

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY : : CHENNAI 600 025
REGULATIONS - 2015
I TO III SEMESTERS CURRICULA &
I AND II SEMESTERS SYLLABI
MBA INTEGRATED MANAGEMENT (5 YEARS)

SEMESTER I

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7101	<u>Foundation of Management</u>	3	0	0	3
2	MI7102	<u>Indian Economy</u>	3	0	0	3
3	MI7103	<u>Business Mathematics</u>	3	0	0	3
4	MI7104	<u>English</u>	3	0	0	3
5	MI7105	<u>Principles of Accounting</u>	3	0	0	3
6	MI7106	<u>Basic Psychology</u>	3	0	0	3
PRACTICALS						
7	MI7111	<u>English Language Lab</u>	0	0	4	2
TOTAL			18	0	4	20

SEMESTER II

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7201	<u>Management Accounting</u>	3	0	0	3
2	MI7202	<u>Business Organisation</u>	3	0	0	3
3	MI7203	<u>Business Statistics-I</u>	3	0	0	3
4	MI7204	<u>Fundamentals of Sociology</u>	3	0	0	3
5	MI7205	<u>Business Communication</u>	3	0	0	3
6	MI7206	<u>Fundamentals of Computers</u>	3	0	0	3
PRACTICALS						
7	MI7211	<u>Computer Skills- I</u>	0	0	4	2
TOTAL			18	0	4	20

SEMESTER III

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1		Managerial Economics	3	0	0	3
2		Management Information System	3	0	0	3
3		Cost Accounting	3	0	0	3
4		Principles of Marketing	3	0	0	3
5		Mercantile Law	3	0	0	3
6		Business Statistics-II	3	0	0	3
PRACTICALS						
7		Computer Skills-II	0	0	4	2
TOTAL			18	0	4	20

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**9**

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**10**

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**9**

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

UNIT IV DIRECTION**8**

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

UNIT V CONTROL**9**

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 :

1. Koontz & Ramachandra, Essentials of Management, Tata McGrawHill
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
3. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGrawHill
4. Dinhar Pagan, Chopra, Principles of Management.

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 9

Economy – definition - Classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India.

UNIT II INDIAN DEMOGRAPHY 9

Population – size and growth of population. Features of Indian population –sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty – measures to eradicate poverty.

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR 9

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 9

Industrial policy, 1991 - Liberalization, privatization and globalization of Industrial sector - Industrial growth since economic reform. Growth and problems of SMEs.

UNIT V FOREIGN TRADE 9

India's balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India's measures to manage exchange rate fluctuations.

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 :

1. Datt Ruddar and KPM Sundaram, Indian Economy,67th Edition S. Chand & Company Ltd., New Delhi, 2013.
2. Gaurav Datta Ashwani Mahajan, Indian Economy. 68th Edition S. Chand & Company Ltd., New Delhi, 2013.
3. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014
4. Gopal Ji,Suman Bhakri & Anisha Bhakri, Indian Economy -Performance and Policies, 2nd Edition, Vikas Publishing, New Delhi,2015.
5. Shankar Acharya and Rakesh Mohan, Indian Economy -Performance and Challenges, 1st Edition, Oxford University Press, USA , 2010

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**

Vectors: Operations on vectors - Matrices : Types of matrices - Matrice operations: Addition, Subtraction and Product of matrices, Multiplication of a matrix by a scalar - Determinants: Evaluation of determinants of order two and three - Properties of determinants - Singular and non-singular matrices - Product of two determinants - Rank of the matrix.

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**

Limit of functions - Continuity of functions and properties - Graphical interpretation - Differentiation: Geometrical interpretation - Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.

UNIT-V INTEGRAL CALCULUS**9**

Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals -Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals.

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:

1. John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
2. James Stewart "Calculus with Early Transcendal Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.
3. H. Anton, I. Bivens and S. Davis 'Calculus', John Widely India Pvt. Ltd. 7th Edition, 2014, New Delhi.
4. B.M. Aggarwal, 'Business Mathematics and Statistics" Ane Book Pvt. Ltd., 2015, Chennai.
5. M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

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**9**

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**9**

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**9**

LISTENING – Telephonic Conversations, leaving a message– SPEAKING Exchanging information, Discussing Future Plans, Conversational Skills, - READING – Brochures, Emails, Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar – Determiners, Relative Clauses, Conditionals, Vocabulary – Phrasal Verbs, Single word Substitution

UNIT IV**9**

LISTENING – Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers -
READING – Newspaper Reports, Product Review WRITING – Essays –analytical and argumentative, Letters seeking permission, making enquiries. Grammar – Expressing causes and results, Modals, Vocabulary – Word Formation

UNIT V**9**

LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short Reports, Writing notices, Grammar – Reported Speech, Vocabulary –Sequencing Words, Linkers

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 :

English in Mind, Second Edition-Student's Book, Herbert Puchta and Jeff Stranks, Cambridge University Press, 2010.

