DEPARTMENT OF COMMERCE

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

RathinamTechzone, Pollachi Road, Eachanari, Coimbatore – 641021

Syllabus for
M.Com (Computer Applications)

(I, II, III & IV Semester)

2018-2019 Batch on-wards

Vision and Mission of the Institution:

VISION

A world renowned INDUSTRY-INTEGRATED INSTITUTION that imparts knowledge, skill, and research culture in young men and women to suit emerging young India.

MISSION

To provide quality education at affordable cost, and to maintain academic and research excellence with a keen focus on INDUSTRY-INTEGRATED RESEARCH AND EDUCATION.

MOTTO

Meaningful INDUSTRY-READY education and research by all means

Vision and Mission of the Department:

VISION

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

MISSION

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

Program Educational Objectives (PEO):

PEO1	:	Teach the recent developments in the various areas of Commerce and Industry.
PEO2	:	Orient the students in the applied aspects of different advanced business practices and technical skills in computer application in business.
PEO3	:	Avenues of studies in various professional courses and also to develop communication skills and ability to the quality of organization.
PEO4	:	Equip the students to occupy the important positions in business, industries and related organizations.
PEO5	:	Inspire the students to apply the knowledge gained for the development of society in general particularly in commerce and computer applications.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
Provide quality education at reasonable cost and to gather academic and research experiences in the field of commerce, industry, research and computer applications.	PEO1, PEO2
Motivate the students in the field of advanced business practices like banking, insurance and taxation with technical skills in computer applications like tally, SPSS etc.,	PEO2, PEO3
Provide opportunities to the students to acquire knowledge about professional courses like ACS, ICWA, ACA etc., and develop communication skills and to the quality of organization.	PEO3, PEO1
Encourage the students to become entrepreneurs and to apply the knowledge gained for the development of society.	PEO4, PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
Educate the graduates to acquire knowledge in accounting, finance, banking, taxation, management, insurance, human resource, information technology etc.,	PEO1, PEO2
The content includes but is not limited to instruction in advanced spread sheet, intermediate digital design, introductory database, introductory web design and soft skills for business applications. These competencies provide the skills necessary to ensure increased productivity and efficient utilization of equipment.	PEO3, PEO5
Learning activities are provided in public and private sector industries using hands – on experiences with the equipment, materials and technology appropriate to the course content and in accordance with the current practices like ACS, ICWA, ACA etc.,	PEO3, PEO4
Acquire global exposure at a lower cost in commerce education. It gives an opportunity for every students to participate in virtual class room without considering their status, gender and role differences in the society.	PEO5, PEO1

Program Outcomes (PO):

PO1	:	Develop an attitude for working effectively and efficiently in a global business environment and economic development in the world.
PO2	:	Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
PO3	:	Acquired knowledge on global financial strategy, International financing decisions, International Investment.
PO4	:	Apply the knowledge of accounting fundamentals, and computer specialization to the solution of complex accounting and management problems.
PO5	:	Ability of accounting data, financial data, and other information to solve complex and unstructured business problems.
PO6	:	Combine the practical knowledge of marketing, accounting, banking, insurance, taxation, stock exchanges, and international trades with relating to computer technology using digitalization.
PO7	:	Develop knowledge of sophisticated financial accounting topics such as business combinations, governmental accounting, partnership accounting and other advanced financial accounting.
PO8	:	Develop the ability to evaluate financial results through examination of statement analysis.

Correlation between the POs and the PEOs

Program Outcomes	PEO1	PEO2	PEO3	PEO4	PEO5
PO1 :	✓		✓	✓	
PO2 :	✓		✓	✓	✓
PO3 :	✓	✓	✓	✓	✓
PO4 :		✓	✓	✓	✓
PO5 :		✓		✓	✓
PO6 :		✓		✓	
PO7 :	✓		✓		
PO8 :	✓				

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
PO1	✓		✓	✓	✓	✓	✓	✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓		✓			✓	✓	✓	✓
PO4	✓	✓		✓	✓	✓	✓	✓	✓
PO5	✓		✓		✓		✓	✓	✓
PO6	✓	✓	✓	✓	✓	✓		✓	✓
PO7	✓		✓	✓	✓	✓	✓	✓	✓
PO8	✓	✓	✓		✓	✓	✓	✓	✓

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
Scheme of Curriculum for B.Com
For the students admitted in the Batch during 2018 - 2021

Board of Studies – Commerce (PG)

S.No	Sem	Part	Type	Subject & Paper	Credit	Hour	Int	Ext	Total	Exam Hours
1	1	III	C1	Managerial Economics	4	6	40	60	100	3
2	1	III	C2	Marketing Management	4	6	40	60	100	3
3	1	III	C3	Database Management System	4	6	40	60	100	3
4	1	III	CP1	Computer Applications: MS Office & Oracle -Practical-I	4	6	40	60	100	3
5	1	III	E1	Elective-I	4	6	40	60	100	3
6	2	III	C4	Corporate Accounting	4	6	40	60	100	3
7	2	III	C5	Human Resource Management	4	4	40	60	100	3
8	2	III	C6	Business Research Methods	4	5	40	60	100	3
9	2	III	C7	Object Oriented Programming with C++	4	5	40	60	100	3
10	2	III	CP2	Computer Applications: Tally & C++ -Practical-II	4	4	40	60	100	3
11	2	III	E2	Elective-II	4	6	40	60	100	3
12	3	III	C8	Cost and Management Accounting	4	6	40	60	100	3
13	3	III	C9	Visual Basic	4	6	40	60	100	3
14	3	III	C10	Financial Management	4	6	40	60	100	3
15	3	III	CP3	Computer Applications: Visual Basic, VB Script - Practical-III	4	6	40	60	100	3
16	3	III	CP4	Institutional Training [Report 40 marks and Vivo 10 Marks.]	2	-	50	-	50	3
17	3	III	E3	Elective-III	4	6	40	60	100	3
18	4	III	C11	Investment Management	4	6	40	60	100	3
19	4	III	C12	Direct Taxes	4	6	40	60	100	3
20	4	III	C13	Java Programming and HTML	4	6	40	60	100	3
21	4	III	CP5	Project Work & Viva-Voce **[OR]** In lieu of Project work, the following two papers may be opted.	8	10	80	120	200	3
22	4	III	C14	1 Principles and Practice of Insurance	4	5	40	60	100	3
23	4	III	C15	2 Industrial Law	4	5	40	60	100	3
24	4	III	E4	Elective-IV	4	5	40	60	100	3
				Total	**90**	**120**	**930**	**1320**	**2250**	

List of Elective Papers.		
Electives	**Sub Code**	**Subject**
Elective-I	18MCC1EA	Services Marketing 18MCM1EA
	18MCC1EB	Financial Markets and Institutions
	18MCC1EC	Principles of International Trade
Elective-II	18MCC2EA	Marketing of Financial Services
	18MCC2EB	Indian Stock Exchanges
	18MCC2EC	Export and Import Procedure
Elective-III	18MCC3EA	Futures and Options
	18MCC3EB	Fundamental and Technical Analysis
	18MCC3EC	Marketing of Health Services
Elective-IV	18MCC4EA	Travel and Hospitality Services
	18MCC4EB	Institutions Facilitating International Trade
	18MCC4EC	India's International Trade

@ -   No End Semester Examination, only Internal Exam.

\# -   No Internal Examination, only End Semester Exam.

Mapping of Courses and POs:

S- Strong Correlation   M – Medium Correlation   B – Blank

Course Code	Course Name	Program Outcomes							
		P01	PO2	P03	P04	P05	P06	P07	P08
18MCC13A	Managerial Economics	S	S	S	M	M	S	M	S
18MCC13B	Marketing Management	S	S	S	M	M	S	M	S
18MCC13C	Database Management System	M	M	M	S	S	S	S	M
18MCC13P	Computer Applications: MS Office & Oracle -Practical-I	M	M	M	S	S	S	S	M
ELE1	Elective-I :	S	S	S	M	M	S	S	S
18MCC23A	Corporate Accounting	M	M	M	S	S	S	S	M
18MCC23B	Human Resource Management	S	S	S	M	M	S	M	M
18MCC23C	Business Research Methods	M	M	M	S	S	S	S	S
18MCC23D	Object Oriented Programming with C++	M	M	M	S	S	M	S	S
18MCC23P	Computer Applications: Tally & C++ - Practical-II	M	M	M	S	S	M	S	S
ELE2	Elective-II :	S	S	S	M	M	S	S	M
18MCC33A	Cost and Management Accounting	S	M	B	M	M	B	M	M
18MCC33B	Visual Basic	S	B	S	S	B	M	S	B
18MCC33C	Financial Management	S	M	M	S	B	B	M	M
18MCC33P	Computer Applications: Visual Basic, VB Script - Practical-III	S	B	S	M	S	M	S	B
18MCC33V	Institutional Training	S	M	S	M	B	M	S	B
ELE3	Elective-III :	S	B	M	M	B	S	S	M
18MCC43A	Investment Management	S	M	S	B	S	M	B	M
18MCC43B	Direct Taxes	M	S	M	B	S	B	S	M
18MCC43V	Project Work & Viva-Voce	S	M	S	S	M	B	S	S
18MCC43C	Principles and Practice of Insurance	S	B	S	S	B	M	M	S
18MCC43D	Industrial Law	S	M	B	M	S	B	S	B
ELE4	Elective-IV	S	S	S	B	B	M	S	B

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC13A	Managerial Economics	4	6			Core - I

Introduction :

Managerial economics deals with the application of the economic concepts, theories, tools and methodologies to solve practical problems in a business. It helps the manager in decision making and acts as a link between practice and theory. It is a branch of economics that applies micro economic analysis to decision methods of business or other management units.

