<div align="center">**VISION , MISSION AND QUALITY POLICY OF THE COLLEGE**</div>

VISION

Kovai Kalaimagal College of Arts & Science shall inspire and guide students to acquire knowledge, develop skill and a positive attitude that will enhance their personlity, providing self confidence to face the competitive world.

MISSION

1. To Strive for excellence in academics.
2. To inculcate a positive attitude and to develop skill in students ,to meet the challenges of the competitive world.
3. To develop self -confidence through adequate interaction and relevant exposure.
4. To Promote ethical and social values in the students.
5. To identify and encourage talents in academics and sports by rewarding them with scholarships.

QUALITY POLICY

" KKCAS shall provide value -based education to its students for continual improvement in their academic performance,enhancing their competency for higher education and employment".

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

VISION

To be a vibrant centre for achieving excellence in education and research in the field of Commerce and Computer Applications through provision of adequate knowledge, developing technical skills and inculcate values to make the students responsible to the society and environment.

MISSION

1. To enable the students to play a vital role in the fields of commerce by continuously updating their knowledge

2. To make the students to meet the competitive challenges in Banking and Finance Sector.

3. To provide practical exposure in computer applications which would enable the students to be successful in Business Process Services for the public and private sector industries.

4. To promote leadership qualities and to develop entrepreneurial skills among the students.

5. To inculcate moral values and social values in the minds of the students in order to extend the services of the department for the betterment of the society.

OBJECTIVES OF THE DEPARTMENT

1. To cater to the manpower needs of companies in Accounting, Taxation, Auditing and Financial Analysis.

2. To develop business analysts for companies, capital markets and commodity markets.

3. To motivate the students to become entrepreneurs.

4. To build competencies for research activities.

5. To equip the students with professional skills and inter-personal skills.

GRADUATE ATTRIBUTES OF THE COLLEGE

- ✓ Communication skills
- ✓ In-depth domain knowledge
- ✓ Technical skills
- ✓ Knowledge Inter-disciplinary in nature
- ✓ Positive attitude
- ✓ Critical thinking and problem solving skills
- ✓ Dynamism and team building skills
- ✓ Professional ethics and social values
- ✓ Self-awareness and emotional intelligence
- ✓ Entrepreneurship qualities
- ✓ Responsibility towards society and environment
- ✓ Thirst for knowledge through life long learning

PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES

PROGRAMME EDUCATIONAL OBJECTIVES

The Graduates of Commerce with computer application would be

- Occuping a decent position in Banking, Finance and Outsourcing industries.
- Become successful entrepreneurs.
- Contribute to the community development and environmental protection.

PROGRAMME OUTCOMES

After completion of three years of study, our B.Com CA Graduates will be able to :

- ✓ exhibit proficiency in oral and written communication.
- ✓ prove their knowledge of accounting, business, taxation and financial management.
- ✓ exhibit their Technical Skills (such as Word processing,Spread sheet,Visualbasic,gambas 3,Accounting Package) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
- ✓ work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
- ✓ prepare to take up any challenging task.
- ✓ apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
- ✓ work individually or as a team with responsibility to Function effectively in a multidisciplinary atmosphere
- ✓ carry out the task assigned by the industries with professional ethics and at the same time with the concern for well being of the society.
- ✓ be aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
- ✓ undertake entrepreneurship as a desirable and feasible career option.
- ✓ extend the services of the department for the betterment of the society and environmental protection.
- ✓ learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES

PO No.	Graduate Attribute	Programme Outcome
1	Communication skills	Exhibit proficiency in oral and written communication.
2	In-depth domain knowledge	Prove the knowledge of accounting, business, taxation and financial management.
3	Technical skills	Exhibit the TechnicalSkills(such as Word processing,Spread sheet,Visualbasic,gambas 3,Tally) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
4	Knowledge Inter-disciplinary in nature	Work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
5	Positive attitude	Prepared to take up any challenging task.
6	Critical thinking and problem solving skills	Apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
7	Dynamism and team building skills	Work individually or as a team with responsibility to Function in a multidisciplinary atmosphere.
8	Professional ethics and social values	Carrying out the task assigned by the industries with professional ethics and at the same time with the concern for well being of the society.
9	Self-awareness and emotional intelligence	Aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
10	Entrepreneurship qualities	Undertake entrepreneurship as a desirable and feasible career option.
11	Responsibility towards society and environment	Extend the services of the department for the betterment of the society and environmental protection.
12	Thirst for knowledge through lifelong learning	Learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous Institute Affiliated to Bharathiar University)

Re-Accredited with "A" grade by NAAC

Regulations for Post Graduate Programmes

(Under Choice Based Credit System)

(Effective from 2019 – 2020)

1. REGULATIONS

This regulation is effective from the academic year 2019 -2020.

