

DEPARTMENT OF COMMERCE

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

B.Com. International Business

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

2018-2019 Batch on-wards

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Vision and Mission of the Institution:

VISION

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

MISSION

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

MOTTO

Transform the youth into National Asset.

Vision and Mission of the Department:

VISION

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

MISSION

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

Program Educational Objectives (PEO)

PEO1	Will emerge successful, qualified, innovative and productive in fulfilling the needs of the Government, Industry and Commerce
PEO2	All employee the practical knowledge in micro areas like accounting , International Business ethics , foreign exchange and EXIM.
PEO3	Will engage business with knowledge acquired and execute the skills throughout International level
PEO4	Shall develop an international level business and value and strategic decision to grow and structure in business fields.
PEO5	Will contribute to the nation building with business ethical standards

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 Specific Outcome (PSO)

PSO 1 :	To train the learners in the area of International level Business development.
PSO 2 :	To enhance student skills needed in business procedure and keyboarding
PSO 3 :	To familiarize the students with international business terminology, and the business skills, procedures and business concepts.
PSO 4 :	To build in student competent understanding of the overall functioning of international businesses

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Program Outcomes (PO)

PO1	:	Acquire the knowledge on international level business to suit the modern business world.
PO2	:	Identify, formulate, analyze and solve and diverse business problems.
PO3	:	Select and apply appropriate techniques, resources and modern statistical tools to cope up with recent business techniques.
PO4	:	Inculcate the Business policies in international level.
PO5	:	Understand the impact of modern accounting system in and global business environmental contexts to demonstrate the knowledge for sustainable business development.
PO6	:	Apply business ethics and business procedure in accordance with the norms of internationally
PO7	:	Communicate effectively with the development of international level business setup.
PO8	:	Demonstrate knowledge and understanding of management principles and apply these to one's own work to manage multidisciplinary business environments.
PO9	:	Identify the international level business technological change and the ability to enhance the business.

Correlation between the POs and the PEOs

Program Outcomes	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	: 1	1			2
PO2	: 1		2		
PO3	: 1		1		2
PO4	: 1		2		
PO5	:			2	3
PO6	: 1			2	

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PO7	:		1		2	3
PO8	:				2	
PO9	:			2		3
PSO 1			3			2
PSO 2		1			2	
PSO 3				3		3
PSO 4			2		3	

Components considered for Course Delivery is listed below:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	1		1		1			2	2
PO2	1		1	1					
PO3			1			2	2		2
PO4		1				2	2	3	
PO5	1		1		2				3
PO6		1	1	2			2		
PO7	1	1		2					3
PO8	1				2		3		3
PO9	1			2					

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
B.Com (IB) Curriculum Structure - Regulation - 2021
(For the students admitted from 2021 onwards)

S.No.	Sem	Part	Sub Type	Sub Code	Subject	Credit	Hours	INT	EXT	Total
1	1	1	L1		Language – I	4	4	40	60	100
2	1	2	L2		English for Communication – I	4	4	40	60	100
3	1	3	Core		Core Financial Accounting - I	4	4	40	60	100
4	1	3	Core Practical		Core Practical -	2	4	20	30	50
5	1	3	DSC		DSC 1C	4	4	40	60	100
6	1	3	DSC Practical		DSC Practical - 1C	2	4	20	30	50
7	1	3	Allied-I		DSA 1A	4	4	40	60	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	40	60	100
2	2	2	L2		English for Communication – II	4	4	40	60	100
3	2	3	Core		Core -	4	4	40	60	100
4	2	3	Core Practical		Core Practical - Financial Accounting - II	2	4	20	30	50
5	2	3	DSC		DSC 2C	4	4	40	60	100
6	2	3	DSC Practical		DSC Practical - 2C	2	4	20	30	50
7	2	3	Allied-II		DSA 2A	4	4	40	60	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	40	60	100
2	3	3	Core		Core Practical -	2	4	20	30	50

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			Practical							
3	3	3	DSC		DSC 3C	4	5	40	60	100
4	3	3	DSC Practical		DSC Practical - 3C	2	4	20	30	50
5	3	3	Allied- III		DSA 3A	4	5	40	60	100
6	3	4	SEC		Skill Enhancement Courses – I	2	5	20	30	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
						26	30			
1	4	3	Core		Core – Corporate Accounting - II	4	5	40	60	100
2	4	3	Core Practical		Core Practical -	2	4	20	30	50
3	4	3	DSC		DSC 4C	4	5	40	60	100
4	4	3	DSC Practical		DSC Practical - 4C	2	4	20	30	50
5	4	3	Allied- IV		DSA 4A	4	5	40	60	100
6	4	4	SEC		Skill Enhancement Courses – II	2	5	20	30	50
7	4	4	AEC		ABE	2	2	50		50
8	4	6	VAC		Value Added Course – IV *	2	-	50		50
9	4	6	IDL		Inter Department Learning – II *	2	-	50		50
						24	30			
1	5	3	Core		Core - Cost Accounting	4	4	40	60	100
2	5	3	Core Practical		Core Practical -	2	4	20	30	50
3	5	3	DSC		DSC 5C	4	4	40	60	100
4	5	3	DSC		DSC Practical -	2	4	20	30	50

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			Practical		5C					
5	5	3	Elective I		Elective – I	4	5	40	60	100
6	5	3	Elective II		Elective – II	4	5	40	60	100
7	5	4	SEC		Skill Enhancement Courses – III	2	4	20	30	50
8	3	6	ITR		Industrial Training Report-II *	2		50		50
9	5	6	VAC		Value Added Course – V *	2	-	50		50
						26	30			
1	6	3	Core		Core Management Accounting	4	6	40	60	100
2	6	3	Core Practical		Core Practical -	2	4	20	30	50
3	6	3	Elective III		Elective – III	4	6	40	60	100
4	6	3	Elective IV		Elective – IV	4	6	40	60	100
5	6	3	Core Course - XI		Core Project	8	4	80	120	200
6	6	4	SEC		Skill Enhancement Courses – IV	2	4	20	30	50
7	6	5	EX		Extension Activity- EX %	2	-	50		50
						26	30	2000	1950	3950
					Total credit	158				

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Core

	Pre-requisite	Subject Code	Subject	Offering Department	Mandatory
1			Financial Accounting- I	Commerce	
2			Financial Accounting–II	Commerce	
3			Corporate Accounting– I	Commerce	
4			Corporate Accounting-II	Commerce	
5			Cost Accounting	Commerce	
6			Management Accounting	Commerce	

Core–Practical

S.No.	Pre-requisite	Subject Code	Subject	Offering Department	Mandatory
1			Msoffice(Word, PPT and Access)	Commerce	
2			Excel in Financial Decisions	Commerce	
3			Tally–I	Commerce	
4			SPSS	Commerce	
5			Tally– II	Commerce	
6			Commerce Practice	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	

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Allied

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandator
1			Business Mathematics	Maths	
2			Business Statistics	Maths	
3			Entrepreneurial Development	Commerce	
4			Research Methodology	Commerce	
5			Managerial Economics	Commerce	
6			Principles of Management	Commerce	
7			Consumer Affairs	Commerce	
8			Micro Finance	Commerce	

Skill Enhancement Courses

S.No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandator
1			Business Correspondence	Commerce	
2			Business Ethics and IPR	Commerce	
3			Retail environment	Commerce	
4			Service Marketing	Commerce	
5			Corporate Finance	Commerce	
6			Banking Theory Law and Practice	Commerce	
7			Financial Management	Commerce	
8			Customer Relationship Management	Commerce	

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Elective

S.No	Course Code	Specialization	Course	Pre-requisite	Offering Department	Mandatory
1		Finance	Working Capital Management		Commerce	
2		Finance	Business Finance		Commerce	
3		Finance	Goods and Service Tax		Commerce	
4		Finance	Marketing finance and institutions		Commerce	
5		Finance	Micro Finance		Commerce	
6		Banking	Merchant Banking		Commerce	
7		Banking	Commercial Bank Management		Commerce	
8		Banking	Principles and Practice of Banking		Commerce	
9		Banking	Digital Banking		Commerce	
10		Insurance	Marine Insurance		Commerce	
11		Insurance	Health Insurance		Commerce	
12		Insurance	Fire and Loss Consequential Insurance		Commerce	
13		Insurance	Agricultural Insurance		Commerce	
14		International Business	International Shipping and Legislation		Commerce	
15		International Business	International Business Strategy		Commerce	
16		International Business	International Trade Procedure and Documentation		Commerce	
17		International Business	Global Business Environment		Commerce	
18		Information Technology	Enterprise Resource Planning		Commerce	
19		Information Technology	Management Information System		Commerce	
20		Information Technology	E-Commerce		Commerce	
21		Information Technology	Cyber Law		Commerce	
22		Marketing	Consumer Behavior		Commerce	
23		Marketing	Supply Chain Management		Commerce	
24		Marketing	Brand Management		Commerce	
25		Marketing	Strategic Management		Commerce	

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Ability Enhancement Course

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

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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 statement such as an income statement or a balance sheet.

Course Focus on: Employability/Skill development

Course Outcome:

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

Journal – Ledger - Subsidiary Books: 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]**

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

Unit V**[12 Periods]**

Receipts and Payments account - Income and Expenditure accounts - Opening and Closing of balance

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Regulations 2021

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sheet.*

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Text Book

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

Reference Books

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	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	

Financial Accounting- I (Core Paper – Practical)

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

Introduction

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

Course Focus On: Skill Development

Course Outcome

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

UNIT- I**[12 Periods]****MICROSOFT WORD**

1. How to Create Journal , Ledger and trail balance Lines(format) in Microsoft Word
2. How to create the trail balance and profit loss account (format) in Microsoft Word
3. Prepare a Shareholders meeting letter using Wizard/ Templates for 10 members using mail merge operation

UNIT – II**[12Periods]****MS EXCEL**

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula allowed to her. January 29 Payment received from Kavita by Cheque.

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UNIT – III	[12Periods]
MS POWERPOINT	
<p>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.</p> <p>2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.</p>	
UNIT – IV	[12Periods]
<p>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.</p>	
UNIT – V	[12Periods]
<p>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.</p>	
Textbook:	
1. Creating a Website with Microsoft Publisher: Instructions on how to create web pages in Publisher 2010	
Reference Book:	
<p>1. Introduction to Computers, Peter Norton, Tata McGraw Hill Companies-2010</p> <p>2. Computer Fundamentals, P. K. Sinha, Tata McGraw Hill Companies-2010</p>	

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Semester-I1

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 on: Employability

Course outcome:

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

Departmental Accounts: - Basis for allocation of expenses - Inter departmental transfer at cost or selling price

Unit III:**[12 Periods]**

Royalty accounts - Single entry system

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Unit IV:

[12 Periods]

Branch accounts (Excluding Foreign Branch) - Hire Purchases Account

Unit V:

[12 Periods]

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

Text book:

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

Reference :

1. Advanced Accountancy, S.N.Maheswari, T.S.Reddy, Vikas publishers -2012
2. Financial Accounting, T.S Reddy and Dr.A.Moorthy,Margham Publications -2012
3. Principles of Accountancy. VinayakamN PI Mani Published by S Chand & Company Pvt
Ltd – 4th Edition

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

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Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO 1	PSO 2	PSO3	PSO 4
CO1	1			1		2		3	3	1		2	3
CO2		1	1		3		2		3		2		3
CO3	1	1		2		2	3		3	1		2	
CO4		1	2			2	3		3		1	2	3
CO5	1		2		2		3	3		1		2	

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	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Excel in Financial Decision	0	0	4	2	Practical															
<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 On: 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 statistics 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 statistics tools & methods	CO3	:	To outline the Analytical commands in Excel	CO4	:	To identify the statistical tools for problem solving	CO5	:	To analyze a program using appropriate analytical tool
CO1	:	To inculcate the knowledge of MS Excel																			
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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 who are getting the salary of more than Rs.10, 000/-. Calculate with the following components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the total</p>																					

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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 might try changing it to a 3-D Line chart and fill the plot area with a marble background. Is there any

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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		

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

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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	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 on: Employability

Course Outcome:

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

Redemption on Preference Shares - Debentures – Issue – Redemption – Profit prior to incorporation (include all Ratios)

Unit III:**[12 Periods]**

Final Accounts of Companies - Calculation of Managerial Remuneration.

