B.Com (CA)
Semester II
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Allied II C Programming and Web Designing – Practical II	Course Code: 217AR2
Semester: II	No. of Credits: 4
No. of hours : 90	T:12 P:78
CIA Max. Marks: 40	ESE Max. Marks: 60

(T:Tutorial, P:Practical)

Syllabus:

List of Practical Programs	78 hrs

Programming in C
  - Write a Program to find Simple and Compound Interest.
  - Write a Program to display Fibonacci series.
  - Write a Program to find the roots of a given quadratic equation.
  - Write a program to use Pointers in arithmetic operations.
  - Write a program to swap two lines.
  - Write a program to find out sum of 'n' numbers.
  - Write a program to calculate salary of a person.
  - Program to convert decimal to binary.
  - Program to find NCR value using functions.
  - Write a Program to read the name of students of a class in alphabetical order,
assign roll numbers and write them in another file.

Web Designing
  - Design a web page for a product advertisement using basic tags and formatting tags.
  - Create webpage using frames and hyperlink for ordered list and unordered list.
  - Design Web page to zoom the small image to big image using alignment tags.
  - Design an invoice.
  - Design application form for B.Com (CA) degree.

B.Com (CA)
Semester III
(For the students admitted during the academic year 2017 - 2018 and onwards)

Course: Part III - Core VIII Enterprise Resource Planning	Course Code: 317R08
Semester: III	No. of Credits: 4
No. of hours : 75	C: 65 T: 10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I	13 hrs

Need and Evolution of ERP Systems – Difference Between Legacy System and ERP System – Single ERP Software Vs Multiple Software Systems – Advantages of ERP – Disadvantages of ERP – ERP and Related Technologies – Benefits of ERP.

Unit II	13 hrs

Business Process Re-engineering (BPR): Evolution – phases of BPR.
Data Warehousing: Characteristics – Advantages – Components – Structure - Implementation – Steps.
Data Mining: Process – Evaluation – Models – Problems – Techniques-Application.

Unit III	13 hrs

Online Analytical Processing (OLAP): Evolution – Rules – Components – Uses-Benefits.
ERP Modules:Finance – Human Resource – Production Planning – Purchase-Inventory – Sales and Marketing – Plant Maintenance – Quality Management.

Unit IV	13 hrs

Vendor Selection – Vendor Evolution. ERP Domain: Fleet Management ERP Module – ERP for Kitchen Industry – ERP for Pharmaceutical – ERP for Automotive Company – Farm ERP – ERP Solution for Chemical Industry – Sugar Industry ERP –Hospital ERP – ERP for Aerospace and Defense – ERP for Educational Institutions.

Unit V	13 hrs

ERP Implementation: Phases of ERP Life Cycle – Dynamics of ERP Life cycle – GAP Analysis – Methodologies of ERP Systems – ERP Implementation Categories – Education and Training – Key Activities and key Players in ERP Implementation – ERP Teams.

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I - V	Enterprise Resource Planning	Gagandeep S. Makkar	Vayu Education of India, New Delhi, Reprint 2013.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	ERP Demystified	Alexis Leon	Tata McGraw Hill Publishing Company, New Delhi, Second Edition 2013

2	ERP A Managerial Perspective	S.Sadagopan	Tata McGraw Hill Publishing Company, New Delhi, Edition 2016.

B.Com (CA)

Semester III

(For the students admitted from the academic year 2017-2018 onwards)

Course: Part IV - Non Major Elective Materials Management	Course Code: 317NMM
Semester: III	No. of Credits: 2
No. of hours : 30	C: 26 T: 4
CIA Max. Marks: 50	ESE Max. Marks: -

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I	5 hrs

Materials Management: Evolution – Scope – Importance – Objectives – Functions – Integrated materials management approach.

Unit II	5 hrs

Materials Planning and Budgeting: Materials Planning – Factors governing the materials planning – Techniques – Materials requirement planning – Capacity requirement planning – Spare parts planning – Just in time production planning – Strategic Materials planning – materials control – Budgeting.

Unit III	5 hrs

Purchasing: Importance – Functions of Purchasing department – Organisation of Purchase department – Duties of purchase manager – Relationship with other departments – Objectives of purchasing – Methods of purchasing – Purchasing Policy – Purchasing Parameters.

Unit IV	6 hrs

Store Management: Functions – Factors for successful store keeping – Types of stores – Store Keeper – Store Location – Layout of Stores – Methods of storing.

