ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR – 625 514
(Reaccredited by NAAC with "A" Grade with a CGPA of 3.66)
DEPARTMENT OF IT & M
(From the academic year 2015 - 2016)

### I SEMESTER

<table>
<thead>
<tr>
<th>PART</th>
<th>PAPER</th>
<th>Hrs</th>
<th>Cr</th>
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<td>15UITC42/Core – 4 Data Structures &amp; Algorithms</td>
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### V SEMESTER

| III | Core - 10  | Software Engineering | 6 | 5 |
| Core – 11  | Research Methodology | 5 | 5 |
| Core – 12  | Company Law | 5 | 4 |
| Core – 13  | JAVA Programming | 5 | 4 |
| Programming In JAVA Lab | 5 | 4 |
| Core Elective - 1  | Customer Relationship Management | 4 | 3 |

#### VI SEMESTER

| III | Core – 14  | Dot Net Programming Theory | 6 | 5 |
| Core – 15  | International Business | 6 | 5 |
| Core – 16  | Entrepreneurship Development | 6 | 5 |
| Project | 2 | 2 |
| Core Elective - 2  | Computer Graphics | 4 | 3 |

#### Semester Credits Summary

<table>
<thead>
<tr>
<th>Semester</th>
<th>I</th>
<th>II</th>
<th>III</th>
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**Non-Major Electives:**

1. For Non-Science Students: MULTIMEDIA
2. For Science Students: ANIMATION

**Self Learning Course:**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Title of the Paper</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Semester-III</td>
<td>Programming in Visual Basic</td>
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<td>Semester-IV</td>
<td>Stress Management</td>
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<td>Semester-V</td>
<td>Computer Graphics</td>
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<tr>
<td>Semester-VI</td>
<td>Export and Import Management</td>
<td>3</td>
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</table>
Objective:
To introduce the students about the management principles and practices and to impart working knowledge about management theories and enable them to manage efficiently.

Unit I:  

Unit II:  

Unit III:  

Unit IV:  
Direction and supervision – concept – Techniques of direction – Leadership – Types of leadership styles.

Unit V:  

Book for Study:

Book for Reference:
OFFICE AUTOMATION THEORY

Objective:
To understand the need of Office Automation, Word, Excel and PowerPoint.

UNIT - I 
(09 hours)

UNIT – II 
(09 hours)

UNIT - III 
(09 hours)

UNIT – IV 
(09 hours)
MS Excel: Introduction to Excel - Using Commands and Functions -Inserting and Deleting Rows and Columns - Formatting a Worksheet – Printing the Worksheet - Creating Charts.

Unit – V 
(09 hours)
MS-Access: Creating Database-Creating Tables-Forms and Queries

Book for Study :

Book for Reference :
### OFFICE AUTOMATION LAB

**WINDOWS**
1. Creating folder, cut, copy, paste, managing file and folder in windows.
2. Arrange icons, set display properties
3. Adding and removing software and hardware
4. Setting date and time, screen saver and appearance.
5. Using windows accessories.
6. Settings of all control panel items
7. Search file

**MS-WORD**
1. Text Manipulations
2. Usage of Numbering, Bullets, Tools and Headers
3. Usage of Spell Check and Find and Replace
4. Text Formatting
5. Picture Insertion and Alignment
6. Creation of Documents Using Templates
7. Creation of Templates
8. Mail Merge Concept
9. Copying Text and Picture From Excel
10. Creation of Tables, Formatting Tables
11. Splitting the Screen
12. Opening Multiple Document, Inserting Symbols in Documents
13. Importing and Exporting the Files.
MS-EXCEL
1. Creation of Worksheet and Entering Information.
2. Aligning, Editing Data in Cell.
3. Excel Function (Date, Time, Statistical, Mathematical, Financial Functions).
4. Changing of Column Width and Row Height (Column and Range of Column).
5. Moving, copying, Inserting and Deleting Rows and Columns.
6. Formatting Numbers and Other Numeric Formats.
7. Drawing Borders around Cells.
8. Creation of Charts Raising Moving.
9. Changing Chart Type.
10. Controlling the Appearance of a Chart.
11. Different File Storage Formats.

