### Affiliated Institutions

**ANNA UNIVERSITY : CHENNAI 600 025**

**REGULATIONS - 2015**

I TO IV SEMESTERS CURRICULA & SYLLABI
MBA (INTEGRATED) -5 YEARS

#### Semester I

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OBJECTIVES:

- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION
Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

UNIT II PLANNING AND DECISION MAKING
Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

UNIT III ORGANIZING
Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

UNIT IV DIRECTION
Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

UNIT V CONTROL
Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

TOTAL: 45 PERIODS

OUTCOMES:
At the close of the semester, a student should:

- Understand basic terminology and concepts for Management theory.
- Be proficient in case study analysis and writing for Management applications.
- Demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
- Demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.

REFERENCES:
OBJECTIVES:
To understand the various aspects of Indian Economy and to develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS

UNIT II INDIAN DEMOGRAPHY

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR
Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures.

UNIT IV INDUSTRIAL SECTOR

UNIT V FOREIGN TRADE

TOTAL : 45 PERIODS

OUTCOMES:
• The course expects students to understand the economic issues in range of economic activities in the Indian Economy. The Students are made to understand role of Indian Economy in global context and how different factors affect them.

REFERENCES:
OBJECTIVE:
The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES 9
Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT-II VECTORS, MATRICES AND DETERMINANTS 9

UNIT-III SETS AND FUNCTIONS 9
Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses.

UNIT-IV DIFFERENTIAL CALCULUS 9

UNIT-V INTEGRAL CALCULUS 9

TOTAL: 45 PERIODS

OUTCOMES:
1. Students will be able to formulate and analyze mathematical problems, precisely define the key terms and draw clear conclusion.
2. Students will be able to present their mathematical work both in oral and written formats.

REFERENCES:
OBJECTIVES:
- To familiarize tertiary level grammatical usage in language
- To acquire LSRW skills in a professional context
- To orient the learner towards applied language skills

UNIT I
LISTENING barriers, strategies for improving listening skills, listening to a story, short talk—SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear articulation, Introducing oneself, Speaking about past events, experiences, discussing music. - READING – Comprehension, developing reading skills, Reading articles WRITING the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation Grammar – Tenses, Adjectives, Adverbs Vocabulary – Synonyms, Antonyms, Guessing meaning from Context

UNIT II
LISTENING – listening to short speeches, conversations, TED Talks, listening for information – SPEAKING- Participating in informal discussions, expressing different points of view - READING – strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading Articles, Taking notes. – WRITING – Short Article, blogging, Email Etiquette, Emails Grammar – Clauses, Comparison of Adjectives Vocabulary – Prefixes, Suffixes, Foreign words and phrases

UNIT III

UNIT IV

UNIT V

TOTAL : 45 PERIODS

OUTCOME:
This is a foundational course designed to facilitate the transition from secondary to tertiary level of language usage. The course sensitizes the learner regarding various aspects of the language in order to make effective use of it in his/her personal, academic or professional contexts.

TEXT BOOKS:

REFERENCES:
MI7105  
PRINCIPLES OF ACCOUNTING  
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OBJECTIVE:
Acquire fundamental knowledge in Accounting.

UNIT I  INTRODUCTION  9

UNIT II  FINAL ACCOUNTS  9
Preparation of Final Accounts of Sole Trading Firms – with adjustments (Simple adjustments only).

UNIT III  RECTIFICATION OF ERRORS & DEPRECIATION  9
Rectification of Errors including preparation of Suspense Account – Depreciation – Meaning and Types – Methods of Charging and Providing depreciation – Straight Line and Written Down Value methods (Change in method excluded).

UNIT IV  BANK RECONCILIATION STATEMENT  9
Bank Reconciliation Statement (simple problems only) – Insurance Claim – Average Clause (Loss of profit excluded).

UNIT V  ACCOUNTING FOR NON-PROFIT ORGANISATION  9
Accounting for Non-profit Organisation – Receipts and Payments Account, Income and Expenditure Account and Balance Sheet (simple problems only).

TOTAL: 45 PERIODS

OUTCOME:
Good grasp of basic Accounting nuances.

