

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

Rathinam Techzone, Pollachi Road, Eachanari,

Coimbatore - 641021



Syllabus for

B.Com Computer Applications

2021-2022 Batch on-wards

Vision and Mission of the Institution:

VISION

To emerge as a world renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youngsters who can accelerate the overall development of India.

MISSION

To provide quality education at affordable cost, build academic and research excellence, maintain eco-friendly and robust infrastructure, and to create a team of well qualified faculty who can build global competency and employability among the youth of India.

MOTTO

Transform the youth into National Asset.

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

- Provide a student – centered environment that promotes academic excellence, professional and personal growth, ethical and professional conduct.
- Develop outstanding graduates who could demonstrate knowledge, skills, and competencies necessary to excel in entrepreneurial venture, higher education and or employment.

Program Educational Objectives (PEO)

PEO1	:	Become successful, qualified, innovative and productive in fulfilling the needs of the Industry, Government and Commerce.
PEO2	:	Capability to continue formal education and successfully complete an advanced degree.
PEO3	:	Grow professionally with the knowledge acquired and apply the skills through out the career.
PEO4	:	Contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.
PEO5	:	Establish interpersonal skills, leadership ability and team building to achieve organization goals and serve society with professional ethics and integrity.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
Industry Integrated Institution	PEO1,PEO3
Provocation of Knowledge, Skills, and Abilities	PEO2,PEO4
Research culture	PEO5,PEO2
Emerging technologies	PEO3,PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
Scholastic excellence	PEO1,PEO3 PEO5
Disseminate knowledge in research	PEO2,PEO4
Demonstrate ethical leadership	PEO2,PEO3
Reflect career challenges	PEO4,PEO5

Program Outcomes (PO)

PO1	:	Demonstrate competence in commerce, computer applications, accounting, finance and business.
PO2	:	Apply the knowledge of financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
PO3	:	Develop the ability to analyse the accounting concepts, principles, and frame works to communicate effectively to stakeholders.
PO4	:	Use research-based knowledge including design of tools, analysis and interpretation of data, and synthesis of the information to provide applicable conclusions.
PO5	:	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the accounting practices.
PO6	:	Incorporate the leadership and problem – solving skill set and the organizations they join or to initiate their own ventures.
PO7	:	Function effectively as an individual, and a member or leader in diverse teams, and in multi disciplinary settings.
PO8	:	Update the skill sets in a challenging world in equipping themselves to maintain their competence and in implementing global business practices
PO9	:	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcome (PSO)

PSO1	:	Gain knowledge and skills in various commercial aspects, computer Application courses and its recent trends.
PSO2	:	Adopt critical thinking and problem-solving skills effectively in the business world.
PSO3	:	Improve their leading role in the community, enabling him or her to take Responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development
PSO4	:	Become ethically and socially responsible commerce graduates with computer Application knowledge.

Mapping POs and PSOs with PEOs:

Program Outcomes	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	3	3		2	
PO2	3	3			
PO3	4	4		3	
PO4	5	5			
PO5			2	4	
PO6	1		3		
PO7		4		5	3
PO8				3	3
PO9	2			4	
PSO1	3	3	3	4	
PSO2	4		4		
PSO3			3	3	
PSO4		3			3

Mapping should be done based on the correlation of PO / PSO with PEO

If strongly correlated mention - 3

If moderately correlated mention - 2

If less correlated mention - 1

If no correlation leave blank

Components considered for Course Delivery is listed below:

1. Classroom Lecture
2. Laboratory class and demo
3. Assignments
4. Case Study
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	2		3		3	3		3	2
PO2	3		3	3		5		3	
PO3			2	3	2	3	4		3
PO4		3		3	3	4	5	4	3
PO5	3	3	1		3		6	2	2
PO6		2	2	3			4	1	
PO7	3	1		3		3		2	4
PO8	2		3		2	2	3		4
PO9			3					2	
PSO1	4	3	4	4				2	
PSO2	3		4			4		2	3
PSO3			4	4		4	3	2	
PSO4	2	3			1		3		

Mapping should be done based on the Correlation of PO / PSO with PEO.

If Strongly Correlated mention – 3

If moderately correlated mention – 2

If less correlated mention - 1

If no correlation leave blank

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
Scheme of curriculum for B .Com (Computer Application) for the students
admitted in the Batch during 2021 onwards
Curriculum Structure - Regulation - 2021

S.No	Sem	Part	Sub Type	Sub Code	Subject	Credit	Hours	INT	EXT	Total
1	1	1	L1		Language -I	4	4	50	50	100
2	1	2	L2		EnglishforCommunication -I	4	4	50	50	100
3	1	3	Core		Core-Financial Accounting-I	4	4	50	50	100
4	1	3	Core Practical		Core – MS Office	2	4	25	25	50
5	1	3	DSC	DSC	DSC 1C	4	4	50	50	100
6	1	3	DSC Practical	DSCP	DSCPractical -1C	2	4	20	30	50
7	1	3	Allied-I	DSA	DSA1A	4	4	50	50	100
8	1	4	AEC		AbilityEnhancement CourseI	2	2	50		50
9	1	6	VAC		ValueAddedCourse- I%	2	-	50		50
						28	30			
1	2	1	L1		Language-II	4	4	50	50	100
2	2	2	L2		EnglishforCommunication - II	4	4	50	50	100
3	2	3	Core		Core-FinancialAccounting- II	4	4	50	50	100
4	2	3	Core Practical		CorePractical-Excelin FinancialDecision	2	4	25	25	50
5	2	3	DSC	DSC	DSC2C	4	4	50	50	100
6	2	3	DSC Practical	DSCP	DSCPractical -2C	2	4	25	25	50
7	2	3	Allied-II	DSA	DSA2A	4	4	50	50	100
8	2	4	AEC		AbilityEnhancement CourseII	2	2	50		50
9	2	6	VAC		ValueAdded Course-II%	2	-	50		50
						28	30			
1	3	3	Core		Core-CorporateAccounting-I	4	5	50	50	100
2	3	3	Core Practical		CorePractical-Tally-I	2	4	25	25	50
3	3	3	DSC		DSC3C	4	5	50	50	100
4	3	3	DSC Practical	DSCP	DSCPractical -3C	2	4	25	25	50
5	3	3	Allied-III	DSA	DSA3A	4	5	50	50	100
6	3	4	SEC	SEC-I	SkillEnhancementCourses - I	2	5	25	25	50
7	3	4	AEC		AbilityEnhancementCourse III	2	2	50		50
8	3	6	VAC		ValueAddedCourse- III %	2	-	50		50
9	3	6	ITR		IndustrialTrainingReport-I	2	-	50		50
10	3	6	IDL		InterDepartmentLearning-I#	2	-	50		50

1	4	3	Core		Core-Corporate Accounting-II	4	5	50	50	100
2	4	3	Core - Practical		Core Practical - SPSS	2	4	20	30	50
3	4	3	DSC	DSC	DSC4C	4	5	50	50	100
4	4	3	DSC Practical	DSCP	DSC Practical -4C	2	4	25	25	50
5	4	3	Allied-IV	DSA	DSA4A	4	5	50	50	100
6	4	4	SEC	SEC-II	Skill Enhancement Courses -II	2	5	25	25	50
7	4	4	AEC		Ability Enhancement Course IV	2	2	50		50
8	4	6	VAC		Value Added Course-IV%	2	-	50		50
9	4	6	IDL		Inter Department Learning-II#	2	-	50		50
						24	30			
1	5	3	Core		Core-Cost Accounting	4	4	50	50	100
2	5	3	Core Practical		Core Practical-Tally II	2	4	20	30	50
3	5	3	DSC	DSC	DSC5C	4	4	50	50	100
4	5	3	DSC Practical	DSCP	DSC Practical -5C	2	4	25	25	50
5	5	3	DSE	DSE-I	Elective-I-DSE 1E	4	5	50	50	100
6	5	3	DSE	DSE- II	Elective-II-DSE 2E	4	5	50	50	100
7	5	4	SEC	SEC-III	Skill Enhancement Courses - III	2	4	25	25	50
8	5	6	ITR		Industrial Training Report-II	2	-	50		50
9	5	6	VAC		Value Added Course-V%	2	-	50		50
						26	30			
1	6	3	Core		Core-Management Accounting	4	6	50	50	100
2	6	3	Core Practical		Core Practical-Management Accounting	2	4	25	25	50
3	6	3	DSE	DSE- III	Elective- III-DSE3E	4	6	50	50	100
4	6	3	DSE	DSE-IV	Elective- IV-DSE4E	4	6	50	50	100
5	6	3	Core Course - XI	DSC	Core Project	8	4	100	100	200
6	6	4	SEC	SEC-IV	Skill Enhancement Courses - IV	2	4	25	25	50
7	6	5	EX		Extension Activity-EX %	2	-	50		50
						26	30	2310	1640	3950
	Total Credit					158				

Discipline Specific Core					
S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Computer Application in Business		Commerce- I	Yes
2		Internet and Web Designing		Commerce- I	Yes
3		HTML		Commerce- I	Yes
4		Database Management System		Commerce- I	Yes
5		Computer Networking		Commerce- I	Yes
6		Block Chain Fundamentals		Commerce- I	Yes
7		Company Law		Commerce- II	
8		Business Law		Commerce- II	
9		Taxation		Commerce-III	
10		Marketing Management		Commerce-III	
11		Financial Management		Commerce-III	
12		Behavioral Finance		Commerce-IV	

Allied					
S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Business Mathematics		Commerce- II	
2		Business Statistics		Commerce-III	
3		Entrepreneur Development		Mathematics	
4		Research Methodology		Commerce- I	
5		Managerial Economics		Commerce-III	
6		Principles of Management		Commerce- I	
7		Consumer Affairs		Commerce- I	
8		Micro finance		Mathematics	

Skill Based Subject					
S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Business Correspondence		Commerce- I	
2		Business Ethics and IPR		Commerce-IV	
3		Retail Environment		Commerce- I	
4		Services Marketing		Commerce- I	
5		Modern Office Management		Management-UG	
6		Portfolio Management		Commerce-III	
7		Principles of Auditing		Commerce- II	
8		Artificial Intelligence		Commerce- I	

Discipline Specific Elective						
S.N	Course Code	Specialization	Course	Pre-requisite	Offering Department	Mandatory
1		Finance	Working Capital Management		Commerce	
2		Finance	Business Finance		Commerce	
3		Finance	Goods and Service Tax		Commerce	
4		Finance	Financial Market and Institutions		Commerce	
5		Finance	Micro Finance		Commerce	
6		Banking	Merchant Banking		Commerce	
7		Banking	Commercial Bank Management		Commerce	
8		Banking	Principles and Practice of Banking		Commerce	
9		Banking	Digital Banking		Commerce	
10		Insurance	Marine Insurance		Commerce	
11		Insurance	Health Insurance		Commerce	
12		Insurance	Fire and Loss Consequential Insurance		Commerce	
13		Insurance	Agricultural Insurance		Commerce	
14		International Business	International Shipping and Legislation		Commerce	
15		International Business	International Business Strategy		Commerce	
16		International Business	International Trade Procedure and Documentation		Commerce	
17		International Business	Global Business Environment		Commerce	
18		Information Technology	Enterprise Resource Planning		Commerce	
19		Information Technology	Management Information System		Commerce	
20		Information Technology	E-Commerce		Commerce	
21		Information Technology	Cyber Law		Commerce	
22		Marketing	Consumer Behavior		Commerce	
23		Marketing	Supply Chain Management		Commerce	
24		Marketing	Brand Management		Commerce	
25		Marketing	Strategic Management		Commerce	

Ability Enhancement Course						
S.No	Course Code		Course	Pre-requisite	Offering Department	Mandatory
1			Environmental Studies		CS	Yes
2			Women Studies		Commerce II	
3			Constitution of India		Commerce I	
4			Human Rights		Psychology	Yes
5			Yoga		Tamil	
6			NCC		Viscom	
7			Communicative English		English	
8			Quantitative Aptitude		Mathematics	

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

Introduction:

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

Course Focus on : Employability / Skill Development

Course Outcome:

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

Unit - I **[12 Periods]**

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

Unit - II **[12 Periods]**

Journal – Ledger - Subsidiary Books – Rectification of Errors - Preparation of Trial Balance.

Unit - III **[12 Periods]**

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

Unit - IV **[12 Periods]**

Bill of Exchange - Accommodation bills – Average due date – Account Current.

Unit - V **[12 Periods]**

Receipts and Payments accounts – Income and Expenditure Accounts – Opening and Closing Balance Sheet.

Textbook:

1. Financial Accounting, T.S. Reddy & Dr. A. Murthy, Margham Publications -2018

Reference:

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

Note: Question Paper will cover 20% Theory and 80% Problems

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	3	1	3	3	1	1	3	3	1
CO2	1	1	1	3	1	3	1	1	3	3	1	1	3
CO3	3	2	2	2	1	2	3	2	2	2	3	2	2
CO4	1	3	3	2	3	2	1	3	2	2	1	3	2
CO5	3	3	1	3	2	3	3	3	3	3	3	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Financial Accounting - I	2	0	0	4	Practical

Introduction:

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

Course Focus on : Employability / Skill Development

Course Outcome:

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

Unit -I

[12 Periods]

Creative Advertising, owned by Miss Abida Masood, provides advertising consulting services.

During January 2011, the following events occurred:

Jan. 2 Owner contributed Rs. 50,000 and a new computer costing Rs. 20,500 to start her business.

Jan. 4 Office supplies were purchased on account for Rs. 4,000.

Jan. 10 Creative Advertising obtained 12% 5-year loan of Rs. 20,000 from the bank.

Jan. 12 Creative Advertising paid the utility bills for Rs. 2,750.

Jan. 15 Paid the Rs. 3,000 in Accounts Payable from the purchase of office supplies on Jan. 4.

Jan. 24 Advertising services completed in January were billed to clients Annie's Flowers at Rs. 18,300.

Jan. 27 Creative Advertising received Rs. 5,500 from Annie's Flowers, a client, as payment on account.

Jan. 30 Miss Abida Masood withdrew Rs. 6,000 of cash for personal use.

Requirement: You are required to pass Journal Entry, post to appropriate general ledger account and make a trial balance?

Unit -II

[12 Periods]

Enter the following transactions in the books of Supriya, the owner of the business.

2006:

Approved in the BOS Meeting held on 04-05-2021

- January 8 Purchased goods worth Rs.5,000 from Sarita on credit.
- January 12 Neha Purchased goods worth Rs.4,000 from Supriya on credit.
- January 18 Received a Cheque from Neha in full settlement of her account Rs.3,850. Discount allowed to her Rs.150
- January 20 Payment made to Sarita Rs.4,900. Discount allowed by her Rs.100.
- January 22 Purchased goods for cash Rs.10,000.
- January 24 Goods sold to Kavita for Rs.15,000. Trade discount @ 20% is allowed to her.

January 29 Payment received from Kavita by Cheque.

Unit -III

[12 Periods]

Enter the following transactions of the Premier Trading Company in Cash Book with three columns- Discount, Cash and Bank and balance the accounts as on 31st December 2004:

- 2004 Dec. 1 Cash in hand Rs 4,000
- 2004 Dec. 1 Bank Rs 1,000 (Cr.)
- 2004 Dec. 3 Received a cheque from A Rs 290 and allowed him discount of Rs 40
- 2004 Dec. 7 A's cheque deposited into the bank
- 2004 Dec. 10 Withdrew from bank for office use Rs 800
- 2004 Dec. 12 Paid B/P by cheque Rs 600
- 2004 Dec. 15 B/R from Ram. Rs 2,500: Discounted it, crediting with bank Rs 2,400
- 2004 Dec. 20 Issued a cheque for Petty Cashier Rs 100
- 2004 Dec. 25 Paid to Gupta by cheque Rs 920; discount received Rs 30
- 2004 Dec. 28 Made cash-sales Rs 900.

Unit -IV

[12 Periods]

Mr. Robert commenced business on 1st January, 2011 with a capital of Rs.1,00,000 in cash. On the same date he opened the bank account in ADCB and deposited Rs. 20,000. During the month of January 2011 the following transactions took place:

Jan 1 Bought goods for cash 70,000

2 Sold goods to Steve Co. (Credit) 38,000

15 Sold goods for cash 9,000

21 Steve Co. paid by cheque 35,000

22 Stationery bill paid by cheque 2,000

22 Telephone bill by cash 500

31 Paid rent by cash 2,000

Paid salaries by cash 3,000

Withdrew cash personal use 5,000

Required:

Make journal entries for the transactions and post them to ledgers.

Unit -V

[12 Periods]

Prepare Income and Expenditure Account from the Receipts and Payments Account of Youngsters Health club, Jhansi for the year ending 31st December, 2006.

Receipt & Payment A/c

Receipts	Amount	Payment	Amount
Opening balance	2400	Rent	3600
Subscriptions	16000	Stationery	450
Entrance fees	200	Salary	450
Sale of Investments	8000	Purchase of Equipment's	5500
Sale of old almira (Book value Rs 1800)	800	Expenses on competitions	2800
Donation	2500	Miscellaneous Expenses	650
Closing balance	8100	Furniture Purchased	4000

Text Book:

1. Financial Accounting, T.S. Reddy & Dr. A. Murthy, Margham Publications – 2018

Reference Books:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	3	1	3	3	1	1	3	3	1
CO2	1	1	1	3	1	3	1	1	3	3	1	1	3
CO3	3	2	2	2	1	2	3	2	2	2	3	2	2
CO4	1	3	3	2	3	2	1	3	2	2	1	3	2
CO5	3	3	1	3	2	3	3	3	3	3	3	3	3

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

Introduction:

The technical skills needed to know the Depreciation, Partnership Account and Branch Accounts.

Course Focus on : Skill Development / Employability

Course Outcome:

CO1	:	To create funds for replacement of assets.
CO2	:	To evaluate the performance of the department with previous result.
CO3	:	To analyze the licenses for Royalties.
CO4	:	To evaluate the inventory, profit and loss account of the business
CO5	:	To know about partnership admission, retirement & death, insolvency

Unit -I

[12 Periods]

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

Unit -II

[12 Periods]

Departmental Accounts - Basis for allocation of expenses - Inter departmental transfer at cost or selling Price.

Unit -III

[12 Periods]

Royalty accounts - Single entry system

Unit -IV

[12 Periods]

Branch accounts (Excluding Foreign Branch) - Hire Purchases Account

Unit -V

[12 Periods]

Partnership account – Admission of a Partner – Retirement of a partner - Death of a partner - Insolvency of a partner.

Text book:

1. Financial Accounting, T.S. Reddy & Dr. A. Murthy, Margham Publications - 2018

Reference:

1. Advanced Accountancy, S.N. Maheshwari, T.S. Reddy, Vikas publishers-2012
2. Advanced Accountancy, S.P. Jain and K.L. Narang, Vol-II –2014

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3	3		2
CO2	3	3	1	3	1	2	3	1		1	2	3	1
CO3	3	3	2	3	2	2		2	1	2	2		2
CO4	3	3	3	2	3	3	3		2	3	3	3	
CO5	3	2	2	3	1	3	1	1		1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical – Excel in Financial Decision	4	6	0	0	Theory

Introduction:

Advanced excel plays a very important role in structuring and presenting data so that it looks impressive. Once one has good understanding of Excel features like tables, cell styles, formatting options, then it is necessary to make awesome excel workbooks.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To inculcate the knowledge of MS Excel
CO2	:	To understand the basic statistics tools & methods
CO3	:	To outline the Analytical commands in Excel
CO4	:	To identify the statistical tools for problem solving
CO5	:	To analyze a program using appropriate analytical tool

Unit -I

[12 Periods]

1. Prepare a table showing the customer details of a bank. [Customer name, Nature of account, Account Number, Address, E-Mail ID] and Perform the following: Delete the customer who had closed the A/c. Insert a row in between the 1st & 2nd customer. Insert a column in between Address & Email ID and Name it as Telephone Number Hide the column 'Address'.
2. To Create a table of a company with the following details [Name of the employees, Name of the department, Net Pay, City Address] Copy the production department employees in sheet number and Copy the details of the employees staying in Coimbatore city. Find the person who is getting a maximum salary.

Unit -II

[12 Periods]

1. To Prepare payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs.10, 000/-. Calculate with the following components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the

total basic pay, net pay of all employees.

2. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise Performance of sales, purchase, profit of a company by using chart wizard.

Unit -III

[12 Periods]

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula.

Unit -IV

[12 Periods]

1. Suppose that the beginning of May 2012 you purchased shares in Apple, Inc. (Nasdaq: AAPL). It is now five years later and you decide to evaluate your holdings to see if you have done well with this investment. The table below shows the market prices of AAPL.

