNIT – III (10 HOURS)

Matrices – Inversion Of A 3rd Order Square Matrix

UNIT – IV (20 HOURS)

Permutations and Combinations

Probability – Addition law – Conditional probability – Multiplication law – Bayes' Theorem– Probability distributions – Binomial – Poisson distribution – Normal distribution.(simple problems only)

UNIT – V (5 HOURS)

Simple Interest – Compound Interest – Discount On Bills & Present Value

Proportionate Ratio for Theory and Problems: 20:80

REFERENCE BOOKS:

1. **Business Mathematics & Statistics – P.R. Vittal-Margham Publications.**
2. A Text Book of Business Mathematics-G.K. Ranganathan,C.S. Samphingiram& Y. Rajaram, Himalaya Publishing House.
3. Business Mathematics & Statistics – S.P.Gupta and M.P.Gupta

SEMESTER – II
BUSINESS ENVIRONMENT – ALLIED II

Common for B.Com (ISM) and BBA

Sub Code: **UBI/AT/2BE2**

Max. Marks :**75**

Credits :**5** Duration : **3 Hrs**

Unit I

The concept of Business Environment – Nature and significance – Brief overview of political – Cultural – legal – economic and social environments and their impact on business and strategic decisions. (10 hours)

Unit

II

Political Environment – Economic Systems, Functions, – Overview of Types of economic system - Government and Business relationship in India – Provisions of Indian constitution pertaining to business. (15 hours)

Unit III

Social environment – Cultural heritage – social attitudes – impact of foreign culture – castes and communities – joint family systems – linguistic and religious groups – Types of social organization – social responsibilities of business. (15 hours)

Unit IV

Economic Environment – Economic systems and their impact of business – Macroeconomic parameters like GDP – Population growth rate – Urbanization - Fiscal deficit – Investment plan – Per capita income and their impact on business decisions – Five Year Planning.

(18 hours)

Unit V

Financial Environment – Financial system – Commercial banks – Financial Institutions – IFCL, ICICI, IDBI, SIDBI-RBI Stock Exchange - SEBI. (17 hours)

REFERENCE BOOKS :

1. **Business Environment –C.B.GUPTA- Sultan & Chand.**
2. Business environment- Aswathappa.K- Himalaya Publishing House.
3. Business Environment - Sankaran S –Margham Publications.

SEMESTER – III
PROGRAMMING IN C – MAJOR IV

Sub Code: **UBI/CT/3004**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT – I

C fundamentals – Character set – Identifier and keywords – Data types – Constants – Variables – Declaration – Expressions – Statements – Operators – Arithmetic, Unary, relations, logical, Assignment and conditional Library functions. (10 hours)

UNIT – II

Input/Output functions – Simple C programs – Flow of control – Control structures – Switch, break, continue, goto statements- comma operator (10 hours)

UNIT – III

Functions – Defining, accessing functions – Function prototypes – passing arguments – recursion – storage classes. (15 hours)

UNIT – IV

Arrays – Definition and processing – Passing arrays to function – multidimensional arrays – arrays and string - structures – Pointers – Declaration, Operations on pointers, Passing pointers to functions, Pointers and arrays. (15 hours)

UNIT – V

Introduction to files – basic concepts of object oriented programming- classes and objects (10 hours)

Reference Books:

1. **E. Balagurusamy – Programming in ANSI C, TMH.**
2. Programming with C – Gottfried B.S – TMH Pub.Co.Lt.

SEMESTER – III
MAJOR PRACTICALS – III

Sub Code: **UBI/CP/3003**

Max. Marks :100

Credits :3

Duration : **3 Hrs**

1. To find max and min of numbers
2. To generate Fibonacci series
3. To find the npr and ncr
4. Matrix addition and subtraction
5. Transpose of a Matrix
6. Sorting – Bubble Sort
7. Reverse a string and check for palindrome
8. To counting the number of vowels, consonants, words and white spaces in a line of text
9. Linear search
10. Binary search
11. Illustration of classes and object concept.
12. To check whether the given number is prime or not.

13. To generate the prime numbers.

Question Paper Pattern

Record Work **-40 Marks**

Practical Examination **-60 Marks**

SEMESTER – III
HUMAN RESOURCE MANAGEMENT – MAJOR V
Common for B.Com (ISM) and BBA

Sub Code: **UBI/CT/3005**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT I

Nature and scope of Human Resource Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – Interview techniques in selection.

(15 hours)

UNIT II

Placement - Induction – Training – Methods – Techniques and Identification of the training needs - Training and Development.

(10 hours)

UNIT III

Performance appraisal – Transfer – Promotion – Career Development

(10 hours)

UNIT IV

Remuneration – Components of remuneration (Wages and Salaries) – Incentives – Motivation – Retirement of Benefit – Gratuity – Pension – Provident Fund - Welfare and Social Security Measures.

(10 hours)

UNIT V

Trade union- Meaning - Definition – Need –Functions – Problems of Trade Union – Measures to Strengthen trade union – Collective Bargaining - Meaning - Definition – Characteristics – Importance of Collective Bargaining – Guidelines for Successful Collective Bargaining. Human Resource Audit – Nature – Benefits – Scope – Approaches (15 hours)

Reference Books :

- 1. Human Resource Management – J.Jayasankar, Margam Publications.**
2. Human Resource Management – C.B.Gupta, Sultan Chand & Sons – New Delhi.
3. Human Resource Management – 1st Edition, L.M. Prasad, Sultan Chand & Sons – New Delhi.

SEMESTER-III
Accounting For Managers I- MAJOR VI
Common for Bcom (ISM) and BBA

Sub Code: **UBI/CT/3006**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT I

Financial Accounting: Meaning – Definition – Objectives – Advantages and Limitations – Basic Accounting concepts and Conventions. (5 hours)

UNIT II

Journal, Ledger, Trial Balance – Preparation of Trading, Profit & Loss Account and Balance Sheet. (5 hours)

UNIT III

Management Accounting: Meaning and Scope – Objectives – Advantages – Limitations – Financial Accounting Vs Management Accounting.

Meaning and Nature of Financial Statements – Importance – Limitations – Tools of Analysis– Comparative Statement – Common Size Statement – Trend Analysis. (15 hours)

UNIT IV

Schedule of Changes in Working Capital – Funds from Operations – Funds Flow Statement– cash from Operations – Preparation of Cash Flow Statement – Cash flows from operating, investing and financing activities – Importance of Cash flow statement. (15 hours)

UNIT V

Accounting Ratios – Definition – Utility and Limitations – Calculation of Ratios – Financial, Turnover and Profitability Ratios. (5 hours)

Proportionate Ratio for Theory and Problems: 30:70 (Simple problems only)

Reference Books:

- 1. Financial & Management Accounting, T.S.Reddy & Y.Hariprasad Reddy, Margham Publications.**
2. Principles of Management Accounting, Dr. S.N.Maheswari, Sultan Chand and sons, New Delhi.
3. Financial Accounting, R.L.Gupta & V.K.Gupta, Sultan Chand and sons, New Delhi

SEMESTER – III
BUSINESS STATISTICS I –ALLIED III
Common for Bcom (ISM) and BBA

Sub Code: **UBI/AT/3BS3**

Max. Marks :**75**

Credits :**5**

Duration : **3 Hrs**

UNIT – I

Introduction – Origin and development of statistics – Definition of statistics – Importance and scope of statistics-Limitations of statistics. (8 hours)

UNIT – II

Collection-Classification and tabulation of data – Types of importance.

Frequency distribution – Frequency table – Discrete and continuous series . (15 hours)

UNIT – III

Measures of central tendency –Types of Averages- Mean: Arithmetic mean, Geometric mean, Harmonic mean – Median – Mode. (15 hours)

UNIT – IV

Measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation – Combined Mean and Standard Deviation.

Skewness – meaning, definition and types – Karl Pearson’s co-efficient of Skewness and Bowley’s Co-efficient of Skewness. (20 hours)

UNIT – V

Correlation Analysis – Meaning Significance and types of correlation – Scatter diagram, Karl Pearson’s co-efficient of correlation and Spearman’s Rank Correlation.

