

<b>Semester-I</b>			
<b>Allied-II IT for Managers</b>			
<b>Code:18UBAA12</b>	<b>Hrs/Week:3</b>	<b>Hrs/Sem.: 45</b>	<b>Credit:3</b>

### **Vision**

To make the students understand about computers and make them efficient in operating computers.

### **Mission**

Provide an understanding of computers, computer operating systems and train students in computer application software.

### **Course Outcome :**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the history and basic concepts of computers	1	Un
CO-2	know about the input devices of a computer	1,5	Un
CO-3	know about the output devices of a computer	1,5	Un
CO-4	create word documents with formatting features	3,5	Cr
CO-5	apply spell and grammar check in MS Office	4	Ev
CO-6	know about MS Excel in detail for calculations	5	Cr
CO-7	know about MS Power point for presenting company data	5	An
CO-8	create multimedia presentation	1,5	Cr

Semester-I			
Allied-II IT for Managers			
Code:18UBAA12	Hrs/Week:3	Hrs/Semester: 45	Credit:3

### **Unit - I Introduction to Computers:**

Computer: History of Computer – Evolution - First Generation Computer-Next Generations.

### **Unit - II Components of Computer:**

Components: Types of Input Devices (Keyboard, Mouse, Light, Pen Optical / Magnetic Scanner, Touch Screen, Microphone for voice as input, track ball) – Types of Output Devices (Monitor, Printers, Plotter, Speaker)

### **Unit – III MS Word:**

MS Word: Introduction to Word-creating word document – formatting- spell check- grammar Check- Working with Tables- Saving, Opening and Closing document.

### **Unit - IV MS Excel:**

MS Excel: Introduction- Spread sheet-Entering data in working sheets-Editing and formatting worksheets–Charts-Functions like saving, opening and closing work book.

### **Unit - V MS PowerPoint:**

MS PowerPoint: Creating a basic power point presentation-Insert picture – Animation-Creating Multimedia Presentation-Insert tables and Graphs.

### **Text Book:**

1. Stephen L Nelson-*Office 2000, The Complete Reference*, Tata McGraw Hill Publishing Company Limited.
2. Krishnan, N., *Windows and MS-office 2000 with Database concepts*, Scitech Publications.

### **Books for Reference:**

1. Alexis Leon, *Introduction to Computers* – Chennai: Vikas Publishing House.
2. Vikas Gupta – *Comdex Computer Course Kit, Windows XP with Office 2007*, New Delhi. Dreamtech Press.

<b>Semester-II</b>			
<b>Allied III- Business Correspondence</b>			
<b>Code:18UBAA21</b>	<b>Hrs/Week:3</b>	<b>Hrs/Sem.: 45</b>	<b>Credits: 3</b>

**Vision:**

Enable the student to recognize the relationship of effective communications skills to success in academic, work and social environments.

**Mission:**

Understand the importance of communication correspondence in day to day life of a business.

**Course Outcome :**

<b>CO. No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the meaning and definition of business correspondence.	1	Un
CO-2	understand the need and uses of business letters in business fields.	2	Un
CO-3	create the students to write business letters.	6	Ap
CO-4	know to fill bank, insurance and agency forms.	6	Cr
CO-5	understand the importance of short and long reports.	6	Un
CO-6	understand about interdepartmental communication.	8	An
CO-7	know the need of business correspondence.	4	Ap
CO-8	know the techniques of business correspondence.	4,6	Ap

Semester-II			
Allied III- Business Correspondence			
Code:18UBAA21	Hrs/Week:3	Hrs/Sem.: 45	Credits: 3

### **Unit - I Business Correspondence:**

Business: Meaning – Need of a Business Letter – Functions of Business Letter – Kinds of Letter – Kinds of Business Letter - Layout.

### **Unit - II Kinds of Business Letter:**

Types: Interview - Appointment – Promotion – Enquires – Replies – Orders – Sales – Circular – Complaints.

### **Unit - III Forms of Correspondence: Bank, Insurance and Agency Correspondence:**

Bank, Insurance and Agency Correspondence: Correspondence with customers - correspondence with the head office - correspondence with other banks- Fire Insurance – Marine Insurance – Life Insurance– Specimen Letters of agency correspondence.

### **Unit - IV Reports:**

Reports: Importance – Oral & Written Reports – Functional Areas of Reports – Types – Features – Preparing reports – Short report – Long reports.

### **Unit - V Interdepartmental Communication:**

Interdepartmental Communication: Memos – Office Orders – Circulars – Notices – Notification – Agenda – Minutes.

### **Text Book:**

1. Rajendra Pal & J.S. Korlahalli- *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi.

### **Books for Reference:**

1. Shirley Taylor - *Communication for Business*, New Delhi: Pearson Publications.
2. R.S.N. Pillai & Mrs.Bagavathi - *Modern Commercial Correspondence*, New Delhi: Sultan Chand & Sons,

<b>Semester I</b>			
<b>Core I – Foundations of Business</b>			
<b>Code:18UBAC11</b>	<b>Hrs/Week:5</b>	<b>Hrs/Sem.:75</b>	<b>Credits:4</b>

**Vision:**

Develop professionals who can apply critical thinking skills for starting a business.

**Mission:**

To ensure the understanding of different modes of doing a business.