TEXT BOOKS:

REFERENCES:
OBJECTIVES:
- Develop a strong research background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behaviour across the broad areas of psychology.
- Become aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION
Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behaviour: Neurons, nervous system – basic structure and function, The brain

UNIT II SENSATION AND PERCEPTION

UNIT III MEMORY
Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting – Memory Distortion and memory construction – Memory in everyday life – Memory and the brain: Evidence from memory impairments

UNIT IV COGNITION AND INTELLIGENCE
Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

UNIT V HUMAN DEVELOPMENT
Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

OUTCOMES:
By the time they graduate, students will:
- Demonstrate knowledge of the major theoretical approaches and findings in psychology
- Know the research methods used in psychology, apply their knowledge in research design, and data analysis
- Critically assess information related to the study of behaviour and mental processes, and use the critical assessment in forming conclusions and arguments
- Develop tolerance for ambiguity and opinions that differ from their own

TEXT BOOKS
1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology
REFERENCES
2. James W. Kalat - Introduction to Psychology (10th edition)
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI7111 ENGLISH LANGUAGE LAB
OBJECTIVES:
- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES
1. Listening to academic and professional lectures and presentations.
4. Creating effective PPTs – presenting the visuals effectively - designing slides.
5. Reading reports in newspaper, making a summary and presenting it.
6. Understanding graphical data – summarizing and interpreting it.
7. Writing job applications - writing covering letter and résumé - Applying for jobs online - email etiquette.
8. Writing for publications – conference papers, research reports
10. Interview skills – dress code – body language – mock interview.

TOTAL: 60 PERIODS

OUTCOMES:
- Speak confidently and professionally in business contexts
- Comprehend models of business communication in real time contexts
- Participate in discussions and interviews in a self-assured manner.

TEXT BOOKS:
1. Effective Communication. John Adair, Pan Publishing
### MI7201 MANAGEMENT ACCOUNTING

**OBJECTIVE:**

Acquire fundamental knowledge in Management Accounting

**UNIT I INTRODUCTION**


**UNIT II RATIO ANALYSIS**

Ratio Analysis – Meaning, Merits and Demerits – Classification of Ratios – Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).

**UNIT II FUND FLOW AND CASH FLOW STATEMENTS**

Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).

**UNIT IV BUDGETARY CONTROL**

Budgetary Control – Meaning, steps involved – Merits and Demerits – Types of Budgets – Production, Sales, Cash – Fixed and Flexible Budgets.

**UNIT V MARGINAL COSTING**

Marginal Costing (excluding decision making) – BEP, Break Even Charts, Limiting Factors.

**OUTCOMES:**

- Posses a reasonable knowledge of the basic tools in Management Accounting.

**TEXT BOOKS:**

2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi

**REFERENCES:**

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
UNIT I INTRODUCTION

UNIT II LOCATION OF INDUSTRY
Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages & Disadvantages of large scale operations- small scale operations- Industrial Estates and District Industries Centre.

UNIT III FORMS OF BUSINESS ORGANISATION
Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization.

UNIT IV JOINT STOCK COMPANY

UNIT V BUSINESS COMBINATIONS
Business Combination- Meaning ,Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce.

Total: 45 PERIODS

OUTCOME:
The student will understand the modern business practices, forms, procedures and functioning of various business organizations

BOOKS RECOMMENDED:
OBJECTIVES:
The objective is to provide with a working knowledge of how to apply statistics to business situation.

UNIT I  FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS  9

UNIT II  DESCRIPTIVE AND INFERENTIAL STATISTICS  9
Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, skewness kurtosis, standard deviation, variance - Application in business scenario.

UNIT III  PROBABILITY  9
Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

UNIT IV  PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES  9
Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions.

UNIT V  PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES  9
Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution - Markov inequality - Chebyshev's inequality - Central limit theorem.

TOTAL: 45 PERIODS

OUTCOMES:
- Develop and refine decision-making skills by basing decision upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique to utilize.

REFERENCES:
OBJECTIVES:
- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality and society.
- To identify the nature and characteristics of social processes.

UNIT-I INTRODUCTION
Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS
Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION
Meaning of Socialization, Socialization as a Process of Learning, Stages and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control

UNIT-IV SOCIAL PROCESS
Social Process in Social Institution: Meaning, Causes and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

UNIT-V APPLIED SOCIOLOGY
Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming and Green house effect. Impact of Industrialization and Urbanization on Environment-Issues in sustainability

TOTAL: 45 PERIODS

OUTCOMES:
- Students will demonstrate the ability to discuss sociological theories and concepts
- Students will exhibit knowledge of the primary institutions of family, education, religion, and economic and political structures.
- Students will demonstrate an understanding of race, class, and gender inequality.