Unit IV:**[12 Periods]**

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

Unit V:**[12 Periods]**

Liquidation of Companies - Statement of Affairs -Deficiency account.

Textbook:

1. Shukla and Grewal – Advanced Accountancy - II, Sultan Chand & Sons.

Reference:

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

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

Mapping of Course Outcomes with Program Outcomes:

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

Semester III						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical - Tally I	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. Course Focus On: Skill Development</p>						
Course Outcome:						
CO1	:	To create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.				
CO2	:	To learn to maintain accounts.				
CO3	:	To create Single and group ledger				
CO4	:	To discuss accounting and inventory management system.				
CO5	:	To make students ready with required skill for employability in the job market.				
Unit I:		[12 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 his firm creating a user account for Mrs. Kannan giving owner right. Mr. Bharath is very much concerned about the data security and that is why he decides to adopt the following password policy:</p> <ol style="list-style-type: none"> 1. Minimum length of password should be 8 with at least 2 alphabets, 1 number and one specialist character in it. (For Example: Saravanam1^) 2. Users need to change password on first login. 						

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3. User should be provided the rights to change their passwords.
After setting password policy in Tally ERP 9, create up the above a suitable Password for Mr. Kannan.

Unit III:**[12 Period]**

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

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

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

Unit IV:**[12 Period]**

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

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

LG Monitor	Printer	Keyboard
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e) Stock Item:

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

Unit V:**[12 Period]**

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

Text Book

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

Reference Books

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

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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	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

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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 on:Employability

Course Outcome:

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

Unit I: [12 Periods]
Accounting for Mergers and Amalgamation – Absorption and Internal Reconstruction.

Unit II: [12 Periods]

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

Unit III: [12 Periods]

Banking Company Accounts - (New format only).

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Unit IV:

[12 Periods]

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

Unit V:

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

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

Textbook:

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

Reference :

1. Corporate Accounts - Gupta R.L. & Radhaswamy M. Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.

2. Advanced Accountancy, Part-I, Dr. M.A. Arulanandam, Dr. K.S. Raman, Himalaya Publications, New Delhi. 2003.

Mapping of Course Outcomes with Program Outcomes:

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

SEMESTER – IV

SPSS														
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type								
	Core practical- SPSS	2	0	0	4	Practical								
Introduction														
To introduce participants to the basic practice of statistics by using SPSS Statistics, a statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.														
Course Focus On: Skill Development/ Research														
Course Outcome														
CO1	Define Statistical concepts, algorithmic principles, and computer science fundamentals.													
CO2	An ability to apply design and development principles in the construction of software systems of varying complexity.													
CO3	An ability to function effectively on multi-disciplinary teams to accomplish a common goal.													
CO4	Recognition of the need for and an ability to engage in lifelong learning.													
CO5	An ability to use current techniques, skills, and tools necessary for computing practice.													
Unit- I						12 Periods]								
1. Weight of babies (kg) below 6 months taken from a hospital record is given below. Calculate Mean, Median, 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	5.5	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	5.0	3.4				
	6.1	6.2	6.3	5.5	6.3	6.3	7.0	4.0	3.4	5.0				
2. The table below shows the hours of relief provide by to analgesic drugs in 15 patients suffering from arthritis. Is there any evidence that one drug provides longer relief than the other?														
Drug A	3.0	2.00	3.6	2.6	7.4	3.00	16	7.00	3.3	2.00	5.8	3.5	7.00	3.00
Drug B	3.5	3.5	5.7	2.4	9.9	4.00	18.7	5.6	4.5	4.00	9.1	1.8	3.5	7.5
Null Hypothesis: Drug A and B provides similar relief														
Unit- II						12 Periods]								
1.The following data on blood sugar level(MG/100ML) are obtained from a clinical lab. Analyse the variance between groups and find the effectiveness of the herbs on blood sugar level.														
	Normal		Diabetic		Herb 1		Herb 2							
	96.00		180.00		180.00		20.00							
	100.00		225.00		190.00		30.00							

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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

Null hypothesis: The group means are equal to one another

Unit –III [12 Periods]

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

Age	56	42	60	50	54	49	39	62	65	70	40	53	35	38	3	37	70
BP	160	130	125	135	145	115	140	120	140	160	126	145	118	120	13	138	160

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

Null Hypothesis: (H₀) there is no correlation between age and systolic blood pressure. Alternate hypothesis: (H_A) there is correlation between age and systolic blood pressure.**Unit- IV** [12 Periods]

1. From the followings prepare the Inventory

Stock	Cost	Warehouse	Onsite	Total Qty	Total Value	Retail Price
Computer						
HCL	17500	1	4	5 Nos	87500	21500
ACER	17100	0	4	4 Nos	68400	24785
Accessories						
CD ROM Disk 100s	450	0	5	5 Box	2250	500
Dust Covers	35	2	8	10 Nos	350	40
USB Pen Drive	1200	0	10	10 Nos	12500	1600
Wireless Keyboard	490	10	15	25 Nos	12250	700
Wireless Mouse	250	10	10	20 Nos	5000	430
Printer						
HP Printer	8200	0	7	7 Nos	57400	9500
Laser Printer	8100	0	5	5 Nos	40500	9850
Total						286150

UNIT- V [12 Periods]

1. From the following prepare payroll

Capital= Rs.10, 00,000

Mano = Rs.5, 00,000

Krish = Rs.2, 00,000

Raghul= Rs.3, 00,000 Deposited into UCO Bank Rs 10,000 Employee Groups

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

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

ATTENDENCE

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

Mapping of Course Outcomes with Program Outcome

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

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Semester-V

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

Introduction:

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

Course focus on: Skill development

Course outcome:

CO1	:	To provide adequate knowledge on Cost Accounting principles and practices.
CO2	:	To develop the ability to use aspects, need and essentials of materials control
CO3	:	To know the Methods of wage payment.
CO4	:	To understand Apportionment and Absorption.
CO5	:	To analysis the Methods of costing.

Unit I

[12 Periods]

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

Unit-II

[12 Periods]

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

Unit-III

[12 Periods]

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

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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 costing.

Text book:

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

Reference books:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	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	

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SEMESTER – V						
TALLY – II						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Tally -II	0	0	4	2	Practical
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.						
Course Focus On: Skill Development						
Course Outcome:						
CO1	:	To enrich the application knowledge of accounting software by creating company, entering accounting voucher entries and generate the financial statements.				
CO2	:	To generate the GST Reports by making necessary vouchers.				
CO3	:	To operate professionally with the knowledge acquired and apply the skills 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.						
Supporting Informations:						
<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. 						

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<p>7. Cheque received from Mr Deepak Enterprises was dishonored.</p> <p>8. Goods sold to Mr Arun and cheque received. 150000+ GST@18%.</p> <p>9. Wages paid in cash Rs. 25000.</p> <p>10. Cash withdrawn from PNB Bank Rs. 15000.</p> <p>11. Miscellaneous Expenses paid in cash 12000.</p> <p>12. Depreciation: Plant and Machinery 15% WDV method.</p> <p>13. Commission received in cash Rs 10000/-.</p> <p>14. Mr KAPOOR withdrew Cash Rs. 15000 for his personal use.</p> <p>15. GST liability was offset and balance payment was made in cash.</p>
--

Unit -II**[12 Period]****GST Return Generation: for the Company Called Seetal Pvt. Ltd.,****Supporting Informations:**

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

Unit -III**[12 Period]****Bank Reconciliation Statement for the month of January 2020:****Supporting Informations:****The Transactions in the books of M/s RJM Limited**

SL No	Date	Transactions for the month	Bank Date
1	01/01/2020	Started business with cash Rs 5,00,000.	-
2	01/01/2020	Cash deposit into SBI Rs. 1,00,000	01/01/2020
3	01/01/2020	Cash withdrawn from SBI for office use Rs 70,000	01/01/2020
4	01/01/2020	Transfer Rs 20,000 from SBI to HDFC Bank.	01/01/2020
5	01/01/2020	Cash withdraw by the owner Rs 2,500 for personal use.	01/01/2020
6	01/01/2020	Purchase goods from Kailash Hardware Parryware Steel Pedestal 200 pcs @ Rs	-

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		1500 each	
		Parryware Indus Basin 150 pcs @ 1200 each	
7	01/01/2020	Sold goods to R.K.Enterprise Parryware Steel Pedestal 200 pcs @ Rs 1950 each Parryware Indus Basin 150 pcs @ 1650 each	-
8	01/01/2020	Received cheque from R.K.Enterprise against Invoice No. 19-20/001 of Rs 752,250 and deposited in HDFC Bank.	02/01/2020
9	02/01/2020	Commission received in HDFC Bank of Rs 25000	31/01/2020
10	02/01/2020	Purchase Furniture of Rs 15000 by cheque (SBI).	31/01/2020
11	02/01/2020	Paid cheque to Kailash Hardware, against Invoice No. 19-20/363 of Rs 250,000 from HDFC Bank	31/01/2020
12	02/01/2020	Bank deducted as Ledger Folio Charges from SBI Current Account Rs 90.	02/01/2020
13	02/01/2020	Paid Salary to Ram in cash Rs 9,500 in cash.	-
14	31/01/2020	Electricity Charges paid Rs 650 in cash	-
15	31/01/2020	Paid Audit Fee of Rs 3000 in cash.	-
16	31/01/2020	Received Interest from SBI of Rs 600.	31/01/2020
17	31/01/2020	Depreciation charged @10% on furniture.	-
18	31/01/2020	Cash withdraw by the owner Rs 2,500 for personal use.	-

Unit- IV**[12 Period]****Generation of Cash/Fund Flow Statement.****Supporting Informations:**

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

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

Additional Details:

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Investment costing Rs. 8,000 were sold for Rs. 8,500
 Tax provision made during the year was Rs. 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 & L A/c. You are required to prepare cash flow statement for 2006.

Unit- V**[12 Period]****Creation of Cost Category & Cost Centers****Supporting Information:**

Company 'Anish Enterprises' with Accounts only option.

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

Textbook:

1. GST Using Tally.ERP9 Paperback – 1 January 2019, by TALLY EDUCATION PRIVATE LIMITED

Reference Books

1. Tally.ERP 9 with GST in Simple Steps, by DT Editorial Services (Author).
2. Learn TALLY 9 - Basic Financial Accounting Tutorial

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Semester-VI

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

Introduction:

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

Course focus on: Skill development

Course outcome

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

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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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.

UNIT-V

[12 Periods]

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

Text Books:

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

Reference books:

1. **Dr.S.N.Maheswari**, Management Accounting, Sultan Chand & Sons, New Delhi, 2002
2. **M Y Khan & P K Jain**, Management Accounting, Tata McGraw-Hill, New Delhi

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	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	

SEMESTER – VI

Commerce Practices						
Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Commerce Practices - Practical	2	0	0	4	Practical
Introduction						
The Commerce Practices course structure encompasses Accounting, Finance, Banking, Taxation, and computer applications.						
Course Focus On: Skill Development						
Course Outcome						
CO 1	To train the students in theoretical and practical issues of conducting ... To inculcate the knowledge of international financial reporting standards.					
CO 2	To enhance practical knowledge among the students,					
CO 3	Practical knowledge to the students about future commerce and trade practices.					
CO 4	To equip the students with practical knowledge and develop entrepreneurial abilities					
CO 5	This course is designed to provide theoretical and practical knowledge to the students about future commerce and trade practices.					

