PROCEEDINGS OF THE VICE CHANCELLOR

Sub: Reintroduction of 3 Year B.Com Computer Applications Course from the academic year 2016-17 - Orders - Issued.

Read: 1. Letter dated 28-07-2016 (E.mail) received from the Secretary, A.P. State Council of Higher Education, Hyderabad.

2. Orders of the Vice-Chancellor, dated 02-08-2016.

ORDER:

The Hon'ble Vice-Chancellor having considered the letter read (1) above has ordered that the 3 Year B.Com Computer Applications Course along with the syllabus forwarded by the A.P. State Council of Higher Education, Hyderabad be reintroduced in Andhra University from the admitted batch of 2016-17.

Further, the Principals of Affiliated Colleges be followed the syllabus of 3 Year B.Com Computer Applications Course displayed in Andhra University Website from the academic year/admitted batch of 2016-17.

(BY ORDER) 

M. Hema NaiK
Deputy Registrar (Academic)

To

1. The Dean, College Development Council, A.U., Vsp.
2. The Deans of Examinations (UG), A.U., VSP.
3. The Controller of Examinations, A.U., VSP.
4. All the Principals of A.U. Affiliated Colleges.

Copies to:

1. The Dean of Academic Affairs, A.U., Vsp.
2. The Superintendent(s) of E-II, C-II & S-I Sections, A.U., Vsp.,
3. The Secretary to Vice-Chancellor, Steno to Rector & P.A. to Registrar.
### Course Structure

**B.Com. (Computer Applications)**

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)

#### Semester – I

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam*</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
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<tr>
<td>2.</td>
<td>Second Language</td>
<td>(Telugu/Hindi/Urdu/Sanskrit)</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Foundation Course -1</td>
<td>Human Values &amp; Professional Ethics (HVPE)</td>
<td>50</td>
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<td>50</td>
<td>2</td>
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<tr>
<td>4.</td>
<td>Foundation Course- 2</td>
<td>Environmental Studies</td>
<td>50</td>
<td>---</td>
<td>50</td>
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</tr>
<tr>
<td>5.</td>
<td>DSC 1 A</td>
<td>Accounting-I</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>DSC 2 A</td>
<td>Business Organization &amp; Management.</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>DSC 3 A</td>
<td>Computer Fundamentals &amp; Photoshop</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
<td><strong>475</strong></td>
<td><strong>27</strong></td>
<td><strong>22</strong></td>
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* At the college (The marks split between formal test and co-curricular activities may be decided by the University concerned)

** Syllabus size shall be in accordance with the No. of teaching hours.

#### Semester – II

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam*</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Language</td>
<td>English</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>4</td>
<td>3</td>
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<tr>
<td>2.</td>
<td>Second Language</td>
<td>(Tel/Hindi/Urdu/Sans)</td>
<td>100</td>
<td>25</td>
<td>75</td>
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<tr>
<td>3.</td>
<td>Foundation Course -3A</td>
<td>Information &amp; Communication Technology-1</td>
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<td>4.</td>
<td>Foundation Course- 4 A</td>
<td>Communication &amp; Soft Skills-1</td>
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<td>5.</td>
<td>DSC 1 B</td>
<td>Accounting-II</td>
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<td>25</td>
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<tr>
<td>6.</td>
<td>DSC 2 B</td>
<td>Business Economics</td>
<td>100</td>
<td>25</td>
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<td>7.</td>
<td>DSC 3 B</td>
<td>Enterprise Resource Planning</td>
<td>100</td>
<td>25</td>
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<td></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
<td><strong>475</strong></td>
<td><strong>27</strong></td>
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**Semester – III**

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<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
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<td>1.</td>
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<td>English</td>
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<td>Second Language</td>
<td>(Telugu/Hindi/Urdu/ Sanskrit)</td>
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<td>75</td>
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<td>3.</td>
<td>Foundation Course- 3B</td>
<td>Information &amp; Communication Technology - 2</td>
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<tr>
<td>4.</td>
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<td>Communication &amp; Soft Skills-2</td>
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<td>5.</td>
<td>DSC 1 C</td>
<td>Corporate Accounting</td>
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<td>25</td>
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<td>5</td>
<td>4</td>
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<td>6.</td>
<td>DSC 2 C</td>
<td>Business Statistics</td>
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<td>25</td>
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<td>4</td>
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<tr>
<td>7.</td>
<td>DSC 3 C</td>
<td>Office Automation Tools</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
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<td></td>
<td></td>
<td><strong>600</strong></td>
<td><strong>125</strong></td>
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**Semester – IV**

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<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
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</thead>
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<tr>
<td>1.</td>
<td>Foundation Course-4 C</td>
<td>Communication &amp; Soft Skills-3</td>
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<td>2.</td>
<td>Foundation Course- 5#</td>
<td>Analytical Skills</td>
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<td>3.</td>
<td>Foundation Course- 6</td>
<td>Entrepreneurship Education</td>
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<td>4.</td>
<td>Foundation Course-7</td>
<td>Leadership Education</td>
<td>50</td>
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<tr>
<td>5.</td>
<td>DSC 1 D</td>
<td>Banking Theory &amp; Practice</td>
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<td>25</td>
<td>75</td>
<td>5</td>
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<tr>
<td>6.</td>
<td>DSC 2 D</td>
<td>Business Laws</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
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<tr>
<td>7.</td>
<td>DSC 3 D</td>
<td>Business Analytics</td>
<td>100</td>
<td>25</td>
<td>75</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>500</strong></td>
<td><strong>75</strong></td>
<td><strong>425</strong></td>
<td><strong>23</strong></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

# To be taught partly by Maths/statistics teachers
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam*</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
</table>
| 1.     | Skill Based Course SBC E | **University’s Choice:**
        | 5.1A. Business Leadership
        | B. Office Management
        | C. Personal Finance
        | D. Project Management | 50           | ---            | 50           | 2               | 2       |
| 2.     | DSC 1 E               | 5.2 Cost Accounting                                      | 100         | 25             | 75            | 5               | 4       |
| 3.     | DSC 2 E               | 5.3 Taxation                                             | 100         | 25             | 75            | 5               | 4       |
| 4.     | DSC 3 E               | 5.4 Commercial Geography                                 | 100         | 25             | 75            | 5               | 4       |
| 5.     | Elective-DSC 1F/Inter-disp. | 5.5 Programming in C                                    | 100         | 25             | 75            | 5               | 4       |
| 6.     | Elective-DSC 2F/Inter-disp. | 5.6 Data Base Management System                        | 100         | 25             | 75            | 5               | 4       |
| 7.     | Elective-DSC 3F/Inter-disp. | 5.7 Web Technology                                      | 100         | 25             | 75            | 5               | 4       |
|        | **Total**             |                                                          | **650**     | **125**        | **525**       | **27**          | **27**  |
## Semester – VI

