



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College with Potential for Excellence
(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified Institution)
Peelamedu, Coimbatore-641004



Department of B.Com. (e-Commerce)

CHOICE BASED CREDIT SYSTEM

BACHELOR OF COMMERCE WITH e-COMMERCE

2015-2018

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2015-2018

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	Total	
I	I	TAM1401/ HIN1401/ FRE1401	Language I – Tamil I/ Hindi I/ French I	6	86	4	3	25	75	100	3
I	II	ENG1501/ ENG15F1	English I/ Functional English I	6	86	4	3	25	75	100	3
I	III	CFA1101	Financial Accounting I	4	56	4	3	25	75	100	5
I	III	EC14C02	Fundamentals of e-Commerce & Web Design	4	56	4	3	25	75	100	4
I	III	TH13A11B TH13A11A	Allied - Mathematics for Commerce Level I/ Level II	6	86	4	3	25	75	100	5
I	III	EC14CP1	Computer Application Practical I – Office Package	2	30	--	--	--	--	--	--
I	IV	NME14B1/ NME14A1/ NME12WS/ NME12AS/ NME12GS	Basic Tamil I/ Advanced Tamil I/ Women Studies / Ambedkar Studies / Gandhian Studies	2	28 26 28 28 28	2 4 2 2 2	- 3 - - -	50 50 100 100 100	50 50 -- -- --	100 100 100 100 100	2
II	I	TAM1402/ HIN1402/ FRE1402	Language II – Tamil II/ Hindi II/ French II	6	86	4	3	25	75	100	3

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	Total	
II	II	ENG1502/ ENG15F2	English II/ Functional English II	6	86	4	3	25	75	100	3
II	III	CFA1103	Financial Accounting II	6	86	4	3	25	75	100	5
II	III	TH13A16B/ TH13A16A	Allied - Statistics for Commerce Level I/ Level II	6	86	4	3	25	75	100	5
II	III	EC14CP1	Computer Application Practical I – Accounting Package and HTML	4	57	3	3	40	60	100	3
II	IV	NME14B2/ NME14A2/ OPS1220	Basic Tamil I/ Advanced Tamil I/ Open Course	2	28 26 29	2 4 1	- 3 2	50 50 25	50 50 75	100 100 100	2
II	VI	NM12GAW	General Awareness – Self Study	--	--	--	1	100	--	100	Gr.
III	III	CPM1404	Principles of Marketing	6	86	4	3	25	75	100	4
III	III	CCA1305	Cost Accounting	6	86	4	3	25	75	100	5
III	III	CRD1306	Relational Database Management System	5	71	4	3	25	75	100	4
III	III	BP12A01 BP14A02 EC12A01 AM12A01 RM14A01 IB14A01	Allied - 1. Principles of Taxation 2. Indian Banking 3. Industrial Relations 4. Principles of Insurance 5. Human Resource Management 6. Organizational Behavior	5	71	4	3	25	75	100	5
III	III	EC14CP2	Computer Application Practical II – SQL	3	45	--	--	--	--	--	--
III	IV	NM14VHR	Value Education and Human Rights	2	26	4	-	25	75	100	2
III	IV	NM10EVS	Environmental Studies	--	--	--	--	--	--	--	--
III	IV	SB13DW01 SB13DWP1	Skill Based Subject Theory Practical	2 1	29 15	1 --	--	--	--	--	--

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	Total	
III	V	JOB1338	Job Oriented Course	--	60	--	--	25	75	--	Gr
IV	III	EC14C07	e-Commerce Technology	5	71	4	3	25	75	100	4
IV	III	CIT1508	Income Tax	6	86	4	3	25	75	100	5
IV	III	COC1309	Object Oriented Programming with C++	5	71	4	3	25	75	100	4
IV	III	BP14A03 BP14A04 EC12A02 AM15A02 IB14A02 RM12A02	Allied - 1. Enterprise Resource Planning 2. Financial Markets and Institutions 3. Security Analysis and Portfolio Management 4. Customer Relationship Management 5. Management Information System 6. Business Ethics	5	71	4	3	25	75	100	5
IV	III	EC14CP2	Computer Application Practical II – Programming in C++	4	57	3	3	40	60	100	3
IV	IV	NM10EVS	Environmental Studies	2	26	4	-	25	75	100	2
IV	IV	SB13DW01 SB13DWP1	Skill Based Subject Theory Practical	2 1	29 13	1 2	2 2	25 40	75 60	100 100	4 2
IV	IV		Internship Training(2 Weeks) – submission of certificate	--	--	--	--	100	--	100	2
IV	V		NSS, NCC, YRC and Sports & Games, Eco Watch, YI Net, Rotaract	--	--	--	--	100	--	100	1
IV	V		Community Oriented Service	--	--	--	--	--	--	--	Gr.
V	III	CFM1310	Financial Management	5	71	4	3	25	75	100	4
V	III	CCL1411	Cyber Law	5	71	4	3	25	75	100	4
V	III	CVB1412	Software Development with Visual Basic.Net	5	71	4	3	25	75	100	4

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	Total	
V	III	CBL14E1 CCL15E2 CBP14E3	Elective - Business Law Company Law Banking Law and Practice	6	86	4	3	25	75	100	5
V	III	EC14CP3	Computer Applications Practical III – Visual Basic.Net	4	60	--	--	--	--	--	--
V		NM13IS2	Information Security (Level II)	2	26	4	-	100	-	100	Gr.
V	IV	SB13DW02 SB13DWP2	Skill Based Subject Theory Practical	2 1	29 15	1 -	-	--	--	--	--
V	III	BP11AC1 EC14AC2	Advanced Learners Course Business Communication/ Introduction to Information Technology – Self Study	--	--	--	3	--	100	100	5*
V	VI		Personality Development	--	--	--	--	--	--	--	--
V	III		Online Comprehensive Examination	--	--	--	--	--	100	--	Gr.
VI	III	CMA1313	Management Accounting	5	71	4	3	25	75	100	5
VI	III	EC14C14	Java and Web Scripting	6	86	4	3	25	75	100	4
VI	III	CAG12E4 CSM14E5 CRM14E6	Elective - Auditing Service Marketing Retail Management	6	86	4	3	25	75	100	5
VI	IV	SB13DW02 SB13DWP2	Skill Based Subject Theory Practical	2 1	29 13	1 2	2 2	25 40	75 60	100 100	4 2
VI	III	EC14CP3	Computer Application Practical III – Java and Web Scripting	4	57	3	3	40	60	100	3
VI	III	EC13PROJ	Project Viva Voce	6	--	--	--	20	80	100	5
VI	III	BP11AC3 EC14AC4	Advanced Learners Course Business Environment/ Operating System – Self Study	--	--	--	3	--	100	100	5*
			Total							3800	140

* Credits applicable to candidates who take up Advanced level Course examination

COMPUTER APPLICATIONS PRACTICAL

The computer application practical is spread over all the six semesters. The faculty in charge of the practical will decide the practical list. A minimum of 10 exercises will be worked out in each semester relevant to areas of Commerce. During the end semester practical examinations, the internal and external examiners will be setting the question paper from the list of practical in the record.

INTERNSHIP TRAINING

The practical training is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. 2 weeks internship is to be arranged during the summer vacation after the fourth semester. The training shall be in banking, financial institution, or an industrial enterprise or consultancy organizations. Candidates should maintain a work diary and submit a report at the end of the study. The department to conduct a viva-voce. The Principal of the college and the Head of the Department shall issue a certificate to the effect that the student had satisfactorily undergone the internship training for the prescribed period. The report should contain a minimum of 40 pages.

Evaluation:

Work diary	15 marks
Attendance	10 marks
Report	50 marks
Viva voce	25 marks

COMMUNITY ORIENTED SERVICE

30 hours of community oriented service is mandatory for UG students during holidays before the end of the fourth semester and the students can take up in any of the following fields: Literacy, Public Health, Hygiene, Crisis Management(Training the Public) Traffic Regulation, Green Projects etc., in Villages, Schools, Orphanages, Hospitals, Old Age Homes, Prisons and SHG groups.

PROJECT VIVA VOCE

Project work, which is compulsory, carries 100 marks. A student should select a topic for the project work in the fifth semester itself and submit the project report (dissertation) at the end of the sixth semester. The guide and an external examiner shall evaluate the project

report and conduct the viva. The project work shall be related to commerce with computer applications in business or it may involve software development.

OPEN COURSE

Students who have not opted Basic Tamil / Advance Tamil Course in Semester II can opt open courses offered by various departments. (Inter disciplinary). End semester examination will be conducted at the end of Semester II. The duration of the end semester examination will be 2 hours for a maximum of 50 marks. The ESE marks secured by the candidate will be equated to a maximum of 75 marks.

SKILL BASED SUBJECT

Students have to select any one of the following skill based subject in the III Semester and the papers will be spread over four semesters (III, IV, V, VI semester). The exams will be conducted for these papers in the end of the IV and VI semester.

JOB ORIENTED COURSE

Students are offered a job oriented course to create employment opportunity in the field of Web development in III and IV Semesters. This course has theory and practical hands on training session with institutional tie-up.

ALLIED PAPERS

Six options are given for the students in the allied papers in the III and IV semester and they have to choose any one paper. Exams will be conducted in the respective semesters.

ELECTIVE PAPERS

Three options are given for the elective papers in the V and VI semester and they have to choose any one paper. Exams will be conducted in the respective semesters.

INFORMATION SECURITY

Hours allotted – 2hrs / week

There will be only internal evaluation for these papers. Two internal tests in two units each (Unit 1 &2 for the CA I and Unit 3 &4 for the CA II). The duration of the test will be 2hours for a maximum of 40 marks. There will be no credits awarded. Marks secured will be converted into grades.

Evaluation (Internal)

Tests	2x40 = 80 marks.
Quiz	10 marks
Assignment	10 marks
Total	100marks

Question paper pattern

Section A

Answer in two sentences 2x5= 10 marks (5 out of 8)

Section B

Answers in one page 5x6= 30 marks (6 out of 8)

Total **40 marks**

QUESTION PAPER PATTERN FOR PROBLEM PAPERS

Question Paper Pattern for all Accountancy papers, Management Accounting, Cost Accounting and Income Tax.