Course Outcome:

CO1	:	To narrate the scope of managerial economics and to discuss the process of managing the various exposures that affects the firm or enterprise.
CO2	:	To understand the basic concepts of Demand, Supply and Equilibrium, elasticity, estimating production function and their determinants in managerial economics.
CO3	:	To analyse the reason for existence of firms and the effect of these factors on market dynamics of the concepts of price, cross and income elasticity.
CO4	:	To calculate the break-even point cost function and the difference between short-run and long-run cost function.
CO5	:	To interpret current economic events and policy in terms of business cycle fluctuations and imperfect competition and from alternative economic perspectives.

Unit –I   **[12 Periods]**

Nature and Scope of Managerial Economics in relation with other disciplines – Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Maximization of profit - Value of enterprise

Unit –II

[12 Periods]

Demand Analysis – Demand determinants – Demand distinctions – Elasticity of demand – Types, methods-Applications – Demand forecasting for industrial goods – Consumer goods – Consumer durables – Factor influencing elasticity of demand.

Unit – III   [12 Periods]

Cost and production analysis - Cost concepts – Cost and output relationship - cost control – Short run and Long run - cost functions - production functions – Break-even analysis Economics scale of production.

Unit –IV   [12 Periods]

Pricing and output decisions in different market situations – Monopoly and duopoly competition - perfect and imperfect - pricing policies

Unit –V   [12 Periods]

Business cycles – National income, monetary and fiscal policy – Public finance. TRIM's-Intellectual Property rights – TRIP's – Industrial Sickness – causes –remedies.

Textbook:
   1. Maheswari and Varshney : Managerial Economics, Prentice Hall India Learning Private Limited; 2nd Edition, 2005.

Reference :
   1. P.L.Metha : Managerial Economics Prentice Hall India Learning Private Limited; 2nd Edition, 2012.

   2. G.S.Gupta : Managerial Economics, Mcgraw Higher Ed, 2011.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC13B	Marketing Management	**4**	**6**			Core - II

Introduction

Marketing management employs tools from economics and competitive strategy to analyse the industry context in which the firm operates. These include Porter's five forces, analysis of strategic groups of competitors, value chain analysis and others. Marketing Managers examine each competitor's cost structure, sources of profits, resources and competencies, competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments and other factors.

Course Outcome:

CO1	:	To understand about the concept of marketing management
CO2	:	To learning about the development of product and steps in product lifecycle.
CO3	:	To understand about the concept of channels of distribution and functions of middlemen
CO4	:	To know about the sales promotional activities.
CO5	:	The students will study about the concept of advertising and qualities of good advertisement copy.

Unit – I   **[12 Periods]**

Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management - Functions of Marketing Management – Principles of Marketing Management - Marketing Organisation Structure.

Unit –II   **[12 Periods]**

Product Development – New Product Planning and Development – Steps in New Product Development – Management of Product Life Cycle – Product Line and Product Mix Strategies – Pricing – Objectives of Pricing Decisions – Factors influencing Pricing Decisions – Process of Price determination – Kinds of Pricing.

Unit –III   **[12 Periods]**

     Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel-middleman in distribution-Kinds – Functions - Elimination of Middlemen - Arguments in favour of and against.

Unit –IV   **[12 Periods]**

     Sales promotion-meaning and definition-objectives and importance of sales promotion-causes for sales promotion activities-types of sales promotion programmes-salesmanship and personal selling-steps in selling-essentials of salesmanship-importance of salesmanship-qualities of a good salesman.

Unit – V   **[12 Periods]**

     Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising – Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of a Advertising copy - Objections against Advertisement copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies - Meaning and Definition - Benefits or Services of an Advertising Agency Recent trends in Marketing – e – Marketing, Green Marketing – retailing – Features – Merits and demerits.

Textbook
     1. Principles and practice of Marketing In india, CB Mamoria, RI Joshi, Kitab Mahal Distributores, 2003.

Reference
         1. Marketing Management: Dr.C.B. Gupta, Sultan Chand & Sons, 2013.

    2. Marketing Management: Philip Kotler, Pearson Education India; Fifteenth Edition, 2015.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC13C	Database Management System	4	6			Core - III

Introduction :

A database management system (DBMS) refers to the technology for creating and managing databases. DBMS is a software tool to organize (create, retrieve, update and manage) data in a database. The main aim of a DBMS is to supply a way to store up and retrieve database information that is both convenient and efficient.

Course Outcome:

CO1	:	To learn the concepts of database management system.
CO2	:	To analyse an information storage and model expressed in the form of an entity relation diagram and other optional analysis forms such as data glossary.
CO3	:	To demonstrate the relational data model, transform an information model into a relational database schema and to use a data definition language and /or utilities to implement the schema using a database management system.
CO4	:	To formulate using relational algebra & give solutions to a broad range of query problems using SQL.
CO5	:	To demonstrate an understanding of normalization theory and apply such knowledge to the normalize the database.

Unit – I   **[12 Periods]**

Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network approach.

Unit –II   **[12 Periods]**

Relational Approach: Relational Data Structure: relation, Domain, attributes keys. Relational Algebra: Introduction, Traditional set operation. Attribute names for derived relations, special relational operations.

Unit – III   [12 Periods]

Embedded SQL: Introduction – Operations not involving cursors involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built-in functions, update operations, QBE Dictionary. Normalization: Functional dependency, First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.

Unit – IV   [12 Periods]

Hierarchical Approach: IMS data structure. Physical database, Database description, Hierarchical sequence. External level of IMS: Logical Databases, the program communication block. IMS Data manipulation: Defining the program communication Block: DL/I Examples.

Unit –V   [12 Periods]

Network Approach: Architecture of DBTG system. DBTG Data Structure: The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

Textbook:
1. Database Systems concepts by Abraham Silberschatz, Henry F Korth, Mcgraw Higher Ed., 6th Edition, 2000.

Reference :
1. Database Modeling and Design by by Toby J. Teorey, Sam S. Lightstone, Tom Nadeau, H. V. Jagadish, Morgan Kaufmann Publisher.
2. Express Learning Database Management Systems, by ITL ESL

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC13P	Computer Applications: MS Office & Oracle - Practical-I	4	6		Core Practical - I	

Introduction :

The Computer based learning helps to reduce the manual works and faster the tasks. Learning practically of the software helps to be ready to adopt according to the updated work environment.

Course Outcome:

CO1	:	Word Processing skills like typically used to write reports and proposals in business and research papers in educational institutions. Any work environment that needs to produce words on a page for any reason should be able to take advantage of word.
CO2	:	Spread sheet skills like allows entering formulas to do automatic calculations and various standard functions such as average built in. Excel also does an excellent job of converting the data into one of several different chart types that can be copied to presentation software.
CO3	:	Presentation skills like allows importing of multi-media files to make attention getting presentation; it is simple and easy to use, interface to create any kind of presentation for audience. Access data can be stored in a variety of cloud databases more secure than ever and to share access applications with generation.
CO4	:	Databases like reduce the amount of time to spend managing data and analyse data in a variety of ways, approach to data management, turn disparate information into a valuable resource and improve the quality and consistency of information.
CO5	:	Use of database forms, indexes – creating view and querying in views, procedures for Income Tax calculation, Pay-roll system and Inventory Processing System.

Unit –I   [12 Periods]

1. Type a document (like-Speech of a chairman in AGM, Budget speech of finance minister)

   and perform the following:

   a. Right align and bold face

   b. Center align and italics

   c. Justify and center alignment

   d. Also insert footnote and end note for the same.

   e. Change a paragraph into two column paragraph

   f. Insert page number at the bottom

   g. Insert date, time and heading in the header section.

2. Using mail merge, send an invitation /notice (by creating the invitation/notice)

   for the following situation (at least 5 addresses to be entered) (Any one of the following)

   i. For opening a new branch

   ii. Inauguration of ATM

   iii. Informing about new scheme or offer

3. Preparation of Table using MS word – Sales Analysis for a period of five years

   for three products

Unit –II   [12 Periods]

4. Prepare a questionnaire for a research problem by using MS WORD – use word art, reference, borders and shading and insert a table relevant to your research problem.

5. Prepare an Excel sheet and apply the following statistical functions to analyze the

   data (Any one of the following)

   a) Mean, Median, Mode d) Capital Budgeting Techniques i) Pay Bank Period

   b) Standard Deviation e) Depreciation Technique ii) NPV

   c) Time Series f) Ratios g) Break even Analysis iii) ARR

6. Using EXCEL prepare a table for (any one of the following)

   a) Employees payroll

   b) Sales data

   c) Students marks and perform the following functions

   (Total, Average, Percentage, conditional sum and show the results in chart)

Unit –III   [12 Periods]

7. Prepare a PowerPoint presentation for (any one of the following)
a) Product Advertisement Break Even Analysis
b) Company Advertisement Sales Projections
c) Annual General Meeting (Minimum 5 slides)

Requirements
1. Using Hyperlink to all slides
2. Different animation effect for text and pictures
3. Fully automatic – timing – 2 minutes

8. Using Access prepare a table for (any one of the following)
a) Pay Roll
b) Student record
c) Sales data
d) Address database of customers –
Requirements
(By using Design view/ Wizard view)
1. One of the fields should be Primary Key
2. Apply sort option to display records (at least three different method of sorting)
 3. Generate reports by using different queries

Unit –IV   **[12 Periods]**

DBMS

9) Create a table - use name Software with the fields and insert the values:

Field name Field type Field size

Programmer name character 15 Title character 20 Language used character 15 Software cost number 10 with 2 decimal places Development cost number 10 Software sold number 3 Queries: a) Display the details of software developed by ‒PRAKASH‖. b) Display the details of the packages whose software cost exceeds ‒2000‖. c) Display the details of the software that are developed in ‒C++‖. d) What is the price of costliest software developed in ‒C‖. e) Display the details of the programmer whose language used is same as ‒Suresh‖.