MS-POWER POINT
Working with Slides
1. Creating, saving, closing presentation
2. Adding Headers and footers
3. Changing slide layout
4. Working fonts and bullets
5. Inserting Clipart
   5.1 Working with Clipart
   5.2 Applying Transition and animation effects
6. Run and Slide Show
DIGITAL PRINCIPLES

Objective:
To motivate the students to learn about the computer generation, number system and Flip Flops that are used in computer.

Unit I:

Unit II:

Unit III:
Circuit Analysis and Design: Boolean Laws and theorem – Sum –of-products method- Truth Table to Karnaugh Map- Pairs, Quads, and Octets – Karnaugh simplifications product of sum method.

Unit IV:

Unit V:

Book for Study:

Books for References:
PROGRAMMING IN C

Objective:
To enable the students to acquire the knowledge about the structured programming language and the features of high level language.

Unit I:
Overview of C: Introduction, importance of C, Basic structure of c program, programming style, character set, C token, keywords and identifiers, constants, variables and data types, Declaration of variables, operators and expression, Managing input and output operators: formatted input, formatted output.

Unit II:
Decision making and Branching: If statement, if else statement, nesting if else statement, switch statement, go to statement Decision and looping : the while statement, Do statement, for statement.

Unit III:
Arrays: One dimensional array, two dimensional array, multidimensional array. Handling of character String : Declaring and initializing string variables, Reading string, writing string, string handling functions.

Unit IV:

Unit V:
Pointers: Pointer declaration, Pointers and arrays. File: opening a file, Closing a file, Input/Output operations on files, getw() – putw() functions, fprintf(), fscanf().

Text Book:

Reference Books:
DATA STRUCTURES AND ALGORITHMS

Objective:
To give a fundamental knowledge on data structures and exposure to development of algorithms related to data structures.

Unit – I  (12 hours)
Arrays: Ordered Lists - Representation of arrays. Stacks and Queues fundamentals-evaluation of expressions-multiple stacks and queues.

Unit – II  (12 hours)

Unit - III  (12 hours)

Unit - IV  (12 hours)

Unit – V  (12 hours)

Books for Study:

Books for References:
DATA STRUCTURES USING ‘C’- LAB

1. Write a ‘C’ Program to read a string and display same using Arrays
2. Write a ‘C’ Program to swap two numbers using Pointers
3. Write a ‘C’ Program using ‘call by value’ and ‘call by reference’
4. Write a ‘C’ Program for multiplication of two matrices
5. Write a ‘C’ Program using structures to maintain the student marks
6. Write a ‘C’ Program using structures to add and multiply of two complex numbers
7. Write a ‘C’ Program to implement a stack with size of 10 elements, Insert 5 elements and delete 3 elements
8. Write a ‘C’ Program to evaluating Postfix expression
9. Write a ‘C’ Program to find factorial of a given Number using Recursion
10. Write a ‘C’ Program using recursion to find Fibonacci series
11. Write a ‘C’ Program to implement a Queue, Insertion and Deletion from the Queue.
12. Write a ‘C’ Program for Binary search
13. Write a ‘C’ Program using pointers and implement Linked List
14. Write a ‘C’ Program to search an element Using Binary search
15. Write a ‘C’ Program to search an element using Sequential Search.
16. Write a ‘C’ Program to sort a given Numbers using Insertion Sort.
17. Write a ‘C’ Program to sort given numbers using Quick Sort.
18. Write a ‘C’ Program to sort given numbers using Merge Sort.
19. Write a ‘C’ Program for Binary Tree Representation.
20. Write a ‘C’ Program for Priority Queue.
21. Write a ‘C’ Program for Tree Traversal Algorithms.
Objective:
To motivate the students to study about the different environments that affect the Business and the responsibilities of business.

Unit I: (15 hours)

Unit II: (15 hours)

Unit III: (15 hours)
Social Responsibilities of Business – Responsibilities to shareholders – Responsibilities to Employees – Responsibilities to Customers – Responsibilities to the community – Responsibilities to the government – Business Ethics.