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course</th>
<th>Name of the subject</th>
<th>Total Marks</th>
<th>Mid. Sem. Exam</th>
<th>Sem. End Exam</th>
<th>Teaching Hours**</th>
<th>Credits</th>
</tr>
</thead>
</table>
| 1.      | Skill Based Course SBC G | University’s Choice: 6.1 A. Accounting Software  
B. Tally  
C. Event Management  
D. Media Management | 50 | --- | 50 | 2 | 2 |
| 2.      | DSC 1 G | 6.2 Marketing | 100 | 25 | 75 | 5 | 4 |
| 3.      | DSC 2 G | 6.3 Auditing | 100 | 25 | 75 | 5 | 4 |
| 4.      | DSC 3 G | 6.4 Management Accounting | 100 | 25 | 75 | 5 | 4 |
| 5.      | Elective-DSC 1 H/Inter-disp./Gen. Elec. | 6.5 Tally | 100 | 25 | 75 | 5 | 4 |
| 6.      | Elective-DSC 2H/Inter-disp./Gen. Elec. | 6.6 e-Commerce | 100 | 25 | 75 | 5 | 4 |
| 7.      | Elective-DSC 3H/Inter-disp./Gen. Elec. | 6.7 PHP and My SQL | 100 | - | 100 | - | 5 |
| **Total** | | | 650 | 125 | 525 | 27 | 27 |
| **Grand Total** | | | 3600 | 700 | 2900 | 158 | 140 |
B.Com., Course (CBCS model) in Semester Pattern  
Detailed Syllabi (commence into force w.e.f. 2015-16)

Semester - I 
First Language – English-I  
(Common for All UG Programs)

1. Every unit shall state the objectives and expected deliverables and every lesson shall have:
   i) Questions on subject comprehension, paragraph, short note, single sentence answer types
   ii) Exercises on vocabulary, syntax, and pronunciation
   iii) Language exercises shall include exercises in paraphrasing, note-making and report writing wherever possible
   iv) Pre-reading and post-reading activities.

Unit-I: Prose
   1. A.P. J. Abdul Kalam: The Knowledge Society (from *Ignited Minds*)
   2. Ngugi Wa Thiong’o: The Language of African Literature (from *Decolonizing the Mind*)

Unit-II: Poetry
   1. Robert Frost: The Road Not Taken
   2. Nissim Ezekiel: Night of the Scorpion

Unit-III: Short Story
   1. Mulk Raj Anand: The Lost Child
   2. Henry Lawson: The Loaded Dog

Unit-IV: One - Act Play
   William Shakespeare: The Merchant of Venice (Court Scene – Act IV Scene -1)

Unit-V: Language Activity
   1. Classroom and Laboratory Activities
      i. Single Sentence Answer Questions on Vocabulary (spelling), sound (pronunciation), sense (meaning), and syntax (usage)
   2. Classroom Activity
      i. Exercises in Articles and Prepositions
      ii. Exercises in Tenses, Interrogatives and Question tags

Note: In classroom instruction, it may be ensured that the theoretical and practical components of CSS-I complement the language activity in this semester.
సంవత్సరం - 1

I. భాషలు -
స్వాగతంమైన రెండు

భాషలు - తెలుగు - హిందీ - ఉర్దు - సంస్కృతు (120-135)

"మైనం విద్యా భాషలాలు లేదా విద్యా భాషలు" పదార్థం "శాక్యమాత్రభాషలు" మాటి

II. భాషలు -
మారభి బాహిర విద్యార్థులు

భాషలు - తెలుగు - హిందీ - ఉర్దు విద్యార్థులు ()

"ఉపాధ్యాయ శరీరం....." పదార్థం "శాక్యమాత్ర యిండి" మాటి

III. శాస్తి సంవత్సరం

(ə) చనిచి భాషగ్రహణి

(ə) గుడి -

IV. సంఘాలు

(ə) భాషానాసాహిత్యం -

(ə) రాష్ట్రానికి సాహిత్య -

(ə) రాజాని సాహిత్య -

V. విద్యాభింభం

(ə) కాశికారు, కాశి మాట, తిమరి, మాయినింభ, వ్యాసం, సంస్కృతు, తిమరి, తిమరి, తిమరి, తిమరి,

(ə) కాశికారు

(ə) కాశి మాట -

(ə) కాశి మాట - విద్యా భాషలు హిందీ విద్యా భాషలు భాషలు తిమరి తిమరి తిమరి తిమరి తిమరి తిమరి
Hindi-I

PROSE-GADYA SANDESH - V.L. NARASIMHA SINHA

Unit-I: गद्य संदेश (Prose)
साहित्य की महत्ता - सच्ची वीरता - भिन्नता

Unit-II: कथा लोक (Short Stories)
मुक्तिधाम - गूढ़ झाड़ी - उसने कहा था

Unit-III: व्याकरण (Grammar)
लिंग - वचन - काल - वाच्य - वाक्यों की शुद्धि

Unit-IV: व्याकरण (Grammar)
शब्द प्रयोग कार्यालयी हिन्दी (पारिभाषिक - शब्दावली-अंग्रेजी से हिन्दी) - विलोम शब्द

Unit-V: पत्र लेखन (Letter)
व्यक्तिगत और सरकारी पत्र

Writing)
Unit – I
1. GHAZAL
   MEER – Ulti ho gayeen sab tadbeeren
2. NAZM
   IQBAL – Naya Shivalah

Unit – II
1. GHAZAL
   GHALIB – Ye na thi hamari khismat
2. NAZM
   Akbar Ilahabadi – Nasihat-e-Aqlaaqi

Unit – III
1. GHAZAL
   HALI – Uske jate hi ye kya ho gayee ghar ki surat
2. NAZM
   FAIZ – Mujhse pehli si muhabbat meri mehboob

Unit – IV
1. GHAZAL
   YASEER KURNULI– Rafeeq-o-hamnafas
2. NAZM
   AKHTARUL IMAAN – Khabr

Unit – V
1. GHAZAL
   RAHI FIDAYI– Apni tareeq ke raqim ke liye
2. NAZM
   IQBAL QUSRO – Izn-e-Aam
Sanskrit – I

Poetry, Prose and Grammar-1

Unit-I: Old Poetry
1. Abhijnaanam अभिज्ञानम् (Ramayanam-Kishkindhaa kaanda-6th Canto 1-27 Slokas)
2. Aatithyam (Bhaagavatam-IX Skandha – 21st Adhyaaya – 2-17 Slokas)

Unit-II: Modern Poetry
1. Unnatihi उन्नतिः (From Bharatee Bhushanam by Dr D.N.Deekshit – page No. 66-68
2. Vivikta Pushpa Karandaha by Dr Rani sadasiva Murthy, Selected Stanzas – 14

Unit-III: Prose
1. Moorkhataa मूर्खता (Apareekshitakaarakam of Pancharantram – 3rd & 4th Stories)
2. Murkha Brahmana katha मूर्ख ब्राह्मण कथा & Murkha pandita kathaमूर्ख पंडित कथा –
   pages 734-743, Publication, Krishnadas Academy, Varanasi.