10) Create a table Company with the following fields and inserts the values:

Field name Field type Field size

Company name character 15 Proprietor character 15 Address character 25 Supplier name character 15 No of employees number 4 GP percent number 6 with 2 decimal places

Queries:

a) Display all the records of the company which are in the ascending order of GP percent

b) Display the name of the company whose supplier name is ‒Telco‖.

c) Display the details of the company whose GP percent is greater than 20 and order by GP percent

d) Display the detail of the company having the employee ranging from 300 to1000

e) Display the name of the company whose supplier is same as like Tata's.

11) Create a table named Employee with the following fields and insert the values:

Field name Field type Field size

Employee Name character 15 Employee Code number 6 Address character 25 Designation character 15 Grade character 1 Date of Joining Date - Salary number 10 with 2 decimal places Queries:

a) Display name of the employees whose salary is greater than ‒10,000‖.

b) Display the details of employees in ascending order according to Employee Code

c) Display the total salary of the employees whose grade is ‒A‖.

d) Display the details of the employee earning the highest salary.

e) Display the names of the employees who earn more than ‒Ravi‖

Unit –V   **[12 Periods]**

12) Create a table named Student with the following fields and insert the values:
Field name Field type Field size Student Name character 15 Gender character 6 Roll No. character 10
Department Name character 15 Address character 25 Percentage number 4 with 2 decimal places
Queries:

a) Calculate the average percentage of the students.
b) Display the names of the students whose percentage is greater than 80
c) Display the details of the student who got the highest percentage.
d) Display the details of the students whose percentage is between 50 and 70.
e) Display the details of the students whose percentage is greater than the percentage
   of Roll No =   12CA01

13) Create the table PRODUCT with the following fields and insert the values:
Field name Field type Field size Product no number 6 Product name character 15 Unit
of measure character 15 Quantity number 6 with 2 decimal places Total amount
number 8 with 2 decimal places Queries:

a) Using update statements calculate the total amount and then select the record.
b) Select the records whose unit of measure is ‒Kg‖
c) Select the records whose quantity is greater than 10 and less than or equal to 20
d) Calculate the entire total amount by using sum operation
e) Calculate the number of records whose unit price is greater than 50 with count operation

14. Create the table PAYROLL with the following fields and insert the values:
  Field name Field type Field size Employee no number 8 Employee name character 8
  Department character 10 Basic pay number 8 with 2 decimal places HRA number 6
  with 2 decimal places DA number 6 with 2 decimal places PF number 6 with 2
  decimal places Net pay number 8 with 2 decimal places Queries;

a) Update the records to calculate the net pay.
b) Arrange the records of employees in ascending order of their net pay
c) Display the details of the employees whose department is: sales‖
d) Select the details of employees whose HRA>=1000 and DA<=900
e) Select the records in descending order

Textbook:
1. Microsoft Office 2016 Word, Excel, One Note Book Vol.1 -Lalit Mali, Notion Press.
Oracle SOA Suite 12c Handbook - Lucas Jellema (Author), McGraw Hill Education

Reference :
1. BPB's Computer Course Windows 10 with MS Office 2016 – S. Jain, BPB PUBLICATIONS
2. Oracle Database 12c The Complete Reference - Bob Bryla, Kevin Loney, McGraw Hill Professional,

Mapping of Course Outcomes with Program Outcomes:

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

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC23A	Corporate Accounting	4	6			Core - IV

Introduction

Corporate Accounting is a special branch of accounting which deals with the accounting for companies, preparation of their final accounts and cash flow statements. Analysis and interpretation of companies' financial results and accounting for specific events like amalgamation, absorption, and preparation of consolidated balance sheets.

Course Outcome:

CO1	:	To understand the place and role of accounting systems in theory and practice with interpret specific items of financial statements for evaluation of performance for industry.
CO2	:	To journalize transition related to Amalgamation, Absorption and External Reconstruction.
CO3	:	To prepare the Consolidated Balance sheet for Holding Companies.
CO4	:	To prepare the Final Accounts for Banking Companies and Insurance Companies.
CO5	:	To compute the price level changes and to understand the concept of Human Resource Accounting and Social Responsibility Accounting.

Unit –I   **[12 Periods]**

Preparation of Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation – Managerial remuneration – Issue of Bonus shares – Preparation of Balance Sheet.

Unit – II   **[12 Periods]**

Amalgamation – Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).

Unit – III   **[12 Periods]**

Holding company accounts excluding inter-company holdings – Liquidation of companies.

Unit – IV   **[12 Periods]**
   Accounts of Banking companies and Insurance Companies.

Unit –V   **[12 Periods]**

   Inflation accounting – Human resource accounting-Principles of Government accounting –
Responsibility accounting. (Theory only).

Textbook:
   1. M.C. Shukla &T.S. Grewal : Advanced Accounting
   2. R.L. Gupta : Advanced Accounting
   3. Jain & Narang : Advanced Accounting

Reference :
   1. Corporate Accounting, by Shelly Goel, D.K. Goel, Arya Publication.
   2. Corporate Accounting: Vol. by by Balavant M.P, Atlantic Publishers and Distributors Pvt Ltd.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC23B	Human Resource Management	4	4			Core - V

Introduction

Human Resource Management (HRM) is an operation in companies designed to maximize employee performance in order to meet the employer's strategic goals and objectives. More precisely, HRM focuses on management of people within companies, emphasizing on policies and systems.

Course Outcome:

CO1	:	Graduates will understand the resources of human and the techniques to manage them and their problems.
CO2	:	Graduate can able to apply their skill to occupier positions or to recruit the right person on the right job.
CO3	:	Graduate will be able to understand the pre or post training for job requirement.
CO4	:	By learning Graduate can able to predict and plan to solve the conflicts in an Organisational
CO5	:	By learning Graduate will be come to know how to evaluate and motivate the workers.

Unit –I   **[12 Periods]**

Human Resource Management – Definition – Objectives – Functions – Evolution and growth of HRM – Qualities of good HR Manager – Changing roles of a HR Manager – Problems and challenges of a HR Manager – Planning the Human resources – Objectives – Steps in human resources Planning – Dealing with surplus and deficient man power- job description –Job specification.

Unit –II   **[12 Periods]**

Recruitment and Selection-Procurement process-Placement-Induction-Objectives of recruitment -Sources-Internal and External recruitment –Application blank-Testing-Interviews-Types.

Unit –III   **[12 Periods]**

Training and Development-Principles of Training-Assessment of training needs-On the Job Training methods-Off the job training methods-Evolution of effectiveness oftraining programmes.

Unit –IV   **[12 Periods]**

Discipline-Meaning-Causes of indiscipline-Acts of indiscipline-Procedure for Disciplinary Action-Organisation conflict-Conflict in organizational behaviours-Individual aspect of Conflict-Organisational conflict-Management of conflict.

Unit –V   **[12 Periods]**
Performance Appraisal-Process-Methods of performance appraisal-Appraisal counselling -Motivation process-Theories of Motivation-Managing grievances and discipline.

Textbook:

1. L.M. Prasad. Human Resource Management, Sultan Chand & Sons, New Delhi.

Reference :
1. P.C. Tirupathi, Personnel Management & Industrial Relations, Sultan Chand & Sons, New Delhi.

2. S.S. Khanka, Human Resource Management, S.CHAND, New Delhi.

3. Keith Darvis, Human Behaviours at work, McGraw Hill Higher Education.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC23C	Business Research Methods	4	5			Core - VI

Introduction

In the realm of project management, processes, techniques and philosophies as to the best approach for allocating resources have been developed. These include discussions on functional vs. cross-functional resource allocation as well as processes espoused by organizations like the Project Management Institute (PMI) through their Project Management Body of Knowledge (PMBOK) methodology of project management. Resource management is a key element to activity resource estimating and project human resource management.

Course Outcome

CO1	:	To know about the concept of research and methods of research design.
CO2	:	To know about the methods of sampling
CO3	:	To understand about the measurement and scaling techniques.
CO4	:	To learn about the measurement of statistical techniques.
CO5	:	To understand about the T test and F test.

Unit –I   **[12 Periods]**

Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research process – Identification, Selection and formulation of research problems – Hypothesis – Research design.

Unit –II   **[12 Periods]**

Sampling – Methods and techniques – Sample size – Sampling error – Field work and data collection. Tools of data collection – Interview schedule- Questionnaire – Observation, interview and mailed questionnaire – pilot study and final collection of data.

Unit –III   **[12 Periods]**
Measurement and scaling techniques – Processing and analysis of data – Editing and coding – Transcription and Tabulation – Statistical tools used in research – Interpretations and report writing – Types and contents and style of reports – Steps in drafting reports.