Duration : 3 hrs	Marks : 75 marks
Section A 8 questions with open choice (5/8) (short answers, definition etc.,)	5 x 3 = 15 marks
Section B 4 questions out of 6 questions	4 x 5 = 20 marks
Section C 4 questions out of 6 questions	4 x 10 = 40 marks
Section B and C – At least One Question from each unit	

QUESTION PAPER PATTERN FOR THEORY PAPERS

Duration: 3 hrs	Marks: 75 marks
Section A 8 questions with open choice (5/8) (short answers, definition etc.,)	5 x 2 = 10 marks
Section B 5 questions with either or choice	5 x 5 = 25 marks
Section C 5 questions out of 7	5 x 8 = 40 marks

QUESTION PAPER PATTERN FOR OPEN COURSE

Basics of Marketing

Duration: 2Hrs	Marks: 50
Section A 4 Questions out of 6 questions	4*5= 20
Section B 2 Questions out of 3 questions	2*15=30

Section A and B –At least One Question from each unit

QUESTION PAPER PATTERN FOR SKILL BASED SUBJECT

Duration: 3Hrs

Marks:50

Section A 4 Questions out of 6 questions $4*5= 20$

Section B 2 Questions out of 3 questions $2*15=30$

QUESTION PAPER PATTERN FOR ADVANCED LEARNERS COURSE

Duration: 3Hrs

Marks:75

Section A 5 Questions out of 8 questions $5*5= 25$

Section B 5 Questions out of 8 questions $5*10=50$

Semester : **I**
Core : **1**
Title : **FINANCIAL ACCOUNTING I**
Subject Code : **CFA1101**
Credits : **5**
Lecture Hours : **56**

Objectives:

- To have a good working knowledge to enable the students to practically strike a trial balance and prepare the final accounts
- To Strengthen the basic concepts and conventions of accounting practices

Unit I **(11 Hrs)**

Accounting concepts and conventions - Preparation of Journal – Ledger - Trial balance- Rectification of errors

Unit II **(11 Hrs)**

Depreciation: (Introduction - Methods)* – straight line method -written down value method-annuity method- Reserves and Provisions. Preparation of Final Statement of Accounts- Apportionment of Capital and Revenue expenditure

Unit III **(11 Hrs)**

Bank Reconciliation statement- Bills of Exchange

Unit IV **(12 Hrs)**

Consignment – Joint Venture

Unit V **(11 Hrs)**

Accounting for Non Trading concerns

*** Self Study**

Distribution of marks – theory 20% problems 80%

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jain. S .P & Narang K.L.	Principles of Accountancy	Kalyani Publishers	Reprinted 2012, Fourth Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Nagarajan.K.L, Vinayagam.N & P.L.Mani	Financial Accounting	Sultan Chand & Sons	Current Edition
2.	Reddy.T.S & A.Murthy	Financial Accounting	Margham Publications	reprinted 2013, Sixth revised

Semester	: I
Core	: 2
Title	: FUNDAMENTALS OF e-COMMERCE& WEB DESIGN
Subject Code	: EC14C02
Credits	: 4
Lecture Hours	: 56

Objectives:

- To make the students be clear with the fundamentals of e-Commerce
- To enhance thorough knowledge in the origin and areas of Internet
- To enable the students to design a web page

Unit I (11 Hrs)

Introduction to e-Commerce: Definiton – History – Framework – e-Commerce Drivers – Working of e-Commerce – Nature and scope of e-commerce – e-Business – Categories of e-commerce applications – *Comparison between Traditional and Electronic Commerce* – Advantages and Disadvantages of e-Commerce. **Business Models of e-Commerce** - Business to Consumer(B2C) – Business to Business(B2B) – C2C – G2C – B2G. B2B e-Commerce and EDI – Business Applications of e-Commerce – Business Applications of e-Commerce.

Unit II (11 Hrs)

M-Commerce and its implementation: Mobile commerce & Map – Mobile Commerce Risk Security & Payment Methods – Mobile Money Infrastructure and Fraud Prevention for M-Payment. **V-Commerce:** Introduction and Features.

Unit III (11 Hrs)

e-online Banking: Introduction Concepts and Meaning-Need for computerization- Electronic delivery channels-Automated Teller Machine(ATM)-Electronic Fund Transfer(EFT)-uses-computerization in clearing houses-Telebanking-Electronic Money Transfer(EMT)-e-Cheque-Financial Transactions Terminals - MICR Cheques-e-Banking in India. e-Commerce Technology – Security Issues in e-Commerce – Legal and Ethical Issues.

Unit IV (12 Hrs)

On-Line Marketing & Website Designing: Web-site Design – Search Engine Optimization(SEO) – Tools for Website Design. e-Commerce Websites: Types of websites, Types of Domains – URL. Current Trends in electronic world – e-Waste – e-Surveillance –

overnance - e-Care. Cloud Computing–Meaning–Features–Uses. Android Applications– Introduction–Concept–Applications.

Unit V

(11 Hrs)

Introduction to HTML – Creating structure Documents – Links and Navigation – Images and Objects – Tables - Forms – Frames – Dynamic HTML - Cascading Style Sheets .

*** Self Study**

Text Books:

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jon Duckett	Beginning Web Programming with HTML, XHTML and CSS (Unit V)	Wiley India Pvt. Ltd.	2 nd Edition 2011
2.	Dr. U.S. Pandey Er. Saurabh Shukla	e-Commerce and Mobile Commerce Technologies (Unit I,II,III,IV)	S. Chand	Revised Edition 2011
3.	Dr.C.S.Rayudu	e-Commerce e-Business (Unit III e-Online Banking)	Himalaya publishing house	Current Edition

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S. Jaiswal	Doing Business on the Internet e-Commerce (Electronic Commerce for Business)	Galgotia Publications.	Ist Ed.,2010
2.	CSV Murthy	e-Commerce– Concepts, Models, Strategies,	Himalaya Publishing House.	1 st Ed.,2011
3.	Ravi Kalakota Andrew B. Whinston	Frontiers of e-Commerce	Pearson Education	Nineth Impression, 2013

Semester : **I**
Practical Lab : **1**
Title : **COMPUTER APPLICATION PRACTICAL I - OFFICE PACKAGE**
Subject Code : **EC14CP1**
Credits : **3**
Lecture Hours : **30**

Course Coverage

WORD

1. Type a paragraph and Perform:
 - a. Font using font size, font style, line spacing tc.
 - b. Insert page numbers at the bottom right alignment
 - c. Insert header consisting of date and time, insert footer consisting of page
 - d. Numbers.
 - e. Change the paragraph into two or three columns
 - f. Check the spelling and grammar
 - g. Use bullets and numbering
 - h. Use drop cap
 - i. Find and replace a word
2. Prepare a class timetable using table option and merging cells.
3. Prepare an application for a job with the bio-data using auto text.
4. Prepare a college day invitation using borders and shading option, word art and pictures.
5. Using mail merge, draft a shareholder's meeting letter for 5 members.

EXCEL

1. Enter the data with following fields:
 - a) Serial no
 - b) Name
 - c) Address
 - d) City
 - e) Date of Joining
 - f) Salary
 - g) Course
 - h) Duration
 - i) No of students
 - j) Total fees

Perform the following:

- a. Change font as bold
 - b. Arrange the alignment as center
 - c. Rename the sheet
 - d. Insert a new sheet
 - e. Move a sheet
 - f. Delete a sheet
 - g. Hide/Unhide Column
 - h. Change Column Width
 - i. Usage of sorting option for the “Name” field.
 - j. Usage of filter for the field “City” and “Salary”
2. Draw different graphs for a sample data.
 3. Calculate Simple and Compound Interest.
 4. Enter the semester marks and calculate total auto-sum and average using function wizard.
Calculate Mean, Median, Mode, Standard Deviation and Correlation.
 5. Calculate Current Ratio, Liquid Ratio, Stock Turnover Ratio, Return on Net Capital Employed, Operating Ratio.
1. Creating Pivot Table to analyse sales report
 2. Advance Filter with Multi Criteria using Lookup functions
 3. Basic concepts related with user defined Macros by automating recording a Macro
 4. Depreciation Case Study as financial model
 5. EMI calculation as financial model

POWERPOINT

1. Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition.

ACCESS

1. Create a table using Design view with the given fields:
S.no, Name, Address, City, Country, Date of Join, Department and Salary.
2. Create a table using Table Wizard called ‘Student Marks’ and create form using wizard.
3. Create a table called ‘Books’ with the following fields:
 - S.no
 - Title of the Book

- Author name
- Category
- Price
- Availability

Do the following queries:

- a) Sort the table in the ascending order of author's name
- b) Find the author of a particular book and its price
- c) Find the details of the books which are available in the library
- d) Find if a particular book is available or not .
- e) Find the price of a particular book
- f) Find the no of books in Commerce category and arrange it in descending order of price

4. Create a database called ' Bank' with tables - Deposits and Loans. Perform the following:

- i) Find all loans made at Coimbatore branch with loan amount greater than 10000.
- ii) List in alphabetical order the names of the customers whose loans are made at Coimbatore branch.
- iii) Find the loans with amounts between 10000 and 50000.

The Deposits table should have the following fields

account no, branch name, customer name, balance amount.

The Loans table should have the followings fields

loans no, branch name, customer name, loan amount.

Semester : **II**
Core : **3**
Title : **FINANCIAL ACCOUNTING II**
Subject Code : **CFA1103**
Credits : **5**
Lecture Hours : **86**

Objectives:

- To enhance students knowledge in Partnership and Company Accounts
- To give them adequate knowledge regarding Hire system and Branch accounts

UNIT I **(17 Hrs)**

Branch accounts excluding foreign branches – Hire purchase and Installment system including hire purchase trading accounts

UNIT II **(17 Hrs)**

Partnership Accounts – division of profits-fixed and fluctuating capital- past adjustments- guarantee of profits.

UNIT III **(18 Hrs)**

Partnership Accounts – Admission – Retirement – Death – Dissolution.

UNIT IV **(17 Hrs)**

Issue, Forfeiture and Reissue of Shares – Final Accounts of Companies under the provisions of the Companies Act– (Managerial Remuneration)*

UNIT V **(17 Hrs)**

Valuation of Goodwill and Shares – Liquidation of Companies – Statement of Affairs – Deficiency a/c.

***Self Study**

Text Books:

S. No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jain and Narang	Advanced Accountancy-I	Kalyani publications	reprint 2012, 18 th Edition
2.	Jain and Narang	Advanced Accountancy-II(IV&V unit)	Kalyani publications	2012, 19 th Edition

Book for Reference:

S. No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta R.L. and Radhaswamy	Advanced Accountancy-I	Sultan Chand & Sons	13 th Edition 2010
2.	Reddy and Murthy	Financial Accounting	Margham publication	7 th revised Edition, reprint 2012

Semester : **II**
Practical Lab : **1**
Title : **COMPUTER APPLICATION PRACTICAL I - ACCOUNTING PACKAGE & HTML**
Subject Code : **EC14CP1**
Credits : **3**
Lecture Hours : **57**

Course Coverage

ACCOUNTING PACKAGE

1. To Create Company, Groups and Ledgers
2. To prepare Receipt & Payment voucher entries
3. To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions
4. To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions
5. To prepare Contra and Journal vouchers
6. To prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheet report and payroll statements report)
7. To calculate TDS, VAT
8. To prepare final accounts for a given trial balance
9. To prepare accounts with inventory
10. To prepare Stock Summary and Godown wise summary.

HTML

1. College Home Page – Images, Paragraph Tag, Font, Structure Tag, List Tag
2. Class Time Table using Tables
3. Creating Frames using Links
4. Bio-Data Form
5. Order forms
6. Cascading Style Sheet

Semester	:	III
Core	:	4
Title	:	PRINCIPLES OF MARKETING
Subject Code	:	CPM1404
Credits	:	4
Lecture Hours	:	86

Objectives:

- To understand the practical and principles of marketing.
- To inculcate the knowledge of product awareness in present scenario.
- To enhance practical application on advertising media.

UNIT I **(17 Hrs)**

Market: - Meaning, Definition, Classification of Markets. Marketing: - Meaning, Definition, Features, Importance, Evolution and Functions of Marketing- Difference between Marketing and Selling. Marketing Environment: -Micro and Macro Marketing Environment, Controllable and Uncontrollable Factors- Modern Marketing Concepts – Marketing Mix – Definition and Elements – Market Segmentation.

UNIT II **(17 Hrs)**

Product: - Meaning, Definitions – Elements of Product Policy and Branding Strategies – Product Life Cycle and New Product Planning. Price: - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing.

UNIT III **(18 Hrs)**

Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, Kinds of Advertising Media. Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels of Distribution:- Meaning, Definition, Importance, Types, Factors Determining Choice of Channel of Distribution.

UNIT IV **(17 Hrs)**

Agricultural Marketing in India – Problems and Remedies, Regulated Markets- Functions and Advantages. Organized Markets- Characteristics, Commodity Exchange- Future Contracts – Hedging. Co-operative Marketing - Objectives – Features - Functions- Advantages and Limitations

UNIT V**(17 Hrs)**

E-Marketing – (Difference between e-marketing and e-business)* – E-Marketing past, present and future. Strategic e-marketing: Strategic planning – e-business models. E-Marketing plan: overview – creating- steps in e-marketing plan.

