

DEPARTMENT OF COMMERCE

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

B. Com (Computer Applications)

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

2017-2020 Batch

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-centred 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	:	Become successful, qualified, innovative and productive in fulfilling the needs of the Industry, Government and Commerce.
PEO2	:	Pursue Higher Education and Research in their chosen field of Marketing, Finance, Operational, Systems and HR.
PEO3	:	Grow professionally with their knowledge and proficient in skills throughout their career.
PEO4	:	Develop academically competent and professionally motivated personnel, equipped with objective, critical thinking, right moral and ethical values that compassionately foster scientific temper with a sense of social responsibility.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
Quality education	PE01,PE03,PE04
Maintain academic and research excellence	PE02,PE04,PE04
Industry-Integrated Research and Education.	PE01,PE04

Mapping of Department Mission to PEO

Department Mission	PEO's
Student-centred environment that promotes academic excellence, professional and personal growth, ethical and professional conduct.	PE01, PE03, PE04
Demonstrate the knowledge, skills, and competencies	PE03, PE04
Accounting profession, higher education and to meet future career challenges.	PE01, PE02,PE03

Program Outcomes (PO):

PO1	:	Provide wide knowledge both in Commerce and Computer applications.
PO2	:	Apply the knowledge of commerce, computer applications, and social science and accounting fundamentals to provide solutions to industry problems.
PO3	:	Identify, formulate, research literature, and analyse socio – economic problems to arrive at substantiated conclusions using first principles of statistics, natural and social sciences.
PO4	:	Business software applications courses like Tally will enable the graduates to start a small software business of self-employment.
PO5	:	Courses of this program provide bright future in the IT fields, Software, Banks, Companies, BPOs and KPOs.
PO6	:	To make the students to learn the ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.
PO7	:	Provides a practical exposure which would equip the student to face the modern-day challenges in commerce and business
PO8	:	To make the students to provide valid conclusions for the Industry problems using research – based knowledge including design of tools, analysis and interpretation of data, and synthesis of the information.

Correlation between the POs and the PEOs

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

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	✓	✓		✓	✓				✓

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Scheme of curriculum for B. Com Computer Applications
for the students admitted in the Batch during 2017 - 2018
Board of Studies – Commerce (UG)

Se m	Part	Type	Subject	Cre dit	Hrs Per Wee k	CIA	ESE	Total	Exa m Hou rs
1	1	L1	Language - I	3	5	40	60	100	3
1	2	E1	English for Communication	3	5	40	60	100	3
1	3	C1	Core - I - Financial Accounting - I	4	5	40	60	100	3
1	3	C2	Core - II -Computer Applications in Business	4	5	40	60	100	3
1	3	CP1	Core Practical - I - Computer Applications in Commerce (MS Office)	4	3	40	60	100	3
1	3	A1	Allied - I - Statistics in Business	4	5	40	60	100	3
1	4	AEC1	Ability Enhancement Compulsory Course-I - Environmental Studies @	2	2	50	0	50	3
1	6	VAC	Value Added Course – I @	2	-	100	-	100	3
2	1	L2	Language – II	3	6	40	60	100	3
2	2	E2	English for Commerce	3	6	40	60	100	3
2	3	C3	Core -III - Financial Accounting - II	4	6	40	60	100	3
2	3	CP2	Core Practical - II -Tally	4	4	40	60	100	3
2	3	A2	Allied – II - Business Economics	4	6	40	60	100	3
2	4	AEC2	Ability Enhancement Compulsory - Course-II -Value Education Human Rights @	2	2	50	0	50	3
2	6	VAC	Value Added Course – II @	2	-	100	-	100	3
3	3	C4	Core - IV – Corporate Accounting - I	4	6	40	60	100	3
3	3	C5	Core – V – Internet and Business	4	5	40	60	100	3
3	3	CP3	Core Practical – III – Tally - I	4	4	40	60	100	3
3	3	A3	Allied - III – Research Methods for Business	4	6	40	60	100	3
3	3	CP4	Core Practical – IV – Industrial Training Report	2	-	-	50	50	3
3	4	S1	Skill Enhancement Course – I Mercantile Law	4	5	40	60	100	3
3	4	AEC3	Ability Enhancement Compulsory Course-III – (Tamil / Advanced Tamil (OR) Non-major elective-1 (Yoga for Human Excellence) / Women ‘s Rights / Career Enhancement – I) @	2	2	50	-	50	3
3	6	VAC	Value Added Course – III @	2	-	100	-	100	3
3	6	IDL	Inter Department Learning – I #	2	2	-	100	100	3
4	3	C6	Core - VI – Corporate Accounting - II	4	6	40	60	100	3

4	3	C7	Core – VII – HTML	4	5	40	60	100	3
4	3	CP5	Core Practical – V – Practical Applications in Banking Business	4	5	40	60	100	3
4	3	A4	Allied - IV - E - Commerce	4	5	40	60	100	3
4	4	S2	Skill Enhancement Course – II – Financial Management	4	5	40	60	100	3
4	4	AEC4	Ability Enhancement Compulsory Course-IV – (Tamil / Advanced Tamil (OR) Non-major elective-II (General Awareness) / Career Enhancement – II)@	2	2	50	0	50	3
4	6	VAC	Value Added Course – IV @	2	-	100	-	100	3
4	6	IDL	Inter Department Learning – II #	2	2	-	100	100	3
5	3	C8	Core - VIII - Cost and Management Accounting	4	6	40	60	100	3
5	3	EL1	Elective - I	5	5	40	60	100	3
5	3	EL2	Elective - II	5	5	40	60	100	3
5	3	CP6	Core Practical – VI – Business Analysis Report in (SPSS)	4	4	40	60	100	3
5	3	C9	Core – IX – Taxation	4	5	40	60	100	3
5	4	S3	Skill Enhancement Course – III Auditing and Assurance	4	5	40	60	100	3
5	6	VAC	Value Added Course – V @	2	-	100	-	100	3
6	3	C10	Core – X – Management Information System	4	6	40	60	100	3
6	3	EL3	Elective - III	4	6	40	60	100	3
6	3	EL4	Elective - IV	4	6	40	60	100	3
6	3	CP7	Core Practical - VII – Project Report	6	6	40	60	100	3
6	4	S4	Skill Enhancement Course – IV – Investment Management	4	6	40	60	100	3
6	5	EX	Extension Activity @	2	-	50	-	50	-
				154	180	2030	2170	4200	

@ - No End Semester Examination, only Internal Exam.

- No Internal Examination, only End Semester Exam.