DATE	PRICE
2012	59.77
2013	121.19
2014	188.75
2015	135.81
2016	256.88
2017	337.41

1. Enter the data, as shown, into a worksheet and format the table as shown.
2. Create a formula to calculate rate of return for each year. Format the results as percentages with two decimal places.
3. Calculate the total return for the entire holding period. What is the compound average annual rate of return?
4. Create a Line chart showing the stock price from May 2006 to May 2011. Make sure to title the chart and label the axes. Now, create an XY Scatter chart of the same data. What are the differences between these types of charts? Which type of chart is more appropriate for this data?

- i) Experiment with the formatting possibilities of the chart. For example, you might try changing it to a 3-D Line chart and fill the plot area with a marble background. Is there any reason to use this type of chart to display this data? Do the “enhancements” help you to understand the data.
2. In your position as research assistant to a portfolio manager, you need to analyze the profitability of the companies in the portfolio. Using the data for Chevron Corporation below:

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	1,98,198	1,71,636	2,64,958	2,20,904	2,04,892
Net Income	19,024	10,483	23,931	18,688	17,138

- Calculate the net profit margin for each year.
- Calculate the average annual growth rates for revenue and net income using the GEOMEAN function. Is net income growing more slowly or faster than total revenue? Is this a positive for your investment in the company?
- Calculate the average annual growth rate of total revenue using the average function. Is this result more or less accurate than your result in the previous question? Why?

Create a Column chart of total revenue and net income. Be sure to change the chart so that the x-axis labels contain the year numbers, and format the axis so that 2017 is on the far right side of the axis.

Unit -V

[12 Periods]

- Prepare a final accounts format in the excel sheet from the following trial balance as per the revised schedule VI?

Debit	RS	Credit	Rs
Opening stock	50,000	Sales	3,25,000
Purchases	2,00,000	Discount Received	3,150
Wages	70,000	Profit & loss a/c	6,220
Discount allowed	4,200	Creditors	35,200
Insurance	6,720	Reserves	25,000
Salaries	18,500	Loan from managing director	15,700
Rent	6,000	Share Capital	2,50,000

Approved in the BOS Meeting held on 04-05-2021

General expenses	8,950		
Printing	2,400		
Advertisements	3,800		
Bonus	10,500		
Debtors	38,700		
Plant	1,80,500		
Furniture	17,100		
Bank	34,700		
Bad debts	3,200		
Calls in arrears	5,000		

2. Repeat Problem 2 using the data below for Qualcomm Inc. However, this time you should create a copy of your worksheet to use as a template. Replace the data for Chevron with that of Qualcomm.

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	10,991	10,416	11,142	8,871	7,526
Net Income	3,247	1,592	3,160	3,303	2,470

- a) Do you think that Qual comm. can maintain the current growth rates of sales and net income over the long run? Why or why not?
b) Which company was more profitable in 2010? Which was more profitable if you take a longer view? Would this affect your desire to invest in one company over the other?

Text book:

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

Reference Book:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3	3		2
CO2	3	3	1	3	1	2	3	1		1	2	3	1
CO3	3	3	2	3	2	2		2	1	2	2		2
CO4	3	3	3	2	3	3	3		2	3	3	3	
CO5	3	2	2	3	1	3	1	1		1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Corporate Accounting - I	4	5	0	0	Theory

Introduction:

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

Course Focus on : Employability

Course Outcome:

CO1	:	To know how company, issue of shares forfeiture and reuses, convert their shares into Stocks
CO2	:	To acquaint students with the legal formats and special items and adjustment pertaining to Underwriting of Shares and Debentures, Valuation of Shares etc.,
CO3	:	To Understand how profits or losses are distributed before and after incorporation of Companies.
CO4	:	To examine the company's goodwill.
CO5	:	To evaluate the liquidation of companies.

Unit - I

[12 Periods]

Issue of shares : Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Rights Issue - Underwriting.

Unit - II

[12 Periods]

Redemption on Preference Shares - Debentures - Issue - Redemption - Profit prior to Incorporation (include all Ratios).

Unit - III

[12 Periods]

Final Accounts of Companies - Calculation of Managerial Remuneration.

Unit - IV

[12 Periods]

Valuation of Goodwill and Shares - Need - Methods of valuation of Goodwill and Shares.

Unit - V

[12 Periods]

Liquidation of Companies - Statement of Affairs -Deficiency account.

Text Book:

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

Reference:

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3		3	3	3		3	3	3		2
CO2	3	3	3	1	3	3		1	3	1	2	3	1
CO3	3	3	1	1	3	3	1	1	3	2	2		2
CO4	3	3	1	1		1			3	3	3	3	
CO5	3	3		1	1	3	1	1	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Tally-I	2	0	0	4	Practical

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

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

Unit - I

[12 Periods]

1. Create company in the name of "Rathinam & Co" in tally ERP 9 with VAT options.
 - ❖ Accounts with Inventory option.
 - ❖ Financial accounting year 01.04.2021 onwards.

[12 Periods]

Unit - II

1. M/s. Bharath Electronics is a manufacturing & trading firm of electronic goods owned by Mr. Bharath and Mr. Kannan works as an Accounting Manager. The firm uses Tally ERP 9 to record their business transactions. Kindly guide Mr. Bharath in creating the above-mentioned company in Tally ERP 9 with the name of his firm creating a user account for Mrs. Kannan giving owner right. Mr. Bharath is very much concerned about the data security and that is why he decides to adopt the following password policy:
 1. Minimum length of password should be 8 with at least 2 alphabets, 1 number and one specialist character in it. (For Example: Saravanam1^)
 2. Users need to change password on first login.
 3. User should be provided the rights to change their passwords.

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

Mr. Kannan.

Unit - III

[12 Periods]

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

Computer	Furniture	Buildings
----------	-----------	-----------

2. Create the below mentioned Ledgers under appropriate groups in the books of M/s. Bharath Electronics:

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

Unit - IV

[12 Periods]

1. Create the following data in the books of M/s. Bharath Electronics:
 1. Unit of Measurement: Nos. (Numbers), Doz.(dozen)
 2. Godown: Tech Zone Godown, 16/25, Rathinam Corner, Eachanari, Coimbatore. Under Primary. By allow storage of Material option as yes.
 3. Stock Categories: 15" & 17" (LG Monitor Inch wise)
 4. Stock Groups:

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

5. Stock Item:

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

Unit -V

[12 Periods]

Take a print out of Cheque no. 146814 Issued 10.10.2021 to Electricity charges.

Text Book

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

Reference Books

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3		3	3	3		3	3	3		2
CO2	3	3	3	1	3	3		1	3	1	2	3	1
CO3	3	3	1	1	3	3	1	1	3	2	2		2
CO4	3	3	1	1		1			3	3	3	3	
CO5	3	3		1	1	3	1	1	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Corporate Accounting - II	4	5	0	0	Theory

Introduction:

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

Course Focus on: Skill Development / Employability

Course Outcome:

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

Unit -I

[12 Periods]

Accounting for Mergers and Amalgamation - Absorption and Internal Reconstruction.

Unit -II

[12 Periods]

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

Unit -III

[12 Periods]

Banking Company Accounts - (New format only).

Unit -IV

[12 Periods]

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

Unit -V

[12 Periods]

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

Text Book:

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

Reference Book:

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1		3	1		3	3	3		2
CO2	1	1	3	1	3	1	3	1	2	1	2	3	1
CO3	1		3		1	3	3	1	1	2	2		2
CO4	3	1	1	3	3	3	1		1	3	3	3	
CO5	1	3	3		3	1		1	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical - SPSS	2	0	0	4	Practical

Introduction:

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

Course Focus on: Skill Development / Research

Course Outcome:

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

Unit - I

[12 Periods]

1. Weight of babies (kg) below 6 months taken from a hospital record is given below.

Calculate Mean, Medium, and Mode, Standard Deviation and Coefficient of Skewness and kurtosis.

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

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

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

Null Hypothesis: Drug A and B provides similar relief

Unit -II

[12 Periods]

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

Normal	Diabetic	Herb 1	Herb 2
96.00	180.00	180.00	120.00
100.00	225.00	190.00	130.00
111.00	260.00	185.00	130.00
98.00	250.00	190.00	135.00
106.00	265.00	180.00	136.00
105.00	280.00	170.00	140.00

Null hypothesis: The group means are equal to one another.

Unit - III

[12 Periods]

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

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

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

Null Hypothesis: (H₀) there is no correlation between age and systolic blood pressure.

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

Unit -IV

[12 Periods]

1. From the followings prepare the Inventory.

Stock	Cost	Warehouse	Onsite	Total Qty	Total Value	Retail Price
Computer						
HCL	17500	1	4	5 Nos	87500	21500
ACER	17100	0	4	4 Nos	68400	24785
Accessories						
CD ROM	450	0	5	5 Box	2250	500

Disk 1oos						
Dust Covers	35	2	8	10 Nos	350	40
USB Pen Drive	1200	0	10	10 Nos	12500	1600
Wireless Keyboard	490	10	15	25 Nos	12250	700
Wireless Mouse	250	10	10	20 Nos	5000	430
Printer						
HPPrinter	8200	0	7	7 Nos	57400	9500
Laser Printer	8100	0	5	5 Nos	40500	9850
Total					286150	

Unit - V

[12 Periods]

- From the following prepare payroll
Capital = Rs.10, 00,000
Mano = Rs.5,00,000
Krish = Rs.2,00,000
Raghul = Rs.3, 00,000
Deposited into UCO Bank Rs 10,000

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

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

ATTENDANCE

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3		3	3	3		2
CO2	3	3	1	3	3	3	3	1	3	1	2	3	1
CO3	3	3		3	3	3	3		3	2	2		2
CO4	3	3	1	3	3	3	3		3	3	3	3	
CO5	3	3	3	3	3	1	3	3	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - Cost Accounting	4	6	0	0	Theory

Introduction:

This course consists of a discussion of cost accounting concepts and objectives, an in-depth study of cost accounting systems and accumulation procedures and a search into the elements of material, labor and factory overhead costs.

Course Focus on: Skill Development

Course Outcome:

CO1	:	To Compose Fundamental Concepts of Cost Accounting and Cost Accounting Methods to Identify Profitable Products and Services.
CO2	:	To Apply Cost Accounting Methods to Optimize the Use of People, Resources, and Materials
CO3	:	To Create Costing Reports, Including a LIFO FIFO and price methods
CO4	:	To Summarize process cost accounting and prepare a marginal cost report
CO5	:	To Interpret variable cost variances and fixed cost variances.

Unit - I

[12 Periods]

Definition, scope and nature of cost accounting - cost concepts – classification - objectives and advantages - demerits of cost accounting - methods and techniques - different between cost and financial accounting - cost unit-cost centers - cost sheets.

Unit - II

[12 Periods]

Material purchase control, level, aspects, need and essentials of materials control. Stores control- EOQ- stores records - ABC analysis-Pricing of issue of materials (FIFO, LIFO, HIFO, Simple average method, weighted average method)

Unit - III

[12 Periods]

Labour cost - Computation and control. Time keeping - Methods of wage payment - Time rate and Piece rate system - Payroll procedures - Idle time and over time - Labour turnover.

Unit - IV

[12 Periods]

Overheads - Classification, Allocation, Apportionment and Absorption. Accounting and control of overheads - Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution) - Machine Hour Rate.

Unit - V

[12 Periods]

Methods of costing: Job costing, Contract Costing, Process costing (normal loss, abnormal loss and gain only) - Operating cost

Text book:

1. Jain S.P. and Narang K.L - Cost Accounting

Reference:

1. R.S.N. Pillai and V. Bagavathi-“Cost Accounting” - S. Chand and Company Ltd., New Delhi Edn.2006.
2. Reddy and Murthy- Cost Accounting.

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	1	3	3	1	2	3	3		2
CO2	1	3	3	1	3	1	3	1		1	2	3	1
CO3	1	3		1	3	3	3		1	2	2		2
CO4	3	1	1	3		3	1	1	3	3	3	3	
CO5	1	3	3	1	3	1	3	1		1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical – Tally II	2	0	0	4	Practical

Introduction:

Tally is powerful accounting software, which is driven by a technology called concurrent multi-lingual accelerated techno day to day activities associated in an enterprise. Tally provides comprehensive solution around accounting principles, inventory Tally software comes with easy-to-use interface thus making it operationally simple.

Course Focus on: Skill Development

Course Outcome:

CO1	:	To enrich the application knowledge of accounting software by creating company, entering accounting voucher entries and generate the financial statements.
CO2	:	To generate the GST Reports by making necessary vouchers.
CO3	:	To operate professionally with the knowledge acquired and apply the skills Through out financial and accounting areas.
CO4	:	To develop the application knowledge of accounting the transitions for report Generation of various purposes.
CO5	:	To develop the knowledge on maintaining assets and inventories in active and Economical manner.

Unit - I

[12 Periods]

Creation of Voucher Entries & P & L, Balance Sheet Statement generation.

Supporting Informations:

1. Capital Introduced by Mr. KAPOOR Rs 500000/- Same was deposited in PNB Bank.
2. Purchased Cloth from Mr Ajay 50 Mtrs at Rs 500 per mtr. + GST 18%. While paying to Mr Ajay, he allowed Discount of Rs 1000/- and accepted Rs 28500/- as full and final settlement
3. Cash Sales made during the year 150000/- + GST18%.
4. Purchased Machinery required for production of Cloth from Rama Traders and cheque issued immediately from PNB bank 50000/- + GST18%
5. Raw Material purchased from Mr Shriram Traders on 30 days credit 75000/- + GST18%
6. Sold goods to Mr Deepak Enterprises 15000+ GST@18%. Discount of Rs 150/- was allowed to Mr Deepak Enterprises and cheque received for balance payment.
7. Cheque received from Mr Deepak Enterprises was dishonored.
8. Goods sold to Mr Arun and cheque received. 150000+GST@18%.
9. Wages paid in cash Rs.25000.
10. Cash withdrawn from PNB Bank Rs.15000.
11. Miscellaneous Expenses paid in cash 12000.

12. Depreciation: Plant and Machinery 15% WDV method.

13. Commission received in cash Rs 10000/-.
14. Mr KAPOOR withdrew Cash Rs. 15000 for his personal use.
15. GST liability was offset and balance payment was made in cash.

Unit - II

[12 Periods]

GST Return Generation: for the Company Called Seetal

Pvt.Ltd., Supporting Informations:

1. Purchased Coocoo Powder box from Mr Arjun 160 nos. at Rs 950 per Box. + GST 18%. Mr Arjun, allowed Discount of Rs 8000/- and accepted Rs 1,44,000/- as full and final settlement.
2. Cash Sales made during the year 285000/- + GST 18%.
3. Raw Material purchased from Mr Shrinitha Traders on 20 days credit 2,56,000/- + GST 18%
4. Sold goods to Mr Dhayalan Co., 315000+ GST@18%. Discount of Rs 1500/- was allowed to Mr Dhayalan Co., and cheque received for balance payment.
5. Goods sold to Mr Ragul and cheque received. 1,85,000+GST@18%.

Unit III

[12 Periods]

Bank Reconciliation Statement for the month of January

2020: Supporting Information:

The Transactions in the books of M/s RJM Limited

S.No	Date	Transactions for the month	Bank Date
1	01/01/2020	Started business with cash Rs 5,00,000.	
2	01/01/2020	Cash deposit into SBI Rs. 1,00,000	01/01/2020
3	01/01/2020	Cash withdrawn from SBI for office use Rs 70,000	01/01/2020
4	01/01/2020	Transfer Rs 20,000 from SBI to HDFC Bank.	01/01/2020
5	01/01/2020	Cash withdraw by the owner Rs 2,500 for personal use.	01/01/2020
6	01/01/2020	Purchase goods from Kailash Hardware Parryware Steel Pedestal 200 pcs @ Rs 1500 each	
		Parryware Indus Basin 150 pcs @ 1200 each	
7	01/01/2020	Sold goods to R.K.Enterprise Parryware Steel Pedestal 200 pcs @ Rs 1950 each	
		Parryware Indus Basin 150 pcs @ 1650 each	
8	01/01/2020	Received cheque from R.K.Enterprise against Invoice No. 19-20/001 of Rs 752,250 and deposited in HDFC Bank.	02/01/2020
9	02/01/2020	Commission received in HDFC Bank of Rs 25000	31/01/2020
10	02/01/2020	Purchase Furniture of Rs 15000 by cheque (SBI).	31/01/2020
11	02/01/2020	Paid cheque to Kailash Hardware, against Invoice No. 19-20/363 of Rs 250,000 from HDFC Bank	31/01/2020

Approved in the BOS Meeting held on 04-05-2021

12	02/01/2020	Bank deducted as Ledger Folio Charges from SBI Current Account 90	02/01/2020
13	02/01/2020	Paid Salary to Ram in cash Rs 9,500 in cash.	-
14	31/01/2020	Electricity Charges paid Rs 650 in cash	-
15	31/01/2020	Paid Audit Fee of Rs 3000 in cash.	-
16	31/01/2020	Received Interest from SBI of Rs 600.	31/01/2020
17	31/01/2020	Depreciation charged @ 10% on furniture.	-
18	31/01/2020	Cash withdraw by the owner Rs 2,500 for Personal use.	-

Unit IV

[12 Periods]

Generation of Cash/Fund Flow Statement

Supporting Information:

The summarized balance sheet of Bhadresh Ltd as on 31.12.05 and 31.12.2006 are as follows:

Liabilities	2005	2006	Assets	2005	2006
Share capital	4,50,000	4,50,000	Fixed asset	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investment	50,000	60,000
P & I a/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtor	2,10,000	4,55,000
Tax provision	75,000	10,000	Bank	1,49,000	1,97,000
Mortgage loan	-	2,70,000			
	10,49,000	12,42,000		10,49,000	12,42,000

Additional Details:

1. Investment costing Rs. 8,000 were old for Rs.8,500
2. Tax provision made during the year was Rs. 9,000 During the year part of fixed assets costing Rs10,000 was sold for Rs12,000 and the profit was included in P & L A/c. You are required to prepare cash flow statement for 2006.

Unit V

[12 Periods]

Creation of Cost Category & Cost Centers Supporting Information:

Company 'Anish Enterprises with Accounts only option.

Cost Category	Cost Centers
Accounts Department	Mr.Sane
Marketing Department	Mr.Shete

Savings Bank Interest Received	IndianBank
Savings Bank Interest Received	Dena Bank
Factory Electricity Charges	Meterno.57011210
Office Electricity Charges	Meterno.57011220
Voucher Entries	
1/7/2009	Started business with Cash Rs.30,000/-, building Rs.75,000/-and Furniture Rs. 20,000/-
2/7/2009	Opened a Bank account with Indian Bank by depositing Rs. 5,000/-
5/7/2009	Paid salary to Mr. Sane Rs. 3,000/- and Mr. Shete Rs. 2,500/-
12/7/2009	Paid commission Rs. 1,500/- to Anand.
28/7/2009	Paid electricity bill of meter no 57011210 Rs.750/-and meter no. 57011220 Rs. 1,250/-
31/7/2009	Received interest Rs.350/- from Indian Bank and Rs.250/- From Dena Bank.

Mapping of Course Outcomes with Program Outcomes:

Course Outcome	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PS01	PS02	PS03	PS04
C01	3	3	3	1	2	3	1	2	3	3	3		2
C02	2	1	3	2	3	1	3	1	2	1	2	3	1
C03	1	2	3	2	1	3	3	1	1	2	2		2
C04	3	1	1	3	3	3	1	2	1	3	3	3	
C05	1	3	3	2	3	1	2	1	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Management Accounting	4	6	0	0	Core

Introduction:

Management accounting provides data to the management on the basis of which they take decisions to Achieve organizational goals and improve their efficiency.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To provide the fundamental knowledge and techniques in Management Accounting.
CO2	:	Find and Apply tools and techniques used to plan, control and make decision.
CO3	:	Prepare budgets and demonstrate budget control techniques.
CO4	:	To provide the fundamental knowledge about managerial applications of marginal costing.
CO5	:	Illustrate and Build the knowledge of break-even analysis and profit maximization.

[12 Periods]

Unit - I

Management Accounting: Meaning, Definition, Nature, Objectives, Scope and Functions of Management Accounting, Management Accounting and Financial Accounting, Management and Cost Accounting; Utility of Management Accounting, Role of Management Accounting in decision making.

[12 Periods]

Unit - II

Financial statement analysis-objectives of analysis of financial statement tools of financial statement analysis Multi –step income statement, Horizontal analysis, Common sized analysis, Trend analysis, Analytical Balance Sheet.

