

Internal Marks: 25
External Marks: 75
Total Marks : 100

I Semester

Subject Code : UAA1
Total Exam Hrs. : 3

AC I - MANAGERIAL ECONOMICS

Objectives:

- **To study the relationship between the Economics and Management.**
- **To inform the students how managerial Economics knowledge is useful in managing an Organization.**

UNIT-I

Meaning of Managerial Economics – Nature - Scope - Limitations of Economics Analysis to Business Decision Making – Significance of Managerial Economics – Characteristics of Managerial Economics.

-18 hrs

UNIT-II

Cost Concept- Theory of firm – The Problem of Price Fixation - The Role of Supply And Demand- Concept of Normal Profit- Sales Maximization Principles.

-18 hrs

UNIT-III

Competition - Monopoly - Monopolistic Competition - Perfect Competition - Imperfect Competition, Oligopoly.

-17 hrs

UNIT-IV

National Income – Circular Flow of Income - Measurement And Difficulties in the Measurement - Theory of Price Control.

-20 hrs

UNIT-V

Profit Management –Profit- Policies- Profit Planning and Forecasting-RBI Functions – Supply of Money.

-17 hrs

TEXT BOOK:

1. Managerial Economics
Publication &

- Dr.S.Sankararan. Published by Margam
Janaki Avenue, Adhiramapuram.

REFERENCE BOOK:

1. Managerial Economics
Sultan and

- R.L.Varshhey&K.L.Maheswari, Published by
Chand.

2. Managerial Economics

-J.C.Varma, Pulished by Deep Publication D-1/24
RajouriGarden , New Delhi – 110027, 1999

3. Managerial Economics

-P.L.Mehta, Published by Sultan And Chand.

Internal marks: 25
External marks: 75
Total marks: 100

II Semester

Exam hours: 3
Subject Code : UAA2

AC II - Business Statistics for Managers

Objective : To impart the basic concepts of Statistics

Unit I : 10 hours

Definition of statistics- characteristics – uses of statistics in commerce and business. Primary and secondary data – definition. Methods of collecting primary data – characteristics of questionnaire – sources of secondary data. Classification of data: objectives – types of classification – formation of frequency distribution (one way classification) problems only.

Unit II : 15 hours

Measures of central tendency – characteristics of a good average – arithmetic mean, median, mode, geometric mean, harmonic mean– Simple problems.

Unit III : 15 hours

Measures of dispersion - range, Q.D , M.D, S.D and their coefficients - Simple problems only. Skewness - types and Methods - Karl Pearson's and Bowley's coefficient of skewness. Kurtosis - definition - types.

Unit IV : 10 hours

Simple correlation – definition – types of correlation – methods of correlation : Scatter diagram, Karl Pearson's coefficient of correlation and Spearman's rank correlation coefficient (repeated and not repeated ranks) – properties of correlation coefficient(no proof) - Simple problems.

Unit V : 10 hours

Linear regression –definition - regression lines X on Y and Y on X – properties of regression coefficients (without proof) – Simple problems.

[30% theory and 70% problems]

BOOKS FOR STUDY :

R.S.N.Pillai & V.Bagavathi, Statistics -S.Chand & company LTD.

S.P.Gupta, Statistical methods- Sultan Chand and Sons

Internal Marks : 25
External Marks: 75
Total Marks : 100

III Semester

Subject Code : UAA3
Total Exam Hrs : 3

AC III - PRINCIPLES OF COMPUTER AND MIS

Objective: Introducing the application of computer in Business and Role of MIS in Business.

UNIT I

Evolution of Computers – Generations and Types of Computers – The Role of Computers in MIS – Components of Computer System.

- 8 hrs

UNIT II

Hardware Features – Input and Output Devices – Significance – Software Features – Types of Software – Application , System Software – Significance – Storage Devices – Concept of MIS

- 10 hrs

UNIT III

Concept for MIS Data – Types of Information System – Information System Activities- Components – Value and Quality of Information – Concept of Decision Making - Criteria for Decision Making – Decision Making Process.

- 11 hrs

UNIT IV

System Concepts And System Approach Cycle to Problem Solving – Transaction Processing System – Data Base Management System.

- 8 hrs

UNIT V

Social Dimensions of Computerization – Computer Viruses – Legal Dimensions of Computerization- Cyber Crime, Cyber theft, Cyber Law and Hackers.

- 8 hrs

TEXT BOOK

1. Management Information System
Publisher.

-C.V.S.Moorthy, Himalaya

REFERENCE BOOK:

1. Management Information System
2. Fundamentals Of Computer
3. System Analysis And Design

-Jamea O'Brien.
-Alexsilion& Mathew Silion
- Alias M.AwardGalgotia
Publications PVT.LTD.

Internal Marks: 25
External Marks: 75
Total Marks : 100

IV Semester

Subject Code : UAA4
Total Exam Hrs : 3

AC IV - COMPANY LAW AND SECRETARIAL PRACTICE

Objective: Introduction of company Law and Secretarial practice in managing an organization.

UNIT-I

Company –Definition – Kinds – Incorporation – Registration – Duties of Secretary – Memorandum of association - Doctrine of Ultravires

-8hrs

UNIT-II

Articles of Association - Procedure for Alteration – Constructive Notice and Indoor Management – Distinction between Memorandum and Articles

-8hrs

UNIT-III

Prospectus – Definition - Issue - Contents – Statement in lieu of Prospectus – Misleading and its Consequences – Remedies – Self Prospectus – Information Memorandum - Stock Exchange requirements relating to Prospectus - Listing of Securities

- 9hrs

UNIT-IV

Application and allotment of shares and debentures – Shares – Definition – Stock – Share Capital – Kinds of Shares – Equity Shares – Share Certificate - Share Warrant – Transfer and Transmission of shares and debentures - Blank Transfer – Forget Transfer - Duties of Secretary –Board Meetings- General meetings – Law, Practice and Procedure - Agenda - Quorum - Resolutions – Minutes.

-11hrs

UNIT-V

The Company Secretary - Definition - Appointment – Legal Position – Duties – Rights – Liabilities – Qualification - The Right of Information Act, 2005.

Field Work: Visiting of Public Information Offices/AIOP Offices. Drafting of Application Seeking Information.

- 9hrs

BOOK FOR REFERENCE:

1. Secretarial Practice by M.C. Shukla-S.Chand&Co,Ram Nagar ,New Delhi,
2. Secretarial Practice By B.N.Tandon.
- 3.Company Law - N.D. Kapoor.
