

DEPARTMENTOFCOMMERCE

RATHINAMCOLLEGE OF ARTS AND SCIENCE(AUTONOMOUS)

RathinamTechzone,PollachiRoad,Eachanari,
Coimbatore-641021



Syllabusfor

B.Com.InformationTechnology

2021-2022Batchon-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

The Impact Superior quality education at affordable cost, Nurture academic and research excellence maintain Eco-friendly and future ready infrastructure and create a team of well qualified teaching professionals who can build global competency and employability.

Core Purpose

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 employment.

Program Educational Objectives (PEO)

PEO1	:	Will emerge successful, qualified, innovative and productive in fulfilling the needs of the Industry, Government and Commerce
PEO2	:	Shall employ the practical knowledge in micro areas like accounting, corporate governance, business ethics, share market and other finance related services
PEO3	:	Will engage professionally with the knowledge acquired and execute the skills throughout their career.
PEO4	:	Shall develop a corporate value and strategic decision to grow and restructure in business fields.
PEO5	:	Will contribute to the nation building with corporate ethical standards

Mapping of Institute Mission to PEO

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

Mapping of Department Mission to PEO

Department Mission	PEO's
Provides a student-centered environment.	PEO1, PEO3
Promotes academic excellence, professional and personal growth, ethical and professional conduct	PEO2, PEO4
Demonstrates the knowledge, skills, and competencies necessary to excel in accounting profession, entrepreneurial venture, higher education and/or employment	PEO1, PEO4, PEO5

Program Outcomes (PO)

PO1	:	Acquire the knowledge on secretarial practices to suit the modern corporate.
PO2	:	Identify, formulate, analyze and solve diverse business problems.
PO3	:	Select and apply appropriate techniques, resources and modern statistical tools to cope up with recent trends.

PO4	:	Inculcate the corporate responsibilities.
PO5	:	Understand the impact of modern accounting systems in societal and environmental contexts to demonstrate the knowledge for sustainable development.
PO6	:	Apply professional ethics and responsibilities in accordance with the norms of secretarial practices.
PO7	:	Communicate effectively with the accounting professionals and able to write effective reports and documentation.
PO8	:	Demonstrate knowledge and understanding of management principles and apply these to one's own work to manage multidisciplinary environments.
PO9	:	Identify the technological change and the ability to engage in life-long learning.

Program Specific Outcomes (PSO)

PSO1	:	Acquire the knowledge on secretarial practices to suit the modern corporate.
PSO2	:	Identify, formulate, analyze and solve diverse business problems.
PSO3	:	Select and apply appropriate techniques, resources and modern statistical tools to cope up with recent trends.
PSO4	:	Inculcate the corporate responsibilities.

CorrelationbetweenthePOsandthe PEOs

ProgramOutcomes		PEO1	PEO2	PEO3	PEO4	PEO5
PO1	:	1				3
PO2	:		2		3	
PO3	:					3
PO4	:	1	2		3	3
PO5	:			2		
PO6	:	1			2	3
PO7	:		1	2		
PO8	:			2	3	3
PO9	:					
PSO1	:		1		2	3
PSO2	:	1				
PSO3	:		2	2	3	
PSO4	:		2			3

Mappingshouldbedonebasedonthe correlationofPO/PSOwithPEO.Ifstrongl
y correlated mention-3
If moderately correlated mention -
2If lesscorrelated mention- 1
Ifnocorrelationleaveblank

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	1		2			3			
PO2		2			3				
PO3			2	2					
PO4	1	2				3			
PO5			2			3	3		3
PO6	1	2		3				3	
PO7	1					2	3		
PO8		2	2			2			
PO9			1				2		
PSO1	1	1		1	2				3
PSO2			1		2				3
PSO3		1	1		1		3		
PSO4						2		3	

Mapping should be done based on the correlation of PO/PSO with Course Delivery Components.

If strongly correlated mention -
3 If moderately correlated mention - 2
If less correlated mention - 1
If no correlation leave blank

RATHINAMCOLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
B. Com (IT) Curriculum Structure - Regulation -
2019 (For the students admitted from 2021 onwards)

RATHINAMCOLLEGE OF ARTS AND SCIENCE (Autonomous)
B.Com Information Technology 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		English for Communication- 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 Practical-MS Office	2	4	25	25	50
5	1	3	DSC		DSC1C	4	4	50	50	100
6	1	3	DSC Practical		DSC Practical -1C	2	4	25	25	50
7	1	3	Allied-I		DSA1A	4	4	50	50	100
8	1	4	AEC		Ability Enhancement Course I	2	2	50		50
9	1	6	VAC		Value Added Course-I	2	-	50		50
						28	30			
1	2	1	L1		Language- II	4	4	50	50	100
2	2	2	L2		English for Communication- II	4	4	50	50	100
3	2	3	Core		Core- Financial Accounting II	4	4	50	50	100
4	2	3	Core Practical		Core Practical-Excel in Financial Decision	2	4	25	25	50
5	2	3	DSC		DSC2C	4	4	50	50	100
6	2	3	DSC Practical		DSC Practical -2C	2	4	25	25	50
7	2	3	Allied-II		DSA2A	4	4	50	50	100
8	2	4	AEC		Ability Enhancement Course II	2	2	50		50
9	2	6	VAC		Value Added Course- II *	2	-	50		50
						28	30			
1	3	3	Core		Core-Corporate Accounting-I	4	5	50	50	100
2	3	3	Core Practical		Core Practical -Tally I	2	4	25	25	50
3	3	3	DSC		DSC3C	4	5	50	50	100
4	3	3	DSC Practical		DSC Practical -3C	2	4	25	25	50
5	3	3	Allied-III		DSA3A	4	5	50	50	100
6	3	4	SEC		Skill Enhancement Courses-I	2	5	25	25	50
7	3	4	AEC		Ability Enhancement Course III	2	2	50		50
8	3	6	VAC		Value Added Course- III *	2	-	50		50
9	3	6	ITR		Industrial Training Report-I *	2		50		50
10	3	6	IDL		Inter Department Learning-I *	2	-	50		50

RathinamCollegeofArts&Science (Autonomous),Coimbatore-21.
AdmittedinB.Com(IT) fromtheacademicyear2021-2022Onwards

						Regulations2021				
						26	30			
1	4	3	Core		Core–Corporate Accounting –II	4	5	50	50	100
2	4	3	CoreP ractical		CorePractical-SPSS	2	4	25	25	50
3	4	3	DSC		DSC4C	4	5	50	50	100
4	4	3	DSC Practical		DSCPractical -4C	2	4	25	25	50
5	4	3	Allied-IV		DSA4A	4	5	50	50	100
6	4	4	SEC		SkillEnhancementCourses – II	2	5	25	25	50
7	4	4	AEC		ABE	2	2	50		50
8	4	6	VAC		Value AddedCourse-IV *	2	-	50		50
9	4	6	IDL		Inter DepartmentLearning–II *	2	-	50		50
						24	30			
1	5	3	Core		Core-CostAccounting	4	4	50	50	100
2	5	3	Core Practical		CorePractical –TallyII	2	4	25	25	50
3	5	3	DSC		DSC5C	4	4	50	50	100
4	5	3	DSC Practical		DSCPractical -5C	2	4	25	25	50
5	5	3	ElectiveI		Elective-I	4	5	50	50	100
6	5	3	ElectiveII		Elective- II	4	5	50	50	100
7	5	4	SEC		Skill Enhancement Courses – III	2	4	25	25	50
8	3	6	ITR		IndustrialTrainingReport-II *	2		50		50
9	5	6	VAC		ValueAddedCourse-V*	2	-	50		50
						26	30			
1	6	3	Core		Core-Management Accounting	4	6	50	50	100
2	6	3	CoreP ractical		CorePractical	2	4	25	25	50
3	6	3	ElectiveIII		Elective– III	4	6	50	50	100
4	6	3	ElectiveIV		Elective–IV	4	6	50	50	100
5	6	3	Core Course - XI		CoreProject	8	4	100	100	200
6	6	4	SEC		SkillEnhancement Courses– IV	2	4	25	25	50
7	6	5	EX		ExtensionActivity-EX%	2	-	50		50
						26	30	2325	1625	3950
Totalcredit						158				

Core

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			FinancialAccounting- I	Commerce	
2			FinancialAccounting-II	Commerce	
3			CorporateAccounting- I	Commerce	
4			CorporateAccounting-II	Commerce	
5			CostAccounting	Commerce	
6			Management Accounting	Commerce	

Core-Practical

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			MS Office (Word,PPTandAccess)	Commerce	
2			ExcelinFinancialDecisions	Commerce	
3			Tally-I	Commerce	
4			SPSS	Commerce	
5			Tally- II	Commerce	
6			Commerce Practice	Commerce	

DisciplineSpecificCore

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Computer ApplicationsinBusiness	Commerce	
2			BlockChain	Commerce	
3			BusinessLaw	Commerce	
4			Companylaw	Commerce	
5			Taxation	Commerce	
6			FinancialServices	Commerce	
7			RDBMS	Commerce	
8			Computer Networking	Commerce	
9			MarketingManagement	Commerce	
10			IWD	Commerce	
11			HTML	Commerce	
12			PrinciplesofAuditing	Commerce	

Discipline Specific Core Practical					
S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Computer Applications in Business		Commerce	
2		Financial Services		Commerce	
3		Financial Management		Commerce	
4		Business Law		Commerce	
5		International Financial Management		Commerce	
6		Taxation		Commerce	
7		Consumer Behaviour		Commerce	
8		Marketing Management		Commerce	
9		International Finance		Commerce	
10		Organisational Behaviour		Commerce	
11		Digital Marketing		Commerce	
12		Treasury Management		Commerce	

Allied

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			BusinessMathematics	Commerce	
2			BusinessStatistics	Commerce	
3			EntrepreneurialDevelopment	Commerce	
4			ResearchMethodology	Commerce	
5			ManagerialEconomics	Mathematics	
6			Principles ofManagement	Mathematics	
7			ConsumerAffairs	Commerce	
8			MicroFinance	Commerce	

Skill Based Courses

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			BusinessCorrespondence	Commerce	
2			BusinessEthics andIPR	Commerce	
3			Retailenvironment	Commerce	
4			ServiceMarketing	Commerce	
5			CorporateFinance	Commerce	
6			BankingTheoryLawandPractice	Commerce	
7			FinancialManagement	Commerce	
8			CustomerRelationshipManagement	Commerce	

Elective

S.No	Specialization	CourseCode	Course	Pre-requisite	OfferingDepartment	Mandatory
1	Finance		Working Capital Management		Commerce IV	
2	Finance		Business Finance		Commerce IV	
3	Finance		Goods and Service Tax		Commerce IV	
4	Finance		FinancialMarketandInstitutions		Commerce IV	
5	Finance		MicroFinance		Commerce IV	
6	Banking		MerchantBanking		Commerce IV	
7	Banking		CommercialBank Management		Commerce IV	

8	Banking		Principles&Practice of Banking		Commerce IV	
9	Banking		DigitalBanking		Commerce IV	
10	Insurance		MarineInsurance		Commerce IV	
11	Insurance		HealthInsurance		Commerce IV	
12	Insurance		FireandLoss ConsequentialInsurance		Commerce IV	
13	Insurance		AgriculturalInsurance		Commerce IV	
14	InternationalBusiness		InternationalShippingand Legislation		Commerce III	
15	InternationalBusiness		InternationalBusiness Strategy		Commerce III	
16	InternationalBusiness		InternationalTrade Procedure andDocumentation		Commerce III	
17	InternationalBusiness		GlobalBusiness Environment		Commerce III	
18	InformationTechnology		EnterpriseResource Planning		Commerce III	
19	InformationTechnology		ManagementInformation System		Commerce III	
20	InformationTechnology		E-Commerce		Commerce III	
21	InformationTechnology		CyberLaw		Commerce III	
22	Marketing		ConsumerBehavior		Commerce I	

RathinamCollegeofArts&Science (Autonomous),Coimbatore-21.

AdmittedinB.Com(IT) fromtheacademicyear2021-2022Onwards

Regulations2021

23	Marketing		SupplyChainManagement		Commerce I	
24	Marketing		BrandManagement		Commerce I	
25	Marketing		StrategicManagement		Commerce I	

ApprovedintheBOSMeetingheldon4/5/2021

AbilityEnhancementCourse

S.No.	Pre-requisite	Sub Code	Subject	OfferingDepartment	Mandatory
1			EnvironmentalStudies	CS	
2			WomenStudies	Commerce II	
3			ConstitutionofIndia	Commerce I	
4			HumanRights	Psychology	
5			Yoga	Tamil	
6			NCC	Visual Communication	
7			CommunicativeEnglish	English	
8			QuantitativeAptitude	Mathematics	

Semester I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core - Financial Accounting-I	4	0	2	6	Theory

Introduction:

Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statements 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]

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

Unit II:

[12 Periods]

Journal– Ledger-Subsidiary Books: Purchase book-Sales book–Purchase Return book – Sales Return book–Cash book-Preparation of Trial Balance.

Unit III:

[12 Periods]

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

Unit IV:

[12 Periods]

BillofExchange-Accommodationbills–Averageduedate– Account current.

UnitV

[12Periods]

ReceiptsandPaymentsaccount-IncomeandExpenditureaccount-
OpeningandClosingofbalancesheet.

TextBook

1. PrinciplesofAccountancy.VinayakamNPI ManiPublishedbySChand&CompanyPvtLtd

ReferenceBooks

1. GuptaR.L., RadhaswamyM.,AdvancedAccountancy,Vol. 1,(SultanChandPublishers2011)
2. FinancialAccounting,T.S.ReddyandDr.A.Murthy,MarghamPublications-2012

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			2	2		2		2	1		2	
CO2		2	2			2	3				3		
CO3	1		2	2				3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

SEMESTER –I
FinancialAccounting-I(CorePaper–Practical)

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

Introduction

Technologyhasbecomethebackboneofalmosteveryindustry,specializedskillsthat comefromMicrosoftOfficetrainingandotherMicrosoftproducts.

CourseFocusOn:SkillDevelopment

CourseOutcome

CO1	RecognizewhentouseeachoftheMicrosoftOfficeprogramstocreateprofessionalandacademici documents
CO2	UseMicrosoftOfficeprogramstocreatepersonal,academicandbusinessdocumentsfollowing currentprofessionaland/orindustrystandards.
CO3	Apply skills and concepts for basic use of computer hardware, software, networks, andtheInternet intheworkplaceandinfuturecourseworkasidentifiedbytheInternationally acceptedInternetandComputingCore(IC3)standards.
CO4	Relatereal-lifeMSWordapplicationsforprofessionalorpersonaluse.
CO5	Demonstrate fundamentalknowledge ofMSWord.

UNIT-I

[12Periods]

MICROSOFTWORD

1. HowtoCreateJournal, Ledger andtrailbalanceLines(format) inMicrosoftWord
2. Howtocreatethetrailbalanceandprofitlossaccount(format) inMicrosoftWord
3. PrepareaShareholdersmeetingletterusingWizard/Templatesfor10membersusing mailmergeoperation

UNIT– II

[12Periods]

MSEXCEL

1. Prepareamarklistofyourclass(minimumof5subjects)andperformthefollowingoperations:DataEntry,Total, Average,Resultand Rankingbyusingarithmeticandlogicalfunctionsandsorting.
2. PrepareFinalAccounts(Trading, Profit&LossAccountandBusinessSheet)byusingIflogicformulaallowedtoher.January29Paymentreceivedfr omKavitabyCheque.

pprovedintheBOSMeetingheldon4/5/2021

UNIT – III	[12 Periods]
MS POWERPOINT	
1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentations should work in manual mode.	
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.	
UNIT – IV	[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.	
UNIT – V	[12 Periods]
1. Create mailing labels for student database, which should include at least three tables, must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, and Phone Number.	
Textbook:	
1. 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 McGraw Hill Companies-2010	
2. Computer Fundamentals, P. K. Sinha, Tata McGraw Hill Companies-2010	

MappingofCourseOutcomeswithProgramOutcomes

MappingofCourseOutcomeswithProgramOutcomes:													
CourseO utcomes	ProgramOutcomes									ProgramSpecificOutcomes			
	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		3		3	1	3	3	3	1	2	1

Semester-II

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

Introduction:

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

Course Focus: 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- Interdepartmental 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 Purchase Account

Unit V: **[12 Periods]**

Approved in the BOS Meeting held on 4/5/2021

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

Note: Distributionofmarks80% Problem and20% Theory.