[12 Periods]

Unit - III

Statement of Ratio Analysis Comparative Statements, Common size statements, and Trend analysis. Ratio analysis : Meaning of Ratios, Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; Calculation and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios.

[12 Periods]

Unit - IV

Fund flow and cash flow statement meaning of fund flow statement -Uses of fund flow

statement, Funds Flow Statement and Income Statement. Preparation of Funds Flow Statement. Meaning of Cash flow statement- Preparation of Cash Flow Statement. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash flow Analysis. Limitations of Cash Flow Analysis.

Unit - V

[12 Periods]

Budgeting - Cash Budget - Production Budget - Sales Budget – Flexible Budget – Zero based Budget.

Text Books:

1. Reddy & Murthy, Management Accounting, Margham Publications, Chennai, 2005.

Reference Books:

1. Dr. S.N. Maheswari, Management Accounting, Sultan Chand & Sons, New Delhi, 2002

2. MYKhan & PK Jain, Management Accounting, Tata McGraw- Hill, New Delhi

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	3	3	1	1	3	3	1	2	3	3		2
CO2	1	3	3	1	3	1	3	1		1	2	3	1
CO3	1	3		1	3	3	3		1	2	2		2
CO4	3	1	1	3		3	1	1	3	3	3	3	
CO5	1	3	3	1	3	1	3	1		1	3	1	1

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

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

CO1	:	Understand basics of computer– input devices, output devices, hardware, software and operating system - based content
CO2	:	Perform word processing, data creation, editing and formatting documents in the Software
CO3	:	Get the knowledge to calculate, organize, edit and present the numerical data in spread sheet.
CO4	:	Utilize database for creating files, perform queries, and create forms and reports
CO5	:	Integrate Microsoft Access applications in business for creation of database

Unit I

[12 Periods]

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

Unit II

[12 Periods]

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

Unit III

[12 Periods]

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

Unit IV

[12 Periods]

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

Unit V

[12 Periods]

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

Textbook:

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

Reference Book:

1. Computer Applications in Business, S.V. Srinivasa Vallabhan Sultan Chand.-2011
2. Computer Applications in Business, TD Malhotra, Kalyani Publications PC.-2014

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1		1			1	3	3		2
CO2	1	3	3	1	3	3	1	3	3	1	2	3	1
CO3	3	3	3	3	1	3	1	1	3	2	2		2
CO4	3	1	1	3	3	1			1	3	3	3	
CO5	1	1	1	1	3	1	3	1	1	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC – Practical Computer Application in Business	2	0	0	4	Core

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

CO1	:	Recognize when to use each of the Microsoft Office programs to create professional and academic documents
CO2	:	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
CO3	:	Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the Internationally accepted Internet and Computing Core (IC3) standards.
CO4	:	Relate real-life MS Word applications for professional or personal use.
CO5	:	Demonstrate fundamental knowledge of MS Word.

I – MICROSOFT WORD

[12 Periods]

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

II – MS EXCEL

[12 Periods]

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using

If logic formula

Approved in the BOS Meeting held on 04-05-2021

III – MS POWER POINT

[12 Periods]

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

IV – MS ACCESS

[12 Periods]

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

Text book:

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

Reference Book:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	1	3	1		1	3	3		2
CO2	3	3		2	3	2	1	1	1	1	2	3	1
CO3	3	3	1	1	3	3	2	1		2	2		2
CO4	3	3	3	3	1	3	3	1	2	3	3	3	
CO5	1	2	1		1	1	1	1	1	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Internet and Web Designing	4	6	0	0	Core

Introduction:

This Subject provides enough information about the concept of internet and web designing. It also helps user experience aspects of website development rather than software development.

Course Focus on: Skill Development

Course Outcome:

CO1	:	Understand the concepts of various components to design stable analogue circuits.
CO2	:	Represent numbers and perform arithmetic operations
CO3	:	Analyse and design combinational circuit.
CO4	:	Simple and impressive design techniques, from basic still advanced to focus on goal oriented and user centric designs.
CO5	:	Demonstrate the principles behind systematic database design approaches by covering conceptual design, logical design through normalization

[12 Periods]

Unit -I

Introduction to Internet - Internet Access /Dial - Up Connection - Internet Services Features - TCP/IPVs Shell Accounts – Configuring the Machine for TCP/IP Account-Configuring the Shell Account – Telnet – Changing the Password-WorldWideWeb(WWW) - Web Page - Hyper Text - HTML Tags - Net Surfing - Internet/Web Browsing - Browser - Internet Addressing - IP Address - Domain Name - Electronic Mail – Uniform Resource Locator (URL) - Internet Protocols -TCP/IP - FTP - HTTP - Telnet - Gopher -WAIS.

[12 Periods]

Unit -II

Searching the Web - Web Index - Web Search Engine - Web Meta - Searcher – Search Functions - Search Engines - Meta Search Sites - Directories and Indexes – Specialized Directories - Electronic Mail (E-Mail) - E-Mail Message - Customizing E-Mail Programs -Managing Mails - Zen of ‘E-mailing’ - Address Book - Signature Feature - File Attachment Facility – Setting priority – Advantages and Disadvantages of E-Mail.

[12 Periods]

Unit - III

Introduction to HTML - HTML Code for a Web Page - Web Page Basics - Set up a Web Page - Display a Web Page in a Web Browser - Start a New Paragraph - Start a New Line -Insert Blank Spaces - Heading - Pre-format Text - Comment - Special Characters – Format Text - Emphasize - upper script and Subscript - Font Style and Size - Color - Margins -Mono Spaced Font - Block Quote - Lists - Ordered List - Unordered List - Nested List -Definition List – Images – Add an Image – Background Image – Border –Wrap Text Aroundan Image - Aligning the Image - Horizontal Rule - Use Images in List - Convert an Image to GIFor JPEG.

Unit -IV

[12 Periods]

Links - Link to another Web Page - Link within a Web Page - Link to an Image – Link to a File - E-mail Link - Link to an FTP Site - Change Link Colors - Create Keyboard Shortcuts - Change the Tab Order - Tables - Create a Table - Add a Border - Caption - Column Groups - Row Groups - Color - Background Images - Aligning Data - Size of a Table - Size of a Cell - Span Cells - Cell Spacing and Cell Padding- Borders – Text Wrapping-Nested Tables -Wrap Text around a Table.

Unit -V

[12 Periods]

Sounds and Videos - Link to a Sound - Sound Considerations - Embedded Sound - Extended Video - Video Considerations - Internal Video - Introduction to Forms - Set up a Form - Text Box - Large Text Area - Check Boxes - Radio Buttons - Menu - Upload Files -Submit and Reset Button- Hidden Field - Organize Form Elements - Label from Elements -Introduction to Frames- Creating Frames - Frame Considerations - Provide Alternative Information - Link to a Frame - Scroll Bars - Resizing Frames - Frame Borders – Frame Margins – Nested Frame sets – Inline Frame.

Text Book:

1. Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai.

Reference Books:

1. EricKramer, “HTML”.
2. KamaleshN.Agarwala, AmitLal &DeekshaAgarwala, “BusinessoftheNet”.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3		3		1	3	3		2
CO2	3	3	1		3	1	3	1		1	2	3	1
CO3	3	3	1	1	3		1	1	3	2	2		2
CO4	3	3		1	3	1		1		3	3	3	
CO5	3	3	3		3	1	3	1	3	1	3	1	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Internet and Web Designing	4	0	0	5	Practical

Introduction:

This Subject provides enough information about the concept of internet and web designing. It also helps user experience aspects of website development rather than software development.

Course Focus on: Skill Development

Course Outcome:

CO1	:	Understand the concepts of various components to designs table analogue circuits.
CO2	:	Represent numbers and perform arithmetic operations
CO3	:	Analyse and design combinational circuit.
CO4	:	Simple and impressive design techniques, from basic still advanced to focus on goal oriented and user centric designs.
CO5	:	Demonstrate the principles behind systematic database design approaches by covering conceptual design, logical design through normalization

[12 Periods]

Unit - I

Write a program on how to link an image to another page in HTML.

[12 Periods]

Unit - II

Create a Web page using various html tags.

[12 Periods]

Unit - III

Create a webpage using html attributes.

[12 Periods]

Unit - IV

Create a webpage using background images

[12 Periods]

Unit - V

Create a webpage using Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended Video – Video Considerations – Internal Video.

Text Book:

1. Alexis Leon & Mathews Leon, "Internet for Everyone", Leon Tech World, Chennai.

Reference Books:

1. Eric Kramer, "HTML".
2. Kamallesh N. Agarwala, Amit Lal & Deeksha Agarwala, "Business of the Net".

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3		3		1	3	3		2
CO2	3	3	1		3	1	3	1		1	2	3	1
CO3	3	3	1	1	3		1	1	3	2	2		2
CO4	3	3		1	3	1		1		3	3	3	
CO5	3	3	3		3	1	3	1	3	1	3	1	1

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

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

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

[12 Periods]

Unit - I

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

[12 Periods]

Unit - II

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

[12 Periods]

Unit - III

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

[12 Periods]

Unit - IV

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

[12 Periods]

Unit - V

Creating the WebSite – Working on the website – Creating website structure – Creating Titles for Webpages – Themes – Publishing websites – Browser icon for the site – Changing the CSS Styles – Adding pages and navigation.

Text Book:

1. John Duckett – HTML & CSS, 2011.

Reference Books:

1. Brian Miller- Above the Fold, Revised Edition, 2014
2. Craig Grannell – HTML & CSS Web Design, 2008

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3		3		1	3		3	
CO2	3	3	1		3	1	3	1		3	1	3	1
CO3	3	3	1	1	3		1	1	3	3		1	1
CO4	3	3		1	3	1		1		3	1		1
CO5	3	3	3		3	1	3	1	3	3	1	3	1

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

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

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

Unit - I

[12 Periods]

Create a static webpage using table tags of HTML

Unit - II

[12 Periods]

Create employee registration webpage using HTML form objects

Unit - III

[12 Periods]

Apply stylesheet in Web page.[inline, embedded and linked]

Unit - IV

[12 Periods]

Create a simple xml file and also create dynamic webpage in which XML tags is used.

Unit - V

[12 Periods]

Create a dynamic webpage which displays arithmetic operations [addition, subtraction, division, multiplication and modulus] using HTML Frame

Text Book:

1. John Duckett – HTML & CSS, 2011.

Reference Books:

1. Brian Miller – Above the Fold, Revised Edition, 2014
2. Craig Grannell – HTML & CSS Web Design, 2008

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3		3		1	3		3	
CO2	3	3	1		3	1	3	1		3	1	3	1
CO3	3	3	1	1	3		1	1	3	3		1	1
CO4	3	3		1	3	1		1		3	1		1
CO5	3	3	3		3	1	3	1	3	3	1	3	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Database Management System	4	6	0	0	Theory

Introduction:

To provide a thorough knowledge of the electronic data system, process structures and to enable the students to acquire practical knowledge in data base management system. To enable the students to learn the data base operations and process thoroughly. On successful completion of the course the students should understand the architectural concept, structural embedded SQL, Hierarchical approach and Network concept.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL
CO2	:	To be able to model an application's data requirements using conceptual modelling tools like ER diagrams and design data base schem as based on the conceptual model.
CO3	:	To create, modify and drop objects within a relational database. Retrieve and store information in a relational database using SQL in a multi-user, web-based environment.
CO4	:	Describe the Hierarchical Approach and logistical database program
CO5	:	Familiar with basic database storage, Architecture of DBTG system and DBTG Data Structure

[12 Periods]

Unit - I

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.

[12 Periods]

Unit - II

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

[12 Periods]

Unit - III

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 can did ate key, Good and bad decomposition.

Unit - IV

[12 Periods]

Hierarchical Approach: IMS datastructure. 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/1 Examples.

Unit - V

[12 Periods]

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

Text Books:

1. An introduction to Data base Systems : Seventh Edition : by C.J.Date

Reference Books:

1. Database Systems Concepts by Abraham Silberschatz, Henry F Korth

2. An introduction to Database Systems – Bipin C Desai

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1	3	1	3	3	1	1		3	1	1	
CO2	1	3	3	1	3	3	1	1	1	3	1	1	1
CO3	1	3	3	1	3	3	3	3	1	3	3	3	1
CO4	3	3	3	1	3	3	3	1	3	3	3	1	3
CO5	3	3	3	1	3	3	3		3	3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Database Management System	4	0	0	5	Practical

Introduction:

To provide a thorough knowledge of the electronic data system, process structures and to enable the students to acquire practical knowledge in data base management system. To enable the students to learn the data base operations and process thoroughly. On successful completion of the course the students should understand the architectural concept, structural embedded SQL, Hierarchical approach and Network concept.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL
CO2	:	To be able to model an application's data requirements using conceptual modelling tools like ER diagrams and design database schemas based on the conceptual model.
CO3	:	To create, modify and drop objects within a relational database. Retrieve and store information in a relational database using SQL in a multi-user, web-based environment.
CO4	:	Describe the Hierarchical Approach and logistical database program
CO5	:	Familiar with basic database storage, Architecture of DBTG system and DBTG Data Structure

[12 Periods]

Unit - I

Write a query in sql to create a table employee and department

Employee (emp no, e-name, dept no, job, hire date) Department (dept no, d name, loc)

Include the following constraints on column of emp table.

- To make the emp no as primary key of the table and
- To ensure that the e name column does not contain NULL values and
- The job column to have only UPPERCASE entries and
- To put the current date as default date in hire date column in case data is not supplied for the column.

Include the following constraints on column of dept table.

- To make dept no as primary key.
- To ensure dept name, loc columns does not contain NULL values

Also enforce REFERENTIAL INTEGRITY, declare dept no field of dept table as primary key and dept no field of emp table as foreign key.

Unit - II

[12 Periods]

- Q-1>Give list of emp name & their job spec who are working in dept no 20?
Q-2>Compile the details of emp working in dept no 30?
Q-3>Find list of emp who seem pno is greater than manager no?
Q-4>Find all manager not in dept no 10?
Q-5>To find the total number of employees.
Q-6>To find the total number of clerk hire dafter 13-jan-81.
Q-7>Determine which department have more than two people holding a particular job?
Q-8>Find all department that have at least two clerk?
Q-9>Retrieve emp name and job who have the same job as that of all en?
Q-10>List all emp name and their job of those depts. That are locate date Chicago?

[12 Periods]

Unit - III

- Q-1>Create a table client master with the following fields client_no, name, address 1, address 2, city, state, pin code, remarks, balance due and add the constraints?
- Create a primary key constraint on the column client no?
 - Create the following check constraints
 - Data values being inserted into the column client no must start with 'c'.
 - Data values being inserted into the column name should be allowed in upper case only?
- Q-2>Insert five rows in the table client master?
Q-3>Show all rows of client master?
Q-4>Add a new column in your table : AGE ?
Q-5>Update the table client master?
Q-6>Delete a row from client master where age is greater than 60?
Q-7>Create table supply master (supplier no, supplier name, address1, address2, city, state, pincode, remarks, bal due) by using client master.
Q-8>Insert values in table supply master by using client master.
Q-9>Drop table client master?

[12 Periods]

Unit - IV

- Q-1>Display everyone in dept no 20 who is neither a clerk, sales mannon analyst?
Q-2>List all emp names, their jobs, salary in ascending order by their jobs?
Q-3>Obtain list of all emp no and names who are manager?
Q-4>Display names of all emp whose communication is greater than salary?
Q-5>To find the sum paid as salary to all employees every month.
Q-6>To find the yearly compensation paid to all salesmen.
Q-7>Divide all employee into group dept and job and also specify dept no?
Q-8>List all emp name and salary whose salary is greater than that of all managers?
Q-9>Display all emp names and sal where sal is less than that of any manager of any dept?
Q-10>To find the minimum salary of managers in various depts.

[12 Periods]

Unit - V

- Q-1>Find list of emp whose sal is greater than 2000 along with their job space?
Q-2>Give list of all emp along with their monthly and annual income?
Q-3>List all emp name who are ordered by the jobs within each job there should be Descending order by emp no?
Q-4>Retrieve details of emp whose sal is between 1000 and 2000 both inclusive?

Q-5>To find the average salary of all the employees.

Q-6>To find the average yearly compensation paid to salesmen.

Q-7>List annual salary from all job consisting of more than one employee?

Q-8>List all dept with atleast one analyst?

Q-9>To find the minimum salary of managers in various depts. Having salary greater than 2500?

Q-10>To select all employees sorted dept wise in ascending order and within dept salary wise in descending order for dept no. 10 and 20.

Text Books:

1. An introduction to Database Systems: Seventh Edition: by C.J. Date

Reference Books:

1. Database Systems Concepts by Abraham Silberschatz, Henry F. Korth
2. An introduction to Database Systems- Bipin C. Desai

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1	3	1	3	3	1	1		3	1	1	
CO2	1	3	3	1	3	3	1	1	1	3	1	1	1
CO3	1	3	3	1	3	3	3	3	1	3	3	3	1
CO4	3	3	3	1	3	3	3	1	3	3	3	1	3
CO5	3	3	3	1	3	3	3		3	3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Block Chain Fundamentals	4	6	0	0	Theory

Introduction:

This subject covers the details of Block chain and its various applications.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	Understand Block chain and its Uses
CO2	:	Understand the Bitcoin details.
CO3	:	Students will be familiar with block chain and cryptography basics.
CO4	:	Students will learn how this system works and how can they utilize and what application can be build.
CO5	:	Build their own application using the learned concepts.

[12 Periods]

Unit - I

Block chain : An Introduction to Block chain – need for Block Chain – The Structure of Block chain – a Structure of Block chain – Data Distribution in block chain – Block Validation.

[12 Periods]

Unit - II

Bitcoin – History of Bitcoin – Bitcoin uses, Users and their stories–How bitcoin works? – Transactions - Bitcoin Mining – Value of Bitcoin – Advantages and Disadvantages.

[12 Periods]

Unit - III

Introduction – Public key cryptography and crypto-currency Private and Public Keys Private Keys Public Keys – Bitcoin Networks.

[12 Periods]

Unit - IV

Ethereum – be the part of ethereum – Dap – Components of Ethereum – Cryptocurrency – Hyper ledger

[12 Periods]

Unit - V

Meta mask – Mist – Truffle – Embark – Solidity – Multi chain.

Text Books:

1. Cybrosys Limited Edition –BLOCKCHAINED-BOOK

Reference Books:

1. Antonopoulos, Mastering Bitcoin : Unlocking Digital Crypto currencies

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3	1	1	
CO2	3	3	1	3	1	2	3	1		3	1	1	1
CO3	3	3	2	3	2	2		2	1	3	3	3	1
CO4	3	3	3	2	3	3	3		2	3	3	1	3
CO5	3	2	2	3	1	3	1	1		3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Block Chain Fundamentals	4		0	6	Practical

Introduction:

This subject covers the details of Block chain and its various applications.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	Understand Block chain and its Uses
CO2	:	Understand the Bitcoin details.
CO3	:	Students will be familiar with block chain and cryptography basics.
CO4	:	Students will learn how this system works and how can they utilize and what application can be build.
CO5	:	Build their own application using the learned concepts.

Unit - I

[12 Periods]

Is Block chain Network Trustable? If so, why?

Unit - II

[12 Periods]

What is the Difference Between Ethereum and Bitcoin Block chain?

Unit - III

[12 Periods]

What are the Components of a Block chain eco system? Explain.

Unit - IV

[12 Periods]

Is the Block chain Totally Different from Traditional Banking Ledger?

Unit - V

[12 Periods]

What is Private and Public Block chain? Give Examples.

Text Books:

1. Cybrosys Limited Edition – BLOCKCHAINED-BOOK

Reference Books:

1. Antonopoulos, Mastering Bitcoin : Unlocking Digital Cryptocurrencies

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3	1	1	
CO2	3	3	1	3	1	2	3	1		3	1	1	1
CO3	3	3	2	3	2	2		2	1	3	3	3	1
CO4	3	3	3	2	3	3	3		2	3	3	1	3
CO5	3	2	2	3	1	3	1	1		3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Company Law	4	6	0	0	Theory

Introduction:

To familiarize the concept of company law concept, fundamentals, tools, techniques and its significance in the liberalized business environment. Students can learn the law and legal principles in various subject areas.