ELECTIVE

Elective	Sub code	Subject
Elective-I	17BCC5EA	International Marketing
	17BCC5EB	Financial Services
	17BCC5ED	EXIM Finance & Risk Management
Elective-II	17BCC5EE	Marketing Management
	17BCC5EG	Human Resource Management
	17BCC5EH	International Trade Development and Procedure
Elective-III	17BCC6EA	Retail Management
	17BCC6EC	Organization Behaviour
	17BCC6ED	International Logistics and Supply Chain Management
Elective-IV	17BCC6EE	Consumer Behaviour
	17BCC6EG	Customer Relationship Management
	17BCC6EH	Global Strategic Management

INTERDEPARTMENTAL LEARNING

IDL	Sub Code	Subject
SEM3	17BCC3LA	Financial Accounting
	17BCC3LB	Banking Correspondence
	17BCC3LC	Digital Marketing
SEM4	17BCC4LA	Stock Market
	17BCC4LB	Import and Export
	17BCC4LC	Investment Management

Mapping of Courses and POs:

S- Strong Correlation M – Medium Correlation

Course Code	Course Name	Program Outcomes							
		P01	P02	P03	P04	P05	P06	P07	P08
17BCC13A	Core - I - Financial Accounting - I	S	S	M	S	S	S	S	M
17BCC13B	Core - II -Computer Applications in Business	S	S	S	M	S	M	S	M
17BCC13P	Core Practical - I - Computer Applications in Commerce (MS Office)	S	S	S	M	S	M	S	M
17BCC1AA	Allied - I - Statistics in Business	S	M	M		S		M	M
17BCC23A	Core -III - Financial Accounting – II	S	S	M	S	S	S	M	M
17BCC23P	Core Practical - II -Tally - I	S	S	M	S	S	M	S	M
17BCC2AB	Allied – II - Business Economics	S	M	S	M	M	M	M	M
17BCC33A	Core - IV – Corporate Accounting – I	S	S	M	M	S	S	M	M
17BCC33A	Core – V – Internet and Business	S	S	M	M	S		S	M
17BCC33P	Core Practical – III – Tally - II	S	S	M	S	S	S	S	M
17BCC3AC	Allied - III – Research Methods for Business	M	M	S		M	M	M	S
17BCC33V	Core Practical – IV – Industrial Training Report	S	M		M	M	M		M
17BCC3ZA	Skill Enhancement Course – I Mercantile Law	M		M	M		M	M	M
17BCC43A	Core - VI – Corporate Accounting – II	S	S	M	M	M	S	M	M
17BCC43B	Core – VII – HTML	S	M	M	M	S	M	M	M
17BCC43P	Core Practical – V –Practical Applications in Banking Business	S	S	M	M	S	M	S	M
17BCC4AD	Allied - IV - E - Commerce	S	S	M		M	M	S	M
17BCC4ZB	Skill Enhancement Course – II – Financial Management	S	S	M	M	S	S		M
17BCC53A	Core - VIII - Cost and Management Accounting	S	M	M	S		S	M	
17BCC53P	Core Practical – VI – Business Analysis Report in (SPSS)	M	M	S		S	M		S
17BCC53B	Core – IX – Taxation		S	M	M	S	S	M	S
17BCC5ZC	Skill Enhancement Course – III Auditing and Assurance	S	M	S	M		M	M	S
17BCC63A	Core – X – Management Information System		M	M	M	S	S	M	S
17BCC6ZD	Skill Enhancement Course – IV – Investment Management	S	S		S	M	S	M	S

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC13A	Financial Accounting-I	4	5	0	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 analyze business transactions using accrual basis accounting according to Generally Accepted Accounting Principles (GAAP).
CO2	:	To manually prepare journal entries and post to ledger accounts using double-entry accounting procedures
CO3	:	To perform the steps in the accounting cycle to include the preparation of: adjustments, financial statements, closing entries and trial balances.
CO4	:	To prepare a bank reconciliation and related journal entries.
CO5	:	To identify the principles of internal control.

Unit I: [12 Periods]

Introduction, Meaning and Definition of Accounting, Objective - Functions of Accounting, Accounting Principles, Concepts and Conventions.

[12 Periods]

Unit II:

Journal – Ledger - Subsidiary Books and Trial Balance - Rectification of Errors in trial balance- preparation of Trial Balance.

[12 Periods]

Unit III:

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

[12 Periods]

Unit IV:

Bill of exchange - Accommodation bills – Average due date – Account current.

[12 Periods]

Unit V:

Receipts and Payments accounts - Income and Expenditure accounts - Opening and Closing balance sheet.

Textbook:

1. Modern Accountancy. Vol.1A.Mukherjee, M Hanif, Tata McGraw Hill Companies-2011

Reference:

1. Advanced Accountancy, S.N. Maheswari, T.S. Reddy, Vikas publishers -2012
2. Financial Accounting, T. SReddy and Dr. A. Moorthy, Margham Publications -2012

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC13B	Computer Application in Business	4	5	0	0	Theory

Introduction:

Computer Applications in Business is designed to introduce the first year AIT freshman students to the world of computers and software applications.

Course Outcome:

CO1	:	To understand computer basics – input devices, output devices, hardware, software and operating system - based content
CO2	:	To perform word processing, create, edit and format documents in software.
CO3	:	To calculate, organize, edit and present numerical data in spreadsheet.
CO4	:	To utilize database for creating files, perform queries, and create forms and reports.

Unit I: [12 Periods]

Introduction to computers – Meaning – Characteristics – Areas of Application – Components of Computer – Memory and control units – Input and Output devices – Hardware and Software – Operating Systems.

[12 Periods]

Unit II:

Word – Creating Word Documents – Creating Business Letters using wizards – Editing Word Documents – Inserting Objects – Formatting documents – spell check and grammar check – Word Count, Auto Correct – Working with tables – Saving, opening, closing and Protecting documents – Mail Merge

Unit III: [12 Periods]

Introduction to Spread Sheet (MS –Excel) – Introduction to spread sheets – entering and editing text, numbers and formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts - Power Point Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.

Unit IV:

MS Access – Introduction – Parts of Access Window, Creating a Database, Relationships, Creating Table through Design View – Relationship – Query – Forms – Report .

[12 Periods]

Unit V:

[12 Periods]

Page Maker – Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help –Working with
Page Column – Indent.

Textbook:

1. MS Office 2000, Sanjay Saxena, Vikas Publishing House-2011

Reference :

1. Computer Applications in Business, S.V. Srinivasa Vallabhan Sultan Chand. -2011

2. Computer Applications in Business, TD Malhotra, Kalyani Publications PC. -2014

3. Computer Applications in Business, R. Parameswaran.S.Chand - 2010

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC13P	Computer Applications in Commerce (MS Office)	4	0	0	3	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	:	To apply computer resources Business and Academics.
C02	:	To construct business and academic documents using Microsoft Word
C03	:	To construct business and academic documents using Microsoft EXCEL
C04	:	To develop presentations containing animation and graphics using Microsoft PowerPoint.
C05	:	To integrate Microsoft Access applications in business for creations of database.