Unit –IV   **[12 Periods]**

Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation –Auto correlation – Regression models – OLS co-ordinary least square methods – Multiple regressions.

Unit –V   **[12 Periods]**

Test of significance – „t‟ Test - large sample and „F‟ Test, test of significance for attributes, analysis of variants – Business forecasting – Exponential smoothing – Chi-square test.

Textbook:
1. Kothari: Research Methodology, New Age International Publishers.

Reference :
1. Business Research Methods, Bajpai Naval, Pearson Education.
2. Research Methodology : Methods And Techniques, C.R. Kothari, Gaurav Garg, New Age International Publishers

Mapping of Course Outcomes with Program Outcomes:

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

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC23D	Object Oriented Programming with C++	5			4	Core - VI

Introduction :

C++ Object Oriented. The prime purpose of C++ programming was to add object orientation to the C programming language, which is in it one of the most powerful programming languages. The core of the pure object-oriented programming is to create an object, in code, that has certain properties and methods.

Course Outcome:

CO1	:	To identify the Evaluation of Programming Paradigm and Inheritance. Learn the Applications of C++.
CO2	:	To learn the Data types of character sets and variables Else, For loop, While. Loop, while loop, break statement, switch statement, continue statement and go to statement.
CO3	:	To identify the Classes and objects its objects, specifications and data hiding .
CO4	:	To study about the operator overloading and its rules of operator loading and Benefits of Inheritance.
CO5	:	To identify the Virtual functions and Polymorphism and its needs .

Unit –I   **[12 Periods]**

Evaluation of Programming Paradigm – Elements of Object oriented programming - Data Encapsulation and Abstraction classes – Inheritance – Derived classes – Polymorphism – Operator overloading – Friend functions – Polymorphism – virtual functions – Merits and demerits of OOP – Popular OOP languages – C++ at a glance – Applications of C++ - C++ statements – structure of C++ program.

Unit –II   **[12 Periods]**

Data types – character set – Token, Identifiers and Keywords – variables – operators and expressions –Control flow – IF, IF. . Else, Nested If. Else, For loop, While..Loop, do..While loop, break statement, switch statement, continue statement and go to statement. Arrays – operations on arrays – Multidimensional arrays – strings – string manipulations. Functions – Function components – Library functions – Inline functions.

Unit –III [12 Periods]

Classes and objects – Class specification – class objects – Accessing class members – defining member functions – Data Hiding – Friend functions and friend classes. Constructor – parameterized constructors – destructors – constructor overloading – order of constructor and destructor – copy constructor.

Unit –IV [12 Periods]

Operator overloading – overloadable operators – Rules for overloading operators – Data conversion. Inheritance – Forms of inheritance – single, multiple, multi-level, hierarchal and hybrid inheritance – when to use inheritance – Benefits of Inheritance.

Unit –V [12 Periods]

Virtual functions and Polymorphism – need for virtual functions – Pointers to derived class objects – Pure virtual functions – Abstract classes – Rules for Virtual functions – Data file operations – Opening of file – closing of file – stream state member functions – reading/writing a character from a file – structure and file operations – classes and file operations.

Textbook:
1. E.Balagurusamy, ‒Object Oriented Programming with C++‖, TataMcGraw Hill Publishing Company Ltd.

Reference :
1. OBJECT-ORIENTED PROGRAMMING WITH C++, M. T. Guru, D. S. Nagendraswamy, H. S.Manjunatha, K. S. Somashekara, PHI

2. C++ and Object - Oriented Programming Paradigm, Debasish Jana, Prentice Hall India Learning Private Limited

Mapping of Course Outcomes with Program Outcomes:

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

Semester: II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC23P	Computer Applications: Tally & C++ -Practical-II	4	4		Core Practical- II	

Introduction

The students get knowledge of all basic programs in Tally and C++.This course is aims at to provide a detailed picture of practical knowledge in Tally and C++.

Course Outcome

CO1	:	To provide the students about the practical knowledge of Tally program
CO2	:	To understand the students about the C++ Programs

Unit –I   **[12 Periods]**
Tally

1. By using Tally - Create Voucher & ledger with adjustments
(Using F11 and F12 keys)

2. Prepare Trial Balance, Profit & Loss A/C and Balance Sheet
(With minimum of any 5 adjustments)

3. Prepare Inventory statement using (Calculate Inventory by using all methods)
a) FIFO
b) LIFO
c) Simple Average method
d) Weighted Average Method.

4. Prepare a fund flow statement and give your opinion.
5. Prepare a cash flow statement and present your view.

6. Analyze the performance of an organization by using Ratio
(Minimum 5 Ratios are essential).

Unit –II   **[12 Periods]**

C++

7.Pay Roll calculation (Using simple program)

8. Find out EOQ, Minimum Level, Maximum Level, Re-order level (Using simple program)

9. Write a c++ program to calculate working capital using class and objects (member function should write inside and outside the class)

10. Program to calculate contribution, P/v Ratio, BEP and Margin of safety using Functions.

11. Calculate Simple Interest and compound interest using inline functions.

12. Calculate Depreciation – by using constructors and Destructors

13. Write a C++ program to calculate the sum and product of two complex numbers using Operator overloading.

14. Write a C++ program to prepare cost sheet using inheritance

Textbook:
1. AK Nadhani, Simple Tally 9, BPB Publications, Chennai, 2008.

Reference :
1. Vishnu P. Singh, ‖Tally. Erp 9‖, Computech Publications Ltd, NewDelhi, 2006.

2. Srinivasa Vallaban, Computer Applications in Business, Sultan Chand and sons, Chennai, 2006

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC33A	**Cost and Management Accounting**	**4**	**6**			**Core**

Introduction

To develop an understanding of basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision-making. To expose the students to the latest techniques to facilitate the process of decision making in today's dynamic business world.

Course Outcome

CO1	:	To understand the fundamental concepts and tools of cost and management accounting
CO2	:	To learn the various concepts and calculations in cost and management accounting
CO3	:	To understand the decision making techniques used in cost and management accounting
CO4	:	To understand the techniques of determining costs and to control.
CO5	:	To understand the methods of profit analysis and activity based costing

Unit –I   **[12 Periods]**

Cost Accounting – Introduction & Elements Cost concepts and cost object, cost classification, cost organization and its relationship with other departments. Elements of cost and cost determination: Cost accounting records— cost ledgers, reconciliation of cost and financial accounts.

Unit-II   **[12 Periods]**

Process Costing - Process costing treatment of normal and abnormal losses and gains, valuation of work-in-progress using first-in –first-out and average methods (equivalent production), inter-process transfer and pricing, concepts and accounting for joint products, by-products, waste, scrap, spoilage and defectives, research and development expenses

Unit –III [12 Periods]

Cost Analysis for Planning, Control & Decision making Cost-Volume-Profit Analysis, Using CVP analysis for decision making (Short run and Long Run), CVP analysis in Service and Non-Profit Organizations. Pricing decisions and Cost Management

Unit-IV [12 Periods]

Specialized Costing Service or operating costing — unit costing and multiple costing, application, identification of cost unit and cost determination and control; Uniform costing, inter firm comparison, cost reduction, value analysis/engineering including value management.

Unit – V [12 Periods]

Costing Methods and Accounting Systems -Costing and accounting systems - activity based costing, customer profitability analysis; direct product profitability; just-in-time and back flush accounting; Target costing; life cycle costing, parametric cost control.

Textbook:
1. Horgren, Datar, Foster, Rajan, Ittner, Cost Accounting- A Managerial Emphasis, Prentice Hall

2. Jain, S.P. &Narang, K.L., Cost Accounting- Principles and Practice, Kalyani Publishers

Reference :
1. Lal, Jewarh (2011), Cost Accounting, Tata McGraw Hill

2. Khan, M.Y. & Jain P.K. (2010), Cost Accounting, Tata McGraw Hill

Mapping of Course Outcomes with Program Outcomes:

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

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC33B	**Visual Basic**	**4**	**6**			**Core**

Introduction :

This course is aims at providing a wide knowledge to the students about the Visual Basic concepts. They can understand the tools used in Visual Basic and its practical usage.

Course Outcome:

CO1	:	To understand the fundamental concepts and tools of Visual Basic.
CO2	:	To learn the various concepts and programs in Visual Basic
CO3	:	To understand the functions and procedures of Visual Basic.
CO4	:	To understand the techniques and keys of Visual Basic
CO5	:	To understand the various model converting

Unit –I   **[12 Periods]**

Introduction to GUI - Visual Basic: Starting and Exiting Visual Basic Project Explorer Working with Forms Properties Window Using the Toolbox Toolbars Working with Projects Programming Structure of Visual Basic applications Event and Event driven procedures.

Unit –II   **[12 Periods]**

Adding code and using events: Using literals data types - declaring and using variables using the operator subroutines and functions looping and decision control structures if then else structure select structure, for next, do. Loop and while wend. Using intrinsic Visual basic Controls with methods and Properties: Label, Text box, Command button, Frame, Checkbox, option button, List box, Combo box, Drive List box, directory List box and file list box Formatting controls control arrays, Tab order

Unit –III   **[12 Periods]**

Functions and Procedure - Passing arguments by value and reference Arrays, dynamic arrays - User defined data types- symbolic constants using Dialog boxes: Input box, Message box functions - String functions, date and Time function, numeric functions.