***Self Study**

Relevant case studies included in all the units

Text Books:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Add El Ansary, Raymond frost	E-Marketing	Prentice hall of India Pvt Ltd, New Delhi	Current Edition
2.	Pillai R.S.N. and Bagavathi	Modern Marketing Principles and Practices	S.Chand & Co. New Delhi	Reprint 2011, 4 th Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta C.B., Rajan Nair N.	Marketing Management	Sultan Chand and Sons, New Delhi	12 th Edition Reprint : 2010
2.	Philip Kotler, Gary Armstrong, Prafullar, Y. Agnihotri, Ehsan ul.Haquer	Principles of Marketing	Pearson	13 th Edition Reprint 2010

Semester	:	III
Core	:	5
Title	:	COST ACCOUNTING
Subject Code	:	CCA1305
Credits	:	5
Lecture Hours	:	86

Objectives:

- To have practical application on costing
- To understand the basics on material, labor and overheads

UNIT I (17 Hrs)

Cost Accounting – Definition, Meaning & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing – Cost Analysis, Concepts and Classifications — Costing as an Aid to Management – (Limitations and Objections Against Cost Accounting)*. Elements of Cost, Preparation of Cost Sheet and Tender.

UNIT II (17 Hrs)

Materials – Material control – Techniques of material control - Maximum, Minimum & Reordering Levels – EOQ – Purchasing of Materials, Procedure and Documentation involved in Purchasing – Requisitioning for Stores – Methods of Valuing Material Issues.

UNIT III (17 Hrs)

Labor – Computation of Labor cost - Idle Time - over time - Labor Turnover – Remuneration and incentives.

Overhead – Classification of Overhead – Allocation, Apportionment and Absorption of Overhead – Computation of Machine Hour Rate

UNIT IV (18 Hrs)

Process Costing – Features – Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain and Inter - process Profit (Excluding Equivalent Production) - Costing of Joint Products and By-Products.

UNIT V (17 Hrs)

Operating Costing – Contract Costing - Reconciliation of Costs and Financial Accounts. Emerging trends in Activity based costing and Activity based management

***Self Study portion**

Distribution of Marks - Theory 40% and Problems 60%.

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jain S.P. and Narang K.L.	Cost Accounting	Kalyani Publishers	Reprint 2010, Fourth Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Iyengar	Cost Accounting	Sultan Chand	2009, 7 th Edition
2.	Maheswari S N	Principles of Cost Accounting	Sultan Chand	Reprint 2010, Sixth Edition
3.	Pillai R.S.N.and Bagawathi	Cost Accounting	S. Chand	2010, Fourth Edition
4.	Shukla M.C., Grewal T.S	Cost Accounting	S.Chand	2009, Sixth Edition

Semester	:	III
Core	:	6
Title	:	RELATIONAL DATABASE MANAGEMENT SYSTEM
Subject Code	:	CRD1306
Credits	:	4
Lecture Hours	:	71

Objectives:

- The paper focuses primarily on the fundamental concepts of the database.
- The query language provides the base for Relational database management system.

UNIT I (15 Hrs)

Database System architecture – Database system-Definition, purpose, View of Data: operational data, data abstraction and data independence, Instance and Schema - Architecture for a database system – Data Models (Relational Approach, Hierarchical approach, Network approach.)

UNIT II (14 Hrs)

Entity Relationship model-Basic Concepts: Keys, Entities and Attributes-Relationships: one to one, many to many, one to many. – DDL.

UNIT III (14 Hrs)

Data Manipulation Languages-Insert, Select, Delete, Update tables, View-defining and manipulating view; Access control in SQL -Transaction control-Embedded SQL-Cursors.

UNIT IV (14 Hrs)

Relational Database concepts- Relational database management system-Definition of Relation. Relational Algebra: Relational operators-Set operations on Relations. Queries-Join Operators

UNIT V (14 Hrs)

Normalization process - Introduction- Functional dependency-1 NF-2 NF-3 NF-Boyce-code NF. Normalizing the model- (Table Instance charts)*

***Self Study**

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Madhulika Jain & Vineeta Pillai	Introduction to Database Management	BPB Publications, New Delhi.	Reprint 2008, fourth Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Abraham Silberschatz Henry F. Korth S. Sudharshan	Database system concepts	Tata McGraw Hill New Delhi.	5 th Edition, 2009
2.	Ramon A. Mata Pauline K. Cushman	Fundamentals of Relational databases	Tata McGraw Hill New Delhi.	Reprint 2009. 6 th Edition.

Semester : **III**
Practical Lab : **2**
Title : **COMPUTER APPLICATION PRACTICAL II - SQL**
Subject Code : **EC14CP2**
Credits : **3**
Lecture Hours : **45**

Course Coverage

1) Data Definition Language

Table: Student

Regno number (5) primary key
Studname varchar2 (15)
Gender char (6)
Deptname char (15)
Address char (25)
Percentage number (4, 2)

Queries:

- a) To create a table
- b) To describe a table
- c) To alter a table
- d) To drop a table
- e) To truncate a table

2) Data Manipulation Language

Table: Student

Regno number (5) primary key
Studname varchar2 (15)
Gender char (6)
Deptname char (15)
Address char (25)
Percentage number (4, 2)

Queries:

- a. To insert values
- b. To retrieve records

- c. To update records
- d. To delete records

3) Create an Employee table with following field.

Empid number (5) primary key

Ename varchar2 (20) not null

Deptno number (2) not null

Desig char (10) not null

Sal number (9, 2) not null

Comm. Number (7, 2) null

Queries:

- a) Insert values and display the records
- b) Display sum, maximum amount of basic pay
- c) List the name of the clerks working in the department 20
- d) Display name that begins with 'G'
- e) List the names having 'I' as the second character
- f) List the names of employees whose designation are 'Analyst' and 'Salesman'
- g) List the different designation available in the Employee table without duplication
(distinct)

4) Create a table "Company" with the following fields and insert the values for 10 employees.

Compid number (6) primary key

Compname varchar2 (15) not null

Proprietor varchar2 (15) not null

Address varchar2 (25) not null

Supname varchar2 (15)

Noofempl number (4)

GPPercent number (6, 2)

Queries:

- a) Display all the records of the company which are in the ascending order of GP percent.
- b) Display the name of the company whose supplier name is "Telco".
- c) Display the details of the company whose GP percent is greater than 20 and
Order by GP Percent.

- d) Display the detail of the company having the employee ranging from 300 to 1000.
- e) Display the name of the company whose supplier is same as the Tata's.

5) Create a student table with the following fields

Stuno number (5) primary key

Stunm Varchar2 (20)

Age number (2)

Mark1 number (3)

Mark2 number (3)

Mark3 number (3)

Queries:

- a) Insert values and display the records
- b) List the names and age of the student whose age is more than 12
- c) Display total and average of marks
- d) Display the names of the maximum total & minimum total student
- e) List the names of the student that ends with 'A'
- f) List the names of student whose names have exactly 5 characters

6) Create a table "Product" with the following fields and insert the values:

Prodno number (6)

Prodname varchar2 (15)

Unitofmeasure varchar2 (15)

Qty number (6, 2)

Totamt number (8, 2)

Queries:

- a) Using update statements calculate the total amount and then select the record.
- b) Select the records whose unit of measure is "Kg".
- c) Select the records whose quantity is greater than 10 and less than or equal to 20.
- d) Calculate the entire total amount by using sum operation.
- e) Calculate the number of records whose unit price is greater than 50 with count operation.

7) Create the table PAYROLL with the following fields and insert the values:

Emplno number (8)

Emplname varchar2 (8)

Dept	varchar2 (10)
Baspay	number (8, 2)
HRA	number (6, 2)
DA	number (6, 2)
Pf	number (6, 2)
Netpay	number (8, 2)

Queries:

- Update the records to calculate the net pay.
- Arrange the records of the employees in ascending order of their net pay.
- Display the details of the employees whose department is "Sales".
- Select the details of employees whose HRA \geq 1000 and DA \leq 900.
- Select the records in descending order.

8) Create a Table Publisher and Book with the following fields:

Table: publisher

Pubcode	Varchar2 (5)
Pubname	Varchar2 (10)
Pubcity	Varchar2 (12)
PubState	Varchar2 (10)
Bookcode	Varchar2 (5)

Table: Book

Booktitle	Varchar2 (15)
Bookcode	Varchar2 (5)
Bookprice	Varchar2 (5)

Queries:

- Insert the records into the table publisher and book.
- Describe the structure of the tables.
- Show the details of the book with the title "DBMS".
- Show the details of the book with price $>$ 300.
- Show the details of the book with publisher name "Kalyani".
- Select the book code, book title; publisher city is "Delhi".
- Select the book code, book title and sort by book price.
- Count the number of books of publisher starts with "Sultan chand".
- Find the name of the publisher starting with "S".

9) Create a table Deposit and loan with the following fields:

Table: Deposit

Accno number (3)
Account varchar2 (6)
Branch Name varchar2 (15)
Custname varchar2 (20)
Balanceamt varchar2 (10)

Table: Loan

Loanno number (5)
Branchnm varchar2 (15)
Custnm varchar2 (30)
Loanamt number (10)

Queries:

- a) Insert the records into the table.
- b) Describe the structure of the table.
- c) Display the records of Deposit and Loan.
- d) Find the number of loans with amount between 10000 and 50000.
- e) List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
- f) Find the average account balance at the Coimbatore branch.
- g) Update deposits to add interest at 5% to the balance.
- h) Arrange the records in descending order of the loan amount.
- i) Find the total amount of deposit in 'Erode' branch.

10) Create a Route chart with the following fields

Routeno number(2) unique
Origin varchar2(15)
Destn varchar2(15)
Fare number (5)
Distance number (5)

Queries:

- a) Insert values and display the records
- b) List the details whose origin are Chennai, Kerala, Coimbatore(use in operator)

- c) Display the records whose distance >20
- d) List the details not belonging to the origin Mumbai, Calcutta, Goa (use not in operator)
- e) List Routeno, Origin where fare between 1000 and 2000

11) Create the course and batch table with following fields

Table: Course

Courseno number (5) primary key
 Coursename varchar2(20)
 Syllabus varchar2(25)

Table: Batch

Batchno number (5) primary key
 Courseno number (5) foreign key
 Startingdt date
 Duration varchar2 (15)
 Income number (5)

Queries:

- a) Insert values and display the records
- b) Display the records from batch table whose Courseno is '9'
- c) Display the Courseno, Coursename for the batch starting from '25 June 2000'
- d) List Batchno for the batch starting before '30th June 2001' and after 'December 2001'
- e) List the details of the batch who have joined before the end of 'September 2001'

12) Create Employee and Department table with following fields

Table: Employee

Eno number (5) primary key
 Ename varchar2 (20) not null
 Deptno number (2) not null
 Desig char (10) not null
 Sal number (9, 2) not null
 Comm. Number (7, 2) null

Table: Department

Deptno varchar2 (15) primary key
 Deptnm varchar2 (15)

Queries:

- a) Display the details of department table
- b) List the name, salary and PF amount of all the employees(PF is calculated as 10% of salary)
- c) List the department numbers and number of employees in each department(Group by)
- d) List the average salary from each job excluding managers
- e) List the jobs and the number of employees in each job. The result should be in descending order of the number of employees
- f) List the employees who are eligible for commission
- g) List the names of the employees who are not 'managers'

13) Create Employee and Department table with following fields

Table: Employee

Empno number (5) primary key
Ename varchar2 (20) not null
Deptno number (2) not null
Desig char (10) not null
Sal number (9, 2) not null
Comm. Number (7, 2) null

Table: Department

Deptno varchar2 (15) primary key
Deptnm varchar2 (15)

Queries:

- a) List the department number and the total salary payable in each department
- b) List the total salary, maximum and minimum salary and the average salary of employees designation wise
- c) Display the empno, name whose shift is morning
- d) List average salary for all departments employing more than five people (having)
- e) List jobs of all the employees where maximum salary is greater than or equal to 5000 (having)
- f) Raise employee salary by 0.15 for the employees working as 'programmers'
- g) Delete the records where commission is 'null'
- h) List the average salary and number of employees working in the department '20'

14) Create Library with the following fields

Bookno	number (5)
Booknm	varchar2 (10)
Authornm	varchar2 (10)
Price	number (3, 8)
Status	varchar2 (5)
Category	varchar2 (5)

Queries:

- a) Display the author name, price of tax book
- b) Display the price of book banking
- c) Display the count of category commerce
- d) List the book details in ascending order of price (order by)
- e) List the book details in descending order of book no and price (order by)

15. Create Hospital details with the following fields

Pid number (5)	primary key
Pnm	varchar2 (20) not null
Wardno	number (5)
Doa	date
Dod	date
Disease	varchar2 (25)
Fees	number (9,2)

Queries:

- a) Insert values into the table
- b) Append patient name and disease
- c) Capitalise the first character of patient name to convert into upper and lower case
- d) Display the records having phonetic representation like 'Jai'
- e) Select four characters from the third position of patient name
- f) Display the current date
- g) Display date of discharge and add 7 months to it and deduct 7 months from it
- h) To calculate number of days patient admitted
- i) Display corresponding day of discharge of patient

Semester	:	IV
Core	:	7
Title	:	e-COMMERCE TECHNOLOGY
Subject Code	:	EC14C07
Credits	:	4
Lecture Hours	:	71

Objectives:

- To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.
- To understand the basic concepts in E-Commerce.