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 Checking, 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.
5. Resume Preparation.

II - MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Minimum and Maximum 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 picture of the Product, 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.

Textbook:

1. Introduction to Computers, Peter Norton, Tata McGraw Hill Companies-2010.

Reference:

1. Computer Applications in Business, R. Parameswaran. S. Chand - 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	H	H	L	H	H	H	H	H
C02	H	H	L	L	H	L	H	
C03	H	L	H		H		H	H
C04	H	H	L	L	H	L	H	H
C05	H	H	L		H	L	H	H

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC23A	Financial Accounting-II	4	6	0	0	Theory

Introduction:

The technical skills needed to know the depreciation, partnership account and branch account.

Course Outcome:

C01	:	To create funds for replacement of assets.
C02	:	To evaluate the performance of the department with previous result.
C03	:	To analyze the licenses for Royalties.
C04	:	To evaluate the inventory, profit and loss account of the Business
C05	:	To know about partnership admission, retirement & death, insolvency

Unit I: [12 Periods]
Depreciation – Straight line method - Written down value - Sinking fund - Insurance Method - Annuity Method.

Unit II: [12 Periods]
Departmental Accounts: - Basis for allocation of expenses - Inter departmental transfer at cost or selling Price.

Unit III: [12 Periods]
Royalty accounts - Single entry system

Unit IV: [12 Periods]
Branch accounts (Excluding Foreign Branch) - Hire Purchases Account

[12 Periods]
Unit V:
Partnership account – Admission of a Partner – Retirement of a partner - Death of a partner - Insolvency of a partner.

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

Textbook:

1. Advanced Accountancy, S.P.Jain and K.L.Narang ,Vol-II – 2014

Reference :

1. Advanced Accountancy, S.N.Maheswari, T.S.Reddy, Vikas publishers -2012
2. Financial Accounting, T.S Reddy and Dr.A.Moorthy, Margham Publications -2012

Mapping of Course Outcomes with Program Outcomes:

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

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC23A	Tally-I	4	0	0	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	:	To create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.
C02	:	To learn to maintain accounts.
C03	:	To create Single and group ledger
C04	:	To discuss accounting and inventory management system.
C05	:	To make students ready with required skill for employability in the job market.

List of Computer Application in Accounting (Tally)

- Create company in the name of "Rathinam & Co" in tally ERP 9 with VAT options.
 - ❖ Accounts with Inventory option.
 - ❖ Financial accounting year 01.04.2017 onwards.
- 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

- Create multiple ledgers under appropriate predefined groups with the opening balance as on 01.04.2017 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, 2017	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. 1,45,000	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. 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.

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

Computer	Furniture	Buildings
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6. 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

7. 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., (Sundry Creditors)	Electricity Charges
Carriage inward	Telephone Charges
Carriage outward	Salary paid
Wages	Salary Payable
Computer	Bank Charges
Bank interest	

8. 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
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e) Stock Item:

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

9. 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.

10. Take a print out of Cheque no. 146814 Issued 10.10.2017 to Electricity charges.

Textbook:

1.Tally ERP 10 (Power of Simplicity) Shraddha Singh and Navneet Mehra, 2017

Reference Book:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	H	H	H	H	H	H	H	
C02	H	H	L	H	H	H	H	L
C03	H	H		H	H	H	H	
C04	H	H	L	H	H	H	H	
C05	H	H	H	H	H	L	H	H

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC2AB	Business Economics	4	6	0	0	Theory

Introduction:

To make the student to know the fundamentals of micro and macro-economic theory and practice as they are applied to business in a managerial.

Course Outcome:

C01	:	To understand the internal and external decisions of the business.
C02	:	To analyse the demand and supply conditions and assess the position of a Business
C03	:	To Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the Business
C04	:	To Identify the role of demand in a market economy.
C05	:	To grasp an in-depth, examine about Law of supply

Unit I:

[12 Periods]

Business Economics: Meaning- definitions- characteristics - distinction between businesses economics and economics - scope of business economics - uses/objectives of business Economics- Role and responsibilities of business economist.

[12 Periods]

Unit II:

Consumer Behaviour: Consumer sovereignty-limitations. Approaches to the study of consumer behaviour - cardinal approach-the law of equip-marginal utility, ordinal approach -indifference curve analysis-properties -Consumer surplus - meaning-analysis limitations.

[12 Periods]

Unit III:

Demand: Theory of Demand Analysis - demand determinants - law of demand: characteristics exceptions -Elasticity of demand - price elasticity - types - determining factors- change in demand and elasticity of demand - business applications of price elasticity- Concepts of income and cross elasticity of demand. Price elasticity of demand measurement by total outlay method.

[12 Periods]

Unit IV:

Demand Forecasting: methods- survey of buyer's intention - collective opinion - trend Projection - economic indicator. Demand forecasting methods for a new product.

[12 Periods]

Unit V:

Law of Supply - meaning- determinants of supply and its influence on cost of production. Production Function: Equilibrium through Isoquants and ISO costs - managerial uses of production Function- law of variable proportions - economies of large scale of production- diseconomies of Large-scale production.

Textbook:

1. Business Economics, Sankaran, Margham Publications, 2012

Reference:

1. Managerial Economics, Joel Dean, Prentice-Hall of India, New Delhi, 2013
2. Managerial Economics, Gupta, Tata McGraw Hill, 2006
3. Business Economics, Mukund Mahajan.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	H	H	H		L	L	H	H
C02	H	H	L	L	H	L	H	H
C03	H	H	H	L	L		L	L
C04	H	H	H	L		L	L	H
C05	H	H		L	L		L	H

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC33A	Corporate Accounting - I	4	6	0	0	Theory

Introduction:

This paper covers the characteristics of the accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues of shares, company final accounts, managerial remunerations, valuation of goodwill and liquidations.

Course Outcome:

C01	:	To know how the companies, issue of shares forfeiture and reuses, convert their shares into Stocks
C02	:	To acquaint students with the legal formats and special items and adjustment pertaining to Underwriting of Shares and Debentures, Valuation of Shares etc.,
C03	:	To Understand the how profits or losses are distributed before and after incorporation of Companies.
C04	:	To examine the company's goodwill
C05	:	To evaluate the liquidation of companies

Unit I: [12 Periods]
Issue of shares: Par, Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Rights Issue – Underwriting.

[12 Periods]
Unit II:
Redemption on Preference Shares - Debentures – Issue – Redemption – Profit prior to incorporation (include all Ratios).

