



# SACRED HEART COLLEGE (AUTONOMOUS)

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Ready for  
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 \* Affiliated to Thiruvalluvar University, Vellore \* Autonomous since 1987

Accredited by NAAC (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

## Sacred Heart College (Autonomous), Tirupattur District

### 1.2.1 List of New Courses

#### Department: B COM

S. No	Course Code	Course Name
1.	C538C	Business logistics
2.	C539A	Computer Fundamentals and E- Commerce
3.	C641A	Computerized Accounting
4.	C641B	Personal Selling and Salesmanship

### SYLLABUS

#### SEMESTER - V

#### PART III- MAJOR ELECTIVE – I

#### **BUSINESS LOGISTICS**

Course Code	C538C	Credit	4
Instruction Hours per Week	6	Marks	CA – 30 / CE - 70
Course Objective	<p>To understand and use the basic concepts of logistics and supply chain management and the contemporary theoretical and practical developments therein</p> <p>To understand the complex and interactive nature of participants, functions, and flows of international logistics and supply chain management</p>		

## Unit I Basics of Logistics

Logistics - Importance and Evolution of Logistics and Supply Chain Management – Objectives of Logistics - Outsourcing logistical Activities - 3rd and 4th party Logistics - Logistics Information System.

## Unit II Supply Chain Management

Basic concept of Supply Chain Management- Comparison between Logistics and SCM - Supply chain participants - SC Relationship Management - Logistics Strategy - Supply Chain Organization structure - Global Supply Chain.

## Unit III Customer Service

Scope - Objectives - Importance - Elements of Customer Service, Rights of customers - Customer Service Audit, Customer Service Strategy – Inventory management - Essence of logistics in marketing – marketing trends.

## Unit IV Warehouse Management

Evolution of Concept of Warehousing; Importance - Benefits; Warehouse Operating Principles; Developing the Warehouse Resource.

## Unit V Transportation and Multimodal Transport

Transport Functionality and Principles; Product Movement; Product Storage; Relationship between the Shipper, the Consignee, and the Public - Multimode Transport concepts and features- Advantages of Multimodal Transport; Suppliers of Transportation Services; Typical Carrier Ancillary Services.

## Text Book

Agrawal D. K., Logistics and Supply Chain Management, Macmillan, 2009

## Reference Books

Ronald H. Ballou & Samir K. Srivastava, Business Logistics / Supply Chain Management, Pearson Publication, 2010

Sunil Chopra, Peter Meind & D.V. Kalra, Supply Chain Management – Strategy, Planning and Operation, Pearson Publication, 2013

Note: Latest Edition of Text Books may be used.

**SEMESTER - V**  
**PART III- SUBJECT SKILL – I**

**COMPUTER FUNDAMENTALS AND E-COMMERCE**

Course Code	C539A	Credit	4
Instruction Hours per Week	6	Marks	CA – 30 / CE - 70
Course Objective	To make the students to understand the importance of computers in business applications and learn the fundamental aspects of hardware and software components  To equip the students with the basic skills needed for creating and managing spreadsheets and help them to understand the basic applications of internet and e-commerce		

Unit -1 – Introduction to computers and information technology

Computer: Characteristics, Advantages, Limitations, Types and applications; Components of Computer: Humanware, Hardware, Firmware, Liveware, Software. Role of information in business - Types of information and information systems; Users of information system and information technology - Limitations of Information Technology.

Unit – 2 – Application and system software

Application Software: General Purpose Packaged Software and Tailor-made Software;  
Utility Software – Virus, Worms and antivirus software: System Software: Operating  
system - Overview, Operating System: Functions, Types, advantages and disadvantages.

### Unit – 3 – Spreadsheets and its Business Applications

Spreadsheet: Basic Operations; Formula Copying, Moving data from selected cells,  
Handling operations in formulae, Rearranging Worksheet. Organizing Charts and graphs,  
Graphical representation of data.

### Unit – 4 – Introduction to Internet

Growth of internet, Owner of Internet, Anatomy of Internet, Basic Internet Terminology,  
Net Etiquette, World Wide Web, Internet Protocols, Usage of Internet to society - Search  
Engines.

### Unit – 5 - E-Commerce Fundamentals

E-Commerce: Introduction, Business Models for E-Commerce; E-Marketing: Online  
Marketing, E-Advertising, Marketing Analysis and issues; E-Payment System:  
Fundamentals.

#### Text Book:

Leon, (2006), Introduction to computers, Vikas Publishing House Pvt. Ltd., New Delhi.

Alexis Leon and Mathew Leon, (2005), Introduction to computers with Ms Office 2000,  
TMH, New Delhi.

#### Reference Books:

SrinivasaVallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New  
Delhi.

Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House Pvt Ltd, New  
Delhi.

Note: Latest Edition of Text Books may be used.

**SEMESTER - VI**  
**PART III- SUBJECT SKILL - II**

**COMPUTERISED ACCOUNTING**

Course Code	C641A	Credit	4
Instruction Hours per Week	6	Marks	CA – 30 / CE - 70
Course Objective	To make the students be aware of the benefits of computerized accounting.  To equip the students with the skill of using Tally ERP9 accounting package for recording the books of accounts.		

**Unit I – Introduction to Tally**

Introduction to Accounting Packages - Features of Computerized Accounting - Introduction to Tally ERP 9 – Earlier versions of Tally - Features of Tally - Creation- alteration and Deletion of Company - Company details - Accounting Features (F11) - Accounting groups - Predefined groups - User defined groups creation, alteration and deletion.

**Unit II – Ledgers and Final Accounts**

Ledgers (Creation, alteration and deletion) - Accounting Vouchers - various types of accounting Vouchers and their short cut keys- Voucher entries in double and single entry mode - Day book - Preparation of Final accounts with adjustments and Balance sheet using ledger balances.

**Unit III – Accounting for Inventories**

Inventory Masters: Creation, alteration and deletion of Stock groups, Stock categories, Units of Measures, Godowns and Stock items - Batch wise details - Pure Inventory Vouchers.

#### Unit IV - Budgets

Budgets - Creation and alteration - Variance analysis - pay roll preparation - Statutory Features (F11) - Voucher entries using TDS, TCS & VAT.

#### Unit V - Reports

F12 - Configurations - Accounting and Inventory books - Statements of Accounts and Inventory - BRS - Extraction of Ratios, Cash flow and fund flow statement.

#### Text Book

Mastering Tally.ERP 9, Ashok K Nadhani, (2nd Edition), BPB Publications, Chennai.

#### Reference Books

Vishnu P. Singh (2010), "Tally. Earp 9", Computech Publications Ltd, New Delhi.

Palanivel S. Tally – Accounting software (2012), Margham Publications, Chennai.

Note: Latest Edition of Text Books may be used.

#### Tally – Lab

##### List of exercises

Creation, alteration and deletion of companies and user defined Accounting groups.

Creation, alteration and deletion of ledgers and final accounts and Balance Sheet Preparations.

Voucher entries in double entry mode.

Voucher entries in single entry mode.

Creation, alteration and deletion of inventory masters.

Accounting voucher entries using stock items.

Voucher entries using accounting and inventory vouchers.

Payroll preparation and applying TDS and TCS.

Generation of Accounting and Inventory Reports

**SEMESTER - VI**  
**PART III- SUBJECT SKILL - II**

**PERSONAL SELLING AND SALESMANSHIP**

Course Code	C641B	Credit	4
Instruction Hours per Week	6	Marks	CA – 30 / CE - 70
Course Objective	The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.  To help the students understand the prospects of selling as a career and what it takes to be a successful salesman.		

Unit 1 – Introduction to Personal Selling

Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of salespersons, Career opportunities in selling.

Unit- II - Personal Selling Objectives

Personal selling Objectives: Types of personal objectives, Market Indices, Sales Potential and sales forecasting, sales forecasting methods, converting industry forecast to company sales forecast, evaluation of forecast.

### Unit- III – Buying Motives

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

### Unit- IV – Selling Process

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

### Unit- V – Sales Reports

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

#### Text Book:

Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi.

#### Reference Books:

Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.

Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill

Futrell, Charles, contemporary cases in sales management, Dryden Chicago Press.

Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision

Strategies and Cases, Prentice Hall of India Ltd., New Delhi,

Note: Latest Edition of Text Books may be used.