TEXT BOOKS:
2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001

REFERENCES:
1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
5. Joan Ferrante: Sociology, United states in a global community.
OBJECTIVES:

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I  
FUNDAMENTALS OF BUSINESS COMMUNICATION  

UNIT II  
PRESENTATION AND GROUP DISCUSSION SKILLS  

UNIT III  
DOCUMENTING SKILLS  
Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING – Critical Thinking, Problem Definition and Solving WRITING – Company Profiles, Minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats

UNIT IV  
NON-VERBAL COMMUNICATION  
Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication SPEAKING: Presentations - READING – Meeting and their procedures WRITING – Project Proposals, Mini Projects, Seeking Funding, Drafting Tenders, Circulars

UNIT V  
TELEPHONE AND EMAIL ETIQUETTE  

OUTCOME:
This is an intermediate level course facilitating the application of the language skills acquired during the first semester. The learner focuses on using the LSRW skills in a business context for effective participation and communication.

TEXT BOOK:

REFERENCES:

WEBSITES:
www.businesscommunicationskills.com
www.mindtools.com
www.businesstrainingworks.com; www.businesscommunication.org
OBJECTIVES:
The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS

COMPUTER AND ITS APPLICATIONS: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.


UNIT II DATA PROCESSING AND DATA STORAGE

TRANSFORMING DATA INTO INFORMATION: The difference between data and information, How computers represent data, How computers process data - CPU , Machine cycles, Memory, Factors effecting processing speed, The computer’s internal clock, The Bus, Cache memory.

TYPES OF STORAGE DEVICES: Primary and Secondary Storage devices, How data is stored on a disk, How data is organized on disks, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III OPERATING SYSTEM

OPERATING SYSTEMS BASICS: OVERVIEW: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.


UNIT IV THE INTERNET AND ITS SERVICES

INTRODUCTION TO INTERNET AND WORLD WIDE WEB (WWW): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet’s history, the Internet’s major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

E-MAIL AND OTHER INTERNET SERVICES: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features of the Internet.

UNIT V INTRODUCTION TO WORD PROCESSORS


INTRODUCTION TO PRESENTATIONS: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

OUTCOME:
Upon completion of this course, students will
- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets and presentations
- Explore the Web and how to conduct research
- Experience working with email and recognize email netiquette

TEXT BOOKS:

REFERENCES:

MI7211 COMPUTER SKILLS-I

OBJECTIVES:
The course is designed to aim at imparting a basic computer skills for Word Processing, Presentations and Spreadsheets

EXPERIMENTS:

PRACTICALS ON SPREADSHEET

Exercise 1: Getting Started
- creating new worksheet
- selecting cells, navigating with mouse and keyboard
- entering, editing text and checking spelling
- saving the worksheet
- open the existing worksheet
- moving cells, copying cells, sorting cell data, referencing cells
- inserting columns, inserting rows and inserting cells
- filtering cell data
- deleting parts of a worksheet
Exercise 2: Spreadsheet Formatting
- page setup
- changing column widths and row
- auto format, manual formatting
- conditional formatting
- usage of format painter
- changing font sizes and attributes
- adjusting alignments, centering text across columns
- changing colors and shading
- inserting and removing page breaks
- hiding rows and columns
- protecting and un protecting documents and cells

Exercise 3: Functions
- parts of a function
- basic functions – sum, average, percentage
  - Rank & Percentile
  - Group & Ungroup
  - Subtotal
- Random Number Generation
- entering and editing functions
- order of evaluation in functions
- error messages from functions

Exercise 4: Charts & Graphics
- creating charts using chart wizard
- creating charts on separate worksheets
- resizing and moving charts, editing chart
- controlling which series on which axis
- creating trend lines
- creating and placing graphic objects
- resizing graphics

Exercise 5: Pivot Table & Pivot Charts
- creating pivot table
- editing the different parts of pivot table
- creating pivot chart
- creating and placing pivot chart