Unit-IV: Grammar
1. Declensions: Nouns ending in vowels, Deva(देव), kavi(कवि), Bhanu(भानु), Dhatru(धातृ),
   pitru(पितृ), Go(गो), Ramaa(रामा), Mati(मति)
2. Conjugations: 1st Conjugation – Bhoo(भू), Gam(गम्), Shthaृत्, Drusirृशिर, Labhलभ, Mud,
   2nd Conjugation – AS
   10th Conjugation – Bhaash

Unit-V: Grammar
1. Sandhi: (संधि) Swara Sandhi स्वर संधि: Savarnadeergha सवरणदीर्घ, Ayavayava, Guna(गुण), Vruddhi
   (वृद्धि), Yana desa (यणादेस)
   Halsandhi: (हल संधि) Scutva, Stutva, Anunasika
2. Samasa: (समास) Dwandwa, Tatpurusha, Karmadharaya, Dwigu.
Foundation Course-1: Human Values and Professional Ethics  
(Common for All UG Programs)

Unit-I : Introduction to Value Education
   1. Value Education, Definition, Concept and Need for Value Education
   2. The Content and Process of Value Education
   3. Self-Exploration as a means of Value Education
   4. Happiness and Prosperity as parts of Value Education

Unit-II : Harmony in the Human Being
   1. Human Being is more than just the Body
   2. Harmony of the Self (‘I’) with the Body
   3. Understanding Myself as Co-existence of the Self and the Body
   4. Understanding Needs of the Self and the Needs of the Body

Unit-III : Harmony in the Family and Society and Harmony in the Nature
   1. Family as a basic unit of Human Interaction and Values in Relationships
   2. The Basics for respect and today’s Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love
   3. Comprehensive Human Goal : The Five dimensions of Human Endeavour

Unit-IV : Social Ethics
   1. The Basics for Ethical Human conduct
   2. Defects in Ethical Human Conduct
   3. Holistic Alternative and Universal order
   4. Universal Human Order and Ethical Conduct

Unit-V : Professional Ethics
   1. Value Based Life and Profession
   2. Professional Ethics and Right Understanding
   3. Competence in Professional Ethics
   4. Issues in Professional Ethics – The Current scenario
   5. Vision for Holistic Technologies, Production System and Management Models

References:

3. Bertrand Russell, Human Society in Ethics and Politics
4. Corliss Lamont, Philosophy of Humanism
7. I.C.Sharma, Ethical Philosophy of India, Nagin & Co., Julundhar
8. Mortimer.J.Adler, What Man has Made of Man
9. R.Subramanian, Professional Ethics, Oxford University Press
10. Text Book for Intermediate - Ethics and Human Values, Telugu Academy, Hyderabad.
11. William Lilly, Introduction to Ethics, Allied Publishers
Foundation Course-2: Environmental Studies
(Common for All UG Programs)

Unit-I: Natural Resources: 6 Hrs
Definition, Scope and importance. Need for public awareness.
Brief description of;
- Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people
- Water resources: Use and over-utilization. Effects of over utilization of surface and ground water. Floods, drought.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.
- Food resources: World food problems, Effects of modern agriculture; fertilizer- pesticide, salinity problems.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.
- Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification

Unit-II : Ecosystems, Biodiversity and its conservation 6 Hrs
- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Food chains, food webs and ecological pyramids
- Characteristic features of the following ecosystems:- Forest ecosystem, Desert ecosystem, Aquatic ecosystem.
- Value of biodiversity: Consumptive use, productive use. Biodiversity in India.
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity

Unit-III : Environmental Pollution 6 Hrs
- Definition, Causes, effects and control measures of:- Air pollution, Water pollution, Soil pollution, Noise pollution
- Solid waste management; Measures for safe urban and industrial waste disposal
- Role of individual in prevention of pollution
- Disaster management: Drought, floods and cyclones

Unit-IV: Social Issues and the Environment 6 Hrs
- From Unsustainable to Sustainable development
- Water conservation, rain water harvesting, watershed management.
- Climate change, global warming, ozone layer depletion,
- Environment protection Act
- Wildlife Protection Act, Forest Conservation Act
Unit-V: Human Population and the Environment

- Population explosion, impact on environment.
- Family welfare Programme
- Environment and human health
- Women and Child Welfare
- Value Education
- Role of Information Technology in Environment and human health.

References:
DSC 1A - Accounting-I

Unit-I – Introduction to Accounting

Unit –II: Subsidiary Books:

Unit-III: Trail Balance and Rectification of Errors:
Preparation of Trail balance - Errors – Meaning – Types of Errors – Rectification of Errors (Problems)

Unit-IV- Bank Reconciliation Statement:
Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

Unit -V: Final Accounts:

References:
2. R L Gupta & V. K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. V.K.Goyal, Financial Accounting, Excel Books
6. K. Arunjyothi, Fundamentals of Accounting; Maruthi Publications
DSC 2 A - Business Organization and Management


**Unit-II: Forms of Business Organizations:** Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Society; Choice of Form of Organization. Government - Business Interface; Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs).

**Unit-III: Joint Stock Company:** Company Incorporation: Preparation of important Documents for incorporation of Company – Memorandum of Association – Articles of Association – Differences Between Memorandum of Association and Articles of Association - Prospectus and its contents - Companies Act, 2013.

**Unit-IV: Management and Organization:** Process of Management: Planning; Decision-making; Organizing: Line and Staff - Staffing - Directing and Controlling; Delegation and Decentralization of Authority.


**Suggested Readings:**


Unit-II: Input and Output Devices: Keyboard and mouse, inputting data in other ways, Types of Software: system software, Application software, commercial, open source, domain and free ware software, Memories: primary, secondary and cache memory.

Unit –III: Introduction to Adobe Photoshop: Getting started with Photoshop, creating and saving a document in Photoshop, page layout and back ground, Photoshop program window-title bar, menu bar, option bar, image window, image title bar, status bar, ruler, pallets, tool box, screen modes, saving files, reverting files, closing files.

Unit –IV: Images: working with images, image size and resolution, image editing, colour modes and adjustments, Zooming & Panning an Image, Rulers, Guides & Grids- Working with Tool box: Practice Sessions.


Reference Books:

1. Reema Thareja, Fundamentals of Computers, Oxford University Press
2. Adobe Creative Team, Adobe Photoshop Class Room in a Book.
Semester - II

First Language – English-II
(Common for All UG Programs)

Unit -I: Prose
1. J. B.S Haldane: The Scientific Point of View
2. A.G. Gardiner : On Shaking Hands

Unit -II: Poetry
1. John Keats: Ode to Autumn
2. Kishwar Naheed: I am not that Woman (from An Anthology of Commonwealth Poetry edited by C.D. Narasimhaiah)

Unit-III: Short Story
1. Ruskin Bond: The Boy Who Broke the Bank
2. R. K. Narayan : Half a Rupee Worth

Unit -IV: One Act Play
   Anton Chekhov: The Proposal

Unit -V: Language Activity

1. Classroom and Laboratory Activities
   i. Transformation of Sentences (Voice, Speech and Degrees)
   ii. Dialogue Practice (Oral)
   iii. Listening Comprehension

2. Classroom Activity
   i. Guided Composition
   ii. Dialogue Writing
   iii. Reading Comprehension
స్వాధీన శాసన – II

I. రామారామయుని

   రామారామయుని

II. మాచర్ విభాగం

   మాచర్ విభాగం

   విశ్వవిద్యాలయం విభాగం – 3 భాగాలలో (93-139)

   “ఉష్ణమార్ణం ముందే నీ హత్తి” మాదిరి

   “భూమిక, ప్రాణాలలో” రామారామయుని

III. కావ్య విభాగం

   (a) అరంగులు

   అరంగులు

   (1) పాపం

   “పాపం”

   ఏ పాపం…. స్సముడి స్సముడి…. సంగముడి పాపం

   (2) కావ్య గంశయ

   “పాపం” పాపం 1 మంది 25 సంగముడి

   (ప్రాణాలలో నీ హత్తి నీ హత్తి)

   (ప్రాణాలలో నీ హత్తి నీ హత్తి)