[12 Periods]
Unit III:
Final Accounts of Companies - Calculation of Managerial Remuneration.

Unit IV:
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.

[12 Periods]
Unit V:
Liquidation of Companies - Statement of Affairs -Deficiency account.

Textbook:

1. Shukla and Grewal – Advanced Accounts - II, Sultan Chand & Sons, Volume-I, Revised Editions

Reference:

1. R.L. Gupta and Radhaswamy- Advanced Accountancy–Sultan Chand & Sons,2009
2. Jain and Narang, Advanced Accountancy, Kalyani Publishers-2014
- 3.Reddy & Moorthy - Corporate Accountancy - 2012

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC33A	Internet and Business	4	5	0	0	Theory

Introduction:

The purpose of this course is to introduce the business functions of the Internet, which includes E-Mail, Discussion Groups, and the World Wide Web (WWW), to the students. This rapidly evolving technology is changing every facet of how companies market their products and how they do business in the marketplace. The Internet is also opening up the global market to companies of all sizes who market and manufacture a plethora of products. The importance of integrating this technology into the strategic planning process in order to gain a competitive advantage will be emphasized in this course.

Course Outcome:

C01	:	To learn the basic topology of Network
C02	:	To understand the concept of E – Business and its types
C03	:	To learn the basics of Business Models in E - Enterprise
C04	:	To deals with EDI, EPS etc
C05	:	To understand the types, Legal and Regulatory Environment for e-commerce

Unit I: [12 Periods]

Network Infrastructure: Introduction - Network Infrastructure - An Overview - The Internet Hierarchy - Basic Blocks of e-commerce - Networks layers & TCP/IP protocols - Advantages and Disadvantages of Internet. World Wide Web- E-Business Infrastructure: Introduction - E- Business Infrastructure - An Overview – Hardware - Network Website – Types of Network

Unit II: [12 Periods]

Introduction to E-Business: Introduction, E-Business or Electronic Commerce- An Overview, Electronic Business – Cutting edge - Electronic Business Framework- Evolution of E- Business: Introduction - History of Electronic Business Advantages and Disadvantages of E- Business - Roadmap of e- Business in India.

Unit III: [12 Periods]

Managing the e-Enterprise: Introduction - e-Enterprise - Managing the e-Enterprise - E-business Enterprise - Comparison between Conventional Design and E-organization - Organization of Business in an e-Enterprise- e-Commerce Process Models: - Business Models - E-business Models Based on the Relationship of Transaction Parties - e-commerce Sales Life Cycle (ESLC) Model.

[12 Periods]

Unit IV:

Electronic Payment Systems: - Electronic Cash - Smart Cards - Credit Card Based Electronic Payment Systems - Risks and Electronic Payment Systems - Electronic Data Interchange (EDI): The Meaning of EDI - History of EDI - EDI Working Concept - Implementation difficulties of EDI - Financial EDI - EDI and Internet.

[12 Periods]

Unit V:

Consumer Oriented Business: Consumer Market – Business to Business – Business to Customers - One-to-One Marketing - Consumer Demographics - Maintaining Loyalty - Gaining Acceptance - Online

Catalogue - the Pilot Catalogue - Unique of Search Engine - Management Challenges and Opportunities: New Business Model - Required Changes in Business Processes - Channel Conflicts - Legal and Regulatory Environment for e-commerce - Security and Privacy - Managerial Opportunities- Types of payment system.

Textbook:

1. Internet Marketing – Mohammed, Fisher, Jaworski and Paddison, McGraw-Hill, 2004

Reference:

1. Dayle Smith – E- Business Book, 2003

2. Whiteley, D. (2000). E-Commerce, Strategy, Technologies and Applications, London, McGraw Hill, 2001

3. Internet and E-Business – Bharath Baskar - Tata McGraw-Hill Education, 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	L	H	L
C02	H	H	L	L	H		H	L
C03	H	L		L	H	L		L
C04	H	H	L		H	L	H	H
C05	H	H		L	H	L	H	H

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC33P	Computer Applications Practical -III (Tally II)	4	0	0	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:

CO1	:	To create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.
CO2	:	To learn to maintain accounts using cost centre
CO3	:	To create security using passwords
CO4	:	To discuss accounting, inventory management system and payroll management
CO5	:	To make students ready with required skill for employability in the job market.

Cost Centre

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

(a) On 07-09-2017, purchased cement worth Rs.150,000/-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 09-09-2017 for the purchase of steel worth Rs.450,000 from Embed enterprises. Allocate Rs.50,000 to project A and project B. A credit period of 45 days was allowed.

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

(a) On 05-10-2017, 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 09-10-2017 for the purchase worth Rs.6, 00,000 from Hindustan Unilever Ltd. Allocate rs.250,000 to Bangalore and the rest to Pune. A credit period of 45 days was allowed.

(c) On 18-10-2017, record a transaction for the sale to Super Technologies for Rs.15,75,000 of which 12,00,000 would be allocated to Bangalore branch and the rest to Pune.

(d) On 22-10-2017, one more sales entry was made for 16,00,000 to Super Technologies of which 10,00,000 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. ERP 9 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.10,000 in cash from National Enterprises on 22-11-2017 against audit services provided.
2. Received Rs.16,000 in cash from Pooja Infrastructures, a construction company on 27-11-2017 against audit services provided.
3. Paid Rs.1,500 in cash to and general stores on 03-12-2017 for stationary expenses.
4. Deposited Rs.18,000 on 08-12-2017 in the Kodak bank account of the firm.
5. Paid Rs.2,700 against electricity bill to Mumbai suburban electricity supply using a cheque.
6. E- Mailed the balance sheet in excel format to Mr. Sudhir at sudhir16072022@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/S Pravin 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 away 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.

- 04-04-2017 Withdrawn Rs.20,000 from bank of India and transferred to Petty cash book.
- 08-04-2017 paid 2,000 from petty cash for buying stationary for office.
- 15-04-2017 made purchase from ultra tech cement Ltd. worth Rs.45, 000.
- 19-04-2017 issued cheque to ultra tech cement ltd for Rs.45, 000.
- 21-04-2017 sold goods worth of rs.75,000 to civic center association.
- 25-04-2017 received a cheque from civic center associations for rs.75,000. The save was deposited in the bank on the same date.

- 30-04-2017 paid staff salary of Rs.9,800 from petty cash.