Exercise 6: Creating Daily and Monthly Sales Reports

Exercise 7: Creating Cash Flow Statement

Exercise 8: Creating Balance Sheet

Practicals on Word Processors

Exercise 1: Getting Started
- creating new document
- typing text, selecting text, deleting text and checking spelling
- inserting text, replacing text, formatting text
- open the existing document
- cut, copy, paste
- saving and printing document

Exercise 2: Formatting Text and Documents
• Auto format
• line and paragraph spacing
• Margins, Borders and Shading
• definition of headers and footers
• creating basic headers and footers
• creating different headers and footers for odd and even pages
• Creating hyperlinks

Exercise 3: Tables & Graphics
• creating a simple table
• creating a table using the table menu
• entering and editing text in a table
• selecting in table
• adding rows, changing row heights and deleting rows
• inserting columns, changing column width and deleting columns
• importing graphics and
• inserting picture

Exercise 4: Creating Resume

Exercise 5: Creating Blog

Exercise 6: Creating Business Letters

Exercise 7: Creating Product Brochure

Exercise 8: Creating Project Report

Practicals on Presentations:

Exercise 1: Getting Started
• Creating Presentations : Using blank presentation option
• Creating Presentations :Using template option
• Adding Slides, Deleting a slide, Numbering a Slide
• Saving and Printing Presentation

Exercise 2: Graphics & Visual Effects
• Importing the images into presentation
• Building Transition Effects

Exercise 3: Creating Company Profile Presentation

Exercise 4: Creating Product Presentation

Exercise 5: Creating Project Presentation

Practicals on Internet and Services

Exercise 1: WWW and Web Browser
• Connecting to World Wide Web (WWW)
• Popular Web Browsers – Google Chrome, Internet Explorer, Mozilla Firefox
• Popular Search Engines (google/bing)/ Search for content
• Accessing Web Browser
• Using Favorites Folder
- Downloading Web Pages
- Printing Web Pages
- Understanding URL
- Surfing the web

Exercise 2: Email
- Basics of E-mail
- What is an Electronic Mail
- Email Addressing
- Using E-mails
- Opening Email account
- Mailbox: Inbox and Outbox
- Creating and Sending a new E-mail
- Replying to an E-mail message
- Forwarding an E-mail message
- Sorting and Searching emails

TOTAL: 60 PERIODS

OUTCOMES:
Upon completion of this course, students will
- Gain familiarity to word processor, presentation and spreadsheet
- Experience working with email and recognize email netiquette

TEXT BOOKS:
1. Taxali R.K., PC Software for Windows made simple

http://www.openoffice.org/documentation/conceptualguide/conceptual_guide_OOo_3_ebook .pdf

MI7301 MANAGERIAL ECONOMICS - I L T P C
3 0 0 3

OBJECTIVES:
- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION 9

UNIT II DEMAND AND SUPPLY 9
Concept of Demand- Elasticity of Demand -their types and determinants-Concepts of Supply – Elasticity of Supply their types and determinants.

UNIT III PRODUCTION 9
Introduction to production process, short run production function: law of variable Proportions, long run production.

UNIT IV COST AND REVENUE 9
UNIT V  MARKET STRUCTURE  9
Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly - kinked demand curve, Factor Market.

TOTAL: 45 PERIODS

OUTCOME:
- Students are expected to become familiar with principles of micro economics.

TEXT BOOKS:

REFERENCES:

MI7302  MANAGEMENT INFORMATION SYSTEM  L T P C
3 0 0 3

OBJECTIVES:
- To understand the fundamental concepts of system, information.
- To study the importance of decision making
- To impart the knowledge of development of MIS
- To know the security issues of MIS

UNIT I  CONCEPTUAL FOUNDATIONS:  9

UNIT II  MANAGEMENT DECISION MAKING:  9
Introduction to different kinds of Information Systems and Concept, Characteristics and Components: ESS, EIS, DSS, MIS, KWS, TPS, OAS and EDP- GDSS

UNIT III  AN OVERVIEW OF MANAGEMENT INFORMATION SYSTEM:  9

UNIT IV  DEVELOPING INFORMATION SYSTEMS:  9
UNIT V SECURITY AND ETHICAL ISSUES: 9
Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

TOTAL: 45 PERIODS

OUTCOME:
• Students are expected to gain knowledge of fundamentals of system and information.