IV. విశ్వాసం

   (a) విశ్వాసం

   విశ్వాసం

   (b) విశ్వాసం

V. సాథం

   ప్ర. ప్రతి. సాథం

   సాథం
Hindi-II

Prose-Gadya Sandesh - V. L. Narasimha Sinha

Unit-I: गद्य संदेश (Prose) संस्कृति और साहित्य का परस्पर सम्बन्ध - भारत एक है - हेच. आई. वी (Aids)

Unit-II: कथा लोक (Short stories) जरिया - भूख हड़ताल - परमात्मा का कुत्ता

Unit-III: व्याकरण (Grammar) कार्यालय हिंदी (Changing Administrative Terminology Hindi to English and English to Hindi)

Unit-IV: व्याकरण (Grammar) अपने वाक्यों में शब्द प्रयोग कार्यालयी हिंदी - (हिंदी से अंग्रेजी) - संधि विच्छेद

Unit-V: पत्र लेखन (Letter Writing) आवेदन पत्र
Urdu- II

Paper – I: Prose and Poetry

PROSE

Unit – I  Mazmoon ‘Behas-o-Takrar’  -  Sir Syed

Unit – II  Afsana ‘Toba Tek Singh’ -  Manto

Unit – III  Drama ‘Gud ki Makhiyan’ -  Kareem Rumani

Unit – IV  Muraqqa ‘Ustad-e-Muhatarram Zore Sahib’ –  Sulaiman Athar Jaweed

Unit – V  Inshaiya ‘Padiye gar beemar’ –  Mushtaq Ahmed Yusufi
Unit-I: Poetry:
(वसिष्ठालमणम) - Vasishthasramagamanam - Raghuvamsam-1st canto (35-54 Slokas)

Unit-II: Poetry:
(गंगावतरणम) - Gangavataram - Bhoja's Champu Ramayanam - Balakand (Except Kumaropathi)

Unit-III: Prose
1. (पुष्पोद्वव चरितम्) - Pushpodbhava Charitam - Dasakumara Charitam - Purvapeethi 4th Chapter
2. कृषिफलम् - Krshiphalam - Kaalaaya Tasmai Namah 20th Chapter - Written by Ogeti Parikshit Sarma, Pp. 273-277

Unit -IV: Grammar
1. Declensions (शब्द) Nonus ending in vowels नदी (Nadee) तनु (tanu) वधू (vadhoo) मातृ (matru) फल (phal) वारि (vari) मधु (madhu)
2. Conjugations - युध्युध्य इष्ट इष्ट इष्क इष्क कथ कङ्क कथ कङ्क रम वन्द वन्द

Unit -V: Grammar
1. सन्धि (Sandhi)
   (a) हल्ल सन्धि (Halsandhi) लत्व (Latva) जस्त्व (Jastva)
   (b) विसर्ग सन्धि (Visarga Sandhi)
      1. उत्तव (Utva)
      2. विसर्गलोप (Visarga Lop)
      3. रेफादेश (Rephadesa)
      4. ऊष्धम (Ooshn)
2. समास (Samasa)
   1. अवयवभाव (Avayabhava)
   2. बहुव्रीहि (Bahuvrihi)
Foundation Course – 3 A
Information & Communication Technology-I
(Computer Fundamentals and Office Tools) (30 hrs. of Teaching Learning including Lab)
(Common for all UG Programs)


Unit-III: MS-Word

Unit-IV: MS-PowerPoint
Features of PowerPoint – Creating a Blank Presentation - Creating a Presentation using a Template - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and Scaling of an Object – Slide Transition – Custom Animation

Unit-V: MS-Excel
Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Formulae, Referencing cells – Inserting Rows/Columns –Changing column widths and row heights, auto format, changing font sizes, colors, shading.

References:
1. Reema Thareja, Fundamentals of Computers, Oxford University Press, India
Vocabulary is considered the key to communication and it plays a great role for learners in acquiring a language. The first unit, therefore, is on the different aspects of vocabulary. Since English is a predicate-oriented language, there are two units on grammar focusing on the verb phrase. Listening and speaking are the two receptive skills. Listening is the basic skill of communication, and reading helps a person refine their writing skills. Unit IV and Unit V are on listening and reading respectively.

**Unit I: Vocabulary Building**
1. (a) Prefixes and Suffixes
   (b) Conversion
   (c) Compounding
   (d) Analogy
2. One-Word Substitutes
3. Words Often Confused
4. Synonyms and Antonyms
5. Phrasal Verbs

**Unit II: Grammar - 1**
1. Types of Verbs
2. Subject-Verb Agreement

**Unit III: Grammar - 2**
1. Meanings of Modals
2. Tense (Present and Past) and Aspect
3. The Several Possibilities for Denoting Future Time
4. Articles and Prepositions

**Unit IV: Listening Skills**
1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

**Unit V: Reading Skills**
1. Skimming
2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension
DSC 1B – Accounting-II

Unit-I: Depreciation
Meaning of Depreciation - Methods of Depreciation: Straight line – Written down Value – Sum of the Years' Digits - Annuity and Depletion (Problems).

Unit-II: Provisions and Reserves

Unit-III: Bills of Exchange

Unit-IV: Consignment Accounts

Unit-V: Joint Venture Accounts
Joint venture - Features - Differences between Joint-venture and consignment – Accounting procedure - Methods of keeping records (Problems).

Reference Books:
1. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, S.Chand & Co.
5. V.K. Goyal, Financial Accounting, Excel Books
8. Arulanandam, Advanced Accountancy, Himalaya Publishers
DSC 2 B - Business Economics


**Unit-II: Demand Analysis:** Definition - Determinants of Demand -- Demand function – Law of demand- Demand Curve - Exceptions to Law of Demand - Elasticity of Demand – Types of Elasticity of Demand – Measurements of Price elasticity of Demand – Total outlay Method – Point Method – Arc Method.

**Unit – III: Cost and Revenue Analysis**

**Unit-IV: Market Structure:** Concept of Market - Market structure - Perfect competition - characteristics - equilibrium price - Monopoly- characteristics - Defects of Monopoly – Distinction between Perfect competition and Monopoly - Monopolistic Competition - Characteristics - Product differentiation - Oligopoly - characteristics - Price rigidity - Kinked Demand Curve.


**References:**

5. Aryasri and Murthy, Business Economics, Tata McGraw Hill
6. H.L Ahuja, Business Economics, Sultan Chand & Sons
DSC 3B: Enterprise Resource Planning

Unit-I: **Introduction**: Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.


Unit-III: **ERP Implementation**: Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work - Training – Data Migration - People Organization in implementation-Consultants, Vendors and Employees.

Unit-IV: **Post Implementation**: Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.