Textbook:

1. AdvancedAccountancy,S.P.JainandK.L.Narang,Vol-II– 2014

Reference:

1. AdvancedAccountancy,S.N.Maheswari,T.S.Reddy,Vikaspublishers-2012
2. FinancialAccounting,T.S.ReddyandDr.A.Moorthy,MarghamPublications-2012

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			2	2		2		2	1		2	
CO2		2	2			2	3				3		
CO3			2	2				3		1			
CO4					2		3					2	3
CO5		1	1			2		3					

SubjectCode	SubjectTitle	Lecture	Tutorial	Practical	Credit	Type															
	Core Practical Excel in Financial Decision	0	0	4	2	Theory															
<p>Introduction:</p> <p>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.</p> <p>Course Focus: Skill Development</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To inculcate the knowledge of MS Excel</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To understand the basic statistical tools & methods</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To outline the Analytical commands in Excel</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To identify the statistical tools for problem solving</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To analyze a program using appropriate analytical tool</td> </tr> </tbody> </table>							CO1	:	To inculcate the knowledge of MS Excel	CO2	:	To understand the basic statistical 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
CO1	:	To inculcate the knowledge of MS Excel																			
CO2	:	To understand the basic statistical 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]																
<p>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'.</p> <p>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 2. Copy the details of the employees staying in Coimbatore city. Find the person who is getting a maximum salary.</p>																					
Unit II					[12 Periods]																
<p>1. To Prepare payroll for the employees (10 employees) of an organization and count the number of employees 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</p>																					

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

a. Enter the data, as shown, into a worksheet and format the table as shown.

b. Create a formula to calculate rate of return for each year. Format the results as percentages with two decimal places.

c. Calculate the total return for the entire holding period. What is the compound average annual rate of return?

d. 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?

Experiment with the formatting possibilities of the chart. For example, you

Approved in the BOS Meeting held on 4/5/2021

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]

1. 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
General expenses	8,950		
printing	2,400		
Advertisement	2,800		
Bonus	10,500		

Debtors	38,700		
Plant	1,80,500		
Furniture	17,100		
Bank	34,700		
Bad debts	3,200		
Callsinarrears	5,000		
TOTAL	6,60,270		6,60,270

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

- Do you think that Qualcomm can maintain the current growth rates of sales and net income over the long run? Why or why not?
- 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

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

Reference Books

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

MappingofCourseOutcomeswithProgramOutcomes

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				2		2		2	1		2	
CO2						2	3				3		
CO3	1		2					3		1			
CO4		2			2		3					2	3
CO5		2	1			2		3					

Semester-III

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: Employability

Course Outcome:

CO1	:	To know how the company's issue of shares for forfeiture and reissues, 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 – Bonus Issue – Underwriting.

Unit II:

[12 Periods]

Ap

Unit III:

[12 Periods]

Redemption on Preference Shares- Debentures- Issue- Redemption- Profit prior to incorporation

(include all Ratios)
proved in the BOS Meeting- held on 4/5/2021

FinalAccountsofCompanies-CalculationofManagerialRemuneration.

[12Periods]

UnitIV:

ValuationofGoodwillandShares–Need–MethodsofvaluationofGoodwillandShares.

UnitV:

LiquidationofCompanies -Statement ofAffairs-Deficiencyaccount.

[12Periods]

Textbook:

1.ShuklaandGrewal–Advanced Accountancy-II,SultanChand&Sons.

Reference:

1. Jain and Narang, Advanced Accountancy,

KalyaniPublishers. 2. Reddy & Moorthy -

CorporateAccountancy.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			2	2		2		2	1		2	
CO2		2	2			2	3				3		
CO3	1		2	2				3		1			
CO4		2			2		3					2	3
CO5	1	1	1			2		3					

SemesterIII						
SubjectCode	SubjectTitle	Lecture	Tutorial	Practical	Credit	Type
	CorePractical-TallyI	0	0	4	2	Practical
<p>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.</p> <p>Course Focus: Skill Development</p>						
Course Outcome:						
CO1	:	To create company, enter accounting voucher entries including advance voucher entries, do reconciliation 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 Period]				
<p>1. Create company in the name of "Rathinam & Co" in Tally ERP 9 with VAT options.</p> <ul style="list-style-type: none"> ❖ Accounts with Inventory option. ❖ Financial accounting year 01.04.2017 onwards. 						
Unit II:		[12 Period]				
<p>2. 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 M/s. Bharath Electronics. Create 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:</p>						

<p>1. Minimumlengthofpasswordshouldbe8 withatleast 2alphabets,1 numberandonespecialistcharacterinit.(ForExample: Saravanam1^)</p> <p>2. Usersneedtochangepasswordonfirstlogin.</p> <p>3. Usershouldbeprovidedtherightstochange theirpasswords.</p> <p>AftersettingpasswordpolicyinTallyERP9,createup theaboveasuitablePasswordforMr.Kannan.</p>																				
UnitIII:	[12Period]																			
<p>3. CreatethefollowingMultipleGroupsunderFixedAssets inthebooks</p> <table border="1" style="width: 100%;"> <tr> <td>ofM/s.BharathElectronics:Computer</td> <td>Furniture</td> <td>Buildings</td> </tr> </table> <p>4. CreatethebelowmentionedLedgersunderappropriategroupsinthebooksofM/s.BharathElectronics:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>UsingSingleLedgerCreation</th> <th>UsingMultipleLedgerCreation</th> </tr> </thead> <tbody> <tr> <td>Mr.Awaaz'sCapitalA/c</td> <td>OutputCST@2%</td> </tr> <tr> <td>Mr.Awaaz'sDrawingA/c</td> <td>SalesReturn@VAT5%</td> </tr> <tr> <td>SalesVAT@14.5%</td> <td>PurchaseReturn@VAT5%</td> </tr> <tr> <td>OutputVAT@14.5%</td> <td>CSTSalesReturn@2%</td> </tr> <tr> <td>PurchaseVAT@14.5%</td> <td>CSTPurchase@2%</td> </tr> <tr> <td>InputVAT@14.5%</td> <td>InputCST@2%</td> </tr> <tr> <td>CSTSales @2%</td> <td>SBIBank</td> </tr> </tbody> </table>		ofM/s.BharathElectronics:Computer	Furniture	Buildings	UsingSingleLedgerCreation	UsingMultipleLedgerCreation	Mr.Awaaz'sCapitalA/c	OutputCST@2%	Mr.Awaaz'sDrawingA/c	SalesReturn@VAT5%	SalesVAT@14.5%	PurchaseReturn@VAT5%	OutputVAT@14.5%	CSTSalesReturn@2%	PurchaseVAT@14.5%	CSTPurchase@2%	InputVAT@14.5%	InputCST@2%	CSTSales @2%	SBIBank
ofM/s.BharathElectronics:Computer	Furniture	Buildings																		
UsingSingleLedgerCreation	UsingMultipleLedgerCreation																			
Mr.Awaaz'sCapitalA/c	OutputCST@2%																			
Mr.Awaaz'sDrawingA/c	SalesReturn@VAT5%																			
SalesVAT@14.5%	PurchaseReturn@VAT5%																			
OutputVAT@14.5%	CSTSalesReturn@2%																			
PurchaseVAT@14.5%	CSTPurchase@2%																			
InputVAT@14.5%	InputCST@2%																			
CSTSales @2%	SBIBank																			
UnitIV:	[12Period]																			
<p>5. CreatethefollowingdatainthebooksofM/s.BharathElectronics:</p> <p>a) UnitofMeasurement:Nos. (Numbers),Doz.(dozen)</p> <p>b) Godown:TechZoneGodown,16/25,RathinamCorner,Eachanari,Coimbatore.UnderPrimary.Byallowstorageofmaterialoptionasyes.</p> <p>c) StockCategories:15" & 17"(LGMonitorInch wise)</p> <p>d) StockGroups:</p> <table border="1" style="width: 100%;"> <tr> <td>LGMonitor</td> <td>Printer</td> <td>Keyboard</td> </tr> </table> <p>e) StockItem:</p> <table border="1" style="width: 100%;"> <tr> <td>LGMonitor15"</td> <td>HPLaser1010</td> </tr> <tr> <td>LGMonitor17"</td> <td>DellKeyBoard</td> </tr> <tr> <td>SamsungPrinter</td> <td>LenovaKeyboard</td> </tr> <tr> <td>TVSEpsonPrinter</td> <td>Asus Keyboard</td> </tr> </table>		LGMonitor	Printer	Keyboard	LGMonitor15"	HPLaser1010	LGMonitor17"	DellKeyBoard	SamsungPrinter	LenovaKeyboard	TVSEpsonPrinter	Asus Keyboard								
LGMonitor	Printer	Keyboard																		
LGMonitor15"	HPLaser1010																			
LGMonitor17"	DellKeyBoard																			
SamsungPrinter	LenovaKeyboard																			
TVSEpsonPrinter	Asus Keyboard																			
UnitV:	[12Period]																			
<p>6.TakeaprintoutofChequeno.146814 Issued10.10.2017 toElectricitycharges.</p>																				
<p>TextBook</p> <p>1. TallyERP10(PowerofSimplicity) ShraddhaSinghandNavneetMehra,2017</p>																				
<p>ReferenceBooks</p> <p>1. LearnTALLY9-BasicFinancialAccountingTutorial- Online</p> <p>2. https://dgtalworld.com/tally/Tally%20ERP%209%20t%20a%20Glance.pdf</p>																				
<p>ApprovedintheBOSMeetingheldon4/5/2021</p>																				

MappingofCourseOutcomeswithProgramOutcomes:													
CourseO utcomes	ProgramOutcomes									ProgramSpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	2	3	3	1
CO2	1	1	3	1	2	1		1	1	1	1	3	1
CO3	1		3		1	3		1	1	1		3	
CO4	3	1		2		3	1		3	3	1		2
CO5	3	1		3		3	1	3	3	3	1		3

Semester-IV

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: 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 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 Aspect only.

NOTE Distribution of Marks: Theory -

20% Problems -80%

Textbook:

1. Advanced Accounting - II, S.P. Jain & K.L. Narang, Kalyan Publications, New Delhi.

Reference:

1. Corporate Accounts “Gupta R.L. & Radhaswamy M. Theory Method and
2. Application-13th Revised Edition 2006, Sultan Chand & Co., 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			2	2	2	2		2	1		2	
CO2		1	1			2	3				3		
CO3	1		2	2				3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

SEMESTER-IV

SPSS														
SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type								
	Corepractical-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						[12Periods]								
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 provided by two analgesic drugs in 15 patients suffering from arthritis. Is there any evidence that one drug provides longer relief than the other?														
Drug A	3.0	2.00	3.6	2.6	7.4	3.00	16	7.00	3.3	2.00	6.8	8.5	7.00	8.00
Drug B	3.5	3.5	5.7	2.4	9.9	4.00	18.7	6.6	4.5	4.00	9.1	1.8	8.5	7.5
Null Hypothesis: Drug A and B provide similar relief														
Unit-II						[12Periods]								
1. The following data on blood sugar level (MG/100ML) are obtained from a clinical lab. Analyze the variance between groups and find the effectiveness of the herbs on blood sugar level.														
	Normal		Diabetic		Herb1	Herb2								
	96.00		180.00		180.00	120.00								
Approved	100.00		225.00		190.00	130.00								
	111.0		260.00		185.00	130.00								
	98.00		250.00		190.00	135.00								

106.00	265.00	180.00	136.00
105.00	280.00	170.00	140.00

Nullhypothesis: Thegroupmeansareequalto one another

Unit -III [12Periods]

1.Findoutcorrelationcoefficientforthevariables,age(years)andsystolicbloodpressure(mmHg)inman.

Age	56	42	60	50	54	49	39	62	65	70	40	53	35	38		37	70
BP	160	130	125	135	145	115	140	120	140	160	126	145	118	120	3	138	160

Beforegoing intoSPSS,itisimportanttoproposeanullhypothesisandalternatehypothesis.

NullHypothesis:(H0)thereisnocorrelationbetweenageandsystolicbloodpressure.Alternatehypothesis:(HA)t hereiscorrelationbetweenage andsystolicbloodpressure.

Unit-IV [12Periods]

1.Fromthefollowingspreparethe Inventory

Stock	Cost	Warehouse	Onsite	TotalQty	TotalValue	RetailPrice
Computer						
HCL	17500	1	4	5Nos	87500	21500
ACER	17100	0	4	4Nos	68400	24785
Accessories						
CDROMDisk 100s	450	0	5	5Box	2250	500
DustCovers	35	2	8	10Nos	350	40
USBPenDrive	1200	0	10	10Nos	12500	1600
Wireless Keyboard	490	10	15	25Nos	12250	700
WirelessMouse	250	10	10	20Nos	5000	430
Printer						
HPPrinter	8200	0	7	7Nos	57400	9500
LaserPrinter	8100	0	5	5Nos	40500	9850
Total						286150

UNIT-V [12Periods]

1.FromthefollowingpreparepayrollC

Capital= Rs.10,00,000

Mano= Rs.5,00,000

Krish = Rs.2,00,000

Raghul= Rs.3,00,000DepositedintoUCOBankRs10,000EmployeeGroups

Manager	Staffs	Supervisors	Workers
Ram	Vivek	Guru	Feroz
Arun	Karthik	Babu	Raju
Approvedin theBOSMeetingheldon4/5/ 2021	Madhan	Thomas	Gokul
		Prabhu	sanjay

Payhead	Manager	Staffs	Supervisors	Workers
Basicsalary(onattendanceper day)	Rs100	RS80	RS75	RS.50
Houseallowance(HRA)(Asc omputervalue) <10002% 1000to3000 3% <30005%				
Dearnessallowance(DA)(flatrate)(p ermonth)Rs100				
Provident fund (PF) (asuserdeclinedva				

ATTENDENCE

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

MappingofCourseOutcomeswith ProgramOutcome

MappingofCourseOutcomeswithProgramOutcomes:													
CourseO utcomes	ProgramOutcomes									ProgramSpecific 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		3		3	1	3	3	3	1	2	1

Approve

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

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, labour and factory overhead costs.

Course Focus: Skill Development

Course Outcome:

CO1	:	To understand the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making
CO2	:	To apply traditional and contemporary approaches to product costing in job, process and activity-based costing environments
CO3	:	To use standard costs to prepare budgets for planning and control purposes
CO4	:	To identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders
CO5	:	To figure out the contractual issues in an agency

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 overtime - 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.

TextBooks:

1.JainS.P.andNarangK.L-CostAccounting.

Reference:

1. CostAccounting:JainandNarang–KalyaniPublishers(Edition-2012)
2. CostAccounting:Tulsian.P.C.(Author),TulsianBharat-S.ChandPublications(Edition-2008)

MappingofCourseOutcomeswithProgram Outcomes

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			2	2	2	2		2	1		2	
CO2		1	1			2	3				3		
CO3	1		2	2				3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

SEMESTER – VTALLY-II						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Tally-II	0	0	4	2	Practical
<p>Introduction: Tally is powerful accounting software, which is driven by a technology called concurrent multi-lingual accelerated technology engine. It is easy to use software and is designed to simply complex day to day activities associated in an enterprise. Tally provides comprehensive solution around accounting principles, inventory, and data integrity. Tally also has feature encompassing global business. Tally software comes with easy-to-use interface thus making it operationally simple.</p> <p>Course Focus On: Skill Development</p>						
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 skill throughout 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 Period]
Creation of Voucher Entries & P & L, Balance Sheet Statement generation.						
<p>Supporting Informations:</p> <ol style="list-style-type: none"> Capital Introduced by Mr. KAPOOR Rs 500000/- Same was deposited in PNB Bank. 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 Cash Sales made during the year 150000/- + GST 18%. Purchased Machinery required for production of Cloth from Rama Traders and cheque issued immediately from PNB bank 50000/- + GST 18% Raw Material purchased from Mr Shriram Traders on 30 days credit 75000/- + GST 18% 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. Cheque received from Mr Deepak Enterprises was dishonored. 						

8. GoodssoldtoMr Arunandchequereceived.150000+ GST@18%.
9. WagespaidincashRs.25000.
10. Cashwithdrawn fromPNBBank Rs.15000.
11. MiscellaneousExpensespaidincash12000.
12. Depreciation:PlantandMachinery15%WDVmethod.
13. CommissionreceivedincashRs10000/-.
14. MrKAPOORwithdrewCashRs.15000forhi
personal use.
15. GSTliabilitywasoffsetandbalancepayment
wasmadeincash.