TEXT BOOKS:

REFERENCES:

MI7303 COST ACCOUNTING L T P C
3 0 0 3

OBJECTIVE:
• To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world.

UNIT I: INTRODUCTION 9

UNIT II: MATERIAL COST 9
Material Cost - Material Control – Purchase Control – Inventory Control, meaning and Techniques – Different methods of Pricing Material Issues.

UNIT III: LABOUR COST 9

UNIT IV: OVER HEADS 9

UNIT V: PROCESS COSTING 9
Process Costing – Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) – Job Costing – Contract Costing.

TOTAL: 45 PERIODS

OUTCOME:
Students are expected to possess good knowledge of the basic nuances involved in Cost Accounting.
TEXT BOOKS:

REFERENCES:

MI7304 MARKETING MANAGEMENT - I L T P C
3 0 0 3

OBJECTIVE:
• The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
• To provide an exposure to the students pertaining to the nature and scope of marketing, which they are expected to possess when they enter the industry as practitioners.
• To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I INTRODUCTION TO MARKETING MANAGEMENT:

UNIT - II MARKETING ENVIRONMENT:

UNIT - III CONSUMER AND BUSINESS BUYER BEHAVIOUR:

UNIT - IV SEGMENTATION, TARGETING AND POSITIONING:

UNIT - V INTERNATIONAL MARKETING MANAGEMENT:
Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy

TOTAL: 45 PERIODS

OUTCOMES:
• Knowledge of basic understanding in solving marketing related problems.
• Awareness of marketing management process, and the marketing mix elements.

TEXT BOOKS:

REFERENCES:
REFERENCES:
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016

MI7306 BUSINESS STATISTICS-II

OBJECTIVES:
This course introduces some of the ideas of statistics, emphasising the applications of these methods in the business scenario. It provides a basic knowledge of how to do estimation of population, test hypothesis and summarise results. It provides knowledge about the various parametric and non parametric tests.

UNIT I SAMPLING DISTRIBUTION AND ESTIMATION
Sampling- sampling methods - sampling distribution - sampling and non sampling errors - mean and standard deviation of sampling distribution - Estimation- Introduction- Estimators and properties - Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples- Interval estimation of population mean - finite and infinite population- Interval estimation for population proportion- large and small samples.

UNIT II HYPOTHESIS TESTS I
Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - probability value method (p value)- power of test- Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions; large and small samples.

UNIT III HYPOTHESIS TESTS II
hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions - large and small case- F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV PARAMETRIC TESTS

UNIT V CORRELATION AND REGRESSION

TOTAL: 45 PERIODS

OUTCOMES:
After successfully completing this course students understand
- How to do estimation
- The type of formulate a hypotheses, test them and draw conclusions.
- When and how to use parametric and non parametric tests
TEXT BOOKS:

REFERENCES:

MI7311       COMPUTER SKILLS-II       L   T   P  C
0   0   4   2

OBJECTIVES:
The course is designed to aim at imparting computer skills for data analysis, word processing and presentations.

EXPERIMENTS:

Practicals on Spreadsheet

Exercise 1: Look up and Reference
- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements
- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting
- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors

Exercise 1: Tools for editing a document
- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting
• Bookmark

Exercise 2: Mail Merge

Exercise 3: Macros

Exercise 4: Styles

Exercise 5: Linking and embedding objects

Exercise 6: Templates

Practicals on Presentations

Exercise 1: Create a presentation with animation effects

Exercise 2: Create a looping introduction

Exercise 3: Loop a motion path animation

Exercise 4: Master slide

Exercise 5: Sound effects

Exercise 6: Videos

Exercise 7: Macros

OUTCOMES:
Upon completion of this course, students will
• Gain familiarity with advanced features in word processor, presentation and spreadsheet.
• Experience working with macros.
• Experience working with animations.

REFERENCES:
OBJECTIVE:
- To introduce the students to the basic concepts of macroeconomics.

UNIT I NATIONAL INCOME

UNIT II INFLATION
Inflation: meaning, types of inflation, Demand and cost push, Stagflation, Effects of inflation in economy and Philip’s Curve. Unemployment, Okun’s Law, Business cycle.