UNIT I **(14 Hrs)**

Electronic Commerce Framework – Electronic Commerce and Media convergence. The Network Infrastructure for Electronic Commerce: Components of the I-Way-Network Access Equipment-Global Information Distribution Networks. The Internet as a Network Infrastructure: *Internet Terminology*-NSFNET- National Research and Educational Network

UNIT II **(14 Hrs)**

Electronic Payment Systems: Overview of Electronic Payment Systems – Smart card and e-Payment system – Credit Cards based e-Payment system, risk and e-Payment system, Designing e-Payment system. Corporate Digital Library: Dimension of Internal Electronic Commerce Systems- Types of Digital Documents- Issues behind Document Infrastructure. Corporate data Warehouses.

UNIT III **(15 Hrs)**

Software Agents: History-Characteristics and Properties of Agents- Technology behind Software Agents- Tele script Agent Language-Safe-Tcl-Applets and Browsers- Software Agents in Action. Mobile and Wireless Computing Fundamentals: Mobile computing framework-Wireless delivery technology and switching methods-Mobile information access devices-Mobile data internetworking standards-Cellular data communication protocols-Mobile computing applications-Personal communication service (PCS).

UNIT IV **(14 Hrs)**

Network Security and Firewalls: Client-Server Network Security – Emerging Client – Server Security Threats – Firewalls and Network Security – Data and Message Security – Challenge Response Systems – Encrypted Documents and Electronic Mail. e-Commerce Security Solutions: Secure Socket Layer- Secure Electronic Transactions- SHTTP.

UNIT V

(14 Hrs)

Structured documents: Fundamentals-Standard Generalized Markup Language (SGML) - Active/Compound Document Architecture: Object linking and embedding- OpenDoc-CORBA-Distributed objects.

*** Self Study**

Text Books:

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2013, V Edition
2.	DR.C.S.Rayudu	E-Commerce e-Business (Unit IV – e-Commerce Security Solutions)	Himalaya publishing house	Current Edition

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	P.T. Joseph	Electronic Commerce–A Managerial Perspective	Pearson Education,	Current Edition
2.	CSV Murthy	E-Commerce – Concepts, Models, Strategies	Himalaya Publishing House.	1 st Ed 2011
3.	Schneider	E-Commerce Business Technology. Society,	Thomson Publication	Current Edition

Semester : **IV**
Core : **8**
Title : **INCOME TAX**
Subject Code : **CIT1508**
Credits : **5**
Lecture Hours : **86**

Objectives:

- To enhance the students knowledge about the income tax laws and procedures.
- To enhance the revised provisions of The Income Tax Act of 1961.
- To compute the gross total income, rebate and the total tax liability of an individual assessee.

UNIT I **(17 Hrs)**

The Income Tax Act - Definition of Income - Assessment Year - Previous Year - Assessee – Types of Assessee - Scope of Income - Charge of Tax - Residential Status - Incomes which do not Form Part of Total Income - Tax Rates.

UNIT II **(18 Hrs)**

Heads of Income - Salaries - Computation of Income from salaries.

UNIT III **(17 Hrs)**

Income from House property - Profits and Gains of Business or Profession - *Meaning of Business or Profession* - Computation of Profits and Gains of Business or Profession of an Individual- Expenses Expressly Allowed -Expenses Expressly Disallowed.

UNIT IV **(17 Hrs)**

Income from Capital Gains - Computation of Capital Gains-Income from Other Sources - Computation of Income from Other Sources - Set off and Carry Forward - Set off losses.

UNIT V **(17 Hrs)**

Deductions to be made in computing Total Income – Computation of Gross Total Income - Assessment of Individuals. Introduction to e-Filing.

Note: 40% theory and 60% for problems.

***Self Study**

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gaur V.P. and Narang D.B.	Income Tax and Practice	Kalyani Publishers	Current Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Income Tax and Practice	Sultan chand & Sons	Current Edition
2.	Mehrothra	Income Tax and Practice	Sultan chand & Sons	Current Edition

Semester : **IV**
Core : **9**
Title : **OBJECT ORIENTED PROGRAMMING WITH C++**
Subject Code : **COC1309**
Credits : **4**
Lecture Hours : **71**

Objectives:

- To introduce object oriented programming concepts.
- To develop programming skills in object oriented programming concepts.

Unit I **(14 Hrs)**

Principles of Object Oriented Programming – A Look at Procedure and Object Oriented Programming Paradigm – Basic Concepts of Objects Oriented Programming – Benefits of OOP – Object Oriented Languages – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program.

Unit II **(14 Hrs)**

Tokens, Expressions and Control Structures – Tokens – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Operator Overloading – Operator Precedence – Control Structures. Functions in C++ – The Main Function – Function Prototyping – Call by Reference – Return by Reference – (Inline Functions)*.
Function overloading –friend and virtual functions.

Unit III **(15 Hrs)**

Classes and Objects – Introduction – Specifying A Class – Defining A Member Function – Static Data Members – Arrays of Objects – Objects as Function Arguments – Friendly Function – Pointers to Members. Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Destructors.

Unit IV **(14 Hrs)**

Operator Overloading – Type Conversions – Introduction – Defining Operator Overloading – Overloading : Unary and Binary Operators – Overloading Binary Operators Using Friends – Manipulation of String Using Operators – Rules for Overloading Operators – Types Conversions – Inheritance – Extending Classes – Defining Derived Classes – Single,

Multilevel, Multiple, Hierarchical and Hybrid Inheritance – Virtual Base Classes – Abstract Classes.

Unit V

(14 Hrs)

Pointers, Virtual Functions and Polymorphism – Pointers to Objects – Pointers to Derived Classes – Virtual Functions. Working With Files – Classes For File Stream Operations – Opening and Closing of a File – File Pointers and their Manipulation – Sequential I/O Operations.

*Self Study

Text Book:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Balaguruswamy.E	Object Oriented Programming with C++	Tata McGraw Hill Publishing Co. Ltd	4 th Edition, Reprint 2009

Books for Reference:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Ravichandran.D	Programming with C++	Tata McGraw Hill Publishing Co. Ltd	5 th Edition Reprint 2009
2.	Venugopal K.R., Rajkumar, Ravishankar T.	Mastering C++	Tata McGraw Hill Publishing Co. Ltd	Current Edition

Semester : **IV**
Practical Lab : **2**
Title : **COMPUTER APPLICATION PRACTICAL II - PROGRAMMING IN C++**
Subject Code : **EC14CP2**
Credits : **3**
Lecture Hours : **57**

Course Coverage

1. Odd and Even series
2. Maximum and Minimum Numbers
3. Arithmetic operations using member functions
4. Students details
5. Details of manager using array of objects
6. Computation of mean values using friend function
7. Swapping of two values using friend function
8. Static Member function using static data member
9. Sum of two complex numbers using constructors
10. String Manipulation using dynamic constructors
11. Destroy the object using Destructors
12. Simple and compound interest using Single Inheritance
13. Calculation of Depreciation
14. Hybrid Inheritance
15. Virtual Functions

Semester : V
Core : 10
Title : FINANCIAL MANAGEMENT
Subject Code : CFM1310
Credits : 4
Lecture Hours : 71

Objectives:

- This learning path examines the fundamental concepts of financial management with an emphasis on the cost of capital, leverages, working capital management and dividend theories.

UNIT I (14 Hrs)

Nature and scope of financial management-objectives-financial decisions-relationship between Risk and return-role and (functions of financial manager)*-time value of money

UNIT II (15 Hrs)

Cost of capital meaning and importance-cost of debt, preference, equity and retained earnings-weighted average cost of capital-capital budgeting-techniques-ROI pay back and discounted Cash Flow.

UNIT III (14 Hrs)

Financial leverages-measures-EBIT-EPS analysis-operating leverage-financial, business and operating risks-theories of capital structure-net income approach-net-operating income approach MM hypothesis-determinants of capital structure.

UNIT IV (14 Hrs)

(Working capital management concepts -need- determinants)* - estimating working capital needs-computation of working capital.

UNIT V (14 Hrs)

Dividend theories-Walter's model-Gordon and MM's model-dividend policy -forms of dividend-Determinants of dividend policy.

***Self Study** Theory – 60% Problems – 40%

Text Book:

S.No	Author name	Title of the Book	Publisher	Year &Edition
1.	Shashi .K.Gupta R.K.Sharma	Financial Management	Kalyani Publishers	7 th Edition, reprint 2013

Books for reference:

S.No	Author name	Title of the Book	Publisher	Year &Edition
1.	Khan&Jain	Financial Management	Tata McGraw Hill	Current Edition
2.	Maheshwari S.N.	Financial Management	Sultan Chand & Sons	Current Edition
3.	Pandey I. M.	Financial Management	Vikas publishing House Ltd	Current Edition
4.	Prasanna Chandra	Financial Management	Tata McGraw Hill	Current Edition

Semester	:	V
Core	:	11
Title	:	CYBER LAW
Subject Code	:	CCL1411
Credits	:	4
Lecture Hours	:	71

Objectives:

- To expose the students to be aware on the Information Technology Law.
- To enlighten the students' knowledge on the basic application of Cyber Law in e-Commerce in India.

UNIT I (14 Hrs)

Cyber law- Introduction-cyber law in India- salient provisions- jurisprudence of cyber law. Cyber space-salient features of cyberspace-netizen, Cyber law in India: Need for enactment of the Information Technology Act 2000- An overview of Information Technology Act 2000.

UNIT II (15 Hrs)

Electronic record-Attribution of electronic records- Acknowledgement of receipt- Time & place of dispatch and receipt of E- record- On line contracts- Contract under Indian Contract Act 1872- Time & place of formation of E-contract. Certifying authority- Cross Certification- Role of the certifying authority. Subscriber- Procedure- Duties- Compromise of Digital Signature Certificate.

UNIT III (14 Hrs)

Cryptography, encryption techniques& algorithm and digital signature & electronic signature: - problems in electronic record- Requirements for an electronic record- Digital signature- Electronic signature- Difference between Digital signature& Electronic signature- Secure electronic record& secure digital signature- Privacy of online data information. (Intellectual property rights- International scenario)*.