Unit V	5 hrs

Stores Management: BIN CARDS – Receipts of materials – Issue of Different types of store – Store Accounting – Store Accounting records – Valuation of materials issued from stores – Storage Equipments – Protection of stores – Errors in stores – Method of stock taking.

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I - V	Materials Management and Materials Handling	S.C. Sharma	Khanna Publishers, New Delhi, Edition 2015.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Materials Management	A.K.Chitale&R.C.Gupta	PHI Learning Private Limited, New Delhi, Third Edition 2014.
2	Materials Management	M.M. Varma	Sultan Chand & Sons, New Delhi, Fourth Edition , Reprint 2014.

Employability

B.Com (CA)
Semester IV
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Core XII MySQL Programming – Practical IV	**Course Code: 417R12**
Semester: IV	**No. of Credits: 4**
No. of hours : 60	**T:8 P:52**
CIA Max. Marks: 40	**ESE Max. Marks: 60**

(T: Tutorial, P: Practical)

Syllabus:

List of practicals	52 hrs

- Data Definition Language
  Table: Student
  Regno   number(5)primary key
  Studentname   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
- Data Manipulation Language
  Table: Student
   Regno   number(5)primary key

Studentname   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

- Create an Employee table with following field.

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

Queries:
    a) Insert values and display the records
    b) Display sum, maximum amount of basic pay
    c) Display name that begins with 'G'
    d) List the names of employees whose designation are 'Analyst'.
    e) List the different designation available in the Employee table without duplication(distinct)

- Create a student table with the following fields

Stuno   number(5)primary key
Stuname   varchar2(20)
Age   number(5)
Mark1   number(5)
Mark2   number(5)
Mark3   number(5)

Queries:
    a) Insert values and display the records
    b) List the names and age of the student whose age is more than 18
    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

- Create a table for "Product Mix" of a company with the following fields and insert the values:

Prodno   number(5)
Brandname   varchar2(10)
Prodname   varchar2(20)

Unitof measure varchar2(20)

Qty   number(6,4)

Price   number(10,3)

Totamt   number(6,2)

Queries:

     a) Using update statement calculate the total amount and 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 total amount by using sum operation.
     e) Calculate the number of records whose unit price is greater than 50 with count operation.

- Create the table PAYROLL with the following fields and insert the values:

Empno   number(8)

Empname   varchar2(8)

Dept   varchar2(10)

Basicpay   number(8,2)

HRA   number(6,2)

DA   number(6,2)

PF   number(6,2)

Netpay   number(8,2)

Queries:

     a) Update the records to calculate the netpay
     b) Arrange the records of the employee in ascending order of net pay
     c) Display the details of the employee whose department is "Sales"
     d) Select the details of employees whose HRA>=1000 and DA<=900
     e) Select the records in descending order

- Create a Table Publisher and Book with the following fields:

Table: Publisher

Pubcode   varchar2(5)

Pubname   varchar2(10)

Pubcity   varchar2(10)

PubState   varchar2(10)

Bookcode varchar2(5)

Table:Book

Booktitle varchar2(15)

Bookcode varchar2(5)

Bookprice varchar2(5)

Queries:

     a) Insert the records into the table publisher and book
     b) Describe the structure of the tables
     c) Show the details of the book with the title "DBMS"
     d) Show the details of the book with price>300
     e) Show the details of the book with publisher name "Kalyani"
     f) Select the book code, book title and publisher city is "Delhi"

g) Select the book code, book title and sort by book price
h) Count the number of books of publisher starts with "Sultan Chand"
i) Find the name of the publisher starting with "S"

- Create a table Deposit and loan with the following fields

Table:Deposit

Accno   number(15)
Account   varchar2(15)
Branchname   varchar2(15)
Custname   varchar2(20)
Balanceamt   varchar2(15)

Table:Loan

Loanno   number(15)
Branchname   varchar2(15)
Custname   varchar2(20)
Balanceamt   varchar2(15)

Queries:

a) Insert the records into the table
b) Describe the structure of the tables
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 the customer who have a loan at the Coimbatore Branch
f) Arrange the records in descending order of the loan amount
g) Find the total amount of deposit in "Erode" Branch

- Create the course and batch table with following fields

Table : Course

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

Table:Batch

Batchno   number(5)primary key
Courseno   number(5)foreign key
Startingdt   date
Duration   varchar2(20)
Income   number(5)

Queries:

a) Insert values and display the records
b) Display the records from batch tables whose courseno is '9'
c) Capitalise the first character of Course name to convert into upper and lower case
d) Select four characters from the third position of Course name
e) Display the current date

- Create Library accession with the following fields

Bookno   number(5)
Booknam   varchar2(20)

Authornm	varchar2(20)
Price	number(5,2)
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 bookno and price(order by)

PL/SQL:
- Write a PL/SQL block to print the natural numbers.
- Write a PL/SQL block to check whether a given number is even or not.