Course Focus on: Employability

Course Outcome:

CO1	:	Explains the basic concepts of company law and provide the knowledge of company, shares and kinds of the company.
CO2	:	Understand the memorandum of association, describes the memorandum of association and article of association.
CO3	:	Describes the use of prospectus in a company by understanding contents of prospectus along with statement in prospectus and its remedies.
CO4	:	Illustrates the relationship between company and debenture holders. Interprets the management of company its borrowing and legal position.
CO5	:	Identify the Companies Act, provides effective time bound winding up process. It also provides for aspects such as new grounds of winding up.

[12 Periods]

Unit - I

Nature and Definition of Company – Kinds of Companies – Procedure for Incorporation of company under companies Act 2013. Privileges of Private Company - Formation of Company

[12 Periods]

Unit - II

Memorandum of Association – Contents and Alteration doctrine of Ultravires – Articles of Association – Contents and Alteration – Difference Between Articles and Memorandum of Association – Doctrine of Indoor Management

[12 Periods]

Unit - III

Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Statement in Lien of Prospectus – Statement in Prospectus and Remedies.– Kinds of Shares and Debentures.

[12 Periods]

Unit - IV

Company Management – Borrowing Powers of Companies- Legal Position – Director and Secretary – Qualification and Disqualification – Appointment, Removal, Rights, Duties and Power of Directors.

[12 Periods]

Unit - V

Company Meetings – Classification of Meeting – Statutory Meeting – Annual General Meeting – Resolutions – Kinds of Resolutions- Winding up - Modes of Winding Up.

Textbook:

1. N.D.Kapoor-Sultan CVhand& Sons- Company law –13th edition, latest reprint, 2015.

Reference:

1. Tandon-Company Law And Secretarial Practice- Sultan chand&Sons,2003.
2. P.K. Ghosh -Company Law and Secretarial Practice-S.Chand& Sons-14th edition,2013.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3	1	1	
CO2		3	1	3		2	3	1		3	1	1	1
CO3	3	3	2	3	2	2		2	1	3	3	3	1
CO4	3	3	3	2			3		2	3	3	1	3
CO5	3	2	2	3	1	3	1	1		3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical – Company Law	2	0	0	4	Practical

Introduction:

To familiarize the concept of company law concept, fundamentals, tools, techniques and its significance in the liberalized business environment. Students can learn the law and legal principles in various subject areas.

Course Focus on: Employability

Course Outcome:

CO1	:	Identify the company, shares and kinds of the company.
CO2	:	Analyze the memorandum of association and article of association.
CO3	:	Experiment with the use of prospectus in a company by understanding contents of prospectus along with statement in prospectus and its remedies.
CO4	:	Identify and interpret the management of company its borrowing and legal position.
CO5	:	Make use of the Companies Act, provides effective time bound winding up process. It also provides for aspects such as new grounds of winding up

Unit - I

[12 Periods]

Students will have to make a chart on company and its characteristics.

Unit - II

[12 Periods]

Students will have to make a presentation on memorandum of association and articles of association.

Unit - III

[12 Periods]

Students will have to collect prices of shares in various companies.

Unit - IV

[12 Periods]

Students will have to conduct a seminar on the company secretary.

Unit - V

[12 Periods]

Prepare a chart on meetings of a company.

Textbook:

1. N.D.Kapoor-Sultan C.V.hand and Sons- Company law –13th edition, Latest Reprint,2015

Reference book:

1. . Tandon-Company Law And Secretarial Practice- Sultan Chand and Sons,2003.
2. P.K. Ghosh -Company Law and Secretarial Practice- S.Chand and Sons-14thedition,2013.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	1	3	1	3	1	3	1	1	
CO2		3	1	3	3		1	3		3	1	1	1
CO3	3	3			3	3		1	3	3	3	3	1
CO4		3	3	3	3	3	3	1		3	3	1	3
CO5	3	3		1	1	1	1		3	3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Law	4	6	0	0	Theory

Introduction:

The prime purpose of business law is to maintain order, resolve disputes, establish generally accepted standards, protect rights and liberties when it comes to business and its relation to other businesses, government authorities, and the customers.

Course Focus on: Employability

Course Outcome:

CO1	:	To know the source and origin of business law
CO2	:	To know the contract process in business
CO3	:	To know the Rights of indemnity holder and indemnifier
CO4	:	To know the Relation of Principal and third parties
CO5	:	To gain knowledge of Rules relating delivery of goods

[12 Periods]

Unit - I

Business Law – Introduction – Meaning – Objectives – Sources – origin - (custom – law of England – Equity precedents nature of law.) Indian Contract Act, 1872 – Contract – Definition – Obligation – Nature and Kinds of Contract – Elements of a Valid Contract - Formation of Contract.

[12 Periods]

Unit - II

Agreement – Contingent Contract, Quasi Contract – Types of contingent contract – Performance of a Contract – Discharge of a Contract – by performance mutual consent, by impossibility, by contract, By breach – Remedies for breach of Contract

[12 Periods]

Unit - III

Contract of Indemnity – Introduction – Rights of indemnity holder and indemnifier – Guarantee - Definition, features, types, Revocation – Bailment - pledge. Hypothecation – charge mortgage - Meaning and definitions.

[12 Periods]

Unit - IV

Agency – creation of Agency – Kinds of Agency – Agent – Kinds of Agent-Rights and Duties of Principal and Agent – Relation of Principal and third parties - Termination of Agency.

[12 Periods]

Unit - V

Sale of goods Act 1930 – Definition of Sale and Agreement to sell – Condition and Warranties-Transfer

of property – Transfer of title – performance – Remedies for breach – Unpaid Seller – Rights of unpaid seller - Auction sale – Rules relating delivery of goods.

Textbook:

1. Business Law - K.R. Buichandani - Himalaya Publishing House, Mumbai.

Reference:

1. Business Law – V. Balachandran & Thothadri, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
2. Commercial Law – M.C. Shukla, -S. Chand & Sons., New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	1	3	1	3	1	3	1	1	
CO2		3	1	3	3		1	3		3	1	1	1
CO3	3	3			3	3		1	3	3	3	3	1
CO4		3	3	3	3	3	3	1		3	3	1	3
CO5	3	3		1	1	1	1		3	3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical – Business Law	4	6	0	0	Practical

Introduction:

To Familiarize the concept of business law, Fundamentals, Tools, Techniques and its significance in the Liberalized business environment students can learn the law and legal principles in various subject areas.

Course Focus on: Employability

Course Outcome:

CO1	:	To know about the contract Act.
CO2	:	To evaluate breach of contract.
CO3	:	To analyze partnership Act.
CO4	:	To evaluate sales Act in India.
CO5	:	To know about bailment, guarantees and warranties.

[12 Periods]

Unit - I

Contract – Case study

[12 Periods]

Unit - II

Breach of contract – case study

[12 Periods]

Unit - III

Partnership deed – case study

[12 Periods]

Unit - IV

Finder of lost goods – case study

[12 Periods]

Unit - V

Termination of agency – case study

Textbook:

1. Business Law - K.R.Buichandani – Himalaya Publishing House, Mumbai.

Reference:

1. Business Law –V.Balachandran & Thothadri, Vijay NicoleImprints Pvt Ltd, Chennai-91.
2. Commercial Law – M.C.Shukla,-S.Chand & Sons, New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	1	3	1	3	1	3	1	1	
CO2		3	1	3	3		1	3		3	1	1	1
CO3	3	3			3	3		1	3	3	3	3	1
CO4		3	3	3	3	3	3	1		3	3	1	3
CO5	3	3		1	1	1	1		3	3	3		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Taxation	4	6	0	0	Core

Introduction:

An income tax is a tax imposed on individuals or entities (tax payers) that varies with respective income or profits (taxable income). Many jurisdictions refer to income tax on business entities as companies' tax or corporate tax.

Course Focus on: Employability

Course Outcome:

CO1	:	To know about various basic concepts used in Income tax Act.
CO2	:	Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income.
CO3	:	Enable students to develop experience in identifying tax issues and applying the income tax Law to arrive at reasoned solutions to problems.
CO4	:	Described about the provisions of salary income, House property & business or profession and their computation
CO5	:	Exemplify professional judgments and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable

[12 Periods]

Unit - I

Income Tax- Introduction- Definition- Assessment year – Financial year – previous year –Gross total income- Net total income- agricultural income- Tax Rate for Different Persons. - Permanent Account Number (PAN) - Residential status- Scope of total income on the basis of residential Status - Exempted income under section- Deduction U/S 80C to 80U

[12 Periods]

Unit - II

Heads of Income - Income from salary - Income from house property.

[12 Periods]

Unit - III

Income from Business or Profession - Capital gains.

[12 Periods]

Unit - IV

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

firm.

[12 Periods]

Unit - V

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

Textbook:

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

Reference:

1. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2020-21), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1				1	1		1	3		1	1		1
CO2	1			1		2		3		1		2	
CO3					2		2		3		2		2
CO4		1	1	2			2	2	3	2			2
CO5	1			1		2	2	3		1		2	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Taxation	2	0	0	2	Practical

Introduction:

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

Course Focus on: Employability

Course Outcome:

CO1	:	To know about various basic concepts used in Income tax Act.
CO2	:	Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income.
CO3	:	Enable students to develop experience in identifying tax issues and applying the income tax Law to arrive at reasoned solutions to problems.
CO4	:	Described about the provisions of salary income, House property & business or profession and their computation
CO5	:	Exemplify professional judgments and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable

Unit - I

[12 Periods]

Calculate the liability of Mr. Hasan for the assessment year 2019-2020

Net Agricultural Income -	50,000
Non- Agricultural Income -	3,25,000.

Unit - II

[12 Periods]

Mr. Kumar has constructed a multistory building at Delhi consisting of 40 flats. Each flat is let out @ 1,000 p.m. The municipal authorities have fixed the rental value of this property as Rs.4,50,000 p.a. The owner bears the following expenses:

i) Lift maintenance	12,000 p.a
ii) Pump maintenance	8,000 p.a
iii) Salary of gardener and watchman	3,600 p.a
iv) Swimming pool expenses	9,000 p.a

Compute the annual rental value for the property

[12 Periods]

Unit - III

Ms. Swathi a non-resident send \$ 25,000 to India on 20th May 2008. On July 7, 2008 a part of this money was utilized to purchase 20,000 shares of XY Ltd. An Indian company @

Rs.10 per shares. On 1/11/2019 these shares were sold @ Rs.40 per shares. Compute the capital gain if telegraphic transfer rates are as follow:

	20/5/2008	7/7/2008	1/11/2019
	(for us \$)	(for us \$)	(For us \$)
Buying Rate	Rs.45	Rs.45.50	Rs. 63.75
Selling Rate	Rs.46	Rs.46.60	Rs. 64.75

[12 Periods]

Unit - IV

Following are the incomes of Sri Amar for the financial year 2019-2020. Compute his taxable income under the head other sources if he Resident NOR or Non-Resident:

- Interest on saving bank deposit a/c with unionbank, Delhi
1,000
- Income from agriculture in Africa invested in Pakistan
40,000
- Dividends received in USA from an America company part of which Rs.4,000
Remitted to India 12,000
- Family pension received in Kenya for services rendered in India 54,000
(Hints: Income from other sources if resident Rs. 92,000; if NOR or NR
Rs. 40,000; out of pension standard deduction of Rs.15,000 is to be allowed)

Unit - V

[12 Periods]

The following are the incomes of Mr. Saket for the financial year 2019-20

Taxable Income from HP	Rs 2,00,000
Taxable Income from other sources	Rs 50,000
Taxable Income from Business	Rs.6,00,000

Calculate Advance tax installments

Text book:

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

Reference:

1. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2020-21), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1				1	1		1	3		1	1		1
CO2	1			1		2		3		1		2	
CO3					2		2		3		2		2
CO4		1	1	2			2	2	3	2			2
CO5	1			1		2	2	3		1		2	2

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

Introduction:

This course helps to attain basic skills of Marketing Management strategies and conditions.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	To understand Principles of marketing management, market segmentation Product life cycle, pricing, branding
CO2	:	To develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.
CO3	:	To provide opportunities to analyze marketing activities within the firm
CO4	:	To apply marketing concepts and theories to realistic marketing situations
CO5	:	To getting knowledge about branding and advertising

[12 Periods]

Unit - I

Marketing Management - Introduction-Definition of Marketing - Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

[12 Periods]

Unit - II

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

[12 Periods]

Unit - III

The Product - Types - consumer goods - industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products - strategies.

[12 Periods]

Unit - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective- factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

[12 Periods]

Unit - V

Branding Decisions: Brand - Brand Image, Brand Identity - Brand Personality - Positioning and leveraging the brands - Brands Equity – Advertising - online marketing - E-marketing; Digital platform forms.

Text book:

1. **Philip Kotler**, Marketing Management Sultan Chand and Sons, New Delhi.

Reference:

1. **Rajan Nair**, Marketing Management, Konark Publications, New Delhi.
2. **Cundiff and Still**, Fundamentals of modern marketing.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes		
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3
CO1	1			1					2	1	1	
CO2		1			3		2	3		1		2
CO3	1		2						1		2	
CO4		1		2		3				2		
CO5	1			1					2	1		2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical - Marketing Management	4	5	0	0	Practical

Introduction:

This course helps to attain basic skills of Marketing Management strategies and conditions.

Course Focus on: Employability

Course Outcome:

CO1	:	To understand Principles of marketing management, market segmentation Product life cycle, pricing, branding
CO2	:	To develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.
CO3	:	To provide opportunities to analyze marketing activities within the firm
CO4	:	To apply marketing concepts and theories to realistic marketing situations
CO5	:	To getting knowledge about branding and advertising

Unit - I

[12 Periods]

Submit report any four functions of marketing (Field Work)

Unit - II

[12 Periods]

Submit report market segmentation (Field Work)

Unit - III

[12 Periods]

Submit demo for product mix

Unit - IV

[12 Periods]

Submit demo for price fixation of a new product

Unit - V

[12 Periods]

List out different ways of promoting brand

Text book:

1. Philip Kotler, Marketing Management Sultan Chand and Sons, New Delhi.

Reference:

1. Rajan Nair, Marketing Management, Konark Publications, New Delhi.

2. Cundiff and Still, Fundamentals of modern marketing.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1					2	1	1		1
CO2		1			3		2	3		1		2	
CO3	1		2						1		2		2
CO4		1		2		3				2			2
CO5	1			1					2	1		2	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Financial Management	4	6	0	0	Theory

Introduction:

This course is trains the students to acquire knowledge and develop skills to take rational decisions in the process of financial aspect. This course is designed primarily for students who are being exposed to capital structure, Cost of Capital, Leverage, capital budgeting and Working Capital for the first time. This course covers the explanations about the Financial Management concepts in the organizational context it details the impact of Source of Funding and considerations needed to make financial decisions both inside and outside firms.

Course Focus on: Employability

Course Outcome:

CO1	:	Familiarize Participants with Fundamentals of Financial Management in an Organization.
CO2	:	Explore and Develop the Financial Environment in which Firms and Managers Must Operate.
CO3	:	Evaluate the Concepts of Financial Management and Investment, Financing and Dividend Policy Decisions of a Business Concern.
CO4	:	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO5	:	Apply and Leverage and EBIT, EPS Analysis Associate with Financial Data in the Corporate.

Unit -I

[12 Periods]

Introduction of Financial Management- Nature and Scope - Finance Functions - Objectives of Financial Management - Profit Maximization and Wealth Maximization - Sources of Finance - Role of a Financial Manager - Time Value of Money- Risk and return - The capital asset pricing model (CAPM).

Unit -II

[12 Periods]

Cost of Capital Meaning and Importance- Cost of Specific Sources of Capital - Equity – Preferred Stock – Debt and Retained Earnings - Weighted Average Cost of Capital - Capital Budgeting- Techniques - NPV- Payback Period – ARR – IRR - Capital Rationing.

Unit -III

[12 Periods]

Measurement of Leverage - Effect of Operating and Financial Leverage on Profits- Capital Structure - Factors Influencing Capital Structure – Optimal Capital Structure –Determination of Capital Structure.

Approved in the BOS Meeting held on 04-05-2021

[12 Periods]

Unit -IV

Dividend Classification - Sources Available for Dividends - Dividend Policy -Determinants of Dividend Policy-Dividend and Uncertainty- Working Capital Management.

[12 Periods]

Unit -V

Working Capital Management - Concepts - Importance – Determination of Working Capital- Budgeting- Importance-Objectives and Preparation of Various Budget.

Textbook:

1. I. M. Pandey - Financial Management.

Reference:

1. Khan and Jain - Financial Management - A Conceptual Approach
2. Sharma and Sashi Gupta, Financial Management, Kalyani Publication.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1					2	1	1		1
CO2		1			3		2	3		1		2	
CO3	1		2						1		2		2
CO4		1		2		3				2			2
CO5	1			1					2	1		2	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical - Financial Management	4	6	0	0	Practical

Introduction:

This course is trains the students to acquire knowledge and develop skills to take rational decisions in the process of financial aspect. This course is designed primarily for students who are being exposed to capital structure, Cost of Capital, Leverage, capital budgeting and Working Capital for the first time. This course covers the explanations about the Financial Management concepts in the organizational context it details the impact of Source of Funding and considerations needed to make financial decisions both inside and out side firms.

Course Focus on: Employability

Course Outcome:

CO1	:	Familiarize Participants with Fundamentals of Financial Management in an Organization.
CO2	:	Explore and Develop the Financial Environment in which Firms and Managers Must Operate.
CO3	:	Evaluate the Concepts of Financial Management and Investment, Financing and Dividend Policy Decisions of a Business Concern.
CO4	:	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO5	:	Apply and Leverage and EBIT, EPS Analysis Associate with Financial Data in the Corporate.

Unit -I

[12 Periods]

Somnath Ltd. is engaged in the business of export of garments. In the past, the performance of the company had been up to the expectations. In line with the latest technology, the company decided to upgrade its machinery. For this, the Finance Manager, Dalmia estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decisions on a continuous basis. Dalmia therefore, began with the preparation of a sales forecast for the next four years. Fie also collected the relevant data about the profit estimates in the coming years. By doing this, he wanted to be sure about the availability of funds from the internal sources of the business. For the remaining funds he is trying to find out alternative sources from outside.

Identify the financial concept discussed in the above paragraph. Also state the objectives to be achieved by the use of financial concept, so identified.

Approved in the BOS Meeting held on 04-05-2021

Unit -II

[12 Periods]

“A business that doesn’t grow dies”, says Mr. Shah, the owner of Shah Marble Ltd. with glorious 36 months of its grand success having a capital base of RS.80 crores. Within a short span of time, the company could generate cash flow which not only covered fixed cash payment obligations but also create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marble Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of RS.120 crores. To seek advice in this matter, he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. He also apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr. Seth, Mr. Shah decided to raise funds from a financial institution.

- Identify and explain the concept of Financial Management as advised by Mr. Seth in the above situation.
- State the four factors affecting the concept as identified in part (1) above which have been discussed between Mr. Shah and Mr. Seth.

Unit - III

[12 Periods]

Well-being Ltd. is a company engaged in production of organic foods. Presently, it sells its products through indirect channels of distribution. But, considering the sudden surge in the demand for organic products, the company is now inclined to start its online portal for direct marketing. The financial managers of the company are planning to use debt in order to take advantage of trading on equity. In order to finance its expansion plans, it is planning to ‘raise a debt capital of Rs. 40 lakhs through a loan @ 10% from an industrial bank. The present capital base of the company comprises of Rs. 9 lakh equity shares of Rs.10 each. The rate of taxes 30%. In the context of the above case:

- What are the two conditions necessary for taking advantage of trading on equity?
- Assuming the expected rate of return on investment to be same as it was for the current year i.e. 15%, do you think the financial managers will be able to meet their goal. Show your workings clearly.

Unit - IV

[12 Periods]

Wireworks Ltd. Is a company manufacturing different kinds of wires? Despite fierce competition in the industry, it has been able to maintain stability in its earnings and as a policy uses 30% of its profits to distribute dividends. The small investors are very happy with the company as it has been declaring high and stable dividend over past five years. In context of the above case:

- State any one reason because of which the company has been able to declare high dividend by quoting line from the paragraph.
- Why do you think small investors are happy with the company for declaring stable dividend?

Unit - V

[12 Periods]

Abhishek Ltd' is manufacturing cotton clothes. It has been consistently earning good profits for many years. This year too, it has been able to generate enough profits. There is availability of enough cash in the company and good prospects for growth in future. It is a well-managed organization and believes in equality, equal employment opportunities and good remuneration practices. It has many shareholders who prefer to receive a regular income from their investments. It has taken a loan of Rs. 50 lakhs from ICICI Bank and is bound by certain restrictions on the payment of dividend according to the terms of the loan agreement. The above discussion about the company leads to various factors which decide how much of the profits should be retained and how much has to be distributed by the company. Quoting the lines from the above discussion, identify and explain any four such factors.

Text book:

1. I. M. Pandey - Financial Management.

Reference:

1. Khan and Jain - Financial Management - A Conceptual Approach
2. Sharma and Sashi Gupta, Financial Management, Kalyani Publication.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1					2	1	1		1
CO2		1			3		2	3		1		2	
CO3	1		2						1		2		2
CO4		1		2		3				2			2
CO5	1			1					2	1		2	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Behavioral Finance	4	6	0	0	Core

Introduction:

Behavioral finance is the study of the influence of psychology on the behavior of investors or financial analysts. It also includes the subsequent effects on the markets. It focuses on the fact that investors are not always rational, have limits to their self-control, and are influenced by their own biases.

Course Focus on: Employability

Course Outcome:

CO1	:	To Analyze the features of Behavioral finance
CO2	:	To Apply the theories for investments
CO3	:	To Analyze the factors of behavioral Finance
CO4	:	To Create interest and habit for Investing
CO5	:	To Analyze the duties and responsibilities of Financial Markets

[12 Periods]

Unit -I

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception- Peculiarities (biases) of quantitative and numerical information perception – Representativeness – Anchoring – Exponential discounting -Hyper bolic discounting.

[12 Periods]

Unit -II

Utility Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decisionmaking under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept – Investor rationality and market efficiency.

[12 Periods]

Unit -III

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency - Market Predictability – The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic under performance – Fundamental information and technical analysis – the case for psychological Influence.

Unit -IV

[12 Periods]

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach tousing behavioral factors in corporate decision-making. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psycho physiology and emotional regulation Active portfolio management – the source of the systematic under performance

Unit -V

[12 Periods]

Emotions and Decision Making: Experimental measurement of risk – related – Measuring Risk- Emotional mechanisms in modulating risk – taking attitude – Neuro physiology of risk taking. Personality traits and risk attitudes in different domains

Text Book:

1. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves

Reference Books

1. Understanding Behavioral Finance by Ackert the Psychology of Investing by John R. N. of sin gerpearson Prentice Hall (4th Edition)
2. What Investors Really Want- Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3		2	1
CO2	3	3	1	3	1	2	3	1		2	3	1	
CO3	3	3	2	3	2	2		2	1	2		2	1
CO4	3	3	3	2	3	3	3		2	3	3		2
CO5	3	2	2	3	1	3	1	1		3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Entrepreneurial Development	4	5	0	0	Theory

Introduction:

To build the necessary competencies and creativity and prepare them to undertake entrepreneurship as a desirable and feasible career option.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	To know about the role of the entrepreneur in India and around the globe, understand the benefits and drawbacks of entrepreneurship and students have to avoid them entrepreneurial failure.
CO2	:	To develop student's ability to create, lead and coordinate projects within the textile and fashion sector. It also intends to provide tools and methods in order to make use of entrepreneurial thinking to develop a business project.
CO3	:	Students will be able to define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses.
CO4	:	To understand process of women entrepreneur and how faced their problems.
CO5	:	To understand difference between Micro, small and medium Enterprises.

Unit -I

[12 Periods]

Basics of Entrepreneurship - classification of Entrepreneurship - Importance of Entrepreneurship - difference between Entrepreneurship and employment – Entrepreneurial skills - current trends.

Unit -II

[12 Periods]

Business management skills - Internal skills - Financial management - Operating management - Manpower management - Material and Inventory management.

Unit -III

[12 Periods]

Business management skills - External skill – Marketing Management - Sales Management – Business opportunities – Market Survey and Strategy- investment and investors relations - Business Outreach and promotions.

Unit -IV

[12 Periods]

Schemes and Funding- Banking – Lending schemes – Government sponsored schemes MSME credit – MUDRA loan - PMEGP scheme- CGTMSE Scheme - startup India. NRLM – PRYSEM – SIDCO – DICs

Unit -V

[12 Periods]

Business plan preparation: plan format- proposal preparation – business pitching – EDP-Feasibility Report - successful enterprises - case studies

Text Book:

1. C.B.Gupta and S.P.Srinivasan, Entrepreneurial Development.

Reference Book:

1. S.S. Khanka, Entrepreneurial Development.
2. S. Anil Kumar, Entrepreneurship Development, New Age International, 2008.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	3	3		2	1	3		2	1
CO2	3	3	1	3	1	2	3	1		2	3	1	
CO3	3	3	2	3	2	2		2	1	2		2	1
CO4	3	3	3	2	3	3	3		2	3	3		2
CO5	3	2	2	3	1	3	1	1		3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Research Methodology	4	6	0	0	Theory

Introduction:

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

Course Focus on: Employability

Course Outcome:

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

[12 Periods]

Unit -I

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

[12 Periods]

Unit -II

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

[12 Periods]

Unit -III

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

[12 Periods]

Unit -IV

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

[12 Periods]

Unit -V

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

Text Book:

1. Kothari - 4th Edition - Business Research Methods

Reference Book

1. Emory - Business Research Methods
2. Rummel & Ballaine - Business Research Methods

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	1	3		1		3	1		3		2	1
CO2	1			3	3	1	1	3	3	2	3	1	
CO3		1				1		3	3	2		2	1
CO4	3		3		1					3	3		2
CO5	1	1		3			1		1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Managerial Economics	4	5	0	0	Core

Introduction:

This Subject provides enough insights on the concept of managerial economics. It also helps independent business person to take various decisions pertaining to price, quantity and market equilibrium.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Apply economic reasoning to the analysis of selected contemporary economic Problems
CO2	:	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed
CO3	:	Analyze the efficiency and equity implications of government interference in markets
CO4	:	Evaluate the intent and outcomes of government stabilization policies designed to correct macroeconomic problems
CO5	:	Use economic problem-solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy.

[12 Periods]

Unit - I

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

[12 Periods]

Unit - II

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

[12 Periods]

Unit - III

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

[12 Periods]

Unit - IV

Introduction – Meaning of Production and Production Function – Cost of Production.

[12 Periods]

Unit - V

Introduction – Meaning and Features – Theories of Business Cycles – Measures to Control Business Cycles – Business Cycles and Business Decisions Inflation and Deflation:

Inflation - Meaning and Kinds – Measures to Control Inflation – Deflation.

Text Book:

1. Managerial Economics: Edwin Mansfield, Publisher: W. W. Norton & Company-2004
2. Managerial Economics - Cauvery R. Sultan Chand– New Delhi, -2013

Reference Book:

1. Managerial Economics - Dean Joek Prentice Hall of India-2015
2. Dholakia R & Oth – Micro economics for management students – Oxford University

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1		3	1		1		1			3		2	1
CO2	3	3	1	1	3	3		3	3	2	3	1	
CO3			1	3	1	3		2		2		2	1
CO4	1	1	1	3	3				1	3	3		2
CO5		1	1	1	3	1	1			3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Principles of Management	4	5	0	0	Theory

Introduction:

Managers are required in all the activities of organizations: budgeting, designing, selling, creating, financing, accounting, and artistic presentation; the larger the organization, the more managers are needed. Everyone employed in an organization is affected by management principles, processes, policies, and practices as they are either a manager or a subordinate to a manager, and usually they are both.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Discuss and communicate the management evolution and how it will affect future managers
CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management
CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO4	:	Imbibe adaptations to an uncertain environment and identify techniques managers use to influence and control the internal environment.
CO5	:	Practice the process of management's four functions: planning, organizing, leading, and controlling.

[12 Periods]

Unit -I

Management: Meaning – Process of Managing – Features – Management as an art or a science or a profession – Scientific Management – Principles and Functions of Management.

Unit -II

[12 Periods]

Planning: Definition–Nature and Characteristics of Planning – Importance – Types of Plans –Planning process – Limitations. Decision making - steps.

Unit -III

[12 Periods]

Organizing: Meaning – Principles and Types of Organization – Span of control–Delegation of Authority – Decentralization. Staffing: Recruitment – Meaning and Definition – Sources of recruitment and selection process– Training.

Unit -IV

[12 Periods]

Directing : Nature and purpose of directing Motivation:Meaning–Definition–Types of Motivation –Theories of Motivation (Maslow’s theory, Herzberg theory, McGregor theory) Leadership : Meaning –

Importance – Types of Leadership – Qualities of a good leader – Leadership theories.

Unit -V

[12 Periods]

Controlling: Definition–Characteristics of control–Steps in controlling – Effective control–Control Techniques. Modern trends in management process.

Text Book:

1. Principles of Management - C.B. Gupta

Reference Book:

1. Principles of Management – Dinkar Pagare
2. Essentials of Management - Harold Koontz and Heinz Weirich

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1		3	1		3	3		2	1
CO2	1	1	3	1	3	1	3	1	3	2	3	1	
CO3	1		3		1	3	3	1	1	2		2	1
CO4	3	1	1	3	3	3	1		1	3	3		2
CO5	1	3	3		3	1		1	3	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Consumer Affairs	4	5	0	0	Theory

Introduction:

This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Apply economic reasoning to the analysis of selected contemporary economic problems
CO2	:	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed
CO3	:	Analyze the efficiency and equity implications of government interference in markets.
CO4	:	Evaluate the intent and outcomes of government stabilization policies designed to correct macro economic problems
CO5	:	Use economic problem solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy.

[12 Periods]

Unit - I - Conceptual Framework

Consumer and Markets: Concept of Consumer - Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets - E-Commerce with reference to Indian Market-Concept of Price in Retail and Wholesale-Maximum Retail Price (MRP)-Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

[12 Periods]

Unit - II - The Consumer Protection Law in India

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, and restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies – Consumer Protection Councils at the Central - State and District Levels; Adjudicatory Bodies – District Forums - State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit - III - Grievance Redressal Mechanism under the Indian Consumer Protection law

[12 Periods]

Who can file a complaint? Grounds of filing a complaint - Limitation period; Procedure for filing and hearing of a complaint - Disposal of cases, Relief/Remedy available - Temporary Injunction, Enforcement of order - Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit - IV - Role of Industry Regulators in Consumer Protection

[12 Periods]

RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Tele communication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority.

Unit - V - Contemporary Issues in Consumer Affairs

[12 Periods]

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings

Text Book:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press

Reference Books:

1. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications
2. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3	1	3	1	1	3		2	1
CO2	1	1	3	3	1	3	1	3	3	2	3	1	
CO3	2	2	2	2	3	2	3	2	2	2		2	1
CO4	3	3	3	2	1	2	1	3	2	3	3		2
CO5	3	1	2	3	3	3	3	2	3	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Micro Finance	4	5	0	0	Theory

Introduction:

Micro finance is a banking service provided to un employed or low-income individuals or groups who otherwise would have no other access to financial services. Micro finance allows people to take on reasonable small business loans safely, and in a manner that is consistent with ethical lending Practices.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To helps to students to understand the importance of Micro finance in Concepts
CO2	:	To enables students studies measuring impact of Micro finance and Micro enterprises
CO3	:	To provide the knowledge and analyzes the complexities associated with micro finance
CO4	:	To enable and demonstrate how the strategic issues in micro - finance.
CO5	:	Apply the various ways Accessing Capital Markets for funds Managing MFIs.

[12 Periods]

Unit - I

Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization, franchising etc.

[12 Periods]

Unit - II

Catalyst Role of NGOs-Educating and formation of SHGs-Linkages with Banks & Markets- Liaisoning with Government Department - Capacity building of SHGs members about value additions - record keeping etc. Pricing of Microfinance Products - Purpose base, Activity base, Economic class base Open bidding, etc.

[12 Periods]

Unit - III

Commercial Microfinance MFIs: Evaluating MFIs – Social and performance metrics, fund structure, value-added services The Rise of Commercial Micro finance – Transforming NGOs. Structure of Micro finance Industry and Constraints on MFI Growth. The partnership model –MFI as the servicer Investing in Micro finance Sources of capital, profit vs non-profit investing.

Unit - IV

[12 Periods]

Strategic Issues in Micro finance: Sustainability, Going to Scale, Opening New Markets, Gender, Finance Plus, Housing Finance Micro insurance: products, eligibility, insurance premium and claim administration systems, regulatory guidelines, relevant cases Field visits and surveys.

Unit - V

[12 Periods]

Accessing Capital Markets for funds - Managing MFIs - Management talent, corporate governance, ownership Viability of MFIs Subsidy dependence and sustainability of MFIs-Role of effective interest rate sensitivity – Operating Self - sufficiency.

Text book:

1. Berkley and Myers, “Principles of Corporate Finance”, New York, McGraw Hill, 1990.
2. Weston and Brigham, “Managerial Finance”, New York, Holt Rinehart, 1989.

Reference Books:

1. I.M. Pandey, “Financial Management”, New Delhi, Vikas, 1990.
2. Stephen Archer, “Financial Management”, New York, John Wiley, 1983.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2			2			2	3		2	1
CO2		1		1			2			2	3	1	
CO3	1	2				3		3		2		2	1
CO4		1			2				2	3	3		2
CO5	1		2			2			2	3	1	1	

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

Introduction:

The exchange of information in a written format for the process of business activities. Business correspondence can take place between organizations, within organizations or between the customers and the organization. The correspondence refers to the written communication between persons.

Course Focus on : Employability

Course Outcome:

CO1	:	Understand Importance of Business communication.
CO2	:	To Learning about the Dimensions of communication, Barriers to communication.
CO3	:	To Learning Fundamental of Business writing, Format of Business.
CO4	:	Students will be able to write the Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.
CO5	:	Students will be able to Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview.

[12 Periods]

Unit - I

Communication Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback.

[12 Periods]

Unit - II

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

[12 Periods]

Unit - III

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

[12 Periods]

Unit - IV

Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing.

[12 Periods]

Unit - V

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

Text Book:

1. Business Correspondence and Report Writing Book by R.C.Sharma

Reference Books:

1. Business Correspondence: A Guide to Everyday Writing (2nd Edition): 9780130897923:
Business Lin Loughheed(Author).
2. Booher, Dianna. E-Writing: 21st Century Tools for Effective Communication. New York:
Pocket Books

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1	3	2	3	2	3	3		2	1
CO2	2	3	2	3		3	2	3		2	3	1	
CO3	3	2	3	1	3	1	3	2	3	2		2	1
CO4		3	1	3		3	2	3	2	3	3		2
CO5	3	2	3		3		3		3	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Ethics & IPR	4	5	0	0	Theory

Introduction:

This course introduces Business ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical workplace and managing ethics in Organizations.

Course Focus on : Employability / Entrepreneurship

Course Outcome:

CO1	:	To make the students to understand about the ethic prevailing in the business.
CO2	:	Identify the management of ethics and its performing in an organization.
CO3	:	Understanding the concept of social responsibility of business.
CO4	:	To know about the ethical cultures and values in management.
CO5	:	Understanding the relevance of values in management.

[12 Periods]

Unit - I

Business ethics, Definition and nature, Characteristics of ethical problems in management Ethical theories; Causes of unethical behavior; ethical abuses; Work ethic

[12 Periods]

Unit - II

Management of Ethics - Ethics analysis [Hosmer model] – Steps / considerations in resolving ethical dilemma; Ethics in practices – Professional ethics for functional managers – Comparative ethical behaviour of managers – code of ethics – competitiveness, organizational size, profitability and ethics – Cost of ethics in corporate ethics evaluation.

[12 Periods]

Unit - III

Social Responsibility of business – Big Business and society business and ecological environmental issues in the Indian context.

[12 Periods]

Unit - IV

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design –

Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India

Unit - V

[12 Periods]

Nature of copy right, trade mark, patents - Subject matter of copyright: original literary, dramatic, musical, artistic works -- Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) –Elements of Patentability:Novelty, Non Obviousness (Inventive Steps), Industrial Application – Non - Patentable Subject Matter.

Text Books:

- 1.Sarojkumar – BusinessEthics

Reference Books:

- 1.Larue Tone Hosmer, Richard D.IrwinInc by “ The Ethics ofManagement”.
- 2.Joseph A.Petrick and John F. Quinn, “Management Ethics – integrity atwork”.

Mapping of Course Outcomes with Program Outcomes

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1	3	2	3	2	3	3		2	1
CO2	2	3	2	3		3	2	3		2	3	1	
CO3	3	2	3	1	3	1	3	2	3	2		2	1
CO4		3	1	3		3	2	3	2	3	3		2
CO5	3	2	3		3		3		3	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Retail Environment	4	5	0	0	Core

Introduction:

Retail Environment is a conceptual overview, managing a retail organizational structure opportunities and challenges, booming of retail chains and the burgeoning competition, retail marketing in Indian context, career opportunities in retail sector.

Course Focus on : Employability / Entrepreneurship

Course Outcome:

CO1	:	To understand the various concepts and customer buying behavior concepts
CO2	:	To Acquire knowledge on direct marketing and retail co-operative
CO3	:	To Gain knowledge on Retail franchising and Retail strategy
CO4	:	To attain knowledge on Merchandising
CO5	:	To know about Use of technology in retailing

[12 Periods]

Unit - I

Definition - Functions of a retailer - Retail Equation - Global retail market: Issues & Challenge - Scope of retailing - Drives of retail Change in India - Wheel of retailing - factors affecting retailing in India - Life cycle in retail.

[12 Periods]

Unit - II

Retail Formats - Departmental Stores - Convenience stores, Supermarkets - Chain stores Specialty stores - Door to door selling - Direct marketing - Retail Vending machines - Electronic mail order houses - Retail co-operatives - Features - Advantages - Disadvantages.

[12 Periods]

Unit - III

Retail strategy - Steps in Strategic Planning Process - Specifics for gaining sustainable competitive advantage - Steps - Retail consumer - Store loyalty- factors essential for building store loyalty – Retail franchising - Concept - Evolution - Types - Advantages - Disadvantages.

[12 Periods]

Unit - IV

Factors affecting merchandise-Merchandise planning process-Merchandise sourcing-Assortment planning Concept of retail price-Pricing policies-Visual Merchandise-Retail location strategies-Factors affecting the location of retail outlet-Store design-Retail promotion.

[12 Periods]

Unit - V

Needs of technology in retail - Importance - Factors affecting the use of technology-

Internet retailing - Concept of customer service - Importance of service in retail - Customer service & Retail strategy - Shopping malls in India.

Text book:

1. Swapna Pradhan, (2007) Retailing Management Text and Cases Tata McGrawHill.
2. Suja Nair, (2006) Retail Management, Himalaya Publishing House

Reference Books:

1. Barry Berman, Joel R. Evans, Retail Management - A Strategic Approach, Prentice Hall of India.
2. Baral S.K., S.C. Bihari, (latest edition) Retail Management Text and cases

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				1	2			3	3		2	1
CO2	3	1	3	1			3		1	2	3	1	
CO3	1		1	2	1	1	3	1		2		2	1
CO4		1	1					3	1	3	3		2
CO5		1		3		3	1			3	1	1	

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

Introduction:

To develop an understanding of the particular challenges, opportunities and strategies which are encountered by different types of service business.

Course Focus on : Employability / Entrepreneurship

Course Outcome:

CO1	:	Demonstrate an extended understanding of the similarities and differences in services and Tangible Products.
CO2	:	Demonstrate knowledge of segmentation and approach to target market.
CO3	:	Develop strategies and positioning product/services in the market.
CO4	:	Specify and analyze the consumers' expectation in services
CO5	:	To acquire knowledge on emerging trends in service marketing.

Unit – I **[12 Periods]**

Nature and scope of services – Introduction – Meaning of services - 7Ps of service marketing - difference between services and tangible products- service sector-classification of services – growth of service sectors and service industries.

Unit - II **[12 Periods]**

Segmenting and targeting of services - Introduction, need for segmentation of services – bases of segmentation of services – segmentation strategies in service marketing- need for targeting-Approaches to Target Marketing.

Unit – III **[12 Periods]**

Positioning of services - Positioning of services, positioning strategies for services - positioning Through Product/Service Delivery Strategies – Positioning through Pricing Strategies –Positioning through Distribution Strategies – positioning through Sales Promotion and Advertising – Service Differentiation Strategies

Unit - IV **[12 Periods]**

Consumer experience in services marketing – Introduction – Customer Expectations in Services –Service Costs Experienced by Consumer - the Role of customer in Service Delivery – Conflict Handling in Services - Customer Responses in Services – Concept of Customer Delight.

Unit - V **[12 Periods]**

Emerging issues in services marketing – Introduction – Service Marketing in e-Commerce and e-Marketing, And Telemarketing Services – Service Marketing Research for Global Markets and Rural Markets-

Innovations in Services Marketing-Ethical Aspects in Service Marketing.