1. 1 Eligibility for Admission

S.No.	Course	Eligibility Condition
1.	M.Com(CA)	Different branches of B.Com, BBM, BCS, BBA(CA) and B.Sc (other than pure science)

1.2 Duration and Course of study

Two Academic years with four semesters, the duration of the first and third from June to November and the second and fourth semesters from December to April. The duration of each semester is 90 working days with 5 hours a day.

1.3 The Medium of Instruction and Examinations

The medium of instruction and examinations shall be English.

1.4 Requirements for Attendance

1.   A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.

2.   A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he will be permitted to take up the examination.

3.   A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However he/she will be permitted to appear for the examination in the papers in which he/she has arrears. He/she will have to compensate the

shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.

4. A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he will be permitted to take up the examination.

5. A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However he/she will be permitted to appear for the examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.

6. A candidate who has secured less than 55% of attendance in any semester will not be permitted to take the regular examinations and to continue the study in the subsequent semester. He/she has to re-do the course by rejoining in the semester in which the attendance is less than 55%.

7. A candidate who has secured less than 65% of attendance in the final semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after rejoining the course.

1.5   Restriction to take the Examinations

- Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.

- Candidates who fail in any of the papers shall pass the paper(s) concerned   within five years from the date of admission to the said course. If they fail to do so, they shall take

the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

In the event of removal of that paper consequent to the change of regulations and / or curriculum after a five year period, the candidates shall have to take up on equivalent paper in the revised syllabus as suggested by the chairman and fulfil the requirements as per regulations/curriculum for the award of the degree.

1.6 The Evaluation System

The major objective of the institution's evaluation system is to motivate all students to excel in their performance. The students' performance is continually assessed through Continuous Internal Assessment (CIA) and End Assessment Examinations(EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60.

1.6.1 Break Up of Continuous Internal Assessment (CIA) Marks

For PG Courses – Theory

Content	Marks Awarded
Continuous Internal Assessment Test - I	05
Continuous Internal Assessment Test - II	05
Model Examination	10
Assignment (1 Number) & Seminar (1 Number)	05
Total	**25**

For PG Courses - Practical

Content	Marks Awarded
Minimum ten Experiments / Practical Paper / Semester	20
Continuous Internal Assessment Test	05
Model Examination	10
Record Note Book	05
Total	**40**

For PG Courses - Project Viva Voce

Content	Marks Awarded
Review & Content Presentation (3 Reviews) 3*40	120
Dissertation	40
Total	**160**

1.6.2 End Assessment Examination (EAE)

    a) Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.

    b) End Assessment Examination for the odd semester will generally be held during November and even semester during April.

    c) The question papers for all the courses will be set by the external examiners.

    d) The exam will be conducted for a maximum of 75 marks for three hours. The passing minimum is 50% (38 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 50%.

    e) Question Paper Pattern: **(Major & Elective)**

Part A	20 Marks	10 Questions - 2 Mark each- Descriptive Type
Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	30 Marks	3 Questions out of five questions – 10 marks each.
Total	**75 Marks**	

    f) Extra Credit Course will be valued for a total of 100 marks.The pattern of the Question paper will be as follows:

Question paper pattern: (**Extra Credit Courses)**

Part A	40 Marks	5 Questions- 8 Marks each – either or type.
Part B	60 Marks	5 Questions- 12 Marks each – either or type.
Total	**100 Marks**	

    g) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 50% marks and above.

    h) The students will be allowed to opt for only two papers per semester under the extra credit courses from third semester onwards.

    i) The extra credit courses are self learning courses for which only guidance will be provided

by the faculty.

j) Online Course :

Students have to register online courses like NPTEL /SWAYAM/MOOC / COURSERA /EDX etc and can appear for the exam in same web portal or through End Assessment Examinations in our College.

k) Internship

The students have the option to select any organisation – Government / Private like industry, bank, Research & Development organisations, Scientific Companies, IT related service providers etc.,in consultation with the staff Co-ordinator & Head of the Department.The students are to undergo training for a period of two weeks.The students must maintain a work diary and prepare a report of the training undergone and submit the same to the HoD on a stipulated date, there will be a viva voce with internal examiners at the end of the semester II.