UNIT IV (14 Hrs)

Cyber crime- Introduction-Classification-Prevention-Cyber crimes existing in the society- cyber contraventions under information technology Act 2000- Cyber offences under the information technology Act 2000

UNIT V**(14 Hrs)**

Patent issues in digital medium- Introduction- scope- Requirement-features- International law relating to patent-International convention for the protection of new varieties of plants 1961- Patent cooperation treaty 1970- Patent law in India. Trademark issues in digital medium- Meaning- Functions-attributes-Registrable & non registrable trade mark- (International law relating to trade mark- Indian law relating to trade mark)*.

*** Self Study****Text Books:**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jyoti Rattan	Cyber Law & Information Technology (unit-II,III,IV,V)	Bharat Law House	2012 & Third Edition
2.	Pandey U.S. Sayrabh Shukla Er.	E-commerce & Mobile commerce Technologies (unit I)	S.Chand	4 th Edition 2010

Book for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma Vakul	Hand book of cyber law	Landmark books	Current Edition

Semester : V
Core : 12
Title : **SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET**
Subject Code : CVB1412
Credits : 4
Lecture Hours : 71

Objectives:

- The subject aims at providing a strong foundation in programming logic of VB.net and benefits the students in meeting the demand of trained programmers.

UNIT I **(15 Hrs)**

Introduction – Evolution of .NET - Starting Visual Basic .NET – Creating and Running the Very First Application – Using the Command Window – Setting in the Start Page – Creating a shortcut to Start VB.NET – IDE – Opening an Existing Project – Using the Auto Hide Facility – Resizing a Window – Creating a Useful Application – Placing the Controls on a form – Selecting a form and the Controls – Resizing a form the Controls – Using the Properties Window – Setting the Properties of Form and Controls- Using the Solution Explorer – Setting the Startup Object – Writing an Event Procedure – Executing the Project Using Explorer – The Standard Toolbar

UNIT II **(14 Hrs)**

Visual Basic .NET Programming Controls – Text Box Control –Command Button - Radio Button Control – List Box Control – Check Box Control – Timer Control – Picture Box Control – Group Box Control – Combo – Box Control – Horizontal Scrollbar and Vertical Scrollbar Controls – Numeric Up Down, Track bar, Progress bar Controls.

UNIT III **(14 Hrs)**

Setting Properties Using the Properties Window: Classification of Properties – Various Properties of Form – Various Properties of Label. Setting Properties Using Event Procedures: Introduction – Setting the Text Property of Label and Button – Infinite Loop – Do while – Do loop while – Do Until – Do loop until – For next statement – Nesting for loop – Arrays –Control Arrays.

UNIT IV **(14 Hrs)**

Visual Basic .NET Programming Language: Variables and Data Types – Using Imports Statements – Functions – The MsgBox() Function – Text Editor Toolbar – The Input Box() Function – MDI forms-Basic Elements of Menu – Creating a simple Menu Application

– Enhancing a simple Menu Application – Modifying the Exiting Menu – Assigning and Removing Shortcut Keys – (Pop Up Menus – Using Dialog Boxes.)*

UNIT V

(14 Hrs)

Built-in Functions: Mathematical functions – Strings functions – Date & Time function – Data type conversion functions – Financial functions – Option statements

*Self Study

Text Book:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Shirish Chavan	Visual Basic .Net	Pearson Education Pvt., Ltd.,	2010,4 th Edition

Books for Reference:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Krishnan.N& Saravanan.N	Visual Basic 6.0 in 30 days	Scitech Publications	Current Edition
2.	Steven Holzner	VB.Net Programming Black Book	DreamTech	Current Edition

Semester	: V
Elective	: 1
Title	: BUSINESS LAW
Subject Code	: CBL14E1
Credits	: 5
Lecture Hours	: 86

Objective:

- To Cultivate understanding and knowledge of Indian Contract Act 1872
- To provide comprehensive understanding of rights, duties and responsibilities of the parties entering into business dealings.

UNIT I (17 Hrs)

Indian Contract Act 1872 – Meaning of Contract – Definition – Obligation & Agreement – Nature of Contract & Classification – Essential Elements of Valid Contract – Offer & Acceptance – Consideration.

UNIT II (17 Hrs)

Capacity: Minors-Persons of unsound mind –Other persons- Free Consent: Meaning-consent and Free consent-Coercion-undue influence-Misrepresentation-Fraud-Mistake-Legality of Object: Unlawful object-Unlawful and illegal agreements- Agreements opposed to public policy-Void Agreements : Meaning-Wagering agreement

UNIT III (17 Hrs)

Contingent contracts: Meaning-Rules regarding Contingent contract- Performance of Contract- Different Modes of Discharge of Contract: Meaning-Discharge by Performance-Agreement –Impossibility of performance-Supervening impossibility-Lapse of time-Operation of Law

UNIT IV (17 Hrs)

Remedies of Breach: Rescission-Quantum meruit-Specific performance-injunction-Rectification – Principles for Awarding Damages - Quasi Contract-Kinds.

UNIT V (18 Hrs)

Contract of Indemnity & Guarantee :Contract of Indemnity & Guarantee- Rights of Surety – Discharge of Surety - Bailment & Pledge – Rights and duties of Bailor and Bailee – *(Rights and Liabilities of Finder of Lost Goods)*- Rights and duties of pawnor and pawnee - Contract of Agency-Sale of Goods Act:-Formation-Conditions and warranties-Performance of Contract.

***Self Study**

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kapoor N.D.	Business Law	Sultan Chand & Sons	Reprint 2014, 29 th Edition.

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Pillai R.S.N., Bagavathi .B	Business Law	S.Chand& Co ltd	Reprint 2010, 2 nd Edition
2.	Tulsian	Business Law	Tata McGraw Hill Publishing Co Ltd	Reprint 2010, 2 nd Edition

Semester	:	V
Elective	:	2
Title	:	COMPANY LAW
Subject Code	:	CCL15E2
Credits	:	5
Lecture Hours	:	86

Objectives:

- To provide a reasonable insight into the working of the companies under companies act 2013.

UNIT I (18 Hrs)

Company – Definition & Features - *Distinction between Company and Partnership – Kinds of Companies – Difference between Private and Public Company – Incorporation of a Company – Documents to be filed – Memorandum of Association – Doctrine of Ultravires.

UNIT II (17 Hrs)

Articles of Association – Doctrine of Constructive Notice & Indoor Management – Alteration of Article – Prospectus – Contents – Misstatements – Liability for Misstatements – Certificate of Commencement of Business.

UNIT III (17 Hrs)

Shares – Debentures – Allotment – Valid Allotment – Irregular Allotment – Transfer and Transmission of Shares – Membership of Company.

UNIT IV (17 Hrs)

Company Management – Board of Directors – Appointment – Qualifications – Power – Duties – Liabilities – Managing Director & Manager – Managerial Remuneration – company Secretary – Appointment, Qualification, Powers and Duties.

UNIT V (17 Hrs)

Company Meetings – Kinds – Statutory Meeting, Annual General Meeting – Extraordinary General Meeting – Board Meeting - Resolutions, Minutes, Quorum and Proxy – Winding up – Modes.

Corporate Governance in Indian Scenario – need – importance – Clause 49(listing requirements)

***Self Study**

Text Book:

Sl.No.	Author Name	Title of the book	Publisher	Year and edition
1	Gogna P.P.S	A Textbook of Company Law	Sultan Chand & Sons, New Delhi	2013, 10 th Revised Ed
2	Kapoor N.D	Company Law	Sultan Chand & Sons, New Delhi	Revised Edition

Books for Reference:

Sl.No.	Author Name	Title of the book	Publisher	Year and edition
1	Bahi J.C	Secretarial Practice in India practices	N.M.Tripathi(p) Ltd	11 th edition 2007
2	Kapoor N.D	Elements Of Company Law	Sultan Chand & Company Ltd, New Delhi	Reprint 2014

Semester : V
Elective : 3
Title : **BANKING LAW AND PRACTICE**
Subject Code : **CBP14E3**
Credits : 5
Lecture Hours : 86

Objectives:

- To enlighten the students on the Recent Trends in Banking and the regulating provisions.
- To enlighten the students' knowledge on Banking Regulation Acts.

UNIT I (DL 17 Hrs)

Theory of Central Banking: Nature – *Functions*. Banking Regulation Act 1949.
Relationship between Banker and Customer –Deposit Mobilisation by Banks

UNIT II (DL 17 Hrs)

Special Type of Bankers Customers - Negotiable Instruments Act, 1881 –
Endorsement.

UNIT III (DL 17 Hrs)

Crossing of Cheques – Payment of Cheques – Collection of Cheques – Bills of
Exchange and Promissory Notes. Loan and advances

UNIT IV (DL 17 Hrs)

Secured Advances – Modes of Creating Charge – Types of Securities. NEFT,
SWIFT, IMPS.

UNIT V (DL 18 Hrs)

Letter of Credit and Guarantees - Purchase and Discounting of Bills.

***Self Study**

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	K.P.Kandasami S.Natarajan R.Parameswaran	Banking Law and Practice Unit V	S. Chand & Co. Ltd.	Revised Edition 2010
2.	Sundharam Varshney	Banking Theory, Law and Practice (Unit I – V)	Sultan Chand & sons	Revised Edition 2012

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.N. Maheswari	Banking Theory, Law and Practice	S. Chand & Co. Ltd.	Ninth Edition 2010
2.	Tannanm.Lrt. Honourable , M.R.Tayakar0	Banking Law And Practice In India	Thacker And Co Ltd - Bombay	23 rd Edition Reprint 2012

Semester : V
Practical Lab : 3
Title : **COMPUTER APPLICATION PRACTICALS III - VISUAL BASIC.NET**
Subject Code : **EC14CP3**
Credits : 3
Lecture Hours : 60

Course Coverage

1. Write a program to generate prime numbers.
2. Write a program for calculator using VB.Net
3. Write a VB.Net application to calculate Simple Interest
4. Write a VB.Net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.
5. Write a VB.Net program to implement For....Next loop for displaying only even numbers from n given numbers
6. Write a VB.Net program to implement do ... while loop for validating the age of vote for given number of persons
7. Write a VB.Net program to implement Menu Editor for displaying different types of shapes and its formulas
8. Write a VB.Net program to implement String Functions
9. Write a VB.net program to display the given date with different format
10. Create an Electricity Bill using VB.Net
11. Create a Student database and connect with the VB.Net application with basic manipulation operations
12. Create an Employee database using VB.Net.

Semester : V
ALC : 1
Title : **BUSINESS COMMUNICATION**
Subject Code : **BP11AC1**
Credits : 5

Objectives:

- To enhance the student's knowledge with regard to effective communication
- To improve letter writing skills

UNIT I

Introduction to Communication – Objectives – Importance – Elements of Communication process – Internal and External Communication – Media of Communication – Electronic media- Barriers to Communication – Principles of Communication- Formal and Informal Communication – Upward, Downward, Lateral and Diagonal Communication – Communication network.

UNIT II

Essentials of Business Letters – Enquiries and replies – Orders and execution – Credit and Status letters

UNIT III

Complaints and Adjustments- Collection letters- Circular and Sales letters – Application Letters

UNIT IV

Report Writing – Importance of report – Types of business reports – Characteristics of good report – Notice, Agenda and Minutes, Resolutions of company meetings.

UNIT V

Public Speaking – Conference and Committee – Essentials of effective conference – Listening – Meaning, significance and obstacles.

Text book

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	Current Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jain Omprakash V.K.Biyani	Business Communication	Sultan Chand & Company Ltd, New Delhi	Reprint 2009, 1 st Edition
2.	Pillai R.S.N. & Bagavathi	Modern Commercial Correspondence	Sultan Chand & Company Ltd, New Delhi	Current Edition
3.	Uma Narula	Business Communication practices- Modern trends	Atlantic Publishers and distributors	Current Edition

Semester : V
ALC : 2
Title : **INTRODUCTION TO INFORMATION TECHNOLOGY**
Subject Code : **EC14AC2**
Credits : 5

Objectives:

- To enhance students knowledge in computers.
- To enable students to know in detail on various storage devices
- To study the applications of information technology in various fields

UNIT I

Computer- introduction – Importance – Computer applications in various areas of Business - *Careers in computer*- Computer hardware- Anatomy of a digital computer- Classification of computer systems- laptop or notebook

UNIT II

Computer software-types- Operating system – Functions – Software development- Difference between hardware and software-Data and Information - Data processing – Methods- Batch, online, real time system, Time sharing, Multi programming, Distributed processing- File Organization

UNIT III

Programming Language - Machine language, Assembly language, High Level Languages. - Programming tools- Steps in developing a computer Programme - computer networks- Multimedia tools.