Unit-IV   **[12 Periods]**

Menus: creating menus, adding code to menus, using MDI forms - MDI form basic building MDI form creating MDI Child Forms

Unit –V   **[12 Periods]**

Database object (DAO) and properties accessing- Record set objects Move first, - Move Last,- Move Previous and Move Next methods Begin , Commit and Rollback transaction accessing Microsoft Access files. Active Data Objects (ADO) ADO- OLE DB and ADO Primer What are OLE DB and ADO? -ADO object Model Converting- DAO Code to Use ADO Connecting to the database Retrieving a record set -Creating a query dynamically Using a parameterized query using action queries - Adding records Editing records closing the database connection.

Textbook:
1. Gary Cornwell Visual basic 6 , Tata McGraw Hill

Reference :
1. Noel Jerke The Complete Reference, Tata McGraw-Hill Eric A. Smith, Valar Whisler, and Hank Marquis Visual Basic 6 programming

2. Scott Warner Teach yourself Visual basic 6 , Tata McGraw-Hill

Mapping of Course Outcomes with Program Outcomes:

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

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC33C	Financial Management	4	6			Core

Introduction

Financial management to be to help managers and potential managers to make sensible investment and financing decisions. Acknowledges that financial theory teaches that investment and financing decisions should be based on cash flow and risk. Provides information on payback period; return on capital employed, earnings per share effect, working capital, profit planning, standard costing, and financial statement planning and ratio analysis. Seeks to combine the practical rules of thumb of the traditionalists with the ideas of the financial theorists to form a balanced approach to practical financial management

Course Outcome

CO1	:	To understand the fundamental concepts and tools of finance, Apply financial management concepts and tools to the decisions faced by a manager in investment decisions and tools to the financing decisions and dividend decisions faced by the firm.
CO2	:	To Understand the theories of the relationship between capital structure and the value of the firm, to approach in the Capital Structure Theory for Net operating income
CO3	:	To learn the concept of financial leverage and discuss the alternative measures of financial leverage Understand the risk and return implications of financial leverage Analyze the combined effect of financial and operating leverage Highlight the difference between operating risk and financial risk and to understand the Measures of Financial Leverage Debt ratio Debt–equity ratio Interest coverage
CO4	:	To Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility and their impact on working capital management objectives
CO5	:	To understand the concept of Dividend Decision, to learn in the Dividend Policy, Practical considerations in Dividend Policy and Theories on Dividend Policies

Unit –I   **[12 Periods]**

Introduction - nature concept of finance function. Distinction between Accounting and Finance function. Objectives of Financial Management - Profitability vs. wealth Maximization. Organization for Finance Function. Time value of money valuation concept, compound value concept, Present value concept.

Unit – II   **[12 Periods]**

Capital Structure Planning- Patterns of financial requirement, Objectives of an optimum capital structure, Capital structure theories (with Theory Only). Sources of long term finance-and Short Term.

Unit –III   **[12 Periods]**

Leverage - Introduction-Operating Leverage-Definition - Break Even Analysis-Financial Leverage –Definition - EBIT-EPS Analysis - Measures of financial Leverage - Combined Leverage.

Unit –IV   **[12 Periods]**

Management of Working Capital - Concepts of working capital, Nature and Scope of Working Capital Management, Approaches to the Financing of Current Assets determining the financing mix, Financing of working capital in India. Estimation of working capital (with numerical problem).

Unit –V   **[12 Periods]**

Management of Earnings- Nature and scope of management of earnings , Dividend Policy and Dividend Models , Waltor's Model, MM Hypothesis, Pattern of dividend policies (Theory only). Determinants of Dividend Policy.

Textbook:

1.   I.M. Pandey , ‒Financial Management‖,Vikas Publishing House Pvt Ltd, 2009

Reference :

1. Dr..V.R.Palanivelu, ‒Financial Management‖, S.Chand Publication,2010

2.P.c. Kulkarni, ‒Financial Management‖, B.G. Sathyaprasad, Himalaya Publications, 2004

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC33P	Computer Applications: Visual Basic, VB Script - Practical-III	4	6		Core Practical	

Introduction

This course is aims at to provide the students a wide knowledge of Visual basics programs and the practical knowledge in VB Script.

Course Outcome

CO1	:	To understand the Windows Programming
CO2	:	To understand the visual basic concepts
CO3	:	To understand Visual Basic Programming
CO4	:	To know about the fundamental programs in visual C++
CO5	:	To study the advanced visual programing

Unit – I   **[12 Periods]**

Windows Programming: Graphical User Interface (GUI) Concept – Hungarian Notation, Data Types – Handles, Message Driven Architecture, Message Processing & Loop, Graphics Device Interface (GDI) – Brush, Pen, Font, Cursor, Menu, Keyboard & Mouse Handling, Displaying text and graphics, Dialog Boxes controls, Win Main procedure, files Clipboard, Printer Handling, DDE, DLLs, OLE-COM, ODBC, Windows Registry – New Executable (NE) and Portable Executable (PE) files.

Unit –II   **[12 Periods]**

Visual Basic : Variables, Constants, Strings, Numbers, Remark & End Statements, String, Date, Financial & Numeric Functions, Program flow control, user defined functions & Modules, Forms – Single Document Interface, Creating controls, Event Procedures, Text Boxes, Message Boxes & Labels – Properties windows usage.

Unit –III   **[12 Periods]**

Visual Basic Programming: Custom Controls – picture box, rich text box, list box, progress bar, tree view, toolbar, slider – objects in VB – Classes – Object Creation & Manipulation, OLE Properties, ActiveX Controls creation & Usage. Database Access – Data Control – Field control – data grid – Record set using SQL to manipulate data.

Unit – IV   **[12 Periods]**

Visual C++ Programming: Fundamental of MFC: MFC class hierarchy, various object properties – object, Carchieve, C WinApp, CWnd, CFile, CGdiObject, CExcept, CDialog, CString, CEdit, CList. Resource: Menus, Accelerators, Dialogs, Icons, Bitmaps, Versions, AFX Functions, Message Maps and Document / View Architecture.

Unit –V   **[12 Periods]**

Visual C++ Programming: Advanced MFC: DAO & ODBC – Data access methods & data controls for database applications with multiple document usage. Synchronization classes: C Thread, C Semaphore, C Mutex and C Event.

Textbook:
1. Marion Cottingham   Visual Basic,2015   Peachpit Press

Reference :
1. 1. Ivor Horton Beginning Visual C++ 2013 Wrox Beginning Guides

2. Julian Templeman   Microsoft   Visual   C++/CLI   Step   by   Step   (Step   by   Step Developer),2013   Microsoft

Mapping of Course Outcomes with Program Outcomes

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

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC43A	Investment Management	4	6			Core

Introduction

This course aims at to provide the knowledge of Meaning and nature of Investment and its importance. The student can aware about the Investment opportunities and the risk involved in it.

Course Outcome:

CO1	:	To know the fundamental concepts of Investment Management
CO2	:	To learn the various concepts of and bond, holding return etc.,
CO3	:	To understand the security analysis & economic analysis
CO4	:	To understand the techniques of Portfolio analysis and evaluation.
CO5	:	To know the full details about commodity exchange.

Unit –I   **[12 Periods]**

Meaning and nature of investment – Investment process – Risk and return – Risk and its types – Measurement of risk – Beta factor and its utility.

Unit –II   **[12 Periods]**

Fixed income securities – meaning and types – Bond valuation and analysis – current yield, holding period return, yield to maturity – Valuation of preference shares – Valuation of equity shares – constant growth model, two stage growth model, three phase model and valuation through P/E ratio.

Unit –III   **[12 Periods]**

Security analysis – Economic analysis and forecasting – Industry analysis – industry life cycle, company analysis–Technical analysis – Trend lines, market indicators, Dow theory, Gap analysis.

Unit –IV   **[12 Periods]**

Meaning of portfolio – Portfolio analysis and evaluation –Markowitz's model – Sharpe's single index model – measures of portfolio evaluation – Sharpe's performance index, Tenor's performance index, Jensen's performance index – Capital Market theory – CAPM model – Arbitrage pricing theory (Problems).

Unit-V   **[12 Periods]**

Derivatives – Financial derivatives – Futures and options – commodity derivatives – Commodity exchanges – Hedging.

Textbook:

1. Punithavathy Pandian, ‒Security Analysis and Portfolio Management‖, Vikas Publishing House Pvt Ltd 2013.

Reference :

1. Preeti Singh, ‒Investment Management‖, Himalaya Publishing House Pvt Ltd

2. Ranganatham M & R.Madhumathi, ‒Investment Analysis and Portfolio Management‖, Pearson Education (India) Pvt Ltd, New Delhi2008.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC43B	Direct Tax	4	6			Core

Introduction :

A direct tax is paid directly by an individual or organization to an imposing entity. A taxpayer, for example, pays direct taxes to the government for different purposes, including real property tax, personal property tax, income tax or taxes on assets. Direct taxes are different from indirect taxes, where the tax is levied on one entity, such as a seller, and paid by another, such as a sales tax paid by the buyer in a retail setting

Course Outcome:

CO1	:	Understand the meaning of tax , recognize the types of taxes, comprehend the reas for levy of taxes , know the components of income-tax law
CO2	:	To Learn about salary is based on the terms and conditions of the employment.
CO3	:	To understand the computation of taxable house property income,
CO4	:	To understand the tax treatment on profits and gains from business and profession,
CO5	:	To understand the concepts of income from capital gains (short term and long term

Unit-I   **[12 Periods]**

Introduction: Meaning of Tax - Income Tax Act 1961 – Previous year , Assessment year and other Basic concepts – Exempted incomes – Agricultural income and Non-agricultural income – Tax treatment to Agricultural income - Heads of incomes - Gross Total Income-Tax rate for individuals. Residential status of individuals and HUFs – Incidence of tax –Problems.