Evaluation:

Content	Marks Awarded
Attendance	10
Work diary	15
Report	50
Viva Voce	25
TOTAL	**100**

This course carries 3 credit.

l) Career Development Course

Resolved that a course entitled Career Development Course be included in all the semester with credits 2 and that there will be only continous Internal assessment marks.

m) There will be two independent valuations for all theory PG courses with first valuation by the course faculty and the second valuation by external examiner. The average marks of first and second valuation will be taken as the final marks. If there is a difference of 15% or more between the first and second valuations, then paper will be referred for third valuation and the average of the marks which are closer among the three valuations will taken as the final marks.

n) Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any

semester subject to maximum of three papers can appear for the supplementary exam conducted after the final semester.

o) A candidate may request for re-totalling of his/her answer script by applying application addressing to the Controller of Examination through the Principal, paying prescribed fees. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of theory/ practical papers.

p) Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

1.6.3 Break Up of End Assessment Examination (EAE) Marks

PG Courses – Practical

Content	Marks Awarded
Program - 1	20
Program - 2	20
Viva voce	10
Record Note Book	10
Total	**60**

PG Courses - Project Viva Voce

Content	Marks Awarded
Dissertation	10
Power Point Presentation	10
Viva Voce	20
Total	**40**

1.7 Grading

The following table gives the marks grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	RA	Re – Appear
ABSENT	0.0	AB	Absent

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n = refers to the semester in which such course were credited

For a Semester:

GRADE POINT AVERAGE [GPA] = $\sum_i C_i G_i / \sum_i C_i$

$$GPA = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the Entire Programme:

CUMULATIVE GRADE POINT AVERAGE [CGPA] = $\sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni}$

$$CGPA = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

Classification of Successful Candidates

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows for each part:

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re - Appearance

* The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major and Elective Course alone) are eligible.

1.8 Course Completion

Students shall complete the programme within a period not exceeding two years for PG courses from the date of admission.

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE
M.Com. (Computer Applications) 2019-2021

Part	Course Code	Study Components	Ins. hours per week	CIA	Exam	Total	Credits
SEMESTER – I							
I	19P1CCCT01	**Core 1 :** Marketing Management	6	25	75	100	4
	19P1CCCT02	**Core 2 :** Economics for Decision Making	5	25	75	100	4
	19P1CCCT03	**Core 3 :** Database Management System	5	25	75	100	3
	19P1CCCT04	**Core 4:** Cost Accounting	6	25	75	100	4
	19P1CCCP05	**Core 5:** Oracle - Practical	4	40	60	100	2
II	19P1CDCT01	**Career Development Course 1:** Teaching & Research Aptitude-I	2	50	-	50	2
	-	Library	2	-	-	-	-
**Total Credits**			30	190	360	550	19
SEMESTER – II							
	19P2CCCT06	**Core 6 :** Human Resource Management	4	25	75	100	3
	19P2CCCT07	**Core 7 :** Management Accounting	5	25	75	100	4
	19P2CCCT08	**Core 8 :** Higher Corporate Accounting	5	25	75	100	4
	19P2CCCT09	**Core 9 :** Object Oriented Programming with C++	4	25	75	100	3
I	19P2CCCT10	**Core 10:** Financial Markets & Institutions	4	25	75	100	3
	19P2CCCP11	**Core 11:** C++ & Tally - Practical	4	40	60	100	2
II	19P2CDCT02	**Career Development Course 2 :** Teaching & Research Aptitude-II	2	50	-	50	2
	-	Library work	2	-	-	-	-
	-	Internship Training (15 Days)	-	-	-	-	3
**Total Credits**			30	215	435	650	24
SEMESTER – III							
	19P3CCCT12	**Core 12 :** Business Research Methods	6	25	75	100	5
	19P3CCCT13	**Core 13 :** Visual Basic	5	25	75	100	4
	19P3CCCT14	**Core 14 :** Financial Management	6	25	75	100	5

I	19P3CCCP15	**Core 15:** Visual Basic & VB Script - Practical	4	40	60	100	3
	19P3CCET1A 19P3CCET1B 19P3CCET1C	**Elective 1:** Indian Stock Exchanges International Business Organizational Behavior	5	25	75	100	4
II	19P3CDCT03	**Career Development Course 3 :** Commerce Paper-I	2	50	-	50	2
	-	Library work	2	-	-	-	-
	-	Online Courses	-	-	-	-	1
		Total Credits	**30**	**190**	**360**	**550**	**24**
		SEMESTER – IV					
	19P4CCCT16	**Core 16 :** Business Environment	5	25	75	100	4
	19P4CCCT17	**Core 17 :** Direct Taxes	5	25	75	100	4
I	19P4CCCT18	**Core 18 :** Java Programming and HTML	4	25	75	100	3
	19P4CCCV19	**Core 19:** Project Work & Viva Voce	8	160	40	200	6
	19P4CCET2A 19P4CCET2B 19P4CCET2C	**Elective 2:** Auditing Banking and Insurance E-Commerce and Information Technology	4	25	75	100	4
II	19P4CDCT04	**Career Development Course 4 :** Paper -II- Commerce Papers	2	50	-	50	2
	-	Library work	2	-	-	-	-
		Total Credits	**30**	**310**	**340**	**650**	**23**
		Total	**120**	**905**	**1495**	**2400**	**90**