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

- 02-04-2017 Withdraw rs.10000 from bank of Baroda and transferred to petty cash book.
- 05-04-2017 paid 1000 from petty cash for office expenses.
- 11-04-2017 made purchase from Hindustan Unilever Ltd. worth Rs.33,000.
- 13-04-2017 issued cheque to Hindustan Unilever Ltd for Rs.20,000.
- 14-04-2017 made purchase from Hindustan Unilever Ltd. worth Rs.26,000.
- 18-04-2017 issued cheque of Rs.38,000 to Hindustan Unilever Ltd.
- 21-04-2017 sold goods worth of rs.90,000 to Tahuraa Traders Pvt.Ltd.
- 22-04-2017 received a cheque from Tahuraa Traders Pvt.Ltd.for Rs.75,000. The same was deposited in the bank on the same date.
- 23-04-2017 sold goods worth of Rs.85,000 to Tahuraa Traders Pvt. Ltd.
- 25-04-2017 received a cheque from Tahurra Traders Pvt.Ltd for Rs.75,000. The same was deposited in the bank on the same date.
- 30-04-2017 paid staff salary of Rs.7,200 from petty cash.

PAY ROLL

7. COMPUTE: 1. on Earning Total

From amount	Amount up to	Slab type	Value basis
-	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 5,000-10%
- For amount above 5,000 but up to 10000-15%
- For amount above 1,00,000-20%

Textbook:

1.Tally ERP 10 (Power of Simplicity) Shraddha Singh and Navneet Mehra, 2017

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	P02	P03	P04	P05	P06	P07	P08
C01	H	H	H	H	H	H	H	L
C02	H	H	L	H	H	H	H	
C03	H	H		H	H	H	H	L
C04	H	H	L	H	H	H	H	
C05	H	H	H	H	H		H	H

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC3AC	Research Methods for Business	4	6	0	0	Theory

Introduction:

Business Research Methods introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the course's textbooks and selected scholarly and peer reviewed sources.

Course Outcome:

CO1	:	To know the basic of research and formation of problems
CO2	:	Understand and apply the major types of research designs and errors
CO3	:	Formulate clearly defined scaling techniques and report writing
CO4	:	Analyse and summarise the basic terms such as mean, medium and mode
CO5	:	To deal with T-Test, Chi Square-Test etc

Unit I:

[12 Periods]

Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research Process-Research design- Identification, Selection and formulation of research problems- Setting objectives – literature review

[12 Periods]

Unit II:

Sampling – Methods and techniques – Sample size – Sampling error – Field work and data collection- Tools of data collection- Secondary data sources and usage- online data sources- Primary data collection methods – Interview schedule- Questionnaire – Observation, interview and mailed questionnaire – online surveys -pilot study and final collection of data.

[12 Periods]

Unit III:

Measurement and scaling techniques – Processing and analysis of data – Editing and coding – Transcription and Tabulation – Statistical tools used in research – Hypothesis -Measures of Central tendency – Mean – Median - Mode-Standard deviation – Correlation – simple & multiple correlations.

[12 Periods]

Unit IV:

Test of significance – ‘t’ Test - large sample, test of significance for attributes, analysis of variants - Chi-square test and ANOVA test – Ranking Concept & Methods

Unit V:

[12Periods]

Interpretations - Report writing– Types of Reports - contents and style of reports – Usage of Tables and Charts - Steps in drafting reports – Reference - Bibliography

Note: The question paper shall cover 60% Theory 40% Problem only.

Textbook:

1. Business Research Methods - Kothari - 4th Edition

Reference:

1. Business Research Methods - Emory

2. Business Research Methods - Rummel&Ballaine

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	H	L	H		L		H	
C02	L			H	H	L	L	
C03		L				L		
C04	H		H		L			
C05	L	L		H			L	

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC3ZA	Mercantile Law	4	5	0	0	Theory

Introduction:

Mercantile Law is body that deals with customs and practices of local and international commerce. The main source of Indian Mercantile law deals with English Mercantile law, Indian statute law, Judicial Decisions and customs and usages.

Course Outcome:

C01	:	To understand the concept of contract and agreement
C02	:	To know the basics of guarantees and warranties
C03	:	To know the negotiable instruments act
C04	:	To deal with agency
C05	:	To give the basic knowledge of Bailment and Pledge

Unit I:

[12 Periods]

THE INDIAN CONTRACT ACT 1872 - Essential of a valid contract, Void Agreements, Definition of contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts.

[12 Periods]

Unit II:

THE SALE OF GOODS ACT 1930 - Sales contract - Transfer of title and risk of loss- Guarantees and Warranties in sales contract- performance of sales contracts- conditional sales and rights of an unpaid seller.

[12 Periods]

Unit III:

NEGOTIABLE INSTRUMENTS ACT 1881-Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties - enforcement of secondary liability - holder in due course - special rules for Cheque and drafts - discharge of negotiable instruments.

[12 Periods]

Unit IV:

Agency - Nature of agency -Creation of agency - types of agents - Agent's authority and liability of principal and third party: Rights and duties of principal - agents and Third party -liability of agents torts - termination of agency.

[12 Periods]

Unit V:

Bailment and Pledge - Carriage of Goods - Indemnity and Guarantee

Textbook:

1. N.D. Kapoor, Mercantile Law, 2014

Reference:

1.S.S. Gulshan, Mercantile Law, Excel Books, 5th Edition

2.R.C. Chawla, Garg & Sarin, Mercantile Law, Kalyani Publishers-2014

Mapping of Course Outcomes with Program Outcomes:

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

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC43A	Corporate Accounting II	4	6	0	0	Theory

Introduction:

This paper covers the characteristics of the accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues related to Holding, Banking and Company Insurance

Course Outcome:

CO1	:	To understand the principles of Mergers and Amalgamation, Absorption
CO2	:	To know the operations of Holding companies
CO3	:	To know the Banking company accounts(New Format)
CO4	:	To understand the basic principles of Company Insurance
CO5	:	To know the standards of IFRS

Unit I: [12 Periods]

Accounting for Mergers and Amalgamation – Absorption and Internal Reconstruction.

[12 Periods]

Unit II:

Holding Company Accounts - Consolidation of Balance Sheets - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus issue and Payment of dividend.

[12 Periods]

Unit III:

Banking Company Accounts - (New format only).

[12 Periods]

Unit IV:

Insurance Company accounts - General Insurance and Life Insurance - Under IRDA 2000 Act (New format only)

[12 Periods]

Unit V:

Statements of Accounts for Electricity Companies – Treatment of Repairs and Renewals – Human Resources Accounting - International Financial Reporting Standards (IFRS) Theoretical Aspects only.

NOTE Distribution of Marks: Theory - 20% Problems - 80%

Textbook:

1. Advanced Accounting - II, S.P. Jain & K.L. Narang, Kalia Publications, 2013

Reference:

1. Corporate Accounts - Gupta R.L. & Radhaswamy M. Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.
2. Advanced Accountancy, Part-I, Dr. M.A. Arulanandam, Dr. K.S. Raman, Himalaya Publications, New Delhi. 2003.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC43B	HTML	4	5	0	0	Theory

Introduction:

HTML and CSS go hand in hand for developing flexible, attractively and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a Website semantically along with presentation cues, making it a mark-up language, rather than a programming language. HTML allows images and objects to be embedded and can be used to create interactive forms.