UNIT IV

Internet – Services of Internet- E-mail-World wide web- Intranet-Extranet- E-Commerce- features- Importance-Objectives-Types-Reasons for growth of E-commerce- Mobile computing

UNIT V

System Analysis and Design, Computer based information system - Transaction Processing system - Management Information Systems - Decision Support Systems - Expert System-Office Automation

***Self Study**

Text Book:

Sl.No.	Author Name	Title of the Boo	Publisher	Year and Edition
1.	R. Saravana Kumar, R. Parameswaran T. Jayalakshmi	A text book of Information Technology	S. Chand & Co ltd New Delhi	Current Edition

Books For Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Alexis Leon and Mathews Leon	Introduction to Computers	Vikas Publishing	Current Edition
2.	S.V Srinivasa Vallabhan	An introduction to information technol	S. Chand & Co ltd New Delhi	Current Edition

Semester : **VI**
Core : **13**
Title : **MANAGEMENT ACCOUNTING**
Subject Code : **CMA1313**
Credits : **5**
Lecture Hours : **71**

Objectives:

- To study the managerial aspect of accounting
- To know the tools and techniques of financial analysis
- To learn the techniques of management of current assets

Unit I **(14 Hrs)**

Management accounting-Meaning, objectives, functions and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - Tools and Techniques – (Limitations)* – Financial Statement Analysis – Importance - Tools for Analysis and Interpretation - Common size statements, Comparative statements, Trend Analysis.

Unit II **(15 Hrs)**

Ratio Analysis-Meaning, nature, significance and limitations-Analysis of financial position- profitability ratios-leverage ratios-construction of Balance Sheet.

Unit III **(14 Hrs)**

Fund flow Analysis – Cash Flow Analysis

Unit IV **(14 Hrs)**

Cost-Volume-Profit Analysis-Marginal Costing and Break-even Analysis-Managerial applications of marginal costing-Arm's length Costing-Significance and limitations of Marginal Costing.

Unit V **(14 Hrs)**

Budgeting and Budgetary Control-Definition, Importance, Essentials and Classification of Budgets-Preparation of Budgets - Production, Purchase, Cash and flexible budget (problems) – Zero Base Budgeting.

Distribution of Marks-Theory 40% and Problems 60%

*** Self Study**

Text Book:

S.No	Author Name	Title of the Book	Publishers	Year and Edition
1.	Sharma R.K.,Sashi Gupta. K,Neeti Gupta	Management Accounting	Kalyani Publishers	Current Edition

Books for Reference:

S.No	Author Name	Title of the Book	Publishers	Year and Edition
1.	Jain and Narang	Cost and Management Accounting	Kalyani Publishers	Current Edition
2.	Maheswari S.N	Management Accounting	Sultan Chand & Sons	Current Edition
3.	Reddy T.S, and Reddy H.P	Management Accounting	Margham Publications	Current Edition

Semester	:	VI
Core	:	14
Title	:	JAVA AND WEB SCRIPTING
Subject Code	:	EC14C14
Credits	:	4
Lecture Hours	:	86

Objectives:

- It helps the students to understand the fundamentals of Java Programming,
- To enable the students to design web page using PHP.

UNIT I **(17 Hrs)**

Java Evolution: History – Features – Difference from C and C++ - Java and Internet – Java and World wide web – Web Browsers – Hardware and Software Requirements – Java Support Systems – Java Environment. **Overview of Java Language:** Introduction – Simple Java Program – Java Program Structure – Java Tokens – Java Statements – Installing and Configuring Java – Implementing a Java Program – Java Virtual Machine. **Classes, Objects and Methods:** Defining a class – Field – Methods Declaration – Creating objects – Accessing class members – Constructors – Method overloading – Inheritance – Overriding methods.

UNIT II **(17 Hrs)**

Constants, Variables and Data types: Constants – variables – Data types – Declaration of variables. **Operators and Expressions:** Introduction – (Arithmetic, Relational, Logical, Assignment, Increment and Decrement, Conditional, Bitwise, Special operators)* – Arithmetic Expressions – Evaluation – precedence – Mathematical functions. Decision Making and Branching , Decision Making and Looping. Arrays, Strings – One-dimensional array – Creating an Array – Two Dimensional Arrays – Strings.

UNIT III **(18 Hrs)**

Interfaces: Multiple Inheritance – Defining Interface – Extending – Implementing – Accessing Interface variables. **Packages: Putting Classes Together** – Java API Packages – Using system packages – Naming Conventions – Creating, Accessing, Using, Adding a class to package –Hiding packages. **Multithreaded Programming:** Creating Threads – Extending the Thread Class – Stopping and Blocking a Thread – Lifecycle of a Thread – Using Thread Methods. **Managing Errors and Exceptions:** Types of Errors – Exceptions – Syntax of Exception Handling Code.

UNIT IV**(17 Hrs)**

Applet Programming: Difference of Applets from Applications – Preparing to write Applet – Building Applet Code – Applet Life Cycle – Creating an Executable Applet – Designing a Web Page – Applet Tag – Adding Applet – Running – More about applet tag.

Graphics Programming: The Graphics Class – Lines and Rectangles – Circles and Ellipses – Drawing Arcs – Drawing Polygons – Line Graphs – Control loops in applets – Bar Chart.

UNIT V**(17 Hrs)**

Java Script: Java and Java Script – Compare – Definition –Creating First Script - Data Types = Variables – Expressions – Functions – Events – Event Handlers and Forms – Form Object– Frames, Documents and Windows. **Cookies** – Definition – Cookies in JavaScript – Encoding Cookies. **VBScript:** Introduction – VBScript with Internet Explorer.

Self Study*Text Book:**

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	E. Balaguruswamy	Programming with Java – a primer (Unit I-IV)	Tata Mcgraw Hill	Fifth reprint 2013
2.	Danesh	JavaScript Interactive Course(UnitV)	Waite Group Press	Current Edition
3.	Matt Childs, Paul Lomax & Ron Petrusa	VBScript in a Nutshell – A Desktop Quick Reference	O'Reilly	Current Edition

Books for Reference:

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	S. Aarathi C.B. Reshma	Internet Programming and Web Design	Kalaikathir Achchagam	Current Edition
2.	David Crowder and Rhonda Crowder	Web Design with HTML/Flash/JavaScript & e-Commerce	Hungry Minds – IDG Books India(P) Ltd.,	Current Edition

Semester	:	VI
Elective	:	4
Title	:	AUDITING
Subject Code	:	CAG12E4
Credits	:	5
Lecture Hours	:	86

Objectives:

- To provide knowledge regarding the auditing procedures
- To understand the appointment and removal of company auditors

Unit I **(17 Hrs)**

Definition-general objectives of auditing –advantages and limitations of auditing-auditing& investigation-Qualification of an auditor-auditor vis-à-vis errors and frauds. (Types of audit-continuous audit-final audit-interim audit-Balance sheet)*-Advantages of continuous audit.

Unit II **(17 Hrs)**

Audit Procedure- Planning of Audit-Audit Programme –audit Note book-Audit working papers –internal control-internal check as regards cash, wages, and sales etc-Position of external auditor as to internal audit.

Unit III **(17 Hrs)**

Vouching-Vouching of cash transactions-Trading transactions-impersonal ledger

Unit IV **(17 Hrs)**

Verification and valuation of assets and liabilities-Auditors position – Auditor’s duty regarding depreciation, reserves and provisions.

Unit V **(18 Hrs)**

Company audit-appointment and removal of auditors-rights and duties of co-auditors-liabilities-audit of share capital &share transfer-introduction to EDP Auditing-sample of audit report-Qualification& disqualification of auditor’s report- e-Auditing

* **Self Study**

Text Book

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Principles & Practice of Auditing	Sultan Chand & Sons	11 th Edition 2007, Reprint 2013

Books for Reference

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kishnadwalla	Auditing	Sultan Chand & Sons	Current Edition
2.	Pradeep Kumar	Auditing Principles and Practice	Kalyani Publishers	Current Edition
3.	Tandon B.N	Practical Auditing	Sultan Chand & Sons	Current Edition

Semester	:	VI
Elective	:	5
Title	:	SERVICE MARKETING
Subject Code	:	CSM14E5
Credits	:	5
Lecture Hours	:	86

Objective

- To provide knowledge regarding Services Marketing

UNIT I (18 Hrs)

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics – Growth of service sector – Career opportunities in service sector – (Service marketing in India)* – Reasons for growth of services in India – Services strategy – Strategy planning process – Market oriented service strategy – Service triangle – Service marketing mix – Strategy implementation, evaluation and control.

UNIT II (17 Hrs)

Consumer behavior in services – Factors influencing consumer behaviour – Consumers expectations - service perception – Model of consumer expectations and perceptions - Consumer purchase decision process – Market segmentation – Bases of segmentation – Criteria for market segmentation in services - Customization – Stages of market segmentation .

UNIT III (17 Hrs)

Service product – Basic service package – Customer value hierarchy – Flower of service development of services – Steps in the development of a new services – Services differentiation – Service life cycle - Service positioning – Physical evidence – Concepts – Elements - Pricing of services – Objectives – Approaches to pricing of services.

UNIT IV (17 Hrs)

Distribution – Service transaction – Service location – Service providers – Distribution flow of services – Channels for service delivery – Strategies for channel management – Internal marketing – External marketing.

UNIT V (17 Hrs)

Service quality management - Determination – Managerial process of service quality – Service quality audit – Sequel – Total quality services marketing - Service excellence –

Consumer protection in services – Consumer expectations from Industries and Business –
Consumer movement in India

*** Self Study**

Relevant case studies to be discussed

Text book

S.No	Author name	Title of the Book	Publisher	Year and Edition
1.	Rama Mohana Rao. K	Service Marketing	Pearson Education	2011, 2 nd Edition.

Books for Reference

S.No	Author name	Title of the Book	Publisher	Year and Edition
1.	Helien Woodruffe	Service Marketing	Macmilan India Ltd	Current Edition
2.	Rajendra Nargundkar	Service Marketing	Tata Mc Graw Hill Publishing Company ltd	Current Edition
3.	Vasanti Venugopal and Raghu V.N,	Service Marketing	Himalaya Publishing House	Current Edition

Semester	: VI
Elective	: 6
Title	: RETAIL MANAGEMENT
Subject Code	: CRM14E6
Credits	: 5
Lecture Hours	: 86

Objectives:

- To have a conceptual understanding of the retail marketing concepts.

Unit I (17 Hrs)

Retailing – Introduction – meaning – significance - functions of retailing. Retailing in India - Retailing ethics - career opportunities in Retail - FDI in India.

Retail Formats: Meaning- types – Models-Theories of retail development – Concept of Life Cycle in Retail.

Unit II (17 Hrs)

Customer Buying Behaviour-Need-Factors influencing the retail shopper-Customer Decision Making Process. **Retail Strategy**- definition-identifying options-setting objectives-develop strategic plan.

Retail Franchising-evolution-types- advantages and disadvantages of franchising-International Franchising scene- Franchising in India. **Retail Store Location**- types of retail locations-methods of evaluating a trading area- Reilly’s Law of retail Gravitation- Central Place Theory- Huff’s Model Trading Area Analysis- trends in retail Property development in India.