Regression Analysis: Meaning and importance – Regression equations. (17 hours)

Proportionate Ratio for Theory and Problems: 20:80

REFERENCE BOOKS :

1. **Elements of Business Statistics –S.P. Gupta ,Sultan Chand & Sons, New Delhi .**
2. **Statistics – R.S.N. Pillai – Sultan Chand & Sons.**
3. **Business Statistics - Dr. P.R. Vittal– Margham Publications, Chennai.**

SEMESTER – IV

DATABASE MANAGEMENT SYSTEMS – MAJOR VII

Sub Code: **UBI/CT/4007**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT – I

Purpose of Database systems – Advantages and application of DBMS- Overall System Structure – Entity Relationship Model – Mapping Constraints – Primary Key – Foreign Keys – Super keys-Candidate keys- ER Diagrams (10 hours)

UNIT – II

Relational model : Structure – formal query languages – Structured query language- Data Definition language– Data Manipulation language – Data Control Language. Data Dictionary. (10 hours)

UNIT – III

Relational Database Design : Pitfalls – Normalization using functional dependencies – Decomposition--Third Normal form-Fourth Normal form-Boyce codd normal form.

(15 hours)

UNIT – IV

PL/SQL : Approach and Advantages – PL/SQL blocks - variables – Manipulating Data – Procedural constructs – Exception handling – Program units in oracle forms – PL/SQL Editor. (15 hours)

UNIT – V

Database Admin – Development Stages – Back up and Recovery - Security and Privacy- Distributed Database –Introduction- Transaction and Concurrency control. (10 hours)

Reference Books :

- 1. Database system concepts – H.F. Korth and A. Silberschatz, McGraw Hill International Publication.**
2. An introduction to Database systems – C.J. Date – Addison Wesley.

SEMESTER – IV

RDBMS – ORACLE PRACTICALS

Sub Code: **UBI/CP/4004**

Max. Marks :**100**

Credits : 3

Duration : **3 Hrs**

1. EXCEPTION HANDLING – user defined and built in
2. Using cursors
3. Accepting Input from the user
4. Creating Procedure and Function
5. Creating Database Trigger

Question Paper Pattern

Record Work **-40 Marks**

Practical Examination **-60 Marks**

SEMESTER-IV
Accounting For Managers II – MAJOR VIII
Common for B.com (ISM) and BBA

Sub Code: **UBI/CT/4008**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT I:

Budgetary Control: Definition – Objectives – Advantages – Limitations – Classification of Budgets – Preparation of different types of Budget (Sales Budget, Production Budget, Materials Budget, Purchase Budget, Cash Budget) – Flexible Budgets. (20 hours)

UNIT II:

Cost Accounting: Meaning – Definition – Objectives – Advantages – Limitations – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting – Elements of Cost – Preparation of Cost Sheet (Simple Problems). (10 hours)

UNIT III:

Absorption costing – marginal costing – Absorption costing Vs Marginal costing – differential costing – Segregation of semi variable cost – cost volume profit analysis – break-even analysis – contribution – profit volume ratio – break-even point – break even charts – Margin of safety. (10 hours)

UNIT IV:

Composite P/V ratio – Composite break even point – break even point of merged plant – Key factor – Utility of CVP analysis – fixation of selling price – maintaining a desired level of profit – decisions involving alternative choices. (10 hours)

UNIT V:

Standard Costing: Objectives – Advantages and Limitations – Variance Analysis – Computation of Variances – Materials Variance – Labour Variance – Sales Variance.(Mix and Yield variance excluded). (10 hours)

Proportionate Ratio for Theory and Problems: 30:70 (Simple problems only)

Reference Books:

1. **Financial & Management Accounting ,T.S.Reddy&Hariprasad Reddy, Margham**

Publications.

2. Management accounting, R.S.N.Pillai&Bagavathi, S.Chand, New Delhi.

SEMESTER – IV
MARKETING MANAGEMENT – MAJOR IX
Common for B.com (ISM) and BBA

Sub Code: **UBI/CT/4009**

Max. Marks : **75**

Credits : **4**

Duration : **3 Hrs**

UNIT I

Fundamentals of marketing – Role and importance of Marketing – Marketing Environment- Functions of marketing- Concept of marketing mix –Buyer Behaviour- Factors influencing buyer behavior- Buying motives. Marketing segmentation –Need and basis of segmentation- Targeting- Positioning. (20 hours)

UNIT II

Product- Characteristics- Benefits- Classification –Consumer goods- Industrial goods – New product development process- Product Life cycle-Branding –Labelling- Packaging. (10 hours)

UNIT III

Pricing- Factors influencing pricing decisions- Pricing objectives- Pricing policies and procedures- Different methods of pricing. (10 hours)

UNIT IV

Promotional Mix – Forms of Promotion - Sales Promotion – Advantages & Limitations – Sales Promotion at different levels – Personal selling – Features – Functions – Kinds of Salesmanship – Kinds of Salesman - Publicity- Advertising- Kinds –Effectiveness of Advertising – Public relations. (10 hours)

UNIT V

Distribution Mix – Channel objectives – Channel Functions – Factors to be considered in selecting a channel – Importance of channels – Various kinds of Marketing channels – Distribution Problems. (10 hours)

Reference Books:

1. **Marketing Management, Philip Kotler and Armstrong, Sultan Chand Publications.**
2. Marketing Management- V.S. Ramaswamy, S. Namakumari, Macmillan India Ltd.
3. Marketing Management- S. Jayasankar, Margham Publications.

SEMESTER – IV
BUSINESS STATISTICS - II - ALLIED IV
(Common to B.com (ISM) and B.B.A.)

Sub Code: **UBI/AT/4BS4**

Max. Marks : **75**

Credits : **5**

Duration : **3 Hrs**

UNIT I

Time series Analysis – Meaning, Need and components of time series – Different methods: Simple Average Method – Freehand, Semi-average, Moving Average and Least Square Method – Seasonal Indices. (10 hours)

UNIT II

Index Numbers – Definition, Uses, Methods of Construction of Index numbers – Types: Unweighted and Weighted Index Numbers. Simple, Aggregate, Price relatives mode – Laspeyeres Method, Paasches Method, Bowley’s Method and Fisher’s index number – Time and factor reversed tests – Cost of living index. (10 hours)

UNIT III – Theory only

Sampling Techniques – Types of sample – Random and non-random sampling – Sampling procedures – Sampling errors. Test of hypothesis – Procedure of testing hypothesis – Errors in testing hypothesis (15 hours)

UNIT IV – Simple problems

Chi-square test – Conditions for application of chi-square test – Uses of chi-square test and cautions while applying chi-square test. (20 hours)

UNIT V – Simple problems

Analysis of variance – Assumption on analysis of variance – One way classification and Two way classification. (20 hours)

Proportionate Ratio for Theory and Problems: 20:80

REFERENCE BOOKS:

1. **Elements of Business Statistics – S.P. Gupta– Sultan Chand and Sons, New Delhi .**
2. **Business Statistics – Dr. P.R. Vittal – Margham Publications, Chennai.**

SEMESTER – V
FINANCIAL MANAGEMENT – MAJOR X
(Common to B.com (ISM) and B.B.A.)

Sub Code: **UBI/CT/5010**

Max. Marks :**75**

Credits :**4**

Duration : **3 Hrs**

UNIT – I(Theory & Problems)

Financial management: Definition, Meaning, objective and scope –Functions.

Capital Structure: Meaning & Importance – Factors Influencing Capital Structure – Components – EBIT – EPS Analysis (10 hours)

UNIT – II (Theory)

Cost of capital – Basic concepts, Importance – Cost of equity capital – cost of debt – cost of preference capital – cost of retained earnings – Weighted average cost of capital. (20 hours)

UNIT – III (Theory & problems)

Capital Budgeting Decisions: Meaning and Importance Nature of investment decisions- Investment evaluation criteria- Payback period – Accounting Rate of Return – Discounted payback period. Net present value- Internal rate of return. (Simple Problems, Risk Analysis excluded) – Capital Rationing. (20 hours)

UNIT – IV(Theory)

Dividend – Meaning and Importance of dividend decisions – Types of dividends – Determinants of dividend Policy. (5 hours)

UNIT – V (Theory & Problems)

Working capital – Definition –Operating cycles– Need for working Capital – Kinds – Determinants – Sources of Working capital finance.(simple problems) (5 hours)

Question paper pattern: 60% Theory
40% problems

Reference books :

- 1. Financial Management- Dr.S.N. Maheswari-Sultan Chand.**
- 2. Financial Management – Prasanna Chandra- Sultan Chand**

SEMESTER-V
OPERATIONS RESEARCH - MAJOR - XI
(Common to B.com (ISM) and B.B.A.)