REFERENCES:

Study Skills in English Wallace, Michael J. Cambridge University Press, Cambridge, 1980

A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, Foundation Books, New Delhi, India, 2008.

WEBSITES :

www.onestopenglish.com
www.bbc.co.uk/worldservice/learningenglish
www.eslcafe.com/
www.learnenglish.britishcouncil.org/en/

MI7105**PRINCIPLES OF ACCOUNTING****L T P C**
3 0 0 3**OBJECTIVE :**

Acquire fundamental knowledge in Accounting.

UNIT I INTRODUCTION**9**

Introduction to Financial, Cost and Management Accounting - Objectives of Financial Accounting – Accounting Principles, Concepts and Conventions – Book keeping and Accounting – Accounting System – Preparation of Journal, Ledger, Cash Book and Trial Balance – Errors disclosed and not disclosed by Trial Balance.

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 :

1. Reddy and Murthy, Financial Accounting by Margham Publications, 2015, Chennai.
2. R.L.Gupta and Radhaswamy, Advanced Accounting, Vol. I, Sultan Chand & Sons, 2014, New Delhi.
3. P.C.Tulsian, Financial Accounting, Pearson Education India, 2014.

REFERENCES :

1. Jan Williams, Financial and Managerial Accounting – The basics for business decisions, 17th edition, Tata McGraw Hill Publishers, 2015.
2. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
3. Advanced Accounting, R.L.Gupta and P.K.Gupta, Advanced Accounting, Sultan Chand, New Delhi.

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**9**

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**9**

Sensation: Sensory Thresholds – Role of Psychophysical Procedures, Sensory Adaptation, Vision: The Eye, Light, Basic Functions of the Visual System, Color Vision, Vision and the Brain, Hearing: The Ear, Sound, Pitch Perception, Sound and Localization, Touch and other Skin Senses, Smell and Taste: How They Operate, Some Interesting Facts, Kinesthesia and Vestibular Sense, Perception: Organizing Principles, Constancies and Illusions: When Perception Succeeds and Fails, The Plasticity of Perception: Innate VS Learned, Extrasensory perception: Perception without Sensation

UNIT III MEMORY**9**

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**9**

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**9**

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

TOTAL: 45 PERIODS**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

1. Daniel L. Schacter, Daniel T. Gilbert & Daniel M. Wegner – Psychology (2nd edition)
2. James W. Kalat - Introduction to Psychology (10th edition)
3. Lahey, B. B. (1998). Psychology: An Introduction, Tata Mc Graw Hill
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI7111

ENGLISH LANGUAGE LAB

L T P C
0 0 4 2

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.
2. Participating in group discussions – understanding group dynamics – brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial.
3. Making presentations – introducing oneself – introducing a topic – answering questions – individual presentation practice-
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
9. Drafting memos in business context – writing for blogs.
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
2. Effective English Communication. Krishna Mohan and Meenakshi Raman. 3rd Edition, Tata McGraw Hill, New Delhi, 2003.
3. Professional Communication Skills. Alok Jain, Pravin S., R.Bhatia, A.M. Sheikh, 3rd Edition, S Chand and Company, New Delhi, 2005.

MI7201

MANAGEMENT ACCOUNTING

L T P C
3 0 0 3

OBJECTIVE:

Acquire fundamental knowledge in Management Accounting

UNIT I INTRODUCTION

9

Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting Vs. Financial Accounting – Analysis of Financial Statements – Meaning, Tools and Methods – Comparative, Common Size Statements, Trend Analysis.

UNIT II RATIO ANALYSIS

9

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

9

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

UNIT IV BUDGETARY CONTROL

9

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

UNIT V MARGINAL COSTING

9

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

TOTAL: 45 PERIODS

OUTCOMES:

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

TEXT BOOKS :

1. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, New Delhi.

REFERENCES :

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

MI7202

BUSINESS ORGANISATION

L T P C
3 0 0 3

OBJECTIVES:

- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organisation.
- Prepare them to face emerging challenge of managing business.

- UNIT I INTRODUCTION 9**
 Meaning and definition of business, essentials & scope of business, business as a system. business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Business and its Environment - Social Responsibility of a business firm.
- UNIT II LOCATION OF INDUSTRY 9**
 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 9**
 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 9**
 Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies -Public Utilities and Public Enterprises.
- UNIT V BUSINESS COMBINATIONS 9**
 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:

- 1.Fundamentals of Business Organisation and Management by Y.K. Bhushan, Sultan Chand & Sons,2013.
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2002.
- 3.R.C Bhatia, Business Organisation & Management, ANE Books 2000.
4. C.D.Balaji and G.Prasad - Business Organization, 2012, Margham Publications.
5. R.C.Bhatia,Business Organisation & Management,2012,Tax Mann Publications Pvt Ltd

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

Fundamentals of statistics: What is statistics - Need for statistics in business - Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart.