EXTRA CREDIT COURSES		
Course Code	**Subjects**	**Credits**
2019ECC001	சுற்றுலா வளர்ச்சி	2
2019ECC002	இதழியல் கலை	2
2019ECC003	நாட்டுப்புறவியல்	2
2019ECC004	கணிப்பொறியில் தமிழ்	2
2019ECC005	தமிழக வரலாறும் மக்கள் பண்பாடும்	2
2019ECC006	தமிழ் இலக்கிய வரலாறு	2

2019ECC007	New Media	2
2019ECC008	Proof reading And Copyediting	2
2019ECC009	Personality Development	2
2019ECC010	Technical Writing	2
2019ECC011	An Introduction To Psychology	2
2019ECC012	Astronomy	2
2019ECC013	Fuzzy Mathematics	2
2019ECC014	Operation Research	2
2019ECC015	Mathematics For Professional Courses	2
2019ECC016	Multimedia And Its Applications	2
2019ECC017	Management Information System	2
2019ECC018	Theory Of Computation	2
2019ECC019	Oops With Java Programming	2
2019ECC020	Programming in C	2
2019ECC021	Internet of Things	2
2019ECC022	Web Technology And Its Applications	2
2019ECC023	Network Security	2
2019ECC024	Mobile And Wireless Technology	2
2019ECC025	Cloud Computing	2
2019ECC026	Cross Culture Management	2
2019ECC027	Indian Economy And Trade Dependencies	2
2019ECC028	Export Marketing	2
2019ECC029	International Trade & Forex	2
2019ECC030	Brand Management	2
2019ECC031	K,kbStress Management	2
2019ECC032	Risk And Insurance In International Trade	2
2019ECC033	Retail Marketing	2
2019ECC034	Export And Import Procedures	2
2019ECC035	Logistics And Supplychain Management	2
2019ECC036	Quality Management	2
2019ECC037	Management of Small And New Enterprises	2

2019ECC038	Tourism Management	2
2019ECC039	Event Management	2
2019ECC040	Hospitality Management	2
2019ECC041	Consumer Behaviour	2
2019ECC042	Human Resource Management	2
2019ECC043	Principles And Practice Of Marketing Services	2
2019ECC044	Consumer Marketing	2
2019ECC045	Marketing of Health Services	2
2019ECC046	International Banking	2
2019ECC047	E-Commerce	2
2019ECC048	International Accounting	2
2019ECC049	Corporate Social Responsibility And Governance	2
2019ECC050	Enterprise Resource Planning	2

Curriculum Structure

S.No.	Courses	No. of Papers	Credits
1	Core Courses	19	70
2	Electives	2	8
3	Career Develpoment Course	4	8
4	Internship Training	-	3
5	Online Courses	1	1
		Total	**90**

SEMESTER – I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	**19P1CCCT01**	**Core 1 : Marketing Management**	**Batch**	**2019-2021**
			Semester	**I**
Hrs/Week	**6 Hrs**		**Credits**	**4**

COURSE OBJECTIVES

- To make the students understand about the marketing organisation structure and marketing Reasearch and Information System.
- To know clearly about the Product Development and Life Cycle.
- To Familiarize the Concepts of Channels of Distribution.
- To enlighten the students on Sales Promotion and Qualities of good salesman.
- To provide knowledge on advertisement and its impact on business.

COURSE OUTCOMES(COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement
CO1	Give in detail about modern marketing concepts.
CO2	Explain the product and pricing strategies.
CO3	Express their views while selecting distribution channels.
CO4	Elaborate the values of salesmanship and personal selling.
CO5	Analyse the advertisement tools, copies and advertising agencies .