UNIT III THEORY OF INVESTMENT
Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance and limitations.

UNIT IV MONEY
Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.

UNIT V INTERNATIONAL TRADE

TOTAL: 45 PERIODS

OUTCOME:
Students are expected to become familiar with principles of macro economics.

TEXT BOOKS:

REFERENCES:
OBJECTIVES:
- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I: DATABASE MANAGEMENT SYSTEMS: 9
Data, Database, Database Management Systems, Types of Database Management Systems — Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model)

UNIT II: RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS): 9
Relational Model -Relations, Tupples, domains and type of keys, Boyce–Codd Normal Form, normalization of databases— The first and second normal form of databases.

UNIT III: INTRODUCTION TO SQL: 9
Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL

UNIT IV: XML: 9
Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web

UNIT V: EMERGING DATABASE TECHNOLOGIES - NOSQL: 9
Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models— Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL

TOTAL: 45 PERIODS

OUTCOMES:
At the end of this course, student should be able to:
- Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- Write SQL statements for a variety of data definition and data manipulation scenarios
- Define and manipulate XML Data
- Handle unstructured data using NoSQL.

TEXT BOOKS:

REFERENCES:
OBJECTIVE:
- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses.

UNIT I: SHARES
Shares – Definition – Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.

UNIT II: DEBENTURES

UNIT III: PREFERENCE SHARES

UNIT IV: UNDERWRITING

UNIT V: FINAL ACCOUNTS
Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting.

OUTCOME:
Good grasp of accounting procedures followed in corporate world.

TEXT BOOKS:

REFERENCES:
OBJECTIVE:
- To learn the various principles and practices of Quality Management

UNIT I  INTRODUCTION

UNIT II  QUALITY GURUS

UNIT III  QUALITY PRINCIPLES
Leadership – Strategic quality planning, - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDSA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT IV  QUALITY TOOLS

UNIT V  QUALITY MANAGEMENT SYSTEMS

TOTAL: 45 PERIODS

OUTCOME:
- Understanding of quality philosophies and practices and how to apply them in an organization

TEXT BOOKS:

REFERENCES:
2. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business

UNIT I: TAXATION

Constitutional framework of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT II: THE CONSUMER PROTECTION ACT, 1986


UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000


UNIT IV: DIGITAL SIGNATURE

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

UNIT V: INTELLECTUAL PROPERTY RIGHTS


TOTAL: 45 PERIODS

OUTCOME:

- Students are expected to comprehend the applicability of legal principles to situations in Business world.

TEXT BOOKS:


REFERENCES:

4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016.
OBJECTIVE:
- To learn the fundamentals of operations research to apply in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase).

UNIT II TRANSPORTATION MODELS 9

UNIT III ASSIGNMENT MODELS 9

UNIT IV INVENTORY MODELS 9
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.

UNIT V GAME THEORY 9
Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

TOTAL: 45 PERIODS

OUTCOME:
- To facilitate modelling a business situation to arrive at quantitative solutions.

TEXTBOOKS:

REFERENCES:

OBJECTIVE:
Understand the techniques of using accounting software package for recording accounts.

OUTCOME:
Acquire reasonable hands on knowledge of accounting software.
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<tr>
<th>S.No.</th>
<th>Exp. No.</th>
<th>Details of Experiments</th>
<th>Duration</th>
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<tr>
<td>1</td>
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<td>Company creation and management</td>
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<td>2</td>
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<td>Accounting Groups and Ledger creation and management</td>
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<td>Cash and Bank transactions</td>
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<td>4</td>
<td>4</td>
<td>Accounting Voucher creation – Sales, Purchase, Receipt and Payment vouchers</td>
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<td>5</td>
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<td>Contra, Journal vouchers, Debit Notes, Credit Notes</td>
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<td>Extended experiment - 1</td>
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<td>Trial Balance, Final Accounts without adjustments</td>
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<td>Report generation</td>
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<td>Extended experiment - 2</td>
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<tr>
<td>11</td>
<td>9</td>
<td>Inventory management –Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters</td>
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<td>12</td>
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<td>Inventory Voucher creation – Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher</td>
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<td>Preparation of Bank Reconciliation Statement</td>
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<td>Export and Import of Data, Data Security, Printing of Reports</td>
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TOTAL: 60 PERIODS

REFERENCES: