

Skill development courses:

Course : Part III - Core XVI Business Communication	Course Code: 517B16/517R16/517N16/517V16
Semester: V	

Syllabus:

Unit I : Communication hrs	13
Communication cycle- Importance- objectives – media – Types of communication: formal and informal – barriers of communication- principles of communication.	

Unit II : Business Correspondence	13 hrs
Business Letters: Need, functions and kinds of business letters – Planning business messages and layout- Enquiries and Replies - Orders and execution.	

Unit III : Enquiry letters	13 hrs
Credit and Status enquiries – Complaints and Adjustments.	

Unit IV : Sales letters	13 hrs
Collection letters – Sales letters – Circular letters.	

Unit V : Business report	13 hrs
Report – Importance – Types of report – steps for preparing a report – organization of report -qualities of good report. Notification- Agenda-Minutes. Application Letters.	

Course: Part III - Allied III – Business Environment	Course Code: 317AV3
Semester: III	

Syllabus:

Unit I:	15 Hours
Business environment -nature of business environment-internal environment-external environment (micro ¯o) -characteristics of today’s business-SWOT analysis. Requisites for Successful Business.	

Unit II	15 Hours
Global environment: Globalization and Liberalization -nature –reasons-merits-strategies-MNC’S-benefits-problems.	

Unit III	15 Hours
Technological environment: features of technology-impact of technology-technology and society. Political environment-political system-legislature-executive, government and judiciary (introduction only)-government responsibilities to business.	

Unit IV	15 Hours
Economic environment-basic economic system-factors-public sector enterprises: meaning-objectives. New economic policy-privatization: nature and objectives-routes-benefits-obstacles of privatization-conditions for success of privatization.	

Unit V	15 Hours
Socio –cultural environment: business and culture –elements-organization-cultural adaptation-cultural transmission-cultural conformity-cultural tag. Social responsibility of business.	

Course: Part IV – Skill Enhancement Course - I – Modern Banking	Course Code: 319VS1
Semester: III	

Syllabus:

Unit I	8 Hours
Banker and Customer: Banker and customer-origin of banking-Banker and customer-Relationship between a Banker and Customer- Right to claim incidental charges- Right to charge- Compound Interest.	

Unit II	7 Hours
Deposits and Negotiable Instruments: General precautions for opening accounts- KYC norms-Types of deposits. Negotiable Instrument: Promissory note, Bill of Exchange and cheque-Definition and Characteristics- Types of cheques, Crossing and Endorsements.	

Unit III	8 Hours
Lending principles and its associated concepts: Principles of sound lending - secured and unsecured advances – forms of advances. Modes of charging security: Lien – Pledge – Mortgage – Assignment - Hypothecation.	

Unit IV	7 Hours
Banking System in India: Commercial bank - Industrial Development Banks: IFCI, SFC, ICICI, IDBI, SIDBI, IIFCL, IIBI. Agricultural Development Banks: NABARD. EXIM - RBI and its Functions.	

Unit V	8 Hours
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New Technology in Banking: E-Banking - Electronic delivery Channels - Facets of E-Banking. Mobile banking: Inter Bank Mobile Payment Services (IMPS) - Virtual Currency - Models of E-Banking - Security measures - RTGS.

Note: Starred and underlined portions are for self-study.

**Course: Part IV- Skill Enhancement Course II –
Professional Ethics for Managers**

Course Code: 419VS2

Semester: IV

Syllabus:

Unit I:

8 Hours

Ethics and Business Ethics: Nature – objective – scope – importance – roles of ethics in business – types. Ethical issues in organization - benefits of managing ethics in organization – current issues in corporate ethics. Steps in decision making: ethical consideration – factors.

Unit II

7 Hours

Managing ethical organization: Elements – code of ethics for professional groups – code of conduct – ethical leadership: importance – dimensions – steps for becoming ethical leader.

Unit III

8 Hours

Indian Ethos in Management: Ancient approach – Ethical standards - Karma Yoga and Nishkam Karma- Mahatma Gandhi – Shri Aurobindo ethics. Indian ethos on leadership – qualities – teamwork – individual characteristics.

Unit IV

7 Hours

Business Ethics in Profession: Humanize management – Ethics and HRM, marketing and advertising, finance, computer profession, media and production management. Work ethics – definition – 4 P's of work ethics – benefits - functions.

Unit V

8 Hours

Corporate Governance: meaning – objective – basic ingredients – reasons: factors for success of corporate governance – quality - Evaluation of corporate governance – whistle blowing – meaning – consequences of whistle blowers – drawbacks.

Note: starred and underlined portions are for self-study

Course: Part III - Elective I – Research Methodology for Management	Course Code: 518VE1
Semester: V	

Syllabus:

Unit I	15 hours
Research– Meaning – Definition – Objectives of Research – Types of Research – Significance of Research – Research Process – <u>Criteria for good research</u> *- Research Design – meaning – need – features of a good design – important concepts – different research designs.	
Unit II	15 hours
Sampling: Steps in Sample Design – sampling errors - Types of Sampling – Probability and Non-Probability Sampling	
Unit III	15 hours
Data Collection - methods of Data Collection – Primary data - Interview Schedule – Questionnaire – Observation, <u>Pilot Study</u> * and Secondary Data.	
Unit IV	15 hours
Data Preparation Process: Questionnaire checking - Editing - Coding – classification – Tabulation – graphical representation – data cleaning – data adjusting.	
Unit V	15 hours
Interpretations: Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – significance. Report Writing: Steps in Writing Report – Layout of Research Report – Types of Report – Precautions for Writing Research Report.	

Note: Starred and underlined portions are for self-study.

Entrepreneurship Courses:

Course: Part III - Core I – Principles of Management	Course Code: 117V01
Semester: I	

Syllabus:

Unit I:	13 Hours
Management: Characteristics - Functions - Importance - Difference between Management and Administration - Levels of management - Principles of Management - Scientific Management.	

Unit II	13 Hours
Planning: Characteristics - Importance - Steps in Planning - Methods of Planning- Types of plan – Limitations - Management by Objectives (MBO). Decision making: Characteristics - Decision making process - Principles of Decision making - Types of Decision.	

Unit III	13 Hours
Organization: Nature and importance - Functions - Principles of Organization – Formal and Informal organization – Types of Organisation -Span of management.	

Unit IV	13 Hours
Delegation of authority: Process – Principles - Advantages and disadvantages - Decentralization: Factors - <u>*Difference between delegation and decentralisation*</u> - Merits and demerits. Staffing: Functions - Process. Direction: Characteristics – Principles - <u>*Characteristics of good order*</u> - Techniques of direction.	

Unit V	13 Hours
Co-ordination: Need and Importance – Principles – Techniques – Types - Problems. Controlling: Steps in Control Process – Requirements of effective control system - Techniques of Control.	

Note: starred and underlined portions are for self-study

Course: Part III - Core II – Managerial Skills	Course Code: 117V02
Semester: I	

Syllabus:

Unit I:	13 Hours
Managing Self: Introduction – Genders and self – Importance – Process – SWOT Analysis. Self Esteem – Factors – High self-esteem - Low self-esteem - Ways to improve self-esteem. Managing Time: The 80:20 rule – Secrets of time management - <u>*Time management tips*</u> .	

Unit II	13 Hours
Interpersonal skills: Introduction – Stages – Transactional analysis - Ways to improve – Johari Window – Life Positions – Characteristics. Boss-subordinate Relationship: Introduction – Steps in building relationship.	

Unit III	13 Hours
Strategic thinking: Stages – Scope – Importance – Characteristics of strategic thinkers. Lateral thinking: Introduction – uses – Needs – Benefits – Techniques.	

Unit IV	13 Hours
Facing changes: Adapting and understanding change – changes related to people, organisation and system – change and business development – Principles of change management – Models. Facing challenges: Introduction – Benefits – facing challenges in life.	

Unit V	13 Hours
Developing human network: Introduction – Relationship building – benefits – guidelines – Effective networking. Balancing work and life: Introduction – Importance - <u>*Tips for balancing work and life*</u> - Elements.	

Note: starred and underlined portions are for self-study.

Course: Part III - Core V – Business Organization and Production Management	Course Code: 317V05
Semester: III	

Syllabus:

Unit I:	13 Hours
Business – nature – scope - objectives- Forms of business organization - Sole Proprietorship: features - merits and demerits – Partnership firm: Essentials – merits and demerits - * <u>Distinction between Partnership and Sole Proprietorship</u> * – kinds of partners- Rights and duties of partners - dissolution of Partnership firm.	

Unit II	13 Hours
Company – features - classification - public vs. private companies - formation of company – prospectus - advantages and disadvantages - Co-operative society: features – merits& demerits – types – public utilities – public enterprises.	

Unit III	13 Hours
Size of business – plant, firm and industry – measurement of size – factors affecting size – economies of scale – survival of small firm – concept of optimum firm – factors determining optimum size. Business combination – types – benefits – evils. Trade associations – Chamber of commerce	

Unit IV	13 Hours
Plant location – concept – importance – factors - selection of site location - rural, town and sub-urban. Plant layout: introduction- objectives –advantages of good layout – types of layout - product layout - process layout - comparison of layouts-Steps in Planning the layout for a new enterprise - * <u>Features of a good layout</u> *. Production management – introduction – functions – responsibilities of production manager	

Unit V	13 Hours
Production planning and control – levels – objectives – procedure for production planning – techniques of production control. Manufacturing system – intermittent system – continuous system – comparison. Materials management – objectives – stages – factors – duties of material manager.	

Note: starred and underlined portions are for self-study.

Course: Part III - Core X - Organizational Behavior	Course Code: 417V10
Semester: IV	

Syllabus:

Unit I:	10 Hours
Organizational Behaviour: concept – Nature and scope – role – disciplines contributing OB – Hawthorne Experiments – Human Behaviour Approach – OB Models - <u>*Emerging challenges and opportunities for Organizational Behaviour</u> – Nature of human behaviour: Process of behaviour – Individual differences – Factors.	

Unit II	10 Hours
Personality: Concept – Theories of personality – determinants of personality – Personality and behaviour – organizational applications of personality. Perception – concept – Managerial applications of personality.	

Unit III	11 Hours
Attitude: Concept – factors in attitude formation – attitude change. Motivation: Concept – nature – Motivation and behaviour – theories of Motivation: X, Y and Z theories, Maslow’s need hierarchy theory, Herzberg’s theory, Vroom’s Expectance theory - <u>*Financial and non financial Motivation</u>	

Unit IV	11 Hours
Job Satisfaction: Determinants – effects of Job Satisfaction. Group Dynamics: Concept: Types of Groups – group Norms – Factors influencing Norms – Group Cohesiveness – Factors affecting Group Cohesiveness. Organizational Conflict: Concept – Stages of Conflict – Types – Merits and Demerits of Conflict – Conflict Management.	

Unit V	10 Hours
Leadership: Concept – Functions - <u>*Importance – Qualities of a good leader</u> – Leadership styles – theories of leadership: Trait theory, Managerial Grid, Fiedler’s Contingency model. Organizational Culture and Climate – Importance – Features.	

Note : starred and underlined portions are for self-study.

Course: Part III – Core XVII – Strategic Management	Course Code: 617V17
Semester: VI	

Syllabus:

Unit I	13 Hours
Strategy: Definition – Difference between Strategy and tactics- Levels of Strategy – Strategic Planning – Strategic Management Process .Strategic intent: Vision – Mission – Goals and Objectives – <u>Social Responsibility of Strategic Management*</u> .	

Unit II	13 Hours
Environmental Analysis: Concept – Role of Environmental Analysis– <u>components of Environment</u> *. Environmental Scanning – Factors, Sources, SWOT Analysis and TOWS. Organizational Analysis: Role and Process – Strategic Audit – Industry Competitor.	

Unit III	13 Hours
Corporate Strategies: Stages – Stability, Growth, Retrenchment, Combination strategies. Strategic Choice: Process – Focusing on Strategic Alternatives – Evaluation – Corporate Portfolio Analysis.	

Unit IV	13 Hours
Strategy Implementation – Resource Allocation – Procedural and Project Implementation – Organizational Structures and Strategies – Relating Structure to Strategy – Implementing Strategy through Leadership, Culture and Ethics.	

Unit V	13 Hours
Strategic Control – Nature – Role – Barriers – Strategic Control: Types – Operational Control - Techniques of Strategic Control - <u>*Role of Organizational Systems in Strategic Control</u> .	

Note: Starred and underlined portions are for self-study

Course: Part III – Elective-II – Entrepreneurship and Project Management	Course Code: 617VE3
Semester: VI	

Syllabus:

Unit I	15 Hours
Entrepreneur: Concept - characteristics - Entrepreneurs and managers - Functions of an Entrepreneur - types of entrepreneurs - Intrapreneur - Entrepreneurship: concept - growth - role of entrepreneurship in economic development.	

Unit II	15 Hours
Factors affecting entrepreneurial growth - Entrepreneurial Development Programme (EDP): need - objectives - phases - evaluation - Institutional finance to entrepreneurs. <u>*Successful Women Entrepreneurs</u> .	

Unit III	15 Hours
Small enterprises - Concept -Characteristics - Objectives - Scope- Role - <u>*Steps to be taken for starting a small scale industry</u> - Institutional Support to small scale industry	

Unit IV	15 Hours
Project identification and selection: classification - project identification - project selection - Project formulation: Meaning - Significance - contents - formulation. Networking techniques: PERT - CPM (Theory only).	

Unit V	15 Hours
Project Appraisal - Concept - Methods: Pay Back period - Average rate of return - Net present value - Internal rate of return - Benefit cost Ratio (Theory only).	

Note: Starred and underlined portions are for self-study.

Course: Part III – Elective III – Consumer Behavior	Course Code: 617VE5
Semester: V	

Syllabus:

Unit I	15 Hours
Introduction to Consumer Behavior – Introduction – relevance of Consumer Behaviour study – development – Growth of Consumer Research – <u>Trends in Consumer Behaviour*</u> .	

Unit II	15 Hours
Consumer Perception: Concept – External and Internal factors – Perceptual Process. Consumer Learning –Elements – Types – Classical Conditional and Operant conditioning. Lifestyle influence: meaning of lifestyle – Aio, Vals framework - Changing Lifestyle trends of Indian Consumers.	

Unit III	15 Hours
Personality: Business Today- Synovate Study – Personality influence and consumer behavior. Attitude: Nature – Attitude measurement – Attitude change. Motivation: introduction- Difference between motive, Motivating and Motivation – Needs and Goals – Motivational Research.	

Unit IV	15 Hours
Social Class: Nature – Characteristics – Social Influence on Consumer Behavior. Reference Group Influence: Factors – Characteristics – Types – Benefits.	

Unit V	15 Hours
Consumer Decision Making: Buying Motives – Types – Few models of Consumer Decision making – Types of Households – Household Lifestyle – <u>Model of Household Decision making*</u> .	

Note: Starred and underlined portions are for self-study

Employability courses:

Course: Part III - Core IV- Principles of Marketing	Course Code: 217V04
Semester: II	

Syllabus:

Unit I : Marketing	13 hrs
Marketing- Objectives – importance of modern marketing concept – Marketing mix. Marketing functions: Functions of exchange. Buying – elements of buying – purchasing methods - Assembling – Selling- elements of selling – kinds of sales.	

Unit II : Functions of Physical Supply	13 hrs
Functions of Physical Supply: Transportation: functions – classification of transport – merits – choice of mode of transportation. Storage – advantages. Warehousing: functions – kinds. Standardization and Grading: types. Marketing finance: kinds of finance. Marketing risk: causes – methods of handling risk.	

Unit III : Product & Pricing	13 hrs
Product– Product Life Cycle — New product planning – steps in new product planning. Pricing: Objectives – factors affecting pricing decision – procedure for price determination- kinds of pricing.	

Unit IV :Promotion	13 hrs
Promotion: Importance – objectives – forms of promotion. Sales promotion: objectives – advantages – kinds of sales promotion. Advertising: objectives – functions – objections.	

Unit V : Channels of Distribution	13 hrs
Channels of Distribution: importance – types – classification of middlemen – Agent middlemen- Wholesaler, Retailer: Kinds - services rendered – elimination of middlemen.	

Course: Part III - Core VIII – Human Resource Management	Course Code: 317V08
Semester: III	

Syllabus:

Unit I:	11 Hours
Human Resource: Significance – Human Resource Management: Concept – Features – Significance – Functions – Organizing HRM Functions- Difference between Personnel	

Management and HRM. HR Policy: Objectives – Characteristics of HR Manager.

Unit II

10 Hours

Procurement of Personnel – Job Analysis - Job Description – Job Specification – Man Power Planning – Objectives – Process – Recruitment and Selection. Sources: Selection Techniques – Placement–Induction.

Unit III

10 Hours

Performance Management – introduction – Purpose – Appraisal Methods – Appraisal of Managers Limitations of methods. Job Change – Promotion – Advantages – Merit based Promotion and Seniority Promotion – demotion – transfer – Types – Separation: *Lay off – Retrenchment, Retirement, Resignation, Absenteeism – turnover – Reduction of Labour turnover*.

Unit IV

10 Hours

Training and Development – Need – Objectives – Evaluating Training Needs – Training methods – Management Development Programme. Job Evaluation – Methods – Limitations, Incentive Compensation. Advantages – Kinds of Incentive Plans.

Unit V

11 Hours

Career Planning and Development – Welfare and Safety (Concept only) – Discipline – Causes for Indiscipline – Maintaining Disciplines. Grievances: meaning - characteristics – causes – Redressal of grievances – Grievance procedure.

Note : starred and underlined portions are for self-study.

Course: Part III - Core XII – Management Information System

Course Code: 419V12

Semester: IV

Syllabus:

Unit I:

10 Hours

Information System: Introduction – concept of IS – components – classification – framework – IS in business organization. MIS – definition – nature and scope - characteristics – need – role – functions – structure of MIS.

Unit II

10 Hours

Application of MIS: Introduction – application of MIS in finance and accounting, marketing,

production, human resource management – strategic management information system. Database Management system (DBMS): features – components – functions - Data Base Management System Models.

Unit III	10 Hours
Introduction to computer system: definition – basic components and structure of a computer – computer hardware – input device and output device – computer software: system and application software.	

Unit IV	11 Hours
Knowledge management: introduction – knowledge in business – knowledge management – types of knowledge support system – scope - network. Artificial intelligence: evolution – application – generating AI – swarm intelligence.	

Unit V	11 Hours
E-commerce: introduction – models – advantages – e-banking – e-tailing – e-market place technology - factors. EDI: applications in e-cash and e-payment schemes – e-transaction and secure e-transaction – recent trends in shopping.	

Note : starred and underlined portions are for self-study.

Course : Part III – Core XIII E- Accounting - Practicals	Course Code: 517V13
Semester: V	

Syllabus:

List of Practical 65 hrs
<p>Company Information</p> <ul style="list-style-type: none"> • Company creation • Altering company information <p>Accounting information</p> <ul style="list-style-type: none"> • Creating new group heads <ul style="list-style-type: none"> - Creating Sub – Group head - Altering and Displaying head • Account head creation <ul style="list-style-type: none"> - Creating Account head - Altering and deleting - Displaying list of Account head • Vouchers <ul style="list-style-type: none"> - Entering - Altering, Displaying vouchers • Display <ul style="list-style-type: none"> - Trial Balance - Day book - Final Accounts

- Ratios

Inventory information

- Stock Category
 - Creating Stock Category
 - Altering Stock Category
 - Display Stock Category
- Godowns
 - Creating Godowns
 - Altering Godowns
 - Display Godowns
- Stock Group
 - Creation of stock group
 - Altering of Stock Group
 - Display Stock Group
- Units of Measure
 - Creation of unit of measure
 - Alteration of unit of measure
 - Display unit of measure
- Stock Item
 - Creating Stock item
 - Altering Stock item
 - Display Stock item
 - Display Stock Summary

Configuring Cost Centres and Cost categories

- Cost Centre creation
 - Altering Cost Centre
 - Display Cost Centre
- Cost Categories Creation
 - Altering Cost Categories
 - Display Cost Categories
 - Deleting Cost Categories

Configuring Payroll

- Creation of payroll masters
 - Payroll Head Creation
 - Employee master creation
- Display Payroll reports

Statutory and Taxation Information

- Tax head
 - Creation
 - Alteration
 - Display

Course: Part III – Core XIV – Taxation Law and Practice	Course Code: 518V14
Semester: V	

Syllabus:

Unit –I	15 Hours
Direct Taxes at a Glance: Basic concepts of Income Tax —General Principles of Taxation, <u>Distinction between direct and Indirect taxes*</u> — Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge – Income exempted from income tax.	

Unit –II (Simple Problem only)	20 Hours
Heads of income- salary- computation of salary income – Income from house property – computation of income from house property.	

Unit – III (Simple Problem only)	15 Hours
Profits and Gains of Business or Profession- Capital Gains.	

Unit –IV	12 Hours
Indirect taxes –Features – Merits and Limitations of indirect tax - Constitutional basis of taxation in India - GST in India – Goods and Service Tax council – functions of GST council – features and benefits of GST – GST rate structure – types of supplies – <u>types of GST in India*</u> .	

Unit-V	13 Hours
Basic concepts of Time and Value of Supply - Basics concept of Place of Supply — Input Tax Credit under GST: features – methods – mechanism – framework. — Procedure under GST: Registration, Tax Invoice, Debit & Credit Note, Account and Record, filing of Return. Basic overview on Integrated Goods and Service Tax (IGST) — scope – definitions – levy and collection – power to grant exemption from Tax – section (6) determination of nature of supply – sections (7 – 9).	

Note: This paper consist 60% theory and 40 % problems and Starred &underlined portions are for self-study

Course: Part III - Core XV – Financial Management	Course Code: 517V15
Semester: V	

Syllabus:

Unit I (Theory)	13 Hours
Financial management: Definition and Importance - Finance function: Approaches: - Aims - Scope - Relationship of finance with other Business Functions - Objectives - Financial Decisions - Functional areas of Financial Management – <u>*functions of a finance manager*</u> .	

Unit II (Theory)	13 Hours
Sources of Finance: Long term sources: Shares - debentures. Short term loans and credits:	

Indigenous bankers, Factoring, deferred incomes, Commercial Paper, Public deposits, *Trade credit, Installment credit, Advances, Accrued expenses and Commercial banks*.

Unit III(Theory and Problems)	13 Hours
Cost of Capital - Significance - Classification - Cost of Specific Sources of capital: Debt - Preference Capital - Equity Share capital - Weighted Average cost of capital. Dividend Policy: Determinants - Types - Forms of dividend.	

Unit IV (Theory and Problems)	13 Hours
Capital Structure: Patterns of Capital Structure – Importance – Theories of Capital Structure: NI, NOI, Traditional, MM Approach - Factors Determining Capital Structure. Leverage: Financial leverage - Operating leverage - Combined leverage.	

Unit V (Theory)	13 Hours
Working Capital Management - Concepts - Classification - Importance - Determinants of Working capital. Cash management: *Motives for holding cash* - Cash management facets - Managing cash flows. Receivables management: Cost of maintaining receivables - Factors influencing the size of receivables - Forecasting the receivables - Dimensions of Receivables Management. Emerging Trends in Financial Management	

Note:

- This paper consists of 80% theory and 20% problem
- Starred and underlined portions are for self-study.

Course: Part III - Allied I – Office Automation Tools- Practical	Course Code: 117AV1
Semester: I	

Syllabus: List of Programs

I. MS Word	21 Hours
1. Type a paragraph and perform the following changes: Font size Font style Line spacing Page setup (margin) Text color Center heading Under line a text	

<p>Bullets/numbering</p> <ol style="list-style-type: none"> 2. Type a document and perform the following: Insert page number using footers Insert header Find and replace Cut copy and paste Change case 3. Prepare an advertisement for a product. 4. Send an Invitation to various colleges for the workshop using Mail Merge. 5. Prepare a Resume by using wizard. 6. Prepare a class timetable using a table menu. 7. Design an invoice by using drawing tool bar, clip art, word art, symbols, borders and shading.

II. MS Excel	17 Hours
<ol style="list-style-type: none"> 1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data entry, Total Average, Result by using Arithmetic and Logical functions and sorting. 2. Prepare payroll for the employees. 3. Compute mathematics of finance. Simple interest Compound interest Net present value Annuity of a future value (sinking fund method) 4. Draw the different type of charts(line,pie,bar) to illustrate year wise Performance of sales, purchase, profit of a company by using chart wizard 	

III. MS Power Point	19 Hours
<ol style="list-style-type: none"> 1. Design presentation slide for a product of your choice. The slides must include name, type of product, characteristics, special features, price, special offer etc.. 2. Design slides for the headlines news of a popular TV Channel. Make use of slide transition. 3. Design presentation slides for the seminar/Lecture presentation using animation effects. 4. Prepare an organization chart for a company. 	

IV. MS-Access	18 Hours
<ol style="list-style-type: none"> 1. Prepare a Student Database. 2. Create an Employee Database. 3. Prepare a Customer Database. 	

Course: Part III - Allied II – Principles of Accountancy	Course Code: 217AV2
Semester: II	

Syllabus:

Unit I:	15 Hours
Basic principles of Accounting – Journals – Subsidiary books including Petty cash book – Ledger – Trial balance (Except Rectification of errors and omission).	

Unit II	15 Hours
Preparation of final accounts of a sole trader (Simple Adjustments).	

Unit III	15 Hours
Depreciation accounting – Meaning – Objectives – Causes – Methods of depreciation (Straight line and Written down balance method Problems).	

Unit IV	15 Hours
Bank reconciliation statement – Single entry System (Net worth method).	

Unit V	15 Hours
Accounting of non-trading concerns – Receipts and payments accounts – Income and Expenditure account and Balance sheet.	

Note: Distribution of marks between problems and theory shall be 80% and 20% respectively

Course: Part IV - Non Major Elective – Principles of Advertising	Course Code: 317NAD
Semester: III	

Syllabus:

Unit I:	5 Hours
Advertising – Introduction – Attributes of Advertising – Structure of Ad Industry – Role of Advertising – Drawbacks of Advertising – Advertising Planning.	

Unit II	5 Hours
Forms of Advertising – Indoor Media: Newspaper – Merits – Demerits – Criteria For Newspaper Selection - Magazine: Merits – Demerits – Distinction between Newspaper and	

Magazine. Radio Advertising – Types – Merits and Demerits.

Unit III

6 Hours

Television Merits and Demerits – Film Advertising – Merits and Demerits – Video Advertising - Merits and Demerits. Outdoor Media – Poster – Painted Display – Electrical Sign- Travelling Display – Sky Writing – Sandwich Men - Merits And Demerits Of Outdoor Media.

Unit IV

5 Hours

Direct Advertising – Postcards – Envelop – Enclosures – Broad-Sides - Booklets Catalogue – Sales Letter - Gift – Novelties – Store Publications – Package Inserts – Sampling - Merits and Demerits Of Direct Advertising.

Unit V

5 Hours

Display Advertising – Window Display – Counter Display – Merits And Problems of Display- Showroom and Show Cases – Exhibitions and Trade Fairs – Choice of Media – Non Media Advertising