Unit I	[12 Periods]
1. How to Open a Demat Account, what are the documents required? 2. How to open online SBI savings account.	
Unit II	[12 Periods]
1. How to Draw a Cheque and what are the types of cheques in India enclose form/slip of any Public Sector Bank 2. How To Apply For A TIN Number in India	
Unit III	[12 Periods]
1. How to Register for GST India Online 2. How to Register a Public Limited Company in India? Documents required to Incorporate a Public Limited Company	
Unit IV	[12 Periods]
1. How much minimum number of members are required for a public company to apply for certificate of incorporation? 2. How to make Payslip in Word and fill the sample data	
Unit V	[12 Periods]

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

1. How to fill up NEFT and RTGS form/slip of Indian Bank
2. Examine the Registration of Taxpayer on e-Filing with your own assumed data for the period of Current year

Mapping of Course Outcomes with Program Outcomes:

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

DISCIPLINE SPECIFIC CORE

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Regulations 2021

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards



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

Introduction:

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

Course focus on : Skill development

Course Outcome:

CO1	:	To understand computer basics – input devices, output devices, hardware, software and operating system - based content
CO2	:	To perform word processing, create, edit and format documents in software.
CO3	:	To calculate, organize, edit and present numerical data in spreadsheet.
CO4	:	To utilize database for creating files, perform queries, and create forms and reports.
CO5	:	Demonstrate fundamental knowledge of MS Word.

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 formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts - Power Point Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.

Unit IV:

[12 Periods]

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

Unit V:

[12 Periods]

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

Text Book:

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

Reference Books:

1. Computer Applications in Business, S.V. Srinivasa Vallabhan Sultan Chand. -2011
2. Computer Applications in Business, TD Malhotra, Kalyani Publications PC. -2014
3. Computer Applications in Business, R. Parameswaran.S.Chand – 2010

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	1	1	2		2	2		3	3
CO2	1	1	2	2	2		3	3	3
CO3	1	1	2	2	3		3	3	3
CO4	1	1			3		3	3	3
CO5	1	1			3		3	3	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.						
Course Focus On: Skill Development						
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]	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

MSPowerPoint

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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
	Business Law	4	4	0	0	Theory

Introduction:

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

Course focus on: Employability**Course Outcome:**

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

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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV**[12 Periods]**

Agency - creation of Agency - 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 delivery of goods.

Text Book

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

Reference Books:

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

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Law	2	0	0	4	Practical

Introduction:

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

Course focus on: Employability

Course Outcome:

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

Unit - I

Contract– Case study

Unit – II

Breach of contract – case study

Unit – III

Partnership deed – case study

Unit – IV

Finder of lost goods – case study

Unit – V

Termination of agency – case study

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction

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

Course focus on: Employability

Course Outcome:

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

Unit-I

(12-Periods)

Nature and Definition of Company –Kinds of Companies – procedure and incorporation of company under company act 2013- 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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 CVhand& 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			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
	Company law	2	6	0	4	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 on: 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– MCA 21 – scheme for filing statutory documents and

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

other transactions by companies through electronic mode – features of MCA 21.

Unit IV**[12 Periods]**

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

Unit V**[12 Periods]**

Raising of Share Capital: Prospectus – definition – registration - contents – shelf prospectus – deemed prospectus –statement in lieu of prospectus - Misstatement and their consequences – share capital – meaning –kinds – alteration of share capital.

Text Book:

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

Reference Books:

1. Srinivasan, Company Law and Secretarial Practice, Margam publications, Chennai,2005.
2. R.S.N.Pillai&Bhagwathi, Business Law, S. Chand & Co., New Delhi,2003

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1					3	1		2	
CO2			1		2				3		2		3
CO3	1			2					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
	Taxation	4	4	0	0	Theory

Introduction:

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

Course focus on: Employability**Course Outcome:**

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

Unit I:**[12 Periods]**

Income Tax- Introduction- Definition- Assessment year – Financial year – previous year – Gross total income- Net total income- Agricultural income- Tax Rate for Different Persons. - Permanent Account Number (PAN) - Residential status- Scope of total income on the basis of residential Status - Exempted income under section 10- Deduction U/S 80C to 80U

Unit II:**[12 Periods]**

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

Unit III:**[12Periods]**

Income from Business or Profession - Capital gains.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV:**[12 Periods]**

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

Unit V:**[12 Periods]**

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

Textbook:

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

Reference:

1. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2020- 2021), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Taxation	2	0	0	4	Practical

INTRODUCTION:

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

Course Focus on: Entrepreneurship

Course Outcome:

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

Unit I:**[12 Periods]**

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

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

Unit II:**[12 Periods]**

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

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

Regulations 2021

Compute the annual rental value for the property.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit III:**[12 Periods]**

Ms. Swathi a non-resident send \$ 25,000 to India on 20th May 2008. On July 7, 2008 a part of this money was utilized to purchase 20,000 shares of XY Ltd. An Indian company @ Rs.10 per shares. On 1/11/2019 these shares were sold @ Rs.40 per shares. Compute the capital gain if telegraphic transfer rates are as follow:

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

Unit IV:**[12 Periods]**

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

- | | |
|---|--------|
| a) Interest on saving bank deposit a/c with union bank, Delhi | 1,000 |
| b) Income from agriculture in Africa invested in Pakistan | 40,000 |
| c) Dividends received in USA from an America company part of which Rs.4,000 Remitted to India | 12,000 |

- d) Family pension received in Kenya for services rendered in India

54,000 (Hints: Income from other sources if resident Rs. 92,000; if NOR or NR Rs.

40,000; out of

pension standard deduction of Rs.15,000 is to be allowed)

Unit V:**[12 Periods]**

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

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

Calculate Advance tax installments

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.Y2o18- 19), Sahitya Bhawan Publications, Calcutta.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

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

Introduction

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

Course focus on: Employability

Course Outcome

CO1	To articulate knowledge of fundamental audit concepts.
CO2	To apply critical thinking skills and solve auditing problems through the use of casestudies.
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 voucher.
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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit III**(12 Periods)**

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

Unit IV**(12 Periods)**

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

Unit V**(12 Periods)**

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

Text book:

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

Reference Books:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course focus on: Employability

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit V:**[12 Periods]**

Case Study – Audit Reports

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	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
	Customs Law & Procedure	4	0	0	5	Theory

Introduction:

Customs duty is a tax which the State collects on goods imported into or exported out of the boundaries of a country. Customs duties now form a significant source of revenue for all countries, more so in the case of developing countries like India.

Course focus on: Employability**Course Outcome:**

CO1	:	To learn about the general procedures of central excise and concessions to small scale industry under central excise act
CO2	:	To analyse the Role of customs in international trade
CO3	:	To apply the Customs clearance procedure for home consumption
CO4	:	To evaluate the Provisions relating to interstate sales

Unit I –central excise

(12 Periods)

Nature, scope of central excise – general procedures of central excise – clearance of excisable goods – concessions to small scale industry under central excise act..

Unit II– customs procedures

(12 Periods)

Role of customs in international trade – assessable value – baggage – dutiable goods – duty – export, import manifest – bill of lading- import of cargo – import of personal baggage.

Unit III – customs clearance procedure

(12 Periods)

Customs clearance procedure for home consumption – for warehousing – for re- export – clearances by post for

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

imports – prohibited exports – canalized exports – export against licensing
– types of export.

Unit IV – central sales tax

(12 Periods)

Provisions relating to interstate sales – sales or purchases in course of import & exports out of india – principles of determining levy of central sales tax – concept of sale or purchase in the course of central & state traders – registration of dealers – exemptions & determinations of turnover.

Unit V– relevant case studies from the above context

(12 Periods)

Text Book:

1. Central excise act : Taxmann publications

Reference books

2. Customs act : Taxmann publications
3. Central salestax act : Taxmann 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	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
	Customs Law & Procedure	2	0	0	2	Practical

Introduction:

Customs duty is a tax which the State collects on goods imported into or exported out of the boundaries of a country. Customs duties now form a significant source of revenue for all countries, more so in the case of developing countries like India.

Course focus on: Employability**Course Outcome:**

CO1	:	To learn about the general procedures of central excise and concessions to small scale industry under central excise act
CO2	:	To analyse the Role of customs in international trade
CO3	:	To apply the Customs clearance procedure for home consumption
CO4	:	To evaluate the Provisions relating to interstate sales

Unit I

Chart work on general procedures of central excise

Unit II

Analyse the Role of customs in international trade

Unit III

Case study on Customs clearance procedure for home consumption

Unit IV

Evaluate the Provisions relating to interstate sales

Unit V

Case study

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Business Organization And Office Management	0	0	4	2	Theory

Introduction:

The term business organization describes how businesses are structured and how their structure helps them meet their goals. In general, businesses are designed to focus on either generating profit or improving society.

Course focus on: Entrepreneurship**Course Outcome:**

CO1	:	To understand the Nature and scope of Business and Forms of Business Organization
CO2	:	To apply the Location of Business, Factors influencing location and localization of industries
CO3	:	To analyze the Stock Exchange and its functions
CO4	:	To apply the functions and significance of Office
CO5	:	To create the Office machines and equipments

UNIT – I**[12Periods]**

Nature and scope of Business, Forms of Business Organization – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.

UNIT – II**[12Periods]**

Location of Business – Factors influencing location, localization of industries – Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.

UNIT – III**[12Periods]**

Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT – IV**[12Periods]**

Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing

UNIT – V**[12Periods]**

Office machines and equipments – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.

Text Book

1. Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons

Books for Reference

1. Shukla - Business Organisation and Management – S.Chand & Company Ltd.,
2. Saksena – Business Administration and Management – Sahitya Bhavan

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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Business Organization And Office Management	0	0	4	2	Practical

Introduction:

The term *business organization* describes how businesses are structured and how their structure helps them meet their goals. In general, businesses are designed to focus on either generating profit or improving society.

Course focus on: Entrepreneurship

Course Outcome:

CO1	:	To understand the Nature and scope of Business and Forms of Business Organization
CO2	:	To apply the Location of Business, Factors influencing location and localization of industries
CO3	:	To analyze the Stock Exchange and its functions
CO4	:	To apply the functions and significance of Office
CO5	:	To create the Office machines and equipments

Unit I**[12Periods]**

Chart work on Nature and scope of Business and Forms of Business Organization

Unit II**[12Periods]**

Case study on Location of Business, Factors influencing location and localization of industries

Unit III**[12Periods]**

Case study on Stock Exchange and its functions

Unit IV**[12Periods]**

Chart work on functions and significance of Office

Unit V**[12Periods]**

Create the Office machines and equipments

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy	4	0	0	4	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: Employability

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- 1:**[12Periods]**

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

Unit- II:**[12Periods]**

Environment of International Business- International Politics and Economic Integration- International Culture International Trade- International Trade International Finance

Unit- III:**[12Periods]**

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Strategy- Political Risk and Negotiation Strategy- International Financial Management.

Unit- IV**[12Periods]**

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:**[12Periods]**

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

Text Bok

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

References

2. Keelas.A.G., Global Business Strategy, South –Western, 1999-2000,
3. 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 Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1		2			2		3		1		2	
CO2	1		1		2				3		2		3
CO3							2		3	1		2	
CO4		1			2		3				1		3
CO5	1			2				3		1		3	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy	0	0	2	2	Practical

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: Employability**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**[12Periods]**

Chart work on World of International Business and its challenges

Unit II**[12Periods]**

Case Study on International Politics and Economic Integration and International Culture International Trade

Unit III**[12Periods]**

Create the International Business Strategy and its Global Strategic Planning

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV

[12Periods]

Chart work on International Business Strategies in Action, Corporate Strategy and National Competitiveness

Unit V

[12Periods]

Case study on International Business Horizons

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Export – Import Finance					Theory

Introduction:

Import and export finance is subject to a plethora of rules and regulations by the country of the buyer; in many countries, importers require licenses to import certain goods or to engage in importing at all, and a myriad of quotas, tariffs, duties and regulations govern their activities.