Course Outcome:

CO1	:	To know the basic of Internet and website
CO2	:	To understand the HTML Coding
CO3	:	To understand the Basics of CSS
CO4	:	To Understand relationship of HTML & CSS
CO5	:	Use knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites following current professional and/or industry standards.

Unit I:

[12
Periods]

Introduction to the Internet -Brief History of Internet - World Wide Web – Importance of WWW – Need to create web site - Web Standards - Basic principles involved in developing a web site- Features of HTML.

Unit II:

[12
Periods]

Introduction to HTML - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Hyper Text - Mark up Tags - Heading-Paragraphs - Line Breaks – HTML Attributes- Elements of HTML - Working with Text-Working with Lists, Tables and Frames -Working with Hyperlinks, Images and Multimedia-Working with Forms and controls.

Unit III:

[12
Periods]

Introduction to Cascading Style Sheets-Concept of CSS - Role of CSS in Web Designing- Different Types of CSS - Creating Style Sheet-CSS Properties - CSS Styling (Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables - CSS ID.

Unit IV:

[12
Periods]

CSS - Class-Box Model - Border properties - Padding Properties - Margin properties - CSS Advanced - Grouping - Dimension- Display- Positioning- Floating – Align - Pseudo class - Navigation Bar - Image Sprites - Attribute selector- CSS Color-Creating page Layout and Site Designs – Pictures on Pages – Image Size, Pictures as Links.

[12
Periods]

Unit V:

Creating the Web Site - Working on the web site-Creating web site structure - Creating Titles for web pages - Themes - Publishing web sites - Browser icon for the site - Changing the CSS Styles - Adding pages and navigation.

Textbook:

1. John Duckett - HTML & CSS ,2011

Reference:

1. Brian Miller - Above the Fold, Revised Edition,2014

2. Michael Abelar- HTML,2015

3. Craig Grannell - HTML & CSS Web Design,2008

Mapping of Course Outcomes with Program Outcomes:

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

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC43P	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:

C01	:	It includes areas such as Central Bank, Banking in India, Banker and Customer Relationship, various Services provided to customer from bank etc.,
C02	:	To familiarize the student with regard to organization, working and importance of Reserve Bank of India.
C03	:	Learning various account in the bank, how to open the account, maintaining the account and right of the customer.
C04	:	To understand various types of Negotiable Instruments
C05	:	To provide through knowledge of Banking System in India.

PRACTICAL APPLICATIONS IN BANKING BUSINESS

1. Account opening Form
2. NEFT
3. RTGS
4. Deposit Challan
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: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC4AD	E-Commerce	4	5	0	0	Theory

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:

C01	:	Demonstrate an understanding of the foundations and importance of E-commerce
C02	:	Analyze the impact of E-commerce on business models and strategy
C03	:	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
C04	:	Discuss legal issues and privacy in E-Commerce
C05	:	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.

Text Book:

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.2o14
2. Daniel Minoli “Web Commerce Technology Handbook”,Tata McGraw Hill Publishing, New Delhi – 16th Reprint 2oo8

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	H	H	L	L	H		H	L
C02	H	H	L	L	H	L	H	L
C03	L		L		L	H	L	L
C04	H	H	L	L	H	H	L	L
C05	L		L		H	L	H	

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC4ZB	Financial Management	4	5	0	0	Theory

Introduction:

This course emphasis on the major decisions made by the financial executive of an organization. The student studies topics in the financial management of profit-seeking organizations. A major objective is the development of analytical and decision-making skills in finance through the use of theory questions and practical problems.

Course Outcome:

C01	:	To enable the Student to acquire the knowledge of goals and objectives of financial management.
C02	:	To give understanding to the students the various areas of Corporate finance, IRR, NPV and BEP
C03	:	To give in-depth knowledge about Operation leverages.
C04	:	To develop knowledge of source of finance and its management.
C05	:	To give insight into financial decision relating to Capital Structure, Working Capital, Dividend decisions etc.,

Unit I: [12 Periods]

Meaning – definition - Nature - Scope and Environment of Business finance –corporate finance – time value of money.

Unit II: [12 Periods]

Capital budgeting – Methods of capital budgeting- Complex investment decisions- Risk analysis in capital budgeting – capital budgeting process and practices – IRR- NPV – BEP- Payback Period.

Unit III: [12 Periods]

Financial and operating Leverage – Capital structure theories – Capital structure planning and policy – Cost of capital - Capital Structure -Meaning –Factors affecting capital structure-EBIT-EPS Analysis - Indifferent Point of EBIT - Capital Structure theories.

Unit IV: [12 Periods]

Sources of finance – leasing. Type of lease - advantages and disadvantages - shares debentures – bonds.

Unit V: [12 Periods]

Dividend theories – Dividend Policy and internal financing – Venture capital financing – Merger and acquisitions.

Note: Distribution of Marks: Theory - 60% Problems - 40%

Text Book:

1.I.M. Pandey, Financial Management, Vikas Publishing House Pvt Ltd., New Delhi,11th Edition

Reference Books:

1. S.N. Maheswari, Financial Management,2013
2. M. Y. Khan,Basic Financial Management,7th Edition,2017

Mapping of Course Outcomes with Program Outcomes:

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

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC53A	Cost & Management Accounting	4	6	0	0	Theory

Introduction:

Cost and management accountants focus on both Inventory and Financial management. They help manage the day-to-day finances of a company

Course Outcome:

CO1	:	To understand the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making
CO2	:	To apply traditional and contemporary approaches to product costing in job, process and activity-based costing environments
CO3	:	Use standard costs to prepare budgets for planning and control purposes
CO4	:	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
CO5	:	To figure out the contractual issues in an agency

[12Periods]

Unit I:

Introduction - Nature and scope of cost Accounting and Management Accounting - Cost Accounting vs Management Accounting vs. Financial Accounting - Advantages and limitations of cost accounting - Installation of costing system - Cost concepts - classification of cost - preparation of cost sheet.

Unit II:

[12Periods]

Elements of cost material - Direct and indirect material cost - Issue of materials of production pricing methods - Labour cost - Direct and indirect labour cost - Methods of payment of wages - incentive plans - over heads classification - allocation and apportionment of over heads.

Unit III:

[12Periods]

Methods of Costing: Single or output costing - Job/Contract costing Process Costing.

Unit IV:

[12Periods]

Financial Statement Analysis: Meaning – advantages – limitations - Different types of Financial Statements - Preparation and presentation of financial statements - comparative balance sheets - Horizontal and vertical analysis - common size balance sheet (including problems).