Unit-II

[12Period]

GSTReturn Generation:forthe Company Called SeetalPvt.Ltd.,

SupportingInformations:

1. Purchased Cocoo Powder box from Mr Arjun 160 nos. at Rs 950 per Box.
+GST18%.MrArjun,allowedDiscountofRs8000/-andacceptedRs1,44,000/-as
fullandfinalsettlement.
2. CashSalesmadeduring theyear285000/-+GST18%.
3. RawMaterialpurchasedfromMrShrinithaTraderson20dayscredit2,56,000/-+GST18%
4. SoldgoodstoMrDhayalanCo.,315000+ GST@18%.DiscountofRs1500/-
wasallowedtoMr DhayalanCo., andchequereceivedfor balancepayment.
5. GoodssoldtoMr Ragulandchequereceived.1,85,000+GST@18%.

Unit-III

[12Period]

**Bank Reconciliation Statement for the month of January
2020:SupportingInformations:**

TheTransactionsin thebooksofM/sRJMLimited

SLNo	Date	Transactionsforthemonth	BankDate
1	01/01/2020	Startedbusiness withcashRs 5,00,000.	-
2	01/01/2020	CashdepositintoSBI Rs.1,00,000	01/01/2020
3	01/01/2020	CashwithdrawnfromSBIforofficeuse Rs70,000	01/01/2020
4	01/01/2020	TransferRs20,000fromSBIttoHDFC Bank.	01/01/2020
5	01/01/2020	CashwithdrawbytheownerRs2,500for personaluse.	01/01/2020
6	01/01/2020	PurchasegoodsfromKailashHardware ParrywareSteelPedestal200pcs@Rs1500ea ch	-
		Parryware IndusBasin 150 pcs@ 1200 each	

Approved in the

BOS Meeting held

on 4/5/2021

7	01/01/2020	SoldgoodstoR.K.Enterprise ParrywareSteelPedestal200pcs@Rs1950each ParrywareIndusBasin150pcs@1650 each	-
8	01/01/2020	Received cheque from R.K.EnterpriseagainstInvoiceNo.19-20/001ofRs752,250anddepositedinHDFC Bank.	02/01/2020
9	02/01/2020	CommissionreceivedinHDFCBankof Rs25000	31/01/2020
10	02/01/2020	PurchaseFurnitureofRs15000bycheque (SBI).	31/01/2020
11	02/01/2020	PaidchequetoKailashHardware,againstInvoiceNo.19-20/363 ofRs 250,000fromHDFCBank	31/01/2020
12	02/01/2020	BankdeductedasLedgerFolioCharges fromSBI CurrentAccountRs90.	02/01/2020
13	02/01/2020	PaidSalarytoRamincashRs9,500in cash.	-
14	31/01/2020	ElectricityChargespaidRs650incash	-
15	31/01/2020	PaidAuditFeeofRs3000incash.	-
16	31/01/2020	Received InterestfromSBIofRs600.	31/01/2020
17	31/01/2020	Depreciationcharged@ 10%onfurniture.	-
18	31/01/2020	CashwithdrawbytheownerRs2,500for personaluse.	-

Unit-IV

[12Period]

GenerationofCash/FundFlowStatement.

SupportingInformations:

The summarized balancesheet of Bhadrashree Ltd as on 31.12.2005 and 31.12.2006 are as follows:	2005	2006	Assets	2005	2006
Sharecapital	4,50,000	4,50,000	Fixedasset	4,00,000	3,20,000
GeneralReserve	3,00,000	3,10,000	Investment	50,000	60,000
P&la/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
Taxprovision	75,000	10,000	Bank	1,49,000	1,97,000
Mortgageloan	-	2,70,000			
	10,49,000	12,42,000		10,49,000	12,42,000

AdditionalDetails:

InvestmentcostingRs.8,000 weresoldforRs.8,500Tax
provision madeduringtheyearwasRs.9,000

During the year part of fixed assets costing Rs 10,000 was sold for Rs 12,000 and the profit was included in P&LA/c. Youarerequiredtopreparecashflowstatementfor2006.

Unit - V	Meeting held on 4/5/2021	[12 Period]
----------	--------------------------	--------------------

CreationofCostCategory&CostCentersSupportingInformation:

Company'AnishEnterprises'with Accountsonlyoption.

CostCategory	CostCenters
AccountsDepartment	Mr. Sane
MarketingDepartment	Mr.Shete
SavingsBankInterestReceived	IndianBank
SavingsBankInterestReceived	DenaBank
FactoryElectricityCharges	Meterno.57011210
OfficeElectricityCharges	Meterno.57011220
VoucherEntries	
1/7/2009	StartedbusinesswithCashRs.30,000/-,buildingRs.75,000/-and FurnitureRs.20,000/-
2/7/2009	Openeda Bank account withIndianBank by depositingRs.5,000/-
5/7/2009	Paid salary to Mr. Sane Rs. 3,000/- and Mr. Shete Rs.2,500/-
12/7/2009	PaidcommissionRs. 1,500/-toAnand.
28/7/2009	Paidelectricitybillofmeterno57011210Rs.750/-andmeter no.57011220Rs.1,250/-
31/7/2009	ReceivedinterestRs.350/- fromIndianBankandRs.250/-fromDenaBank.

Textbook: 1.GSTUsingTally.ERP9Paperback–1January2019,byTALLYEDUCATIONPRIVATELIMITED **ReferenceBooks**
1. Tally.ERP9withGSTinSimpleSteps,byDT EditorialServices(Author).2.LearnTALLY 9-BasicFinancialAccountingTutorial

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									ProgramSpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1	3	1	1	1	3	3	1	2	3	3	2
CO2	3	3	3	3	1	3	1	1	3	2	3	3	3
CO3	1	1	1	3	3	1	3	3	3	2	3	3	2
CO4	3	3	1	3	1	3	3	3	1	2	3	3	2
CO5	3	3	3	3	1	3	3	1	2	2	3	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Management Accounting	4	6	0	0	Theory
Introduction To introduce students to the various tools and techniques of management Accounting. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.						
Course Focus: Skill development Course Outcome						
CO1	To know the basic concepts of "Management Accounting"					
CO2	To prepare the Balance Sheet & Revenue Statements in Vertical format					
CO3	To know and calculate working capital requirement of a business organization					
CO4	To grasp and to analyse what is Trend Analysis and to prepare Comparative Statements and Common Size Statements					
CO5	To know and to prepare capital budgets					

Unit I: [12 Periods]
 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.

Unit II: [12 Periods]
 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.

Unit III: [12 Periods]
 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.

Unit IV: [12 Periods]
 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.
 B.
 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.

UnitV:

[12Periods]

Budgeting-CashBudget-ProductionBudget-SalesBudget-FlexibleBudget-ZerobasedBudget

TextBooks:

1. **Reddy&Murthy**, ManagementAccounting, MarghamPublications, Chennai, 2005.

Reference:

1. Dr.S.N.Maheswari, ManagementAccounting, SultanChand&Sons, NewDelhi, 2002
2. MYKhan&PKJain, ManagementAccounting, TataMcGraw- Hill, NewDelhi

MappingofCourseOutcomeswithProgramOutcomes

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			2	2	2	2		2	1		2	
CO2		1	1			2	3				3		
CO3	1		2	2				3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

SEMESTER–VI

CommercePractices						
SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	CommercePractices-Practical	2	0	0	4	Practical
Introduction						
TheCommercePracticescoursestructureencompassesAccounting,Finance,Banking,Taxation,and computerapplications.						
CourseFocusOn:SkillDevelopment						
CourseOutcome						
CO1	Totrainthe studentsintheoreticalandpracticalissuesofconducting...Toinculcate the knowledgeofinternationalfinancialreportingstandards.					
CO2	Toenhancepracticalknowledgeamongthestudents,					
CO3	Practicalknowledgetothestudentsaboutfuturecommerceandtradepractices.					
CO4	To equip thestudentswithpracticalknowledgeand developentrepreneurialabilities					
CO5	Thiscourseisdesignedtoprovidetheoreticalandpracticalknowledgetothestudents about futurecommerceandtradepractices.					

UnitI	[12Periods]
1 1. How to Open a Demat Account, what are the documents required?2.HowtoopenonlineSBI savingsaccount.	
UnitII	[12Periods]
1. HowtoDrawaChequeandwhatarethetypesofchequesinIndiaencloseform/slipofanyPublicSectorBank 2. HowToApplyFor ATINNumberinIndia	
Unit III	[12Periods]
1. HowtoRegisterfor GSTIndiaOnline 2. HowtoRegister aPublicLimitedCompanyinIndia?DocumentsrequiredtoIncorporateaPublicLimitedCompany	
UnitIV	[12Periods]
1.Howmuchminimumnumber ofmembersarerequiredfor apubliccompanytoapplyfor certificateof incorporation? provedintheBOSMeetingheldon4/5/2021	
2 2.HowtomakePayslipinWordandfillthesampled data	

UnitV	[12Periods]
1. HowtofillupNEFTand RTGS form/slip ofIndianBank 2. ExaminetheRegistrationofTaxpayerone-Filing with yourownassumed datafortheperiod ofCurrentyear	

MappingofCourseOutcomeswithProgramOutcomes:

Course Outcomes	ProgramOutcomes									ProgramSpecific Outcomes			
	P01	PO2	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

DisciplineSpecific Core

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

Introduction

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

Course Focus: 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 spreadsheet.
CO4	Utilized 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]

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

Unit III

[12 Periods]

Introduction to Spread Sheet (MS – Excel) – Introduction to spread sheets – entering and editing text, numbers and formula – 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 –

Approved in the BOS Meeting held on 4/5/2021

Unit V

[12 Periods]

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

Textbook

1. MS Office2000, SanjaySaxena, VikasPublishing House-2011

Reference

1. ComputerApplications inBusiness, S.V. Srinivasa VallabhanSultanChand.-2011
2. ComputerApplicationsinBusiness, TDMalhotra, KalyaniPublicationsPC.-2014

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				2		2		2	1		2	
CO2		2				2	3				3		
CO3	1		2					3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

COMPUTER APPLICATION IN BUSINESS

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

Introduction

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

CourseFocus:Employability

Course Outcome

CO 1	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.
CO 3	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.
CO 4	Relate real-life MS Word applications for professional or personal use.
CO 5	Demonstrate fundamental knowledge of MS Word.

Unit -I	[12 Periods]
----------------	---------------------

MSWORD

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.

Unit -II	[12 Periods]
-----------------	---------------------

MSEXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula.

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

Unit -III	[12 Periods]
------------------	---------------------

MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.

2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

Unit -IV

[12 Periods]

MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

2. Create mailing labels for student database, which should include at least three tables, must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, and Phone Number.

Text Book

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

Reference Books

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

2. Computer Fundamentals, P. K. Sinha, Tata McGraw Hill Companies-2010

Mapping of Course Outcomes with Program Outcomes

Course Outcomes	Program Outcomes									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		3		3	1	3	3	3	1	2	1

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

Introduction:

This subject covers the details of Blockchain and its various applications.

Course Focus: Employability

Course Outcome:

CO1 : understand Blockchain and its Uses CO2

Co2: Understand the Bitcoin details.

CO3 : students will be familiar with blockchain 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]

Blockchain: An Introduction to Blockchain – Why Block Chain – The Structure of Blockchain – Data Structure of Blockchain – Data Distribution in blockchain – Block Validation.

Unit II [12 periods]

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

Unit III: [12 periods]

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

Unit IV: [12 periods]

Ethereum – How to be the part of Ethereum – Dapp – Components of Ethereum – Cryptocurrency – Hyperledger

Unit V: [12 periods]

Metamask – Mist – Truffle – Embark – Solidity – Multichain.

Textbooks:

1. Cybrosys Limited Edition – BLOCKCHAINS – BOOK
2. 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	1				2		2		2	1		2	
CO2		2		2		2	3				3		
CO3	1		2					3		1			
CO4		1		2	2		3					2	3
CO5		1	1			2		3					

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	Block chainFundam entals	4	6	0	0	Practical

Introduction:

This subject covers the details of Blockchain and its various applications.

Course Outcome:

CO1	
	: Understand Blockchain and its Uses CO
2	: Understand the Bitcoin details.
CO3	: Students will be familiar with blockchain 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.

UnitI

[12periods]

IsBlockchainNetworkTrustable?IfSo,Why?

UnitII

[12periods]

WhatIsTheDifferenceBetweenEthereumAndBitcoinBlockchain?

Unit III:

[12periods]

WhatAreTheComponentsofaBlockchainEcosystem?Explain.

UnitIV:

[12periods]

IsTheBlockchainTotallyDifferentfromTraditionalBankingLedger?

UnitV:

[12periods]

WhatIsPrivateandPublicBlockchain?GiveExamples.

Textbooks:

1. Cybrosys Limited Edition – BLOCKCHAIN-BOOK
2. Antonopoulos, Mastering Bitcoin: Unlocking Digital Cryptocurrencies

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				2		2		2	1		2	
CO2				2		2	3				3		
CO3	1		2					3		1			
CO4		1		2	2		3					2	3
CO5		1	1			2		3					

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	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: 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 to delivery of goods				
Unit I					[12 Periods]	
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.						
Unit II					[12 Periods]	
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						
Unit III					[12 Periods]	
Contract of Indemnity - Introduction - Rights of indemnity holder and indemnifier - Guarantee - Definition, features, types, Revocation - Bailment - pledge - Hypothecation - charge mortgage - Meaning and definitions.						

Unit IV	[12 Periods]
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.	
Unit V	[12 Periods]
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 to delivery of goods.	
<p>Text Book</p> <p>1. Business Law-K.R. Buichandani-Himalaya Publishing House, Mumbai.</p> <p>Reference Books:</p> <p>1. Business Law –V. Balachandran & Thothadri, Vijay Nicole Imprints Pvt Ltd, Chennai-91.</p> <p>Commercial Law–M.C. Shukla,- S. Chand & Sons., New Delhi.</p>	

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	1		2	
CO2		2		2		2	3				3		
CO3	1		2					3		1			
CO4		1		2	2		3					2	3
CO5		1	1			2		3					

SubjectCode	SubjectTitle	Lecture	Tutorial	Practical	Credit	Type
	BusinessLaw	4	6	0	0	Practical

Introduction:

Thiscoursehelpstoenlightenthestudents'knowledgeonbusiness law.

CourseFocus:Employability

CourseOutcome:		
CO1	:	To know about the contract
Act.CO2	:	Toevaluate breachofcontract.
CO3	:	
	:	ToanalyzepartnershipAct.CO4
	:	ToevaluatesalesAct inIndia.
CO5	:	Toknowaboutbailment,guaranteesandwarranties.

UnitI [12Periods]

Contract–Casestudy

UnitII [12Periods]

Breachofcontract–casestudy

Unit III [12Periods]

Partnership deed–casestudy

UnitIV [12Periods]

Finder oflostgoods–casestudy

UnitV [12Periods]

Terminationofagency –casestudy

TextBook

1. BusinessLaw-K.R.Buichandani-HimalayaPublishingHouse,Mumbai.

ReferenceBooks:

2. BusinessLaw–V.Balachandran&Thothadri,VijayNicoleImprintsPvtLtd, Chennai-91
- 3.CommercialLaw–M.C.Shukla,-S.Chand&Sons.,NewDelhi.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	1	3	1	3	1	✓			✓
CO2		3	1	3	3		1	3		✓		✓	
CO3	3	3			3	3		1	3				✓
CO4		3	3	3	3	3	3	1		✓		✓	
CO5	3	3		1	1	1	1		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: Employability

Course Outcome:

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

Unit-I

(12-Periods)

Nature and Definition of Company – Kinds of Companies – Privileges of Private Company – Formation of Company

Unit-II

(12-Periods)

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.

Unit-III

(12-Periods)

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

Unit-IV

(12-Periods)

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

Unit-V

(12-Periods)

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

Text Book:

1. N.D. Kapoor-Sultan CV Hand & Sons- Company Law – 13th edition, latest reprint, 2015.

Reference Books:

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Company Law	0	0	3	0	Practical

Introduction:

The course is designed to understand the formation, management and other activities of the companies. Important regulations pertaining to the issue of shares and the capital raising have come into force. This course aims to impart the students, the corporate management, control, possible abuses, the remedies and government regulation of corporate business and winding up of companies.

Course Focus: Employability

Course Outcome:

CO1	:	To know the company meaning and characteristics
CO2	:	to examine the types of companies.
CO3	:	to understand the formation of the companies
CO4	:	To realize companies MOA.
CO5	:	to evaluate companies' prospectus and valuation of shares

Unit I [12 Periods]

Company – Definition – characteristics – lifting the corporate veil – advantages of incorporation – Administration through various machineries of the companies Act.

Unit II [12 Periods]

Kinds of Companies - Classification on the basis of incorporation – on the basis of members - Private and public Privileges of private company – private and public company distinguished – on the basis of liability – LLP'S – on the basis of ownership - Government Company Foreign company – on the basis of control - Holding and subsidiary company - producer companies

Unit III [12 Periods]

Formation of company - Preliminary contracts – certification of incorporation Promotion - certificate of commencement of business – MCA21 – scheme for filing statutory documents and other transactions by companies through electronic mode – features of MCA21.