Unit III (17 Hrs)

Retail Merchandising- evolution-factors affecting the merchandising function-merchandiser role and responsibilities- concept of Life Style Merchandising.

Retail Pricing-concept of retail price-determining the price-retail pricing policies-ABC analysis, Sell Through Analysis, Multiple Attribute method- margin return on investments.

Unit IV (17 Hrs)

Organisation Structure- Creating organization structures-Human Resource management in Retail-recruitment and selection- training- motivation- evaluation of performance.

Retail Store Operations-Key roles in a store environment- customer service-components of retail operations- Store Administration and management of the Premises.

Financial Aspects of retail- retail economics –measures of performance-measures of performance evaluation-ethics in retailing.

Unit V

(18 Hrs)

Retail Marketing- role of marketing in retail- retail marketing mix- STP Approach- retail Image. **Retail Communication Mix-** Advertising- sales promotion-public relations and publicity-POP Displays – Integrated Marketing Communication.

Service Retailing- concept of customer service- importance of service in retail customer service- measuring the Gap in Service- Customer Information and Enhancing Loyalty- CRM- Retail Selling Process.

***Self Study**

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Swapna Pradhan	Retailing Management Text and cases	Tata McGraw Hill Publishing Company LTD,New Delhi.	2012 ,2 nd Edition

Books for References:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Andrew. J.Newman and Peter Cullen	Retailing Environment and Operations	Vikas Publishing House Pvt, ltd, Delhi	2014, 9 th Edition.
2.	David Gilbert	Retail Marketing management	Pearson Publications, England	Current Edition
3.	Michael Levy, Barton.A.Weitz, Ajay Pandit	Retailing management	Tata Mc Graw Hill	2014, 7 th reprint

Semester : VI
Practical Lab : 3
Title : **COMPUTER APPLICATION PRACTICAL III - JAVA AND WEB SCRIPTING**
Subject Code : EC14CP3
Credits : 3
Lecture Hours : 57

Course Coverage

1. Write a Java program to calculate Area of Triangle, Parallelogram and Rectangle
2. Write a Java program to calculate depreciation.
3. Write a Java program for array of string.
4. Write a Java program for String Manipulation
5. Write a Java program to calculate cube using packages.
6. Write a Java program to implement the concept of inheritance with bank operations.
7. Write a Java program for exception handling.
8. Write a Java program to depict applet life cycle.
9. Write a Java program to draw shapes and to display image using applet.
10. Write a Java program to display Personal information using applets
11. Creation of Simple Java Script
12. Java script with prompt and alert boxes
13. Forms using JavaScript
14. Windows using JavaScript
15. Frames using JavaScript
16. Reading cookie file
17. Total Price Finder Application using VBScript
18. An Interactive Application using VBScript

Semester : VI
Title : PROJECT WORK
Subject Code : EC13PROJ
Credits : 5

Organisation of the Project:

The students are to take up an individual project work compulsorily for 100 marks

Project Time frame:

The students should choose a topic for the project in the beginning of the VI semester and submit the report by the end of the VI semester.

Areas of the Project:

Commerce with Computer applications or system development projects involving front end and back end.

Monitoring of the project:

The students will be allotted a guide and the project work undertaken will be assessed by the guide on a regular basis.

Scheme of evaluation:

Internal evaluation of the project work will be carried out in stages as described below:

I Review – Selection of the company, Topic, Table Design and CAD	– 5 Marks
II Review – Form Design, Data connectivity & Report	- 10 Marks
III Review – Report generation, Preparation of rough draft	- 5 Marks
Total	-20 Marks

End Semester Examination

Evaluation of the project	- 60 Marks
Viva voce	- 20 Marks
Total	- 80 Marks

Evaluation done by:

Viva Voce / presentation will be conducted by the guide and an external examiner shall evaluate the project report and conduct the viva. The project work shall be related to commerce with computer applications in business or it may involve software development

Semester : VI
ALC : 3
Title : BUSINESS ENVIRONMENT
Subject Code : BP11AC3
Credits : 5

Objective:

- To acquaint the student with the national and global environment pertaining to business
- To provide knowledge of the policies and legal provisions of the Government with respect to the business environment in India.

Unit -I

Theoretical Framework of Business Environment -Concept, Significance & Nature of Business Environment-Elements of Business Environment-Levels of Environment-Internal and external: Changing Dimensions of Business Environment - Economic System Interface-environmental scanning and monitoring

Unit - II

Economic Environment of Business - economic planning in India: Industrial policy, fiscal policy, monetary policy, export and import policy: public sector and economic development: economic reforms, liberalization and structural adjustment programmes.

Unit -III

Social Environment -Socio-cultural environment: Critical elements of socio cultural environment: social institutions and systems: social values and attitudes: social groups: middle class: emerging rural sector in India: consumerism in India. Social responsibility of business; social audit; corporate governance.

Unit-IV

Financial Environment of Business -Indian Money Market- Monetary and Fiscal policies-Financial Market structure-Growth of capital-Money and Capital Markets-Industrial Finance-Industrial Financial Institutions.

Unit V

Labour Environment -Labour Legislation in India-Labour Welfare and Social security-Industrial Relations- Industrial Disputes Act-Trade Unions. Social responsibilities of trade unions-limitations and problems of trade unionism in India.

Text Book:

S.No	Author Name	Title of the Book	Publisher	Year & Edition
1.	Francis Cherunilam,	Business Environment	Himalaya Publishing House	Current Edition

Book for Reference:

S.No	Author Name	Title of the Book	Publisher	Year & Edition
1.	Awasthappa, K	Essentials of Business environment	(Himalaya Publishing House	Current Edition
2.	Adhikary. M	Economic Environment of Business	Sulthan Chand & Co., New Delhi,	Current Edition
3.	Dorfman, Robert and Nancy.	Economics of Environment	W.W. Norton &co	Current Edition

Semester : **VI**
ALC : **4**
Title : **OPERATING SYSTEM**
Subject Code : **EC14AC4**
Credits : **5**

Objectives:

- To enhance knowledge in operating systems.
- To develop in depth knowledge in Operating system

UNIT I

Fundamental Concepts: What is an OS- Goals of an OS- Operating of an OS- Resource allocation and Related functions- User Interface Related Functions. Overview of OS: Classes of Operating Systems-OS and to Computer Systems- Batch Processing System – Multiprogramming Systems – Time Sharing Systems- Real Time Operating Systems- Distributed Operating Systems.

UNIT II

Structure of OS: Operating of an OS- Structure of the Supervisor- Configuring and Installing the Supervisor- Operating Systems with Monolithic Structure – Layered Design – Virtual Machine Operating Systems – Kernel Based Operating Systems- Micro Kernel Based Operating System- Architecture of Window 2000.

UNIT III

Memory Management: Memory Allocation of Program- Memory Allocation Preliminaries. Virtual Memory: Virtual Memory Basics- Virtual Memory Using Paging- Demand Paging-Page Replacement Policies-Memory Allocation to a Program-Page Sharing- Unix Virtual memory-Virtual memory in Windows 2000 – Virtual memory using segmentation.

UNIT IV

File System: File Systems and IOCS-files and directories-overview of I/O Organizations- Fundamental File Organisation. Scheduling: Fundamentals of Scheduling- Long Term Scheduling – Medium and Short Term Scheduling – Real Time Scheduling

UNIT V

Dead Locks: Definition-Deadlocks in Resource Allocation- Characterizing Resource Allocation-Characterizing resource Dead Locks. Distributed System: Architecture of

Distributed System- Networking operating systems-Distributed operating systems- design issues in distributed operating systems.

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Godhole	Operating Systems	Tata MCgraw-Hill Publishing Company Ltd.	Current Edition

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	OM.Dhamdhere	Operating Systems-A Concept – Based Approach	Tata MCgraw-Hill Publishing Company Ltd	Current Edition
2.	HM. Deital	Operating Systems	Pearson Education Asia	Current Edition

SUBJECTS OFFERED UNDER ALLIED COMMON TO
BCOM (CA), BCOM (E-COM), BCOM (AM), BBM (IB) &BBM (RM)

Semester	:	III
Allied	:	1
Title	:	INDUSTRIAL RELATIONS
Subject Code	:	EC12A01
Credits	:	5
Lecture Hours	:	71

Objectives :

- To learn concepts and aspects of Industrial Relations

UNIT I **(14 Hrs)**

Industrial Relations:- Introduction – Definition of Industrial Relations – Content of Industrial Relations – Objectives of Industrial Relations – Participants in Industrial Relations – change in the Role of the Three Actors – Functional Requirement for Successful IR Programme – Industrial Relations Perspectives – The Nature of Employment Organisations – The Hawthorne studies.

UNIT II **(15 Hrs)**

Trade Unionism: - Definition- Principles- Significance- Objectives and Functions- History- Principal- Recognition- Multiplicity- Features and Weaknesses- Essentials of a successful Trade Union- What a trade union should do – Recommendations of the National Commission on Labour. **Collective Bargaining:-** Definition- features- significance and objectives -Extent and scope – The Bargaining Area – Coverage of Issues – Prerequisites – Hindrances – Practices and Procedures – Bargaining Procedure – Labour Agreement – Process – Work in India – Types of Agreements – Arbitration and Collective Bargaining.

UNIT III **(14 Hrs)**

Participative Management:- Meaning – Difference - Managerial Philosophy – Decision Making – Forms – Evolution – Objectives – Workers participation in India – Government Approaches – Hurdles. Employee Grievance:- Definition – Approaches – Causes – Effects – handling Grievance – Discovery – Process – Steps – Do's and Don'ts – Grievance and Industrial Relations.

UNIT IV **(14 Hrs)**

Industrial Disputes : Prevention :- Forms – Types – Causes – Conflict Resolution – Preventive Process – Labour Administration Machinery. Disciplinary Proceedings : -

Statutory set up before 1971 – ID(Amendment) Act, 1982 – Principles of Natural justice – steps

UNIT V

(14 Hrs)

Industrial Relations : Settlement – process – Reference of Disputes to Boards, Courts, or Tribunals – Other Statutory Measures – Role of Players. Future Scenario of Union-Management Relationship:- Concepts and values – Industrial Relations Environment in India – Upcoming Challenges – HRD Dimension – Managing for Good Industrial Relations.

Text Book:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Industrial Relations	Monal Arora	Excel Books	Current Edition

Books for Reference:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Modern Industrial Relations And Labour Laws	Jain And Bhola	Regal Publication - New Delhi	Current Edition
2.	Industrial Relations And Labour Welfare	Sivarethinamohan,R	Phi Learning Private Limited	Current Edition

Semester : IV
Allied : 2
Title : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
Subject Code : EC12A02
Credits : 5
Lecture Hours : 71

Objectives:

- To know about the behavior of security market
- To understand to use our own approach to valuation and portfolio management.

UNIT I (14 Hrs)

Investments: Nature and scope-Investment and Speculation – Feature of an investment programme - Investment Process – Stages in investment – Element of investment – Approaches to Investment. Returns - Risk: Risk Classification – systematic, unsystematic risk Measurement - investor’s attitude towards return and risk.

UNIT II (15 Hrs)

Investment Alternatives: Investor Classification-Corporate Bonds – Bond indenture-features of Bonds – Types, Classification , Convertible bonds – Evaluation – Analysis of Preference Shares – Equity Shares – Options, Warrants.Government Securities-Types .Life insurance, investment in units, investment in land, Gold, Silver, Diamonds, Stamps, Antiques.

UNIT III (14 Hrs)

Fundamental Analysis: Economic analysis - Industry analysis – Company Analysis – Company Financial Statement – Ratio Analysis – Book value – Market Value of Shares – Growth Share, Income Shares. Technical Analysis: Assumptions – Dow theory Charts and Signals – Technical Indicators.