Unit IV: (15 hours)

Unit V: (15 hours)

Book for Study:

Book for Reference:
Objective:
To initiate the students to learn about the fundamentals of computer networks, Network models, Data Communication and Networking.

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:

Text Book:

Reference Book:
OBJECT ORIENTED PROGRAMMING IN C++

Objective:

To understand the basic concepts of OOPs and enable them to write C++ programs using reference variables, classes, constructors and destructors, static data members and static member functions, function overloading and operator overloading, inheritance, polymorphism, virtual functions and files.

Unit I:

(18 hours)

Unit II:

(18 hours)
Introduction to C++ - Tokens – Keywords – Variables – Operators – Manipulators - Expressions and Control Structures – pointers – Functions – Function prototyping - Parameters Passing in Functions – Values Return by Functions – Inline Functions - Friend and Virtual Functions.

Unit III:

(18 hours)
Classes and Objects – Constructors and Destructors – Operator overloading - Type Conversions – Type conversions – Type of Constructors – Function Overloading.

Unit IV:

(18 hours)

Unit V:

(18 hours)

Text Books:


References:

Object Oriented Programming in C++ - Lab

**Lab Cycle**

1) Write a program to perform Matrix Addition.

2) Write a program to find Transpose of the given Matrix.

3) Write a program to use String Handling functions.

4) Write a program to create four function calculator using function overloading.

5) Write a program to create Emp class to read data and display it on the screen.

6) Write a program to create Time class to implement operator overloading.

7) Write a program to implement constructor and destructor.

8) Write a program to implement single inheritance.

9) Write a program to implement multiple inheritances.

10) Write a program to Read and Display a given text file.

11) Write a program to update given text file.

12) Write a program to encrypt and decrypt a text file.

13) Write a program for Constructor Overloading.

14) Program for Visibility (Public, Private & Protected).

15) Write a program for Stack and Queue using C++.
Objective:
To highlight the students about Accounting Principles and Procedures, maintaining Books of Accounts.

UNIT I: (15 hours)
Accounting: Meaning- Objectives- Characteristics- Functions and limitations.

UNIT II: (15 hours)

UNIT III: (15 hours)
Single entry system: Meaning- Definition- Features - Merits & Demerits- Difference between Single and Double Entry System.

UNIT IV: (15 hours)

UNIT V: (15 hours)

Text Book:

Reference Book:
MULTIMEDIA
(For Arts Students)

Objective:
To enable the students to create graphics for the web using HTML, Creating animated GIF. Clickable Image Maps and Efficient Web Graphics.

UNIT – I
(09 hours)

UNIT – II
(09 hours)

UNIT – III
(09 hours)

UNIT – IV
(09 hours)
Creating clippings – cropping images – Animation with sound effects – Adding audio or video – Windows Media Player – Active X Control – Agent Control – Embedding VRML in web page – Real Player Active X Control.

UNIT – V
(09 hours)

Text Book:

Reference Book:
EXECUTIVE COMMUNICATION – I

Objectives:
1. To emphasize the development of both soft hard skills for smooth managerial functions.
2. To understand the preparation and development of business letters and reports.
3. To learn the trends in communication and application for effective managerial functions.

Unit I
(12 hours)

Unit II
(12 hours)
Types of communication – Barriers of communication – Modern communications – Modern Electronic communication system.

Unit III
(12 hours)

Unit IV
(12 hours)
Status enquiries – Trade and bank references – Bank and insurance correspondence.

Unit V
(12 hours)
Correspondence with public authorities and other agencies.

Text Book:

Reference:
PROGRAMMING IN VISUAL BASIC

Objective:
To initiate the students to understand the basic knowledge of Visual Basic, various properties and datatypes.

UNIT – I

UNIT – II

UNIT – III
Customizing a form and writing simple programs: Starting a New project – The Properties Window – Common Form Properties – Colour Properties – Saving your work.

UNIT – IV

UNIT – V

Text Book:

Reference Book:
ORGANIZATIONAL BEHAVIOUR

Objective:
To enlighten the students about Human Behaviour and learning attitudes towards their jobs in an Organization- to learn about Group need and resistance for organizational development

UNIT 1: (12 hours)
Organizational Behaviour – Definition- Scope of organizational Behaviour – Perception-factors affecting perception

UNIT II: (12 hours)

UNIT III: (12 hours)

UNIT IV (12 hours)
Motivation- Definition and meaning – Monetary and Non-Monetary Incentives – Maslow’s Theory –Herzberg Theory- Conflict- Meaning- Resolving Conflicts.

UNIT V (12 hours)
Organizational change – Importance of change – Resistance to change - Overcoming the resistance to change – Organizational Development - Pre-requisites for OD

Text Book:

Reference Book:
OPERATING SYSTEMS

Objective:

UNIT – I

Introduction:
- Operating System
- Mainframe Systems
- Desktop Systems
- Multiprocessor Systems
- Distributed Systems
- Clustered Systems
- Real Time Systems
- Handheld Systems.

Operating System Structures:
- System Components
- Operating System Services
- System Structure.

UNIT – II

Processes:
- Process Concept
- Process Scheduling
- Operation on Processes
- Cooperating Processes.

CPU Scheduling:
- Basic Concepts
- Scheduling Criteria
- Scheduling Algorithms.

Process Synchronization:
- Background
- The Critical Section Problem
- Semaphores.

UNIT – III

Deadlocks:
- System Model
- Deadlock Characterization
- Methods for handling
- Deadlocks
- Deadlock Prevention
- Deadlock Avoidance
- Deadlock Detection
- Recovery from Deadlock.

UNIT – IV

Memory Management:
- Swapping
- Paging
- Segmentation

Virtual Memory:
- Demand Paging
- Page Replacement Techniques
- Thrashing.

UNIT – V

Windows XP:
- History
- Design Principles
- System Components
- File System
- Networking.

Text Book:

Reference Book:
VISUAL BASIC & ORACLE

Objective:
To initiate the students to understand the basic concepts of visual basic and oracle for various properties, data types, SQL Plus and PL/SQL.

Unit – I: (9 hours)
Introduction Visual Basic - Visual Basic Environment features - Working with Multiple Projects - Customizing the IDE - Creating new projects - Working with forms – Controls: Label box, text box, command button, frames, option buttons, check boxes, picture control, and image control.

Unit – II: (9 hours)
List and menus : List box control, combo box control, menu system – Events : Form Events, events for controls, menu events – Variable, Data type – Working with procedure and function – Control Structures – Arrays.
Creating Class Modules – Data Controls: DBGrid, DBCombo, DBList,DataList DataCombo, DataGrid, MSFlexGrid - Visual Data Manager – ODBC.

Unit – III: (9 hours)
Data Access Object – Remote Data Object – ActiveX Data Objects. Creating Reports using Data Report and Data Environment.

Unit - IV: (9 hours)

Unit – V: (9 hours)
Introduction to PL/SQL – control structures – concepts of error handling.

Text Book
Paul D.Sheriff. 1999, Visual Basic 6, PHI.
George Koch and Kelvin Loney, Oracle 8 – The Complete Reference.

Reference:
Bayross, ORACLE: The Complete Reference, BPB.
Perry / Lateer, Understanding ORACLE, BPB.
1. Write a VB program to calculate Arithmetic Operations.
2. Write a VB program to generate Multiplication table.
3. Write a VB program to generate Student Mark List
4. Write a VB program to prepare Employee Payroll System.
5. Write a VB program to move the items from one list box to another list box
6. Write a VB program to implement Calculator.
7. Write a VB program to animate the picture.
8. Write a VB program to manipulate a student database,
9. Create the table EMPLOYEE with the following columns

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a. List out the employee details who belong to ‘101’
b. List out the employee details whose name like ‘S’
c. List out the employee details where the salary >=5000

10. Create the table DEPARTMENT with the following columns

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<tr>
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<th>Datatype</th>
<th>Size</th>
<th>Constraint</th>
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a. List out the employee details who belong to ‘Sales’ department.
b. List out the employee details whose data of joining is 10-august-2007.
c. List out the employee details whose job is programmer.
PL/SQL:

1. a) Creation of student information records containing Roll number, Name, Subject Code Marks etc.,
   b) Finding the total and average marks, result for each student table.
   c) Record Manipulations such as Deletion, Modification, Addition and Counting the Record.
2. Writing a PL\SQL block to find the total amount based on rules similar to the following
   a. If UNIT <= 100 then price is 50 paise per UNIT
   b. If UNIT > 100 and <= 150 Rs. 1/- per UNIT
   c. If UNIT >150, Rs. 1.50 per UNIT
3. Write a PL/SQL block to count the number of students in each department. If the count value is greater than 50 in each department, then transfer the excess record into another table department wise. Use exception handler to handle this routine.
5. Using Cursors.
6. Function Packages.
ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR – 625514.
DEPARTMENT OF IT & M

Class : II IT & M  Part : III Allid-4
Semester : IV  Hours : 75
Code : 12ITA444  Credit : 04

COMPUTER ORGANIZATION AND ARCHITECTURE

Objective:
To understand the needs of Basic structures of computers, Processing Unit, Pipelining, Memory System and I/O Organization.

Unit I: (15 hours)

Unit II: (15 hours)

Unit III: (15 hours)

Unit IV: (15 hours)

Unit V: (15 hours)

Text Book:

References:
ANIMATION
(For other Science Students)

Objective:
To introduce the students about basic concept of animation with the help of Flash 8.

UNIT – I
Introducing Flash 8: Introduction to Flash – Starting Flash – Title bar – Various Menus – Introduction to various tools of Flash 8.

UNIT – II

UNIT – III
Adding Animation and Sound to the Objects: Introduction about Animation – Speed and Dimensions – Adding Frames – Creating Animation Frame by Frame – Selecting Frames – Using Sound – Adding Sound Layers – Assigning Sound to the Layer.

UNIT – IV

UNIT – V

Text Book:

Reference Book:
EXECUTIVE COMMUNICATION – II

Objectives:
1. To highlight the skills for smooth decision-making functions.
2. To be aware of the preparation and progress of business letters and reports.
3. To study the emerging trends in communication and application for effective managerial functions.

UNIT – I PRESENTATION SKILLS (12 hours)
What is presentation – Presentation Skills – Elements of presentation – use of aid – designing a presentation – Advanced visual support for business presentation – types of visual aid.

UNIT – II NEGOTIATION SKILLS (12 hours)

UNIT – III EMPLOYMENT COMMUNICATION (12 hours)

UNIT – IV GROUP COMMUNICATION (12 hours)

UNIT – V VERBAL COMMUNICATION (12 hours)
Target group profile – Developing Decision Making Skill – Listening, Feedback, Public speaking – Practice Presentation – Non verbal communication.

Text Book:

Reference Books:
Objective:
To create awareness about stress and the ways to cope with it.

Unit I
Introduction- causes of Stress – Symptoms - Potential Sources of Stress - Stress Level – Stress Types.

Unit II
Stress and its influences on Employee Behavior – Key time Working - Flexibility – Multi Skilling – Sources of work Stress.

Unit III
Stress and its effects on employee changes – effects on management – Stress Management Strategies – Managing Stress & Reducing the Stress.

Unit IV

Unit V
Violence at work - Employer Welfare – Stress Interview – Administering the Interview

Text Book:

Reference Books
Objective:
To engage students with the basic concepts and major issues of software engineering.

UNIT I: (18 hours)

UNIT II: (18 hours)

UNIT III: (18 hours)

UNIT IV: (18 hours)

UNIT V: (18 hours)

Text Book:

Reference Book:
Objective:
To highlight about the importance of doing Research and about various tools and techniques followed while doing a project.

UNIT I: (15 hours)

UNIT II: (15 hours)
Methods of Data Collection: Primary sources and Secondary Sources - Tools of Data Collection: Questionnaires, Interviews, Schedule, Case studies, Observation- Sampling and its types.

