

OBJECTIVES: To enable the students to have an understanding of nature and principles of management.

MODULE-I : Management: Definition, concept, nature, scope and importance of management, management as an art or science, evolution of management thought :classical approach scientific management approach, administration management, neo classical approach, human relation approach ,behavioral approach, modern approaches: system approach contingency approach.

MODULE - II: planning: concept, definition, objectives, types of planning, steps in planning, MBO, decision making and forecasting techniques and steps in decision making.

MODULE - III: Organizing: meaning, importance; Organization structure: types; delegation and decentralization of authority, Span of management.

MODULE- IV: Staffing: importance of staffing ;Directing: definition, nature, leadership-definition, styles, motivation- Maslow's need hierarchy theory, Herzberg's two factor theory, communication;

MODULE-V: controlling: concept and importance, steps in controlling, characteristics of effective control-project management- role of manager function and responsibilities era of dynamic engagement; new organization environment in post- globalization.

REFERENCES:

1. Principles and practices of management --- L M Prasad
2. Essential of management –koontz and Heinz wehrich
3. The Practice Of Management-Peter F Drucker
4. Management Text and Cases-A.Pardhasardhy
5. Management theory and Practice-JS Chandan

OBJECTIVES: To make the students understand financial accounting system and techniques.

COURSE:

MODULE-I: Introduction to Accounting : nature and scope of financial accounting – principles of book keeping -double entry system of book keeping – journal – ledger –various problems.

MODULE-II: subsidiary books – cash book – meaning and nature of cash – kind of cash book – single column cash book – double column cash book – triple column cash book – petty cash book.

MODULE-III: Trial balance – final accounts – trading account – manufacturing trading account – profit and loss account – balance sheet - distinction between profit and loss account and balance sheet

MODULE-IV: Single entry system – introduction – characteristics of single entry system – pure – simple – quasi single entry system – limitations – ascertainment of profit or loss.

MODULE-V: Non trading concerns – preparation of receipts and payment account – income and expenditure account – balance sheet – difference between receipts and payments accounts and income and expenditure account.

REFERENCES:

1. Financial accounting – jain and narang
2. Modern accountancy – mukherjee and m hanif
3. Batliboi.j.r-double entry book keeping
4. Shukla and grewal – advanced accounting, s.Chand and co.
5. Hrishikesh charraborth – advanced accounts.

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COURSE:

UNIT – I: IT in the Modern Organization: Basic concepts of Information systems – Organizational structure and IT support. IT support at different organizational levels managing Information Technology in organizations.

Introduction to Computer systems: Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer systems.

UNIT – II: Computer Hardware: Computer Hardware: Central processing Unit (CPU). Control Unit, Arithmetic Logic Unit (ALU).

Memory: Memory Organization – Random Access Memory (RAM), Dynamic Ram (DRAM, Static RAM (SRAM). Read only memory (ROM), Registers.

Secondary Storage Devices: Magnetic Tape, Magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

Input Devices: Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OCR, OMR, MICR.

Output Devices: Monitor: CRT Monitors, Flat-Panel Monitors – Printers: Daisy-Wheel , DoT-Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

UNIT – III: Computer Software: System Software and Application Software. Operating systems : Windows operating systems, Mobile Device Operating systems, and Notebook operating systems.

Application Software: Types of personal Application software. Spreadsheets – Data Management – Word processing – Desktop publishing, Graphics, CAD, CAM, CIM, Multi Media. Speech-recognition software, Groupware, Software suits.

Programming Languages: Assembly language, procedural languages, Non-procedural languages, Natural programming Languages, Visual programming languages, Hyper Text Markup Language, Modeling Language object-oriented programming Languages.

UNIT – IV: Telecommunications and Networks: Introduction, Analog and Digital signals. Modulation – Need for Modulations, Types of Modulations. Modems.

The Tele Communication System: Communication Processors: Modem, Multiplexers, Front-end processor.

Communication Media & Channels: Cable Media, Broadcast Media Channels. Twisted pair, Coaxial Cable, Fiber-Optic cable, Micro-wave, Satellite, Radio, Cellular Radio, Infrared Global Positioning Systems.

Networks : Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN) – Virtual Private Networks (VPN)

The Internet, Intranets and Extranets: The Evolution of the Internet, services provided by the Internet, World Wide Web: Intranets & Extranets.

UNIT – V: NEW TECHNOLOGIES IN INFORMATION TECHNOLOGY: Introduction to Hyper Media, Artificial Intelligence and Business Intelligence, Knowledge Discovery in Database: (KDD). Data warehouses and Data Marts. Data Mining and On-line Analytical processing (OLAP) – Enterprise Resource planning (ERP) – Supply Chain Management (SCM) – Customer Relationship Management (CRM) – Geographic Information systems.

REFERENCES:

1. Ms. J.J.L.R. Bharathi Devi, M.Com., MBA., MCA., M.Phil (Computers), M.Phil (Management) A Text Book on Information Technology, Maruti Book Depot, Guntur.
2. N.V.N. Chary & Lalitha S., Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.
3. Turban, Rainer, Potter "Introduction to Information Technology", Wiley India [2nd Edition]
4. Alexi's Leon and Mathews Leon, Fundamentals of Information Technology, Leon Press [2nd Edition]