**Course Outcome :**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the meaning, nature and purpose of business.	1	Un
CO-2	compare business, profession and employment.	1,3,5	Un
CO-3	understand the different forms of business.	1,3,5	Un
CO-4	apply the principles of sole trading and Partnership.	1,4,5	Ap
CO-5	evaluate the functions performed by Government Institutions.	1,2,3	Ev
CO-6	understand the concept of Private and Public sector Institutions.	1	Un
CO-7	analyse the difference between Private and Public corporations.	1,3	An
CO-8	expose the role of Government in business environment.	2,3	Ap

Semester I			
Core I – Foundations of Business			
Code:18UBAC11	Hrs/Week:5	Hrs/Sem.:75	Credits:4

### **Unit – I Concept of Business:**

Business: Meaning – Definition – Nature – Purposes – Characteristics – Objectives – Functions - Comparison among Business, Profession, and Employment – Qualities of a Successful Businessman.

### **Unit - II Forms of Business I:**

Sole Trader: Meaning – Definition – Features -Merits and Demerits of Sole Trading-Role of Sole Proprietorship in Society.

Partnership: Introduction– Definition – Characteristics - Distinguish Sole Trader and Partnership-Types of Partnership Firm.

### **Unit –III Forms of Business II:**

Joint Stock Company: Meaning – Definition – Features – Kinds of Joint stock company - Differences between a Partnership firm & Joint stock company.

Co - operative organization: Meaning – Definition – Features – Merits & Demerits – Types of Cooperatives – Difference between joint stock company & cooperatives.

### **Unit –IV Government Institutions:**

Public corporation: Meaning – Definition – Features - Merits and Demerits.

Government Enterprises – Meaning – Definition – Features - Merits and Demerits - Difference between Private and Public Sector - Changing role of Government in Business Environment.

### **Unit – V Entrepreneurship:**

Entrepreneurship: Concepts of Entrepreneurship – Growth of Entrepreneurship in India – Role of Entrepreneurship in Economic Development.

Khadi and Village Industries : KVIC and its working. MSME :Meaning – Objectives - Functions performed by MSME.

### **Text Book:**

1. Tulsian P.C., Vishal Pandey., Business Organisation and Management.
2. Rajendra P. Maheswari, Mahajan J.P., Business Organisation.-International Book House Pvt.Ltd
3. William A Pride, Robert J. Hughes and Jack R. Kapoor, Foundations of Business

### **Books for Reference:**

1. Francis Cherunilam – *Business Environment (Text & Cases)*, Bangalore: Himalaya Publishing House
2. S.K. Misra & V.K. Puri- *Economic Environment of Business*, Himalaya Publishing House Mumbai.
3. K. Aswathappa – *Essentials of Business environment* Himalaya Publishing House Bangalore.

<b>Semester II</b>			
<b>Core – III Principles of Management</b>			
<b>Code:18UBAC21</b>	<b>Hrs/Week:5</b>	<b>Hrs/Semester:75</b>	<b>Credits:4</b>

**Vision:**

Provide thorough knowledge about historical developments, theoretical aspects and emerging trends and developments in management.

**Mission:**

To enable student to understand fundamental concepts and principles of management, including the basic roles, skills and functions of management.

**Course Outcome :**

<b>CO. No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning its procedures and limitations.	1	Cr
CO-4	analyze organizational structure and span of control.	2,3,5	An
CO-5	understand the steps in staffing.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re
CO-7	evaluate the effectiveness of directing and coordinating.	5	Ev
CO-8	understand the techniques and importance of controlling.	1,2	Un

Semester II			
Core – III Principles of Management			
Code:18UBAC21	Hrs/Week:5	Hrs/Semester: 75	Credits:4

### **UNIT – I Concepts of Management:**

Management: Meaning - Definition – Nature – Scope – Importance of Management.

### **UNIT- II Contributions of Management:**

Management Thoughts: Henry Fayol's Principles – F. W. Taylor's Scientific Management – Contribution of Peter. F. Drucker.

### **UNIT – III Planning and Organizing:**

Planning: Meaning – Definition – Nature – Objective - Types – Steps – Limitations of Planning.

Organizing: Meaning – Definition of Organizing – Nature – Functions – Classification of Organization.

### **UNIT-IV Staffing and Directing:**

Staffing: Meaning – Definition – Functions of Staffing – Process of Staffing. Directing: Meaning – Definition – Principles – Importance of Directing.

### **UNIT-V Co-ordination and Controlling:**

Co-ordination: Meaning – Definition –Features – Principles – Techniques (Control Techniques, Statistical Report, Critical Path Method, Management Audit, Managerial Audit, Managerial Statistics, Standing Orders).

Controlling: Meaning – Definition – Advantages – Characteristics – Process - Techniques in control process.

### **Text Book:**

1. L.M.Prasad, *Principles & Practice of Management* – Sultan Chand & Sons – New Delhi.

### **Books for Reference:**

1. C.B.Gupta - *Management Theory & practice*, Sultan Chand & Sons, New Delhi.
2. P.C. Tripathi& P.N Reddy - *Principles of Management*, Tata McGraw Hill, New Delhi.
3. Weihrich and Koontz – *Management, A Global Perspective*.
4. N.Premavathy - *Principles of Management*, Sir Vishnu Publication, Chennai.