**References:**

5. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009
Semester - III

First Language – English-III
(Common for all UG Programs)

Unit – I: Prose
1. M.K. Gandhi: Shyness My Shield (from The Story of My Experiments with Truth)
2. Alexis C. Madrigal: Why People Really Love Technology: An Interview with Genevieve Bell

Unit – II: Poetry
1. Gabriel Okara: Once upon a Time
2. Seamus Heaney: Digging

Unit – III: Short Story
1. Jhumpa Lahiri: The Interpreter of Maladies
2. Shashi Deshpande: The Beloved Charioteer

Unit – IV: One Act Play
Gurajada Appa Rao: Kanyasulkam, Translated by C. Vijayasree & T. VijayaKumar (Acts I & II)

Unit – V: Language Activity
1. Classroom and Laboratory Activities
   i. JAM Sessions
   ii. Note Taking
   iii. Reporting for the Media
   iv. Expansion of an idea

2. Classroom Activity
   i. Transformation of sentences (Simple-Complex-Compound Sentences)
   ii. Note Making
   iii. Report Writing
   iv. Writing for the Media

Note: In classroom instruction it may be ensured that the theoretical and practical components of CSS-II complement the language activity in this semester.
మహానివాసం – III

I. కథలు
   - మామార్చకత
   పుణ్యప్రతిరోధం – విపులకు తోటలు (582-621)
   “శ్రమనుషాతమ” మాత్రము “విపులకుడనే సంధి”

II. గొప్ప ప్రకాశం
   - రైమత్రి ఖతియా
   ఎందుకున్నావాడు మిదితో లఖించబడింది
   “చిత్రాలము” మాత్రము
   “మామార్చకత పోషణ” మాత్రము (6 మాత్రము 24 వర్షాలు)

III. చదవ చతుర్త
(1) సామాన్య ప్రతిరోధం
   - పాలిది ఖతియా (1 – 20)
   ‘పాలకుడனు’ మాత్రము ‘విపులకుడి’ మాత్రము

(2) విగ్రహ రామాయణం
   - శివారోధం పోలి మాత్రము శ్రమనుషాతమ
   ‘శ్రమనుషాతమ’ మాత్రము ‘చిత్రాలము’ మాత్రము

(3) సామాన్య ప్రతిరోధం
   - ‘విపులకుడి’
   ‘చిత్రాలం’ మాత్రము ప్రతిరోధం, ప్రతిరోధం మాత్రము
   ‘చిత్రాలం’ మాత్రము
   ‘పాలకుడనే చిత్రాలం’ మాత్రము
   ‘చిత్రాలం’ మాత్రము

IV. నాటకం

ద. కొట్టపాటు ప్రతిరోధం
   - ‘విపులకుడి’ – ప్రతిరోధం నాటకం
V. విశేషాలు

(అ) తీమంగి - అభిప్రభతం, పంచమాచర్య, కలిగా, కంచిని, కంచియుడు, పండితము, సూర్యము, చింతియుడు, చదివియుడు.

(ఏ) రంగాలంయ శాసనం - వస్త్ర, తోగన, వంఛితుడు, పోరంతుడు, అధికారుడు,

అభిప్రభతం, పండితము.

విశేషాల సంకేతాలు:

1. అభిప్రభతం, పండితము, చింతియుడు, కంచిని మాత్రమే ఉండాలి.

2. పండితము వస్త్రం దాని బాస్తవంగా వుండేవాందే అనేకమండలం జాగుతుంది.

3. పండితము వస్త్రం హేతుకు మనుషులను విధానం చేయుట సాధనం.
Hindi-III

Prose-Gadya Sandesh - V.L. Narasimha Sinha

Unit-I: काव्यदीप
(Ancient and Modern Poetry)
कबीरदास – साखी - सूरदास का बाल वर्णन – मातृभूमि- तोड़ती पत्थर- गीत फरोश

Unit-II: हिन्दी साहित्य का इतिहास
(History of Hindi Literature)
भक्तिकाल - जानश्रयी शाखा-कबीर - प्रेमश्रयी शाखा-जायसी

Unit-III: साधारण निबंध
(General Essays)
समाचार पत्र - बेकारी की समस्या - कम्प्यूटर - पर्यावरण और प्रदूषण - साहित्य और समाज

Unit-IV: अनुवाद
(Translation)
अनुवाद आभ्यास से हिन्दी (Four or Five lines)

Unit-V: प्रयोजनमूलक हिन्दी
(Functional Hindi)
परिपत्र जापन
Urdu-III
Poetry
Prescribed book: MUNTAKHAB ADAB - II

Unit – I: Masnavi – Ibne Nishati – Phoolbun – Aaghaze Dastan – 21 Sher


Unit – III: Marsiya – Meer Anees – Jab Qata ki masafate shab aaftab ne (Ibtidayi 6 band musaddas ke)

Unit – IV: Shehar Aashoob – Nazeer Akbaabadi – Hai ab to kuch sukhan ka mere ikhtiyar band

Unit – V: Rubaiyaat
   1. Amjad Hyderabadi – ‘Har cheez ka khona bhi
   2. Saghar Yajjedi – ‘Tareef ki meezaan pe tul jate hain
Sanskrit-III

Drama, Upanishad, Alankaras, Participles & Sabdas

Unit-I: Old Drama - दूतवाक्यम् (Doota Vakyam One Act Play by Bhasa)

Unit-II: Modern Drama अशानिषिरासम् (Asani Niraasam by Kavisamrat Viswantha Satyanarayana. Published in 1954)

Unit-III: Upanishad - शिष्यानुशासनम् - शिष्कावल्ली (Sishyaanusaasanam-Siksha Valli of Taitireeya Panishat)

Unit-IV: Alankaras - 1. उपमा (Upama) 2. अनन्त्य (Ananvaya) 3. उत्प्रेक्षा (Utpreksha) 4. दीपकम् (Deepakam) 5. अप्रस्तूत प्रशंसा (Aprastut Prasamsa) 6. द्वष्ट्वान्त (Drushtanta)

Unit-V: Participles - Krutpratyayas कृतप्रत्ययः: 1. कत्वा (Ktva) 2. ल्यप् (Lyap) 3. तुम्मन् (Tumum) 4. तव्य (Tavya)

Sabdas - 1. Halanta (हलन्त) 2) (Vach) 3) मरू (Marut) 3) भगवत् (Bhagavat) 4) राजन् (Rajan) 5) विद्वास (Vidwas) 6) मनस् (Manas)

2. Sarvanama (सर्वनाम) 1) असम्द (Asmad) 2) युष्मद् (Yushmad)
Foundation Course -3 B
Information & Communication Technology–2
(Internet Fundamentals and Web Tools) (30 hrs. of Teaching Learning including Lab)
(Common for All UG Programs)


Unit-II: Internet Applications: Using Internet Explorer, Standard Internet Explorer Buttons, Entering a Web Site Address, Searching the Internet – Introduction to Social Networking: Twitter, Tumblr, Linkedin, Facebook, Flickr, Skype, Yelp, Vimeo, Yahoo!, Google+, Youtube, WhatsApp, etc.

Unit-III: E-Mail: Definition of E-mail - Advantages and Disadvantages – User IDs, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management, Email Inner Workings.


References:

Foundation Course - 4B
Communication and Soft Skills-2  (Course Content (30 hours))
(Common for All UG Programs)

CSS-2 aims at improving the speaking skills of the learner. For many learners of English, the sound-spelling relationship of the language appears anarchic. Another problem many Indian learners face is English word accent. Unit I and Unit II help learners overcome these problems to a great extent. The remaining units are on the two productive skills, speaking and writing. The techniques of day-to-day conversations and the important characteristics of interviews and GDs presented in this course strengthen the learner's speaking skills. The last unit presents various aspects of presentation in writing.

Unit I: Pronunciation-1
The Sounds of English

Unit II: Pronunciation–2
1. Word Accent
2. Intonation

Unit III: Speaking Skills-1
1. Conversation Skills
2. Interview Skills
3. Presentation Skills
4. Public Speaking

Unit IV: Speaking Skills-2
1. Role Play
2. Debate
3. Group Discussion

Unit V: Writing Skills
1. Spelling
2. Punctuation
3. Information Transfer
   o Tables
   o Bar Diagrams
   o Line Graphs
   o Pie Diagrams
   o Flow Charts
   o Tree Diagrams
   o Pictures
DSC 1 C - Corporate Accounting

Unit-I:  

Unit-II:  
Issue and Redemption of Debentures - Employee Stock Options – Accounting Treatment for Convertible and Non-Convertible debentures (preparation of Journal and Ledger).