Unit V:

[12Periods]

Ratio Analysis: Meaning of ratio analysis - Classification of ratios - Advantages and limitations of Ratio analysis - computation and interpretation of different accounting Ratios.

Text Books:

1. Cost Accounting: R.K. Prasad - Jai Bharath Publishers(2016)

Reference:

1. Cost Accounting: Jain and Narang - KalyaniPublishers (Edition-2012)
2. Cost Accounting: TulsianP.C. (Author), TulsianBharat - S.Chand Publications (Edition-2008)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	H	H	H	L	L	H	H	L
C02	L	H	H	L	H	L	H	L
C03	L	H	H	L	H	H	H	
C04	H	L	L	H	H	H	L	L
C05	L	H	H	L	H	L	H	L

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC53P	Business Analysis Report in SPSS	4	0	0	4	Practical

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
111.00	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

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: (H₀) 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 Printer	8100	0	5	5 Nos	40500	9850
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% 1000 to3000 3% <3000 5%				
Dearness allowance (DA) (flat rate) (per month) Rs 100				
Provident fund (PF) (as user declined 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	P01
C01	H	H	L	H	H		H	L	H
C02	H	H		L	H	H	H		L
C03	H	L	H		H	L		L	H
C04	H		L	H	L	H	H		H
C05		L	H	H	L		H	H	L

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC53B	Taxation	4	5	0	0	Theory

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
C05	Exemplify professional judgments 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, assessed, 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 assessed 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 Challan's, 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.

2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2018-19), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO1
C01	H	H	H	L	L	H	L	L	H
C02	L	H	H	L	H		H	L	H
C03		H	H		H	H	H		L
C04	H	L	L	H	H	H	L	L	L
C05	L	H	H	L	H	L	L	L	H

Semester: V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5ZC	Auditing and Assurance	4	5	0	0	Theory

INTRODUCTION

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

COURSE OUTCOME

CO1	Articulate knowledge of fundamental audit concepts.
CO2	Apply critical thinking skills and solve auditing problems through the use of case studies.
CO3	Explain the legal framework under which Internal Control, Internal Check And Internal Audit
CO4	Demonstrate the ability to undertake research on significant auditing issues and to keep up-to-date with developments in auditing voucher
CO5	Outline the role of verification and valuation of assets

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.

Text book:

1. Principles and Practice of Auditing: RG Saxena, Himalaya Publishing House.

Reference Books:

1. Auditing Principles, Practices & Problems: Jagdish Prakash, Kalyani Publishers.
2. Auditing and Assurance: Ainapure & Ainapure, PHI Learning.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	L	H	H	L	H	H	H	H
C02	H		L	L	L	H		H
C03	M	H	L		L			
C04		L	L	H	L		L	H
C05	L	L	L		L	L	L	

Semester: VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC63A	Management Information System	4	6	0	0	Theory

Introduction

To a programmer it is nothing but file structures and file processing. However, it involves much more complexity. The three components of MIS provide a more complete and focused definition, where System suggests integration and holistic view, Information stands for processed data, and Management is the ultimate user, the decision makers.

Course Outcome

CO1	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
CO2	Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives.
CO3	Effectively communicate strategic alternatives to facilitate decision making.
CO4	Identify the major management challenges to building and using information systems in organizations.
CO5	Identify managerial risks related to information system organization processing and utilizing.

UNIT-I:

(12 periods)

An Overview of Management Information Systems (MIS): Concept & Definition of MIS - MIS Vs. Data Processing - MIS & Decision Support Systems - MIS & Information Resources Management - End User Computing – MIS Structure - Managerial View of IS – Functions of Management - Management Role - Levels of Management.

UNIT-II:

(12 periods)

Foundation of Information Systems: Introduction to Information System in Business - Fundamentals of Information Systems - Solving Business Problems with Information Systems - Types of Information Systems, Effectiveness and Efficiency Criteria in Information System - Frame Work For IS - Sequence of Development of IS.

UNIT-III:

(12 periods)

Concept of Planning & Control: Concept of Organizational Planning - Planning Process - Computational Support for Planning - Characteristics of Control Process - Nature of Control in an Organization. IS Planning – Determination of Information Requirements - Business Systems Planning - End Means Analysis - Organizing the Plan.

UNIT-IV:

(12 periods)

Business Applications of Information Technology: Internet & Electronic Commerce – Intranet - Extranet & Enterprise Solutions - Information System for Business Operations - Information System for Managerial Decision Support - Information System for Strategic Advantage.

UNIT-V:

(12 periods)

Advanced Concepts in Information Systems: Enterprise Resource Planning - Supply Chain Management - Customer Relationship Management and Procurement Management - Systems Analysis and Design – System Development Life Cycle – Prototyping – Sad - Project Management - Cost Benefit Analysis - Detailed Design - Implementation.

Text book:

1. Management Information System: CVS. Murthy, HPH.

Reference Books:

1. Management Information System: Gordon B.Davis & Margrethe H.Olson, TMH.
2. Information System for Modern Management: Murdick, PHI.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	P01	P02	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: VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6ZD	Investment Management	4	6	0	0	Theory

Introduction:

Provides a necessary and solid base prior to an exploration of more complex strategies. Explores the investment types commonly used in trusts, the methods for stock and bond selection and analysis, the economic influences and legal considerations regarding trust investments, and many of the considerations and tools for portfolio management.

Course Outcome:

C01	Understand what institutional investors are and how they operate
C02	Identify the characteristics of the principal asset classes
C03	Identify and distinguish between the principal investment products
C04	Understand the importance of establishing investor preference
C05	Understand the basic principles of portfolio construction

Unit I:

[12 Periods]

Introduction to Investment: Concepts of Investment – Common forms of Investment Types of securities – Government securities – Government securities market -- India money market and Capital market Institutions- Risk and Return – Systematic and Unsystematic Risk.

Unit II:

[12 Periods]

Stock Markets: SEBI - Structure – Functioning – NSE and BSE – Functions – Listing of securities – New Issue Market- Mechanics of Trading in stock exchange – OTCEI.

Unit III:

[12 Periods]

Investment Valuation Measures and Approaches: Equity and Debt valuation: Methods of valuation of equity and debt investments – Fundamental Analysis – Technical Analysis – Price – Earnings analysis - EPS.

Unit IV:

[12 Periods]

Investment portfolios, Mutual funds and Efficient Market Hypotheses: Portfolio Concept and Construction – Portfolio risk and Return – Efficient portfolios – Portfolio Choice – Random Walk Theory.

Unit V:

[12 Periods]

Futures and Options: Call and put options contracts – Futures market: Features of futures contracts – Types of Futures contracts.