Entrepreneurship
B.Com/B.Com(CA)/B.Com(e-Com)
Semester V
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course :Part III – Elective I – Retail Marketing	Course Code: 517BE2/517RE2/517NE2
Semester: V	No. of Credits: 4
No. of hours : 90	C:78 T:12
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I : Retailing	15 hrs
Definition – Features – Strategic approach – Importance– Functions – Characteristics –Type of retailers – Organised retailing in India.	

Unit II : Retail Location Strategies	16 hrs
Issues to be considered in site selection – Location – Approaches – Spatial distribution of retail activities – Location site and Types of Retail Development – Types of Retail Location –Factors involved in the location decision- Location assessment techniques - Factors determining retail property development.	

Unit III : Branding in Retailing	16 hrs
Definition – The Role of brand in retail trade – Positioning of a Brand – Consumerism and Ethics in Retailing: Reasons for Consumerism – Legislations for consumer protection – Redressal of consumer disputes – Business Ethics.	

Unit IV : Supply Chain Management	16hrs
Supply Channel and Channel Flows – Objectives of Supply Chain – Problems in Supply Chain – Functions in Supply Chain – Services of Wholesaler – Growth of Channel Relationship And	

Partnership – Retail Logistics – Travel Retail.

Unit V : Role of Information Technology in Retailing	**15 hrs**
Definition– Competitive Advantages of IT – Limitation of using IT –Systems for Business Communication and Exchanging data – Electronic Retailing – Internet and E-retail Business. **E-tailing in India:** Reason for the Growth of E-tail Market – Challenges to the Growth of e-tailing.	

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Retail Marketing	Dr.L.Natarajan	Margham Publications, Chennai, Second Edition,Reprint 2015.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Retail Marketing Management	David Gilbert	Dorling Kindersley Pvt Ltd, India, Ninth Edition 2011.

<mark>Entrepreneurship</mark>

B.Com/B.Com(CA)/B.Com(e-Commerce)

Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course :Part III – Elective II Services Marketing	**Course Code: 617BE4/617RE4/617NE4**
Semester: VI	**No. of Credits: 4**
No. of hours : 90	**C:78 T:12**
CIA Max. Marks: 25	**ESE Max. Marks: 75**

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I : Service Marketing	**15 hrs**
Definition – Nature and Scope – Characteristics – Growth of service sector –Reasons for growth in the Services Sector – Career opportunities in service sector. Service Strategy: Process of Strategic Planning – Market oriented service strategy – Service triangle – Service marketing mix.	

Unit II : Consumer behaviour in services	**16 hrs**
Factors influencing consumer behaviour – Consumers expectations – Service Perception - Consumer purchase decision process. Market Segmentation: Bases of Segmentation – Criteria for Market Segmentation in services – Customisation – Stages in Market Segmentation.	

Unit III : Service Product & Pricing	**16 hrs**
Basic service package – Customer value hierarchy –Development of a new service – Steps in the development of a new service – Service Product mix- Service differentiation – Service life cycle management. Pricing: Pricing of services – Objectives – Approaches to pricing – Pricing	

Strategies linked to value perceptions.	
Unit IV : Distribution	**15 hrs**

Service transaction – Service location – Service providers – Channels for Service Distribution–
Design of a Service Distribution System – Strategies for channel management.
Customer Relationship Management (CRM): Benefits of CRM – Drivers of Successful CRM –
CRM framework – e-CRM.

Unit V : Service Quality Management	**16 hrs**

Determinants of Service Quality – Process of Service Quality Management– Service quality
audit – SERVQUAL – Total quality services marketing – Service excellence.
Consumer protection in services: Consumer expectations from Industries and Business –
Consumer movement in India- Legal and Administrative Mechanisms for Consumer Protection
in India.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Services Marketing	K.RamaMohanaRao	Pearson India Education Services, India, Second Edition, 2013.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Service Marketing	VasantiVenugopal and Raghu V.N	Himalaya Publishing House, New Delhi, First Edition, Reprint 2015

==Entrepreneurship==
B.Com/B.Com(CA)/B.Com(e-Com)
Semester VI
For the students admitted during the academic year 2017 – 2018 and onwards)

Course : Part III – Elective III – Digital Marketing	Course Code: 617BE6/617RE6/617NE6
Semester: VI	No. of Credits: 4
No. of hours : 90	C: 78 T: 12
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)
Syllabus:

Unit I : E-Marketing	**15 hrs**

The Virtual World - Changing marketing landscape - Internet and Business - E-Marketing–
Strengths and Applications – E-Marketing Communication modes – Online marketing domains –
The behavioural internet –E-Marketing and CRM–E-Marketing and consumer segmentation –
E-Marketing– Digital marketing optimization – The Need of Digital engagement –The
Implications of digital changes – Implications for Organisations.

Unit II : Online Marketing Mix	16 hrs

E-Products–Marketing segmentation –Consumer segmentation – Consumer Traits – Consumers and online shopping Issues – E-Price - The online value – E-Promotion – Digitalization and Implications to online marketing mix Decisions.

Unit III : Online Customer	16 hrs

The Digital Ecosystem – Online Consumer behaviour- Cultural implications of key web characteristics – Dynamics of online consumer visit – Models of website visits – The web and consumer Decision-making process – Database marketing.

Unit IV : Social media	16 hrs

The social media models by McKinsey – Marketing with networks–The social world – Social media analytics – Social media tools – The Social Web –B2C and B2B scenarios – Viral marketing– Social curation and brands.

Unit V: Web Business Models	15 hrs

Customer-centric web business models– Customer-Centric business management – Web chain events –Web chain analysis– Customer value analysis and the internet – Web benefits to firms – Business Models–Revenue benefits – Financial services and the internet–The Indian Web Market – Role of internet–Price Effects in online Domain.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I – V	Digital Marketing	VandanaAhuja	Oxford University Press, New Delhi, Second Edition 2016

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	E-Marketing	Judy Strauss and Raymond Frost	PHI Learning Private Ltd, New Delhi, Sixth Edition, 2012.

<mark>**Skill Development**</mark>
B.Com (CA)
Semester III
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Core VI - Object Oriented Programming with C++	Course Code: 317R06
Semester: III	No. of Credits: 3
No. of hours : 75	C: 65 T: 10
CIA Max. Marks: 25	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I	13 hrs
Principles of OOPS: Basic concepts of OOPS- Benefits of OOPS – Object oriented languages - Applications of OOPS. Structure of C++ program.	

Unit II	13 hrs
Tokens, Expressions and Control Structure – Functions in C++.	

Unit III	13 hrs
Classes and objects – Constructors and Destructors.	

Unit IV	13 hrs
Operator overloading – Inheritance.	

Unit V	13 hrs
Pointers – Virtual functions - Working with files.	

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Object oriented programming with C++	E.Balaguruswamy	Tata Mc Graw-Hill Publishing Company, New Delhi, Sixth Edition 2013

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	The C++ Programming Languages	Bjarne Stroutrup	Pearson Education Pvt.Ltd NewDelhi, Edition 2015.
2	Programming Skills in C++	P.RadhaGanesan	Scitech Publications (India) Pvt Ltd , Chennai. Edition 2011

Skill Development
B.Com (CA)
Semester VI
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Core XIX Visual Programming- Practical VI	Course Code: 617R19
Semester: VI	No. of Credits: 4
No. of hours : 60	T: 8 P:52
CIA Max. Marks:40	ESE Max. Marks: 60

(T: Tutorial, P: Practical)

Syllabus:

List of practicals

52 hrs

- Design a form as a simple calculator.
- Design a form to add and remove item in list box and combo box.
- Design a form to calculate Break Even Point.
- Design a form for Comparison and Concatenation of Strings.
- Design a form to add data's using Flex Grid Control.
- Design a form using drive list box, directory list box and file list box.
- Design a form to change font size, font name, back colour and fore colour of content in the Text box.
- Design a form by drawing a line, rectangle and circle and change the colours, styles and sizes.
- Design a form for currency conversion.
- Make simple Menu editor with the following Menus and options.

- File	- Edit
-New	- Cut
-Open	- Copy
-Save	- Paste

- Design a form using combo box, option button – student's details including marks and grades.
- Design a form to create a chart in VB.