Unit IV [12 Periods]

Memorandum of Association - Nature and content of memorandum - Alteration of memorandum - Doctrine of ultra vires - Articles of Association - Purpose and content of articles - Alteration of articles - Doctrine of constructive notice and indoor management.

UnitV

[12Periods]

RaisingofShareCapital:Prospectus–definition–registration–contents–shelf
prospectus–deemedprospectus–statementinlieuofprospectus–
Misstatementandtheirconsequences–share capital–meaning–kinds–alterationofshare capital.

Text Book:

1.N.D.Kapoor-Sultan Chand & Sons- Company law –13th edition,
latestreprint,2015.

ReferenceBooks:

1. Srinivasan,CompanyLawandSecretarialPractice,Margampublications,Chennai,2005.
2. R.S.N.Pillai&Bhagwathi,BusinessLaw,S.Chand&Co.,NewDelhi,2003

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcome s			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	1	3	1	3	1	✓			✓
CO2		3	1	3	3		1	3		✓		✓	
CO3	3	3			3	3		1	3				✓
CO4		3	3	3	3	3	3	1		✓		✓	
CO5	3	3		1	1	1	1		3		✓		

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

Introduction:

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

Course Focus: 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 solution to problems.
CO4	Describe 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]

Basic concept, Definitions- Income, agricultural income, person, Assessee, assessment year, previous year, gross total income, Tax Rate for Different Persons. Permanent Account Number (PAN) - How to apply PAN - Residential status-Exempted income under section 10-Deduction u/s 80C to 80U.

Unit II:

[12 Periods]

Heads of Income-Salaries-Income from house property.

Unit III:

[12 Periods]

Profits and gains of business or profession-Capital gains.

Unit IV:

[12 Periods]

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

Unit V:

[12 Periods]

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

Note: 20% Marks for theory and 80% marks for problem.

Textbook:

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

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	Taxation	2	0	0	4	Practical

CourseFocus:Employability

CourseOutcome:

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 solution to problems.
CO4	Describe 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

Chart work on Exempted income Under Section 10

Unit II

Prepare Statement of Income from salary

lary

Unit III

Prepare Statement Income from Business or Pr

ofession

Unit IV

Draft a report on Computation of

total income

Unit V

Demonstrate E-Filing returns

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				2		2		2	1	3	2	
CO2		1				2	3				1	3	
CO3	1		2					3		1			
CO4		2			2		3				3	2	3
CO5		1	1			2		3					

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Financial Service	2	0	0	4	Theory

Introduction:

Financial Services provides students with an overview of banks and other financial services companies. The course begins by introducing students to the origins of money and banking, and then examines the early history of banking in the United States.

Course Focus: Employability

Course Outcome:

CO1	:	To know the financial services objectives, functions, and growth of financial services.
CO2	:	Analyze the features of merchant bankers and public issue management.
CO3	:	It create knowledge about Indian capital market, Regulations of Stock Exchanges and SEBI.
CO4	:	To know the Operational Profile of Indian Factoring and Consumer Finance Insurance.
CO5	:	Analyze the duties and responsibilities of IRDA and Global and Domestic Credit Rating agencies.

Unit I [12 Periods]

Financial Services-Concept-Objectives-Functions-Characteristics-Financial Services Market-Concept-
Constituents-Growth of Financial Services in India-Financial Services Sector Problems
-Financial Services Environment-The Forces-Players in Financial Markets-Interest Rate
Determination-Macro Economic Aggregates in India.

Unit II [12 Periods]

Definition-Functions-Merchant Bankers Code of Conduct-Public Issue Management Concept-Functions-
Categories of Securities Issue-Mechanics of Public Issue Management-Issue Manager
-Role of issue Manager-Marketing of Issue-New Issues Market Vs Secondary Market-

Underwriting-Types-Benefits Functions.	
Unit III	[12 Periods]
Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market- New Financial Institutions and Instruments - Investor Protection - Stock Exchange Functions- Services -Features-Role-Stock Exchange Traders-Regulations of Stock Exchanges- Depository-SEBI- Functions and Working.	
Unit IV	[12 Periods]
Characteristics - Types - Participants - Myths about Leasing - Hire Purchase – Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring - Players - Types-Operational Profile of Indian Factoring–Operational Problems in Indian Factoring- Factoring Vs bills Discounting-Consumer Finance-Mechanics-Sources-Modes-Demand for Consumer Finance-Consumer Finance Insurance.	
Unit V	[12 Periods]
Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds - Credit Rating System - Growth Factors -Credit Rating Process - Global and Domestic Credit Rating agencies - Principles of Insurance - Life and Non - Life Insurance-IRDA-Powers-Pension Fund-Objectives-Functions-Features-Types-Pension Investment Policy–Pension Financing.	
<p>Text Book:</p> <p>1. Financial markets and financial services, E. Gordon and K. Natarajan.</p> <p>Reference Books:</p> <p>1. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014</p> <p>2. Santhanam B, Financial Services, Margam Publications.</p>	

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1				2		2		2	1	3	2	
CO2		2				2	3				1		
CO3	1		2					3		1			
CO4		2			2		3				3	2	3
CO5		1	1			2		3		3			

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	FinancialService	2	0	0	4	Practical

Introduction

This course exposes the students to the contemporary types of Financial Services and their role in Social Change. To expose the students to the contemporary knowledge of Financial Instruments, Merchant Banking, Hire Purchase, Leasing, Venture Capital, Factoring, Mutual Funds and Credit Rating.

Course Focus: Employability

Course Outcome

CO1	The course provides a complete package of finance and financial services related subjects so that the students are well equipped with the functional aspects of the various types of financial products and services available in our country.
CO2	The curriculum provides knowledge about banking, insurance, investments and portfolio management, international finance etc.
CO3	The course offers vast employment potential in the banking sector, insurance sector, investment and merchant banking activities, capital markets, share Broking and derivatives market.
CO4	The course provides the knowledge about Mutual fund
CO5	This subject of finance, provides the knowledge about Credit Ratings

Unit-I

Depict the difference between brick and mortar system vs online merchant banking.

Unit II

Create Estimation for purchasing LGH Home theatre for Rs 65000 with a down payment of Rs 5000.

Unit III

List out the procedures of applying venture capital with a banker for starting a new business.

Unit -IV

How to open a mutual fund account with agent?

Unit-V

Write a letter seeking for your CIBIL scores with the financial institution.

Text Book

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

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	1		2	
CO2		2				2	3				1		
CO3	1		2					3		1			
CO4		2			2		3					2	3
CO5		1	1			2		3					

SubjectCode	SubjectTitle	Lecture	Tutorial	Practical	Credit	Type
	RelationalDatabaseManagement System	6	0	0	4	Theor y

Introduction:

This paper will help an entry-level programmer learn the foundational concepts of RelationalDatabase Management Systems and to apply these in practice and learn how to use the StructuredQueryLanguagetoworkwithdatabases.

CourseFocus:Employability

CourseOutcome

CO1	Abilitytodefineaproblemattheviewlevel&abilitytounderstandthe physicalstructureofthedatabasetohandledata
CO2	Studentswouldbeableto implementthelogicbyusing tools likeERD
CO3	Abilitytonormalizethedatabase&understandthe internaldata structure
CO4	Students wouldclearlyunderstandthetransactionsystem&could extractdataefficiently
CO5	SubjectprovidestheknowledgeaboutDatabaseApplication

Unit - I:

12Periods

Introduction:Database system applications-purpose of Database systems-Viewof Data-Database languages - Relational Databases - Database Design - Data storage and Querying -Transaction Management- Database Architecture.Relational Model - Structure of RelationalDatabases - Database Schema - Keys - Schema Diagrams - Relational Query Language -RelationalOperations.

Unit-II:

12Periods

IntroductiontoSQL-SQLQueryLanguage-SQLDataDefinition-BasicStructure-Additional Basic Operations - Set Operations - Null Values - Aggregate Functions - Nested Subqueries-Modification of Database - Join Expressions -Integrity Constraints -SQL Data types andSchemas-AccessingSQLfromaProgrammingLanguage-FunctionsandProcedures-Triggers.

Unit-III: **12 Periods**
Database Design-Design Process-ER Model-Constraints-ER Diagrams-Reduction to relational Schemas-ER design Issues- Extended ER Features-Alternative Notations for Modeling data.

Unit-IV: **12 Periods**
Relational Database Design -Atomic Domains and First Normal Form - Decomposition using Functional Dependencies - Functional Dependency Theory - Algorithms for Decomposition - Decomposition using Multivalued Dependencies.

Unit-V: **12 Periods**
Storage and File Structure: Overview of Physical Storage Media-Magnetic disk and Flash Storage-RAID-Tertiary Storage-File Organization-Organization of Records in Files-Data-Dictionary Storage-Database Buffer.

Text Book:
Abraham Cyberchat, Henry F Edison, McGraw Hill, 2011.

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		2	1		2	
CO2		1		2		2	3				1	3	
CO3	1		2					3		1			
CO4		1			2		3			3		2	3
CO5		1	1			2		3			3		

SubjectCode	SubjectTitle	Lecture	Tutorial	Practical	Credit	Type
	RelationalDatabase Management System	0	0	4	2	Practical

CourseFocus:Employability

CourseOutcomes:

CO1. Abilitytodefineaproblemat theviewlevel&abilityto understandthe physicalstructureofthedatabase tohandle data
CO2. Studentswouldbeabletoimplementthelogicbyusingtools likeERD
CO 3. Abilityto normalizethe database&understand theinternaldatastructure
CO 4. Students would clearly understand the transaction system & could extract dataefficiently

- 1) Writethequeries forDataManipulationandDataDefinitionLanguage
- 2) WriteSQLqueriesusinglogicaloperationsandoperators
- 3) Write SQLqueryusinggroupbyfunction
- 4) WriteSQLqueriesforgroupfunctions
- 5) WriteSQLqueries forsubqueries, nestedqueries

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2		2	1		2	
CO2		2				2	3				1		
CO3	1		2					3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Computer Networking	4	4	0	0	Theory

Introduction

This course provides a foundation to understand computer networks using layered architectures. It also helps students to understand the various network models, connectivity, security and design aspects of computer networks.

Course Outcome:

CO1	: To understand the basics of computer networks, models and services.
CO2	: To explain the transmission media and to apply the error detection and correction of data transmission.
CO3	: To analyze the importance of different connectivity and Internet.
CO4	: To implement the various security key services
CO5	: To illustrate the types of security and digital signature.

Unit-I: INTRODUCTION

[12 periods]

Uses of Computer Networks - Business Applications - Home Applications - Mobile Users - Network Hardware
: Personal Area Networks - Local Area Networks - Metropolitan Area Networks - Wide Area Networks -
NETWORK SOFTWARE : Protocol Hierarchies - Design Issues For The Layers - Connection-Oriented
Versus Connectionless Service - Service Primitives.

Unit-II: REFERENCE MODELS

[12 periods]

The OSI Reference Model - The TCP/IP Reference Model - A Comparison of the OSI and
TCP/IP Reference Models - EXAMPLE NETWORKS: The Internet - Third-
Generation Mobile Phone Networks - Wireless LANs: 802.11 - RFID and Sensor Networks.

Unit-III: guided and unguided transmission media

[12 periods]

guided transmission media - wireless transmission - communication satellites - ethernet - the
network layer: network layer design issues - the network layer in the internet - DNS — the domain name system
- electronic mail - the world wide web - streaming audio and video - broadband wireless :
comparison of 802.16 with 802.11 and 3g - Bluetooth: Bluetooth applications - RFID - internet networking:

networksdiffer-networkscanbeconnected –tunneling

Unit–IV:NETWORKSECURITY

[12periods]

CRYPTOGRAPHY: Introduction to Cryptography - Two Fundamental Cryptographic Principles - DIGITALSIGNATURES: SYMMETRIC-KEY - DES (The Data Encryption Standard) - AES (The Advanced EncryptionStandard).

Unit–V:COMMUNICATIONSECURITY:

[12periods]

IPsec - Firewalls - Virtual Private Networks - Wireless Security - WEB SECURITY: Threats - Secure Naming - SSL—The Secure Sockets Layer - Mobile Code Security - SOCIAL ISSUES: Privacy - Freedom of Speech - Copyright.

Textbook:

1. ANDREWS.TANENBAUM&DAVIDJ.WETHERALL,"COMPUTERNETWORKS",FIFTHEDITION -2011,PrenticeHall.
2. BertsekasandR.Gallagher,1662,Data Networks, PrenticehallofIndia,NewDelhi.

Reference:

- 1 .Halsall,1665,DataCommunications, ComputerNetworksandOpenSystems,AddisonWessley.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2	3		1		3	
CO2		2				2	3				2		
CO3	1		2					3		1			
CO4		2			2		3		3		2	3	3
CO5		2	1			2		3					

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	ComputerNetworking	2	0	0	4	Practical

CourseFocus:Employability

CourseOutcome:

CO1	:	To understand the basics of computer networks, models and services.
CO2	:	To explain the transmission media and to apply the error detection and correction of data transmission.
CO3	:	To analyze the importance of different connectivity and Internet.
CO4	:	To implement the various security key services
CO5	:	To illustrate the types of security and digital signature.

- 1) Study of different types of Network cables and Practically implement the cross-wired cable and straight through cable using clamping tool.
- 2) Study of Network Devices in Detail.
- 3) Study of network IP.
- 4) Connect the computers in Local Area Network.
- 5) Study of basic network command and Network configuration commands.

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		2	1		2	
CO2		2				2	3				1		
CO3	1		2					3		1			
CO4		1			2		3					2	3
CO5		1	1			2		3					

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PrinciplesofAuditing	2	5	0	0	Theory

Introduction

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

Course Focus: Skill development

Course Outcome

CO1	To articulate knowledge of fundamental audit concepts.
CO2	To apply critical thinking skills and solve auditing problems through the use of case studies.
CO3	To explain the legal framework under which Internal Control, Internal Check and Internal Audit.
CO4	To demonstrate the ability to undertake research on significant auditing issues and to keep up-to-date with developments in auditing.
CO5	To 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 EDPE 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: RGSaxena, Himalaya Publishing House.

Reference Books:

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

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	2	
CO2			1		2		3		3		2		3
CO3	1	1		2			3		3	1		2	
CO4		1	2			2	3		3		1		3
CO5	1		2		2			3		1	1	3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Principles of Auditing					Practical

Introduction:

This course helps to attain basic skills of critical thinking skills and solve auditing problems.

Course Focus: Skill development

Course Outcome:

CO1	:	On successful completion of this course, the students should have understood Principles of audit.
CO2	:	To develop a better appreciation and understanding of Audit program
CO3	:	To provide you with opportunities to analyse Internal Audit.
CO4	:	To allow you to apply principles of Vouching cash transaction.
CO5	:	To get knowledge about Audit report.

Unit I: [12 Periods]

Submit report for Types of Audit.

Unit II: [12 Periods]

Submit report Audit Program.

Unit III: [12 Periods]

Case Study – Internal Audit

Unit IV: [12 Periods]

Submit report on Vouching Cash Transaction

Unit V: [12 Periods]

Case Study – Audit Reports

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									ProgramSpecific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1				3	3	1	2	2	
CO2			1				3		3		2		3
CO3	1	1		2					3	1		2	
CO4		1	2			2			3		1		3
CO5	1		2		2			3		1	1	3	

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

Introduction:

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

Course Focus: 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 get knowledge about branding and advertising

Unit I

[12 Periods]

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.

Unit II

[12 Periods]

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

Unit III

[12 Periods]

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

UnitIV

[12Periods]

Pricing:-Pricingpolicies–Objective-factorsinfluencingpricingdecisions-
Competitorsactiontopricechanges–multiproductpricing.Physicaldistribution-Managementofphysical
distribution-marketingrisks.

UnitV

[12Periods]

BrandingDecisions:Brand-BrandImage,BrandIdentity-BrandPersonality-Positioning
andleveragingthebrands-BrandsEquity–Advertising-onlinemarketing-E-marketing;Digitalplatforms.

Text Book:

1. PhilipKotler, MarketingManagementSultanChandandSons, NewDelhi.(2014)

ReferenceBooks:

1. RajanNair,MarketingManagement,KonarkPublications,NewDelhi.
2. CundiffandStill,Fundamentalsofmodernmarketing.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2		2	1		3	
CO2		1				2					2		
CO3	1		2					3		1			
CO4		1			2							3	3
CO5		1	1			2		3					

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

Introduction:

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

Course Focus: Entrepreneurship

Course Outcome:

CO1	:	On successful completion of this course, the students should have understood Principles of marketing management, market segmentation, Product lifecycle, 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 you with opportunities to analyse marketing activities within the firm
CO4	:	To allow you to apply marketing concepts and theories to realistic marketing situations
CO5	:	to get knowledge about branding and advertising

Unit I: [12 Periods]

Submit report for any four functions of marketing (Field Work)

Unit II: [12 Periods]

Submit report on 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]

Listout differentwaysofpromotingbrand

Textbook:

1. **PhilipKotler**, MarketingManagementSultanChandandSons, NewDelhi. (2014)

Reference:

1. **RajanNair**, MarketiingManagement, KonarkPublications, NewDelhi.

2. **CundiffandStill**, Fundamentalsofmodernmarketing.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2		2	1		3	
CO2		1				2	3				1		
CO3	1		2					3		1			
CO4		1			2		2					3	3
CO5		1	1			2		3					

Subject-Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Internet Web Designing	4	6	0	0	Theory

Introduction:

This subject covers in details about the Internet and its benefits, It includes various scripting languages HTML, CSS and Javascript.

Course Focus: Employability

Course Outcome:

CO1	:	Understand the basic concepts of Internet and World wide web services
CO2	:	Exercise the various basic HTML tag programs
CO3	:	Exercise the Basic tags of Cascading styles sheet programs
CO4	:	Exercise the advanced tags of Cascading Stylesheet programs
CO5	:	Exercise the Javascript tags understand the concepts of Javascript with HTML & CSS

Unit I

[12 periods]

Internet – Features of the Internet – World wide web – Web basic Concepts – Web-How it works?
– Web Browser types – Web Server Types

Unit II

[12 periods]

HTML- Creating a Simple Page - Marking up Text – Adding Links- Adding Images- Table Markup – Forms – Embedded Media.

Unit III:

[12 periods]

Cascading Style Sheet (CSS) – Introduction – Formatting Text – Colors and Backgrounds
– Thinking inside the Box – Floating and Positioning.

Unit IV:

[12 periods]

CSS – CSS layout with Flexbox and Grid – Transitions, Transforms and Animations – More CSS

Techniques.

Unit V:

[12 periods]

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

Textbooks:

1. Jennifer Niederst Robbins, "GWEBDESIGN A BEGINNER'S CSS, JAVASCRIPT, AND WEB GRAPHIC SE" ditio Fni Jenfnitferh Niederst Robbins

Reference Books:

1. The World Wide Web and HTML, Francis Bond, <http://compling.hss.ntu.edu.sg/courses/hg2052/pdf/wk-06-www.pdf>
2. HTML and CSS build websites [tps://wtf.tw/ref/duckett.pdf](https://wtf.tw/ref/duckett.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	1		2		2		2		2	1		3	
CO2		1				2	3				3		
CO3	1		2					3		1			
CO4		1			2		2					3	3
CO5		1	1			2		3					

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	Internet WebDesign ing	4	6	0	0	Practical

CourseFocus:Employability

CourseOutcome:

CO1	:	Understandthebasicconcepts ofInternet andWorldwideweb services
CO2	:	Exercisethevarious basicHTML tagprograms
CO3	:	ExercisetheBasictagsofCascadingstylesheetprograms
CO4	:	ExercisetheadvancedtagsofCascadingStylesheetprograms
CO5	:	ExercisetheJavascrpttagsunderstandtheconceptsofJavascrptwithHTML&CSS

- 1) AProgramtoillustrate bodyandpretags
- 2) AProgramtoillustratetextFonttag
- 3) AProgramtoillustratecomment,h1...h6, an
- 4) AProgramtoillustratetextformattingtags
- 5) AProgramtoillustrate OrderListtag

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOut comes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2		2		2		2	1		3	
CO2		1				2	3				2		
CO3	1		2					3		1			
CO4		1			2		2					3	3
CO5		1	1			2		3					

Subject Code	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	HTML	4	4	-	-	Theory

Introduction: In this course students are enabling to learn the concept of basic principles of webpagecreationanddesigning,todevelopa skill &knowledge ofWebpagedesign.

CourseFocus:Employability

CourseOutcome:

CO1	:	ToUnderstandingtheprincipleofWebpagedesign.
CO2	:	Todefinethebasicsinwebdesign
CO3	:	ToVisualizethebasicconceptofHTML
CO4	:	ToRecognizetheelementsofHTML
CO5	:	To Develop theconceptofwebpublishing

Unit-I:

[12periods]

Web Design Principles: Basic principles involved in developing a web site - Planning process- Five Golden rules of web designing- Designing navigation bar- Page design-Home Page Layout- DesignConcept.

Unit-II:

[12periods]

Basics in Web Design: Brief History of Internet- What is World Wide Web- Why creates a website-WebStandards-Audience requirement.

Unit-III:

[12periods]

Introduction to HTML: What is HTML- HTML Documents- Basic structure of an HTMLdocument -Creating an HTML document- Mark up Tags- Heading-Paragraphs- Line Breaks-HTMLTags.

Unit-IV:

[12periods]

Elements of HTML: Introduction to elements of HTML -Working with Text -Working withLists,TablesandFrames-WorkingwithHyperlinks,ImagesandMultimedia.

Unit–V:

[12periods]

Introduction to Web Publishing or Hosting: Creating the Web Site- Saving the site- Working on the web site- Creating web site structure - Creating Titles for web pages - Themes-Publishingwebsites.

TextBook:

1. KogentLearningSolutionsInc.HTML5insimplestepsDreamtechPress
2. Murray,Tom/LynchburgCreatingaWebPageandWebSiteCollege,2002.

ReferenceBooks:

1. StevenM. SchaferHTML, XHTML, andCSSBible, 5edWileyIndia.
2. JohnDuckettBeginningHTML,XHTML,CSS,andJavaScriptWileyIndia.
3. JohnDuckettBeginningHTML,XHTML,CSS,andJavaScriptWileyIndia.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2		2	1		3	
CO2		1				2	3				1		
CO3	1		2					3		1			
CO4		1			2		2					3	3
CO5		1	1			2		3					

Subject Code	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	HTML	2	0	-	4	Practical

CourseFocus:Employability

CourseOutcome:

CO1	: ToUnderstandingtheprincipleof Webpagedesign.
CO2	: Todefinethebasicsinwebdesign
CO3	: ToVisualizethebasic conceptof HTML
CO4	: ToRecognizethe elementsofHTML
CO5	: ToDevelop theconceptofweb publishing

1. AProgramtoillustrate bodyandpretags
2. AProgramtoillustratetextFonttag
3. AProgramtoillustratecomment,h1...h6,a
4. AProgramtoillustratetextformattingtags
5. AProgramtoillustrateOrderListtag

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		2	3	2	1		3	
CO2		1				2					1		
CO3	1		2							1	2		
CO4		1			2		2				2	3	3
CO5		1	1			2		3			2		

ALLIED

SEMESTER-I

(ForB.ComIT&B.ComB&I)

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	BusinessMathematics	4	6	0	0	Allied –I

Introduction: ToenablethestudentstolearntheApplicationofMathematicswithrespecttobusinessapplication.

CourseFocus:Employability

Objectives:Tomakethestudents learnthebasicmathematicsusedforthebusinesspurposes

Unit-I

Profit andLoss-

CostPrice,SellingPrice,Markedprice,Loss,TradediscountandCashdiscount,Commission,Brokerage,Problemsonthes etopics

Unit-II

Interest-Conceptofpresentvalue,Simple Interest,

Compoundinterest,Amountattheendofperiod,EquatedMonthlyInstallment(EMI)byreducingandflatinterestsystem,pr oblems.

Unit-III

Shares-

Conceptofshare,StockExchange,Facevalue,MarketValue,Dividend,Equityshares,Preferenceshares,Bonus shares,Examples.

Unit-IV

Matrices and Determinants - Definition of a Matrix, Types of Matrix, Finding inverse of a matrix byAdjointmethod.Solutionofasystemoflinearequationshavinguniquesolutionandinvolvingnotmorethanthreevariable sproblems.

Unit-V

LinearProgrammingProblems- Graphoflinearequation,

Graphoflinearinequality,FormulationofLPP,SolutionbyGraphicalmethod,Problemsrelatingtotwovariables

RecommendedTextBooks:

1. BusinessMathematics-V.K.Kapoor(S.ChandandSons,Delhi)
2. BusinessMathematics - Bari

BooksforReference:

1. Problems inOperationResearch-P. K.GuptaandManMohan
2. QualitativeMethodsandOperationResearch- G.Gopikuttan(HimalayaPublishingHouse)

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Statistics	4	6	0	0	Allied – I

Introduction: To enable the students to learn the Application of Mathematics with respect to business application.

Course Focus: Employability

Objectives: To make the students learn the basic mathematics used for the business purposes

UNIT I

Meaning and Definition of Statistics – Collection of data – Primary and Secondary – Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode – simple problems.

UNIT II

Measures of Dispersion – Range, Quartile Deviation, Standard Deviation and Co-efficient of Variation.

UNIT III

Correlation – Meaning and Definition – Karl Pearson's co-efficient of Correlation, Spearman's Rank Correlation. Regression Analysis – Regression in two variables – Uses of Regression

UNIT IV

Time Series – Meaning, Components and Models – Business forecasting – Methods of Estimating trend – Graphic, Semi-average, Moving average – Seasonal Variation – Method of Simple average.

UNIT V

Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.

Interpolation: Binomial, Newton's..

Text Book:

1. P.A. Navanitham, "Business Mathematics & Statistics" Jai Publishers, Trichy-21
2. Business Mathematics by V. K. Kapoor-Sultan Chand & sons, Delhi
3. Kanti Swarup, P.K. Gupta, Man Mohan-Operations Research, Sultan Chand & Sons, Educational Publishers, New Delhi-2008

Reference Books

1. Sanchetti, D. C. and Kapoor, V. K., "Business Mathematics", Sultan Chand Co & Ltd, New Delhi
2. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2004.

	Entrepreneurial Development Program	4	4	0	0	Theory
--	--	----------	---	----------	----------	---------------

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

Course Focus: Employability

Course Outcome:

CO1	:	To know about the role of the entrepreneur in India and around and the globe, understand the benefits and drawbacks of entrepreneurship and students has to avoid them; entrepreneurial failure.
CO2	:	The course aims 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 they face 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- CGTMSSE Scheme- startup India.

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	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
	Research Methodology	4	4	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 textbooks and selected scholarly and peer-reviewed sources.

Course Focus: 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	Analyse and summarise the basic terms such as mean, median and mode
CO5	To deal with T-Test, Chi Square-Test etc

Unit I:

[12 Periods]

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

Unit II:

[12

Periods]

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.

Unit III:

[12 Periods]

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.

Unit IV:

12 Periods]

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

Unit V:

[12 Periods]

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

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

Textbook:

1. Business Research Methods - Kothari - 4th Edition

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Managerial Economics	4	7	0	0	Theory

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: Employability

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	:	Analyse 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.

Unit I: Meaning and Importance of Managerial Economics

[12 Periods]

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

Unit II: Demand Forecasting

[12 Periods]

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 New Products.

Unit III: Supply & Market Equilibrium

[12 Periods]

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: Production Analysis

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

Unit V: Business Cycle

[12 Periods]

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

Textbook:

1. Managerial Economics: Edwin Mansfield, Publisher: W.W. Norton & Company-2004

Reference:

1. Managerial Economics-Dean Joek Prentice Hall of India-2015
2. Dholakia R & Oth – Microeconomics 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				1		2		3	3	1		3	
CO2			1		2		3		3		2	3	3
CO3		1		2			3		3	1		2	
CO4	1		1			2	3		3		2		3
CO5		1	2		2			3		1		3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Principles of Management	4	6	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: 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 adaptation 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.

Unit I: [12 Periods]

Management: Meaning – Process of Managing – Features – Management as an art or 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.

Textbook:

1. Principles of Management - C.B. Gupta

Reference:

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	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	Lecture	Tutorial	Practical	Credit	Type
	Consumer Affairs	5	0	2	4	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: Employability

Course Outcome:

CO1	:	To develop and understand the nature and purpose of Consumer Affairs.
CO2	:	To develop the ability to use the fundamentals of Protection Act.
CO3	:	To develop and understand a basic Consumer Movement.
CO4	:	To develop the ability to use Grievance Redressal Mechanism under the Consumer Protection Act
CO5	:	To develop the ability to protect and promote the consumer's interest

Unit I:

An Introduction to History and Development of Consumer Affairs and Movement - Role of Non-Government Organizations (NGOs) - Consumer and Markets: Concept of Consumer and Markets - Maximum Retail Price (MRP) and Local Taxes, Fair Price, labelling and packaging - Accounting Rate of Return, Net Present Value (NPV) - Net Terminal Value - Internal Rate of Return (IRR) - Profitability Index,

Unit II:

An introductory to Various Economy - Nature and Evolution of Business Environment - Globalization and its Consequences - Time value of money, Valuation of securities

Unit III:

Consumer Protection Act 1986: Objectives and Provisions - Features and Aim of Consumer Protection Act - Comparison between Pre and Post Legislation Period - Organizational set-up under the Consumer Protection Act - Advisory Bodies - Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies

Unit IV

Grievance Redressal Mechanism under the Consumer Protection Act, 1986: Grounds of filing a complaint - Limitation period; Procedure for filing and hearing of a complaint - Offences and penalties - Remedies under

ConsumerProtectionAct(withreferencetoleadingcaselaws):MedicalNegligence-
Banking;Insurance;Housing&RealEstate;Electricity,Water,andTelecomServices;Education;

UnitV:

ConsumerMovementinIndia:EvolutionofConsumerMovementinIndia-Banking:RBIandBankingOmbudsman -
Insurance: IRDA and Insurance Ombudsman –Telecommunication - TRAI - Food Products: FSSAI(an overview) -
Advertising: ASCI - Quality and Standardization: Voluntary and Mandatory standards; Role of
BIS,IndianStandardsMark - (ISI),Ag-mark,Hallmarking,LicensingandSurveillance.

Text Book:

- 1.Khanna, SriRam, SavitaHanspal,SheetalKapoor, andH.K. Awasthi. ConsumerAffairs”(2007)

ReferenceBooks:

1. Girimaji,Pushpa(2002).ConsumerRightfor EveryonePenguinBooks.
2. Aggarwal, V. K. (2003).ConsumerProtection:LawandPractice. 5thEd. BharatLawHouse,

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2		2		3		2	1		3	
CO2		2				2	3				2		
CO3	1		2					3		1			
CO4		2			2		2					3	3
CO5		2	1			2		3					3

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

Introduction:

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

Course Focus: Employability

Course Outcome:

CO1	:	To help students to understand the importance of Microfinance in Concepts
CO2	:	To enable students to study measuring impact of Microfinance and Microenterprises.
CO3	:	To provide the knowledge and analyze 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.

Unit I: [12 Periods]

Poverty Sources and Consequences of Poverty, Informal Sector. The Nature of the Market Failure - Credit provision to the poor, collateral, borrowing, repayment, social collateral, peer networks
Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts-thrift, savings, credit, products-insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization and franchising.

Unit II: [12 Periods]

Catalyst Role of NGOs Educating and formation of SHGs, Linkages with Banks & Markets, Liaisoning with Govt. Dept. 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. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Microfinance and Conflict resolution in Microfinance -Client impact studies measuring impact of Microfinance and Microenterprises

Unit III: [12 Periods]

Commercial Microfinance MFIs: Evaluating MFIs-Social and performance metrics, fund structure, value-added services The Rise of Commercial Microfinance-: Transforming NGOs. Structure of

Microfinance Industry and Constraint on MFI Growth. The partnership model – MFI as the service investor in Microfinance Sources of capital, profit vs. non-profit investing.

Unit IV: [12 Periods]

Strategic Issues in Microfinance: 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 rates on viability - Operating Self-sufficiency - Financial Self-sufficiency Credit Rating of MFIs Need and basic criteria/indicators for rating MFIs - Credit rating agencies in India and abroad - CAMEL - ACCION

Textbook:

1. Berkley and Myers, "Principles of Corporate Finance", New York, McGraw Hill, 1990.
2. Weston and Brigham, "Managerial Finance", New York, Holt Rinehart, 1989.
3. Challand and Haley, "Financial Management", New York, McGraw Hill, 1983.

Reference:

1. 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	✓		✓	
CO2		1		1			2				✓		
CO3	1	2				3		3				✓	
CO4		1			2				2	✓	✓		✓
CO5	1		2			2			2		✓		✓

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Business Correspondence	5	0	0	2	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: Employability

Course Outcome:

CO1	:	Understand Importance of Business communication.
CO2	:	To Learning about the Dimensions of communication, Barrier 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.

Unit I:

[12 Periods]

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

Unit II:

[12 Periods]

Channel of communication, Types of communication, Dimensions of communication, Barrier to communication Verbal, Non-Verbal, Formal, Informal communication.

UnitIII:

[12Periods]

Unit IV:

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

Unit V:

[12 Periods]

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

Textbook:

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

Reference:

1. Business Correspondence: A Guide to Everyday Writing (2nd Edition): 9780130897923: Business... Lin Lougheed (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			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1	3	2	3	2	3	✓		✓	✓
CO2	2	3	2	3		3	2	3			✓	✓	
CO3	3	2	3	1	3	1	3	2	3	✓	✓		✓
CO4		3	1	3		3	2	3	2		✓	✓	
CO5	3	2	3		3		3		3	✓			✓

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Ethics and IPR	4	6	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 dilemmas on a workplace and managing ethics in Organizations

Course Focus: Employability

Course Outcome:

CO 1	Ability to apply critical and argumentative thinking in the business judgment,
CO 2	Evaluate the application of fundamental ethical principles in the business decision-making and action taking.
CO 3	Evaluate the importance of the care for the environment and education.
CO 4	Analyse and prepare a code of ethics as a statement of norms and beliefs, and shape the company and strategy in business practice companies
CO 5	Access the fundamental aspects of Intellectual property Rights to play a major role in development and management of innovative projects in industries.

Unit I:

[12 Periods]

Business ethics, Definition and nature, Characteristics of ethical problems in management Ethical

theories; Causes of unethical behavior; ethical abuses; Work ethic.

Unit II:

[12 Periods]

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

Unit III:

[12 Periods]

Social Responsibility of business – Big Business and society business and ecological environmental issues in the Indian context- Ethics, Cultural and Values: importance of culture in organizations – Indian ethics and value systems – Model of management on the Indian social political environment – Indian heritage in production and consumption.

Unit IV:

[12 Periods]

Business ethics – Relevance of values in management – Holistic Approach for managers in decision making – Ethical management – Role of organizational culture in ethics – Structure of ethics management – Ethics committee.

Unit-V

Concept of IPR- Meaning- Kinds of Intellectual Property- Business Impact, Protection of Intellectual Property- Intellectual Property – Policy Consideration – National and International- Determining Financial Value of Intellectual Property Rights- Negotiating Payments Terms in Intellectual Property Transaction- Competing Rationales for Protection of Intellectual Property Rights

Textbook:

1. Anne T. Lawrence & James Weber, "Business & Society: Stakeholders, Ethics, Public Policy", McGraw-Hill Irwin, 16th Edition

2.N.S.Gopalakrishnan&T.G.Ajitha,PrinciplesofIntellectualProperty,EasternBookCompany,2ndEdition,201

4

Reference:

1. LarueToneHosmer,RichardD.IrwinInc by“*TheEthicsofManagement*”.
2. JosephA.PetrickandJohnF. Quinn,“*Management Ethics–integrityat work*”.

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									ProgramSpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
C01	1		2			3			3	1		2	
C02		1		2			3	3			1		3
C03	1		2			3			3	1		3	
C04		1		2			3	3			1	2	
C05	1		2			3			3	1	2		3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Retail Environment	4	6	0	0	Theory

Introduction:

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

Course Focus: Employability

Course Outcome:

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

Unit I: [12 Periods]

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

Unit II: [12 Periods]

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

Unit III: [12 Periods]

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

Unit IV: [12 Periods]

Product Planning - Product Mix - New Product Development - Product Life Cycle. - Branding - Brand Types-Private Labels -Brand association-Brand extension.-Advertising-Need for Advertising-Types

of Media-Media Mix and Planning-What is Consumer Research?-Why research consumers?-
Consumer Research Cycle-Consumer Research for new product launches-Consumer Research for
existing products.

Unit V: **[12 Periods]**

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

Textbook:

1. Retail Management, James B. Ayers and Mary Ann Odegaard, Second Edition Himalaya Publishing House.

Reference:

1. Retail Management: A Global Perspective, Harjith Singh.
2. Retail Marketing Management, David Gilbert.

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	1		3	
CO2						2	3						
CO3	1		2					3		1			
CO4		2			2		2				2	3	3
CO5						2		3			2		

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Banking Theory Law and Practice	2	5	0	0	Theory

Introduction

The course defines the concepts of the banker and the customer; explains the general and special relationship between them; delineates the rights and obligations of a banker; narrates the procedure for opening, operation and closing of Savings, Current and Term deposits; deals with essential features of Negotiable instruments like Bills of exchange, Cheque and Promissory Note, describes the duties and statutory protection available to paying banker and collecting banker and examines the features and application of Indian banking regulation Act in recovering bank credit.

Course Focus: Employability

Course Outcome:

CO1	:	Evaluate the procedure for opening, operation and closing of various types of deposit accounts.
CO2	:	Analyze the features of different types of Negotiable Instruments like Cheque, Bill of Exchange, Promissory Note, etc.
CO3	:	Apply the role of paying banker and collecting banker and understand the general and special relationship between the banker and the customer
CO4	:	Create awareness of features and types of Negotiable instruments in Indian Bank.
CO5	:	Analyze the duties and responsibilities of paying banker and collecting banker

UNIT-I

Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI- Banking Regulation Act 1949- RBI Credit Control Measure – Secrecy of Customer Account.

UNIT-II

Opening of Account – Special Types of Customer – Types of Deposit – Bank Pass Book
– Collection of Banker – Banker Lien.

UNIT-III

Cheque – Features Essentials of Valid Cheque – Crossing – Making and Endorsement – Payment of
Cheques Statutory Protection Duties to Paying Banker and Collective Banker -
Refusal of Payment Cheques Duties Holder & Holder in Due Course.

UNIT-IV

Loan and Advances By Commercial Bank Lending Policies of Commercial Bank - Forms of
Securities – Lien Pledge Hypothecation and Advance Against the Documents of Title to
Goods – Mortgage.

UNIT-V

Position of Surety – Letter of Credit – Bills and Supply Bill - Purchase and Discounting
Bill Traveling Cheque - Credit Card - Teller System.

Text Book:

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.

Reference Book:

3. Reserve Bank of India, Report on currency and Finance 2003-2004.
4. Basu: Theory and Practice of Development Banking

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2	2					2	1	2	3	
CO2						2	3						
CO3	1		2	2				3		1			
CO4		2			2		3				2	3	3
CO5				2		2		3			2		

SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	ServicesMarketing	2	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: Employability

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 analyse the consumers' expectation in services
CO5	To acquire knowledge on emerging trends in service marketing.

UNIT – I

[12Periods]

NATURE AND SCOPE OF SERVICES : Introduction, meaning of services, 7Ps of service marketing, 4 I's characteristics of services, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.

UNIT– II

[12Periods]

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

[12Periods]

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

[12Periods]

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,

Conceptof

UNIT –V

[12 Periods]

EMERGING ISSUES IN SERVICES MARKETING: Introduction, Service Marketing in e-Commerce and Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing

Text Books

1. Services Marketing- Valarie Zeithaml, Mary Bitner – 6th Edition-TMH
2. Services Marketing – Rampal Gupta- Galgotia Publications.

Reference Books

1. Services Marketing- Christopher Lovelock – Pearson Publications
2. Adrian Payne- The Essence of Service Marketing, Prentice-Hall of India,
3. Hellen Woodruffe- Service Marketing, Macmillan India Ltd. Delhi, 1997

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	1		3	
CO2						2	3						
CO3	1		2					3		1			
CO4		2			2		2				2	3	3
CO5						2		3			2		

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Corporate Finance	2	5	0	0	Theory															
<p>Introduction:</p> <p>Corporate finance making assumes greater importance in maximizing value of corporate entities. This course is designed to focus on the analysis of three crucial long term financial decisions- (1) Cash flow measurement, (2) Capital budgeting, (3) Cost of capital and, (4) Capital Structure. Risk analysis of capital budgeting decision is added as a special topic.</p> <p>Course Focus: Employability</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To equip students with necessary knowledge of corporate finance concepts.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To enable students analyse the leverage and dividend decisions based on theoretical and practical framework and selection of sources under condition of risk and uncertainty.</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To equip students with necessary skills to evaluate capital projects with a focus on advanced capital budgeting techniques.</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>Understand the various financial ratios and Application of Ratio analysis in financial Decision making in the corporate organizations.</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>Students to work out detailed case studies involving the application of various criteria for project selection including risk analysis of capital projects.</td> </tr> </tbody> </table>							CO1	:	To equip students with necessary knowledge of corporate finance concepts.	CO2	:	To enable students analyse the leverage and dividend decisions based on theoretical and practical framework and selection of sources under condition of risk and uncertainty.	CO3	:	To equip students with necessary skills to evaluate capital projects with a focus on advanced capital budgeting techniques.	CO4	:	Understand the various financial ratios and Application of Ratio analysis in financial Decision making in the corporate organizations.	CO5	:	Students to work out detailed case studies involving the application of various criteria for project selection including risk analysis of capital projects.
CO1	:	To equip students with necessary knowledge of corporate finance concepts.																			
CO2	:	To enable students analyse the leverage and dividend decisions based on theoretical and practical framework and selection of sources under condition of risk and uncertainty.																			
CO3	:	To equip students with necessary skills to evaluate capital projects with a focus on advanced capital budgeting techniques.																			
CO4	:	Understand the various financial ratios and Application of Ratio analysis in financial Decision making in the corporate organizations.																			
CO5	:	Students to work out detailed case studies involving the application of various criteria for project selection including risk analysis of capital projects.																			
Unit I					[12 Periods]																
Corporate Finance- Significance of Corporate Finance- Areas of Corporate Finance- Investment Decision, Financing Decision, Liquidity Decision, Dividend Decision- Corporate finance and Financial Market																					
Unit II					[12 Periods]																
Long term sources of finance- Short term sources of finance- Cost of Capital- Determination of Cost of Capital- Weighted Average Cost of Capital (WACC)- Marginal cost of capital. Time Value																					

of Money: Concept – Technique of compounding, Technique of Discounting – Net Present Value (NPV) – Capital Budgeting, evaluating project using NPV – Internal Rate of Return (IRR) – Risk and Return in Corporate Finance.	
Unit III	[12 Periods]
Capital structure, Capital Structure V/S Capitalization, Over Capitalization, Under Capitalization, Optimal Capital Structure – EBIT-EPS analysis – Capital Structure theories – Net Income Theory, Net Operating Income Theory, Traditional Theory, Modigliani Miller Theory (MM Theory) – Leverage – Financial Leverage, Operating Leverage, Combined Leverage.	
Unit IV	[12 Periods]
Application of Ratio analysis in financial Decision making. Profitability Ratio – Gross profit ratio, Operating profit ratio, return on capital employed – Efficiency Ratio – Sales to capital employed, sales to fixed assets, Profit to Fixed assets, Stock turnover Ratio, Debtor turnover ratio, Creditors turnover ratio – Liquidity Ratio – Stability Ratio – Earning per Share – P/E Ratio – Dividend Yield.	
Unit V	[12 Periods]
Business Risk and financial Risk – Debt v/s Equity – Hedging – Hedging with readily available contracts, forward and future contract, Options and other derivatives – Value at Risk (VAR) – Managing incentives.	
<p>Text Book</p> <p>1. Fundamentals of Financial Management: Brigham & Houston, Thomson Learning, Bombay</p> <p>Reference Books</p> <p>1. Principles of Corporate Finance: Richard Brealey and Stewart Myers, Tata McGraw Hill, 2000.</p> <p>2. Capital Budgeting: Dr. G. Kotreshwar, Chandana Publications (2014), Mysore</p>	

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									Program SpecificOutcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2						2	1		3	
CO2						2	3						
CO3	1		2					3		1			
CO4		2			2		2				2	3	3
CO5						2		3			2		

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

Introduction

This course is to train 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 and details the impact of Source of Funding and considerations needed to make financial decisions both inside and outside firms.

Course Focus: 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 Decision of a Business Concern.
CO4	:	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO5	:	Apply and Leverage EBIT, EPS Analysis Associated with Financial Data in the Corporate.

UNIT - I (12Hours)

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.

UNIT-II (12Hours)

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 (12Hours)

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

UNIT-IV (12Hours)

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

UNIT -V (12Hours)

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

(Theory carries 60 Marks, Problems carry 40 Marks)

TEXTBOOK

1.M.Pandey-Financial Management

REFERENCE BOOKS

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

MappingofCourseOutcomeswithProgramOutcomes:

CourseOutcomes	ProgramOutcomes									ProgramSpecific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1			1		2		3		3	2			3
CO2		1		1		1	3		3		2		2
CO3	1		1		1			2		1	3	3	
CO4		1		1		2		3	3	1	1		3
CO5	1		2		2	2	2		3		1	2	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Customer Relationship Management	2	5	0	0	Theory

Introduction:

This course introduces the various communication options available in a business context so that students can make appropriate choices in the workplace. Students will gain confidence in their ability to communicate by practicing and receiving feedback on business communication skills. An opportunity for improving academic and workplace language proficiency are embedded in the course also encourages the development of academic literacy which will enable students to become independent learners in the Master of Commerce program and to work efficiently and effectively in the workplace.

Course Focus: Employability

CO1	:	Understand the concepts of CRM and analyze the customer loyalty, optimizing the customer relationship management.
CO2	:	Educate the students on the practical knowledge with customer services its application in marketing and apply basic marketing concepts to solving marketing challenges.
CO3	:	Develop insights to students about technological revolution and corporate culture in CRM.
CO4	:	Analyze the infrastructure, services and organizations involved in current and emerging CRM practices.
CO5	:	Determine the customer relationship management is developed to other business and its importance to the success of the business entity.

UNIT– I

CRM Concepts–Acquiring Customers–Customer Loyalty and Optimizing Customer Relationships
– CRM Defined – Success Factors the Three Levels of Service/ Sales Profiling – Service
Level Agreements (SLAS)-Creating and Managing Effective SLAS.

UNIT–II

CRM In Marketing – One-To-One Relationship Marketing – Cross Selling & Up Selling –
Customer Retention-Behavior Prediction – Customer Profitability & Value Modeling – Channel
Optimization –Event-Based Marketing – CRM and Customer Service – The Call Centre, Call
Scripting – Customer Satisfaction Measurement.

UNIT–III

Sales Force Automation – Sales Process- Activity, Contact- Lead and Knowledge Management –
Field Force Automation – CRM links in E-Business – E-Commerce and Customer Relationships
on the Internet – Enterprise Resource Planning (ERP) – Supply Chain Management (SCM) –
Supplier Relationship Management (SRM)–Partner Relationship Management (PRM).

UNIT–IV

Analytical CRM – Managing and Sharing Customer Data – Customer Information Databases –
Ethics and Legalities of Data Use – Data Warehousing and Data Mining Concepts – Data Analysis –
Market Basket Analysis (MBA), Click Stream Analysis, Personalization and Collaborative Filtering.

UNIT– V

CRM Implementation–Defining Success Factors–Preparing a Business Plan Requirements-justification
and processes – Choosing CRM tools – Defining functionalities – Homegrown Versus out-Sourced
Approaches – Managing Customer Relationships – Conflict Complacency- Resetting the CRM
Strategy - Selling CRM Internally – CRM Development Team – Scoping and Prioritizing -
Development and Delivery–Measurement.

TEXTBOOKS:

1. V.Kumar&WernerJ.,CRM, WilleyIndia,2008
2. GordonS.Linoff,MichaelJ.A.Berry,

MININGTHEWEB:TRANSFORMINGCUSTOMERDATA,WileyComputerPublishing,Singapore.

REFERENCEBOOK:

JillDyche:THE

CRMHANDBOOK:ABUSINESSGUIDETOCRIM,AddisonWesleyInformationtechnologySeries.

MappingofCourseOutcomeswithProgramOutcomes:

CourseO utcomes	ProgramOutcomes									ProgramSpecific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1			1		2		3		3	2			3
CO2		1		1		1	3		3		2		2
CO3	1		1		1			2		1	3	3	
CO4		1		1		2		3	3	1	1		3
CO5	1		2		2	2	2		3		1	2	

ELECTIVE

Working Capital Management						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Working Capital Management	4	4	0	0	Theory
Introduction						
<p>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.</p>						
Course Focus On: Skill Development						
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	[12 Periods]
Inventory Management: Nature of Inventories- Need to hold inventories- objectives of inventory management- inventory Management techniques- inventory management process.	
Unit-IV	[12 Periods]
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.

Text Book

1. R.K. Gupta & Himanshu Gupta

Reference Books

1. I. M. Pandey- Financial Management- Vikas Publishing House Pvt. Ltd.- Ninth Edition 2020
2. M. Y. Khan and P. K. Jain, Financial Management Vikas Publishing house Ltd., 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	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

Business Finance						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Finance	4	4	0	0	Theory
Introduction						
<p><u>Money</u> required for carrying out <u>business activities</u> 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, <u>factories</u>, <u>build</u></p>						
Course Focus On: Skill Development						
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]
<p>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.</p>	
Unit-II	[12 Periods]
<p>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.</p>	
Unit-III	[12 Periods]
<p>Factors determining working capital requirements-significance of adequate Working capital, types of working capital.</p>	
Unit-IV	[12 Periods]
<p>Meaning of capitalization-Theories of capitalization-Cost theory v/s Earnings theory-over</p>	

capitalization and under capitalization- meaning, causes- effects and remedies- overcapitalization v/s
Admitted in B.Com (IT) from the academic year 2021-2022
Regulations 2021
 undercapitalization- 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 Jaiswal & Leena S. SHIMPI: Business Finance New Royal Book Company

Reference Books

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	P02	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

INTERNATIONAL FINANCE						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Finance	4	5	0	0	Theory
<p>Introduction:</p> <p>International Finance will introduce students to global financial markets and operations of multinational firms. The course will be taught on-site students will benefit from their visits to some of the world's most important financial institutions. Background information will be provided prior to the Internet links and electronic correspondence. Topics to be discussed will include foreign exchange markets, international financial markets, international banking, currency derivative markets, euro markets, risk management, and investment decisions in the global marketplace.</p> <p>Course Focus: Employability</p> <p>Course Outcome:</p>						
CO1	Assess the environment of international finance and its implications on international business.					
CO2	Define and measure foreign exchange risks and to identify risk management strategies.					
CO3	Apply the integrated global developments with the changing business environment in India.					
CO4	Generalize the process and techniques used to make international investment decisions.					
CO5	Analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.					
Unit-I					[12 Periods]	
International Financial Environment- The Importance, Rewards & Risk of International Finance- Framework Overview of International Economic Institutions- Goals of MNC- International Business Methods – Exposure to International Risk- International Monetary System.						
Unit-II					[12 Periods]	
International Financial Market Rate Movements- Creation of Euro – Euro Currency Market – European Monetary System – Basic Concept of International Monetary Market – International Money Market Instruments – International Flow of Funds- Balance of Payments (BOP)- Fundamentals of BOP- Accounting Components of BOP- Factors Affecting International Trade and Capital Flows, Agencies That Facilitate International Flows- BOP, Equilibrium & Disequilibrium.						

Rathinam College of Arts & Science (Autonomous), Coimbatore-21. Unit-III Attended in B. Com (IT) from the academic year 2021-2022										[12 Periods] Regulations 2021			
International Investment Decisions- International Investment Decisions- Foreign Direct Investment- International Portfolio Investment, International Capital Budgeting- Evaluation and Management of Political Risk- Foreign Exchange Market- Difference Between Fixed and Floating Rate- Exchange Spot, Forward, Futures Options and Swaps- Arbitrage and Speculation in Foreign Exchange Market.													
Unit-IV										[12 Periods]			
Forex Management Origin and Concept of Foreign Exchange- Word Bank Exchange Rate Mechanism- Factors Influence Exchange Rate- Purchasing Power Parity- Real Interest Parity- Parities Conditions and Managerial Implication- Time Sources Forecasting Model- International Fisher's Effect.													
Unit-V										[12 Periods]			
Foreign Exchange Exposure- Managing Transaction- Transaction and Operating Exposure Techniques for Covering the Foreign Exchange Risk- Internal and External Techniques of Risk- International Financial Market Instruments- International Equities- ADR and GDR- Foreign Bond and Euro- Bond- Short Term And Medium Term Instruments.													
Text Book													
1. Buckley Adrian Multinational finance- PHI, New Delhi													
Reference Books													
1. Shapiro AC, Multinational financial management- PHI, New Delhi													
2. Levi D, Maurice, International finance- Routledge													

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	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

Goods & Service Tax						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Goods & Service Tax	4	4	0	0	Theory
Introduction						
Goods and Services Tax (GST) is an indirect tax (or consumption tax) levied in India on the supply of goods and services. GST is levied at every step in the production process, but it 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 synthesize 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 – Canon 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 – Chargeability for GST – Composition Scheme..	
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.	

1. Datey, V.S. (2015). Indirect

Taxes. Mumbai, Taxmann Publications Private Limited. (2017). Simplified Approach to GS

T – A Ready Reference.

Reference Books:

1. Balachandran, V. (2006). Indirect Taxation. New Delhi, Sultan Chand and Sons. 2.

2. 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	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

Financial Markets and Institutions						
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: Skill Development						
Course Outcome						
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, hire purchase, 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	

Rathinam College of Arts & Science (Autonomous), Coimbatore-21. Admitted in B.Com (IT) from the academic year 2021-2022										[12 Periods] Regulations 2021			
Unit-IV 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.													
Text Book 1. E Gardon & K Natarajan: Financial Markets & Services, HPH, 7th Edition, Mumbai													
Reference Books 1. V.A. Avadhani: Financial Services in India, HPH, 2009, 1st Edition. 2. Khan.M.Y., "Financial Services", 2010, 5th Edition, Tata McGraw Hill, Pvt. Ltd., 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	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

MicroFinance						
SubjectCode	SubjectTitle	Credit	Lecture	Tutorial	Practical	Type
	MicroFinance	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 in institutions and assess the risk associated with microfinance.						
Course Focus On: Skill Development						
Course Outcome						
CO1	To introduce students to the world of MicroFinance					
CO2	To enrich student's understanding of the fundamental concepts of MicroFinance					
CO3	To equip students with the knowledge and skills necessary to become employable in the MicroFinance Industry.					
CO4	To differentiate between Financial and micro Finance aspects.					
CO5	To acquire an understanding of various concepts related to microfinance.					

Unit-I	[12Periods]
Poverty, Rural Credit and Financial Inclusion, Microfinance-An Introduction-Microfinance-Lessons from international exposure	
Unit-II	[12Periods]
Model of Microfinance across the world-Microfinance delivery methodologies- Legal and regulatory framework.	
Unit-III	[12Periods]
Evolution and Characteristics of Microfinance in India-Financial Inclusion-Impact of microfinance.	
Unit-IV	[12Periods]
Financial products and services, financial accounting and reporting-Revenue model of Microfinance - Risk management-Basics of banking-Compliance to various regulations	

<i>Rathinam College of Arts & Science (Autonomous), Coimbatore-21.</i>	[12 Periods]
Unit - V Admitted in B.Com (IT) from the academic year 2021-2022 Recent developments of Microfinance in India - SHGs-Linkage Building and Successful Micro Entrepreneurs	<i>Regulations 2021</i> Microfinance and Disaster - Case Study
Text Book 1. Dr. V. Rengarajan: Microfinance-Principles and Approaches – Notion Press, 2013	
Reference Books 1. Pradeep Kumar Mishra: Microfinance Management – Cengage Learning India Pvt. Ltd, 2019. 2. Sigfried Silverman: Microfinance- Createspace Independent Publishing Platform, 2021	

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	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

Merchant Banking						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Merchant Banking	4	0	0	5	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 lifecycle; 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 Book

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 Outcome	Program outcome									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

COMMERCIAL BANK MANAGEMENT																																									
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	COMMERCIAL BANK MANAGEMENT	4	0	0	5	Theory																																			
<p>Introduction: This course will examine management problems and policies of banks. The material to be covered will include: balance sheet management (liquidity, liabilities, spread management, and investment management), capital adequacy, cost of funds, bank profitability, planning and management systems, and the regulatory environment.</p>																																									
<p>Course Focus On: Skill Development</p>																																									
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To understand the basic problems of bank management.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To analyze bank regulations and policies.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To understand of the basic issues involved in value creation and risk management for banking firm.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To evaluate bank profitability and risk management.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To examine the international bank environment, deposits, liquidity and capital. To examine the international bank environment, deposits, liquidity and capital.</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							CO1	:	To understand the basic problems of bank management.					CO2	:	To analyze bank regulations and policies.					CO3	:	To understand of the basic issues involved in value creation and risk management for banking firm.					CO4	:	To evaluate bank profitability and risk management.					CO5	:	To examine the international bank environment, deposits, liquidity and capital. To examine the international bank environment, deposits, liquidity and capital.				
CO1	:	To understand the basic problems of bank management.																																							
CO2	:	To analyze bank regulations and policies.																																							
CO3	:	To understand of the basic issues involved in value creation and risk management for banking firm.																																							
CO4	:	To evaluate bank profitability and risk management.																																							
CO5	:	To examine the international bank environment, deposits, liquidity and capital. To examine the international bank environment, deposits, liquidity and capital.																																							
Unit-I					[12 Periods]																																				
Management principles in Banks: Managerial functions in banks; Hierarchy; individual and group behavior; Management of personnel -V functions of manager, inspector, local advisory committee, Recruitment; Selection; Training; Promotion; Control of staff.																																									
Unit-II					[12 Periods]																																				
Management of deposits and advances: Deposit mobilization; Classification and nature of deposits accounts; Advances; Lending practice; Types of advances; Principles of sound bank lending; preparation of reports; credit plans; planning customers; limits of credit; security.																																									
Unit-III					[12 Periods]																																				
Investment Management: Nature of bank investment; Liquidity and profitability; preparation of cheques; Bill of lading; Book debts; Securities -V government and commercial.																																									

Unit-IV	[12Periods]
----------------	--------------------

Management of finance: Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; Profit and loss account; Balance sheet and statutory reports regarding cash revenue.

Unit-V

[12 Periods]

Banking Services - Recruitment system - Foreign Exchange Management

Text Book

1) Tanna ML: Banking - Law and practice in India; Indian Law House, New Delhi

Reference Books

1. Radhaswami Mand Basudevan A: Textbook of banking; S. Chand & Co. New Delhi.
2. Panikar K.K Banking - V Theory & system: Chand & Co. New Delhi.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome									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

Principles and Practices of Banking						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Principles and Practices of Banking	4	0	0	5	Theory
Introduction:						
<p>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.</p>						
Course Focus On: Skill Development						
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 Edition, 2015	
Reference Books 1) NS. Toor, Arundeeptoor, Principles & Practices of Banking, Skylark Publications, 14ed., 2019 2) Abinash Kumar Mandilwar, Principles & Practices of Banking, Ramesh Publishing House 2019.	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program Outcome									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

Digital Banking						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Digital Banking	4	0	0	5	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: Employability						
Course Outcome:						
CO1	:	To acquire knowledge of various digital products in banking sector & different payment systems 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					[12 Periods]	
Banking System in India - Nationalisation of Banks - Types of Banks						
Unit-II					[12 Periods]	
Development Banks - Reserve Bank of India - Digital Banking Products						
Unit-III					[12 Periods]	
Automated Teller Machine - ATM - Point-of-Sale (POS) Terminals - Internet Banking - Mobile Banking						
Unit-IV					[12 Periods]	
Cash Deposit Machine - Branchless Banking						
Unit-V					[12 Periods]	
Digital Payment System - Emerging Concepts in Digital Banking						

TextBook

1.IndianInstituteofBanking and Finance,DigitalBanking,Taxmann,2019

ReferenceBook

1. Dr. M. Ganesan, Dr. A. SaravanakumarDIGITAL BANKING.,
ShanlaxPress,TamilNadu,India 2021
2. VermaJ.C:Banking;BharatLawHouse,NewDelhi.

MappingofCourseOutcomeswithProgramOutcomes

Course Outcome	Programoutcome									ProgramSpecificOutcomes			
	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

MARINE INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Marine Insurance	4	5	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: Employability

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 claim 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

[12Periods]

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 Books 1. Controlling Cargo Theft: A Handbook of Transportation Security, Tyska Fennely, Louis A. Tyska, Lawrence J. Fennely, Butterworth, 2011. 2. 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 Outcome	Program Outcome									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

HEALTH INSURANCE																					
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Health Insurance	4	5	0	0	Theory															
<p>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.</p> <p>Course Focus On: Skill Development</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>Criticize the principles of health care and provide an overview of health insurance industry in India and the marketing global set-up</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>Create a strong foundation of the fundamentals of insurance documentation concepts, prospectus, conditions and warranties of health insurance</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>Give an in-depth understanding of the products, IRDA regulations and operational policies of health insurance</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>Apply the practical knowledge and skills in the field of health insurance schemes</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>Determine the types of claims and challenges in health insurance management.</td> </tr> </tbody> </table>							CO1	:	Criticize the principles of health care 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.
CO1	:	Criticize the principles of health care 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 Books

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.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome									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

FIRE AND CONSEQUENTIAL LOSS INSURANCE																					
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Fire & Consequential Loss Insurance	4	5	0	0	Theory															
<p>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.</p> <p>Course Focus On: Skill Development</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>Understand the risks covered under fire insurance policy and to enlist the characteristics of fire insurance contract.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>Examine the conceptual basis of each type of fire insurance policy and to comprehend important terms and methods.</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>Evaluate the fire hazards and the prevention measures of various industries learn escape routes and emergency plans and understand the fire rules and regulations.</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>Relate the properties those are covered under the claim to know the crucial aspects of survey and to understand the doctrine of proximate cause.</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>Create the awareness of consequential loss insurance premium rate and to understand the specification of turnover basis.</td> </tr> </tbody> </table>							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.
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– LegalAspects-Claims–ProceduralAspects

Unit-V	[12 Periods]
Consequential Loss Insurance- Specialised Policies and Overseas Practice	
Text Book	
1. P.K. Ray, Agricultural Insurance, 1 st Edition, Pergamon Press,	
Reference Books	
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 Outcome	Program outcome									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	Lecture	Tutorial	Practical	Credit	Type
	AGRICULTURAL INSURANCE	4	5	0	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 of agricultural insurance.
CO4	:	To understand how agricultural insurance helps the farmer to adopt progressive farming practices, high value inputs and high 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 Books	
1. Sudhir Kumar Jain, Practical aspects of fire insurance, Jaypee Softtech, 2012. 2. Lester William Zartman, Fire Insurance, Nabu Press, 2010	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program Outcome									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	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

International Shipping and Legislation						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Shipping and Legislation	4	0	0	4	Theory
<p>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.</p> <p>Course Focus On: Skill development</p>						
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 analyse 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,				
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 (GCM I 1988)						

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: <ol style="list-style-type: none"> 1. Legal Principles in Shipping Business 2010-2011 by Institute of Chartered Shipbrokers (Witherby Seamanship International Ltd) 	
REFERENCE BOOK: <ol style="list-style-type: none"> 2. Shipping Law by Simon Baughen (Routledge-Cavendish) 3. Maritime Security and the Law of the Sea by Natalie Klein (Oxford University Press) 	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program outcome									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

International Business Strategy						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy	4	0	0	5	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: Entrepreneurship						
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.	
Text Book 1. Rungman.A.Mand Hodgetts.R.M., International Business; A Strategic Management Approach, McGraw Hill, Inc, New Delhi-1999-2000.	
<i>References Book</i> 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-KENT 1999-2000,	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program Outcome									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

International Trade Procedures and Documentation						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Trade Procedures and Documentation	4	0	0	5	Theory
<p>Introduction: International trade is an economical activity between countries/companies. As you know, every country has its 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.</p> <p>Course Focus On: Skill Development</p>						
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, Packing list, 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, Handbook of Procedures, Volume I and II GOI, New Delhi – 2000. References: 2. Mahajan, Guide to Export Policy, Procedures and Documentation 2000-2001 3. Ballu. R.H. – Business Logistics Management, PHI, Inc 1999-2000.	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program Outcome									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

Enterprise Resource Planning

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Enterprise Resource Planning	4	0	0	5	Theory

Introduction:

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

Course Focus On: Skill Development

Course Outcome:

CO1	:	Understand the basic concepts of ERP and how it is 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	[12Periods]
Evaluation of ERP- Variation of Modules – Advantage of ERP – An Overview of Enterprise - ERP and Related Technologies.	
Unit-V	[12Periods]
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.	
<p>Textbook:</p> <p>2. “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</p> <p>Reference:</p> <p>1. Enterprise Resource Planning http://ebooks.lpude.in/management/mba/term_3/DCAP302_DCAP514_ENTERPRISE_RESOURCE_PLANNING.pdf</p>	

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	Program outcome									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

MANAGEMENT INFORMATION SYSTEM						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Management Information System	4	5	0	0	Theory
<p>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 Systems suggests integration and holistic view, Information stands for processed data, and Management is the ultimate user, the decision makers.</p> <p>Course Focus On: Skill Development</p>						
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 - Level 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 - Framework for IS - Sequence of Development of IS.						
Unit-III				[12 Periods]		
Concept of Planning & Control: Concept of Organizational Planning - Planning Process - Computational Support for Planning - Characteristics of Control Process - Nature of Control in an Organization. IS Planning - Determination of Information Requirements - Business Systems Planning - End Means Analysis - Organizing the Plan						
Unit-IV				[12 Periods]		
Business Applications of Information Technology: Internet & Electronic Commerce - Intranet - Extranet & Enterprise Solutions - Information System for Business Operations - Information System for Managerial Decision Support - Information System for Strategic Advantage.						
Unit-V				[12 Periods]		
Advanced Concepts in Information Systems: Enterprise Resource Planning - Supply Chain Management - Customer Relationship Management and Procurement Management - Systems Analysis and Design - System Development Life Cycle - Prototyping - SD - Project Management - Cost Benefit Analysis - Detailed Design - Implementation.						

Textbook

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

Reference

1. Information System: Gordon B. Davis & Margrethe H. Olson, TMH.

1. Information System for Modern Management: Murdick, PHI

Mapping of Course Outcomes with Program Outcomes

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		3		3	1	3	3	3	1	2	1

E-COMMERCE						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	E-Commerce	4	5	0	0	Theory
<p>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.</p> <p>Course Focus On: Employability</p> <p>Course Outcome</p>						
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]	
Introduction to computers – Importance of Computers – Computer Applications in various Areas of Business – General Application of Computers in Various Fields. Fundamentals of Computers: Classification of Computers – Basic Principles of operation of Digital Computer – Computer system – computer virus – Development of computers and Computer Generation – Computer Number System.						
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) – Paytm – 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.						

TextBook

1.R.SaravanaKumarR.ParameswaranT.Jayalakshmi.,InformationTechnologyS.Chand2015RevisedEdition

ReferenceBook

1.Dr.C.S.Rayudue-Commercee-BusinessHimalayapublishinghouse2015RevisedEdition

Mapping of Course Outcomes with Program Outcomes

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		3		3	1	3	3	3	1	2	1

CYBERLAW						
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. Cyberlaw 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 grow an awareness on privacy is another upcoming trend
CO4	To improve cyber security professionals' skills and citizen sensitization and Awareness

Unit-I	[12 Periods]
Cyber Law: Introduction-Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-cyberlaw 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 Copyrights 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 framework for Electronic Data Interchange: 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.	
<p>Text Book 1. The Indian Cyber Law: Suresh T. Viswanathan, Bharat Law House, New Delhi</p> <p>Reference Book: 1. Investigating Cyber Law and Cyber Ethics: Issues, Impacts and Practices” by Alfreda Dudley and James Braman 2. “Cyber Law: A Legal Arsenal for Online Business” by Brett Trou</p>	

Note: Distribution of marks 100% Theory.

Mapping of Course Outcomes with Program Outcomes

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		3		3	1	3	3	3	1	2	1

Consumer Behaviour						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Consumer Behaviour	4	5	0	0	Theory
Introduction						
Consumer Behaviour is to understand the Market and its segments and analysis is the evolution of consumer behaviour and the business strategy.						
Course Focus On: Entrepreneurship						
Course Outcome						
CO1	To acquire knowledge on concept of buyer and buyer's behaviour					
CO2	To study about the motivation					
CO3	To gain knowledge on customer personality					
CO4	To know about the consumer's 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.	
<p>Text Book</p> <p>1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002.</p> <p>Reference Books:</p> <p>1. Kumar: Conceptual Issues in Consumer Behavior: The Indian Context, Pearson Education, New Delhi, 2003</p> <p>2. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Biztantra, New Delhi, 2003.</p>	

Mapping of Course Outcomes with Program Outcomes

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		3		3	1	3	3	3	1	2	1

Supply Chain Management						
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: Skill Development						
Course Outcome						
CO1	Demonstrate 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]		
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 – Purchasing partnerships – Materials sourcing – Just-in-time purchasing.						
Unit IV				[12 Periods]		
Outsourcing 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.						

Textbook:

- David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.

Reference Book:

- Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005.

Mapping of Course Outcomes with Program Outcomes

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		3		3	1	3	3	3	1	2	1

BRAND MANAGEMENT						
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 branding's role within business and know the value of a brand to an organisation.						
Course Focus On: Skill Development. C						
Course Outcome						
CO1	Demonstrate 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]		
INTRODUCTION TO 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 EXTENSION: 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]		
BRAND EQUITY: 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 – to create brand equity.						
Unit – IV				[12 Periods]		
INTRODUCTION TO BUYER BEHAVIOUR: Understanding the Basics of Buyer Behavior, Types of Buying Decision Behavior, Black – Box Model of Consumer Behavior.						
Unit – V				[12 Periods]		
BUYER DECISION PROCESS: Buyer Decision Making: Problem Identification, Information search, Sources						

of Information, evaluation of alternatives, purchase decision, Post-purchase Behaviour.

Textbook:

1. David J. Bloomberg, Stephen LeMay & Joe B. Hanna: Logistics, Prentice-Hall of India Pvt Ltd., 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

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		3		3	1	3	3	3	1	2	1

Strategic Management						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	<i>Strategic Management</i>	4	5	0	0	Theory
<u>Introduction</u>						
<p>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.</p> <p>Course Focus: Employability Course Outcome</p>						
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 analyze an organization's resources in order to achieve its goals					
CO4	To enlarge policies and plans to achieve those allocating resources to implement the plans.					
CO5	To achieve the action goals in the competitive environment.					
Unit-I				[12 Periods]		
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)						

UnitV

[12Periods]

Strategic-Culture and its Significance, Organizational Development and Change-Change Management- Leadership Styles and its Roles- Strategic management in a new globalized economy

Textbook:

1. Strategic Management 4th Edition, Kindle Edition, by [Azhar Kazmi](#)-2017

Reference Books:

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

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		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BCCE06	MANAGEMENT INFORMATION SYSTEM	4	5	0	0	THEORY

Introduction:

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

Course Focus on: Skill Development

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.

UnitI:

[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.

UnitII:

[12 Periods]

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

UnitIII:

[12 Periods]

Concept of Planning & Control: Concept of Organizational Planning - Planning Process -

an

Organization. IS Planning – Determination of Information Requirements - Business Systems Planning -End Means Analysis - Organizing the Plan.

**UnitIV:
Periods]**

[12

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.

UnitV:

[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.

Textbook:

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

Reference:

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

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	2	3	3	3		3	1	3	2	
CO2	3	3	2		3	3	3	2	3		1		2
CO3	3	3	3	3	3		3		3	3	2		3
CO4	3	3	3	3	2	3	3	2	3	3		1	2

CO5	3	3	3	2	3	2	3		3		1	2	3
------------	---	---	---	---	---	---	---	--	---	--	---	---	---

ABILITY ENHANCEMENT COURSES

Subject Code	Subject Title	Cr	Lecture	Tutorial	Practical	Type
	Environmental Studies	2	1	1	0	Theory
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]
Ecosystem – Concepts of Ecosystem – Characteristics – Food Chains – Food Web – Ecological Pyramids – Energy Flow in an Ecosystem – Nutrient Cycling – Primary Production – Ecosystem Regulation – Ecological Succession – Major Ecosystem Types.						
Unit- III						[12 Periods]
Biodiversity and its Conservation – Diversity – Biogeographically Classification of India – Value of Biodiversity – Global Biodiversity – Biodiversity: National, Regional or Local – Hot Spots of Biodiversity – 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 books: 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	1	1	0	Theory
Unit-I						
Laws, Legal Systems and Change Definition-Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.						
Unit-II						
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						
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						
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						
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: Nitya Rao “Good Women do not Inherit Land” Social Science Press and Orient Blackswan 2008						
Reference books: International Solidarity Network “Knowing Our Rights” An imprint of Kalifor Women 2006 P.D. Kaushik “Women Rights” Bookwell Publication 2007						

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Constitution Of India	2	1	1	0	Theory
Unit-I						
Making of Constitution- Constituent Assembly- Dr. Rajendra Prasad- Dr. B.R. Ambedkar – Salient features- Fundamental Rights.						
Unit-II						
Union Executive- President of India- Vice-President- Prime Minister- Cabinet- Functions						
Unit- III						
Union Legislature- Rajya Sabha- Lok Sabha- Functions and Powers						
Unit-IV						
Union Judiciary- Supreme Court- Functions- Rule of law						
Unit-V						
State- Executive - Legislature- Judiciary						
Text Book:						
1. Aggarwal. R.C.- National Movement and Constitutional Development – New Delhi, 1977						
Reference books:						
1. Chandra 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	1	1	0	Theory
Unit-I:						
<p>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.</p>						
Unit-II						
<p>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.</p>						
Unit-III						
<p>Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-bordered 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.</p>						
Unit-IV						
<p>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.</p>						
Unit-V						
<p>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 Goods – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E-Commerce.</p>						

Textbook:

Value Education – Human Rights – Learning Material, Bharathiar University, 2009.

Reference Book

Introduction to Human Rights and Duties - Dr. T.S.N. Sastry, University of Pune, 2011

HumanRightsEducationfor Beineers-KWIRC,NHRC,2005.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	YOGA	2	1	1	0	Theory
Unit I						
Yoga and Physical Health Physical Structure- Three bodies – Five limitations 1.2. Simplified Physical Exercises- Hand Exercises- Leg Exercises – Breathing Exercises – Eye Exercises – Kapalabhati Maharasanas 1-2- Massages- Acu-puncture – Relaxation 1.4. Yogasanas - Padmasana- Vajrasanas - Chakrasanas . (Side)- Viruchasanas- Yogamuthra- Patchimothasanas – Ustrasanas - Vakkarasanas- Salabasanas						
Unit II						
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 2.4 Mental frequency- Methods for concentration						
Unit III						
Sublimation Purpose and Philosophy of life Introspection- Analysis of Thought Moralization of Desires Neutralization of Anger						
Unit IV						
Human Resources Development Eradication of worries Benefits of Blessings Greatness of Friendship Individual Peace and World Peace						
Unit V						
Law of Nature Unified force- Cause and Effect system Purity of Thought and Deed and Genetic Centre 5:3. Love and Compassion and 5.4. Cultural Education – Five-fold Culture						
Text Book 1. Textbook of Yoga Paperback, Yogeswar, Kindle Edition, 2004.						
Reference Book						

The Complete Book of Yoga, Swami Vivekananda,
August2019.YogaforEveryone,B.K.S.Iyengar,July2018.

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit
	Type General EnglishI Core	6	0	0	3

SEMESTER I
ENGLISH FOR COMMUNICATIVE I

Introduction:

Course Outcome:

CO1	: To know the types of communication and know the body language.
CO2	: To develop about the oral communication.
CO3	: To excel in written communication.
CO4	: To know about the Summary paraphrasing and prepare paragraphs.
CO5	: To know about the Etiquette and Manners.

Objectives

1. To encourage students to inculcate effective communication skills

Unit I

- Communication and its Types
 - Verbal and Non Verbal
 - Barriers of communication
 - Process of Communication
- Communication through Body Language
 - Eye Contact
 - Body Posture
 - Distance Contact
 - Facial Expression
 - Gestures
 - Vocal Tone
- Communication through Technology
 - Telephonic Etiquette
 - Email Etiquette
 - SMS Language

Unit II

- Oral Communication
 - Public Speaking
 - Presentation Skills
 - Group Discussion
 - Interview Techniques
 - Public Speech
 - Dialogue Writing

Unit III

- Written Communication
 - Report Writing
 - Note making
 - Precis Writing
 - Letter Writing
 - Documenting

Unit IV

- **Reading and Understanding**
 - Close reading
 - Comprehension
 - Summary paraphrasing
 - Analysis and interpretation
 - Translation
 - Literary/ knowledge texts

Unit V

- **Etiquette and Manners**
 - Table Etiquette
 - Workplace Etiquette
 - Social Etiquette
 - Dress Etiquette
 - Toilet Etiquette

Reference Book

1. Dr. M. Richard Robert Raa. (2015). Developing Communication Skills . Laxmi Publications (P) Ltd. New Delhi.
2. Dr. Sumanth, English for Engineers.
3. Meenakshi Raman & Sangeetha Sharma, Technical Communication, Oxford University Press.
4. Krishna Mohan, Developing Communication Skills, Macmillan.

Mapping of course outcome with program outcome:

Program Outcome								
COURSE OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H	L	L	H	L	H	H	L
CO2	L	L	H	L	H	H	H	H
CO3	H	H	H	H	L	L	H	L
CO4	L	L	H	L	H	H	L	H
CO5	H	L	H	H	H	L	H	L

Semester : II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	English For Communication - II	4	4	0	0	Theory

Introduction :

To encourage students to inculcate and use effective communication skills for their day to day life.

Course Outcome:

CO1	:	To enable the students to master the linguistic competence required for inter-personal communication through surrogate literature.
CO2	:	To facilitate the students to apply their linguistic competence meant for speaking to life time situations simulated.
CO3	:	To impart the reading skills of response, skimming, and scanning to the students.
CO4	:	To expose the students to organized writing with particular reference to the assimilation of the mechanics of coherence.
CO5	:	To train the students in writing informal letters and précis through guided- approach and in developing language skills through literature.

UNIT I

1. Inter-personal communication

- Introducing oneself to others
- Introducing others

2. Skimming & Scanning

3. Free Writing

4. Framing Questions

UNIT II

1. Intra-personal communication

- SWOT analysis of oneself

Approved in the BOS Meeting held on 01-04-2019

3. Paragraph Writing

4. Concord

UNIT III

1. Narrative Techniques

2. Comprehending graphical Representation of informative text

3. Resume Writing

4. Common Errors/ misused words

Unit IV

1. Speaking in formal situations

- Welcome Address/ Welcome Speech
- Vote of Thanks

2. Expository text reading

3. Writing messages

4. Voice

Unit V

1. Making formal presentations

Prior to the presentation

- objective of the presentation
- Analyze the audience.
- Content of the Presentation

During the Presentation

- Confidence
- A friendly feeling for the audience

- Eye contact with Audience
 - Simple language
2. Reading for Pleasure
 - Chicago Address – Swami Vivekanandha
 - I am Malala – Malala
 - Noble Prize Acceptance Speech – Toni Morrison
 3. Conducting meeting
 4. Sentence Types

References

- 1. Dynamics of Communication Skills in English. Vol I & II. By Dr. K. Rathnasabapathi, 2016.**
- 2. The Mechanics of Writing Paragraphs and Essays through Studial Approach. By Dr. K. Rathnasabapathi, 2016.**
- 3. English for technical communication: by Viswamohan, Aysha, Tata McGraw- Hill, New Delhi, 2008.**
- 4. Developing Communication Skills by Krishnamohan Meera Banerjee, MacMillan, 2018.**
- 5. Rutherford, Andrea. J Basic Communication Skills for Technology. Pearson, New Delhi. 2001.**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Quantitative Aptitude	2	1	1	0	Theory
Unit I						
Introduction: Competitive Exams – Types- Eligibility and Criteria- Public and Private sectors.						
Unit II						
Number Series – Simplifications – Average – Percentage – Profit and Loss – Partnership						
Unit III						
Time and Work - Time and Distance - Permutations and Combinations - Probability						
Unit IV						
Problems on Ages - Coding and Decoding – Blood Relation						
Unit V						
Direction Sense test - Sitting Arrangements – Syllogism						
Text Book Quantitative Aptitude for Competitive Examinations, Dr. R.S. Aggarwal, S. Chand Publication, 2017.						
Reference Books Essential Quantitative Aptitude for Competitive Exams, Rajat Vijay Jain, Kindle Edition, 2019.						



RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University, Re-Accredited by NAAC with 'A' Grade,
Approved by AICTE and Recognized by UGC under section 2f & 12B)
Rathinam Techzone Campus, Pollachi Road, Eachanari P.O, Coimbatore – 641 021

DEPARTMENT OF COMMERCE (CS & IT)
VALUE ADDED SYLLABUS – Budgeting Sheduling and Projects
ODD SEMESTER 2020-2021
II B.Com CS & IT

UNIT I

Reviewing the course overview and participating in the course survey

UNIT II

Resource Needs & Quality Management Identify the resource needs of the project - Use a responsibility assignment matrix (RAM) to assign responsibilities. In addition - Quality Management.

UNIT III

Estimating

Needed to estimate activity durations, estimate the quantities and costs of resources, and discover three common cost estimating techniques to determine a project budget.

UNIT IV

Scheduling

Determine the critical path and calculate float, define milestones and a create a milestone schedule, describe the purpose of using leads and lags in a project schedule, and recognize the components of a project's quality management plan

UNIT V

Wrap Up

Wrap up this course by meeting our industry expert panelists, taking the final exam, and participating in our post course survey.