Unit –III:  

UNIT – IV:  
Company Final Accounts: Preparation of Final Accounts – Adjustments relating to preparation of final accounts – Profit and loss account and balance sheet – Preparation of final accounts using computers (including problems).

Unit –V  
Provisions of the Companies Act, 2013 relating to issues of shares and debentures - Book Building- Preparation of Balance Sheet and Profit and Loss Account – Schedule-III.

Reference Books:  
1. Corporate Accounting – Haneef & Mukherji,  
2. Corporate Accounting – RL Gupta & Radha swami  
3. Corporate Accounting – P.C. Tulsian  
4. Advanced Accountancy: Jain and Narang  
6. Advanced Accountancy : Chakraborty  
8. Accounting standards and Corporate Accounting Practices: T.P. Ghosh Taxman  
DSC 2C - Business Statistics

Unit 1: Introduction to Statistics:
Definition, importance and limitations of statistics - Collection of data - Schedule and questionnaire – Frequency distribution – Tabulation -Diagrammatic and graphic presentation of data using Computers (Excel).

Unit 2: Measures of Central Tendency:
Characteristics of measures of Central Tendency-Types of Averages – Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Deciles, Percentiles, Properties of averages and their applications.

Unit 3: Measures of dispersion and Skewness:

Unit 4: Measures of Relation:
Meaning and use of correlation – Types of correlation-Karlpearson’s correlation coefficient – Spearman’s Rank correlation-probable error-Calculation of Correlation by Using Computers - Regression analysis comparison between correlation and Regression – Regression Equations-Interpretation of Regression Co-efficient.

Unit 5: Analysis of Time Series & Index Numbers:

References:
2. Statistics-Problems and Solutions Kapoor V.K.
4. Statistical Methods Gupta S.P
5. Statistics Gupta B.N.
7. Statistics-Theory, Methods and Applications Sancheti,D.C. &Kapoor V.K
DSC 3C: Office Automation Tools

Unit-I: MS-Excel: features of Ms-Excel, Parts of MS-Excel window, entering and editing data in worksheet, number formatting in excel, different cell references, how to enter and edit formula in excel, auto fill and custom fill, printing options.

Unit-II: Formatting options: Different formatting options, change row height, formulae and functions, Functions: Meaning and advantages of functions, different types of functions available in Excel.

Unit-III: Charts: Different types of charts, Parts of chart, chart creation using wizard, chart operations, data maps, graphs, data sorting, filtering. Excel sub totals, scenarios, what-if analysis Macro: Meaning and advantages of Macros, creation, editing and deletion of macros - Creating a macro, how to run, how to delete a macro.


Reference Books:

A current axiom is that hard skills will get a person an interview, but soft skills will get that person the job. Unit I of the course is on soft skills, which are absolutely necessary in the global job market. Writing is considered the most difficult of all the skills. Units II to V help the learner improve their writing skills, especially academic/formal writing.

**Unit I: Soft Skills**
1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

**Unit II: Paragraph Writing**
1. Paragraph Structure
2. Development of Ideas

**Unit III: Paraphrasing and Summarizing**
1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

**Unit IV: Letter Writing**
1. Letter Writing (Formal and Informal)
2. E-correspondence

**Unit V:**
1. Resume and CV
2. Cover Letter
Foundation Course - 5
Analytical Skills
(Common for All UG Programs) (Total 30 Hrs)

Unit-I: Data Analysis: The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analyzed and the questions pertaining to the data are to be answered.

Unit-II: Sequence and Series: Analogies of numbers and alphabets completion of blank spaces following the pattern in A:b::C: d relationship odd thing out; Missing number in a sequence or a series.

Unit-III: Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). Date, Time and Arrangement Problems: Calendar Problems, Clock Problems, Blood Relationship.


Unit-V: Business computations: Percentages, Profit &loss, Partnership, simple compound interest.

References:
1. R S Agrawal, Quantitative Aptitude for Competitive Examination, S.Chand publications.
2. R V Praveen, Quantitative Aptitude and Reasoning, PHI publishers.
3. Pratogitaprakasan, Kic X, Quantitative Aptitude: Numerical Ability (Fully Solved) Objective Questions, Kiran Prakasan publishers
4. Abhijit Guha, Quantitative Aptitude for Competitive Examination, TMG Hill publications.
5. Old question Paper of the Exams conducted by (Wipro, TCS, Infosys, etc.) at their recruitment process, source-Internet.

Note: The teachers/students are expected to teach /learn the contents by not converting them to the problems of algebra at the maximum possible extent, but to use analytical thinking to solve the exercises related to those topics. This is the main aim of the course.
Foundation Course-6  
Entrepreneurship Education  
(Common for All UG Programs)  
(Total 30 Hrs)

**Unit-I: Entrepreneurship:** Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations – Role of Entrepreneurship in economic development – Start-ups.

**Unit-II: Idea Generation and Opportunity Assessment:** Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.


**Unit-IV: Institutions Supporting Small Business Enterprises:** Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions – DICs – SFC – SSIDC – Other financial assistance.


**References:**

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., et.al., Entrepreneurship Development, New Age Publishers, New Delhi, 2011
7. Peter F. Drucker, Innovation and Entrepreneurship.
8. A. Sahay, M. S. Chikara, New Vistas of Entrepreneurship: Challenges and Opportunities.
Foundation Course-7
Leadership Education
(Common for All UG Programs) (Total 30 Hrs)


5. Team Building and Management – Developing team resources – Designing team – Participation and Repercussion – Team building activities.

References:

5. Aswathappa,”Orgnizational Behaviour”, Himalaya Publishing House, Mumbai
DSC 1D - Banking Theory & Practice

Unit-I: Introduction
Meaning & Definition of Bank – Functions of Commercial Banks – Kinds of Banks - Central Banking Vs. Commercial Banking.

Unit-II: Banking Systems
Unit Banking, Branch Banking, Investment Banking- Innovations in banking – E banking - Online and Offshore Banking, Internet Banking - Anywhere Banking - ATMs - RTGS.

Unit-III: Banking Development
Indigenous Banking - Cooperative Banks, Regional Rural banks, SIDBI, NABARD - EXIM Bank.

Unit-IV: Banker and Customer
Meaning and Definition of Banker and customer – Types of Customers - General Relationship and Special Relationship between Banker and Customer - KYC Norms.

Unit-V: Collecting Banker and Paying Banker

Books for Reference
1. Banking Theory: Law & Practice : K P M Sundram and V L Varsheney
2. Banking Theory, Law and Practice : B. Santhanam; Margam Publications
4. Introduction to Banking : Vijaya Raghavan
5. Indian Financial System : M.Y.Khan
6. Indian Financial System : Murthy & Venugopal
DSC 2D - Business Laws

Unit-I: Contract:

Unit-II: Offer and Acceptance:
Definition of Valid Offer, Acceptance and Consideration -Essential elements of a Valid Offer, Acceptance and Consideration.

Unit-III: Capacity of the Parties and Contingent Contract:
Rules regarding to Minors contracts - Rules relating to contingent contracts - Different modes of discharge of contracts-Rules relating to remedies to breach of contract.