Course focus on: Employability**Course Outcome:**

CO1	To learn about Terms of International Payments, Modes of International Payments, Financing of Export Credit needs
CO2	To understand the concepts of Pre-shipment Finance and its Categories
CO3	To analyse the Post-shipment Credit Finance and Categories of Post-shipment Credit in rupees
CO4	To apply the Import finance against foreign loans of credit
CO5	To evaluate the Long term finance, Deferred payments for EXIM and its Categories of deferred payments

UNIT – I**[12Periods]**

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

UNIT – II**[12Periods]**

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit,

UNIT –III**[12Periods]**

Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post- shipment Finance.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT – IV**[12Periods]**

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

UNIT – V**[12Periods]**

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving. Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI – IFCI.

Text Book:

1. International Marketing : M. L. Varma & Agarwal

BOOKS FOR REFERENCE:

2. Export Import Finance : Parasram
3. International Finance : Maurice D. Levi

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			1			3		3	1	1	2	3
CO4		1	2			2	3		3		1		3
CO5	1		2		2			3		1		2	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Export-Import Finance	0	0	2	2	Practical

Introduction:

Import and export finance is subject to a plethora of rules and regulations by the country of the buyer; in many countries, importers require licenses to import certain goods or to engage in importing at all, and a myriad of quotas, tariffs, duties and regulations govern their activities.

Course focus on: Employability**Course Outcome:**

CO1	To learn about Terms of International Payments, Modes of International Payments, Financing of Export Credit needs
CO2	To understand the concepts of Pre-shipment Finance and its Categories
CO3	To analyse the Post-shipment Credit Finance and Categories of Post-shipment Credit in rupees
CO4	To apply the Import finance against foreign loans of credit
CO5	To evaluate the Long term finance, Deferred payments for EXIM and its Categories of deferred payments

Unit I**[12Periods]**

Chart work on Terms of International Payments, Modes of International Payments, and Financing of Export Credit needs

Unit II**[12Periods]**

Case study on concepts of Pre-shipment Finance and its Categories

Unit III**[12Periods]**

Create the Post-shipment Credit Finance and Categories of Post-shipment Credit in rupees

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV**[12Periods]**

Applications of Import finance against foreign loans of credit

Unit V**[12Periods]**

Case study on deferred payments for EXIM and its Categories of deferred payments

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Cargo Management					Theory

Introduction:

Cargo management refers to the entire process of organizing inbound and outbound goods for transport. This process ensures that the right products get to the right places in the right timeframe and at the right price. It does this by coordinating the processes between all parties—carriers, distributors, vendors, and shippers—to prepare, ship, store, and receive freight. The goal is simple; get the cargo to its destination safely, timely, and in the most efficient way possible.

Course focus on: Employability**Course Outcome:**

CO1	:	To learn about the Cargo History, Concepts and Common terms used in Cargo handling
CO2	:	To understand the Cargo Rating and its Familiarization of Cargo Tariffs
CO3	:	To analyse the documentation and shippers declaration for dangerous goods
CO4	:	To apply the Cargo capacity of Air and Ships
CO5	:	To create the Documents Relating to Air Cargo

Unit- I

[12Periods]

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II

[12Periods]

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies.
Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit- III

[12Periods]

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

Unit- IV [12Periods]

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Unit V [12Periods]

Documents Relating to Air Cargo

Reference

Air Cargo Tariff Manuals

IATA Live Animals Regulations Manuals IATA Special

Mail Manual

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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Cargo Management	0	0	2	2	Practical

Introduction:

Cargo management refers to the entire process of organizing inbound and outbound goods for transport. This process ensures that the right products get to the right places in the right timeframe and at the right price. It does this by coordinating the processes between all parties—carriers, distributors, vendors, and shippers—to prepare, ship, store, and receive freight. The goal is simple; get the cargo to its destination safely, timely, and in the most efficient way possible.

Course focus on: Employability**Course Outcome:**

CO1	:	To learn about the Cargo History, Concepts and Common terms used in Cargo handling
CO2	:	To understand the Cargo Rating and its Familiarization of Cargo Tariffs
CO3	:	To analyse the documentation and shippers declaration for dangerous goods
CO4	:	To apply the Cargo capacity of Air and Ships
CO5	:	To create the Documents Relating to Air Cargo

Unit I

Chart work on Cargo History, Concepts and Common terms used in Cargo handling

Unit II

Prepare the Cargo Rating and its Familiarization of Cargo Tariffs

Unit III

Create the documentation and shippers declaration for dangerous goods

Unit IV

Draft the Cargo capacity of Air and Ships

Unit V

Create the Documents Relating to Air Cargo

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Banking and Foreign Exchange					Theory

Introduction:

The foreign exchange market works through financial institutions and operates on several levels. Behind the scenes, banks turn to a smaller number of financial firms known as "dealers", who are involved in large quantities of foreign exchange trading.

Course focus on: Employability**Course Outcomes:**

CO1	:	To understand the concepts of Evolution of commercial banks and functions of modern commercial banks
CO2	:	To apply the practical terms in Opening of an new account
CO3	:	To analyse the Negotiable instruments
CO4	:	To evaluate the Foreign exchange markets
CO5	:	To create the Exchange management by banks

Unit 1**[12Periods]**

Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branch banking – CRM in banking – Multinational banking – customer service.

Unit 2**[12Periods]**

Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic- drunkards- joint account- partnership account- Public limited company- Closure of accounts.

Unit 3**[12Periods]**

Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials- Promissory note-

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

essentials- Cheques- Essentials- Endorsement- Crossing of Cheques- Marking of Cheques.

Unit 4

[12Periods]

Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- funding of vostro account- swap deals.

Unit 5

[12Periods]

Exchange management by banks- Dealing position- exchange position- cash position- Accounting and reporting- Foreign exchange risk management- Measuring of Value At Risk (VAR).

Text Book:

1. Principles and practice of banking - Study material for Diploma in banking & finance (Macmillan Publication) 2008.

References:

2. International Financial Management – PG Apte, Mc Graw Hill, 2010
3. Banking theory law and practice – Gordon and Natarajan, Himalaya Publishing House, 2010

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO 1	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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Banking and Foreign Exchange					Practical

Introduction:

The foreign exchange market works through financial institutions and operates on several levels. Behind the scenes, banks turn to a smaller number of financial firms known as "dealers", who are involved in large quantities of foreign exchange trading.

Course focus on: Employability**Course Outcomes:**

CO1	:	To understand the concepts of Evolution of commercial banks and functions of modern commercial banks
CO2	:	To apply the practical terms in Opening of an new account
CO3	:	To analyse the Negotiable instruments
CO4	:	To evaluate the Foreign exchange markets
CO5	:	To create the Exchange management by banks

Unit I

Chart work on the concepts of Evolution of commercial banks and functions of modern commercial banks

Unit II

Physically visit the bank and opening of new account in bank

Unit III

Physically visit the bank and create the Negotiable instruments

Unit IV

Case study on Foreign exchange markets

Unit V

Evaluate the Exchange management by banks

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Marketing Management					Theory

Introduction:

International marketing management is the application of marketing principles by industries in one or more than one country. It is possible for companies to conduct business in almost any country around the world, thanks to the advances in international marketing.

Course focus on: Employability**Course Outcome:**

CO1	:	To understand the pricing Strategy of the products
CO2	:	To apply the new product pricing strategies on the new products
CO3	:	To evaluate the Forms of promotional activities in marketing
CO4	:	To create the Alternative channels of distribution
CO5	:	To learn about the wholesale and retail marketing decisions

Unit – I

[12Periods]

Product and pricing Strategy:

Meaning and concept of products – Product classification – Product line decisions –Product mix decisions – Branding and Packaging decisions – New product development strategy – Product life cycle strategies.

Unit-II [12Periods]

Pricing Strategy:

Importance of pricing decisions in marketing –Factors affecting pricing decision, Price determination, pricing methods, new product pricing strategies – Product mix pricing strategies – Price changes.

Unit-III [12Periods]

Promotion Strategy:

Meaning of marketing communication, Importance of promotion –Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance – Advertising, Meaning, Objectives and importance – Media sales promotion – Nature, importance and techniques.

Unit -IV: [12Periods]

Distribution Strategy:

Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

Unit V: [12Periods]

Retailing and Wholesaling :

Meaning, - Types of retailers –Retailer marketing process – Retailer marketing decisions – The future of retailing , wholesaling – Types of wholesalers –Wholesaler marketing decision, Trends in wholesaling.

Text Book:

1. Philip Kotler (Marketing Management-Analysis, Planning and Control- New Delhi, PHI- 2000 11th edition.

Reference Books :

1. Hepner H.W.: Modern Marketing- Dynamics and Management.
2. Boyd H.V. and West Fall R.: Marketing Research.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	International Marketing Management	2	1	1	0	Theory

Introduction

This course explores all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning.

Course Outcome

CO1	:	Apply the key terms, definitions, and concepts used in marketing with an international perspective.
CO2	:	Evaluate different cultural, political, and legal environments influencing international trade
CO3	:	Explain the impact of global and regional influences on products and services for consumers and businesses
CO4	:	Apply basic internationally oriented marketing strategies
CO5	:	Develop creative international market entry strategies and understand the importance of the Internet for global business

Unit- I**[12 Periods]**

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India’s foreign trade: an overview – Institutional framework for exports in India.

Unit- II**[12 Periods]**

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter’s Diamond Theory- Managerial Implications Global marketing environment – cultural Environment Political and Legal Environment Economic Environment.- Modes of entry in to foreign business - Import policy – procedure and Documentation - INCO terms - balance of trade and payments

Unit- III**[12 Periods]**

International Product Policy and Planning – Need for product planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging, International Market selection – International Marketing Research– International marketing Planning and control.

Unit- IV**[12 Periods]**

International Pricing and Promotion decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Unit- V**[12 Periods]**

International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Text Book:

1. **Philip Kotler**, Marketing Management Sultan Chand and Sons, New Delhi.(2014)

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Reference Books:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	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					

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 on: Employability**Course Outcome:**

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

surveys -pilot study and final collection of data.

[12 Periods]

Unit III:

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

Unit IV:

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

Unit V:

[12Periods]

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

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

Textbook:

1. Kothari - 4th Edition Business Research Methods -

Reference:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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	Lecture	Tutorial	Practical	Credit	Type
	International Economics	4	0	0	4	Theory

Introduction:

International economics is concerned with the effects upon economic activity from international differences in productive resources and consumer preferences and the international institutions that affect them. It seeks to explain the patterns and consequences of transactions and interactions between the inhabitants of different countries, including trade, investment and transaction.

Course Focus on: Employability**Course Outcomes:**

CO1	:	To understand the Economic growth and International trade
CO2	:	To analyse the Gains from international trade, Terms of trade, Technical progress and Trade
CO3	:	To apply the Current account, Export and Import of merchandise and services, Role of International Movements
CO4	:	To evaluate the Foreign Economic Policies

UNIT – I**[12Periods]**

Economic growth and International trade – Features of International Transactions – International Trade Theories – Comparative cost theory – Opportunity cost theory – H.O theory – International Trade Equilibrium

UNIT – II**[12Periods]**

Gains from international trade – Terms of trade – Technical progress and Trade – Balance of Trade – Balance of Payments and Indian perspective – Economic effects and Trade restrictions – Bilateralism – OPEC & other international cartels.

UNIT – III**[12Periods]**

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

International Movements - Meaning – Goods, Services, Unilateral transfers & capitals, Current account – Export and Import of merchandise and services – Role of International Movements. International Investments - Nature, Character, Policies and results. International Payments - Meaning, Financing International Transactions, Regional monetary systems: Blocks, Areas & Zones – Rates of exchange.

UNIT – IV

[12Periods]

Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation – Euro – Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis. International Economic Development & Co-operation – Development of under developed countries – United Nation’s Financial Programs – Economic Union and communities.