Sub Code: **UBI/CT/5011**

Max. Marks :**75**

Credits :**4**

Duration : **3 Hrs**

UNIT-I (5 HOURS)

Introduction to OR – Meaning & Scope – Characteristics – Different types of Models used in OR – Its advantages & disadvantages – Importance of OR in Decision Making Process – Limitations.

UNIT-II (15 HOURS)

Linear Programming – Components of LPP, Use of LPP in Management decision making, Characteristics of LPP – Meaning of Slack Variable – Basic feasible solution, Optimal & Unbounded Solution – LPP – Formulation – Graphical method – Simplex method – Maximization & Minimization (simple problems only<=type only).

UNIT-III (10 HOURS)

Transportation Model – Basic feasible solution – NWCR, VAM, LCM – Solving for Optimal solution – MODI method. Assignment Model – Formulation – Solutions. (simple problems only)

UNIT-IV (15 HOURS)

Net Work Analysis – Work Breakdown Analysis – Construction – Numbering of event – Time Calculation – CPM – PERT Analysis, Calculation of Float – Total, Free and Independent float.

UNIT-V (15 HOURS)

Decision Theory – Criteria for Decision making under uncertainty – EMV & EOL criterion – Decision trees. Game Theory – Meaning & Characteristics – Saddle point – Dominance property. Different methods of solving game theory problems (no LPP).

Proportionate Ratio for Theory and Problems: 30:70 (Simple problems only)

REFERENCE BOOKS:

1. **Introduction to Operation Research – P.R. Vittal-Margham Publications.**
2. Introduction to Operation Research – P.K. Gupta & D.S. Hira, Sultan Chand

SEMESTER-V

VISUAL BASIC PROGRAMMING - MAJOR XII

Sub Code: **UBI/CT/5012**

Max. Marks :**75**

Credits :**3**

Duration : **3 Hrs**

UNIT-I

(10 HOURS)

Starting with Visual Basic – SDI Environment – Toolbars – Code Window – Editing Tools – Statements in Visual Basic – Data Types : String, Numbers – Variables – Type Conversions – Constants – ToolBox : Creating Controls – Name Property - Command Button - Access Keys- Text Boxes – Labels – Image Controls – Grid – Form Event Procedures – Autoredraw Property – Refresh Method – Message Boxes – Input Boxes.

UNIT-II

(10 HOURS)

Customizing a Form : Project Explorer - Property Window – Common Form Properties, Scale Properties, Color Properties - Writing Simple Programs.

Displaying Information on a Form: CurrentX and CurrentY, Font Properties in code – Format Function – Picture Boxes – RichTextBoxes – Printer Object.

Controlling Program Flow: Determinate Loops – Indeterminate Loops – Making Decisions(Conditionals) – Select Case – Nested If-Then's – GoTo Statement.

UNIT-III

(10 HOURS)

Built-in Functions: String Functions, Random Function – Numeric Functions – Date and Time Functions – Financial Functions.

Functions and Procedures : Function Procedures – Sub Procedures – Advanced Uses of Procedures and Functions: - Passing by Reference, Passing by Value

Lists: One-Dimensional Arrays – Fixed Versus Dynamic Arrays – Static Arrays – Erase Statement – With Statement – Enums - Control Arrays - List and Combo Boxes - MSFlex Grid Control

UNIT-IV

(15 HOURS)

Building Larger Projects :Modules - Do Events and Sub Main – Methods and Events - Error Trapping – Monitoring Mouse Activity

Menus : Menu Editor, Sample Menu Editor Window, Working with Menus at Run Time - Multiple Document Interface(MDI) : Features – Creating a Toolbar on the MDI Form - Creating New Instances.

UNIT-V

(15 HOURS)

Tools and Techniques for Testing and Debugging : The Immediate Window - Debug Object - Categories of Bugs – Design Time, Compile time, Logical and Run time errors - Debugging Tools

Database Connections - Database Connectivity using Data Control and DAO – Stepping through the database records – Searching for a database record – Using SQL – Reading EOF and BOF Property.