Unit-IV: Sale of Goods Act 1930:
Contract of sale – Sale and agreement to sell – Implied conditions and warranties – Rights of unpaid vendor.

Unit-V: Cyber Law and Contract Procedures - Digital Signature - Safety Mechanisms.

References:

2. Kapoor ND, Mercentile Law , Sultan Chand
3. Balachandram V, Business law Tata
4. Tulsian , Business Law Tata
5. Pillai Bhagavathi, Business Law , S.Chand.
DSC 3D Business Analytics

Unit-I: **Introduction** - Business Analytics Life Cycle - Business Analytics Process - Data concepts - Data exploration & visualization - Business Analytics as Solution for Business Challenges -

Unit-II: **Automated Data Analysis**: Tabulation and Cross Tabulation of Data: Univariate, Bivariate and Multivariate Data Analysis – ANOVA.

Unit-III: **Hypothesis Testing**: Type 1 & 2 errors - T-test, ANOVA, Chi-Square and correlation - Linear Regression Analysis - Logistic Regression - Cluster Analysis - Market Basket Analysis.


Unit-V: **SPSS Packages** – Applications and Case Studies.

**Suggested Books:**

5. R.N Prasad and Seema Acharya, “Fundaments of Business Analytics”, Wiley India Publication.
SBC E 5.1 A - Business Leadership


Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.

References:


SBC E 5.1 B Office Management


Unit-III: Records Storage and Retrieval: Nature of Files and Records - Storage - Purposes of Records Storage and Control - Filing systems, equipment and supplies - Records retention – ICT applications in Office Management.

References:

5. Duggal, B: Office Management and Commercial Correspondence, Kitab Mahal.
SBC E 5.1C Personal Finance


**Unit-II: Investment Alternatives:** Real Estate, Gold, Shares, Bonds, Govt. Securities, Insurance Policies, Mutual Funds, Post Office Saving Schemes, Public Provident Fund, etc.


**References:**

5. Ankit Gala & Khushboo Gala, Investment Planning, Buzzing Stock Publishing.
SBS E 5.1 D Project Management

Unit-I: Basics of Project Management: Project Identification, Project Initiation - Project Life Cycle - Project Planning, Resource Allocation, Scheduling, Project Cost Estimate and Budgets - CPM - PERT.


Unit-III: Project Execution, Control and Close-out: Project Execution, Project Control, Purpose of Execution and Control - Project Close-out, Project Termination, Project Follow-up.

References:


2. S. Choudhury, Project Scheduling and Monitoring in Practice, South Asian Publishers Pvt. Ltd.

3. P. K. Joy, Total Project Management: The Indian Context, Macmillan India Ltd.


5. N. J. Smith (Ed), Project Management, Blackwell Publishing.

DSC - 1E  5.2 Cost Accounting


Unit-II: Elements of Cost: Materials: Material control – Selective control, ABC technique – Methods of pricing issues – FIFO, LIFO, Weighted average, Base stock methods, choice of method (including problems).


Unit -V: Costing Techniques: Marginal Costing – Standard costing – Variance Analysis (including problems).

References:

DSC 2E  5.3 Taxation

Unit-I: **Introduction**: Objectives - Principles of Taxation - Brief History - Basic Concepts; Capital and Revenue; Basis of Charge - Exempted Incomes - Residential Status – Incidence of Taxation.

Unit-II: **Direct and Indirect Taxes** – Service Tax – VAT – Central Sales Tax – Latest Developments.

Unit-III: **Computation of income under different heads**: Income from Salary; Income from House Property; Income from Business/Profession, Charges Deemed Profits to Tax; Deductions u/s 80C to 80U - Income from Capital Gains; Income from Other Sources (simples problems).

Unit-IV: **Taxation System in India**: Objectives; Tax Holiday; Modes of Tax Recovery (Section 190 and 202); Payments and Refunds; Filing of Returns.

Unit-V: **Tax Planning**: Tax Avoidance and Tax Evasion; Penalties and Prosecutions; Income Tax Authorities.

**References:**

2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
DSC 3E 5.4 Commercial Geography


Unit -II: India – Agriculture: Land Use - Soils - Major crops – Food and Non-food Crops – Importance of Agriculture – Problems in Agriculture – Agriculture Development.


Unit -IV: India – Minerals and Mining: Minerals – Renewable and non Renewable – Use of Minerals – Mines – Coal, Barites, etc. – Singareni Coal mines and Mangampeta Barites - District-wise Profile.


References:


3. Dr. S. Sankaran, Commercial Geography, Margam Publications, Chennai.


6. Vinod N. Patel, Commercial Geography, Oxford Book Company
Unit- I: Introduction to Algorithms and Programming Languages: Algorithm – Key features of Algorithms – Some more Algorithms – Flow Charts. Introduction to C: Structure of C Program – Writing the first C Program – File used in C Program – Compiling and Executing C Programs – Using Comments – Keywords – Identifiers – Basic Data Types in C – Variables – Constants – I/O Statements in C- Operators in C- Programming Examples – Type Conversion and Type Casting

Unit-II: Decision Control and Looping Statements: Introduction to Decision Control Statements – Conditional Branching Statements – Iterative Statements – Nested Loops – Break and Continue Statement – Go to Statement


Reference Books:

1. Reema Thareja, Introduction to C programming, Oxford University Press.


Unit-III: Entity–Relationship Model: Introduction, The Building Blocks of an Entity–Relationship, Classification of Entity Sets, Attribute Classification, Relationship Degree, Relationship Classification, Generalization and Specialization, aggregation and composition, CODD’S Rules, Relational Data Model, Concept of, Relational Integrity.

Unit-IV: Structured Query Language: Introduction, History of SQL Standard, Commands in SQL, Data types in SQL, Data Definition Language (DDL), Selection Operation Projection Operation, Aggregate Functions, Data Manipulation Language, Table Modification, Table Truncation, Imposition of Constraints, Set Operations.

Unit-V: PL/SQL: Introduction, Structure of PL/SQL, PL/SQL Language Elements, Data Types, Control Structure, Steps to Create a PL/SQL Program, Iterative Control, Cursors, Steps to Create a Cursor, Procedure, Function, Packages, Exceptions Handling, Database Triggers, Types of Triggers.

Reference Books:

1. Paneerselvam: Database Management Systems, PHI.
5. MARTIN, Database Management – Prentice Hall of India, New Delhi.
7. Korth, Database Management systems.
8. Navathe, Database Management systems.
9. S. Sumathi, S. Esakkirajan, Fundamentals of Relational Database Management Systems

Unit-II: Cascading Style Sheets: Introduction, using Styles, simple examples, your own styles, properties and values in styles, style sheet, formatting blocks of information, layers.

Unit-III: Introduction to JavaScript: What is DHTML, JavaScript, basics, variables, string manipulations, mathematical functions, statements, operators, arrays, functions.

Unit-IV: Objects in JavaScript: Data and objects in JavaScript, regular expressions, exception handling, built-in objects, events.

Unit-V: DHTML with JavaScript: Data validation, opening a new window, messages and confirmations, the status bar, different frames, rollover buttons, moving images, multiple pages in single download, text only menu system.

References:

2. Black Book HTML 5.0
3. Complete reference HTML 5.0
SBS G 6.1A Accounting Software

**Unit-I: Accounting Software Packages:** Tally, Wings, Busy, Spreadsheet, Ms Excel as Accounting tool, Function wizard, Auditing Tool in MS Excel - Selective Applications for Accounts.