Unit –II   **[12 Periods]**

Income from salaries: Meaning of salary – Taxability of Allowances, Perquisites, Provident Fund, Leave salary and retirement benefits - Deductions from salary income u/s 16 – Computation of income from salary.

Unit-III   **[12 Periods]**

Income from House property: Basis of charge – Exempted house property incomes – Computation of Gross Annual Value (GAV) of Let out house property –Net Annual Value (NAV)- Treatment of unrealized rent recovered and arrears of rent – Deductions u/s 24 – Pre construction period Interest - Loss from self-occupied property – Computation of total Income from house property.

Unit-IV   **[12 Periods]**

Income from Business / Profession: Expenses expressly admissible and inadmissible – Weighted deduction - Deemed profits- Valuation of stock- Computation of Income from Business- Professional Receipts and Payments - Cash system and mercantile system of accounting - Computation of Income from Profession.

Unit –V   **[12 Periods]**

Income from Capital gains - Basis of charge – Meaning of capital assets – Types of capital gains- Transactions not regarded as transfer – Indexed cost of acquisition Indexed cost of Improvement-Computation of capital gain - Exempted capital gains u/s.54. Income from Other Sources – Incomes chargeable – TDS - Grossing up – Treatment of gifts received – Computation of Income from other sources.

Textbook:
1. Dr. H.C. Mehrotra and Dr. S.P. Goyal , INCOME TAX LAW & PRACTICE RevisedEdition (as per latest Assessment Year) , Sahitya Bhawan Publications

Reference :
1. Dinkar Pagare, Law and Practice Of Income Tax, Revised Edition (as per latest Assessment Year), Sultan Chand & Sons, 23,.

2. V.P.Gaur and Narang, Law And Practice Of Income Tax, Revised Edition (as per latest)

Mapping of Course Outcomes with Program Outcomes:

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

Semester : IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Java Programming and HTML	4	6			Core

Introduction :

Java is to write a program once and then run this program on multiple operating systems. Java is an object-oriented, cross platform, multi-purpose programming language produced by Sun Microsystems. First released in 1995, it was developed to be a machine independent web technology. It was based on C and C++ syntax to make it easy for programmers from those communities to learn. Since then, it has earned a prominent place in the world of computer programming.

Course Outcome:

CO1	:	Gain knowledge about basic Java language syntax and semantics to write Java programs and use concepts such as variables, conditional and iterative execution methods etc.
CO2	:	Understand the fundamentals of object-oriented programming in Java, including defining classes, objects, invoking methods etc and exception handling mechanisms.
CO3	:	Understand the principles of inheritance, packages and interfaces
CO4	:	Identify classes, objects, members of a class and relationships among them needed for a specific problem
CO5	:	Write basic JAVA Programs

Unit –I   **[12 Periods]**

Introduction to Java: History of Java, Features of Java, Java Development Kit (JDK), Security in Java - Java Basics: Keywords; Working of Java; Including Comments; Data Types in Java; Primitive Data Types; Abstract / Derived Data Types; Variables in Java; Using Classes in Java; Declaring Methods in Java, Code to Display Test Value; The main () Method, Invoking a Method in Java; Saving, Compiling and Executing Java Programs.

Unit –II [12 Periods]

Operators and Control Statements: Operators, Arithmetic Operators, Increment and Decrement Operators, Comparison Operators, Logical Operators, Operator Precedence; Control Flow Statements, If-else Statement, Switch Statement, For Loop, While Loop, Do…While Loop, Break Statement Continue Statement.

Unit –III [12 Periods]

Arrays and Strings: Arrays; String Handling; Special String Operations; Character Extraction; String Comparison; Searching Strings; String Modification; String Buffer.

Unit –IV [12 Periods]

Event Handling: Components of an Event; Event Classes; Event Listener; Event-Handling; Adapter Classes; Inner Classes; Anonymous Classes.

Unit –V [12 Periods]

Applets: What are Applets?; The Applet Class; The Applet and HTML; Life Cycle of an Applet; The Graphics Class; Painting the Applet; User Interfaces for Applet; Adding Components to user interface; AWT (Abstract Windowing Toolkit) Controls.

Textbook:
1. Kathy Sierra & Bert Bates, ‒Head First Java‖, O'Reilly, 2nd Edition
2. E Balagurusamy, ‒Programming with Java A Primer‖, TMH, 4th edition.

Reference :
1. Patrick Naughton, ‒Java Handbook‖, Osborne McGraw-Hill
2. Herbert Schildt, ‒Java the Complete Reference‖, TMH. 8th edition.

Mapping of Course Outcomes with Program Outcomes:

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

Semester- IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Project Work	**6**			**4**	**Core-**

1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary were in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2) CIA Marks Distribution: A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

   First Review   15 Marks
   Second Review   15 Marks
   Work Diary   10 Marks
   _____
   40Marks
   _____

3) End Semester Examination: The evaluation for the end semester examination should be as per the norms given below:

            External Examiner   60 Marks
            Internal Examiner   60 Marks
            Viva-Voce Examination   40 Marks
   (Jointly given by the external and internal examiner) _____
                                  160 Marks

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC43C	Principles and Practice of Insurance	8	10			Core

Introduction

Principles and Practice of Insurance covers the following areas of interest: The concept of risk, and how insurance is a mechanism to transfer risk and benefit society. The key insurance industry functions of selling/distributing insurance, underwriting insurance policies, adjusting losses, and reinsuring risk.

Course Outcome:

CO1	:	To know the concept of risk, and how insurance is a mechanism to transfer risk and benefit society
CO2	:	To know the key insurance industry functions of selling/distributing insurance, underwriting insurance policies, adjusting losses, and reinsuring risk
CO3	:	To know the regulation of insurance in Canada, including regulation of policy wordings, licensing of insurance professionals and ethical/ Professionalism considerations for insurance professionals.
CO4	:	To know the concept & the elements needed to form an re-insurance contract
CO5	:	Able to know the Regulatory Framework.

Unit –I   **[12 Periods]**

History and Concept of Insurance: Basic principles; Role and importance of Insurance in Society; Concept of Micro Insurance; Types of Insurance; Insurance Documents and Policy Terms & Conditions; Insurance Agents: Role, qualifications, functions and important.

Unit –II   **[12 Periods]**

Life Insurance: History and Importance; Human Life Value (HLV); Risks of Individuals in Life Insurance; Financial Planning and Individual Life Cycle; Riders in Life Insurance Products; Life Insurance Products: Underwriting: Medical and Non-Medical; Types of Claims. Health Insurance: Determinants of Health; Factors affecting the health system in India; Health Insurance Intermediaries; Underwriting: Medical and Non-Medical; Health Insurance Products; Stakeholders in Claim Process; Challenges in Health Insurance.

Unit –III   [12 Periods]

General and Commercial Insurance: History and significance; Various Distribution channels; Claim settlements and Underwriting; Types of General Insurance: Personal and Retail Insurance, Shopkeeper Insurance and Motor Insurance; Types of Commercial Insurance: Property/Fire Insurance; Marine Insurance; Liability Insurance; Crime Insurance: Fidelity Guarantee Insurance, Money Insurance, and Burglary Insurance.

Unit –IV   [12 Periods]

Concept and Importance of Reinsurance: Tax benefits under Life Insurance Policies; Ethical Behavior; Redressal of Policyholder Grievances; Married Women's Property Act Policy; Anti-Money laundering Guidelines of IRDA. Role of Ombudsman Scheme.

Unit –V   [12 Periods]

IRDA Role in Insurance Sector; Relevant Provisions and Applicability of Consumer Protection Act 1986; IRDA guidelines related to detection and monitoring of Insurance Frauds.

Textbook:
   1. Principles of Insurance (IC-01), Insurance Institute of India, Mumbai.

Reference :

1. Insurance Principles and Practice, Mishra M.N. & Mishra S.B., S Chand
2. Banking and Insurance: Principles & Practices, Neelam C. Gulati, Excel Books
3. IFRS Certificate Program by AICPA, John Wiley & Sons

Mapping of Course Outcomes with Program Outcomes:

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

Semester : I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC43D	Industrial Law	4			4	Core – 14

Introduction :

Industrial law regulates the relations between employers and employees and their representative organizations. . The term includes the law of employment, industrial law, laws prohibiting discrimination in employment, occupational health and safety law, and workers' compensation law.

Course Outcome:

CO1	:	To Learn the how to operate the Factory under the act
CO2	:	To Understand the Industrial Disputes Act
CO3	:	To Learn the Employee's State Insurance Corporation
CO4	:	To Understand the Payment of Bonus Act
CO5	:	To Learn the Trade unions Act

Unit –I   **[12 Periods]**

The Factories Act 1948: Definitions – provisions relating to health – safety and welfare of workers. Working hours and leave benefit provisions – approval – licensing and registration of factories.