UNIT – V :

[12Periods]

Case Studies (Based on the above units)

Note: Question paper shall cover 100% Theory

Text Book:

1. International Economics :Kindleberger’s

BOOKS FOR REFERENCES:

2. International Economics :Kindleberger’s
3. International Economics : Paul R. Krugman

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
	Principles of Management	4	0	0	4	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: Entrepreneurship**Course Outcome:**

CO1	:	Discuss and communicate the management evolution and how it will affect future managers
CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management
CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO4	:	Imbibe adaptations to an uncertain environment and identify techniques managers use to influence and control the internal environment
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

Unit I:

[12 Periods]

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

[12 Periods]

Unit II:

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 – DinkarPagare
2. Essentials of Management - Harold Koontz and Heinz Weirich

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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 on: Skill development**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 1:

[12Periods]

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 2:

[12Periods]

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

Unit 3:

[12Periods]

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

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Protection Act - Advisory Bodies - Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies

Unit 4

[12Periods]

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 Consumer Protection Act (with reference to leading case laws): Medical Negligence - Banking; Insurance; Housing & Real Estate; Electricity, Water, and Telecom Services; Education;

Unit 5:

[12Periods]

Consumer Movement in India: Evolution of Consumer Movement in India - Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman –Telecommunication - TRAI - Food Products: FSSAI (an overview) - Advertising: ASCI - Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark - (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.

Text Book:

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

Reference Books:

1. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
2. Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th Ed. Bharat Law House,

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
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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
	World Economic Resources					Theory

Introduction

World Economic resources are the factors used in producing goods or providing services. In other words, they are the inputs that are used to create things or help you provide services. Economic resources can be divided into human resources, such as labor and management, and nonhuman resources, such as land, capital goods, financial resources, and technology.

Course Focus on: Skill development

Course Outcomes:

CO1	:	To learn about the Concept and importance in development, Dynamic character of world resources, Natural resources and Human resources
CO2	:	To apply the landforms, coastline, rivers, climate, soils, and natural vegetation. Human environment, Growth and distribution of population, races, Economic and cultural organization of societies
CO3	:	To analyse the Wet equatorial regions, Monsoon regions, Mediterranean regions, cool temperature regions
CO4	:	To evaluate the Types of energy and economic development, coal, petroleum, natural gas, electric power and atomic energy
CO5	:	To create the distribution of cotton textile, iron and steel, automobile, ship building, aircraft, and electronics industries, software industry, General idea of world trade in manufactured goods.

Unit- I

[12Periods]

Resources: Concept and importance in development- Dynamic character of world resources- Natural resources and Human resources- usefulness of the study of the resources- Interlink between resources and trade.

Unit- II

[12Periods]

Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation. Human environment- Growth and distribution of population- races- Economic and cultural organization of societies- entrepreneurial and managerial resources.

Unit – III

[12Periods]

Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions- cool temperature region- Green lands- Polar regions. Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops- cash crops- animal resources- fishery resources- forest resources- direct and indirect

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benefits of forests- types and distribution of world forests- types and distribution of world forests- world trade in agricultural and allied products.

Unit- IV

[12Periods]

Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy- energy conservation and alternatives- MNC's in energy project in de3veloping countries. Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals- Iron ore, Manganese, Copper, Aluminum, Mica.

Unit- V

[12Periods]

Manufacturing Industries: Factors of location- Theories of industrial location- distribution of cotton textile, iron and steel, automobile , ship building, aircraft, and electronics industries, software industry- General idea of world trade in manufactured goods.

Text Book:

1. World Resources and trade : Kanna and Gupta World

References:

2. Resources : Zimmermen
3. World Resources and Trade : Agarwal and Monga Economic and

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

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Regulations 2021

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

SKILL BASED SUBJECT

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

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

Introduction:

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

Course Focus on: Employability**Course Outcome:**

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

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]

Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.

Unit III: [12 Periods]

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

Unit IV: [12 Periods]

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 on : Employability/Entrepreneurship**Course Outcome:**

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

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 behaviour of managers – code of ethics – competitiveness, organizational size, profitability and ethics – Cost of ethics in corporate ethics evaluation.

Unit III:

[12 Periods]

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Social Responsibility of business – Big Business and society business and ecological environmental issues

in the Indian context...

Unit IV:

[12 Periods]

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India.

Unit V:

[12 Periods]

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

Textbook:

1. Sarojkumar – Business Ethics

Reference:

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

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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		1		3
CO3	1						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
	Business Mathematics	4	6	0	0	Allied – I

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

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

Course Focus on: Skill Development

Unit - I

Profit and Loss - Cost Price, Selling Price, Marked price, Loss, Trade discount and Cash discount, Commission, Brokerage, Problems on these topics

Unit - II

Interest - Concept of present value, Simple Interest, Compound interest, Amount at the end of period, Equated Monthly Installment (EMI) by reducing and flat interest system, problems.

Unit - III

Shares - Concept of share, Stock Exchange, Face value, Market Value, Dividend, Equity shares, Preference shares, Bonus shares, Examples.

Unit - IV

Matrices and Determinants - Definition of a Matrix, Types of Matrix, Finding inverse of a matrix by Adjoint method. Solution of a system of linear equations having unique solution and involving not more than three variables problems.

Unit - V

Linear Programming Problems - Graph of linear equation, Graph of linear inequality, Formulation of LPP, Solution by Graphical method, Problems relating to two variables

Recommended Text Books:

1. Business Mathematics - V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics - Bari

Books for Reference:

1. Problems in Operation Research - P. K. Gupta and Man Mohan
2. Qualitative Methods and Operation Research - G. Gopikuttan (Himalaya Publishing House)

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.

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

Course Focus on: Skill Development

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.

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

Introduction:

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

Course Focus On: Skill Based Development**Course Outcome:**

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

Unit I:

[12 Periods]

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

Unit II:

[12 Periods]

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

Unit III:

[12 Periods]

Retail strategy-steps in strategic planning process-specifics for gaining sustainable competitive advantage -
Steps - Retail consumer - Store loyalty- factors essential for building store loyalty - Retail franchising - Concept –
Evolution - Types - Advantages - Disadvantages..

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV:*[12 Periods]*

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

Unit V:*[12 Periods]*

Needs of technology in retail - Importance - Factors affecting the use of technology- Internet retailing -
 Concept of customer service - Importance of service in retail - Customer service & Retail strategy - Shopping malls in India.

Textbook:

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

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	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		✓		✓

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

Strongly Correlated mention – 3

If moderately correlated mention – 2 If

less correlated mention - 1

If no correlation leave blank

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BBAS01	Services Marketing	4	6	0	0	Theory

Introduction

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

Course Focus on: Employability and Entrepreneurship

Course Outcomes:

CO 1	:	Demonstrate an extended understanding of the similarities and differences in services and tangible Products.
CO 2	:	Demonstrate knowledge of segmentation and approach to target market.
CO 3	:	Develop strategies and positioning product/services in the market.
CO 4	:	Specify and analyses the consumers' expectation in services.
CO 5	:	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, 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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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, Concept of Customer Delight

UNIT – V:

[12Periods]

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

Text Book:

- 1) Services Marketing - Valarie Zeithaml, Mary Bitner – 6th Edition - TMH

REFERENCE BOOKS:

- 2) Services Marketing - Valarie Zeithaml, Mary Bitner – 6th Edition - TMH
- 3) Services Marketing – Rampal Gupta - Galgotia 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	1			1		2		3	3	1		3	
CO2		1	1		2		3		3		1		3
CO3	1			1			3		3	1		3	
CO4		1	2			2	3		3		1		3
CO5	1		2		3			3		1	2	3	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

Corporate finance is an area of finance that deals with sources of funding, the capital structure of corporations, the actions that managers take to increase the value of the firm to the shareholders.

Course Outcome:

CO1	To understand the importance, nature and scope of corporate finance
CO2	To apply the financial plans to the capital of the company
CO3	To analyze the capital structure of corporate firms
CO4	To create the working capital well structured
CO5	To evaluate the financial markets

UNIT – I**[12 Periods]**

Corporate Finance – meaning – nature and scope of Corporate finance – functions – objectives – profit maximization – wealth maximization - importance of financial management – finance manager – role.

UNIT – II**[12 Periods]**

Financial planning – characteristics of a sound financial plan – factors affecting financial plan – need for financial plan – capitalization – over capitalization – under capitalization – capital gearing .

UNIT – III**[12 Periods]**

Capital structure – Business and Financial risks – financial and operating leverage – sources of funds – share capital – debt capital.

UNIT - IV**[12 Periods]**

Cost of Capital – importance of the concept – cost of different types of capital – average cost of capital –

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

working capital – determinants of working capital – sources of working capital.

UNIT – V

[12 Periods]

Financial markets – money markets – recent – trends in capital market – term loans – institutional finance – unit trust of India – Industrial Finance Corporation – State Finance Corporation – IDBI.

Text Book:

1. Kuchal S.C - Corporation Finance
2. S.N.Maheswari - Corporate Finance

Reference Book:

1. Kulkarni..P - Financial Management
2. Pandey I.M - Financial Management

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

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 on: Employability

Course Outcome

CO1	:	Evaluate the procedure for opening, operation and closing of various types of deposit accounts.
CO2	:	Analysis 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	:	Analysis 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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 BOOKS:

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

References:

2. Banking Regulation Act, 1949.
3. Reserve Bank of India, Report on currency and Finance 2003-2004.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy	4	0	0	4	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: Employability**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- 1:**[12Periods]**

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

Unit- II:**[12Periods]**

Environment of International Business- International Politics and Economic Integration- International Culture International Trade- International Trade International Finance

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit- III:**[12Periods]**

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**[12Periods]**

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:**[12Periods]**

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

Text Bok

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

References

- Keealas.A.G., Global Business Strategy, South –Western, 1999-2000,
- 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 Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	2				2		3	3	1		2	3
CO2		1		2		2	3		3		2		3
CO3	1		1	2			3		3	1	2	3	
CO4		1		2		2	3		3		1		3
CO5	1		1	2				3		1		3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Customer Relationship Management	4	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 On: Employability**Course Outcome**

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

[12 Periods]

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) -

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Creating and Managing Effective SLAS.

UNIT – II [12 Periods]

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

UNIT – III [12 Periods]

Sales Force Automation – Sales Process- Activity, Contact- Lead and Knowledge Management – 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 [12 Periods]

Analytical CRM – Managing and Sharing Customer Data – Customer Information Databases– Data Warehousing and Data Mining Concepts – Data Analysis .

UNIT – V [12 Periods]

CRM Implementation – Defining Success Factors – Preparing a Business Plan Requirements- justification and processes – Choosing CRM tools – Defining functionalities – Resetting the CRM Strategy - Selling CRM Internally – CRM Development Team – scoping and prioritizing- development and delivery management.

TEXT BOOKS:

1. V. Kumar & Werner J., CRM, Willey India, 2008

References:

2. Bernd H Schmitt: CUSTOMER EXPERIENCE MANAGEMENT: A Revolutionary Approach To Connecting With Your Customers.
3. Gordon S. Linoff, Michael J. A. Berry, MINING THE WEB: TRANSFORMING CUSTOMER DATA, Wiley Computer Publishing, Singapore.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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
	Goods & Service Tax	4	5	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 is meant to be refunded To all parties in the various stages of production other than the final consumer.

Course Focus On: Employability**Course Outcome:**

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

Unit I:**[12 Periods]**

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

Unit II:

[12 Periods]

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

Unit III:

[12 Periods]

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

Textbook:

1.Datey, V.S. (2015).Indirect Taxes. Mumbai, Taxmann Publications Private Limited. (2017).

Simplified Approach to GST – A Ready Reference.