UNIT III: (15 hours)
Scaling and Measurement techniques: Types- General procedures in construction of scales - Analysis of Data: Tools for Analysis.(univariate and bivariate).

UNIT IV: (15 hours)

UNIT V: (15 hours)
Problems encountered by Researchers in India - Use of Library and internet in Research.

Text Book:

Reference Book:
Objective:
To highlight about the importance of Companies, Promotion, Kinds of companies, Prospectus and Shares, Powers, Meeting and Winding Up.

Unit – I: (15 hours)

Unit – II: (15 hours)

Unit – III: (15 hours)

Unit – IV: (15 hours)

Unit – V: (15 hours)

Text Book:

Reference Book:
Objective:
To include knowledge on java programming concepts. Enable to create wide range of application and applets using java.

UNIT – I  (15 hours)

UNIT - II  (15 hours)
Classes, Interfaces and Packages: Classes – Objects – Wrapper Classes – Packages and Interfaces.

UNIT – III  (15 hours)
Inheritance: Inheritance Extending classes – Abstract and Final classes – Interfaces and Inheritance.

UNIT – IV  (15 hours)
Exception Handling: Error Handling and Exception Handling – Exception Types and Hierarchy – Try Catch blocks – Use of Throw, Throws and Finally – Programmer Defined Exceptions.

UNIT – V  (15 hours)
Applets and Graphics: Fundamentals of Applets – Graphics. AWT and Event Handling:

Text Book:

Reference Book:
Programming in Java Lab

1. Write a Program to create an account in a Bank and Deposit Rs.20,000 with a Minimum Balance of Rs.500. Use switch case statement for Deposit, Withdrawal and for Balance enquiry.

2. Write a program to find the area of the square, rectangle and triangle using the method Of overloading.

3. Write a program to display the book title, price and author name using the method of Overriding.

4. Implement of the concept of multiple inheritances to develop pay slip and design a Package.

5. Write a program to illustrate the use of multithreads.

6. Create a try block that is likely to generate three types of exception and then Incorporate necessary catch blocks to catch and handle them appropriately

7. Write a program to copy characters from one file to another file.

8. Develop a java applet, which shows your name and address within a window frame.
Objective:
To impart knowledge to the students about having good relationship with customers and to maintain relation with them.

UNIT-I: (12 hours)
Introduction: - Introduction and significance of CRM - Strategies for building relationship - Modules in CRM - Key requirements for CRM - Marketing dynamics relating to CRM - CRM channels of interaction.

UNIT-II: (12 hours)

UNIT-III: (12 hours)
CRM Process: Introduction and objective of CRM process - CRM Business transformation - Comparison of CRM with CMM levels.

UNIT IV: (12 hours)
Implementation Choosing the rights CRM solution - The warning of implementation - Implementing CRM: a step by step process.

UNIT V: (12 hours)
Organising of CRM - Organisational Scope in CRM - Gaps - Organisation and Governance-Leadership support.

Text Book:

Reference Book:
ARUL ANANDAR COLLEGE (AUTONOMOUS) - KARUMATHUR  
DEPARTMENT OF INFORMATION TECHNOLOGY AND MANAGEMENT

Class       : III IT & M          Part       : Self Learning Course
Semester    : V Semester         Total No. of hours : -
Subject Code :                  Credits : 03

COMPUTER GRAPHICS  
(For Students admitted from the Academic Year 2008-2009 onwards under the New CBCS Pattern)

Objective:
To enable the students to understand the graphics concept and drawing packages.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Text Book:

Reference Books:
Objective:

To engage the students with the basic concepts and major issues of .net framework, VB.net and ASP.net.

Unit – I: (18 hours)

Unit – II: (18 hours)

Unit – III: (18 hours)

Unit – IV: (18 hours)

Unit – V: (18 hours)

Text Book:
VB.NET – Dr.C.Muthu, Second Reprint, Vijay Nicole Imprints Ltd, Chennai.

Reference Book:  
A). Implement the following using VB.net:
2. Creating and Using Procedures.
3. Using Decision Structures;
   Checking User Input.
   Confirming Application Close.
4. Implementing Structured Exception Handling.
5. Creating Menus, Status Bar and Tool Bars.
6. Create and Open a Connection to a database using ADO.net
7. Create, Read, Update and Delete Records in a database using ADO.net

B). Implement the following using ASP.net:
1. Create a Master Page to serve as a template for the website’s pages.
2. Create a Admin Page with an editable master detail view for browsing, inserting, updating and deleting records.
3. Create a Simple Website.
4. Create and Open a Connection to a database using ADO.net
5. Create, Read, Update and Delete Records in a database using ADO.net
6. Use SQL Data Source to populate a DropDownList and Grid View.
7. Use ObjectDataSource to Populate a Grid View.
8. Create a Feedback Form.
Objective:
To enlighten the students to do business beyond the boundaries, and to update them about the recent trends in Globalization and various bodies governing in International Trade.

UNIT I: (18 hours)

UNIT II: (18 hours)

UNIT III: (18 hours)

UNIT IV: (18 hours)

UNIT V: (18 hours)

Text Book:

Reference Books:
Objective:
To impart knowledge about starting new venture, ways of various assistance to start a business and how to succeed in the new venture.

UNIT I: (18 hours)
Entrepreneur- concept- meaning- Characteristics of entrepreneur- Functions- Types - Distinction between Entrepreneur and manager.

UNIT II: (18 hours)

UNIT III: (18 hours)
Form of Business enterprises- Ownership structure- Proprietorship- Partnership company- Co-operatives- Types of Business units - Small scale- Medium and Large scale units.

UNIT IV: (18 hours)
Project formulation - Project report – Importance - Contents - Preparation of Project report - Project appraisal methods.

UNIT V: (18 hours)

Text Book:

Reference Books:
### ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR – 625 514

**DEPARTMENT OF IT & M**

**COMPUTER GRAPHICS**

<table>
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**Objective:**

To engage the students with basic concepts of computer graphics and to know about the 2D, 3D objects, visible surface Detection methods and Illumination Models.

**UNIT –I:**

(12 hours)


**UNIT –II:**

(12 hours)


**UNIT –III:**

(12 hours)


**UNIT –IV:**

(12 hours)


**UNIT –V:**

(12 hours)


**Text Book:**

COMPUTER GRAPHICS – Donald Hearn, M. Pauline Baker, 2nd edition, PHI.

**Reference Book:**

EXPORT AND IMPORT MANAGEMENT
(For Students admitted from the Academic Year 2008-2009 onwards under the New CBCS Pattern)

Objective:
To impart knowledge about Import Export techniques and procedures to be followed in doing Foreign Trade.

UNIT I:

UNIT II:
Foreign Exchange: Definition – Rate of exchange: Fluctuations in the rate of exchange – Banking influences – Currency conditions – Political conditions – Stable vs. Fluctuating rate of exchange.

UNIT III:
Foreign Exchange Market: Meaning – Advantages and limitation of foreign exchange facilities – Payment procedure followed in Foreign exchange.

UNIT IV:
Export documentation and procedures: Meaning and Definition – Types of export documents – Common defects in documentation – Stages involved in receiving the payment of exports.

UNIT V:
Recent trends in India’s Foreign Trade – Future of export import in India – Planning for exports – Rules and functions of World Bank.

Text Book:

Reference Books:
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<td><strong>Section A</strong></td>
<td>10 x 2 = 20 marks</td>
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<tr>
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<td>Short answer questions</td>
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<td>Definitions, Problems type questions (No Choice)</td>
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<td>10 questions to be answered out of 12.</td>
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<tr>
<td>2</td>
<td><strong>Section B</strong></td>
<td>5 x 7 = 35 marks</td>
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<td>5 questions – one from each unit. Internal choice</td>
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<td>Paragraph, derivations, problems.</td>
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<td>3</td>
<td><strong>Section C</strong></td>
<td>3 x 15 = 45 marks</td>
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<td>3 questions out of five. One question from each unit.</td>
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