Unit –II   **[12 Periods]**

The Industrial Disputes Act – 1947: Definitions – authorities for settlement of disputes – methods of settlement – reference of disputes. Strikes and Lock-outs – retrenchment and closure – awards and settlements – unfair labour practices – other miscellaneous provisions.

Unit –III   **[12 Periods]**

Employee's State Insurance Act – 1948: Important definitions – Employee's State Insurance Corporation – standing committee and medical benefit council – provisions relating to contribution – benefits under the Act adjudication of disputes and claims. Objects – Employee's Provident Fund and other schemes made under the Act.

Unit –IV   **[12 Periods]**

Payment of Bonus Act 1965: Important definition – eligibility for bonus and payment of bonus – deductions from bonus – computation of available surplus –set-on and set-off allocable surplus miscellaneous provisions. Payment of Gratuity Act 1972 Objects – Payment of gratuity – exemption – determination and recovery.

Unit –V   **[12 Periods]**

Trade unions Act 1926: Registration – Status – duties – functions – immunities and liabilities of registered trade unions – Payment of Wages Act – Minimum Wages Act.

Textbook

1. **Mercantile Law., N.D. Kapoor, Sultan & Sons.**

Reference Books:
1. Industrial Relations and Labour Laws, Piyali Ghosh & Shefali Nandan, McGraw Hill Education.
2. Labour and Industrial Laws, K.M. Pillai, Allahabad Law Agency.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC1EA	Service Marketing	4	5			Group-A Semester I Paper I

Introduction

There are no Activities that have no involvement of service. Without service the major functions of Market cannot be done. Service is as a separate Market plays vital role.

Course Outcome:

CO1	:	Graduate will become knowledge about fundamentals of Service and its vast background in marketing field.
CO2	:	Graduate gets Stronger knowledge about concepts and able to analysis the market.
CO3	:	To enable graduates to plan & do framework according to the requirement of industries.
CO4	:	Gain knowledge about various types of strategies require for various type of market requirement and industries that can be done by applying their skill with appropriate principles of ethics and civic responsibility
CO5	:	Able to Solve the critical problems in the sector by analysis on problems and applying new policy by using case studies and other forms of assessment

Unit –I   **[12 Periods]**

Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.

Unit –II   **[12 Periods]**

Service Marketing: - Concept – Significance – Customer's expectation in Service Marketing- Managing demand and supply in service business.

Unit –III   **[12 Periods]**

Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing

Unit –IV   **[12 Periods]**

Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.

Unit –V   **[12 Periods]**

Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

Textbook:

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala, Himalaya publishing House.

Reference :

1. Services Marketing: Text & Cases –Rajendra Nargundkar (Author), Tata McGraw Hill Education Private limited.
2. Service Marketing and Management – Audrey Gilmore, Sage Publications.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC1EB	Financial Markets And Institutions	4	6			Group A Elective-I Paper 2

Introduction :

Financial Market is a Mechanism that allows people to buy and sell financial securities such as stocks and bonds and items of value at low transaction cost. Markets work by placing many interested buyers and sellers in one –place‖, thus making easier for them to find each other.

Course Outcome:

CO1	:	Become to know the various finical markets and its functions.
CO2	:	Become to know the reformation and Foreign Exchange market.
CO3	:	Able to know the clearing works & other related works done by (CCIL), (CRISIL) & (DFHIL)
CO4	:	Able to understand the role of (Icra), (OTCEI) , (NSDL) & (STCI).
CO5	:	Able to understand the role of EXIM & NABARD.

Unit –I   **[12 Periods]**

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

Unit –II   **[12 Periods]**

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Dept Market – Foreign Exchange Market – Derivatives Market.

Unit –III   **[12 Periods]**

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

Unit –IV   **[12 Periods]**

Investment Information and Credit Rating Agency of India Limited (ICRA) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).

Unit –V   **[12 Periods]**

Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.

Textbook

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala., Himalaya Publishing House.

2. An Introduction to Financial Markets and Institutions, Maureen Burton, Reynold F. Nesiba, Bruce Brown, Rutledge.

Reference :
1. Financial Institutions and Markets, L M Bhole, McGraw Hill.

2. Basics of Financial Market, Mr. Rajiv Ranjan Singh, Karvy Stock Broking.

Mapping of Course Outcomes with Program Outcomes:

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

Semester: I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC1EC	**Principles of International Trade**	**4**	**6**			**Group A Elective-I Paper 3**

Introduction

International trade is the exchange of goods and services between countries. This type of trade gives rise to a world economy, in which prices, or supply and demand, affect and are affected by global events.

Course Outcome:

CO1	:	Understand, at the level of formal analysis, the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications
CO2	:	Understand the principle of comparative advantage and its formal expression and interpretation within different theoretical models
CO3	:	Be able to apply partial equilibrium and (where required) general equilibrium models.
CO4	:	Be familiar with, and be able to critically analyse the main arguments for protection and conversely be able to critically evaluate the relevance and realism of arguments for free trade.
CO5	:	Be familiar with the major recent developments in the world trading system, and be able to critically analyse key issues raised both by the current round of WTO negotiations and by the spread of regional trading arrangements

Unit –I   **[12 Periods]**

The global Economy – Perspective on the theory of International Trade – The importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries

Unit –II   **[12 Periods]**

International commodity Agreements – Quota agreements, Buffer stock Agreements – Carts – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.

Unit –III   [12 Periods]

Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection – Demerits of protection – Trade barriers.

Unit –IV   [12 Periods]
International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.

Unit –V   [12 Periods]

Multinational Corporation – Definition and Meaning – Importance of MNCS – benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential conditions for Globalization – Implications and Importance of Globalization – Benefits – Obstacles to Globalization in India – Factors favouring Globalization.

Text Books:
1. A hand book of International Trade Jim Sherlock and Jonathan Reuvid ., The export publication , Second edition.

Reference Book
1.Hand book of Foreign Trade policy , Guide to Export and Import, Shri Rakesh Sehgal, Sahitya Bhawan Publications
2. Foreign Trade and Foreign Exchange, O.P. Agarwal & B.K.Chaudhuri, Himalaya Publishing House.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC2EA	Marketing of Financial Services	4	6			Group 2 Elective II Paper II

Introduction

The Financial Services, including banking and non-banking services, are the fastest growing sectors with significant potential of growth in emerging countries. As a result, Financial Services Marketing has generated lot of interest among academicians and practioners.

Course Outcome

CO1	:	Understand how marketing theory underpins the marketing of financial services. Appreciate how recent thinking in marketing and services marketing applies to financial services.
CO2	:	Knowledge about stock exchanges.
CO3	:	Knowledge about instruments used in industries.
CO4	:	Knowledge about insurance sectors functioning.
CO5	:	Knowledge about real estate sectors.

Unit –I   **[12 Periods]**

Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.

Unit –II   **[12 Periods]**

Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) – OTCEI

Unit –III   **[12 Periods]**

Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.

Unit-IV   **[12 Periods]**

Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.

Unit –V   **[12 Periods]**

Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India.

Textbook:

1. Financial Services – Nalini Prava Tripathy, PHI Learning pvt.Ltd.

Reference :
1. Marketing of Financial Services, Dr. Dhananjay Bapat,biztantra

2. Financial Services Marketing: An International Guide to Principles and Practice by Christine Ennew, Nigel Waite, Roisin Waite, Routledge.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC2EB	Indian Stock Exchanges	4	6			Group 2 Elective II Paper 2

Introduction

Indian stock exchange is an exchange (or bourse) where stock brokers and traders can buy and sell shares of stock, bonds, and other securities. Many large companies have their stocks listed on Indian stock exchange.

Course Outcome

CO1	:	Understanding the meaning, function and structure of Indian Stock Exchange.
CO2	:	To analyzing the Acts, Rules and profile of Indian Stock Exchange
CO3	:	To applying the practical Characteristics, Steps and consequences of Stock Trading
CO4	:	To understanding and applying the Securities contracts regulation act functions and working.
CO5	:	To creating and applying Internet Stock Trading and its features.

Unit-I   **[12 Periods]**

Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs. Brokers-Stock Exchange Dealings-Trading of Securities.

Unit-II   **[12 Periods]**

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

Unit-III   **[12 Periods]**

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

Unit –IV   **[12 Periods]**
The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI- Functions and working.

Unit-V   **[12 Periods]**

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

Textbook:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,

Reference :
1. Financial Services: Dr.D. JosephAnbarasu& Others, Sultan Chand & Sons.

2. Financial Institutions and Markets, L. M.Bhole, Tata McGraw – Hill Publishing Company Limited.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC2EC	Export And Import Procedure	4	6			Group 2 Elective II Paper 3

Introduction

Export and import procedure helps to define the procedural aspects of export and import activities. This paper helps to know the various aspects that is included in export and import process.

Course Outcome

CO1	:	To provide the student detailing knowledge about export
CO2	:	To know the different categories exporters with full knowledge
CO3	:	To provide knowledge of labelling, shipping, and the customs clearance
CO4	:	To provide the knowledge import and importers
CO5	:	To impart the knowledge on retirement of an Import document and making payment for import

Unit-I   **[12 Periods]**
Exports – Recent measures to boost Country's Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.

Unit –II   **[12 Periods]**
Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.

Unit-III   **[12 Periods]**
Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labelling – Shipping and customs clearance of goods.