Text book:

1.Services Marketing -ValarieZeithaml, MaryBitner–6th Edition– TMH

Reference:

1.AdrianPayne-The Essence of Service Marketing, Prentice-Hallof India,

2.HellenWoodroffe –Service Marketing,Macmillan IndiaLtd. Delhi,1997.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1		2	2			3		3		2	1
CO2	1		1	2		2	3		2	2	3	1	
CO3		1		2				3	3	2		2	1
CO4	1		1		2		2			3	3		2
CO5		1		2	2		3		1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Portfolio Management	4	5	0	0	Theory

Introduction:

To find employment in this industry, it is necessary to possess the skills that are required, skills above and beyond those taught in typical Investments and Corporate Finance courses. The goal of this course is to provide an introduction to the tools needed to enter the field of professional money management.

Course Focus on: Skill Development

Course Outcome:

CO1	:	Know the Portfolio strategies
CO2	:	Study the various approaches to security analysis
CO3	:	Reduced operational risk for investors and strengthening of fiduciary controls
CO4	:	Understand Portfolio construction and performance evaluation
CO5	:	To acquire knowledge on emerging trends in portfolio management.

Unit - I

[12 Periods]

Portfolio Management – Definition – Concept of Portfolio Management – Types – Objectives of Portfolio Management - Needs and Problems of portfolio - Strategies: Passive Portfolio Management Strategy-Buy and Hold Indexing, portfolio Management Process Targeting, Designing, Auditing and Revising Portfolios. Security Market and Capital Market Line Portfolio Theory.

Unit - II

[12 Periods]

Traditional approach of Portfolio construction: Steps in traditional approach – Analysis of constraints - Determination of Objectives – Selection of Portfolio.

Unit - III

[12 Periods]

Modern approach of Portfolio construction – Simple Markowitz Portfolio optimization – Simple Sharpe Portfolio Optimization – Ranking of securities – Selection of the best Portfolio

Unit - IV

[12 Periods]

Portfolio Performance Evaluation: Dimensions of Evaluation – Sharpe Measure – Treynore's Measure - Jensen Measure - Comparison of the Three Measures of Portfolio Performance - Portfolio Insurance

Unit - V

[12 Periods]

Portfolio Revision: Measures of Return – Formula plan – Purchase and Sale of Stock-Types of Orders- Rebalancing - Upgrading, Cost of Revision: Trading fees – Commissions – Transfer charges-Tax Implications – Window Dressing

Text book:

1. Punithavathy Pandian-Security Analysis and Portfolio Management Vikas Publishing House(P)Ltd.

Reference books:

1. Donald E. Rosche-Security Analysis and Portfolio Management Ronald J. Jordo Prentice Hall of India (P)Ltd., New
2. Security analysis and Portfolio management-Fischer and Jordan

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	1		2	2			3		3		2	1
CO2	1		1	2		2	3		2	2	3	1	
CO3		1		2				3	3	2		2	1
CO4	1		1		2		2			3	3		2
CO5		1		2	2		3		1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Modern Office Management	4	5	0	0	Theory

Introduction:

Modern Office Management course generally focuses on office management, business communication (Commercial), business organization & human relations, secretarial practice, shorthand and, typewriting, Communication skill, general knowledge and current affairs, grooming and personality development.

Course Focus on: Entrepreneurship

Course Outcome:

CO1	:	To develop managerial skills and competencies in the learner to manage the office activities.
CO2	:	To provide digital empowerment by providing hands on experience on Computer.
CO3	:	To Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique search question.
CO4	:	To train and develop skilled manpower as per the need of the country.
CO5	:	To provide opportunity to a learner for vertical up-gradation by acquiring skill sets.

Unit - I - Office Management and Organization [12 Periods]

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types/systems of organization – charts – centralization Vs. decentralization..

Unit - II – Office Environment & Communication [12 Periods]

Office location – characteristics/Qualities of office building – Environment – Physical – Hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

Unit – III – Office Correspondence & Record Management [12 Periods]

Centralized Vs Departmental correspondence – departmental typing and typing pools - classification of records – principles of record keeping – filing – methods.

Unit –IV-Office Systems & Procedures

[12 Periods]

Systems – procedure – Advantages – Characteristics of sound office system & procedures – works simplification – principles – kinds of reports

Unit - V – Office Personnel Relations

[12 Periods]

Personnel management – definitions – functions – office committees – employee morale – productivity – Employee welfare – grievances – work measurement –control of office work.

Textbook:

1. S.P.Arrora -Office organization and management- Vikas publishinghouse nov,2009.

Reference book:

1. M.E. Thukaram Rao-Office management and organization-atlantic publishers and distributors,2000
2. Ranjan Nangia -Office management- - Neha Publishers crescent publishing corporation,2012

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1		2	2			3		3		2	1
CO2	1		1	2		2	3		2	2	3	1	
CO3		1		2				3	3	2		2	1
CO4	1		1		2		2			3	3		2
CO5		1		2	2		3		1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Principles of Auditing	4	6	0	0	Theory

Introduction:

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

Course Focus on : Employability

Course Outcome:

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

Unit – I

[12 Periods]

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

Unit - II

[12 Periods]

Auditor and execution of audit- Appointment – Qualification and Disqualification – Qualities – Remuneration – Removal – Rights – Duties – Civil and Criminal Liabilities of Auditors – Commencement of Audit–Engagement Letter–Audit Program–Audit Note Book –Audit Workbook –Audit Markings.

Unit - III

[12 Periods]

Internal control, internal check and internal audit: Meaning and Objectives of Internal Control–Internal Check and Internal Audit–Internal Check Vs. Internal Audit–Internal Control vs. Internal Audit.

Unit - IV

[12 Periods]

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

Unit - V

[12 Periods]

Verification and valuation of assets: Meaning and Definition–Distinction–Verification and Valuation of various Assets and Liabilities–Audit Committee– Role of Audit Committee –Audit Reports.

Textbook:

1. Principles and Practice of Auditing: RG Saxena, Himalaya Publishing House. (2014)

Reference:

1. Auditing Principles, Practices & Problems: Jagdish Prakash, Kalyani Publishers. (2014)
2. Auditing and Assurance: Aina pure & Aina pure, PHI Learning. (2013)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3	1	3	3	3	3		2	1
CO2	3	3	3	1	3		3	1		2	3	1	
CO3	3	1	1	1	3	3	3	3	1	2		2	1
CO4	3	3		3	3	1	3	1	3	3	3		2
CO5	1	3	3	1	3	1	3	3		3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Artificial Intelligence	4	6	0	0	Theory

Introduction:

To expose the students to the fundamental concepts of Artificial Intelligence and its applications.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations
CO2	:	Understanding about the basic concepts of Software agent's ad representation of knowledge.
CO3	:	Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems, artificial neural networks and other Machine learning models.
CO4	:	Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning
CO5	:	Demonstrate knowledge of some of them or topical taxation issues affecting businesses in Australian today's economy.

Unit - I

[12 Periods]

Introduction – Definition – Future of Artificial Intelligence – Characteristics of Intelligent Agents – Typical Intelligent Agents – Problem Solving Approach to Typical AI Problems.

Unit - II

[12 Periods]

Problem Solving Methods – Search Strategies – Uninformed – Informed – Heuristics – Local Search Algorithms and Optimization Problems – Searching with Partial Observations – Constraint Satisfaction Problems – Constraint Propagation – Backtracking Search – Game Playing – Optimal Decisions in Games – Alpha – Beta Pruning – Stochastic Games

Unit - III

[12 Periods]

Knowledge Representation – First Order Predicate Logic – Prolog Programming – Unification – Forward Chaining – Backward – Chaining – Resolution – Knowledge Representation – Ontological Engineering – Categories and Objects – Events – Mental Events and Mental Objects – Reasoning Systems for Categories Reasoning with Default Information

Unit - IV

[12 Periods]

Software Agents – Architecture for Intelligent Agents – Agent Communication – Negotiation and Bargaining–Argumentation among Agents – Trust and Reputation in Multi-agent Systems

Unit - V

[12 Periods]

AI Applications – Language Models – Information Retrieval – Information Extraction – Natural Language Processing–Machine Translation –Speech Recognition–Robot–Hardware–Perception–Planning-Moving.

Text book:

1. S. Russell and P. Norvig - Artificial Intelligence: A Modern Approach, Prentice Hall, Third Edition, 2009.

Reference Books:

1. M.TimJones, Artificial Intelligence: A Systems Approach (Computer Science), Jones and Bartlett Publishers Inc. First Edition, 2008.
2. Nils J. Nilsson, -The Quest for Artificial Intelligence, Cambridge University Press, 2009.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2			2			2	3		2	1
CO2		1		1			2			2	3	1	
CO3	1	2				3		3		2		2	1
CO4		1			2				2	3	3		2
CO5	1		2			2			2	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Working Capital Management	4	6	0	0	Theory

Introduction:

Working capital management has gained the attention of industry and academia as an exclusive area of study after liberalization of Indian Economy. Management of working capital sometimes becomes more important than the management of long term funds because the day-to-day operations of any business largely depend upon this source of finance.

Course Focus on : Employability

Course Outcome:

CO1	:	Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CO2	:	Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.
CO3	:	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
CO4	:	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.
CO5	:	Formulate and integrate an extended treatment on international working capital topics.

Unit-I

[12 Periods]

Principles of Working capital: Introduction to Working capital, Concept of Working Capital. Need for Working capital, Concepts and its determinants, estimation of working capital needs.

Unit-II

[12 Periods]

Accounts Receivables Management and Factoring: Credit Policy, Nature and Goals, credit evaluation of individual accounts and its monitoring receivables, factoring: types and benefits.

Unit-III

[12Periods]

Inventory Management: Nature of Inventories, Need to hold inventories, objectives of inventory management, inventory Management techniques, inventory management process.

Unit-IV

[12Periods]

Cash Management: Facets of Cash Management, Motive for holding cash, managing cash collection and disbursements, investing surplus, cash in marketable securities, cash budgeting.

Unit-V

[12 Periods]

Working Capital Finance: Trade Credit, Bank Finance and Commercial Papers.

Textbook:

1. T.S. Reddy & Dr. A. Murthy, Margham Publications -2018, Financial Accounting.

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	3	1	3	3	1	1	3	3	1
CO2	1	1	1	3	1	3	1	1	3	3	1	1	3
CO3	3	2	2	2	1	2	3	2	2	2	3	2	2
CO4	1	3	3	2	3	2	1	3	2	2	1	3	2
CO5	3	3	1	3	2	3	3	3	3	3	3	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Finance	4	0	0	0	Theory

Introduction:

Money required for carrying out business activities is called business finance. Almost all business activities require some finance. Finance is needed to establish a business, to run it to modernize it to expand or diversify it. It is required for buying a variety of assets, which may be tangible like machinery, furniture, factories.

Course Focus on : Employability

Course Outcome:

CO1	:	To Introduce students to the world of Business Finance
CO2	:	To enrich student's understanding of the fundamental concepts of Business Finance
CO3	:	To equip students with the knowledge and skills necessary to become employable in the Business Finance Industry.
CO4	:	To differentiate between Financial and business Finance aspects.
CO5	:	To acquire an understanding of various concepts related to business finance.

Unit-I

[12 Periods]

Meaning of business finance, business finance v/s corporate finance, role of business finance in an organization, principles of business finance, meaning of financial planning, steps in financial planning, significance of financial planning, essential features of a good financial plan, types of financial plan.

Unit-II

[12 Periods]

Meaning of Capital, Classification of capital, factors determining capital requirements, meaning, features and sources of fixed capital, factors determining fixed capital requirements, importance of adequate fixed capital; meaning, features and sources of working capital

Unit-III

[12 Periods]

Factors determining working capital requirements, significance of adequate Working capital, types of working capital.

Unit-IV

[12 Periods]

Meaning of capitalization, Theories of capitalization, Cost theory v/s Earnings theory, over capitalization and under capitalization, meaning, causes, effects and remedies; over capitalization v/s

under capitalization; balanced capitalization, meaning and importance.

Unit - V

[12 Periods]

Concept of capital structure, Meaning and importance of capital structure, factors affecting capital structure, concept of financial structure, capital gearing, meaning, types and advantages, trading on equity, meaning, types and advantages and limitations.

Text book:

1. Bimal Jaiswel & Leena S SHIMPI :Business Finance New Royal Book Company

Reference:

1. S.K.Parasar :Business Finance – HJABA
2. Dr.F.C.Sharma and Anju Agarwal : Business Finance – SBPD Publications

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	3	1	3	3	1	1	3	3	1
CO2	1	1	1	3	1	3	1	1	3	3	1	1	3
CO3	3	2	2	2	1	2	3	2	2	2	3	2	2
CO4	1	3	3	2	3	2	1	3	2	2	1	3	2
CO5	3	3	1	3	2	3	3	3	3	3	3	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Goods and Service Tax	4	0	0	0	Theory

Introduction:

Goods and Services Tax (GST) is an indirect tax (or consumption tax) in India on the supply of Goods and services. GST is levied at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer.

Course Focus on : Skill Development

Course Outcome:

CO1	:	This course aims to build upon the principles of income tax law as covered in an introductory undergraduate income tax law subject
CO2	:	Demonstrate knowledge of the fundamental principles of tax law, including income tax, GST and fringe benefit tax law as it applies to a wide variety of different business types in Australia such as companies, trusts, partnerships and sole proprietors.
CO3	:	Evaluate and synthesis information and existing knowledge from a number of sources.
CO4	:	Communicate ideas effectively in informal group discussions
CO5	:	Demonstrate knowledge of some of the more topical taxation issues affecting businesses in Australia in today's economy.

Unit-I

[12 Periods]

Introduction to Indirect Tax: Meaning – Features - Types – Objectives – Principles - Cannon of Taxation - Tax system in India - Pros and Cons of Indirect tax - Contribution to government Revenues - Development of Indirect Taxation.

Unit-II

[12 Periods]

Customs Law: Basic Concepts of Customs Law- Different types of Customs Duty – Abatement of Duty in damaged or deteriorated goods - Valuation- Customs procedure – Exemptions – Customs Duty Drawback- Duty Free Zones- Offense and Penalties

Unit-III

[12 Periods]

Introduction to Goods and Services Tax (GST): Meaning of GST- Basic Concepts- Features of GST- Benefits of GST - GST working Mechanism - GST rate and taxes on GST – Goods and Service Tax Network (GSTN) - Constitutional Framework of GST - Model GST Law – Charge ability for

GST - Composition

Unit-IV

[12 Periods]

Supply: Meaning and Scope - Types of Supply - Time of Supply - Provision relating to time of Supply-Place of supply – Provision relating to place of supply – Valuation mechanism – Input tax credit Mechanism – Payment mechanism – Registration under GST – Rules

Unit - V

[12 Periods]

Registration under GST : Return Filing - Rules - Refund Provision in GST – E-commerce-Operators - TDS/TCS - Small scale exemption.

Textbook: Datey, V.S.(2015). Indirect Taxes Mumbai, Taxman Publications Private Limited.(2017)

Reference: 1. Indirect Taxation. New Delhi, Sultan Chand and Sons. Balachandran, V.(2006)

2. Law Practice and Procedures of Service Tax. New Delhi, Jain Book Agency

Mittal, J.K.(2015)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		1	3	1	3	3	3		3		2	1
CO2		1		1			1		3	2	3	1	
CO3	1	3	1	3	1	3		1		2		2	1
CO4	3	3					1			3	3		2
CO5	1	1	3		3			3	1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Financial Markets and Institutions	4	4	0	0	Theory

Introduction:

Upon successful completion of Financial Management, the student will be able to: Demonstrate an understanding of the overall role and importance of the finance function. Demonstrate basic finance management knowledge. Communicate effectively using standard business terminology.

Course Focus on : Entrepreneurship

CO1	:	To Introduce students to the world of financial services
CO2	:	To enrich student's understanding of the fundamental concepts and working of financial service institutions
CO3	:	To equip students with the knowledge and skills necessary to become employable in the financial service industry.
CO4	:	To differentiate between fund based and fee based financial activities of the Indian financial system.
CO5	:	To acquire an understanding of various concepts related to leasing , hirepurchase, factoring , bill discounting , VC and Merchant banking.

Unit-I

[12 Periods]

Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview – Financial Regulations

Unit-II

[12 Periods]

Money markets - Meaning, constituents, functions of money market; Money market instruments- call money market, treasury bills, market certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market - primary and secondary markets; Government securities market; Role of SEBI as a regulator and capacity- an overview; Recent developments.

Unit-III

[12 Periods]

Reserve Bank of India: and Commercial Bank Organization, management and functions; Credit creation and credit control; monetary policy. Commercial Bank: Meanings, functions, management and investment policies of commercial banks, Present structure; E-banking and e trading; Recent developments in commercial banking – State and National Level Financial Institutions -MFIs

Unit-IV

[12 Periods]

Insurance Sector: Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority-role and functions.

Unit -V

[12 Periods]

Non-Banking Financial Institutions: Concept and role of non-banking financial Institutions; source of finance; Functions of non-banking financial institutions; Investment policies of non-banking financial institutions in India.

Textbook:

1. E Gardon & K Natarajan: Financial Markets & Services, HPH, 7th Edition, Mumbai
2. Vasant Desai : Financial Markets & Financial Services , Himalaya Publishing House, 1 st Edition Mumbai.

Reference:

1. V.A. Avadhani: Financial Services in India, HPH, 2009, 1st Edition.
2. Khan. M. Y. "Financial Services", 2010, 5th Edition, Tata Mc Graw Hill, Pvt. Ltd., New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Micro Finance	4	4	0	0	Theory

Introduction:

This course introduces microfinance as a tool for social and rural development. On completion of this course the students will be able to, recognize various credit lending models, identify role of microfinance institutions and assess the risk associated with microfinance.

Course Focus on : Employability

Course Outcome:

CO1	:	To Introduce students to the world of Micro Finance
CO2	:	To enrich student's understanding of the fundamental concepts of Micro Finance
CO3	:	To equip students with the knowledge and skills necessary to become employable in the Micro Finance Industry.
CO4	:	To differentiate between Financial and micro Finance aspects.
CO5	:	To acquire an understanding of various concepts related to micro finance.

Unit-I

[12 Periods]

Poverty, Rural Credit and Financial Inclusion, Microfinance - An Introduction - Microfinance – Lessons from international exposure

Unit-II

[12 Periods]

Models of Microfinance across the world - Microfinance delivery methodologies - Legal and regulatory framework.

Unit-III

[12 Periods]

Evolution and Characteristics of Microfinance in India - Financial Inclusion - Impact of microfinance.

Unit-IV

[12 Periods]

Financial products and services, financial accounting and reporting - Revenue models of Microfinance - Risk management - Basics of banking - Compliance to various regulations

Unit - V

[12 Periods]

Recent developments of Microfinance in India - Microfinance and Disaster – Cases on Women SHGs - Linkage Building and Successful Micro Entrepreneurs

Text book:

1. Dr.V.Rengarajan : Microfinance-Principles and Approaches – Notion Press,2013

Reference:

1. Pradeep Kumar Mishra: Microfinance Management – Cengage Learning India Pvt. Ltd, 2019.
2. Sigfried Silverman : Microfinance-Create space Independent Publishing Platform,2021.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Merchant Banking	4	2	0	0	Theory

Introduction:

This course defines about the merchant banks are the financial institutions which provides specialist services which generally include acceptance of bills of exchange, corporate finance, portfolio management and other banking services.

Course Focus on : Employability

Course Outcome:

CO1	:	To know the Regulators and the Regulatory Framework of the Merchant Banking in India.
CO2	:	To understand the merchant banking in Indian context.
CO3	:	To know the various activities undertaken by the merchant bankers in India
CO4	:	To understand the eligibility criteria for registering as a Merchant Banker
CO5	:	To understand the Code of Conduct prescribed for Merchant Bankers

Unit-I [12 Periods]

Merchant Banking: Functions; Scope; Merchant banking in India; SEBI guidelines for merchant bankers.

Unit-II [12 Periods]

Credit Rating: Introduction; Instruments; Benefits; Rating methodology; Cautions; Types of rating.

Unit-III [12 Periods]

Project Appraisal: Product life cycle; Evaluation; Social cost benefit analysis

Unit-IV [12 Periods]

Capital cost and financial projections.

Unit - V [12 Periods]

Long term Finance & Working Capital Finance: Term loans; Working capital loans; Maximum permissible bank finance; Factoring and forfeiting.

Text book:

1. Khan M.Y. & Jain P.K: Financial Management; Text and problems, Tata McGraw Hill,
New Delhi.

Reference:

1. Pandey I.M: Financial Management; Vikas Publishing house, New Delhi.
2. Verma J.C: A Manual of merchant Banking; Bharat Law House, New Delhi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	2		3	1	3	3	3	1	1	3		1	3
CO3	2	2		3	1	3	3	3	1		2		3
CO4	3	1	2	2		3	1	3	3	3	1		3
CO5	3	1	2		3	1	3	3	3	1	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Commercial Bank Management	5	4	0	0	Theory

Introduction:

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

Course Focus on : Employability

Course Outcome:

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

Unit-I

[12 Periods]

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

Unit-II

[12 Periods]

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

Unit-III

[12 Periods]

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

Unit-IV

[12 Periods]

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

Unit-V

[12 Periods]

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

Text book:

- 1 . Consumer Behaviour, Hawkins, Best, Coney, 8/e, TMH, NewDelhi, 2002.

Reference:

1. Kumar : Conceptual Issues in Consumer Behaviour : The Indian Context, Pearson Education, NewDelhi, 2003
2. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Bizttantra, NewDelhi, 2003.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	1	3	2	3	3	1	3		2	1
CO2	3		1	1	1	1		3		2	3	1	
CO3	1	3	1		1		1		2	2		2	1
CO4	3	1	1	3	1	3	1	1		3	3		2
CO5	1	1	1		1	1	1	3	2	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Principles and Practice of Banking	5	4	0	0	Theory

Introduction:

This course is designed to acquaint students with the basic principle procedure and practice of banks. Throughout this course emphasis will be given to relationship between Banker and customer negotiable (credit) instruments Banking industry and formulation of bank loan policy specially opening and crossing of accounts and rule of negotiable instruments are given detail discussion so as to equip students with the necessary regulation of bank for such instrument and accounts.

Course Focus on : Employability

Course Outcome:

CO1	:	To make the students understand various principles, provisions that govern the banking system.
CO2	:	To make the aware of various banking innovations after the nationalization.
CO3	:	To make the students understand various services offered and various risks faced by banks.
CO4	:	To know the regulations and compliance of banking company.
CO5	:	To disseminate knowledge among the students inculcate with the theoretical structures about banking sector in India.

Unit-I

[12 Periods]

Indian Financial System – An Overview - Banking Regulation - Retail Banking, Wholesale and International Banking - Role Of Money Markets, Debt Markets & Forex Market - Role and Functions of Capital Markets, SEBI

Unit-II

[12 Periods]

Mutual Funds & Insurance Companies, Bancassurance & IRDA - Factoring, Forfeiting Services and Off-Balance Sheet items - Risk Management, Basel Accords - CIBIL, Fair Practices Code for Debt Collection, BCSBI - Recent Developments in the Financial System

Unit-III

[12 Periods]

Banker Customer Relationship - KYC/ AML / CFT norms - Bankers' Special Relationship- Consumer Protection - COPRA, Banking Ombudsman Scheme

Unit-IV

[12 Periods]

Payment and Collection of Cheques and Other Negotiable Instruments - Opening accounts of various types of customers - Ancillary Services- Cash Operations - Principles of lending, Working Capital Assessment and Credit Monitoring

Unit-V

[12 Periods]

Agricultural Finance- Micro, Small and Medium Enterprises- Government Sponsored Schemes- Self Help Groups- Credit Cards, Home Loans, Personal Loans, Consumer Loans

Text book:

1. Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Education; 3rd EDN edition, 2015

Reference:

1. NS. Toor, Arundeeep Toor,, Principles & Practices Of Banking, Skylark Publications, 14ed. 2019
2. Abineshkumar Mandilwar, Principles & Practices of Banking, Ramesh Publishing House, 2019.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

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

Introduction:

A digital bank represents a virtual process that includes online banking and beyond. As an end-to-end platform, digital banking must encompass the front end that consumers see, the back end that bankers see through their servers and admin control panels.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To acquire knowledge of various digital products in banking sector & different payment system in India
CO2	:	To appreciate & understand the leverage of Digital banking for enhancing the profitability of banks
CO3	:	To understand the implementation of digital banking products & use of various social platforms for having a competitive edge in the market
CO4	:	To acquire the knowledge about the need of customer education and awareness for digital products such as cards, ATM's, POS terminals
CO5	:	To understand the digital disruptions and its concepts in banking.

Unit-I

[12Periods]

Banking System in India - Nationalization of Banks - Types of Banks

Unit-II

[12Periods]

Development Banks - Reserve Bank of India - Digital Banking Products

Unit-III

[12Periods]

Automated Teller Machine - ATM - Point-of-Sale (POS) Terminals - Internet Banking
Mobile Banking

Unit-IV

[12Periods]

Cash Deposit Machine - Branchless Banking

Unit -V

[12 Periods]

Digital Payment System - Emerging Concepts in Digital Banking

Textbook:

1. Indian Institute of Banking and Finance, Digital Banking, Taxmann, 2019

Reference:

1. Dr. M. Ganesan, Dr. A. Saravanakumar DIGITAL BANKING., Shanlax Press, Tamil Nadu, India 2021
2. Verma J.C: Banking; Bharat Law House, New Delhi.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	2		3	1	3	3	3	1	1	3		1	3
CO3	2	2		3	1	3	3	3	1		2		3
CO4	3	1	2	2		3	1	3	3	3	1		3
CO5	3	1	2		3	1	3	3	3	1	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Marine Insurance	5	4	0	0	Theory

Introduction:

The course covers all aspects of marine insurance claims, from the history and developments through legislative changes to different aspects of handling a claim. By breaking down the fundamentals of process into bite sized chunks, it will leave the student with a good understanding of this subject as a whole.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To Understand the history, framework, practice, evolution and legal understanding of International Marine Insurance.
CO2	:	Enrich their knowledge on key areas relating to the students familiar with the necessity of marine insurance contract, warranties and policies
CO3	:	To make them understand the important part cargo insurance plays in shipping as well as having a general knowledge of individual covers and the terminology Used
CO4	:	To acquire a better understanding and practical knowledge in the field of marine insurance market measurement, operations and claims handling
CO5	:	To respond effectively in emergency cases, prevent or mitigate claims through risk analysis and claims management

Unit-I [12 Periods]

Marine Insurance - Basic Concepts - Fundamental Principles

Unit-II [12 Periods]

Underwriting - Cargo Insurance Coverages

Unit-III [12 Periods]

Type of Covers - Hull Insurance

Unit-IV [12 Periods]

Marine Claims – Recoveries - Role of Banker in Marine Insurance

Unit -V [12 Periods]

Loss Prevention, Reinsurance and Maritime Frauds

Text book:

1. Marine Insurance Law, Ozlem Gurses, Routledge, 2015, 1st Edition.
<https://ambitiousbaba.com/wp-content/uploads/2019/01/IC-67-marine-insurance.pdf>

Reference:

- Controlling Cargo theft A Handbook of Transportation Security,
Tyska Fennely, Louis A. Tyska, Lawrence J. Fennely, Butterworth, 2011.
- The Principles of marine Insurance, A Primer by Harold Turner, Stone & Cox Limited, 2007.
<https://www.insuranceinstituteofindia.com/web/guest/e-book1#>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Health Insurance	5	4	0	0	Theory

Introduction:

This course will cover the whole or a part of the risk of a person incurring medical expenses, spreading the risk. Students can acquire the knowledge about overall risk of health care and health system expenses over the risk pool, also know the develop of a routine finance structure, such as a monthly premium or payroll tax, Claims to provide the money to pay for the health care benefits specified in the document of insurance agreement.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Criticize the principles of healthcare and provide an overview of health Insurance Industry in India and the marketing global set-up
CO2	:	Create a strong foundation of the fundamentals of Insurance documentation concepts, prospectus, conditions and warranties of health insurance
CO3	:	Give an in-depth understanding of the products, IRDA regulations and operational policies of health insurance
CO4	:	Apply the practical knowledge and Skills in the field of health insurance schemes
CO5	:	Determine the types of claims and challenges in health insurance management.

Unit-I [12 Periods]

Introduction to Health Insurance and the Health system in India - Health Financing Models and Health Financing in India.

Unit-II [12 Periods]

Health Insurance Products in India - Health Insurance Underwriting.

Unit-III [12 Periods]

Health Insurance Policy Forms and Clauses - Health Insurance Data, Pricing & Reserving.

Unit-IV [12 Periods]

Regulatory and legal aspects of health insurance - Customer service in health insurance

Unit -V [12 Periods]

Health Insurance fraud - Reinsurance

Text book:

1. Uma Narang, Insurance Industry in India: Features, Reforms & Outlook, New Century Publications, 1st edition, 2013.

Reference:

1. Dr. L. P. GUPTA, India Insurance Guide, Times of India & Asia Insurance Review, 2014.
2. Risk Analysis, Insurance and Retirement Planning, Indian Institute of Banking & Finance, Taxmann Publications Pvt. Ltd. 2017.
3. Health Insurance, IC-27, Insurance Institute of India publication. (All Modules)
<https://www.insuranceinstituteofindia.com/web/guest/e-book1#>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1				1	1	2		1	3
CO3	1		3		1	3		1	1		2		3
CO4		3		2		3	1		3		3		3
CO5	3	1		2		3	1			3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Fire and Loss Consequential Insurance	5	4	0	0	Theory

Introduction:

In this course of Fire Insurance to learn about various features of fire insurance, characteristics of fire insurance, terms & conditions applied in fire insurance, on what all aspects fire insurance can be claimed, areas covered under fire insurance, what all benefits are covered under fire insurance, tax exemption policies, various other benefits attached to fire insurance are covered.

Course Focus on : Skill Development

Course Outcome:

CO1	:	Understand the risks covered under fire insurance policy and to enlist the characteristics of fire insurance contract.
CO2	:	Examine the conceptual basis of each type of fire insurance policy and to comprehend important terms and methods.
CO3	:	Evaluate the fire hazards and the prevention measures of various industries learn escape routes and emergency plans and understand the fire rules and regulations.
CO4	:	Relate the properties those are covered under the claim to know the crucial aspects of survey and to understand the doctrine of proximate cause.
CO5	:	Create the awareness of consequential loss insurance premium rate and to understand the specification of turnover basis.

Unit-I

[12 Periods]

Basic Principles and the Fire Policy - Add On Covers and Special Policies

Unit-II

[12 Periods]

Fire Hazards and Fire Prevention - Erstwhile Tariff – Rules and Rating

Unit-III

[12 Periods]

Documents - Underwriting

Unit-IV

[12 Periods]

Claims – Legal Aspects - Claims – Procedural Aspects

Unit -V

[12 Periods]

Consequential Loss Insurance - Specialised Policies and Overseas Practice

Text book:

1. P. K. Ray, Agricultural Insurance, 1st Edition, Pergamon Press,

Reference:

1. Parimal Kumar Ray, Agricultural Insurance: Theory and Practice and Application to Developing Countries, Pergamon Press,
2. Hueth, Darrell L., Furtan, William H, Economics of Agricultural Crop Insurance: Theory and Evidence, Springer Science, Business Media New York

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Agricultural Insurance	0	4	5	0	Theory

Introduction:

Risks in agriculture arise from a variety of sources. There are several risk management options that can be used to either mitigate, transfer or cope with risks in agriculture. Choosing the most appropriate tool depends on various factors such as type of risk, tools availability, and level of responsibility. This course focuses on what can be done at the farm, local area/community, and national levels to manage risks in agriculture.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To acquire knowledge on the concept of risk management as it applies to farmers and their business, and to offer an understanding of the various forms of insurance designed for this market.
CO2	:	To understand the many ways that various farm property insurance products can protect the assets of traditional farming operations and determine which coverages can eliminate which coverage gaps.
CO3	:	Give an in depth understanding of the products, IRDA regulations and operational policies agricultural insurance.
CO4	:	To understand how agricultural insurance help the farmers to adopt progressive farming practices, high value in-puts and higher technology in Agriculture
CO5	:	To acquire practical knowledge in the field of agricultural insurance regarding procedure for approval and settlement of claim under agricultural insurance scheme.

Unit-I

[12 Periods]

Glossary of Terms for Agricultural Insurance - Introduction to Indian Agriculture - Risks in Agriculture - History of Crop Insurance in India

Unit-II

[12 Periods]

Crop Insurance Design Considerations - Crop Insurance (Yield Index Based) – Underwriting and Claims - Weather Based Crop Insurance

Unit-III

[12 Periods]

Traditional Crop Insurance: Underwriting and Claims - Agriculture Insurance in Other Countries - Livestock / Cattle Wealth in Indian Rural Economy

Unit-IV

[12 Periods]

Types of Cattle and Buffaloes - Cattle Insurance in India - Poultry Insurance in India

Unit-V

[12 Periods]

Miscellaneous Agriculture Insurance Schemes - Agriculture Reinsurance

Text book:

1. Insurance Principles and Practice, M.N. Mishra, S.B. Mishra, S.Chand (G/L) & Company Ltd, 2007.

Reference:

1. Sudhir kumar jain, Practical aspects of fire insurance, Jaybee Softtech, 2012.
2. Lester William Zartman, Fire Insurance, Nabu Press, 2010
Guide For Fire Insurance, Insurance Institute of India publication. (All Modules)
<https://www.insuranceinstituteofindia.com/web/guest/e-book1#>

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		2	3	3	1	
CO2	1	2	3	3	1			2	3	3	1	1	3
CO3	2	3	3	1		3		2	3	3	1		3
CO4	3	1	2	3	3	1			3		3		3
CO5	3	1		2		3	1	2	3	3	1		1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	International Shipping and Legislation	0	0	0	0	Theory

Introduction:

Regulations concerning shipping are developed at the global level. Because shipping is inherently international, it is vital that shipping is subject to uniform regulations on matters such as construction standards, navigational rules and standards of crew competence.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To understand and learn about the Indian Contract Act
CO2	:	To apply the Carriage of Goods by Sea Act (COGSA)
CO3	:	To analyze the International Regulations for Vessels and International Agencies
CO4	:	To evaluate the Regulations relating to cargoes, dangerous and Hazardous cargoes, and packaging of cargoes and Live cargo
CO5	:	To create the Quotations, Orders, Regulations, Credits, Invoicing, Filing, Archiving and Understanding Terms in Logistics

Unit-I

[12 Periods]

Indian Contract Act – Meaning and Definition of Contract – Essential Elements – Types of Contracts – Offer and Acceptance – Void and Illegal Agreements – Performance and discharge of Contracts – Remedies for Breach of contract – Quasi contracts – Bailment and Pledge and Law of Agency- The Customs Act

Unit-II

[12 Periods]

Regional Laws-The Carriage of Goods by Sea Act (COGSA), and related laws rules and regulations. Marine Insurance related laws, Labour Laws

Unit-III

[12 Periods]

International Regulations for Vessels-International Agencies -regulations relating to ship construction - ship maintenance - ship navigation - ship breaking - pollution caused by ship's effluents

Unit-IV

[12 Periods]

Regulations relating to cargoes, dangerous and Hazardous cargoes, and packaging of cargoes, Live cargo - Hague - Visby Rules – Hamburg Rules – International carriage of goods by Road (CMR), 1956 - Institute Cargo Clauses (A,B,C) – General Conditions of Marine Insurance on Goods (GCM11988)

Unit -V

[12 Periods]

Quotations – Orders – Regulations - Credits – Invoicing – Filing – Archiving - Understanding Terms in Logistics –Freight forwarding contracts – General conditions of freight forwarding – Conditions of Contract - Documents - (Air Way Bill (AWB), Bill of Lading(B/L))- Contract of

transportation – Contracts with customers

Text book:

1. Legal Principles in Shipping Business 2010-2011 by Institute of Chartered Shipbrokers (Wither by Seamanship International Ltd)

Reference:

1. Shipping Law by Simon Baughen(Routledge-Cavendish)
2. Maritime Security and the Law of the Sea by Natalie Klein (Oxford University Press)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1			1		2		3	3	1		2	
CO2			1		2		3		3		2		3
CO3	1			2			3		3	1		2	
CO4		1	2			2	3		3		1		3
CO5	1		2		2			3		1		3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	International Business Strategy	0	0	0	0	Theory

Introduction:

International business strategy refers to plans that guide commercial transactions taking place between entities in different countries. Typically, international business strategy refers to the plans and actions of private companies rather than governments as such, the goal is increased profit.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To understand the World of International Business and its challenges
CO2	:	To apply the International Politics and Economic Integration and International Culture International Trade
CO3	:	To analyse the International Business Strategy and its Global Strategic Planning
CO4	:	To create the International Business Strategies in Action
CO5	:	To evaluate the International Business Horizons

Unit-I

[12 Periods]

World of International Business- Challenges of International Business.-Multinational Enterprises-Triad and International Business.

Unit-II

[12 Periods]

World of International Business- Challenges of International Business.-Multinational Enterprises-Triad and International Business.

Unit-III

[12 Periods]

International Business Strategy- Global Strategic Planning- Organizing Strategy Production strategy- Global sourcing –Global supply management and technology transfer - Marketing strategy- Human Resource Management Strategy- Political Risk and Negotiation Strategy- International Financial Management.

Unit-IV

[12 Periods]

International Business Strategies in Action - Corporate Strategy and National Competitiveness - Doing Business in European Community- Doing Business In Japan Doing Business in North America -Doing Business in Non-Trial Nations.

Unit -V

[12 Periods]

International Business Horizons - International Joint Ventures - Future Challenges of International Business.

Textbook:

1. Rungman.A.M and Hodgetts. R.M., International Business; A Strategic Management Approach, McGrawhill,.Inc, New Delhi-1999-2000.

Reference:

1. Keealas.A.G., Global Business Strategy, South –Western,1999-2000,
2. Garland.J. and Farmer. R.N., International Dimension of Business Policy and Strategy, PWS-KENT1999-2000

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	International Trade Procedures and Documentation	0	0	0	0	Theory

Introduction:

International trade is an economical activity between countries/companies. As you know, every country has own business culture, currency and economical system. This system requires some documents. These documents may change based on the country, regulations and means of transportation. Trade agreements between importer and supplier or between countries require documents to protect both sides' rights during trade.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	To understand the International Market Research
CO2	:	To apply the Export and Import Policy and Procedures
CO3	:	To create the Pre-requisites PAN Number, IEC Number, Application & Related documents for IEC
CO4	:	To analyse the Exchange Control Regulations
CO5	:	To evaluate the Export Order, Letter of Credit, Export Declaration Forms

Unit-I

[12 Periods]

International Market Research – Strategies, Product Planning, Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organisation Structure

Unit-II

[12 Periods]

Export and Import Policy and Procedures, Preliminary information, Export sales Quotation, Different Incoterms: FOB/C & F, CIF etc. Methods of payments, Shipping & distribution, after sales service – Customer complaint and conflict resolution.

Unit-III

[12 Periods]

Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, other related procedures of registration, Import Policy and Procedures, licensing rules, Conditions and Obligations of Importers, Different Custom Duties (Import), Customs administration and procedures – Clearance of Import cargo, Indian case, Import Finance.

Unit-IV

[12 Periods]

Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, FERA/FEMA, Permitted Currencies, ACU, Export Realization, Procedure & Related documents. Trends in India's Export & Import.

Unit -V

[12 Periods]

International Business Export Documents: Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading/Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packinglist, GSP Certificate, Legalization of documents, Bank Certificate of Export & Realization - Horizons - International Joint Ventures - Future Challenges of International Business.

Text book:

1. Ministry of Commerce and Industry, Hand Book of Procedures, Volume I and II
GOI, New Delhi –2000.

Reference:

1. Mahajan, Guide to Export Policy, Procedures and Documentation 2000-2001
2. Ballu. R. H. – Business Logistics Management, PHI, Inc 1999-2000.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Global Environment	0	0	0	0	Theory

Introduction:

The financial, cultural, governmental, technological and different forces which work outside an enterprise are part of its environment. The individual customers or facing enterprises as well as the management, customer groups, opponents, media, courts and other establishments working outside an enterprise comprise its environment.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	To understand the nature, purpose of ethics and morals for organizational interests	
CO2	:	To apply the Ethics in Marketing and Consumer Protection	
CO3	:	To create the Ethics in Workplace	
CO4	:	To evaluate the Prevention of Pollution and Depletion of Natural Resources	
CO5	:	To analyze the Ethics in Accounting and Finance	

Unit-I

[12 Periods]

Introduction to Business Ethics: The nature, purpose of ethics and morals for organizational interests; Ethics and Conflicts of Interests; Ethical and Social Implications of business policies and decisions; Corporate Social Responsibility;

Unit-II

[12 Periods]

Ethics in Marketing and Consumer Protection – Healthy competition and protecting consumer's interest, cultural impact on cultural diversification.

Unit-III

[12 Periods]

Ethics in Workplace – Individual in the organization, discrimination, harassment, gender equality, RACE preferences in recruitment process.

Unit-IV

[12 Periods]

Environment Issues: Protecting the Natural Environment - Prevention of Pollution and Depletion of Natural Resources; Conservation of Natural Resources.

Unit -V

[12 Periods]

Ethics in Accounting and Finance – Importance, taxation issues and common problems. Legal environment of business – Monopolies – Company Law, Competition Act 2002. Foreign Exchange Management Act- Securities and exchange board of India Act - Customs and Central Excise Act - Central and State sales Tax - Consumer protection Act Patents Act.

Text book:

1. Ethics, Law, and Business by William A. Wines

Reference:

1. Abratt, D Sacks - Journal of Business Ethics, 1988 – Springer.

2. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry From the Tenth National

Conference on Business Ethics Sponsored by the Center for Business Ethics at Bentley College.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1		2		3	3	1		2	
CO2			1		2		3		3		2		3
CO3	1			2			3		3	1		2	
CO4		1	2			2	3		3		1		3
CO5	1		2		2			3		1		3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Enterprise Resource Planning	0	0	0	0	Theory

Introduction:

This subject covers in details about Enterprise Resource Planning; It includes benefits, Modules, and processing of integration, Various Technologies.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	Understand the basic concepts of ERP and how its derived and Developed from various resources
CO2	:	Easily accessing with the help of knowing the benefits of Enterprise Resource planning.
CO3	:	Inscribe the various Modules processing in the ERP
CO4	:	Exercise the Evaluation of ERP and accessing the ERP related Technologies.
CO5	:	Exercise the other related Technologies of ERP.

Unit-I

[12 Periods]

Evolution of ERP- Overview of ERP - What is ERP? - The Ideal ERP System - Implementation of an ERP System - Reasons for Growth of ERP - Benefits of ERP - Failure of ERP Implementation - Integrated Data Model - Integrated Management Information - Business Modeling.

Unit-II

[12 Periods]

Benefits of ERP - Reduction in Cycle Time - Reduction of Lead Time - Reduction in Cost - Improved Resource Utilization Improved Supplier Performance - Increased Flexibility - Improved Information Accuracy and Decision-making Capabilities - Better Customer Satisfaction - On-time Shipment.

Unit-III

[12 Periods]

Modules of ERP - Functional Modules of ERP Software - Manufacturing and Logistics Modules - Finance Module – Controlling -Plant Maintenance- Quality Management - Production Planning and Material Management - Inventory Management and Warehouse Management - Production Planning.

Unit-IV

[12 Periods]

Evaluation of ERP- Variation of Modules – Advantage of ERP – An Overview of Enterprise - ERP and Related Technologies.

Unit -V

[12 Periods]

ERP Market- other related technologies of ERP - E-procurement - E-Logistics - Internet Auctions - E-markets - Electronic business process optimization – Business objects in SCM -E commerce.

Text book:

1. "Concepts in Enterprise Resource Planning" Third Edition Author - Ellen F. Monk

University of Delaware Bret J. Wagner Western Michigan University.

<http://chettinadtech.ac.in/storage/14-08-28/14-08-28-10-50-00-2827-anuprathibha.pdf>

Reference:

Enterprise Resource Planning

http://ebooks.lpude.in/management/mba/term_3/DCAP302_DCAP514_ENTERPRISE_RESOURCE_PLANNING.pdf

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Management Information System	0	0	0	0	Theory

Introduction:

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

Course Focus on : Entrepreneurship

Course Outcome:

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

Unit-I

[12 Periods]

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

Unit-II

[12 Periods]

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

Unit-III

[12 Periods]

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

Unit-IV

[12 Periods]

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

Unit -V

[12 Periods]

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

Text book:

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

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

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

Introduction:

E-Commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To Identify and understand Business models and strategy of e-commerce
CO2	:	To Acquire knowledge in Computers
CO3	:	To Know more about Network service and payment system in e-commerce
CO4	:	To Understand the E-Online banking and various delivery channels
CO5	:	To Know about E-commerce technology and security issues

Unit – I

[12 Periods]

Electronic commerce – Introduction – Business Models of e-Commerce - B2B e-commerce and EDI - Business Applications of e-commerce. Infrastructure for e-commerce – Communication networks for e-commerce.

Unit – II

[12 Periods]

Electronic data interchange – Benefits EDI legal – Securities and privacy issues – EDI Software implementation – value added networks – Internal information systems - Work flow automation and Co-ordination – Customization and internal commerce.

Unit – III

[12 Periods]

Network services – secure messaging – payment systems in e-commerce – Structured electronic documents.

Unit – IV

[12 Periods]

E-online Banking: Introduction Concepts and Meaning-Need for Computerization-Electronic delivery channels-Automated Teller Machine(ATM) – Electronic Fund Transfer(EFT) – uses – computerization in clearing houses – Telebanking - Electronic Money Transfer(EMT) – Payment - E-Cheque – Financial Transactions Terminals – MICR Cheques - e-Banking in India.

Unit -V

[12 Periods]

E-Commerce Technology – Security Issues in e-Commerce – Legal and Ethical Issues - Role of social media in e-Commerce Industry - M-Commerce and WAP - Mobile Commerce Risk, Security and Payment Methods – Mobile money – infrastructure and fraud prevention for M-payment – Current Trends in Electronic world - e-Waste - e-Surveillance–e-Governance- e-Care.

Text book:

1. R.Saravana Kumar R.Parameswaran T.Jayalakshmi., Information Technology S.Chand 2015 Revised Edition

Reference:

1. Dr.C.S.Rayudue-Commerce e-Business Himalaya publishing house 2015 Revised Edition

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1		1	2		2			3	1	3		2	1
CO2	1			2		2	3		3	2	3	1	
CO3		1		2		2		3	2	2		2	1
CO4		1		2	2			3		3	3		2
CO5			2			2	3		2	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Cyber Law	4	5	0	0	Theory

Introduction:

Cyber law is the part of the overall legal system that deals with the internet, cyberspace and their respective legal issues. Cyber law covers a fairly broad area, encompassing several subtopics including freedom of expression, access to and usage of the internet, and online privacy.

Course Focus on : Skill Development

Course Outcome:

CO1	:	To know the basic concepts which lead to the formation and execution of electronic Contracts
CO2	:	To enlighten the students' knowledge on the basic application of Cyber Law in e-Commerce in India
CO3	:	To growing awareness on privacy is another upcoming trend
CO4	:	To improve cyber security professionals' skills and citizen sensitization and awareness
CO5	:	To Know the Information Technology and Electronic Governance

Unit – I

[12 Periods]

Cyber Law: Introduction – Concept of Cyber space - E-Commerce in India – Privacy factors in E-Commerce cyber law in E-Commerce – Contract Aspects.

Unit – II

[12 Periods]

Security Aspects: Introduction – Technical aspects of Encryption – Digital Signature –Data Security. Intellectual Property Aspects:WIPO – GII – ECMS - Indian Copy rights act on soft propriety works- Indian Patents act on soft propriety works.

Unit – III

[12 Periods]

Evidence Aspects: Evidence as part of the law of procedures – Applicability of the law of Evidence on Electronic Records - The Indian Evidence Act 1872. Criminal aspect:Computer Crime - Factors influencing Computer Crime – Strategy for prevention of computer crime - Amendments to Indian Penal code 1860

Unit – IV

[12 Periods]

Global Trends – Legal frame work for Electronic Data Inter change:EDI Mechanism Electronic Data Interchange Scenario in India.

Unit - V

[12 Periods]

The Information Technology Act 2000 – Definitions - Authentication of Electronic Records - Electronic Governance – Digital Signature Certificates.

Text book:

1. The Indian Cyber Law: Suresh Viswanathan, Bharat Law House, New Delhi

Reference:

1. Investigating Cyber Law and Cyber Ethics: Issues, Impacts and Practices” by Alfred a Dudley and James Braman
2. “Cyber Law: A Legal Arsenal for Online Business” by Brett Trou

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	2		2		2	3	3		2	1
CO2	1		1		1	1	2	3		2	3	1	
CO3		1		2		2			3	2		2	1
CO4	1	1			1		2		3	3	3		2
CO5	1		2		2	2		3	1	3	1	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Consumer Behavior	4	5	0	0	Theory

Introduction:

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

Course Focus on : Skill Development

Course Outcome:

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

Unit – I

[12 Periods]

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

Unit - II

[12 Periods]

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

Unit - III

[12 Periods]

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

Unit - IV

[12 Periods]

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

Unit - V

[12 Periods]

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

Text book:

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

Reference:

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Supply Chain Management	4	5	0	0	Theory

Introduction:

The paper aims to educate students on stages of supply chain management and new opportunities in SCM.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	Demonstrate to difference between Product and Brands
CO2	:	Evaluate the pros and cons of brand extension
CO3	:	To know the brand equity and Positioning & Repositioning of brands
CO4	:	To equip with buyer behavior concepts and to formulate and justify Buying Decision Behaviour
CO5	:	Analyse the buyer problem, buyer decision making process and Post-purchase Behaviour

Unit - I

[12 Periods]

SCM – Definition – objectives – Evolution – need – Issues involved in developing SCM Framework – Types. SCM activities – Constituents - Organisation.

Unit - II

[12 Periods]

Supply chain Integration – Stages – Barriers to internal integration –Achieving Excellence in SCM Dimensions of Supply Chain Excellence - Forces influencing SCE Emotions, Physical and Financial Supply Chains - Check list for Excellence

Unit - III

[12 Periods]

Purchasing and Supply Management – Introduction – importance Objectives purchasing process - Purchasing & other functions – Purchasing and integrated logistics interfaces – Types of purchases- Purchasingpartnerships-Materials sourcing-Just-in-time purchasing.

Unit - IV

[12 Periods]

Out sourcing in SCM –Meaning need – outsourcing risks – outsourcing process outsourcing in SCM New opportunities in SCM outsourcing - Myths of SCM outsourcing.

Unit - V

[12 Periods]

Performance Measurement in SCM – Meaning - Advantages of performance measures - The benefits of Performance measurement – Measuring SCM - Supplier performance measurement Parameters choosing suppliers.

Text book:

1. David J. Bloomberg, Stephen Le May & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna
New Delhi, 2003

Reference:

1. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing
Co.Ltd, New Delhi, 2004
2. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice - Hall of India Pvt Ltd., New
Delhi, 2005.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Brand Management	4	5	0	0	Theory

Introduction:

To develop knowledge of branding frameworks, strategies and brandings role within business and know the value of a brand to an organization.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	Demonstrate to difference between Product and Brands
CO2	:	Evaluate the pros and cons of brand extension
CO3	:	To know the brand equity and Positioning & Repositioning of brands
CO4	:	To equip with buyer behaviour concepts and to formulate and justify Buying Decision Behaviour
CO5	:	Analyse the buyer problem, buyer decision making process and Post-purchase Behaviour

Unit - I **[12 Periods]**

Brand Management – Concept of Branding, Significance of Branding, Brand –Types, Difference between Product and Brand – Branding Challenges – Overcoming Branding Challenges - E- Branding.

Unit - II **[12 Periods]**

Brand Extensions – Concept of Brand Extensions, Types of Brand Extensions, Need for Brand Extensions, Pros and Cons of Brand Extensions, Category - related Extensions, Image – related extensions & unrelated extensions

Unit - III **[12 Periods]**

The concept of Brand Awareness, Brand Identity, Brand Image, Brand Personality Brand Equity; Creating brands in a competitive market; Brand Positioning & Repositioning, Brand Associations, Using Brand Elements to create brand equity.

Unit - IV **[12 Periods]**

Understanding the Basics of Buyer Behavior, Types of Buying Decision Behavior, Black – Box Model of Consumer Behavior.

Unit - V **[12 Periods]**

Buyer Decision Making: Problem Identification, Information search, Sources of Information, Evaluation of alternatives, purchase decision, Post-purchase Behavior.

Text book:

1. Brand Management -Gulnarsharma, Karan Singh Khundia– Himalaya Publishing House

Reference Book:

1. Brand Management: Principles and Practices-Kirti Dutta- Oxford University Press.
2. Brand Management: The Indian Context-YLR Moorthy- Vikas Publishing House.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1		1		2	2		3			1	3	2	
CO2	1		1			2	2		2	1	3	1	1
CO3		1		2		3		3		1	1		2
CO4	1		1		2		3		1	2	1		
CO5		1		2	2			3		3	2	3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Strategic Management	4	5	0	0	Theory

Introduction:

In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.

Course Focus on : Entrepreneurship

Course Outcome:

CO1	:	Allocate resources to align with goals. Setting strategic priorities naturally filters budget and manpower
CO2	:	Increase efficiency of the financial objective could be to increase resources
CO3	:	To analysis an organization's resources in order to achieve its goals
CO4	:	To large policies and plans to achieve those allocating resources to implement the plans
CO5	:	To achieve the action goals in the competitive environment

[12 Periods]

Unit - I

Introduction - Fundamentals of Strategy - Conceptual Evolution of Strategy - Scope and Importance of Strategies - Purpose of Business - Difference between Goals and Objectives of Business - Core Competencies of Business

Unit - II

[12 Periods]

Strategic Management – Need – Scope – features and importance of strategic management – Role of Strategists in Decision Making – Types of Strategies, Limitations of Strategic Management

Unit - III

[12 Periods]

Strategy Formulation – Process in Strategy Formulation – Strategy Implementation and its Stages - Reasons for Strategy Failure and Methods to Overcome – Strategy Leadership and Strategy Implementation- Strategic Business Units (SBUs)

Unit - IV

[12 Periods]

Introduction – Business Plan and Business Venture – Business Investment Strategies – Impact of Ethical Conduct, Corporate Social Responsibilities (CSR)

Unit - V

[12 Periods]

Strategic - Culture and its Significance, Organizational Development and Change - Change Management-

Leadership Styles and its Roles-Strategic management in a new globalized economy.

Text book:

1.Strategic Management 4thEdition, Kindle Edition,by [Azhar Kazmi](#)-2017

Reference Book:

1.Strategic Management and Business Policy:Globalization, Innovation and Sustainability by

[Thomas L. Wheelen](#), [J. David Hunger](#), [Alan N.Hoffman](#).

2.Strategic Management: Formulation, Implementation, and Control by John A Pearce and Richard Braden Robinson

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	ENVIRONMENTAL STUDIES	2	2	0	0	FC

Unit –I [12 Periods]

A Multidisciplinary Subject – Natural Resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

Unit -II [12 Periods]

Eco system – Concepts of Ecosystem – Characteristics – Food Chains – Food Web – Ecological Pyramids
Energy Flow in an Ecosystem – Nutrient Cycling – Primary Production – Eco system Regulation –
Ecological Succession – Major Ecosystem Types.

Unit -III [12 Periods]

Biodiversity and its Conservation – Diversity – Bio geographically Classification of India – Value of Bio
diversity – Global Biodiversity – Biodiversity: National, Regional or Local – Hot Spots of Bio Diversity –
Threats to Biodiversity – Loss of Habitat – Poaching – Man-wildlife Conflicts –
Endangered Species of India – Endemic Species of India – Conservation of Biodiversity.

Unit -IV [12 Periods]

Environmental Pollution – Air pollution – Noise Pollution – Water Pollution – Thermal Pollution – Marine
Pollution – Soil Pollution – Nuclear Hazards – Solid Waste Management – Role of an Individual in
Prevention of Pollution – disaster Management.

Unit -V [12 Periods]

Social Issues and the Environment – From unsustainable to sustainable development – Urban
problems related to energy – Water Conservation – Rainwater Harvesting – Watershed Management –
Resettlement and Rehabilitation Issues – Environmental Ethics – Climate Change – Global Warming – Acid Rain –
Ozone Layer Depletion – Environmental Legislation.

Text book:

1. Perspectives in Environmental Studies Aubha Kaushik, C.P. Kaushik, New Age International Publishers, Second Edition, 2004.

Reference:

1. Basics of Environmental Science – Michael Allaby, Routledge – London, 2nd Edition, 1996.
2. Principles of Environmental Science and Technology – K. Saravanan, S. Ramachandran and R. Baskar, New Age International Publishers, 2005.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	WOMEN STUDIES	2	2	0	0	FC

Unit - I [12 Periods]

Laws, Legal Systems and Change

Definition – Constitution all aw, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Frame work.

Unit - II [12 Periods]

Politics of land and gender in India

Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women’s Claims to Land – Right to Property – Case Studies.

Unit - III [12 Periods]

Women’s Rights: Access to Justice

Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.

Unit - IV [12 Periods]

Women’s Rights

Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961

Unit - V [12 Periods]

Special Women Welfare Laws

Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 – Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment – Role of Rape Crisis Centers.

Text book:

1. Nitya Rao “Good Women do not Inherit Land” Social Science Press and Orient Blackswan 2008

Reference:

1. International Solidarity Network “Knowing Our Rights” An imprint of Kalika for Women 2006
2. P.D. Kaushik “Women Rights” Bookwell Publication 2007

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CONSTITUTION OF INDIA	2	2	0	0	FC

Unit -I [12 Periods]

Making of Constitution – Constituent Assembly - Dr.Rajendra Prasath - Dr.B.R.Ambedkar – Salient features - Fundamental Rights

Unit -II [12 Periods]

Union Executive – President of India – Vice - President – Prime Minister – Cabinet – Functions

Unit -III [12 Periods]

Union Legislature - Rajiya Sabha – Lok Sabha – Functions and Powers

Unit -IV [12 Periods]

Union Judiciary - Supreme Court - Functions - Rule of law

Unit -V [12 Periods]

State - Executive - Legislature – Judiciary

Text book:

1. Agharwal.R.C.National Moment and Constitutional Development – New Delhi,1977

Reference:

1. Chapra B.R., Constitution of India, New Delhi, 1970. Rao B.V.,
Modern Indian Constitution, Hyderabad,1975

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	HUMAN RIGHTS	2	2	0	0	FC

Unit - I [12 Periods]

Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision

Unit - II [12 Periods]

Value Education towards National and Global Development-National and International Values: Constitutional or national values-Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

Unit - III [12 Periods]

Impact of Global Development on Ethics and Values - Conflict of cross - cultural influences, mass media, cross - border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

Unit - IV [12 Periods]

Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice – Dragged into the Net – Help thy Neighbor – You snooze, You Lose - Crime & Punishment – Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage – Compulsory Registration of Marriages – Relief through Family Court– Writing a Will.

Unit - V [12 Periods]

Protection of Women under Civil Law – Protection of Women under Criminal law – Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection – Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes– E- Commerce.

Text book:

1. Value Education–Human Rights – Learning Material, Bharathiar University, 2009.

Reference:

1. Introduction to Human Rights and Duties - Dr.T.S.N.Sastry, University of Pune, 2011
2. Human Rights Education for Beginners - KWIRC, NHRC, 2005.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BTAAFC	YOGA	2	2	0	0	FC

Unit - I [12 Periods]

Yoga and Physical Health

Physical Structure - Three bodies – Five limitations Simplified Physical Exercises - Hand Exercises – Leg Exercises – Breathing Exercises - Eye Exercises –Kapalapathi Maharasanas 1-2 - Massages – Acu-puncture –Relaxation Yogasanas - Padmasana-Vajrasanas - Chakrasanas(Side)-Viruchasanas – Yoga muthra Patchimothasanas – Ustrasanas - Vakkarasanas -Salabasanas

Unit - II [12 Periods]

Art of Nurturing the life force and Mind

Maintaining the youthfulness - Postponing the ageing process - Sex and Spirituality - Significance of sexual vital fluid - Married life –Chastity Ten stages of Mind Mental frequency - Methods for concentration

Unit - III [12 Periods]

Sublimation

Purpose and Philosophy of life Introspection - Analysis of Thought Moralization of Desires Neutralization of Anger

Unit - IV [12 Periods]

Human Resources Development

Eradication of worries Benefits of Blessings Greatness of Friendship Individual Peace and World Peace

Unit - V [12 Periods]

Law of Nature

Unified force - Cause and Effect system Purity of Thought and Deed and Genetic Centre Love and Compassion Cultural Education - Fivefold Culture

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COMMUNICATIVE ENGLISH	2	2	0	0	
Unit - I						[12 Periods]
	Vocabulary building - Puzzle					
Unit - II						[12 Periods]
	Common error in English - Role Play					
Unit - III						[12 Periods]
	Advertising - Newspaper Reading					
Unit - IV						[12 Periods]
	Write the missing Verbs - Question Framing					
Unit - V						[12 Periods]
	Description - Letter writing					