REFERENCE BOOKS:

1. **Visual Basic 6 – The Complete Reference – Noel Jerke – Tata McGraw Hill.**
2. Visual Basic 6 from the Ground Up – Gary Cornell – Tata McGraw Hill.

SEMESTER V

MAJOR PRACTICAL V VISUAL BASIC PROGRAMMING

Sub Code: **UBI/CP/5005**

Max. Marks : **75**

Credits : **3**

Duration : **3 Hrs**

1. Write a program to do money conversion. (conversion of rupees to various currencies)
2. Write a program to perform temperature conversion and inches to feet conversion. The program should include facility to change font size, to display with precision (decimal places). The program should use MDI forms.
3. Write a program to design a calculator with arithmetic, sqrt and trigonometric functions.
4. Write a program to select items from one list and move them to another list.
5. Write a program to implement the timer and shape controls.
6. Write a program to implement MS-Flexgrid control.

For the following programs use Oracle, create a database and perform the operations given below.

Use Menu Driven program: a) Insertion, (b) Deletion, (c) Modification, (d) Generate simple reports using queries.

1. Payroll Processing
2. Inventory Management
3. E-Banking
4. Mark Sheet Processing
5. Electricity Bill
6. Student Information System and Generate a report of students who have not paid the fees.

Question Paper Pattern

Record Work - 15 Marks

Practical Examination - 60 Marks

SEMESTER V

RESEARCH METHODOLOGY – Core Elective I

(Common to B.Com (ISM) and B.B.A.)

Sub Code: **UBI/CE/5001**

Max. Marks :75

Credits :5

Duration : **3 Hrs**

UNIT I

Research – Meaning – Objectives – Importance of research in management decisions – Features of good research – Types of research studies – Research process – formulation of research problem – framing hypothesis – developing research plan. (15 hours)

UNIT II

Research Design – types of research design – exploratory – descriptive – experimental research design. (12 hours)

UNIT III

Data collection – types of data – data collection methods for primary data – observation – experimentation – questionnaire – interviewing – case study method – major steps in conducting a survey – construction of questionnaire – schedule method – methods of collecting secondary data. (20 hours)

UNIT IV

Scaling techniques – types of scales – nominal scale – ordinal scale – interval scale – ratio scale – Likert's summated scale – Thurstone's equal appearing interval scale – Guttaman's cumulative scale. (16 hours)

UNIT V

Report writing – types of research reports – guidelines for writing reports – report format – practical report writing. (12 hours)

REFERENCE BOOKS:

1. **Research Methodology, C.R.Kothari, New age Publishers, New Delhi.**
2. **Statistical Methods, S.P.Gupta, Sultan chand, New Delhi, 2007.**

SEMESTER-VI

SOFTWARE PROJECT MANAGEMENT - MAJOR XIII

Sub Code: **UBI/CT/6013**

Max. Marks :75

Credits :4

Duration : 3 Hrs

UNIT I

(10 HOURS)

Introduction – Defining of Software Development Process – Process – Tailoring the Process – Improving the process discipline – Need for implementing discipline. Software Production Process – Identify the Software Model – Software Process Models : Waterfall Model, Prototyping Model, RAD Model, Incremental Model, Spiral Model, Component Assembly Model – Software Life Cycle.

UNIT II

(10 HOURS)

Software Development Team – Three Vital Aspects of Software Project Management – The Team - Meaning of Leadership – Communicating in Harmony - Personality traits – Project Organizations. Project Planning : Top-Down and Bottom-Up Planning – Types of Activity – Project Duration : Schedule Monitoring Tools – Gantt Chart, PERT Chart, Critical Path.