Unit –IV   **[12 Periods]**

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

Unit –V   **[12 Periods]**

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

Textbook:
1. How to Export and How to Import – Nabhi publications

Reference :
1. Export Management – T.A.S. Balagobal, Himalaya Publishing House.

2. A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC3EA	Futures and Options	4	6			Group 3 Elective III Paper 1

Introduction

To understand and valuate the basic derivatives and their applications in the financial risk management and investment. Students will learn about the theoretical underpinnings and the practical applications in real world of derivative securities

Course Outcome

CO1	:	To understand the basic concept of investment
CO2	:	To learn about the various types of future contracts
CO3	:	To understand the options and Differences between future and Option contracts.
CO4	:	To learn about SWAPS and Valuation of Interest rate SWAPs
CO5	:	To understand the importance of Derivatives in India

Unit –I   **[12 Periods]**
Introduction - Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

Unit –II   **[12 Periods]**
Futures Contracts: Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging uses Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

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Unit –III   **[12 Periods]**

Options : Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

Unit –IV   **[12 Periods]**

SWAPS: - Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk

Unit –**V**   **[12 Periods]**

Derivatives in India: Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

Textbook
1. Stulz, Risk Management and Derivatives, Engage Learning, 1st Edition, 2008.

Reference
1. S.L.Gupta, Financial Derivaties- Theory, Concepts and Practice, Prentice Hall Of India, 2008.

Mapping of Course Outcomes with Program Outcomes:

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

Semester : III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC3EB	Fundamental and Technical Analysis	4	6			Group 3 Elective-III Paper 2

Introduction :

Fundamental and technical analysis of stock buying or selling stock should always be preceded by at least some or other form of rational analysis that is backed by data. This ensures that the investor or trader has done some groundwork before taking the buy/sell decision and is not just throwing darts in the dark.

Course Outcome:

CO1	:	Able to know the investment Ideas and various types of investment options.
CO2	:	Able to Interpret the financial data
CO3	:	Understand the different analysis pattern
CO4	:	Technical Analysis in Stock market
CO5	:	Decision making in sales and in stock market

Unit –I   **[12 Periods]**
Basics of Investing - types of stocks, indices, exchanges, brokerage accounts, order types, bull / bear markets.

Unit- II   **[12 Periods]**
Financial Statements Primer Income statement, balance sheet, cash flow statement, ratios earnings estimates

Unit –II   **[12 Periods]**
Introduction to Investment Strategies & Analysis I Qualitative vs. quantitative analysis, technical vs. fundamental analysis, value vs. growth investing.

Unit –IV   **[12 Periods]**

Stock Chart Analysis I Introduction to stock chart terminology / concepts: trends, channels, support and resistance, volume.

Unit –V   **[12 Periods]**

Stock Chart Analysis III Using technical analysis (stock charts) for sell decisions: market tops, climax tops, churning, support breakdown.

Textbook:

1. Fundamental Analysis For Dummies, By Matt Krantz, Matt Krantz.

Reference Book:

2. Fundamental Analysis for Investors by raghu palat

3. Getting Started in Fundamental Analysis By Michael C. Thomsett

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC3EC	Marketing of Health Services	4	6			Group 3 Elective-III Paper 3

Introduction :

Health marketing is a new, customer-cantered, approach to public health promotion that applies traditional marketing principles and theories alongside science-based strategies to protect and promote the health of diverse populations. It involves creating, communicating, and delivering messages for the public on prevention, health promotion and health protection

Course Outcome:

CO1	:	The student will identify the structure of marketing concepts and its concepts
CO2	:	The student will discuss about the Measurement of marketing and demand and Market segmentation
CO3	:	The student know about the Product service decisions and Marketing Approaches
CO4	:	The students know about the promotional activities in Health care services
CO5	:	To know about the Marketing Mix and marketing Strategies

Unit-I   **[12 Periods]**

Application of Marketing in Healthcare: Marketing-Concept of marketing- Importance of Marketing to Healthcare Organizations- Challenges in Practicing Marketing in Healthcare Industry- Marketing Intelligence- Information and Research System- Marketing Organization: Chart, Fulltime Staff and Hiring Consultants.

Unit-II   **[12 Periods]**

Market Measurement and Forecasting- Defining Market- Measuring Current Market Demand- Forecasting Demand- Market Segmentation and Targeting- Steps in Segmentation and Targeting - Target Marketing - Consumer Analysis - Consumer Buying Process - Organization Buyer Behaviour- Consumer Adoption Process.

Unit –III   **[12 Periods]**

Product (Service) Decisions - Nature and Characteristics of Services - Marketing Approaches to New Services Development - Service Mix Decision - Service Item Decision - Service Life Cycle Decision - Demand Generation Pricing Decisions - Pricing Objectives in Healthcare- Pricing Strategy- Present and Future Situation.

Unit –IV   **[12 Periods]**

Place Decisions - Major Distribution Decisions - Strengthening Referral System - Promotion Decisions - Sales Force in Healthcare Organizations - Advertising in Healthcare Industry - Sales Promotion Practices in Healthcare Organizations - Publicity Practices - Social Marketing - Steps in Social Marketing - Cognitive, Action, Behaviour and Value Changes.

Unit –V   **[12 Periods]**

Marketing Strategies - Service Portfolio Strategy - Market Expansion Strategy - Target Market Strategy- Price Quality Strategy- Competitive Positioning Strategy - Marketing Mix Strategy.

Textbook:

1.Philip Kotler and Roberta N. Clarke, Marketing for Healthcare Organizaions (Prentice Hall Publication)

Reference Book:
1. Roger Silver, Health Service Public Relations (Radcliffe Medical Press Ltd., Oxford, 1995) ISBN 1-85775-028-4

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC4EA	Travel and Hospitality Services	4	6			Group 4 Elective-IV Paper 1

Introduction

Travel And Hospitality Delivers Safety, Service, Sustainability And Security. It is hard to ignore the growing influence of the more widely traveled and discerning guest. That is why observing the four principles of safety, service, sustainability and security excellence is essential.

Course Outcome:

CO1	:	Understand the meaning of travel hospitality services , recognize the types of taxes , comprehend the reason for levy of services , know the components of income-tax law
CO2	:	To understand about the destination of tourism and how the user's are use their services.
CO3	:	To know about the concept of marketing mix and promotional activities in tourism
CO4	:	To know about the services of Hotel industry
CO5	:	To understand about the market information system of hotels.

Unit –I   **[12 Periods]**

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.

Unit –II   **[12 Periods]**

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism.

Unit-III   **[12 Periods]**

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.

Unit –IV   **[12 Periods]**

Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.

Unit-V   **[12 Periods]**

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

Textbook:

1. Tourism and Travel Management – Bishwanath Ghosh

Reference Book:

2. International Tourism Management – A.K. Bhatia 3. Services Marketing – S.M.Jha

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC4EB	**Institutions Facilitating International Trade**	**4**	**6**			**Group 4 Elective-IV Paper 2**

Introduction

Business activities are conducted on a global level and even between nations. There is an emergence of global markets. To keep the trade fair and manage trade-related issues on a global level, various International Institutions and Trade Agreements were established.

Course Outcome

CO1	:	To know about the export promotion and study about the concept of advisory bodies in commodity organization
CO2	:	To understand about the Role of RBI in export finance and special functions of ECGC.
CO3	:	To know about the concept of WTO
CO4	:	To know about the objectives of IMF
CO5	:	To understand about the concept of IDA and the features of ADB

Unit –I   **[12 Periods]**

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations- State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

Unit-II   **[12 Periods]**

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

Unit-III   **[12 Periods]**

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS benefits- Limitations-Procedure of dispute settlement –WTO and anti-dumping measures Evaluation of WTO- drawbacks/Criticisms.

Unit-IV   **[12 Periods]**

International Monetary Fund (IMF)-Objectives- Organisation and management-Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose Organisation structure- Guiding principle- Leading programs.

Unit –**V**   **[12 Periods]**

International Development Association (IDA)-Objectives-Memberships – Loan assistance International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

Textbook:

1. Trade Facilitation: Defining, Measuring, Explaining and Reducing the Cost of International Trade, Patricia Sourdin, Richard W. T. Pomfret, Edward Elgar.

Reference Book:

1. Financing International Trade, James Calvin Baker, Greenwood Publishing Group.

2. A Guide to the Global Business Environment: The Economics of International Commerce, William Kerr, Nicholas Perdikis, Edward Elgar

Mapping of Course Outcomes with Program Outcomes:

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

Semester: III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
18MCC4EC	**India's International Trade**	**4**	**6**			**Elective-IV**

Introduction :

Business activities are conducted on a global level and even between nations. There is an emergence of global markets.

Course Outcome:

CO1	:	To know about the development of foreign trade policy
CO2	:	To learn about the legal framework for India's foreign trade
CO3	:	To understand about the Export promotion and promotional measures.
CO4	:	To learn about the concept of Technology policy and environment
CO5	:	To understand about the highlights of Indian trade performance.

Unit-I   **[12 Periods]**

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

Unit-II   **[12 Periods]**

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

Unit-III   **[12 Periods]**

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

Unit-IV   **[12 Periods]**

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trademarks.

Unit-V   **[12 Periods]**

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Textbook:

1. International Trade and Export Management - Francis cherunilam, Himalaya publishing House.

Reference Book:
1. International Trade - M.L. Varma, Vikas publishing House.

2. Export Management - T.A.S Balagopal, Himalaya Publishing House.

Mapping of Course Outcomes with Program Outcomes:

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