Reference Books :

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

2. Mittal, J.K. (2015).Law Practice and Procedures of Service Tax. New Delhi, Jain Book Agency.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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	
Unit- IV	[12 Periods]

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 Mc Graw 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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course Focus On: Employability**Course Outcome:**

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

UNIT –I

[12Periods]

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

UNIT II

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

UNIT III

[12Periods]

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

UNIT IV

[12Periods]

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

UNIT V

[12Periods]

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

Text Book

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

References:

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

3. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry From the Tenth National Conference on Business Ethics Sponsored by the Center for Business Ethics at Bentley College.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	PO1	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1			1		2		3	3	1		2	
CO2			1		2		3		3		2		3
CO3	1			2			3		3	1		2	
CO4		1	2			2	3		3		1		3
CO5	1		2		2			3		1		3	

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

Introduction:

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

Course Focus On: Employability

Course Outcome:

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

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

Unit III: **[12 Periods]**

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

Unit IV: **[12 Periods]**

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

Unit V: **[12 Periods]**

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

Textbook:

1. “Concepts in Enterprise Resource Planning” Third Edition Author - Ellen F. Monk University of Delaware Bret J. Wagner Western Michigan University.

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

Reference:

1. Enterprise Resource Planning

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

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

Introduction:

International finance is an important tool to find the exchange rates, compare inflation rates, get an idea about investing in international debt securities, ascertain the economic status of other countries and students can judge the foreign markets.

Course Focus On: Employability**Course Outcome:**

CO1	:	To Introduce the international finance with world economy
CO2	:	To Know the principles of balance of payment
CO3	:	To Evaluate International monetary system and exchange rates.
CO4	:	Determine the factors influence exchange rates
CO5	:	To Know the currency option and operation

Unit I**[12 Periods]**

Introduction to International Finance: -Meaning/Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance.

Unit II**[12 Periods]**

Balance of Payment-Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity, Indian Heritage in Business, Management, Production and Consumption.

Unit III**[12 Periods]**

Evolution of International Monetary System, Gold Standard System, Bretton Woods System, Flexible Exchange Rate Regimes — 1973 to Present, Current Exchange Rate Arrangements,

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

European Monetary System, Fixed and Flexible Exchange Rate System.

Unit IV

[12 Periods]

Exchange Rate Determination: Exchange rate movements, factors that influence exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, and purchasing power parity and the International Fisher effect

Unit V

[12 Periods]

Currency and Interest Rate Futures: Introduction to Currency Options (Option on Spot, Futures and Futures Style Options), Futures Contracts, Markets and the Trading Process, Hedging and Speculation with Interest Rate Futures, Currency Options in India.

Text Book

1. International finance by O.P. AGARWAL-Himalaya Publishing House

Reference Books

1. Handbook of International Financial Terms Hardcover – Import, 6 March 1997 by Peter Moles (Author), Nicho

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Domestic Logistics	4	0	0	4	Theory

Introduction:

Domestic Logistics is generally the detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption to meet the requirements of customers or corporations.

Course Focus On: Skill Development**Course Outcomes:**

CO1	:	To understand the Types of vehicles, types of operation, load types, characteristics and main types of vehicle body
CO2	:	To analyse the Reasons for road freight transport vehicle costing
CO3	:	To apply the Operator licensing, Driver licensing and Driver's Hours regulations
CO4	:	To create the Need for Planning
CO5	:	To evaluate the Planning, FTL, LTL, Documentation and Road Receipts

UNIT I**[12 Periods]**

Vehicle Selection-Types of vehicles – types of operations – load types and characteristics – main types of vehicle body - Implications of vehicle selection – vehicle acquisition.

UNIT II**[12 Periods]**

Reasons for road freight transport vehicle costing – Main types of costing systems – vehicle standing costs – vehicle running costs – overhead costs – costing the total transport operation – whole life costing – vehicle cost comparisons.

UNIT III**[12 Periods]**

Legislation- Operator licensing – Driver licensing – Driver's Hours regulations – Road transport directive – tachographs - vehicle dimensions.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT IV

[12 Periods]

Need for Planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing & scheduling issues – data requirements – computer routing & scheduling – information system applications – GPS - RFID

UNIT V

[12 Periods]

Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment note CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project cargo).

REFERENCE:

1. Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker)
2. Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times)

TEXT BOOK: Single Text Book Not Available

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
	Airline Marketing and Airline Alliance	4	5	0	0	Theory

Introduction:

An airline alliance is an aviation industry arrangement between two or more airlines agreeing to cooperate on a substantial level. Alliances may provide marketing branding to facilitate travelers making inter-airline code share connections within countries. This branding may involve unified aircraft liveries of member aircraft.

Course Focus On: Employability**Course Outcomes:**

CO1	:	To understand the Airline Management, successful Airlines and Air Freight Market
CO2	:	To apply the Product Analysis and Travel Agency Distribution system
CO3	:	To analyse the selling in the air freight market, glossary of aviation terms and marketing terms.
CO4	:	To create the objectives for alliances and Turbulence in marketing channels
CO5	:	To evaluate the Success drivers in airline business

UNIT I**[12 Periods]**

Market For Air transport Service-Definition-Marketing Mix- stages in the application of Marketing Principles of Airline Management – successful Airlines –Air Freight Market – market segmentation – concept- segmentation variables in the air passenger market-customer requirements

UNIT – II**[12 Periods]**

Product Analysis-What is product- theory of product analysis and its application to the Airline Industry – fleet and schedules – customer service – introduction of Pricing and revenue management – building blocks in airline pricing policy – uniform and differential pricing – structures of air freight pricing- The Travel Agency Distribution system.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT – III

[12 Periods]

Promotion Marketing-Fundamentals of relationship marketing – components of a relationship marketing strategy – frequent flyer programmes –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms.

UNIT –IV

[12 Periods]

A Historical glimpse at Alliancing objectives-Reasons for Airlines building Alliances- Objectives of Alliances-Introduction- Marketing-driven objectives for alliances -Changes to airline marketing-Determinates of alliance image-Benefit challenges and cost of alliance brand association- Measuring the performance impact of alliance-Time continuum in performance assessment- Cost-Productivity-Profitability.

UNIT – V

[12 Periods]

Introduction- Success drivers in airline business- Premises and objectives – Finding suitable partners – governance structure - The internal dynamics of alliancing- a look into the future of airline alliance groups.

REFERENCE BOOK:

1. Marketing Management – Philip Kotler-Pearson Education
2. Marketing Management –Ramaswamy&Namakumari –MacMillan

TEXT BOOK:

1. Airline Marketing and Management-Stephen Shaw – Ashgate Publishing Limited

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

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Trade Procedures and Documentation	4	0	0	4	Theory

Introduction:

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

Course Focus on: Skill development

Course Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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]

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.

Text Book:

1. Ministry of Commerce and Industry, Hand Book 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 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
	Organizational Behavior	4	5	0	0	Theory

Introduction

To enable the students to acquire and develop skills to take rational decisions in the Organizational Behavior process. Human resources are always been observed as important in managing organizations.

Course Focus On: Entrepreneurship

Course Outcomes:

CO 1	:	Demonstrate the applicability of the concept of organizational behavior and its nature
CO 2	:	To analyzing the complexities associated with management of individual behavior in the organization.
CO 3	:	To demonstrate the leadership skills and become a good leader
CO 4	:	To equip the student's knowledge with Morale and Productivity and their importance.
CO 5	:	Demonstrate how the organizational behaviour can integrate in understanding the stress and role of counsellor.

UNIT I:

[12 Periods]

Organisational Behaviour – Concept – Nature – Organisational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II:

[12 Periods]

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III:

[12 Periods]

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power and Authority - Definition of Power – Types of Power

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT IV:

[12 Periods]

Definition of Authority – Characteristics – Types of Authority. Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V:

[12 Periods]

Stress management—meaning, types of stress- consequences of work stress. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

BOOKS FOR REFERENCE:

Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana

Organisational Behaviour – L.M. PRASAD

Organisational Behaviour – Dr. P.C. SEKAR

Organisational Behaviour – FRED LUTHENS

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

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

Introduction

To develop knowledge of branding frameworks, strategies and brandings role within business and know the value of a brand to an organisation.

Course Focus On: Skill Based

Course Outcomes:

CO 1	:	Demonstrate to difference between Product and Brands
CO 2	:	Evaluate the pros and cons of brand extension
CO 3	:	To know the brand equity and Positioning & Repositioning of brands
CO 4	:	To equip with buyer behavior concepts and to formulate and justify Buying Decision Behavior
CO 5	:	Analyze the buyer problem, buyer decision making process and Post-purchase Behavior

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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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.

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.

SUGGESTED BOOKS:

1. Brand Management - Gulnarsharma, Karan Singh Khundia – Himalaya Publishing House
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Shipping Legislation	4	0	0	4	Theory

Introduction:

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

Course Focus On: Employability**Course Outcomes:**

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, Archiving and Understanding Terms in Logistics

UNIT I

[12 Periods]

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

UNIT II

[12 Periods]

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

UNIT III

[12 Periods]

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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 (GCMI 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:

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

REFERENCE:

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 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
	Retail Management	4	5	0	0	Theory

Introduction:

This subject helps to understand how a retail business works: the core issues and challenges involved: the key terms and terminology associated and appreciation Indian retails sectors.

Course Focus On: Employability**Course Outcome:**

CO1	:	Acquired knowledge on Retail Management, its environment, methods of selection.
CO2	:	Gained knowledge on retails sector
CO3	:	Learnt about retails strategic.
CO4	:	Gained facts about merchandise and pricing policy.
CO5	:	learnt about technology retails

UNIT – I**[12 Periods]**

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

UNIT – II**[12 Periods]**

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

UNIT – III

[12 Periods]

Retail strategy-steps in strategic planning process-specifics for gaining sustainable competitive advantage - Steps - Retail consumer - Store loyalty- factors essential for building store loyalty - Retail franchising - Concept – Evolution - Types - Advantages - Disadvantages.

UNIT – IV

[12 Periods]

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

UNIT – V

[12 Periods]

Needs of technology in retail - Importance - Factors affecting the use of technology- Internet retailing - Concept of customer service - Importance of service in retail - Customer service & Retail strategy - Shopping malls in India

TEXT BOOKS

1. Swapna Pradhan, (2007) Retailing Management Text and Cases Tata McGraw Hill.
2. SujaNair,(2006) Retail Management, Himalaya Publishing House.

REFERENCES

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Mapping of Course Outcomes with Program Outcomes:

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

The national economies that were accomplishing the objective of self-sustainability are currently developing route towards International Business. The factor for this crucial change is the development of correspondence, innovation, communication, infrastructure, etc...

Course Focus On: Employability**Course Outcomes:**

CO1	:	To understand the Concept of International relations
CO2	:	To analyse the nature and content of international law
CO3	:	To apply Evolution of international organization and regional grouping for the development of international relations
CO4	:	To evaluate the Foreign policy of India-Nehru's foreign policy-its distinctive features

UNIT – I**[12 Periods]**

Concept of International relations-origin and growth of International Relations-Elements of IRI- Is international relations a discipline? -Scope of international relations- International Relations and International Politics - foreign policy-values of foreign policy-its approaches objectives of nation's foreign policy.

UNIT – II**[12 Periods]**

The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-role-historical significance-devices for maintaining the balance of power .

UNIT – III**[12 Periods]**

Evolution of international organization and regional grouping for the development of international relations-role of regional grouping (viz) EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE- world bodies (viz) UN and WTO- economic grouping (viz) G- 8,G-15, and G-77

UNIT – IV**[12 Periods]**

Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment foreign policy since 1962- Indo-Soviet relations- relations with China and Great Britain- Indo-U.S relations-Indo-Pakistan relations- India's neighborhood relations.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

UNIT – V**[12 Periods]**

Case Studies (Based on the above units) Note: Question paper shall cover 100% Theory

Text Book:

1. International relations : Palmer & Parkins

Books for References:

2. International relations : Urmila Sharma and S.R. Sharma
3. International relations : N. Jayapalan

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Outcomes Specific			
	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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course 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.

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

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

Introduction:

Approved in the BOS meeting held on 04/05/2021

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

Course Outcome:

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

Unit I: **[12 Periods]**

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

Unit II: **[12 Periods]**

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

Unit III: **[12 Periods]**

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

Unit IV: **[12 Periods]**

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

Unit V: **[12 Periods]**

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

advantages and limitations.

Text Book

1. Bimal Jaiswel & 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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Goods & Service Tax	4	5	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 is meant to be refunded to all parties in the various stages of production other than the final consumer.

Course Focus On: Skill Development**Course Outcome:**

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

Unit I: [12 Periods]

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

Unit II: [12 Periods]

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

Unit III: [12Periods]

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

Textbook:

1.Datey, V.S. (2015).Indirect Taxes. Mumbai, Taxmann Publications Private Limited. (2017). Simplified Approach to GST – A Ready Reference.

Reference Books :

1. Balachandran, V.(2006).Indirect Taxation. New Delhi, Sultan Chand and Sons.
2. 2. Mittal,J.K. (2015).

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

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 , hirepurchase, factoring , bill discounting , VC and Merchant banking.

Unit I: [12 Periods]

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

Unit II: [12 Periods]

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

Unit III: [12 Periods]

Reserve Bank of India: and Commercial Bank Organization, management and functions; Credit creation and credit control; monetary policy. Commercial Bank: Meanings, functions, management and investment policies of commercial

Approved in the BOS meeting held on 04/05/2021

banks, Present structure, E-banking and e-trading, Recent developments in commercial banking. – State and National

Level Financial Institutions -MFIs

Unit IV: [12 Periods]

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

Unit V: [12 Periods]

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

Text Book

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

Reference Books

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course Focus On: Skill Development**Course Outcome:**

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

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

Unit III:**[12 Periods]**

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

Unit IV:**[12 Periods]**

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

Unit V:**[12 Periods]**

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

Approved in the BOS meeting held on 04/05/2021

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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-Create space 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
C01	3	3	3	3	3	3	3	3	1	3		2	1
C02		3	2	3	1	3	2	3	2		2		
C03	3	3	3		3		3	3		1		3	
C04	3	3			1	3	3		3		3		2
C05	3	2	2	1	3		3		3	1	2		1

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Merchant Banking																					
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Merchant Banking																				
<p>Introduction:</p> <p>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.</p> <p>Course focus: Employability</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To know the Regulators and the Regulatory Framework of the Merchant Banking in India.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To understand the merchant banking in Indian context.</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To know the various activities undertaken by the merchant bankers in India</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand the eligibility criteria for registering as a Merchant Banker</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To understand the Code of Conduct prescribed for Merchant Bankers</td> </tr> </tbody> </table>							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
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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					[12Periods]																
Merchant Banking: Functions; Scope; Merchant banking in India; SEBI guidelines for merchant bankers.																					
Unit II					[12Periods]																
Credit Rating: Introduction; Instruments; Benefits; Rating methodology; Cautions; Types of rating.																					
Unit III					[12Periods]																
Project Appraisal: Product life cycle; Evaluation; Social cost benefit analysis																					
Unit IV					[12Periods]																
Capital cost and financial projections.																					
Unit V					[12Periods]																
Long term Finance & Working Capital Finance: Term loans; Working capital loans; Maximum permissible bank finance; Factoring and forfeiting.																					
Text Book																					

Admitted in B.Com (IB) from the academic year 2021-2022 Onwards

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

Reference

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

Mapping of Course Outcomes with Program Outcomes

Course 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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

COMMERCIAL BANK MANAGEMENT						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	COMMERCIAL BANK MANAGEMENT					
<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>						
Course Outcome:						
CO1	:	To understand the basic problems of bank management.				
CO2	:	To analyze bank regulations and policies.				
CO3	:	To understanding 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					[12Periods]	
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					[12Periods]	
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					[12Periods]	
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					[12Periods]	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Digital Banking						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Digital Banking					
<p>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.</p> <p>Course Focus on: Skill development</p>						
Course Outcome:						
CO1	:	To acquire knowledge of various digital products in banking sector & different payment system in India.				
CO2	:	To appreciate & understand the leverage of Digital banking for enhancing the profitability of banks. .				
CO3	:	To understand the implementation of digital banking products & use of various social platforms for having a competitive edge in the market				
CO4	:	To acquire the knowledge about the need of customer education and awareness for digital products such as cards, ATM's , POS terminals.				
CO5	:	To understand the digital disruptions and its concepts in banking.				
Unit I					[12Periods]	
Banking System in India - Nationalisation of Banks - Types of Banks						
Unit II					[12Periods]	
Development Banks - Reserve Bank of India - Digital Banking Products						
Unit III					[12Periods]	
Automated Teller Machine-ATM - Point-of-Sale (POS) Terminals - Internet Banking Mobile Banking						
Unit IV					[12Periods]	
Cash Deposit Machine - Branchless Banking						
Unit V					[12Periods]	

Digital Payment System & Financing Concepts in Digital Banking

Text Book

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

Reference Book

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

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
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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

Principles and Practices of Banking						
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Principles and Practices of Banking					
<p>Introduction: This course is designed to acquaint students with the basic principle procedure and practice of banks. Throughout this course emphasis will be given to relationship between Banker and customer negotiable (credit) instruments Banking industry and formulation of bank loan policy specially opening and crossing of accounts and rule of negotiable instruments are given detail discussion so as to equip students with the necessary regulation of bank for such instrument and accounts.</p> <p>Course Focus On: Skill Development</p>						
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					[12Periods]	
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					[12Periods]	
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					[12Periods]	
Banker Customer Relationship - KYC/ AML / CFT norms - Bankers' Special Relationship- Consumer Protection - COPRA, Banking Ombudsman Scheme						
Unit IV					[12Periods]	

Approved in BOS meeting held on 04/05/2021

Principles and Practices of Banking - Opening accounts of various types of customers - Ancillary Services- Cash Operations - Principles of lending, Working Capital Assessment and Credit Monitoring

Unit V**[12Periods]**

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

Text Book

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

Reference Books

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

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
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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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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>						
Course Outcome:						
CO1	:	Criticize the principles of healthcare and provide an overview of health Insurance Industry in India and the marketing global set-up				
CO2	:	Create a strong foundation of the fundamentals of Insurance documentation concepts, prospectus, conditions and warranties of health insurance				
CO3	:	Give an in-depth understanding of the products, IRDA regulations and operational policies of health insurance				
CO4	:	Apply the practical knowledge and Skills in the field of health insurance schemes				
CO5	:	Determine the types of claims and challenges in health insurance management.				
Unit I					[12Periods]	
Introduction to Health Insurance and the Health system in India - Health Financing Models and Health Financing in India.						
Unit II					[12Periods]	
Health Insurance Products in India - Health Insurance Underwriting.						
Unit III					[12Periods]	
Health Insurance Policy Forms and Clauses - Health Insurance Data, Pricing & Reserving.						
Unit IV					[12Periods]	
Regulatory and legal aspects of health insurance - Customer service in health insurance						

Unit V College of Arts & Science (Autonomous), Coimbatore-21. Admitted in B-Com (IB) from the academic year 2021-2022 Onwards	[12 Marks] 2021
Health Insurance fraud – Reinsurance	
<p>Text Book</p> <ol style="list-style-type: none"> Uma Narang, Insurance Industry in India: Features, Reforms & Outlook, New Century Publications, 1st edition, 2013. <p>Reference Books</p> <ol style="list-style-type: none"> Dr. L. P. GUPTA, India Insurance Guide, Times of India & Asia InsuranceReview,2014. Risk Analysis, Insurance and Retirement Planning, Indian Institute of Banking& Finance, Taxmann Publications Pvt.Ltd.2017. Health Insurance, IC-27, Insurance Institute of India publication. (All Modules) https://www.insuranceinstituteofindia.com/web/guest/e-book1# 	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

MARINE INSURANCE																					
Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Marine Insurance	4	5	0	0	Theory															
<p>Introduction:</p> <p>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.</p> <p>Course Focus On: Employability</p>																					
<p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To Understand the history, framework, practice, evolution and legal understanding of International Marine Insurance.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>Enrich their knowledge on key areas relating to the students familiar with the necessity of marine insurance contract, warranties and policies</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>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</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To acquire a better understanding and practical knowledge in the field of marine insurance market measurement, operations and claims handling</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To respond effectively in emergency cases, prevent or mitigate claims through risk analysis and claims management</td> </tr> </tbody> </table>							CO1	:	To Understand the history, framework, practice, evolution and legal understanding of International Marine Insurance.	CO2	:	Enrich their knowledge on key areas relating to the students familiar with the necessity of marine insurance contract, warranties and policies	CO3	:	To make them understand the important part cargo insurance plays in shipping as well as having a general knowledge of individual covers and the terminology Used	CO4	:	To acquire a better understanding and practical knowledge in the field of marine insurance market measurement, operations and claims handling	CO5	:	To respond effectively in emergency cases, prevent or mitigate claims through risk analysis and claims management
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Unit I					[12Periods]																
Marine Insurance - Basic Concepts - Fundamental Principles																					
Unit II					[12Periods]																
Underwriting - Cargo Insurance Coverages																					
Unit III					[12Periods]																

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.	Regulations 2021
Type of Covers - Hull Insurance	
Admitted in B. Com (IB) from the academic year 2021-2022 Onwards	[12Periods]
Unit IV	
Marine Claims – Recoveries - Role of Banker in Marine Insurance	
Unit V	[12Periods]
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,LouisA. Tyska, Lawrence J. Fennelly,Butterworth,2011.	
2. The Principles of marine Insurance, A Primer by Harold Turner, Stone & CoxLimited,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
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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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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. Course Focus On: Skill Development</p>						
Course Outcome:						
CO1	:	Understand the risks covered under fire insurance policy and to enlist the characteristics of fire insurance contract.				
CO2	:	Examine the conceptual basis of each type of fire insurance policy and to comprehend important terms and methods.				
CO3	:	Evaluate the fire hazards and the prevention measures of various industries learn escape routes and emergency plans and understand the fire rules and regulations.				
CO4	:	Relate the properties those are covered under the claim to know the crucial aspects of survey and to understand the doctrine of proximate cause.				
CO5	:	Create the awareness of consequential loss insurance premium rate and to understand the specification of turnover basis.				
Unit I					[12Periods]	
Basic Principles and the Fire Policy - Add On Covers and Special Policies						
Unit II					[12Periods]	
Fire Hazards and Fire Prevention - Erstwhile Tariff – Rules and Rating						
Unit III					[12Periods]	
Documents – Underwriting						
Unit IV					[12Periods]	

Faculty of Law & Social Sciences, Victoria University of Wellington Regulations 2021	
Admitted in B. Com (IB) from the academic year 2021-2022 Onwards Unit V	[12Periods]
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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	AGRICULTURAL INSURANCE	4	5	0	0	Theory															
<p>Introduction:</p> <p>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.</p> <p>Course Focus On: Skill development</p> <p>Course Outcome:</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>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.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>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.</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>Give an in depth understanding of the products, IRDA regulations and operational policies agricultural insurance.</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand how agricultural insurance help the farmers to adopt progressive farming practices, high value in-puts and higher technology in Agriculture</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To acquire practical knowledge in the field of agricultural insurance regarding procedure for approval and settlement of claim under agricultural insurance scheme.</td> </tr> </tbody> </table>							CO1	:	To acquire knowledge on the concept of risk management as it applies to farmers and their business, and to offer an understanding of the various forms of insurance designed for this market.	CO2	:	To understand the many ways that various farm property insurance products can protect the assets of traditional farming operations and determine which coverages can eliminate which coverage gaps.	CO3	:	Give an in depth understanding of the products, IRDA regulations and operational policies agricultural insurance.	CO4	:	To understand how agricultural insurance help the farmers to adopt progressive farming practices, high value in-puts and higher technology in Agriculture	CO5	:	To acquire practical knowledge in the field of agricultural insurance regarding procedure for approval and settlement of claim under agricultural insurance scheme.
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Unit I					[12Periods]																
Glossary of Terms for Agricultural Insurance - Introduction to Indian Agriculture - Risks in Agriculture - History of Crop Insurance in India																					
Unit II					[12Periods]																
Crop Insurance Design Considerations - Crop Insurance (Yield Index Based) – Underwriting and Claims - Weather Based Crop Insurance																					
Unit III					[12Periods]																
Traditional Crop Insurance: Underwriting and Claims - Agriculture Insurance in Other Countries - Livestock / Cattle Wealth in Indian Rural Economy																					
Unit IV					[12Periods]																

Faculty: <i>Dr. G. S. Rao</i> Approved by BOS Admitted in B. Com (IB) from the academic year 2021-2022 Onwards		Title: Poultry Insurance in India <i>Regulations 2021</i>
Unit V	[12Periods]	
Miscellaneous Agriculture Insurance Schemes - Agriculture Reinsurance		

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	
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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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course Focus On: Skill Development**Course Outcomes:**

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, Archiving and Understanding Terms in Logistics

UNIT I [12 Periods]

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

UNIT II [12 Periods]

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

UNIT III [12 Periods]

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

UNIT IV [12 Periods]

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

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

Approved in the BOS meeting held on 04/05/2021

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
C01	1			1		2		3	3	1		2	
C02			1		2		3		3		2		3
C03	1			2			3		3	1		2	
C04		1	2			2	3		3		1		3
C05	1		2		2			3		1		3	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy	0	0	4	2	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- 1:**[12Periods]**

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

Unit- II:**[12Periods]**

Environment of International Business- International Politics and Economic Integration- International Culture International Trade- International Trade International Finance

Unit- III:**[12Periods]**

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**[12Periods]**

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:**[12Periods]**

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

Text Book

- Admitted in B.Com (IB) from the academic year 2021-2022 onwards.
1. Rungtman.A.M and Hodgett.S. R.M., International Business, A Strategic Management Approach, McGrawhill,.Inc, New Delhi- 1999-2000.

References

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

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C01	1		2			2		3		1		2	
C02	1		1		2				3		2		3
C03							2		3	1		2	
C04		1			2		3				1		3
C05	1			2				3		1		3	

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

Introduction:

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

Course Focus On: Skill Development**Course Outcomes:**

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]**

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.

Text Book:

- Admitted in B. Com (IB) from the academic year 2021-2022 Onwards
1. Ministry of Commerce and Industry, Hand Book 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 Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
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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	

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

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

Introduction:

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

Course Focus on: Skill Development

Course Outcome:

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

UNIT –I [12Periods]

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

UNIT II

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

UNIT III [12Periods]

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

UNIT IV [12Periods]

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

UNIT V [12Periods]

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

Text Book

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

Approved in the BOS meeting held on 04/05/2021

2. Abratt, D. Sacks, Journal of Business Ethics, 1988 - Springer
 Admitted in B.Com (B) from the academic year 2021-2022 Onwards

3. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry From the Tenth National Conference on Business Ethics Sponsored by the Center for Business Ethics at Bentley College.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
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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
19BCCE07	Enterprise Resource Planning	4	6	0	0	Theory

Introduction:

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

Course Focus on: Skill development

Course Outcome:

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

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

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

Unit III:**[12 Periods]**

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

Inventory Management and Warehouse Management, Production Planning.

Regulations 2021

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Unit IV:

[12 Periods]

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

Unit V:

[12 Periods]

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

Textbook:

1. “Concepts in Enterprise Resource Planning” Third Edition Author - Ellen F. Monk University of Delaware Bret J. Wagner Western Michigan University.

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

Reference:

1. Enterprise Resource Planning

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	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

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

Strongly Correlated mention – 3

If moderately correlated mention – 2 If

less correlated mention - 1

If no correlation leave blank

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Subject Title	Credit	Lecture	Tutorial	Practical	Type
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.

Unit I:**[12 Periods]**

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

Unit II:**[12 Periods]**

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

Unit III:**[12 Periods]**

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

Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

End Means Analysis - Organizing the Plan.

Unit IV: [12 Periods]

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

Unit V: [12 Periods]

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

Textbook:

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

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
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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

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

Strongly Correlated mention – 3

If moderately correlated mention – 2 If

less correlated mention - 1

If no correlation leave blank

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BCPE01	E-Commerce	4	5	0	0	Theory

Introduction:

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

Course Focus on: Employability

Course Outcome:

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

Unit I:**[12 Periods]**

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

*Unit II:**[12 Periods]*

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

Unit III:**[12 Periods]**

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

Unit IV:**[12 Periods]**

E-online Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated Teller Machine(ATM)-Electronic Fund Transfer(EFT)-uses- computerization in clearing houses-

Telebanking Electronic Money Transfer (EMT) to Payee E-Cheque- Financial Transactions Regulations 2021 MICR
Admitted in B. Com (IB) from the academic year 2021-2022 Onwards

Cheques & 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.Saravana Kumar R.Parameswaran T.Jayalakshmi ., Information Technology S.Chand 2015 Revised Edition
- 2.V.Rajaraman Essentials of E-Commerce Technology PHI Learning Private Limited 2015 Revised Edition.

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

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

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

Strongly Correlated mention – 3

If moderately correlated mention – 2 If

less correlated mention - 1

If no correlation leave blank

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BCPS02	Cyber Law	2	5	0	0	Theory

Introduction:

Cyber law covers fairly broad areas encompassing several sub topics including freedom of expression, access to and usage of 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 of Cyber Law in E- Commerce in India.
CO3	:	To growing awareness on privacy is another upcoming trend
CO4	:	To improve cyber security professionals' skills and citizen sensitization and awareness
CO5	:	To know the Global Trends in Cyber law.

Unit I:

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

Unit II:

Security Aspects: Introduction-Technical aspects of Encryption-Digital Signature-Data Security.

Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works-

Indian Patents act on soft propriety works.

Unit III:

Evidence Aspects: Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime- Amendments to Indian Penal code 1860.

Unit IV

Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India

Unit V:

The Information Technology Act 2000-Definitions-Authentication Of ElectronicRecords- Electronic Governance-Digital Signature Certificates.

Note: Distribution of marks 100% Theory.

Textbook:

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

Reference:

- 1. Investigating Cyber Law and Cyber Ethics: Issues, Impacts and James Braman

Mapping of Course Outcomes with Program Outcomes:

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

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

Introduction:

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

Course Focus on: Entrepreneurship

Course Outcome:

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

UnitI:

[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.

UnitII:

[12 Periods]

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

UnitIII:

[12Periods]

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

UnitIV:**[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.

UnitV:**[12Periods]**

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

Text Book

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

Reference Books:

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	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
	BRAND MANAGEMENT	4	5	0	0	Theory

Introduction

To develop knowledge of branding frameworks, strategies and brandings role within business and know the value of a brand to an organisation.

Course Focus On: Skill Development

Course Outcomes:

CO 1	:	Demonstrate to difference between Product and Brands
CO 2	:	Evaluate the pros and cons of brand extension
CO 3	:	To know the brand equity and Positioning & Repositioning of brands
CO 4	:	To equip with buyer behavior concepts and to formulate and justify Buying Decision Behavior
CO 5	:	Analyze the buyer problem, buyer decision making process and Post-purchase Behavior

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:

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.

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.

TEXT BOOKS:

1. Brand Management - Gulnarsharma, Karan Singh Khundia – Himalaya PublishingHouse

REFERENCE BOOKS:

2. Brand Management: Principles and Practices - Kirti Dutta - Oxford UniversityPress.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House

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 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 to difference between Product and Brands
CO2	:	Evaluate the pros and cons of brand extension
CO3	:	To know the brand equity and Positioning & Repositioning of brands
CO4	:	To equip with buyer behaviour concepts and to formulate and justify Buying Decision Behaviour
CO5	:	Analyze 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.

Core

Unit II:

[12 Periods]

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCMDimensions 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:

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

Reference:

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

Mapping of Course Outcomes with Program Outcomes:

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

Subject Title	Credit	Lecture	Tutorial	Practical	Type
Strategic Management	4	0	2	6	Theory

Introduction:

In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.

Course Focus on: Employability

Course Outcome:

CO1	:	Allocate resources to align with goals. Setting strategic priorities naturally filters budget and manpower
CO2	:	Increase efficiency of the financial objective could be to increase resources
CO3	:	To analysis an organization's resources in order to achieve its goals
CO4	:	To 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)

Unit V:

[12 Periods]

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

Textbook:

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

Reference:

1. Strategic Management and Business Policy: Globalization, Innovation and Sustainability by [Thomas L. Wheelen](#), [J. David Hunger](#), [Alan N. Hoffman](#).
2. Strategic Management: Formulation, Implementation, and Control by John A Pearce and Richard Braden Robinson

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2	3	3	3		3	✓		✓	
CO2	3	3	2		3	3	3	2	3		✓		
CO3	3	3	3	3	3		3		3			✓	
CO4	3	3	3	3	2	3	3	2	3	✓	✓		✓
CO5	3	3	3	2	3	3	3		3		✓		✓
CO5	3	3	3	2	3	2	3		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 Bio-Diversity – Threats to Biodiversity – Loss of Habitat – Poaching – Man-wildlife Conflicts – Endangered Species of India – Endemic Species of India – Conservation of Biodiversity.						
Unit –IV						[12 Periods]
Environmental Pollution – Air pollution – Noise Pollution – Water Pollution – Thermal Pollution– Marine Pollution – Soil Pollution – Nuclear Hazards – Solid Waste Management – Role of an Individual in Prevention of Pollution – disaster Management.						
Unit –V						[12 Periods]
Social Issues and the Environment – From unsustainable to sustainable development – Urban problems related to energy – Water Conservation – Rainwater Harvesting – Watershed Management – Resettlement and Rehabilitation Issues – Environmental Ethics – Climate change – Global Warming – Acid Rain – Ozone Layer Depletion – Environmental Legislation.						
Text Book: 1.Perspectives in Environmental Studies – Aubha Kaushik, C. P. Kaushik, New Age International Publishers, Second Edition,2004.						
Reference 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 Blackswan2008						
Reference books: International Solidarity Network “Knowing Our Rights” An imprint of Kali for Women2006 P.D. Kaushik “Women Rights” Book well Publication2007						

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.RajendraPrasath - 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 - RajiyaSabha - LokSabha - Functions and Powers						
Unit IV						
Union Judiciary - Supreme Court - Functions - Rule of law						
Unit V						
State - Executive - Legislature – Judiciary						
Text Book: Agharwal.R.C. - National Moment and Constitutional Development – New Delhi,1977						
Reference books Chapra B.R., Constitution of India, New Delhi,1970 Rao B.V., Modern Indian Constitution, Hyderabad, 1975. NaniPalkhivala - Constitution of India, New Delhi,1970 Krishna Iyer, V.R., Law and Justice, New Delhi,2009						

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Human Rights	2	1	1	0	Theory
Unit – I:						
Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.						
Unit – II						
Value Education towards National and Global Development - National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.						
Unit – III						
Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.						
Unit – IV						
Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice –Dragged into the Net – Help thy Neighbor – You snooze, You Lose - Crime & Punishment –Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage –Compulsory Registration of Marriages – Relief through Family Court – Writing a Will.						
Unit – V						
Protection of Women under Civil Law – Protection of Women under Criminal law –Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection –Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E-Commerce.						
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 Human Rights Education for Beginners - 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 –Kapalpathi Maharasanas 1-2 - Massages - Acu-puncture –Relaxation 1.4. Yogasanas - Padmasana- Vajrasanas - Chakrasanas . (Side)- Viruchasanas- Yoga muthra- Patchimothasanas – Ustrasanas - Vakkarasanas -Salabasanas						
Unit II						
Art of Nurturing the life force and Mind Maintaining the youthfulness - Postponing the ageingprocess Sex and Spirituality - Significance of sexual vital fluid - Married life -Chastity Ten stages ofMind 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						

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

2. Critical Reading

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.**

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

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.						

VALUE ADDED COURSE



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.

Unit I

Unit I

Unit I

Unit I