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 - Chehychev'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:

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', CENGAGE Learning India Pvt. Ltd., 2016, New Delhi.
3. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.
4. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
5. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
6. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
7. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.
8. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

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**9**

Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS**9**

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION**9**

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**9**

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

UNIT-V APPLIED SOCIOLOGY**9**

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:

1. Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, 2007
2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001
3. M.L. Anderrson & H.F. Taylor: Sociology: Understanding a diverse society, Wadsworth, USA, 2008, 4th edition

REFERENCES:

1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
2. J.Stockard: Sociology: Discovering society, Wadsworth, USA, 1996, 1st edition
3. Johnson, Harry M: Sociology, Allied Publications Pvt., Ltd. New Delhi, 2003
4. James M. Henslin: Esesntial of Sociology, 4th edition
5. Joan Ferrrante: 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**9**

Formal and Informal Communication Listening to Conversations, Interviews, Introducing a Product or Service. Small Talk. SWOT Analysis - Telling a story effectively, Reading Reports, Comprehending passages in Business and Economy-related Newspapers – Basics of Business Correspondence - Formal Letters, Letters calling Quotations, Follow Up and Complaints Letters.

UNIT II PRESENTATION AND GROUP DISCUSSION SKILLS**9**

LISTENING –SPEAKING: Seminars, Conferences, Preparing Powerpoints - READING – Profiles of Companies, Interpreting Data, Case Studies WRITING –Reports – Survey, Feasibility

UNIT III DOCUMENTING SKILLS**9**

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**9**

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**9**

Listening to and executing formal telephone conversations, conversational tactics, seeking information LISTENING – Sales Meeting, Panel Discussion, Accents SPEAKING: Negotiation Skills, Life Skills, Elevator Pitch, Leadership Behavior - READING –WRITING – Requisition Letters – for Reference and Recommendation, Statements of Purposes, Persuasive language Emails, Portfolios.

TOTAL: 45 PERIODS**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 :

1. **Business Advantage**, Almut Koester, Angela Pitt, Michael Hanford and Martin Lisboa, Student's Book, Intermediate, Cambridge University Press, 2012.

REFERENCES:

1. Business Communication. Harvard Business Essentials Series, HBS
2. Excellence in Business communications, John V. Thill and Courtland L. Bovee, Pearson, 2015.
3. Business Communication, Menakshi Raman, Prakash Singh, Oxford University Press

WEBSITES :

www.businesscommunicationskills.com

www.mindtools.com

www.businessstrainingworks.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 9

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.

INPUT AND OUTPUT DEVICES: Input Devices - The keyboard and Mouse. Inputting data in other ways: Devices for hand, Optical input devices, Audio-visual input devices. Output Devices - Monitors, Data projectors, Sound Systems, Printers, and Plotters.

UNIT II DATA PROCESSING AND DATA STORAGE 9

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 9

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.

BASICS OF POPULAR GUI BASED OPERATION SYSTEM: User interface, Task Bar, Icons, Menus, Running an Application. Operating System Simple Setting – changing system Date and Time, Changing Display Properties, Changing Mouse Properties, Adding and removing printers. File and Directory Management – Creating and renaming of files and directories. Common Utilities

UNIT IV THE INTERNET AND ITS SERVICES 9

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 9

INTRODUCTION TO WORD PROCESSORS: Managing document – Creating a new document, Opening pre-existing document, create/edit/insert/copy/paste text in the document, Formatting Text and Documents, Headers and Footers, Tables and Graphics - Creating a table using the table menu, Entering and editing text in a table, adding/inserting/deleting rows and columns, changing row heights and column width. Inserting picture in the document and formatting the picture in the document.

INTRODUCTION TO SPREADSHEETS: Working with spreadsheets – Creating the new spreadsheet, modifying the pre-existing spreadsheet. Entering data in cell and creating data series. Formatting Cell & Rearranging worksheets- Moving cells, copying cells, sorting cell data, inserting rows, inserting columns, inserting cells. Functions & Formulas – application of popular functions like sum, average and count. Saving and Printing Spreadsheet.

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:

1. Peter Norton, Introduction to computers, 6th edition : Tata McGraw Hill , 2007.
2. Ran Mansfield, working in Microsoft Office : Tata McGraw Hill , 2008.

REFERENCES:

1. Reema Thareja , Fundamentals of Computers, First Edition: Oxford University Press, 2014.
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition : PHI, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers : Wiley, 2014.

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COMPUTER SKILLS-I

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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 unprotecting 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
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012

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