UNIT IV (14 Hrs)

Efficient Market Theory: Theory – Weak Form – Semi Strong form-Strong form of Market-Experiments and Analysis of theory. Portfolio Analysis: Traditional Vs Portfolio Analysis - Markowitzs theory – Efficient Frontiers – Sharp Ideal Index Illustrations – Foreign security investments – affecting the Indian investors- opportunities.

UNIT V (14 Hrs)

Portfolio Selection: Efficient Frontiers and Portfolio Selection – Borrowing and lending factor and efficient frontier – Internal Diversification. Techniques of Portfolio

revision: Formula Plans- Constant Rupee Value – Constant Ratio – Variable Ratio – Rupee

Cost

Averaging.

*** Self Study**

Text Book:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Investment Management- Security Analysis & Portfolio Management	Preeti Singh	Sultan Chand & Sons, New Delhi	Current Edition

Books For Reference:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Security Analysis & Portfolio Management	Donald & Fischer	Prentice hall, Delhi	Current Edition
2.	Portfolio Management.	K. Bhalla	S.chand Publishers	Current Edition
3.	Portfolio Management	Prasanna Chandra	Tata MC grawhill Publishers	Current Edition
4.	Security Analysis & Portfolio Management	Punithavathy Pandian	Vikas Publishers	Current Edition

Semester : **II**
Open Course : **1**
Title : **HUMAN RESOURCE MANAGEMENT**
Subject Code : **OPS1220**
Credits : **2**
Lecture Hours : **29**

Objectives:

- To enable the students to acquire knowledge on Human Resource Management in General.

UNIT I (6 Hrs)

Nature and Scope of HRM: Concept-Characteristics-Objectives-Importance – Functions – Scope – History – Evolution. Organising the Human Resource Function: Role of Human Resource Manager

UNIT II (6 Hrs)

HR Planning: Concept- Objective - Need and Importance – Process. Job Analysis and Job Design: Concept-Objectives-uses-Process.

UNIT III (6 Hrs)

Recruitment and Selection: Meaning-Process-Policy-Sources. Employee Training; Concept - Need – Importance – Types. – Identifying Training Needs – Objectives.

UNIT IV (5 Hrs)

HRD: Concept - Difference – Need and significance – Qualities. Performance Appraisal: Concept- Objectives – Uses –Process – Problems –Essentials – Methods – 360 Degree Appraisal Technique.

UNIT V (6 Hrs)

Job Evaluation : Concept - Objectives – Process – Advantages – Limitations – Essentials. Morale : Meaning - Importance. Job Satisfaction : Concept - Measurement.

*** Self Study**

Text Book:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Human Resource Management	C.B.Gupta	Sultan Chand & Sons, New Delhi	Current Edition

Books for Reference:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Human Resource & Personal Management	Aswathappa	Tata McGraw Hill	Fourth Edition
2.	HRM and Human Relations	V.P.Michael	Publishing house	First Edition

SKILL BASED SUBJECT- DYNAMIC WEB APPLICATION

Sem	Sub code	Title of paper	Hrs/week	Duration	CI A	ES E	Total	Credits
III& IV	SB13DW01	PHP/MySQL	2	2	25	75	100	4
III& IV	SB13DWP1	Practical I - PHP/MySQL	1	2	40	60	100	2
V& VI	SB13DW02	jQuery & Ajax	2	2	25	75	100	4
V& VI	SB13DWP1	Practical II - jQuery & Ajax	1	2	40	60	100	2

Semester : III & IV
SBS - Theory : 1
Title : DYNAMIC WEB APPLICATION - PAPER-I - PHP/MySQL
Subject Code : SB13DW01
Credits : 4
Lecture Hours : 58

Objective:

- To introduce the concepts of PHP/MySQL

UNIT I (11 Hrs)

The Basic of PHP : Beginning PHP. **Variables**: Variable Theory and Naming – PHP and Data Types – Constants. **Operators and Expressions**: Operators – Expressions.

UNIT II (12 Hrs)

Flow Control and Functions: Decision – Looping. Strings and Arrays – PHP's OOP Implementation – Creating Functions.

UNIT III (12 Hrs)

Forms and User Interaction - Data Validation – Sessions, Cookies and FTP – Setting , Reading, Deleting Cookie.

UNIT IV (12 Hrs)

SQL and Database Interaction - Introduction to MYSQL, MYSQL with PHP - Database connectivity with MYSQL, connection string, inserting a record, updating record, deleting a record. Web Application Development - XML and XHTML.

UNIT V (11 Hrs)

Using PHP in Real World: PDF – Generating Graphics – e-Mail

Text Book:

Sl. No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Jeremy Allen Chrles Hornberger	PHP 4.1	BPB Publications	Current Edition

Reference Books:

Sl. No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Quentin Zervass	Practical Web2.0 Applications with PHP	Eswar Press	Current Edition
2.	Steven Holzner	The Complete Reference PHP	Tata Mc- Graw-Hill	Tenth Reprint 2011

Semester : **III & IV**
SBS- Practical : **1**
Title : **DYNAMIC WEB APPLICATION - PRACTICAL I- PHP/MySQL**
Subject Code : **SB13DWP1**
Credits : **2**
Lecture Hours : **28**

Course Coverage

1. How to Install Wamp server and MySQL server.
2. How to create a function to perform addition of two numbers in PHP.
3. Create a PHP code to makes use of a function and with the help of loops and other variables returns the calculated Factorial value of the number.
4. Write a program that lets you try the various sorting functions on the same data.
5. Write a program to redirect a browser request to another web page
6. Write a program to display different image each time out of four images
7. Write a program to display a client browser and operating system.
8. Write a program to differentiate the GET and POST method.
9. Designing a Web site using PHP along with HTML.
10. Generating an e-Mail message in XML.
11. Write a program for a bank transfer represented in XML.
12. Create a table for storing information from a web page using MySQL server.
13. Insert records for the created table and do the select, update and delete operations for the table using MySQL queries.

Semester : V&VI
SBS - Theory : 2
Title : **DYNAMIC WEB APPLICATION - PAPER-II - jQuery & Ajax**
Subject Code : **SB13DW02**
Credits : 4
Lecture Hours : 58

Objective:

- To impart knowledge on jQuery and Ajax

Unit I **(11 Hrs)**

Introducing jQuery – Creating Wrapped Element Set – Bringing pages to life with jQuery.

Unit II **(12 Hrs)**

Events: jQuery Event Model. Sprucing up with animations and effects.

Unit III **(12 Hrs)**

Loading content into elements – Making GET and POST requests

Unit IV **(12 Hrs)**

Introduction to Ajax – Ajax Form validation

Unit V **(11 Hrs)**

Ajax chat – Ajax Drag and Drop

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Bear Bibeault Yehuda Katz	jQuery in Action	Dreamtech	Current Edition

Reference Books:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Christian Darie Bogdan Brinzarea Filip Chereches- Tosa Mihai Bucica	Ajax and PHP	Packt Publishing	Current Edition
2.	Kris Hadlock	Ajax for Web Application Developers	Pearson Education	Current Edition

Semester : V&VI
SBS - Practical : 2
Title : DYNAMIC WEB APPLICATION - PRACTICAL-II - jQuery & Ajax
Subject Code : SB13DWP2
Credits : 2
Lecture Hours : 28

Course Coverage

1. Creating simple jQuery program
2. create a function that will greet a person and assign the function to the `greet` variable
3. Sliding effects using jQuery
4. Capturing and programming for mouse events using jQuery
5. Creating a drop down menu with jQuery
6. Using jQuery UI's Progressbar Widget
7. Create a simple Ajax File
8. Ajax form validation
9. Create a table chat using Ajax
10. Create Ajax Drag and Drop sortable list

Semester : V
Title : **Information Security (Level II)**
Subject Code : **NM13IS2**
Lecture Hours : **26**

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT I (5 Hrs)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT II (6 Hrs)

Cryptography: Concepts and techniques- plain text and cipher text- Encryption principles- Cryptanalysis-cryptograph algorithm- Cryptograph tools
Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords- Password verification

UNIT III (5 Hrs)

Fire walls: Viruses and worms- Digital rights management--What is firewalls- Types of Fire wall-Design Principles of Firewall

UNIT IV (5 Hrs)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.-Windows hacking- Web hacking- Ethical hacking

UNIT V (5 Hrs)

Case studies: DNS, IP SEC- Social media

Applicable to

*B.Sc Mathematics & B. sc & M. Sc Physics have the option to choose any of the courses- level 1/ level2.

All UG Computer Science courses

TEXT BOOK:

S.no	Author	Title of book	Publisher	Year of publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	Current Edition
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	Current Edition

Semester : **III**

Title : **JOB ORIENTED COURSE - WEB PUBLISHING & AUTHORING**

Subject Code : **JOB1338**

Lecture Hours : **60**

Objectives:

- To instruct theoretical and practical knowledge on web page designing software packages

UNIT I

Adobe Pagemaker: Started with Adobe Pagemaker 7.0 – Creating a publication – Working with Text – Multiple Pages. Working with Graphics – Formatting Text – Using Advanced Graphics – Adding Color and Using Mail Merge – Publishing Electronically. Introduction-Adobe Pagemaker Tools.

UNIT II

Adobe Photoshop: Adobe Photoshop Tools - Working with Layers: Active Layer- Color Modes: RGB-Indexed Color. Hue/Saturation: Hue Saturation shifts entire ranges of color within the image-Color modes. Color Channels: Introduction-Image Types-Image Sizes and Pixels-blending modes-Using filters-Previewing filters-To apply a filter-To add a drop shadow to text-To convert a color photo to black-and-white-Converting images to Bitmap mode. Advanced Web Design – Actions and Automation – Printing and Output.

UNIT III

Corel Draw: Getting started with CorelDraw12: Starting CorelDraw – Drawing Tools – Working with Text – Working with objects - Using ClipArt, Special Characters, and Symbols - Using Advanced Printing Options

UNIT IV

DreamWeaver: Start Dreamweaver – Working with HTML – Formatting and Styling Text – Working with Images and Graphics – Creating Hyperlinks – Creating Tables. Creating Forms – Frames – StyleSheets and Layers – Implementing Behaviors – Timelines – Publishing a Web site.

UNIT V

Flash: Exploring The Flash Interface: The Flash stage - Stage Settings Creating a new Flash file - Timeline- Play head/Frames/Key Frames/ Blank frames – Drawing,Selection,Shapes, Color and Text Tool. Animation. Introduction to Action Script – Adding Media and publishing flash movies

Text Books:

Sl.No.	Author Name	Title of the Book	Publisher Name	Year & Edition
1.	Colin smith Al Ward Vicki Loader Marilene Oliver Sham Bhangal	Foundation Photoshop 6	Shroff Publishers	Current Edition
2.	Kevin Proot	Adobe Pagemaker 7.0	Cengage Learning	Current Edition

Reference Books:

Sl.No.	Author Name	Title of the Book	Publisher Name	Year & Edition
1.	Jaiswal	Information Technology Today	Golgotia publications	Current Edition
2.	Dr. S.V. Srinivasa Vallabhab	An Introduction to Information Technology	Sultan Chand	Current Edition

PRACTICAL LIST - WEB PUBLISHING & AUTHORIZING**Adobe Pagemaker & Photoshop**

1. Creating a Calendar and Advertisement
2. Creating a Report and Exporting to PDF
3. Removal of Unwanted Scratches , Correcting Damaged Picture and Conversion of Color to Black and White
4. Notes, Effects in Photoshop
5. Slicing up our image and Photoshop actions

Corel Draw, DreamWeaver & Flash

6. Creating a Brochure, Newsletter in Corel Draw
7. Creating a Letterhead, Poster in Corel Draw
8. Design a web page in Dream weaver using formatting, linking options and Frame
9. Use Animation in Dreamweaver and publish a web site
10. Importing an image with a transparent background into Flash
11. Create a Flash program to fly a bird in a motion line
12. Create a Flash program with animated buttons