**Unit-III: Applications of Spreadsheet Software:** Preparation of Cash, Production and Flexible Budgets, Projected Profit & Loss Statement and Balance Sheet.

**References:**

1. Horngreen, C.T., Introduction to Management Accounting, Prentice Hall,
2. Smith, J.L. Keith, RM and Stephens, W.L., Managerial Accounting, McGraw Hill.
SBS G 6.1B Tally


Unit-II: Create Accounting Masters in Tally.ERP 9 - Chart of Accounts - Creating Single and Multiple charts, Displaying and Altering charts – Walkthrough for creating Chart of Accounts – Back-up of data and Restoring - Tally Audit Features.

Unit-III: Creating Inventory Master: Creating Stock Groups, Displaying, Deleting, Altering - Creating Stock Unit of Measure, Displaying and Deleting Unit Measures - Creating, Altering, Displaying, Deleting Stock items - Generating Reports.

References:

2. Tally 9.0 (English Edition), (Google eBook) Computer World
3. Tally.ERP 9 Made Simple Basic Financial Accounting by BPB Publisher.
4. Tally ERP 9 For Real Time Accounting by Avichi Krishnan
5. Fundamentals of Computers, by V. Rajaraman, PHI.
SBS G 6.1C Event Management

**Unit-I: Event Concept:** Corporate Events and Customer’s needs - Types of Events - Corporate hospitality – Exhibitions – Trade Fairs – Conferences – Business and Government Meets - Corporate event packages - Menu Selection - Customization.

**Unit-II: Outdoor Events:** Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment.

**Unit-III: Celebrity Events:** Launches, Fashion shows, National festivals and high-profile charity events - Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations - Liaisoning with Govt. Departments.

**References:**


2. Event Management by Swarup K. Goyal - Adhyayan Publisher.


4. Event Entertainment and Production - Mark Sonder, CSEP, Wiley & Sons, Inc.

5. Special Event Production - Doug Matthews.

SBC G 6.1D Media Management

Unit-I: Media Management: Role of Media - Planning - Organization - Media types - Unique features of print media - Radio and Television - Teleconferencing - Media Technology: Internet, mobile phones, interactive television, video games, Ipod, Blogs, Community network sites.

Unit-II: Media Marketing: Penetration, Reach, Access and Exposure to media - Revenue-expenditure in media - Selling and buying space and time on media - TRP Rating - Audience Profiles -.

Unit-III: Media and Ethics: Ethical issues related to Media - Intellectual Property Rights (IPR) and New Media - Security issues and New Media - Comparative analysis of Ten websites.

References:
2. Advertising and Promotion, An IMC Perspective, Kruti shah and Alan D’ Souza, TMH.
5. Raidu C.S., Media and Communication Management, Himalaya Publishers
DSC 1 G 6.2 Marketing


Unit-V: Promotion and Distribution: Promotion Mix - Advertising - Publicity – Public relations - Personal selling and Direct marketing - Distribution Channels – Online marketing- Global marketing.

References:

4. V.S. Ramaswamy S. Nama Kumari, Marketing Management – Planning, McMillan
DSC 2G 6.3 Auditing

Unit-I: Auditing: Meaning – Objectives – Importance of Auditing – Auditing as a Vigil Mechanism – Role of Auditor in checking corporate frauds.

Unit-II: Types of Audit: Based on Ownership and time - Independent, Financial, Internal, Cost, Tax, Government, Secretarial audits.

Unit-III: Planning of Audit: Steps to be taken at the commencement of a new audit - Audit programme - Audit note book - Internal check, internal audit and internal control.

Unit-IV: Vouching and Investigation: Vouching of cash and trading transactions - Investigation, Auditing vs. Investigation


References:

DSC 3G 6.4 Management Accounting


Unit–II: Ratio Analysis: Classification, Importance and limitations - Analysis and interpretation of Accounting ratios - Liquidity, profitability, activity and solvency ratios (including problems).


References:
2. I.M Pandey, “Management Accounting”, Vikas Publishing House, New Delhi,
7. Dr. Kulsreshtha & Gupta – Practical problems in Management Accounting.
DSC 1H 6.5 - Tally


Unit-II: Introduction of Tally Software, Creation of a company, Gateway of Tally, Accounts Information, Groups, pre defined Groups, Creation of New Groups, Creation of sub Group.

Unit-III: Ledgers, Ledger Creation – Single and multiple Ledgers, Displaying & altering Ledgers, configure Ledger, Stock Ledger, Ledgers and their Group Allocation.


Reference Books:

1. K. Kiran Kumar, Tally ERP9.
6. Tally ERP 9 Made Simple Basic Financial Accounting, BPB Publisher.
7. Avichi Krishnan, Tally ERP 9 for Real Time Accounting, Book Ganga.
DSC 2H 6.6 - e-Commerce

**Unit-I: Introduction to E-Commerce**

**Unit-II: Business-to-Business Electronic Commerce**

**Unit-III: Internet and Extranet**

**Unit-IV: Public Policy**
From Legal Issues to Privacy : Legal Incidents, Ethical and Other Public Policy Issues, Protecting Privacy, Protecting Intellectual Property, Free speech, Internet Indecency and Censorship, Taxation and Encryption Policies, Other Legal Issues: Contracts, Gambling and More, Consumer and Seller Protection in EC.

**Unit-V: Infrastructure For EC**

**Reference Books**
2. E Business by Parag Kulakarni and Sunitha Jahirabadkar from Oxford University Press.
7. Soka, From EDI to Electronic Commerce, McGraw Hill.
Unit-I: Building blocks of PHP: Variables, Data Types, Operators and Expressions, Constants.
Flow Control Functions in PHP: Switching Flow, Loops, Code Blocks and Browser Output.
Working with Functions: Defining Functions, Calling functions, returning the values from User-Defined Functions, Variable Scope, Saving State between Function calls with the Static statement, more about arguments.

Unit-II: Working with Arrays: Arrays, Creating Arrays, Some Array-Related Functions.
Working with Objects: Creating Objects, Object Instance. Working with Strings, Dates and Time: Formatting Strings with PHP, Investigating Strings with PHP, Manipulating Strings with PHP, Using Date and Time Functions in PHP.

Unit-III: Working with Forms: Creating Forms, Accessing Form - Input with User defined Arrays, Combining HTML and PHP code on a single Page, Using Hidden Fields to save state, Redirecting the user, Sending Mail on Form Submission, Working with File Uploads.
Working with Cookies and User Sessions: Introducing Cookies, Setting a Cookie with PHP, Session Function Overview, Starting a Session, Working with session variables, passing session IDs in the Query String, Destroying Sessions and Unsetting Variables, Using Sessions in an Environment with Registered Users.

Unit-IV: Working with Files and Directories: Including Files with include(), Validating Files, Creating and Deleting Files, Opening a File for Writing, Reading or Appending, Reading from Files, Writing or Appending to a File, Working with Directories, Open Pipes to and from Process Using popen(), Running Commands with exec(), Running Commands with system ( ) or passthru ( ).

Unit-V: Interacting with MySQL using PHP: MySQL Versus MySQLi Functions, Connecting to MySQL with PHP, Working with MySQL Data. Creating an Online Address Book: Planning and Creating Database Tables, Creating Menu, Creating Record Addition Mechanism, Viewing Records, Creating the Record Deletion Mechanism, Adding Sub-entities to a Record.

References: