

DEPARTMENT OF COMMERCE

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

B.Com (Business Process Services)

(I, II, III , IV,V&VI Semester)

2017-2020 Batch on-wards

Vision and Mission of the Institution:

VISION

A world renowned industry-integrated institution that imparts knowledge, skill, and research culture in young men and women to suit emerging young India.

MISSION

To provide quality education at affordable cost, and to maintain academic and research excellence with a keen focus on industry-integrated research and education.

MOTTO

Meaningful industry-ready education and research by all means

Vision and Mission of the Department:

VISION

To be recognized by the stakeholders as a leader in providing quality and affordable professional accounting, finance education and computer skills in accounting to match the Industry need.

MISSION

The Department of Commerce provides a student-centered environment that promotes academic excellence, professional and personal growth, ethical and professional conduct. The department's curriculum and activities develop outstanding graduates who demonstrate the knowledge, skills, and competencies necessary to enter the accounting profession, higher education and to meet future career challenges.

Program Educational Objectives (PEO)

PEO1	:	Graduates will be gainfully employed in careers where they will continue to build upon their knowledge, using modern tools for the design, and improvement of products, processes and new technologies.
PEO2	:	Graduates will be effective in working in teams of diverse professionals of varied technical or business positions.
PEO3	:	Graduates will be able to effectively communicate in written and oral forms.
PEO4	:	Graduates will engage in lifelong learning activities with a commitment to continuous improvement in their professional and personal lives.

PEO5 : Graduates will exercise an understanding of ethical and social responsibilities in their professional lives and community service.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
A world renowned industry-integrated institution	PEO1, PEO2
Imparts knowledge, skill, and research culture in young men and women to suit emerging young India.	PEO2, PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
The Department of Commerce provides a student-centered environment.	PEO1, PEO3
It promotes academic excellence, professional and personal growth, ethical and professional conduct	PEO2, PEO4
The department's curriculum and activities develop outstanding graduates	PEO1, PEO4
It demonstrates the knowledge, skills, and competencies necessary to enter the accounting profession, higher education and to meet future career challenges.	PEO1, PEO4, PEO5

Program Outcomes (PO):

PO1	: Ability to select and apply the knowledge, techniques, skills, and modern tools of the discipline to broadly-defined Process activities.
PO2	: Select and apply their knowledge in Retail Banking, Finance & Accounting, Insurance, Business Process and technology to re-engineer the business concepts which require the application of principles and applied procedures or methodologies.
PO3	: Implement to conduct standard tests and measurements; to conduct, analyze, and interpret experiments; and to apply experimental results to improve processes.
PO4	: . Function effectively as a member or leader in a technical team.
PO5	: Expert to identify, analyze, and solve broadly-defined process oriented problems.
PO6	: Apply written, oral, and graphical communication in both process and service environments; and an ability to identify and use appropriate technical literature.
PO7	: Engage in self-directed continuing professional development.

PO8	:	Understand the responsibility of commitment and ethical responsibilities including a respect for diversity.
PO9	:	Up hold commitment to quality, timeliness, and continuous improvement.

Correlation between the POs and the PEOs

Program						
Outcomes		PEO1	PEO2	PEO3	PEO4	PEO5
P01	:	✓	✓		✓	
P02	:	✓	✓			
P03	:	✓	✓		✓	
P04	:	✓	✓			
P05	:			✓	✓	
P06	:	✓		✓		
P07	:		✓		✓	✓
P08	:				✓	✓
P09	:	✓			✓	

Components considered for Course Delivery is listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Mini Project
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
P01	✓		✓		✓	✓		✓	✓
P02	✓		✓	✓		✓		✓	
P03			✓	✓	✓	✓	✓		✓
P04		✓		✓	✓	✓	✓	✓	✓
P05	✓	✓	✓		✓		✓	✓	✓
P06		✓	✓	✓			✓	✓	
P07	✓	✓		✓		✓		✓	✓
P08	✓		✓		✓	✓	✓		✓
P09			✓				✓	✓	

Approved in the BOS Meeting held on 07-04-2018

Approved in the BOS Meeting held on 08-04-2019

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

*Scheme of curriculum for
B.Com (Business Process Services)
for the students admitted in the Batch during 2017 - 2018*

Board of Studies – Commerce (UG)

S.No	Sem	Part	Type	Subject & Paper	Credit	Hour	Int	Ext	Total	Exam Hours
1	1	I	L1	Language - I	3	5	40	60	100	3
2	1	II	E1	English for Communication	3	5	40	60	100	3
3	1	III	C1	Core Theory-I - Financial Accounting	4	6	40	60	100	3
4	1	III	CP1	Core Practical -Computer Application in Commerce (Ms office)	4	6	40	60	100	3
5	1	III	A1	Allied -I- Managerial Economics	4	6	40	60	100	3
6	1	IV	AEC1	Ability Enhancement Compulsory Course-I Environmental Studies @	2	2	50	0	50	3
7	1	V	VAC	Value Added Course -I @	2	0	100	0	100	3
1	2	I	L2	Language - II	3	5	40	60	100	3
2	2	II	E2	English for Commerce	3	5	40	60	100	3
3	2	III	C2	Core Theory-II - Corporate Accounting	4	6	40	60	100	3
4	2	III	CP2	Core Practical - II -Tally-I	4	6	40	60	100	3
5	2	III	A2	Allied - II- Business Mathematics	4	6	40	60	100	3
6	2	IV	AEC2	Ability Enhancement Compulsory Course II - Human Rights @	2	2	50	0	50	3
7	2	V	VAC	Value Added Course -II @	2	0	100	0	100	3
1	3	III	C3	Core Theory - III- Income Tax	4	5	40	60	100	3
2	3	III	C4	Core theory -IV-Insurance for Business Process Services	4	5	40	60	100	3
3	3	III	CP3	Core Practical - III -Tally- II	4	6	40	60	100	3
5	3	III	CP4	Core Practical IV (Industrial Training Report)	2	0	0	50	50	3
4	3	III	A3	Allied- III-Financial Accounting for Business Process Services	4	5	40	60	100	3
5	3	III	S1	Skill Enhancement Courses - I Business Law	4	5	40	60	100	3
7	3	IV	AEC3	Ability Enhancement Compulsory Course-III(Tamil/Advanced Tamil or	2	2	50	0	50	3

				Non Major Elective I(Yoga for Human Excellence/Women's Right/Career Enhancement-I)) @						
8	3	V	VAC	Value Added Course -III @	2	0	100	0	100	3
9	3	VI	IDL	Inter Department Learning -I #	2	2	0	100	100	3
1	4	III	C5	Core Theory - V Cost and Management Accounting	4	6	40	60	100	3
2	4	III	C6	Core Theory - VI Banking for Business Process Services	4	5	40	60	100	3
3	4	III	CP5	Core Practical - V- Practical Application in Banking Business	4	5	40	60	100	3
4	4	III	A4	Allied- IV - III Retail Environment and Market Research	4	5	40	60	100	3
5	4	IV	S2	Skill Enhancement Courses - II Financial Market and Institutions	4	5	40	60	100	3
6	4	IV	AEC4	Ability Enhancement Compulsory Course-IV(Tamil/Advanced Tamil or Non Major Elective I(Yoga for Human Excellence/Women's Right/Career Enhancement-II)) @	2	2	50	0	50	3
7	4	V	VAC	Value Added Course -IV @	2	0	100	0	100	3
8	4	VI	IDL	Inter Department Learning -II #	2	2	0	100	100	3
1	5	III	C7	Core Theory - VII Capital Market for Business Process Services	4	5	40	60	100	3
2	5	III	C8	Core Theory - VIII Managing Business Process - I	4	5	40	60	100	3
3	5	III	EL1	Elective - I	5	5	40	60	100	3
4	5	III	EL2	Elective - II	5	5	40	60	100	3
5	5	III	CP6	Core Practical - VI- Business Analysis Report in (SPSS)	5	5	40	60	100	3
6	5	IV	S3	Skill Enhancement - III - Principles of Auditing	4	5	40	60	100	3
7	5	V	VAC	Value Added Course -V @	2	0	100	0	100	3
1	6	III	C10	Core Theory - X Managing Business Process-II	4	6	40	60	100	3
2	6	III	C11	Core Theory- XI- Campus to Corporate Transition	5	5	40	60	100	3
3	6	III	EL3	Elective - III	4	5	40	60	100	3
4	6	III	EL3	Elective - IV	4	4	40	60	100	3
5	6	III	CP7	Core Project-I	4	4	40	60	100	3

6	6	IV	S4	Skill Enhancement Courses - IV E-Commerce	4	6	40	60	100	3
7	6	V	EX	Extension Activity	2	0	50	0	50	
					140	180	1740	2460	3500	

Elective	Sub code	Subject
Elective-I	17BPS 5EA	International Marketing
	17 BPS 5EB	Financial Services
	17 BPS 5ED	EXIM Finance & Risk Management
Elective-II	17 BPS 5EE	Marketing Management
	17 BPS 5EG	Human Resource Management
	17 BPS 5EH	International Trade Development and Procedure
Elective-III	17 BPS 6EA	Retail Management
	17 BPS 6EC	Organization Behavior
	17 BPS 6ED	International Logistics and Supply Chain Management
Elective-IV	17BPS 6EF	Behavioral Finance
	17BPS 6EG	Customer Relationship Management
	17BPS 6EH	Global Strategic Management

Inter Department Learning

IDL	Sub Code	Subject
SEM 3	17BPS3LA	Financial Accounting
	17 BPS 3LB	Banking Correspondents
	17 BPS 3LC	Digital Marketing
SEM 4	17 BPS 4LA	Stock Market
	17 BPS 4LB	Import and Export
	17 BPS 4LC	Investment Management

Note :

- @ - No End Semester Examination, only Internal Exam.
- No Internal Examination, only End Semester Exam.

Mapping of Courses and POs:

S- Strong Coorelation M – Medium Coorelation B – Blank

Program Outcomes										
Course Code	Course Name	P01	P02	P03	P04	P05	P06	P07	P08	P09
17BPS13A	Core Theory-I - Financial Accounting	M	S	S	M	S	M			S
17BPS13P	Core Practical -Computer Application	M	S		M	S		S	M	
17BPS1AA	Allied -I- Managerial Economics	M		S	M	S	S	M		
17BPS23A	Core Theory-II - Corporate Accounting	M	S	S	M	S	M		M	
17BPS23P	Core Practical - II -Tally-I	S	S		M	S			M	S
17BPS33A	Core Theory - III- Income Tax	M	S	S	M	S	M		M	
17BPS33B	Core theory -IV-Insurance for Business Process Services	M	M	S	M	S	S	M	M	M
17BPS33P	Core Practical - III -Tally- II	S	S		M	S			M	S
17BPS3AC	Allied- III-Financial Accounting for Business Process Services	M	S	S	M	S	M		M	
17BPS3ZA	Skill Enhancement Courses - I Business Law			S	M	S	S	M		M
17BPS43A	Core Theory - V Cost and Management Accounting	M	S	S	M	S	M		M	
17BPS43B	Core Theory – VI Banking for Business Process Services	S		M	S	M		S	M	
17BPS4AD	Allied- IV - III Retail Environment and Market Research	S		M	S	M		M	S	
17BPS4ZB	Skill Enhancement Courses – II Financial Market and Institutions	S		S	S	M	M			S
17BPS53A	Core Theory - VII Capital Market for Business Process Services	S	S		M	S			M	S
17BPS53B	Core Theory - VIII Managing Business Process - I	M	S	S	M	S	M		M	
17BPS53P	Core Practical - VI- Business Analysis	M	M	S	M	S	S	M	M	M

	Report in (SPSS)								
17BPS5ZA	Skill Enhancement - III - Principles of Auditing	S	S		M	S			M S
17BPS63A	Core Theory - X Managing Business Process-II	M	S	S	M	S	M		M
17BPS63B	Core Theory- XI- Campus to Corporate Transition			S	M	S	S	M	M
17BPS6ZA	Skill Enhancement Courses - IV E-Commerce	M	S	S	M	S	M		M

Semester : I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS13A	Core - I - Financial Accounting	4	6		0	Theory / Practical

Introduction :

Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.

Course Outcome:

CO1	: To develop and understand the nature and purpose of financial statements in relationship to decision making.
CO2	: To develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
CO3	: To develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
CO4	: To develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
CO5	: To develop the ability to use accounting information to solve a variety of business problems.

Unit I: [12 Periods]

Financial Accounting: Definition of Accounting, Objectives - Functions of Accounting, Accounting Principles, Concepts and Conventions.

Unit II: [12 Periods]

Journal - Ledger - Subsidiary Books and Trial Balance- Rectification of Errors.

Unit III: [12 Periods]

Preparation of Trading Account-Profit and Loss Account - Balance Sheet with Adjustment.

Unit IV: [12 Periods]

Depreciation - Straight line method - Written down value- Sinking fund - Annuity Method - Insurance Policy Method.

Unit V:

[12 Periods]

Royalty accounts - Single Entry System.

Text Book

1. Principles of Accountancy. Vinayakam N PI Mani Published by S Chand & Company Pvt Ltd

Reference

1. Gupta R.L., Radhaswamy M., Advanced Accountancy, Vol. 1, (Sultan Chand Publishers 2011)
2. Financial Accounting, T.S Reddy and Dr.A.Moorthy, Margham Publications -2012

Note: Question paper will cover 20% theory and 80% Problems.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
C01	H	H	H	L		H	L		H
C02	L	L	H	L	H	L	H	L	H
C03	L		H		L	H	H	L	L
C04	H	L	L	H	H	H	L		L
C05	L	H	H		H	L		L	H

Semester : I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS13P	Core –Practical - Computer Application Practical-I (Ms-Office)	4			5	Theory / Practical

Introduction :

Technology has become the backbone of almost every industry, specialized skills that come from Microsoft Office training and other Microsoft products

Course Outcome:

- C01 : Recognize when to use each of the Microsoft Office programs to create professional and academic documents.
- C02 : Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
- C03 : Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.
- C04 : Relate real-life MS Word applications for professional or personal use.
- C05 : Demonstrate fundamental knowledge of MS Word.

I - MS WORD

- 1.Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
3. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
4. Prepare a Shareholders meeting letter using Wizard/ Templates for 10 members using mail merge operation.

II - MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.

III - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

IV - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database, which should include at least three tables, must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, and Phone Number.

Text Book

1. Creating a Website with Microsoft Publisher: Instructions on how to create web pages in Publisher 2010.

Reference

1. Introduction to Computers, Peter Norton, Tata McGraw Hill Companies-2010
2. Computer Fundamentals, P. K. Sinha, Tata McGraw Hill Companies-2010

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H		L	L	H	L
C02	H	L	L	L	H	H	L	H
C03	L	H	L		H	L	H	L
C04	L	H	L	L	L	L	H	L
C05	L	L	H		L	L	L	L

Semester : I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS1AA	Core Managerial Economics	4	5		0	Theory / Practical

Introduction :

Managerial economics is the "application of the economic concepts and economic analysis to the problems of formulating rational managerial decisions

Course Outcome:

CO1	: To understand the roles of managers in firms.
CO2	: To understand the internal and external decisions to be made by managers.
CO3	: To analyze the demand and supply conditions and assess the position of a company.
CO4	: To design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
CO5	: To analyze real-world business problems with a systematic theoretical framework.

Unit I: [12 Periods]

Meaning and Importance of Managerial Economics: Introduction, Meaning, Scope of Managerial Economics, Importance of the study of Managerial Economics, Two Major Functions of a Managerial Economist Demand Analysis: Introduction, Meaning and Law of Demand, Elasticity of Demand.

Unit II: [12 Periods]

Demand Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods or Techniques of Demand Forecasting, Survey Methods, Statistical Methods, Demand Forecasting for a New Products

Unit III: [12 Periods]

Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium

Unit IV: [12 Periods]

Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production

Unit V: [12 Periods]

Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions Inflation and Deflation: Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation

Textbook:

1. Managerial Economics, G.S.Gupta Tata McGraw Hill Education Private Limited-2010

Reference :

1. Managerial Economics, K. Stephen Tata McGraw Hill Companies-2009

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H		L	L	H	L
C02	H	L	L	L	H	H	L	H
C03	L	H	L		H	L	H	L
C04	L	H	L	L	L	L	H	L
C05	L	L	H		L	L	L	L

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS23A	Corporate Accounting	4	5			Theory / Practical

Introduction :

Corporate accountants focus on two practice areas. They help manage the day-to-day finances of a company

Course Outcome:

- C01 :A comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity.
- C02 :The ability to account for a range of advanced financial accounting issues.
- C03 :An understanding of the accounting requirements for a corporate group and familiarity with the theory underlying the methods used to account for inter-company investments.
- C04 :The ability to prepare consolidated accounts for a corporate group.
- C05 :An understanding of the principles of accounting for investments in associates.

Unit I: [12 Periods]

Issue of shares and debentures - Various kinds - Forfeiture - Re-issue - Underwriting of shares and debentures.

Unit II: [12 Periods]

Redemption of preference shares and debentures - Purchase of business - Profits prior to Incorporation.

Unit III: [12 Periods]

Preparation of company final accounts - Company balance sheet preparation - Computation of Managerial Remuneration.

Unit IV: [12 Periods] Valuation of goodwill and shares. Alteration of share capital - Internal reconstruction and reduction of capital.

Unit V: [12 Periods]

Liquidation - Statement of affairs and deficiency accounts - Liquidator's final statement of Receipts and payments.

Note: Distribution of marks 80% Problem and 20% Theory.

Textbook:

1. Corporate Accounting, R.L. Gupta, Sultan Chand & Son's Financial Accounting -2011

Reference :

1. Corporate Accounting:, T.S.Reddy &A.Murthy, Margham Publications -Chennai.2011

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H		L	L	H	L
C02	H	L	L	L	H	H	L	H
C03	L	H	L		H	L	H	L
C04	L	H	L	L	L	L	H	L
C05	L	L	H		L	L	L	L

Semester : II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS23P	Tally-I	0	0	5	4	Practical

Introduction :

This course will expose students to the development and use of manual and computerized accounting systems. Students will have the opportunity to use accounting software packages to apply their accounting knowledge to real life situations.

Course Outcome:

- C01 : After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software.
- C02 : Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statement.
- C03 : Students do possess required skill and can also be employed as Tally data entry operator
- C04 : This is a beginner course of tally.erp covering the topics basics of accounting and inventory in tally.
- C05 : It's designed to handle accounts in simple.

List of Computer Application in Accounting (Tally)

1. Create company in the name of "Rathinam & Co" in tally ERP 9 with VAT options.

- ❖ Accounts with Inventory option.
- ❖ Financial accounting year 01.04.2016 on wards.

2. To create below mentioned single ledger accounts in the books of "Rathinam & Co".

Mr. Kumar	Advertisement (Free Sample Send)
Commission Received in Advance	Bad Debit
Insurance Premium Pre-Paid	Depreciation

Advertisement (Free Samples Received)	Interest Paid
Commission Received	Provision for Doubtful Debit

3. Create multiple ledgers under appropriate predefined groups with the opening balance as on 01.04.2016 in "Rathinam & Co.

Ramesh (Sundry Debtors)	Rs. 52,000	Rent, Rates and Taxes	Rs. 3,600
Mohan (Sundry Creditors)	Rs. 22,000	Insurance premium paid on 1 st January, 20016	Rs. 2,400
Cash in Hand	Rs. 10,392	Cash at SBI Bank	Rs. 6,200
Furniture	Rs. 3,500	Machinery	Rs. 24,000
Motor Car	Rs. 22,000	Wages	Rs. 23,600
Purchases	Rs.145,000	General Expenses	Rs. 2,680
Sales	Rs.2,92,000	Carriage Inward	Rs. 2,040
Sales Returns	Rs. 2,600	Carriage outward	Rs. 1,630
Salaries	Rs. 8,420	Fuel and Power	Rs. 6,430
Opening Stock	Rs. 11,400	Rathinam & Co's Capital	Rs. 20,000
Motor Car Expenses	Rs. 6,108	Drawings	Rs. 8,000

4. The following information is relevant to "Rathinam & Co" Books of Accounts.

You are requested to

a. Make the necessary closing entries,

1	Closing Stock Rs.35,000.00
2	Goods worth Rs.2,000 were distributed as free samples
3	Rs.1, 000 paid for machinery fitting expense was debited to wages account.
4	Write off bad debts Rs.2, 000 and provision for Doubtful Debts at 5% of Sundry Debtors.
5	Provide Depreciate on furniture 10%, Machinery 10% and Motor car 20%.
6	Commission of Rs. 3,600 has been earned but not received till the close of the accounting year.
7	An amount of Rs. 10,000 was borrowed from Mr. Kumar on October 1 st 2016 and it was returned on 31 st March 2017. However, Interest at 10% p.a. still remains unpaid.

b) Prepare Trading and profit & Loss a/c and

c) Balance sheet as on 31.03.2017.

d) Also prepare * **Ratio Analysis. (*Short term & Long term Solvency ratio, *Current Ratio, *Quick ratio.**

5. M/s. Bharath Electronics is a manufacturing & trading firm of electronic goods owned by Mr. Bharath and Mr. Kannan works as an Accounting Manager. The firm uses Tally ERP 9 to record their business transactions.

Kindly guide Mr. Bharath in creating the above mentioned company in Tally ERP 9 with the name of

his firm creating a user account for Mrs. Kannan giving owner right. Mr. Bharath is very much concerned about the data security and that is why he decides to adopt the following password policy:

1. Minimum length of password should be 8 with at least 2 alphabets, 1 number and one specialist character in it. (For Example: Saravanam1^)
2. Users need to change password on first login.
3. User should be provided the rights to change their passwords.

After setting password policy in Tally ERP 9, create up the above a suitable password for Mr. Kannan.

6. Create the following Multiple Groups under Fixed Assets in the books of M/s. Bharath Electronics:

Computer	Furniture	Buildings
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7. Create the below mentioned Ledgers under appropriate groups in the books of M/s. Bharath Electronics:

Mr. Awaaz's Capital A/c	Output CST@ 2%
Mr. Awaaz's Drawing A/c	Sales Return @ VAT 5%
Sales VAT @ 14.5%	Purchase Return @ VAT 5%
Output VAT @ 14.5%	CST Sales Return @ 2%
Purchase VAT @ 14.5%	CST Purchase @ 2%
Input VAT @ 14.5%	Input CST @ 2%
CST Sales @ 2%	SBI Bank

8. Create the following Multiple Ledgers under appropriate groups in the books of M/s. Bharath Electronics:

Malar & Co., (Sundry Debtors)	Furniture
Annam P. ltd., (Sundry Debtors)	Buildings
Shanmugam P. Ltd., (Sundry Creditors)	Depreciation
Lalith& Co., (Sunday Creditors)	Electricity Charges
Carriage inward	Telephone Charges
Carriage outward	Salary paid
Wages	Salary Payable
Computer	Bank Charges
Bank interest	

9. Create the following data in the books of M/s. Bharath Electronics:

- a) **Unit of Measurement:** Nos. (Numbers), Doz. (dozen)
- b) **Godown:** Tech Zone Godown, 16/25, Rathinam Corner, Eachanari, Coimbatore. Under Primary. By allow storage of material option as yes.
- c) **Stock Categories:** 15" & 17" (LG Monitor Inch wise)
- d) **Stock Groups :**

LG Monitor	Printer	Keyboard
------------	---------	----------

e) Stock Item:

LG Monitor 15"	HP Laser 1010
LG Monitor 17"	Dell Key Board
Samsung Printer	Lenova Keyboard
TVS Epson Printer	Asus Keyboard

10. Create voucher by using cost center, cost categories and tracking numbers for the following transaction in the books of M/s. Bharath Electronics.

- a) On 01.04.2016 Bharath introduced Capital of Rs. 10, 00,000/- by cash.
- b) On 08.06.2016 Purchased 20 Nos. of LG Monitor 15" each for Rs.6,000/- with Carriage inward @ 6% on purchase cost. Input tax @ 14.5% from the Shanmugam P. Ltd., & Storage in Tech Zone Godown.
- c) On 07.09.2016 Sold 8 Nos. of LG Monitor 15" form Tech Zone Godown to M/s.Malar & Co., for Rs. 10000/- Each excluding Sales tax @ 14.5% is Rs. 11600/- with 30 days Credit Period
- d) Carriage outward @ 5% on Sales dated on 07.09.2016 Paid.
- e) On 12.8.2016 Returned 2 nos. of LG Monitor 15" to the Shanmugam P. Ltd., but not returned Carriage input.
- f) On 16.09.2016 M/s. Malar & Co., returned 3Nos. of LG Monitor 15"
- g) On 3.10.2016 Cash deposited in SBI Bank Rs. 1, 00,000/-
- h) On 10.10.2016 Electricity charges paid Rs.850/- By SBI bank cheque No. 146814
- i) On 18.10.2016 Salary Paid to Sales Department Staff Mr. Ram Rs. 8,000/-
- j) On 31.6.2016 Bank charges paid 250/-
- k) On 31.12.2016 Bank interest received Rs. 1250/-

11) Export the Balance sheet and Profit and loss Account of M/s. Bharath Electronics in excel format or Xml format and E – Mail the same to Mr. Bharath.

12) Take a print out of Cheque no. 146814 Issued 10.10.2016 to Electricity charges.

13) Split company of M/s. Bharath Electronics from the date of 01.04.2016 to 31.03.2016 & 01.04.2017 to 31.03.2017

14) Take a backup of "Bharath Electronics" & "Rathinam & Co" Books of Accounts in E Drive.

Textbook:

1. Tally ERP 10 (Power of Simplicity) Shraddha Singh and Navneet Mehra, 2014

Reference Book:

1. Learn TALLY 9 - Basic Financial Accounting Tutorial - Online
2. <http://dgtalworld.com/tally/Tally%20ERP%209%20at%20a%20Glance.pdf>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
C01	L	H	H	L	H	H	H	H
C02			L	L	L			H
C03			L		L			
C04		L	L		L		L	
C05	L	L	L		L	L	L	

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS33A	Income Tax	4	6		0	Theory / Practical

Introduction :

An **income tax** is a tax imposed on individuals or entities ([taxpayers](#)) that varies with respective income or profits ([taxable income](#)). Many jurisdictions refer to income tax on business entities as companies tax or [corporate tax](#).

Course Outcome:

- C01 : To know about various basic concepts used in Income tax Act.
- C02 : Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income.
- C03 : Enable students to develop experience in identifying tax issues and applying the income tax Law to arrive at reasoned solutions to problems.
- C04 : Described about the provisions of salary income, House property & business or profession and their computation; and
- C05 : Exemplify professional judgements and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable.

Unit I: [12 Periods]

Basic concept, Definitions- Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, Tax Rate for Different Persons. Permanent Account Number (PAN) - How to apply PAN-Residential status; Scope of total income on the basis of residential Status - Exempted income under section 10

Unit II: [12 Periods]

Heads of Income - Salaries - Income from house property.

Unit III: [12 Periods]

Profits and gains of business or profession - Capital gains.

Unit IV:

[12 Periods]

Income from other Sources - Income of other persons included in assessee total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income - Tax liability of an individual and firm.

Unit V:

[12 Periods]

Advance tax, Tax Deduction at source, Tax collection at source & Self Assessment Tax, Filing of Tax Challans, Preparation & Online filing of TDS Returns, Provisions for filing Return of Income & Self Assessment-Preparation of Return of Income & filing.

Textbook:

1. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.

Reference :

- 1.Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS33B	Core - Insurance for Business Process Services	4	6		0	Theory / Practical

Introduction :

An **income tax** is a tax imposed on individuals or entities ([taxpayers](#)) that varies with respective income or profits ([taxable income](#)). Many jurisdictions refer to income tax on business entities as companies tax or [corporate tax](#).

Course Outcome:

CO1	: To keep in mind the concept of risk and insurance
CO2	: To Picture of the life insurance policy life cycle.
CO3	: To evaluate the nonlife insurance policies and health insurance.
CO4	: To estimate the retirement policies in abroad.
CO5	: To acquire the analytical and decision making skills in insurance

Unit I: [12 Periods]

Concept of Risk - Risk Management - Basic concepts (Hazards, Perils, Assets, etc.) - Fundamentals of Insurance - Characteristics of a valid contract - Insurance contract - Principles & Practices of Insurance Contract - Important terminologies & parties in insurance contract - Types of Insurance (Personal, Commercial, Health, Life, etc. - History of Insurance - Types of Insurance companies - Business units in an Insurance company - Overview of Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.) - Reinsurance concept.

Unit II: [12 Periods]

Important terminologies in a Life Insurance policy - Parties in a Life Insurance policy - Individual Life Insurance plans - Supplementary Benefits - Policy Provisions - Ownership rights - Life Insurance policy life cycle (New business & Underwriting, Policy servicing, Claims, etc.) - Concept of Annuity - Types of Annuity - Annuity contract provisions - Annuity : USA – Fixed Annuity, Fixed Index Annuity, Variable Annuity - Qualified & Non-Qualified Annuity - Principles of Group Insurance - Group Life Insurance - Group Retirement Plans

Unit III: [12 Periods]

Non – Life Insurance concepts : Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. - Insurance Providers – Co-Insurance, Reinsurance, Captive Insurance - Underwriting

process - Policy Servicing process - Claims process – Reinsurance.

Unit IV:

[12 Periods]

Concept of healthcare insurance - How Healthcare Insurance works – Key Challenges of Healthcare Industry – Healthcare Eco System – Healthcare regulations & Standards; HIPAA – Medicare – Medicaid – Medigap – Individual Health Insurance Policies – Group Health Insurance policies – Managed care – Eye Care – Micro Insurance Schemes

Unit V:

[12 Periods]

Concept of Retirement Services - Retirement Planning - Asset Allocation & Asset Classes - Life stages of an Investor - Defined Benefit & Defined Contribution - Individual Retirement Arrangement in USA - Third Party Administrator for Retirement Services in USA - Life cycle of Participants in a plan (enrollment, contribution, etc.) - Categories of Pension in UK - DWP & TPR - Annuity & Income Drawdown Plan

Note: Subject material issued by TCS

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : I						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS33P	Tally- II	4	6		0	Theory / Practical

Introduction :

Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.

Course Outcome:

- C01 : After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software.
- C02 : Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statement.
- C03 : Students do possess required skill and can also be employed as Tally data entry operator
- C04 : This is a beginner course of tally.erp covering the topics basics of accounting and inventory in tally.
- C05 : It's designed to handle accounts in simple.

Cost Center

[Periods]

1. Create cost centers project A & B project B under primary cost category and record the following transaction in the books of TATA trading company:

(a) On 07-09-2014, purchased cement worth Rs.150000/- from Ultra tech cement ltd. That will be shared equally between project A and project B. A credit period of 30 days was provided.

(b) Record a transaction on 09-09-2014 for the purchase of steel worth Rs.450000 from Embed enterprises. Allocate Rs.50000 to project A and project B. A credit period of 45 days was allowed.

2. Create cost centers Bangalore and Pune under primary cost category and record the following transactions in the books of Universal Co. Limited.

(a) On 05-10-2014, purchased done worth rs.2, 50,000/-from Hindustan Unilever Ltd. That will be shared equally between Bangalore and Pune.

(b) Record a transaction on 09-10-2014 for the purchase worth Rs.6, 00,000from Hindustan Unilever Ltd. Allocate rs.250000 to Bangalore and the rest to Pune. A credit period of 45 days was allowed.

(C) On 18-10-2014, record a transaction for the sale to Super Technologies for Rs.15, 75,000-of which 1200000 would be allocated to Bangalore branch and the rest to Pune.

(d) On 22-10-2014, one more sales entry was made for 1600000 to Super Technologies of which 1000000 was allocated to Pune branch and the rest to Bangalore.

Tally ERP

3. M/S Kishore Associates is a sales tax practicing firm and owned by Mr. Pravin & Mr. Prakash is their accountant. The firm uses Tally. ERP 9 to record their business transactions.

Kindly guide Mr. Prakash in creating the above mentioned company in Tally.ERP9 with the name of his firm creating a user account for Mr. Prakash giving owner rights. Mr. Pravin is very much concerned about the data security and that is why he decides to adopt the following password policy:

- Minimum length of password should be 8 with at least 2 alphabets, 1 number and one specialist character in it.
- Users need to change password on first login.
- Users should be provided the rights to change their passwords.

After setting password policy in Tally.ERP9, create up the above a suitable password for Mr. Prakash.

Help Mr. Prakash record the following transactions and complete the steps as mentioned:

1. Received rs.10000 in cash from National Enterprises on 22-11-2014 against audit services provided.
2. Received rs.16000 in cash from Pooja Infrastructures, a construction company on 27-11-2014 against audit services provided.
3. Paid rs.1500 in cash to and general stores on 03-12-2014 for stationary expenses.
4. Deposited rs.18000 on 08-12-2014 in the Kodak bank account of the firm.
5. Paid rs.2700 against electricity bill to Mumbai suburban electricity supply

using a cheque.

6. E- Mailed the balance sheet in excel format to Mr. Sudhir at sudhir_1607_2022@gmail.com.
7. Export all the master in XML format with file name masters 1.xml to "D:/dataBackup"
8. Export transaction in XML format with file name transactions 1.xml to "D:/dataBackup"
9. Create a new company "copy of M/SPravin associates" with security control enabled.
10. Import the two file masters 1.xml and transactions 1.xml in this new company.

4. Mahesh is one of the partners in karma marketing .His work keeps him way from the office many times, however he wants to know his business details even while travelling.

1. He wants to check his daily purchases, payments that are approaching, overdue receivables, orders outstanding and daily deposits into bank.
2. Enable his mail id mahesh@karmamarketing.com as a tally. NET users with owner's rights.
3. Mr. Mahesh also wants to view the stock which is not getting sold for the last 60 days.

INVENTORY

5. Record the following vouchers in the books of Universal Company Ltd.

- 04-04-2014 Withdrawn Rs.20, 000 from bank of India and transferred to Petty cash book.
- 08-04-2014 paid 2,000 from petty cash for buying stationary for office.
- 15-04-2014 made purchase from ultra tech cement Ltd. worth Rs.45, 000.
- 19-04-2014 issued cheque to ultra tech cement ltd for Rs.45, 000.
- 21-04-2014 sold goods worth of rs.75, 000 to civic center association.
- 25-04-2014 received a cheque from civic center associations for rs.75, 000

.The save was deposited in the bank on the same date.

- 30-04-2014 paid staff salary of Rs.9800 from petty cash.

6. Record the following vouchers in the books of TEXMO Trading Co. Pvt. Ltd.

- 02-04-2014 Withdraw rs.10000 from bank of Baroda and transferred to petty cashbook.
- 05-04-2014 paid 1000 from petty cash for office expenses.
- 11-04-2014 made purchase from Hindustan Unilever Ltd. worth Rs.33000.
- 13-04-2014 issued cheque to Hindustan Unilever Ltd for Rs.20000.
- 14-04-2014 made purchase from Hindustan Unilever Ltd. worth Rs.26000.
- 18-04-2014 issued cheque of Rs.38000 to Hindustan Unilever Ltd.
- 21-04-2014 sold goods worth of rs.90000 to Tahuraa Traders Pvt.Ltd.
- 22-04-2014 received a cheque from Tahuraa Traders Pvt.Ltd.for Rs.75000.
The same was deposited in the bank on the same date.
- 23-04-2014 sold goods worth of Rs.85000 to Tahuraa Traders Pvt.Ltd.
- 25-04-2014 received a cheque from Tahurra Traders Pvt.Ltd for Rs.75000.
The same was deposited in the bank on the same date.
- 30-04-2014 paid staff salary of Rs.7200

PAY ROLL

7. COMPUTE: 1. on Earning Total

From amount	Amount up to	Slab type	Value basis
0	5000	Percentage	10
5000	10000	Percentage	15
10000		Percentage	20

In the above examples, the head would be computed on all earning total

(all heads of types earnings for employees), as follows:

- For amount up to 5000-10%
- For amount above 5000 but upto 10000-15%
- For amount above 100000-20%

Textbook:

1. Tally ERP 10 (Power of Simplicity) Shraddha Singh and Navneet Mehra, 2014

Reference Book:

1. Learn TALLY 9 - Basic Financial Accounting Tutorial - Online
2. <http://dgtalworld.com/tally/Tally%20ERP%209%20at%20a%20Glance.pdf>

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS3AC	Core - I - Financial Accounting for Business Process Services	4	5		0	Theory / Practical

Introduction :

Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.

Course Outcome:

C01	: To keep in mind the conceptual framework and role of accounting
C02	: To apply the accounting rules in determining financial results.
C03	: To analyze the financial statements of different branches and departments.
C04	: To connect knowledge and record business changes that are envisaged by the syllabus
C05	: To have better knowledge in knowledge in Partnership, Branch and Departmental accounting system.

Unit I:

[12 Periods]

Basic Accounting Principles, Concept, Convention - Systems of Book Keeping - Recording, Classifying and Summarizing of Transaction - Final Accounts - Types of Business Organizations - Business Partnerships - Types of BPOs - Merits and De-Merits on various BPO options - Accounting Business Process Cycle - Evolving of Outsourcing - Need for outsourcing Horizontal Services - Current Trend in F&A Outsourcing.

Unit II:

[12 Periods]

Activities before Purchasing, Quotations, Negotiation, Costs associated with Purchases etc - How a Purchase Order is raised, types of Purchase Orders, Contracts etc., Warehouse Receipt procedures, Returns, Issues and various Documents - Accounting Impact - Inventory Control - Types of discount offered by Vendors - Basics of Distribution Strategies, Integration of Strategic Partnering, Outsourcing and Procurement Strategies Freight Negotiation, FTL, Payments, Conditions etc., Various Activities in Accounts Payable and Accounting Impact - Types of Invoice Matching and resolving issues - Invoice Payment, Procedures and Mode of payment - Employee Payment (T&E and Various Cards) - Debit Balance, Write back, Discount adjustments and various actions - Help desk and support Activities - Vendor Account Reconciliation - Latest developments (Vendor Portal, EDI, E-Invoicing, Tools etc.) - Effective management of AP leads to working Capital improvement.

Unit III:

[12 Periods]

Various Activities in Accounts Receivable and Accounting Impact - Background check for Customers (D&B Report, Credit Rating) Credit Limit, Customer Contract / Order - Management) - Mode of receiving Payment, Actions for non-receipt, Netting off - Revenue Recognition - Collection - Cash Applications - Adjustment of Discounts, Rebate, QPS discount, Write off etc., - Disputes Handling procedures - Customer Help desk and support Activities - Customer Account Reconciliation - Latest Developments (Customer Portal, E-Invoicing, Tools etc.,) - Effective management of AR leads to working Capital improvement. Activities in General Ledger - What is Subsidiary and Control Accounts - Chart of Accounts and maintenance, Cost Centre, Profit Centre, - Adjustment journals - Cost Allocation etc. - Bank Reconciliation - Fixed Asset Maintenance - Inter Company - Accounting and Reconciliation - Tax Accounting - Transactional Element - Generation of Final Accounts - Various Reports (Statutory Reports, Schedules, Variance Analysis).

Unit IV:

[12 Periods]

Budgeting and Budgetary Controls - Capital Budgeting - Ratio Analysis - Process of Decision Making - Analysis of Financial Statements and Variances - Management Reporting - Modules and usage of ERPs - Basic Screens required to be understood for F&A process - 3. Report generation - XBRL, Platform, Counting, Data Privacy Law etc.

Unit V:

Basics of Accounting Standard - Differences between various GAAPs (US, UK, Indian and IFRS) - COSO, Internal Controls & Audit, ISO Standards (applicable to BPO) CMMI Certification.etc., - PCI Data Security Standard / Security Audit / Data Privacy and Protection SOX - Compliance / SSAE 16 /ISAE 3402 - SOD, Access, Incident Management, BCP etc., - How the various transaction flows are happening - BPO Terminologies - Importance of Process Documents Service Level Measurements Contractual elements - Governance model - Internal Reporting - Delivery Excellence - Integration of support functions - Future and Challenges

Note: Subject material issued by TCS

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS3ZA	Business Law	4	5		0	Theory / Practical

Introduction :

Commercial law or business law is the body of law which governs business and commerce and is often considered to be a branch of civil law and deals both with issues of private law and public law.

Course Outcome:

CO1	: Describe the Indian legal system and the legal environment of business.
CO2	: Describe the relationship of ethics and law in business.
CO3	: Define relevant legal terms in business.
CO4	: Explain basic principles of law that apply to business and business transactions.
CO5	: Describe current law, rules, and regulations related to settling business disputes.

Unit I: [12 Periods]

Law – Meaning – Law of Contract – Indian Contract Act-1872 – Formation -Essential elements of Valid and Void Contract -Terms of contract – Offer and Acceptance Considerations..

Unit II: [12 Periods]

Types of Contracts – Breach of Contract – Penalties and acts.

Unit III: [12 Periods]

The India Partnership Act, 1932with Amendments: General Nature of Partnership Deed– Rights and duties of partners – Registration and dissolution of a firm.

Unit IV: [12 Periods]

Law of Sales – Sales of Goods Act 1930 – Sales Vs Agreement to Sell-Conditions and Warranties – Transfer of property – Finder of lost goods – Performance of Contract of Sale – Rights of an unpaid seller.

Unit V: [12 Periods]

Special Contracts – Bailment – Guarantees – Contract of agency – Types – Rights – Duties of Principal and agent – Termination of Agency.

Textbook:

1. Business Law- **N.D Kapoor**, Sultan Chand & Sons, New Delhi – 2005

Reference :

1. Business Law- **R.S.N Pillai & Bhagavathi**, New Delhi – 2005
2. Business Law- **M.R Sreenivasan**, Margham Publications
3. Indian Business Law – **S.K. Aggarwal**, Galgotia Publications - 2006

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS43A	Cost and Management Accounting	4	6		0	Theory / Practical

Introduction :

To acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

Course Outcome:

C01	: To understand the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making.
C02	: To apply traditional and contemporary approaches to product costing in job, process and activity based costing environments.
C03	: Use standard costs to prepare budgets for planning and control purposes.
C04	: To Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders
C05	: To figure out the contractual issues in an agency

Unit I: [12 Periods]

Introduction to Cost Accounting - Cost Accounting – Evolution - Objectives and Scope - Concepts of Costs - Classifications and Elements of Cost - Methods and Techniques of Costing - Practical Difficulties in Installing a Costing System – Introduction to Management Accounting : Evolution - Objectives and Scope - Tools and Techniques of Management Accounting - Relationship between Cost Accounting and Management Accounting

Unit II: [12 Periods]

Labour Costs- Importance of Labour Cost Control - Time Keeping and Time Booking - Idle Time - Over Time - Labour Turnover - Items of Labour Costs - Time Rate and Piece Rate Plans of Employee Remuneration - Incentive Bonus Schemes- Halsey Premium Bonus Plan - Rowan Premium Bonus Plan –Maurices Plan

Unit III: [12 Periods]

Marginal Costing – Meaning – Advantages - Limitations and Applications - Breakeven Analysis - Cost-Volume Profit Analysis - P/V Ratio Assumptions and its Significance - Margin of Safety - Absorption Costing: System of Profit Reporting and Stock Valuation - Difference between Marginal Costing and

Absorption Costing - Income Measurement under Marginal Costing and Absorption Costing

Unit IV: [12 Periods]
Standard costing - Concepts and Objectives - Merits and Demerits of Standard costing - Prerequisite for establishment of standard costing - Efficiency and Activity Ratios - Variance Analysis and Control

Unit V:

Budget Concept - Manual - Fixed and Flexible Budgets - Preparation and Monitoring of Various Types of Budgets - Budgetary Control System: Advantages, Limitations and Installation - Zero Base Budgeting - Program and Performance Budgeting

Textbook:

1. S.P. Jain & K.L. Narang : Cost and Management Accounting; Kalyani Publishers, 23, Daryaganj, New Delhi-110 002. (Edition-2012)

Reference :

1. V.K. Saxena & C.D. Vashist: Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj, New Delhi -110 002. - 2015
2. M.N. Arora: Cost and Management Accounting (Theory and Problems); Himalaya Publishing House, Ramdoot, Dr. Bhalerao Marg, Kelewadi, Girgaon, Mumbai - 400 004. - 2009
3. S.N. Maheshwari: Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj, New Delhi -110 002 - 2017
4. I.M. Pandey : Management Accounting; Vikas Publishing House (P) Ltd. A-22, Sector 4, Noida - 201 301 - 3rd Revision Edition

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Semester : IV						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS43B	Banking for BPS	4	5	0	0	Theory / Practical

Introduction :

To acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

Course Outcome:

CO1	:	Describe the context of banking: the financial system.
CO2	:	Explain the principles of banking.
CO3	:	Elucidate the broad functions of banks.
CO4	:	Describe the components of the balance sheets of banks.
CO5	:	Elucidate the liability and asset portfolio management "problem" of banks

Unit I: [12 Periods]

Overview of Banking - Functions and Products of a Bank - Liabilities—Deposits - Assets---Loans and Advances - Payments - Risk Management - Financial Accounting - Customer Service Data &Voice, covering maintenance, disputes and complaints - Metrics management productivity, quality SLA Tracking and monitoring - Pricing methodologies available - Commonly available Certifications ISO-COPC-CMMI-PCI etc - Risks and Controls-AML-KYC-Info security etc. - Account Originations - Account Servicing - Issuer of Cheque Books/Cards Pins - AML/KYC Checks - Account Conversions and Closures - Customer Correspondence - ATM Management - Time Deposits - Placements - Maintenance - Breakage - Booking and Top up - Roll Over - Payment Processing - Retail Wealth Management - Mutual Fund processing - Equities - Bonds - Structured Notes - Corporate actions - Reconciliation - Risk -Control and Information Security.

Unit II: [12 Periods]

Basics of Cards - Types of Cards, transaction overview, components of Cards - Entities involved, overview on associations Originations - Policy, Account opening, dispatch, delivery Card Maintenance-Payments Concepts, applications, investigations, Statement validations - Products on Cards - Rewards programs merchandising offers - Authorization and Risk reviews - Settlement lifecycle authorizations ,settlement and reconciliation - Accounting and Interchange settlement settlements to associations - Parameter Design - Referral authorization - Financial Accounting - Bank A/c and payment

Reconciliations - GL and ATM Reconciliations - Customer Relationship Management - Dispute Processing and Fraud Investigations - Collections including Data Review, Field Collections and A/c maintenances and Collection Audit.

Unit III:

[12 Periods]

Lead Generation - Regulation Requirements - Mortgage Originations - Sales/ New Application Management - Support and Settlement Services - Pre Underwriting, Underwriting - Verification and Closing - Quality Control and Repurchase - Mortgage Servicing - Customer Service - A/c Maintenance - Payment Processing - A/c Closure - Collection - Default Management - Front End Activities - Foreclosure and Loss Mitigation - Bankruptcy - Support functions - Quality Assurance - Domain Learning and Development - Regulatory Agencies

Unit IV:

[12 Periods]

Cash Management Overview - Cash Management Product Suite A Glance and Brief on all - products - Payments Life Cycle - Payments Originations and various products in Originations - phase - Introduction to Funds Transfer - Various types of Funds transfer(Clearing, Treasury Payments, Bills receivables, Collections, lockbox, loans/deposits - Bulk Remittances etc - Pre Funds Transfer - A/c Opening and Maintenance - Workflow Management - Funds Transfer - Payments - Instruction Acceptance - Payment Security - Call Back and Other Controls - Routing and Accounting Entries - Settlement and Payment Structuring - Various Clearing Systems - Overview - Post Funds Transfer - Nostro Reconciliations - Proofing - Investigations - Financial Messaging - Tracking - MIS and Treasury Reporting - Amendments and Collections - Risk management around payments- few case studies. STP Analysis and Improvements.

Unit V:

Introduction to Trade - Parties & Terminology used in International Trade, Risks Associated & its litigants, Role of banks & Documents in International Trade - Letter of Credit (L/C) - Parties to L/C & Types of L/C - Issuance, Advising, Amendment, Confirmation, Document Checking, Acceptance & Payment - Collection - Parties to Collection & Types of Collection - Document Checking, Acceptance & Payment - Method of Payment - Advance, Open Account, Documentary Collection & Documentary Credit - Guarantee / SBLC - Types of Guarantee - Issuance, Amendment, Claim / Settlement & Cancellation - Reimbursement- Authorization, Claim / Payment, Clean Payment, Irrevocable Undertaking, FI Advance - Loans & Finances - Syndicated Loans, Corporate Advances, Receivable Finance, Supplier Finance, Commodity Finance, Channel Finance & Bill Finance / Discounting - Basics and outline of UCP 600, ISBP, URC 522, URR 725, URDG and ISP98 - Value Added Services - After Service- Customer Service (Voice / Non-voice), Investigation, Reconciliation, Proofing & Reporting - Trade Compliance - Trade Advisory / Customer Owner - Overview on specialized training course for CDCS certification.

Note: Subject material issued by TCS

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	L	H	L	H	H	H
CO2	H	H		H	H	H	L	H
CO3	H	H	L	H	H	L	H	L
CO4		H	H	H	H	H	H	

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS4AD	Core - I Retail Environment and Market Research	4	5		0	Theory / Practical

Introduction : A Retailer thus, provides value creating functions like assortment of products and services to the consumers, breaking bulk, holding inventory and provides services to consumers, manufacturers and wholesalers.

Course Outcome:

CO1	Understand the ways that retailers use marketing tools and techniques to interact with their customers.
CO2	Exhibit an in-depth awareness of national and international benchmarking and best practices in retailing
CO3	Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique research question.
CO4	Design and implement a research tool in response to a client brief within a team or individually.
CO5	Summarise a market research project and reflect on constructive feedback to improve the summary.

Unit I: [12 Periods]

Market - Research - Market Research - Need for Market Research - Type of goods – CPG - Why CPG industry is different - Global CPG manufacturers - . Consumer Behavior – Influencers.

Unit II: [12 Periods]

Retailing - Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers. – Segmentation – Need for segmentation - Segmentation criteria - Types of Segmentation.

Unit III: [12 Periods]

Primary Research - Secondary Research - Custom Study - Syndicated Study - Quantitative Research Methodology - Qualitative Research Methodology - Research Types - Introduction to 4 Ps of Marketing - Optional Ps – Product – Price – Place - Promotion - Market Research and 4Ps

Unit IV: [12 Periods]

Product Planning - Product Mix - New Product Development - Product Life Cycle. - Branding - Brand Types - Private Labels - Brand association - Brand extension. - Advertising - Need for Advertising - Types of Media - Media Mix and Planning - What is Consumer Research? - Why research consumers? - Consumer Research Cycle - Consumer Research for new product launches - Consumer Research for

existing products

Unit V:

[12 Periods]

Retail Research – Need for Retail Research - Retail Data - Importance of Retail Data
Validation - Retail Research reports. - Media Research – Importance of media research -
Media Data - Importance of Media Data Validation - Media Research reports. - Consumer
Panel - Importance of Consumer Panel - Consumer Panel Data - Panel Research reports.

Note: Subject material issued by TCS

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
CO1	L	H	L	H	L	H	H	H
CO2	H	H		H	H	H	L	H
CO3	H	H	L	H	H	L	H	L
CO4		H	H	H	H	H	H	

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS4ZB	Financial Market and Institutions	4	5		0	Theory / Practical

Introduction :

To acquire knowledge and understanding of the role of financial management, risk and the operation of capital markets, institutions and regulators in a market led economy.

Course Outcome:

C01	: Apply different company valuation techniques to determine the prices.
C02	: Describe the characteristics of different types of debt securities.
C03	: Describe different theories of how interest rates are determined and explain the relationship between the terms of maturity.
C04	: Understand the mechanics and conventions of the foreign exchange market.
C05	: Describe the types of securities that company can use to raise the equity capital.

Unit I: [12 Periods]

Introduction - Overview of financial markets & securities - Role of financial institutions - depository and non-depository institutions - consolidation & competition among financial institutions - financial conglomerates. Overview of the Indian financial system including financial sector reforms

Unit II: [12 Periods]

Interest Rate - Loan able Funds Theory - economic forces affecting interest rates - factors affecting yield differentials of debt instruments - Term structure of interest rates: Pure Expectations Theory - Liquidity Premium Theory - Segmented Markets Theory & Preferred Habitat Theory - Yield Curve

Unit III: [12 Periods] Financial Markets - Money markets – organization - economic role - instruments & regulation - Capital Markets - Primary - Secondary markets and their organization - Security market regulation and stability - Role of SEBI

Unit IV: [12 Periods]

Financial Services and Non Depository Institutions - Various fund based and fee based financial services - Leasing, Factoring - Forfeiting - Merchant Banking - Credit rating, Custodial services - Mutual Funds - Types of mutual funds schemes – ETFs - hedge funds - venture capital funds - private equity funds and regulation

Unit V:

[12 Periods]

Financial Inclusion - Extent of exclusion - financial inclusion initiatives including SHG - Bank linkage Model - Micro finance - emerging issues and regulation.

Textbook:

1. Kohn Meir, *Financial Institutions and Markets*, Oxford University Press -2013
2. Madura Jeff, *Financial Markets and Institutions*, South Western Cengage Learning - 2014

Reference :

1. Mishkin, Fredrick S. and Stanley G. Eakins, *Financial Markets and Institutions*, Pearson Education India - 2017

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	L	H	L	H	H	H
CO2	H	H		H	H	H	L	H
CO3	H	H	L	H	H	L	H	L
CO4		H	H	H	H	H	H	

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS43P	Practical Applications in Banking Business	4	0	0	5	Practical

Introduction :

In this paper an Overview of banking sector have been given in practical. All the basic and in-depth operation in banking sector will be demonstrated.

Course Outcome:

CO1	:	It includes areas such as Central Bank, Banking in India, Banker and Customer Relationship, various Services provided to customer from bank etc.,
CO2	:	To familiarize the student with regard to organization, working and importance of Reserve Bank of India.
CO3	:	Learning various account in the bank, how to open the account, maintaining the account and right of the customer.
CO4	:	To understand various types of Negotiable Instruments
CO5	:	To provide through knowledge of Banking System in India.

PRACTICAL APPLICATIONS IN BANKING BUSINESS

1. Account opening Form
2. NEFT
3. RTGS
4. Deposit Chalan
5. Cheque Deposit
6. Loan Proposal forms
7. Money Transfer
8. Online Transaction
9. Mortgage Loan
10. Agri Loan
11. Joint Account Form
12. Fixed Deposits Form
13. Recurring Deposit
14. ECS

15. MICR
16. KYC
17. Account Closing
18. Unauthorized and Mistaken Transactions
19. LOC
20. SWIFT Code.

Textbook:

1. Practical Banking In India – H.R. Gupta, 2011

Reference :

1. Principles and Practices of Banking - NS Toor and Arundeeep Toor, 2017
2. Principles and Practices of Banking – Indian Institute of Banking and Finance Macmillan, 3rd Edition

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS53A	Capital Markets For Business Process Services	5			4	Core-XII

Introduction :

To study about the securities market (an integral part of capital market) which can provide sufficient marketability and price continuity for shares, so necessary for the needs of investors.

Course Outcome:

C01	:explain the basic concepts about capital market
C02	: solve the problems arising in capital market.
C03	:analyze the process required for capital market
C04	: calculate the risk structure of stock and financial derivatives
C05	: prepare the evaluation rapport on capital markets.

Unit I: [12 Periods]

Securities - Types of Securities - Equities - Fixed Income & Govt. Securities - Derivatives - OTC Products - Participants in a Trade & Global Financial Markets - Financial Markets – Exchange - OTC Products and Financial Markets - Participants in a trade - Overview of regulators & important regulations.

Unit II: [12 Periods]

Basics of Investment Banking - Trade Life Cycle - Clearing and Settlement - Securities Lending - Prime Brokerage - Collateral Management - Corporate Actions -Mandatory & Voluntary - Corporate Actions: How they affect securities.

Unit III: [12 Periods]
Mutual Funds - Transactions in Mutual Funds - Fund Expenses - Transfer Agency - Hedge Funds - Understanding Hedge Funds - Hedge Fund strategies.

Unit IV: [12 Periods]

Private Equity - Understanding Private Equity Operations - Fund Accounting & NAV calculations - Performance reporting - Reconciliations in Asset Management.

Unit V:

[12 Periods]

Counter party - Credit Risk Management - Market Risk Management.

Textbook:

1. Mulki, M A.The New Capital Issue Market in India.
2. Dave, S.A. State of the Capital Market.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS53B	Managing Business Processes – I	5			4	

Introduction :

The course helps students identify information-bearing events, assess and improve process efficiency, learn to model and analyze business processes, and understand the interactions between human behavior and process design.

Course Outcome:

C01	: Develop business models that support a company's strategic objectives.
C02	: Appraise the impact on financial and operational performance of specific business processes/models.
C03	: Analyze the key business processes that drive the value chain of an organization throughout the entire product life cycle.
C04	: Evaluate current global business issues and their impact on various enterprises.
C05	: Work effectively on team projects and research assignments respecting the diversity to all team members.

Unit I: [12 Periods]

Introduction to Process Management - Process Definition - Recognition of Business Processes - Core Processes Vs Support Processes - Components of Process Management - Understanding Internal customer Vs End User

Unit II: [12 Periods]

BPO Overview - Outsourcing Environment - Need for Outsourcing - Business Processes outsourced to India - . BPS Life Cycle –Sales/Solutioning - Transition - Steady State - Value Creation.

Unit III: [12 Periods]

Metrics Management - Service Level Agreements - Business Metrics Vs Operations Metrics - Target Setting

Unit IV: [12 Periods]

Process Mapping Techniques - Process Levels - Process Mapping – Symbols, SIPOC - Kano Model - SIPOC Fundamentals - Customer Expectations in Business Process Outsourcing.

Unit V:

[12 Periods]

Risk - Risk Types - Operational Risk - Information Security Risk - Financial Risk - Strategic Risk - Risk Mitigation Plans

Textbook:

1. TCS material

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS53P	Computer Practical IV-SPSS & Online Accounting	5			4	

Introduction :

To introduce participants to the basic practice of statistics by using SPSS Statistics, a statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.

Course Outcome:

CO1	: Define mathematical concepts, algorithmic principles, and computer science fundamentals.
CO2	: An ability to apply design and development principles in the construction of software systems of varying complexity.
CO3	: An ability to function effectively on multi-disciplinary teams to accomplish a common goal.
CO4	: Recognition of the need for and an ability to engage in lifelong learning.
CO5	: An ability to use current techniques, skills, and tools necessary for computing practice.

1. Weight of babies (kg) below 6 months taken from a hospital record is given below. Calculate Mean, Medium, and Mode, Standard Deviation and Coefficient of Skewness and kurtosis.

3.0	4.5	4.3	2.5	3.5	2.5	4.0	4.5	6.5	5.0
4.0	5.0	4.1	4.2	4.3	4.5	3.3	3.5	3.6	5.3
5.4	5.5	5.5	5.7	5.8	5.6	5.8	5.9	6.0	3.4
6.1	6.2	6.3	5.5	6.3	6.3	7.0	4.0	3.4	5.0

2. The table below shows the hours of relief provide by to analgesic drugs in 15 patients suffering from arthritis. Is there any evidence that one drug provides longer relief than the other?

Drug A	3.0	2.00	3.6	2.6	7.4	3.00	16	7.00	3.3	2.00	6.8	8.5	7.00	8.00
Drug B	3.5	3.5	5.7	2.4	9.9	4.00	18.7	6.6	4.5	4.00	9.1	1.8	8.5	7.5

Null Hypothesis: Drug A and B provides similar relief

3. The following data on blood sugar level (MG/100 ML) are obtained from a clinical lab. Analyze the variance between groups and find the effectiveness of the herbs on blood sugar level.

Normal	Diabetic	Herb 1	Herb 2
96.00	180.00	180.00	120.00
100.00	225.00	190.00	130.00
111.0	260.00	185.00	130.00

98.00	250.00	190.00	135.00
106.00	265.00	180.00	136.00
105.00	280.00	170.00	140.00

Videocon CD Player	– Videocon Music Systems	Not Applicable	No.s	2	18	36
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Null hypothesis: The group means are equal to one another.

4. Find out correlation coefficient for the variables, age (years) and systolic blood pressure (mmHg) in man.

Age	56	42	60	50	54	49	39	62	65	70	40	53	35	38	39	37	70
BP	160	130	125	135	145	115	140	120	140	160	126	145	118	120	123	138	160

Before going into SPSS, it is important to propose a null hypothesis and alternate hypothesis.

Null Hypothesis: (H_0) there is no correlation between age and systolic blood pressure.

Alternate hypothesis: (H_A) there is correlation between age and systolic blood pressure.

5. From the followings prepare the Inventory.

Stock	Cost	Warehouse	Onsite	Total Qty	Total Value	Retail Price
Computer						
HCL	17500	1	4	5 Nos	87500	21500
ACER	17100	0	4	4 Nos	68400	24785
Accessories						
CD ROM Disk 100s	450	0	5	5 Box	2250	500
Dust Covers	35	2	8	10 Nos	350	40
USB Pen Drive	1200	0	10	10 Nos	12500	1600
Wireless Keyboard	490	10	15	25 Nos	12250	700
Wireless Mouse	250	10	10	20 Nos	5000	430
Printer						
HP Printer	8200	0	7	7 Nos	57400	9500
Laser	8100	0	5	5 Nos	40500	9850

Printer					
Total					286150

6. From the following prepare payroll

Capital = Rs.10, 00,000
Mano = Rs.5, 00,000
Krish = Rs.2, 00,000
Raghul = Rs.3, 00,000
Deposited into UCO Bank Rs 10,000
Employee Groups

Manager	Staffs	supervisors	Workers
Ram	Vivek	Guru	Feroz
Arun	Karthik	Babu	Raju
	Madhan	Thomas	Gokul
		Prabhu	sanjay

Pay head	Manager	Staffs	Supervisors	Workers
Basic salary(on attendance per day)	Rs 100	RS 80	RS 75	RS.50
House rent allowance(HRA)(As computer value) <1000 2% 1000to3000 3% <3000 5%				
Dearness allowance(DA)(flat rate)(per month)Rs 100				
Provident fund (PF)(as user delined value)Rs.50				

ATTENDENCE

Name	No of Days	Name	On attendance	Name	No of Days
Ram	23days	Guru	30 days	Feroz	31days
Arun	31days	Babu	29 days	Rraju	27 days
Vivek	28 days	Thomas	27 days	Gokul	10 days
Karthik	30days	Prabhu	26 days	Sanjay	31 days
Madhan	29 days	Feroz	31 days		

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS5ZA	Principles of Auditing	5			4	Core-XII

Introduction :

Auditing is a systematic and independent examination of data, statements, records, operations and performances (financial or otherwise) of an enterprise for a stated purpose. In any auditing situation, the Auditor perceives and recognizes the propositions before him for examination, collects evidence, evaluates the same and on this basis, formulates his judgment, which is communicated through his audit report.

Course Outcome:

CO1	Define the nature and importance of auditing
CO2	Comprehend the institutional framework concerning the audit profession
CO3	Distinguish the various audit services and related practices
CO4	Design and apply an audit plan
CO5	Understand the basic principles of external/internal audit techniques

Unit I: [12 Periods]

INTRODUCTION: Auditing: Meaning – Definition – Evolution – Objectives – Importance - Types of Audit – Standards of Auditing – Procedure for issue of standards by AASB.

Unit II: [12 Periods]

AUDITOR AND EXECUTION OF AUDIT: Appointment – Qualification and Disqualification – Qualities – Remuneration – Removal – Rights – Duties – Civil and Criminal Liabilities of Auditors – Commencement of Audit – Engagement Letter – Audit Program – Audit Note Book – Audit Workbook – Audit Markings.

Unit III: [12 Periods]

INTERNAL CONTROL, INTERNAL CHECK AND INTERNAL AUDIT: Meaning and Objectives of Internal Control – Internal Check and Internal Audit – Internal Check Vs. Internal Audit – Internal Control vs. Internal Audit.

Unit IV: [12 Periods]

VOUCHING: Meaning – Objectives – Types of Vouchers – Vouching of Trading Transactions – Vouching Cash Transaction – Auditing in an EDP Environment.

Unit V: [12 Periods]

VERIFICATION AND VALUATION OF ASSETS: Meaning and Definition – Distinction – Verification and Valuation of various Assets and Liabilities – Audit Committee – Role of Audit Committee – Audit Reports.

Textbook:

1. Principles and Practice of Auditing: RG Saxena, Himalaya Publishing House.
2. Auditing and Assurance for CA Integrated Professional Competence: SK Basu, Pearson.
3. Auditing : Mahitha HPH
4. Auditing: Dr. Nazia Sultana, PBP.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS63A	Managing Business Processes – II	5			4	

Introduction :

The course helps students identify information-bearing events, assess and improve process efficiency, learn to model and analyze business processes, and understand the interactions between human behavior and process design.

Course Outcome:

CO1	: Develop business models that support a company's strategic objectives.
CO2	: Appraise the impact on financial and operational performance of specific business processes/models.
CO3	: Analyze the key business processes that drive the value chain of an organization throughout the entire product life cycle.
CO4	: Evaluate current global business issues and their impact on various enterprises.
CO5	: Work effectively on team projects and research assignments respecting the diversity to all team members.

Unit I: [12 Periods]

Introduction to Quality Management - Quality Definition - Quality Control Vs Quality Assurance - International Quality Standards

Unit II: [12 Periods]

Transaction monitoring Process - Sampling inspection - Transaction monitoring cycle – Inspection – Feedback – RCA- Assurance

Unit III: [12 Periods]

Defects Management - Defect Vs Defective - Opportunity - Definition, DPU/DPMO calculations - FPY & COQ - Value Stream Mapping - Standard Operating Procedures.

Unit IV: [12 Periods]

Systematic Problem solving basics (P D C A) - Problem Solving Tolls – Brainstorming - Basic 7QC Tools – Why Analysis –FMEA (Process Failure Mode Effects Analysis).

Unit V: [12 Periods]

Need for Process Improvement - Kaizen - Introduction to Lean Methodology - Introduction to Six Sigma methodology

Textbook:

1.TCS Material

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS63B	Core - I – Campus to Corporate	5			4	

Introduction :

In Campus to Corporate Transition Course the importance needs of a Corporate is described. The etiquettes needed and communication skills are explained

Course Outcome:

CO1	To know the basics of Corporate and BPO Industry
CO2	Understand and apply the changes of Corporate from Campus
CO3	To know about Corporate Etiquettes
CO4	To know in detail of Communication and Grammar.
CO5	To apply Social Conversation Skills

Unit I: [12 Periods]

Corporate Readiness- Overview of Corporate- History of Corporate- Overview of BPO Industry- History of BPO- Benefits of BPO- BPO Industry in World- BPO Industry in India- TCS BPO

Unit II: [12 Periods]

Difference between campus and corporate- Change management- Learn the Culture- Impact of your attitude and behavior- Consider the language- Establish and maintain relationship- Respect others- Respect others- Keep on learning- Consider the body language

Unit III: [12 Periods]

Corporate Etiquettes - Dressing and grooming skills- Workplace Etiquette- Workplace Etiquette- E-Mail etiquette- Telephone etiquette- Meeting etiquette - Presentation Skills- Professional Competencies – Analytical- Team Skills – Assertiveness- Stress Management - Participating in Group Discussion- Interview Facing- Interview Facing - Attention to Detail

Unit IV: [12 Periods]

Communication- Grammar- Phonetics- One on one basic conversation skill practice- Reading Comprehension- Listening Comprehension- Improving Vocabulary- Improving Writing Skills- Comprehension while interacting face to face

Unit V: [12 Periods]

Recitation of short stories- Interview Skills- Group Discussion- Social Conversation Skills- One Act Plays

Textbook:

1.TCS Material

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Semester – VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17BPS6ZA	E-Commerce	5	0	0	4	

Introduction :

The student gains an overview of all aspects of E-Commerce. Topics include development of the Internet and E-Commerce, options available for doing business on the Internet, features of Web sites and the tools used to build an E-Commerce web site, marketing issues, payment options, security issues, and customer service.

Course Outcome:

CO1	Demonstrate an understanding of the foundations and importance of E-commerce
CO2	Analyze the impact of E-commerce on business models and strategy
CO3	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
CO4	Discuss legal issues and privacy in E-Commerce
CO5	Recognize and discuss global E-commerce issues

Unit I: [12 Periods]

E-Commerce - Framework-Classification of electronic commerce -Anatomy of E-Commerce Applications- Components of I way - Network Access Equipment-Internet Terminology.

Unit II: [12 Periods]

Electronic Data Interchange- Benefits- Legal, Security & Privacy issues- EDI Software implementation- Value added networks-Internal Information Systems -Work Flow atomization and Coordination-Customization and Internal Commerce.

Unit III: [12 Periods]

Network security and firewalls - Client Server Network Security- Emerging client server security threats- Firewalls and network security- Data and message security- Encrypted documents And electronic mail- Hypertext publishing - Technology behind the web- Security.

Unit IV: [12 Periods]

Intelligent Agents- Definition and capabilities-limitation of agents-Cryptography and Steganography - security-web based marketing - search engines and directory registration-online advertisement - Portable and info mechanics - website design issue.

Unit V: [12 Periods]

Electronic Payment Systems-Types-Digital Token Based Electronic Payment System-Smart Cards & Credit Card -Risk.

Textbook:

1. Bharat Bhasker –“Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd-4th Edition

Reference Books

1. Ravi Kalakota&Andrew “Frontiers of Electronic Commerce”, Dorling Kindersley Pvt.Ltd.2014
2. Daniel Minoli “Web Commerce Technology Handbook”,Tata McGraw Hill Publishing, New Delhi – 16th Reprint 2008

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	H	H	L	H	H		H	L
C02	H	H	L	H	H	L	H	L
C03	H	H		H	H		H	
C04	H	H	L	H	H	L	H	L
C05	H	H		H	H	H	H	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS5EA	International Marketing	4	6	0	0	Theory

Introduction :

This course will bring the learning the opportunities and problems that face a marketer when operating abroad. International Marketing may need to be rethought when applied outside the home environment. This course will introduces the notion of national culture as an important factor in deciding why different products may be more or less successful in different countries, and why a marketing campaign that succeeds in one country may fail elsewhere.

Course Outcome:

CO1	:	To understanding of major concepts related to international marketing
CO2	:	Developed skills in researching and analyzing trends in global markets and in modern marketing practice.
CO3	:	Be able to assess an organization's ability to enter and compete in international Markets.
CO4	:	Apply basic international marketing theories and concepts to understand the environment
CO5	:	Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies

Unit I: INTRODUCTION

[12 Periods]

International markets – Definition – Basic modes of entry – Nature of International Marketing-Benefits of International Marketing–International Marketing Task – World Trade – India's Foreign Trade – Characteristics of MNCs – Global and Domestic marketing – International Product Life cycle – EPRG Framework – Institutional set up – Advisory bodies – Commodity organizations – Service Institutions – Government participation in Foreign Trade.

[12 Periods]

Unit II: INTERNATIONAL MARKETING ENVIRONMENT

Business culture around the world- language, customs, attitudes - marketing strategy adjustments - product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – tariffs - customs restrictions - required licenses – registrations – permits. Development and scope of International law – INCOTERMS – WTO – GATT - Current economic conditions of the country or countries involved - credit worthiness of the international buyer/seller – Regional economic groupings its influences in market.

Unit III: POLICY FRAMEWORK AND PROCEDURAL ASPECTS

[12 Periods]

India's Export – Import policy – Exim Policy – promotional measures - Export oriented Units – Deemed Exports - Export- Import Documentation – Kinds of Documents – Principal Export Documents – Auxiliary documents – Documents in Import Trade – Export Documentation and procedures - Demand Estimation – GDP – Producer consumer target – Market segmentation.

[12 Periods]

Unit IV: INTERNATIONAL MARKETING PLANNING

International Market Selection – Factors influencing – Process – Strategies and approaches – Competition- International Marketing research – Global scene- International marketing research procedure – Techniques – survey – interview techniques – Analysis of field data – Research report-International Marketing Planning and Control – Framework – marketing control – Control sequence

[12 Periods]

Unit V: INTERNATIONAL MARKETING MIX

Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Packaging, International Warranties and Services. International Pricing Strategy - International Promotion Strategies- Promotion Mix-International Sales Negotiations - Patterns of Global Advertising, Global

Advertising Regulations, Advertising Media, International Channels of Distribution- Retailing in International Scenario, International Physical Distribution - Technological Influences in international Marketing-Current trends in international Marketing

Text Book

1. Global Marketing, Third Edition, by Warren J. Keegan and Mark C. Green, Prentice Hall, N.J. 2003. (ISBN 0-13-066998-9)
2. Philip .R. Cateora, John.L.Graham. Prasanth Salwan. International Marketing, Tata Mcgraw Hill,13 th edition, (2008)

Reference

1. Onkvisit, Sak., and John J.Shaw., International Marketing, Prentice Hall of India, New Delhi, 1997.
2. Ashok Korwar, Creating Markets across the Globe, Tata McGraw Hill, New Delhi, 1997
3. The Lexus and the Olive Tree: Understanding Globalization by Thomas L. Friedman, Anchor Books, May 2000. ISBN: 0-385-40034.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
C01	L	H	H		L	L	H	L
C02	H	L	L	L	H	H	L	H
C03	L	H	L		H	L	H	L
C04	L	H	L	L	L	L	H	L
C05	L	L	H		L	L	L	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS5EB	FINANCIAL SERVICES	4	5	0	5	Theory

Introduction :

1. To expose the students to the contemporary theory and practice of Indian Financial Services Sector.
2. To familiarize the students with various types of Financial Services and their role in Social Change.
3. To expose the students to the contemporary knowledge of Financial Instruments, Merchant Banking, Hire Purchase, Leasing, Venture Capital, Factoring, Mutual Funds and Credit Rating

Course Outcome:

CO1	:	The course provides a complete package of finance and financial services related subjects so that the students are well equipped with the functional aspects of the various types of financial products and services available in our country.
CO2	:	The curriculum provides knowledge about banking, insurance, investments and merchant banking activities, project appraisal, leasing, factoring, venture capital, securitization, commodities and derivative markets, portfolio management, international finance etc. which are absolutely relevant and find practical applicability in the corporate sector during the current times.
CO3	:	The course offers vast employment potential in the banking sector, insurance sector, investment and merchant banking activities, capital markets, share broking, and derivatives market.
CO4	:	The knowledge gained by the students also proves helpful and supportive for various competitive exams
CO5	:	The subject of finance, financial management and financial services is an ever evolving one. With the increase in financial services being rendered currently in the economy they have a vast potential to contribute to the GDP of the economy.

Unit I: [12 Periods]

Financial Services – Meaning – Classification – Scope – Fund Based Activities – Non Fund Based Activities – Modern Activities – Sources of Revenue – Causes for Financial Innovation – Challenges facing the Financial Service Sector. Merchant Banking in India- Merchant Banks and Commercial Banks – Services of Merchant Banks.

Unit II: [12 Periods]

Hire Purchase – Meaning – Features – Legal Position – Hire Purchase and Credit Sale – Hire Purchase and Installment Sale – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business – Bank Credit for Hire Purchase. Leasing – Definition – Steps in Leasing Transactions – Types of Lease – Advantages and Disadvantage of Lease – Problems of Leasing.

Unit III: [12 Periods]

Venture Capital – Concept – Meaning – Features – Scope of Venture Capital – Importance – Method of Venture Financing – Suggestion for the Growth of Venture Capital – Factoring – Meaning – Functions – Types – Factoring Vs Discounting – Benefits of Factoring.

Unit IV: [12 Periods]

Mutual Funds – Types – Importance – Selection of a Fund – Securitization – Stages of Securitization – Benefits – Derivatives – Kinds – Forward, Future, Options and Swaps.

Unit V: [12 Periods]

Credit Rating – Definition and Meaning – Functions of Credit Rating – Origin – Credit Rating in India – Benefits of Credit Rating – Credit Rating Agencies in India: CRISIL, ICRA, CARE-

Limitations of Rating – Future of Credit Rating in India.

Note: Question paper shall cover 100% theory.

TEXT BOOK

E Gordon and K. Natarajan Financial Markets and Services, Himalaya Publishing House,
Mumbai

REFERENCES

1. **Khan M.Y. (1997)**, Financial Services, Tata McGraw Hill Company Ltd, New Delhi.
2. **Dharmaraj (2007)** Financial Services, S. Chand & Sons Ltd., New Delhi
3. **Tripathy Nalini Prava (2007)** Financial Services, Prentice Hall of India, New Delhi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	L	L	H	L	H	H	L	L
C02	L	H	H	L	H	H	L	H
C03	H	H	H	L	H	H	H	H
C04	H	H	H	L	H	H	H	H
C05	H	H	H	L	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS5ED	EXIM Finance & Risk Management	4	5	0	5	Theory

Introduction :

- To introduce new concepts, definitions, and techniques essential to EXIM Finance & Risk Management.
- To Distill prior knowledge in Finance and focus such knowledge on EXIM Finance & Risk Management.
- To Discern and develop your capabilities, competence and mastery of EXIM Finance & Risk Management with a variety of methods.

Courses Outcome:

Co1	:	Be an expertise in EXIM Finance & Risk Management
Co2	:	Familiar with the functions of EXIM Finance & Risk Management
Co3	:	Know the framework of EXIM Finance & Risk Management
Co4	:	Perform appropriate analysis by using models and packaged programmes required for EXIM Finance & Risk Management.
Co5	:	Define the legal arrangements about EXIM Finance

UNIT – I

Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit System in India.

UNIT – II

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance.

UNIT –III

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.

Unit IV

Risk: Definition : Risk Process- Risk Organization, Key Risks – Interest Rate Risk, Market Risk, Currency Risk, Credit Risk, Liquidity Risk, Legal and operational Risk ,Risk Measurement and Control : Calculation, Risk Exposure Analysis, Risk Management/ Mitigation policy, Risk Immunization Policy/ Strategy fixing exposure limits:

Unit V

Hedging : Instruments & Mechanism: Forward, Futures, options, Strategies and Arbitrage opportunities, Challenges of BASLE II: Implications to hedge and position through derivative products.

RECOMMENDED BOOKS:

1. IIBF. "Risk Management" Macmillan, New Delhi.
2. Bhaskaran, R. "An Introduction to Fund and Investment Management in Banks" Bankers Institute of Rural development, Lucknow.
3. IIBF, "Bank Financial Management"
4. Bagchi, S.K. "Credit Risk Management." Jaico Publishing House, Mumbai.
5. Rose, Peter. "Commercial Bank Management" 5th Edition, Texas A & M University College Station.
6. Chance. "Introduction to Derivatives & Risk Management" Thomson Learning, New Delhi.

BOOKS FOR REFERENCE:

1. International Marketing : M. L. Varma & Agarwal
2. Export Import Finance : Parasram
3. International Finance : Maurice D. Levi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01	L	L	H	L	H	H	L	L
C02	L	H	H	L	H	H	L	H
C03	H	H	H	L	H	H	H	H
C04	H	H	H	L	H	H	H	H
C05	H	H	H	L	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS5EE	Marketing Management	4	5	0	0	Theory

Introduction :

This subject is to introduce the marketing of goods and services in a Market. This is a course designed to familiarize you with most of the activities and strategies employed by marketers.

Course Outcome:

CO1	:	Identify core concepts of marketing and the role of marketing in business and society.
CO2	:	Knowledge of social, legal, ethical and technological forces on marketing decision-making.
CO3	:	Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
CO4	:	Ability to develop marketing strategies based on product, price, place and promotion objectives.
CO5	:	Ability to apply knowledge and skills to real-world experiences in an internship. Note: Specific outcomes will vary by assigned internship experience

[12 Periods]

Unit 1: Introduction

Marketing Management Definition of Marketing and Marketing Management
Marketing Process – marketing management – orientation – marketing plan – marketing mix – functions of marketing management – MIS.

[12 Periods]

Unit II: Emerging Issues in Marketing

Consumer orientation – Integrated marketing – Business Ethics in Marketing – Direct and online marketing (Cyber Marketing) – Green Marketing – Quantitative Techniques for marketing Decisions – Consumerism – Customer Relation Building.

[12 Periods]

Unit III: Product and Pricing Decisions

Product – features – Product Mix – Product Policy – Product Planning – New Product Development – Product Life Cycle – Pricing – Importance – Objectives – Pricing Policies, Strategies and Techniques – Pricing Methods.

[12 Periods]

Unit IV: Consumer / Business Market Segmentation

Definition – Need for Segmentation – factors deciding the success of market segmentation – Bases for Segmentation – Process of market segmentation – Niche Marketing – Characteristics of Niche Market.

[12 Periods]

Unit V: Sales Promotion and Advertising

Sales Promotion Techniques and Methods – Advertising – Objectives Benefits – Selection of Media, Advertising copy – Ethics in Advertising Salesmanship – Objectives, qualities and types of salesman – E-marketing.

Textbook:

1. Kotler Philip and Kevin Keller Marketing Management–13thed.Pearson Prentice 2008
2. Kotler– Philip– and Gary Armstrong– Principles of Marketing 12thed. Pearson Prentice-Hall 2008

REFERENCE BOOKS:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi
2. Kotler Philip Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, new Delhi
3. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi
4. Mc Garchy, E. Nenome and William D Perrault, Jr. Basic Marketing management Approach, Richard D. Irwin, Homewood, Illinois.
5. Ramaswamy, V.S, and Namakumari, S: Marketing Management, macmillan India, New Delhi
6. Srinivasan R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi
7. Santon, William, J and Charles Futrell: Fundamentals of Marketing: McGraw Hill Publishing co, New York
8. Still, Richard R, Edward W, Clundiff and Norman A.P

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	P03	P04	P05	P06	P07	P08
C01		L	L	L	L	H	H	L
C02	L	H	L	L	L	H	L	
C03		L	L	H	L	L	L	
C04		L	H	L	S	L	L	
C05	H	H	H	H	L	L	L	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EH	International Trade Development and Procedure	4	6	0	0	Theory

Introduction:

To enlighten the students about the major functions in export and import procedures and export financing and export agencies

Course Outcome:

CO1	:	To acquire knowledge on Trade and International trade.
CO2	:	To enrich the knowledge on procedures in trade
CO3	:	To gain knowledge on Foreign exchange trade.
CO4	:	To know about the documents in trade the rate percentage.
CO5	:	To gain knowledge on Export promotion organizations.

UNIT I

[12 Periods]

International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment - Current Trends in India – Direction and composition of India’s Foreign Trade - WTO – Indian EXIM Policy - Import Policy, Export Promotion - Deemed exports, Rupee convertibility.

UNIT II

[12 Periods]

Special need for Finance in International Trade – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.

UNIT III

[12 Periods]

Foreign Exchange Markets: Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Exchange rate variations – Forward, Futures and Currency options – FEMA.

UNIT IV

[12 Periods]

Export Trade Documents: Financial Documents – Bill of Exchange- Type- Commercial Documents - Transport Documents - Transport Document. - Risk Covering Document- Payment methods in Foreign Trade.

UNIT V

[12 Periods]

Export promotion organizations - EPCG, DEPB – EPZ – EQU – SEZ and Export House - Indian Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT); Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Export Processing Zones (EPZ).

Text Books

1. Usha Kiran Rai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.

References:

1. Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.

2. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	H	H	H	L		H	L	
CO2	L	L	H	L	H	L	H	L
CO3	L		H		L	H	H	L
CO4	H	L	L	H	H	H	L	
CO5	L	H	H		H	L		L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS5EG	Human Resources Management	4	5		0	Theory / Practical

Introduction: To enable the students to acquire knowledge of Human Resource Management. On successful completion of this course, the students should Have understood functions of HRM, Human Resource Planning, Recruitment and Selection, Performance Appraisal, Training and Development etc.,

Course Outcomes:

CO1	:	Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.
CO2	:	Gained knowledge on training and career development
CO3	:	Students learnt about remuneration and welfare measures.
CO4	:	Gained facts about labour relation and Industrial disputes
CO5	:	Students learnt about Human resource audit, nature and approaches

Unit I:

[12 Periods]

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of Human Resource Manager - Organisation of HR department – Human Resource Policies and Procedures – Principles of HRM – HRM activities

Unit II:

[12 Periods]

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

Unit III:

[12 Periods]

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good Human relations – Punishment.

Unit IV:

[12 Periods]

Wages and Salary Administration - Incentive System - Labour Welfare And Social Security - Safety, Health And Security - Retirement Benefits To Employees.

Unit V:

[12 Periods]

Industrial Relations - Trade Unionism - Grievance Handling – Collective Bargaining and Worker's Participation In Management.

Text Book:

1. V.S.P .Rao, “Human Resources of Management”, Sultan Chand Publishing, Revised Edition, 2016. (Unit I to V)

Reference:

1. Tripathy, “Personnel Management and Industrial Relations”, 21st Edition, 2013.
2. R.Wayne Mondy, “Human Resource Management”, Pearson Publications, 10th Edition 2011.
2. Gary Dessler, “ Human Resource Management” , Pearson Publications, 12th Edition 2012.
3. C. B. Gupta, “Human Resource Management”, Sultan Chand & Sons, 14th revised Edition 2012.
4. L. M. Prasad, “Human Resources Management” Sultan Chand & Sons, 3rd Edition, 2014.

H- High M – Medium B – Blank

COs	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	M	H	H	H		M	H	M	
CO2	H	H	M		H	H	H	H			H	H
CO3	H	H	H	H	H		H		M	H	H	
CO4	H	H	H	H	M	H	H	M	H	H	M	H
CO5	H	H	H	M	H	M	H		M	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS6EA	RETAIL MANAGEMENT	4	5		0	Theory / Practical

Introduction :

Whether you want to move into retail, earn a promotion, or open your own store, we'll show you what it takes to succeed. Our Retail Management course curriculum is designed by experts with first-hand retail experience, ensuring exceptional relevance for any retail career path.

Course Outcome:

CO1	Design and develop marketing solutions for current retail environments by employing appropriate marketing strategies.
CO2	Apply knowledge of basic management skills to maximize employee productivity
CO3	Evaluate and apply marketing practices to create measurable results to meet marketing objectives.
CO4	Use foundational skills and knowledge to remain current with marketing and management strategies and trends and employ them in new business environments.
CO5	Utilize effective communication, problem solving and decision-making skills through the use of appropriate technology and with the understanding of the business environment.

Unit I: [12 Periods]

Retail Management

Introduction to retailing – Building & sustaining Relationships in Retailing -Forms of Retailing -Retail Institutions by ownership - Retail Institutions by store-based strategy .

Unit II: [12 Periods]

Targeting Customers & Gathering Information

Consumer Demographics and life-styles –Consumer profiles- Consumer needs and Desires – Shopping Attitudes and Behavior –Consumer decision process. Environmental Factors affecting Consumers. The retail information systems- Gathering information through EDI &UPC.

Unit III: [12 Periods]

Selecting Store Locations & Managing

Trading - Area analysis - Site Selection - site Evaluation- Store Layout – Criteria for effective design – Internal ambience – Space for POP material - Organizational Pattern in retailing - Human Resource management in retailing -operations management.

Unit IV: [12 Periods]

Merchandising Management & Pricing

Developing Merchandising Plans –Category Management – Implementing merchandise plans – Visual Merchandising – Importance of Visual Merchandising - Inventory Management- Merchandise Forecasting and Budgeting - Pricing in Retailing - Developing retail price Strategy.

Unit V: Communication with the consumer

Establishing and maintaining retail Image - Promotional Strategy – The significance of retail image–
Atmosphere-Elements of Retail Promotional mix, Planning a retail promotional strategy.

Books for Reference:

1. Barry Berman, Joel R. Evans, Retail Management
2. Philips Kotler, Marketing Management
3. Ramaswamy. Namakumari, S. Marketing Managemen

Mapping of Course Outcomes with Program Outcomes:									
Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
C01	H	H	H	L		H	L		H
C02	L	L	H	L	H	L	H	L	H
C03	L		H		L	H	H	L	L
C04	H	L	L	H	H	H	L		L
C05	L	H	H		H	L		L	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS6EC	Organizational Behavior	4	5		0	Theory / Practical

Introduction

The course shall aim to provide an detailed knowledge about Organizational psychology & personality of people working there. It makes to Understand about belief, values and human motivation, idea generation for problem solving and innovation. It also deals with Job satisfaction measurement, nourishing employee talent, scope and expansion in a job. It covers the Importance of group, conflict, Leadership etc

Course Outcome

CO 1:	To know about Basics of Organisational Behaviour , Attitude and Values
CO2:	To learn about Personality, Perception, Motivation
CO3:	To know about Group Dynamics, Leadership and Conflict
CO4:	To learn about Interpersonal relations, Communication and Stress
CO5:	To know about Organisational Culture, Climate and Change

UNIT – I

Definition, Importance and scope of Organizational Behavior – Organizational Behavioral Models - Attitudes – Characteristics – Components – Formation – Measurement- Values

UNIT – II

Personality tests - nature, types and uses - Perception - Factors affecting perception - Motivation - financial and non- financial motivation - techniques of motivation

UNIT – III

Groups in organizations – Influence – Group dynamics –Group decision making techniques – Team building- Leadership - supervision - Training for supervisors - Conflict - Types of Conflict – Resolution of conflict

UNIT – IV

Interpersonal relations – Communication – Control - Job satisfaction - meaning – factors, Morale - importance - Job enrichment - job enlargement - Work Stress – Prevention and Management of stress

UNIT – V

Organizational culture and climate – Factors affecting organizational climate – Importance.Organizational change – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change.

Text Book

1. L.M. Prasad, " Organisational Behaviour" Sultan Chand & Sons 2014

2. Gupta C.B., "A Textbook of Organisational Behaviour", S.Chand 2014

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6ED	International Logistics and Supply Chain Management	4	6	0	0	Theory

Introduction:

International logistics is the process of planning and managing the flow of goods and products in your company's supply chain from acquisition to customer purchase, where part of the process involves crossing at least one *international* border.

Course Outcome:

CO1	Explain and illustrate the significance of logistics operations within a globalised context
CO2	Examine the key challenges and levels of risks involved in international logistics to ensure it operates appropriately within global context
CO3	Describe and explain logistics services and operations on an international scale
CO4	Demonstrate a critical understanding of the various transport modes available and their characteristics in international logistics
CO5	Apply international logistics knowledge and practices in international trade operations

UNIT – I

(12 periods)

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries.

UNIT – II

(12 periods)

Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics.

Unit – III

(12 periods)

Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics and SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service.

Unit – IV

(12 periods)

Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.

Unit – V

(12 periods)

Supply Chain Relationships - International and global issues in logistics - Role of government in international logistics and Principal Characteristics of logistics in various countries and regions – balance score card- bench marketing.

Text Book:

1. International Logistic and Supply Chain Management., Martin Christopher, FT Press Publisher.

Reference:

1. Bowersox, Logistical Management, Mc-Graw Hill, 2000

2. Sahay B S, Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6EE	Consumer Behaviour	4	6	0	0	Theory

Introduction

This course Consumer Behaviour is to understand the Market and its segments and analysis the evolution of consumer behaviour and the business strategy.

Course Outcome:

CO1	To acquire knowledge on concept caller buyer and buyer's behaviour
CO2	To study about the motivation
CO3	To gain knowledge on customers personality
CO4	To know about the consumers perception
CO5	To gain knowledge about consumer attitudes

Unit I

(12 periods)

Introduction - Consumer Behaviour and Consumer Research – Introduction - Consumer Behaviour – Definition - Consumer and Customers - Buyers and Users - Organisations as Buyers - Development of Marketing Concept.

Unit II

(12 periods)

Consumer Motivation – Introduction - Needs and Goals - motivational Conflict - Defence Mechanisms - Motive Arousal - Motivational Theories - Maslow's hierarchy of needs - Motivation Research

Unit III

(12 periods)

Consumer Personality – Introduction - Self-concept - personality Theories - Brand Personality - emotions.

Unit IV

(12 periods)

Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions.

Unit V

(12 periods)

Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies.

Text Books

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002.

References

1. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi, 2003

2. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Biztantra, New Delhi, 2003.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS6EG	Customer Relationship Management	4	6	0	0	Theory

Introduction

CRM or Customer Relationship Management is a strategy for managing an organization's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

Course Outcome

CO1	Understand how a customer relation is related to other business functions and its importance to the success of the business entity.
CO2	Understand the importance of attitude and customer education as it relates to marketing
CO3	Analyze the customer centricity in CRM
CO4	Be able to identify, understand, and apply basic marketing concepts to solving marketing challenges.
CO5	Understand good marketing practices and techniques and how to apply them.

Unit - I

CRM Definition - Need and Importance - Conceptual Framework of Customer Relationship Management - The Value Pyramid - Customer Interaction Cycle - Customer Profiling and Total Customer Experience - Goals of a CRM Strategy and Obstacles - CRM Solutions Map - Discussing People - Processes and Technology - CRM myths.

Unit - II

CRM - Issues and Strategies; Winning Markets through Effective CRM - CRM as a business strategy - CRM Process, Effective Customer Relation Management through Customer Knowledge Management - Customer Interaction Management - Call Centre management in CRM.

Unit - III

Concept of Customer centricity - Customer touch points, Customer Service - Measuring Customer life time value -. Customer life cycle Management.

Unit - IV

Data Mining for CRM - Some Relevant Issues - Changing Patterns of e-CRM Solutions in the Future - Structuring a Customer Focused IT Organization to Support CRM - Organizational Framework for Deploying Customer Relationship - measuring profitability CRM implementation –set by step process.

Unit - V

Status of Customer Relationship Management in service industry in India - Relevance of CRM for Hospital Services - Customer Relationship Management in Banking and Financial Services - CRM in Insurance Sector – Supply - Demand Mismatches and their impact on CRM - The Past - Present and Future of CRM.

Text Book:

1.G.Shainesh and Jagdish N Sheth -Macmillan Customer Relationship Management: A Strategic Perspective.

Reference Book:

1.Zikmund,William G.et al.John Wiley Customer Relationship Management: Integrating Marketing Strategy & Information Technology

2. Harvard Business School/Harvard Business Press HBR on Customer Relationship Management

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BPS6EH	Global Strategic Management	4	6	0	0	Theory

Introduction:

Global strategic guide to globalization. A business can employ a global business strategy to reap the rewards of trading in a worldwide market.

Course Outcomes:

CO1	Formulate a strategic plan that operation the goals and objectives of the firm
CO2	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants
CO3	Implement a strategic plan that takes into account the functional areas of business
CO4	Consider the ethical dimensions of the strategic management process
CO5	Effectively communicate change management strategic in various forums to an array of audience with accuracy, certainty, and professionalism

UNIT I

Nature and value of the strategic management – Importance, characteristics, benefits Strategic management elements: Purpose, Mission, Objectives, Strategies, Different levels of strategies – Overall view of Strategic Management process, evolution of mission statement.

UNIT II

Environment analysis and internal analysis of firm: General environment scanning, competitive environment analysis – Assessing internal environment through functional approach and value chain - SWOT audit – SWOT matrix - Implication – Core competencies – Portfolio analysis – Scenario planning.

UNIT III

Strategy Formulation: Generic strategies – Grand strategies – Strategies of leading Indian companies –Strategic Management at Corporate level, business level and at functional level with special reference to companies operating in India.

UNIT IV

Concepts and tools of strategy evaluation: Competitive cost dynamics – experience curve – BCG approach – Cash flow implication – IA-BS Matrix – A.B. Little's Life Cycle approach to strategic planning – Assessment of economic contribution of strategy

UNIT V

Strategy implementation and control: Various approaches to implementation to strategy – Commander approach – organization change approach, collaborative approach, cultural approach, creative approach – matching organization structure with strategy – 7S model – strategic control process – DuPont control model and other quantitative and qualitative tools – M. Porter's approach for globalization.

Text Book:

Approved in the BOS Meeting held on 08-04-2019

1. Glueck and Jauch, Business Policy and Strategic Management
2. Robinson and Pearce, Strategic Management

REFERENCE BOOK

1. Ramaswamy and Namakumary, Strategic Corporate Planning,
2. Franks, Business Environment and Policy

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	PO2	P03	P04	P05	P06	P07	P08
CO1	L	H	H	L	H	H	H	H
CO2			L	L	L			H
CO3			L		L			
CO4		L	L		L		L	
CO5	L	L	L		L	L	L	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	IDC - I - Financial Accounting		4	6		0 Theory /

Introduction:

Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.

Course Outcome:

- CO1 : To develop and understand the nature and purpose of financial statements in relationship to decision making.
- CO2 : To develop the ability to use the fundamental accounting equation to analyze the effect of business Transactions on an organization's accounting records and financial statements.
- CO3 : To develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
- CO4 : To develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively Communicate information to a variety of audiences.
- CO5 : To develop the ability to use accounting information to solve a variety of business problems.

Unit I: [12 Periods]

Financial Accounting: Definition of Accounting, Objectives - Functions of Accounting, Accounting Principles, Concepts and Conventions.

Unit II: [12 Periods]

Journal - Ledger - Subsidiary Books and Trial Balance- Rectification of Errors.

Unit III [12 Periods]

Preparation of Trading Account-Profit and Loss Account - Balance Sheet with Adjustment.

Unit IV [12 Periods]

Depreciation - Straight line method - Written down value- Sinking fund - Annuity Method – Insurance Policy Method.

Unit V: [12 Periods]

Royalty accounts - Single Entry System.

Text Book

1. Principles of Accountancy. VinayakamN PI Mani Published by S Chand & Company Pvt Ltd

Reference

3. Gupta R.L., Radhaswamy M., Advanced Accountancy, Vol. 1, (Sultan Chand Publishers 2011)
4. Financial Accounting, T.S Reddy and Dr.A.Moorthy, Margham Publications -2012

Note: Question paper will cover 20% theory and 80% Problems.

Mapping of Course Outcomes with Program Outcomes:									
Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	H	L		H	L		H
CO2	L	L	H	L	H	L	H	L	H
CO3	L		H		L	H	H	L	L
CO4	H	L	L	H	H	H	L		L
CO5	L	H	H		H	L		L	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Banking Correspondence	4	5		0	Theory / Practical

Introduction :

A correspondent **bank** is a financial institution that is authorized to provide services on behalf of another financial institution.

Course Outcome:

CO1	: To help to gather knowledge on banking and financial system in India
CO2	: To provide knowledge about commercial banks and its products
CO3	: To aim to familiarize banking system in India
CO4	: To enable them to understand better customer relationship
CO5	: To create awareness about modern banking services like e-banking, m-banking and internet banking.

Unit I: [12 Periods]

Commercial Banking – Classification of Banks – Functions – Creation of Credit – Balance Sheet – Investment Policies – Bank Assets – Banking Structure – Clearing Houses.

Unit II: [12 Periods]

Central Banking – Evolution – Definition – Concepts – Functions – Qualitative Methods of Credit Control.

Unit III: [12 Periods]

Foreign Exchanges – Exchange Market and Rates of Exchange – Exchange Control.

Unit IV: [12 Periods]

Indian Banking – Reserve Bank of India – Organisation – Management - Functions – NABARD – State Bank of India – Exchange Banks – Commercial Banks - Indigenous Banks – Co-operative Banks.

Unit V:

Introduction to Money – Kinds, Functions and Significance – Demand for and Supply of Money – Monetary Standards – Gold Standard – Bimetallism and Paper Currency Systems – Paper Money – Money Market.

Books for Reference:

1. K.P.M. Sundharam, Money, Banking & International Trade - Sulltan Chand & Sons - New Delhi.
2. S.V. Vasudevan, Theory of Banking - S.Chand & Company Ltd., - New Delhi.

3. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

Mapping of Course Outcomes with Program Outcomes:									
Course Outcomes	Program Outcomes								
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CO1	H	H	H	L		H	L		H
CO2	L	L	H	L	H	L	H	L	H
CO3	L		H		L	H	H	L	L
CO4	H	L	L	H	H	H	L		L
CO5	L	H	H		H	L		L	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Digital Marketing	4	5		0	Theory / Practical

Introduction:

The course takes participants through the steps of developing a digital marketing plan for their own organisation. Participants are exposed to web based marketing tools with the view of incorporating new media into traditional media and marketing planning.

Course Outcome:

CO1	:	Understand the impact of technology on the traditional marketing mix.
CO2	:	Understand how they can use digital marketing to increase sales and grow their business
CO3	:	Understand the basics of the digital marketing tool kit
CO4	:	Understand how to reach your online target market and develop basic digital marketing objectives
CO5	:	Analyse cross-cultural and ethical issues in globalised digital markets.

UNIT I

Introduction to Digital Marketing – Digital Marketing Vs Traditional Marketing – Benefits of Digital Marketing – Introduction to Online Marketing Environment - Business in Modern Economy - Integrating E-Business to an Existing Business Model - Online Marketing Mix.

UNIT II

Purchase Behavior of Consumers in Digital Marketing - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior–Search Engines - Forms of Search Engines – Working of Search Engines - Revenue Models in Search Engine Positioning – Search Engine Optimization (SEO) - Display Advertising

UNIT III

Product Attributes and Web Marketing Implications - Customizing the Offering - Dimensions of Branding Online - Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics – Time-based Online Pricing - Personalized Pricing - Bundle Pricing.

UNIT IV

Internet Enabled Retailing - Turning Experience Goods into Search Goods -Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing.

UNIT V

Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing –Mobile Marketing - Communication Networks - Social Media Marketing

Text Book

1. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA
2. Strauss Judy, E-Marketing, Prentice Hall, India.

References Book

Marketing Management.- Philip Kotler- Kevin Lane Kella - 14th edition

Mapping of Course Outcomes with Program Outcomes:									
Course Outcomes	Program Outcomes								
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CO2	L	L	H	L	H	L	H	L	H
CO3	L		H		L	H	H	L	L
CO4	H	L	L	H	H	H	L		L
CO5	L	H	H		H	L		L	H