UNIT III

(10 HOURS)

Project Review : Tracking Meetings – Recovery plans – Schedule Work & Escalation Meetings. Project Engineering: Product Requirements – Understanding the Customer Problem to solve – Initial Investigation, Strategies for determining information requirements, Information gathering Tools – Product Objectives

UNIT IV

(10 HOURS)

Problem Solving : Product Specifications – Defining the Final Product – Data Flow Diagram, Data Dictionary, Structured English, Decision Trees, Decision Tables – Feasibility Study. Software Testing : Test Plan – Development Testing : Verification and Validation – General Testing Methods : White Box and Black Box Testing – Unit Testing – System Integration Testing - Validation Testing – System testing

UNIT V

(10 HOURS)

Software Quality : Software Quality – Quality Measures – FURPS - Software Quality Assurance – Software Reviews - Format Technical Review (FTR) Formal Approaches to SQA – Software Reliability – Introduction to SQA – The Software Quality Assurance Plan – Formal approaches to SQA – Cleanroom Methodology.

REFERENCE BOOKS:

1. **Managing Software development projects for success – Neil Whitten – John Wiley and sons**
2. Software Engineering – Roger S Pressman – McGraw Hill

SEMESTER-VI
E-BUSINESS – MAJOR – X1V

Sub Code: **UBI/CT/6014**

Max. Marks :**75**

Credits :**4**

Duration : **3 Hrs**

UNIT-I

(5 HOURS)

Introduction to electronic business-meaning-value chains- the Internet and the web-infrastructure for e-business.

UNIT-II

(10 HOURS)

Electronic commerce software- basic functions of electronic commerce software- advanced functions of e-commerce software-electronic commerce software for small and mid-sized companies-e-commerce software for medium sized to large business-e-commerce software for large business.

UNIT-III

(10 HOURS)

Security threats to e-business-Implementing security for e-commerce and electronic payment systems.

UNIT-IV

(10 HOURS)

Strategies for marketing-business-to-business-web auction virtual-web portals.

UNIT-V

(10 HOURS)

The environment of e-business-international-legal-ethical-tax issues-business plan for implementing e-business.

REFERENCE BOOKS

1. **Electronic Commerce- Gary P. Schneider.**
2. Understanding E-commerce- Kosivr.David

SEMESTER-VI
BANKING – Core Elective – II
Common for B.COM (ISM) and BBA

Sub Code: **UBI/CE/6002**

Max. Marks :**75**

Credits :**5**

Duration : **3 Hrs**

UNIT-I (15 HOURS)

Bank – Meaning & Definition – Banking – Features of Banking, Classification of Banks – Functions of commercial bank-Central Banking-RBI – Role of RBI and their functions-Variou credit control measures.

UNIT-II (15 HOURS)

Deposit Mobilization by Banks – Types of Deposit A/c – Fixed Deposit, Savings Bank A/c, Recurring Deposit, Current A/c – Opening of Current & Savings A/c – Operating Bank A/c – Pay-in-slip book, Cheque Book, Pass Book – Closing of A/c – Attractive saving scheme-Relationship between Banker and Customer-Letter of credit.

UNIT-III (15 HOURS)

Negotiable Instrument – Definition and features- Features of Cheque, Bill of Exchange & Promissory Note – Endorsement – Material Alteration – Role of Paying Banker, Collecting Banker – Dishonour of Cheque.

UNIT-IV (15 HOURS)

Lending Operations of Banks – Principles of sound lending – Styles of Credit – Cash Credit, Overdraft, Loan System, Purchasing & Discounting of Bills.

UNIT-V (15 HOURS)

Banking Computerization – Core Banking, Home Banking,E-Banking, Internet Banking, Tele Banking – ATM Card cum Debit Card, Smart Card, Credit Card, Petro card, Electronic Fund Transfer, Electronic Clearing System, and Debit & Credit Clearing System.

REFERENCE BOOKS:

1. **Banking Law Theory and Practice – Sundaram and Varshney – Sultan Chand Co.**
2. Banking Law Theory and Practice – S.N. Maheswari – Kalyani Publications.
3. Indian Banking – Parameswaran – S. Chand and Co.

**SEMESTER VI
MAJOR PRACTICAL-VI
TALLY & SPSS – (Lab based Practical paper)**

Sub Code:UBI/CP/6006

Marks :75

Credits: 3

Duration : 3Hrs

Computerized Accounting-Tally Accounting Software

- **Introduction to Tally, Posting of Ledger and Voucher Entries.**
- **Preparation of Trial Balance.**
- **Preparation of Final accounts with adjustments**
- **Preparation of Inventory Accounting**
- **Introduction to TDS,VAT,CST,EXCISE.**

SPSS-Statistical Package For Social Science

- **Construction of Frequency Tables, Graphical Representation of Data**
- **Measures of Central Tendency, Measures of Dispersion**
- **Correlation co-efficient.**

Question Paper Pattern

Record Work -15 Marks

Practical Examination -60 Marks

SEMESTER-VI
Core Elective - III

PROJECT
(Common to BCOM (Ism) and B.B.A.)

SUB.CODE: UBI/ER/6001

CREDITS:5

PROJECT:

Max. Marks:100

A project report not less than 50 pages will be submitted by each student. Each student will be assigned a topic in beginning of the Final year.

The Areas covered are:

- **Finance**
 - ❖ **Banking**
 - ❖ **Financial Services**
- **Marketing**
- **Human Resource Management**

EVALUATION:

PROJECT REPORT– Internal - 20 Marks

VIVA - External - 80 Marks

INTERNSHIP

CREDITS : 2

- As a Part of the Academic Curriculum students undergo internship programme for a period of 30 days at the end of V semester.
- They would submit their Internship report with the details relating to the place of their internship and the nature of work they have done.
- The students can choose Manufacturing concern, Banks, Insurance Companies and Financial Institutions.
- Students will be given 2 credits for Internship.

DEPARTMENT OF B.Com(ISM)

QUESTION PAPER PATTERN

FOR THEORY PAPERS

EXTERNAL (75 MARKS)

SECTION – A

Answer any 10 (out of 12 questions)

10 X 2= 20

SECTION – B

Answer any 5 (out of 7 questions)

5 X 5 = 25

SECTION – C

Answer any 2 (out of 4 questions)

2 X 15 = 30

INTERNAL (25 MARKS)

➤ **Test Marks**

Continuous Assessment Test I **5**

Continuous Assessment Test II **5**

Model **5**

➤ **Seminars** **5**

➤ **Objective/Aptitude Test** **5**

25

Core Elective – IV - CUSTOMER RELATIONSHIP MANAGEMENT

Sub Code:

Marks : 75

CREDITS:5

Duration :3 hours

UNIT I

Customer Relationship Management - Measurement - Qualitative Measurement Methods - Quantitative Measurement Methods - Calculating Relationship Indices.

UNIT II

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using Customer Relationship Survey Results.

UNIT III

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting Relationships

UNIT IV

Customer Partnerships – Internal Partnerships – Supplier Partnerships – External Partnership.

UNIT V

The Technological Revolution – Relationship Management – Changing Corporate Cultures

Recommended Text:

- 1. Dr. Sheela Rani, Customer Relationship Management, Margham Publications**

Reference Books:

1. John Egan, “Relationship Marketing, Exploring Relational Strategies In Marketing”, Prentice Hall.
2. John Anton, “Customer Relationship Management”, Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, “Handbook of Relationship Marketing”, Response Books 2002.
4. Anderson, “Customer Relationship management”, Tata McGraw Hill, 2002
5. David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach- A Tata McGraw Hill Higher Education.

Core Elective – V BUSINESS TAXATION

Sub Code:

Marks : 75

CREDITS: 5

Duration :3 hours

UNIT – I (HRS 15)

Objectives of Taxation- Canons of Taxation – Tax system in India- Direct and Indirect Taxes – Meaning and Types.

UNIT – II(HRS 15)

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods – Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty Offences and Penalties – Settlement – Appellate provisions.

UNIT – III (HRS 15)

The customs duty – Levy and Collection of customs duty – organization of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – Offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT – IV (HRS 15)

Central Sales Tax Act – Levy and Collection of CST –Important Definition of Sales Purchase in the course of export or import – Liability of Tax – Registration of dealers- Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments infavour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration – Service Tax – Tax on different services – Rate of Service Tax.

REFERENCE BOOKS :

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi,
Bharat Law House Pvt. Ltd.
5. Students Guide to Income Tax by Dr. Vinod K. Singhanian and Monica Singhanian, Taxmann
6. Indirect Taxes - Datt
Business Taxation – T.S. Reddy & Dr. Y. Hari Prasad Reddy, Margham Publications.