Textbook:

1. Preethi singh – Investment Management Himalaya Publishing House

Reference:

1. Investment Management – B.K.Bhalla
2. Security analysis and Portfolio Management – Prasanna chandra

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	L	H	H	L	H	H	H	H
C02		H	L	L	L			H
C03	L		L		L	H	H	
C04		L	L	H	L	H	L	L
C05	L	L	L	H	L	L	L	

ELECTIVE I

Subject code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EA	International Marketing	5	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 introduce 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:

C01	:	To understanding of major concepts related to international marketing
C02	:	Developed skills in researching and analysing trends in global markets and in modern marketing practice.
C03	:	Be able to assess an organization's ability to enter and compete in international Markets.
C04	:	Apply basic international marketing theories and concepts to understand the environment
C05	:	Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies

Unit I: [12 Periods]

Introduction - 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.

Unit II: [12 Periods]

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: [12 Periods]

Policy Framework and procedural Aspects -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.

Unit IV:

[12 Periods]

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

Unit V:

[12 Periods]

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)

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EB	Financial Services	5	6	0	0	Theory

Introduction:

This course exposes the students to the contemporary theory and practice of Indian Financial Services Sector. To familiarize the students with various types of Financial Services and their role in Social Change. 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 portfolio management, international finance etc.
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 course provides the knowledge about Mutual fund
CO5	:	The subject of finance, provides the knowledge about Credit Ratings

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 Instalment 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.

[12 Periods]

Unit III:

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

1. **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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EC	EXIM Finance & Risk Management	5	6	0	0	Theory

Introduction:

This course introduces new concepts, definitions, and techniques essential to EXIM Finance & Risk Management. To distil prior knowledge in Finance and focus such knowledge on EXIM Finance & Risk Management. And 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

[12 Periods]

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

[12 Periods]

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

[12 Periods]

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

[12 Periods]

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

[12 Periods]

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

Text Books:

1. IIBF. "Risk Management" Macmillan, New Delhi.

Reference:

1. International Marketing: M. L. Varma & Agarwal
2. Export Import Finance: Parasram

Mapping of Course Outcomes with Program Outcomes:

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

ELECTIVE - II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EE	Marketing Management	4	6	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

Unit 1: [12 Periods]

Marketing Management Definition of Marketing and Marketing Management Marketing Process – Marketing management – Orientation – Marketing plan – Marketing mix – Functions of marketing management – MIS.

Unit II: [12 Periods]

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.

Unit III: [12 Periods]

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

Unit IV: [12 Periods]

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

Unit V:

[12 Periods]

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

Reference:

1. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi
2. Mc Garchy, E. Nenome and William D Perrault, Jr. Basic Marketing management Approach, Richard D. Irwin, Homewood, Illionois.

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	H
C04	H	L	H	L	S	L	L	
C05	H	H	H	H	L	L	L	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC5EG	Human Resource Management	4	6	0	0	Theory

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, 2o13.
- 2.R.WayneMondy, "Human Resource Management", Pearson Publications, 1oth Edition 2o11.

Mapping of Course Outcomes with Program Outcomes:

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

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
Periods]

[12

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	P02	P03	P04	P05	P06	P07	P08
C01	H	H	H	L		H	L	
C02	L	L	H	L	H	L	H	L
C03	L		H		L	H	H	L
C04	H	L	L	H	H	H	L	
C05	L	H	H		H	L		L

ELECTIVE III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6EA	Retail Management	4	5	0	0	Theory

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 Outcomes:

C01	Design and develop marketing solutions for current retail environments by employing appropriate marketing strategies.
C02	Apply knowledge of basic management skills to maximize employee productivity
C03	Evaluate and apply marketing practices to create measurable results to meet marketing objectives.
C04	Use foundational skills and knowledge to remain current with marketing and management strategies and trends and employ them in new business environments.
C05	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)

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)

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)

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)

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

(12 periods)

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

Text Book:

1. Barry Berman, Joel R. Evans, Retail Management

Reference:

1. Philips Kotler, Marketing Management
2. Ramaswamy. Namakumari, S. Marketing Management

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6EC	Organization Behaviour	4	6	0	0	Theory

Introduction

The course shall aim to provide a 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

C01	To know about Basics of Organisational Behaviour, Attitude and Values
C02	To learn about Personality, Perception, Motivation
C03	To know about Group Dynamics, Leadership and Conflict
C04	To learn about Interpersonal relations, Communication and Stress
C05	To know about Organisational Culture, Climate and Change

UNIT - I (12 periods)

Definition, Importance and scope of Organizational Behaviour – Organizational Behavioural Models - Attitudes – Characteristics – Components – Formation – Measurement- Values.

UNIT - II (12 periods)

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

UNIT - III (12 periods)

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 (12 periods)

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

UNIT - V (12 periods)

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

Reference Book

1. Stephen P. Robbins and Timothy A. Judge, "Organisational Behaviour" Pearson 2016
2. Luthans, "Organisational Behaviour", 2003

Mapping of Course Outcomes with Program Outcomes:

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

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:

C01	Explain and illustrate the significance of logistics operations within a globalised context
C02	Examine the key challenges and levels of risks involved in international logistics to ensure it operates appropriately within global context
C03	Describe and explain logistics services and operations on an international scale
C04	Demonstrate a critical understanding of the various transport modes available and their characteristics in international logistics
C05	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	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H	L	H	H	H	H
C02	H		L	L	L		H	H
C03		H	L		L	H	L	
C04	H	L	L	H	L		L	H
C05	L	L	L		L	L	L	

ELECTIVE – IV

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, Bizttantra, New Delhi, 2003.

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6EG	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

C01	Understand how a customer relation is related to other business functions and its importance to the success of the business entity.
C02	Understand the importance of attitude and customer education as it relates to marketing
C03	Analyse the customer centricity in CRM
C04	Be able to identify, understand, and apply basic marketing concepts to solving marketing challenges.
C05	Understand good marketing practices and techniques and how to apply them.

Unit – I (12 periods)

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 (12 periods)

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 (12 periods)

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

Unit – IV (12 periods)

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

(12 periods)

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	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H	L	H	H	H	H
C02	H		L	L	L	L		H
C03		H	L	H	L	H	L	L
C04	H	L	L	H	L		L	
C05	L	L	L		L	L	L	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BCC6EH	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 (12 periods)

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 (12 periods)

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 (12 periods)

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 (12 periods)

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

(12 periods)

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:

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	P02	P03	P04	P05	P06	P07	P08
C01	L	H	H	L	H	H	H	H
C02	H		L	L	L			H
C03		L	L		L	H	H	
C04	H	L	L	H	L		L	L
C05	L	L	L		L	L	L	