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	✓	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	-
CO3	-	✓	-	-	-	-	-	-	-	-	-	-
CO4	-	✓	-	-	-	-	-	-	-	-	-	-
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	CONTENT
Unit-I	**(15 Hours)** Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management – Functions of Marketing Management – Principles of Marketing Management - Marketing Organisation Structure-Marketing Research and Information System.
Unit-II	**(16 Hours)** Product Development – New Product Planning and Development – Steps in New Product Development – Management of Product Life Cycle – Product Line and Product Mix Strategies – Pricing – Objectives of Pricing Decisions – Factors influencing Pricing Decisions – Process of Price determination – Kinds of Pricing.
Unit-III	**(14 Hours)** Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel - middlemen in distribution-Kinds –Functions - Elimination of Middlemen - Arguments in favour of and against.
Unit-IV	**(15 Hours)** Sales promotion - meaning and definition - objectives and importance of sales promotion - Causes for sales promotion activities - types of sales promotion programmes -salesmanship and personal selling-steps in selling - essentials of salesmanship - importance of salesmanship - qualities of a good salesman.
Unit-V	**(15 Hours)** Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising – Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of an Advertising copy - Objections against Advertisement copy - Media of Advertisement - Factors governing the selection of the Media-Advertising Agencies - Meaning and Definition - Benefits or Services of an Advertising Agency.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	S.A Sherlekar	Marketing Management	Himalaya Publishing house	Reprint 2007.
2	Philip Kotler	Marketing Management	Prentice Hall of India Private Limited, New Delhi	14th Edition, Reprint 2013.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	R.S.N Pillai and Bagavathi	Modern Marketing Principles and Practices	S.Chand and Company Limited	Reprint 2012.
2	Dr.C.B.Gupta and Dr.N.Rajan Nair	Marketing Management	Sultan chand and Sons, NewDelhi	2007.

WEBSITE REFERENCE

1. http://www.businessdictionary.com/definition/marketing-management.html
2. https://learn.org/articles/What_is_Marketing_Management.html

 Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P1CCCT02	Core 2 : Economics for Decision Making	Batch	2019-2021
			Semester	I
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES
- To enable the students to understand about various managerial economic concepts.
- To acquire a knowledge in the Concept of Demand Analysis.
- To make the students to understand the Cost and Production Concepts.
- To familiarise the students with the Price Determination under perfect and Imperfect Competitions.
- To impart knowledge on public finance and Industrial Sickness.

COURSE OUTCOMES(COs)

On successful completion of the course, the student will be able to

CO Number	CO Statement
CO1	Explain the basic concepts of economics.
CO2	Have thorough knowledge on the economic behavior of the society.
CO3	Apply the knowledge of cost and output relationship in BEP Analysis.
CO4	Describes about the Prodcution anlaysis.
CO5	Overview on Pricing Methods.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	✓	-	-	-	-	-	-	-	-
CO2	-	✓	-	✓	-	-	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO4	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO5	-	✓	✓	✓	-	-	-	-	-	-	-	-

SYLLABUS

	CONTENT
Unit-I	**(12 Hours)** Nature and Scope of Managerial Economics-Managerial economics and other subjects-Uses of managerial economics, Responsibilities of managerial economist, Goals of corporate enterprises.
Unit-II	**(12 Hours)** Meaning of demand-Demand determinants-Demand distinctions-Factors influencing in demand forecasting-Methods of demand forecasting-Elasticity of demand-Factors influencing the demand elasticity-Supply-Law of Supply-Determinants of supply-Kinds of supply elasticity.
Unit-III	**(12 Hours)** Cost concepts-Classification and Determinants, Cost-Output Relationship, Cost Functions, Cost control and Cost reduction, Economies and Diseconomies of scale.
Unit-IV	**(12 Hours)** Production analysis-Factors of production-Theory of production, Law of Diminishing Returns-Assumption-Causes for diminishing return-Causes of increasing returns-Significance of law of diminishing, Production functions-Break even analysis.
Unit-V	**(12 Hours)** Pricing under perfect competition -Features and Conditions of perfect competition-competition Law-Price determination under perfect competition-Pricing methods-Price forecasting-Pricing policies-Monopoly and Price Discrimination. National Income, Monetary and Fiscal policy-Need for Capital Budgeting, Regulations of Government towards Capital Structure

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	R.L Varshney and K.L.Maheswari	Managerial Economics	Sultan chand and sons	13th Edition,1994.
2	D.Gopala krishnan	Managerial Economics	Himalaya publications	Reprint 2009.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Sankaran	Managerial Economics	Margham Publications	5th edition,2012.
2	Mehta.P.L	ManagerialEconomics Analysis problems and cases	Sulktan chand and sons publications	16th Edition 2010.

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

WEBSITE REFERENCE

www.tutorialspoint.com/managerialeconomics

SEMESTER – I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P1CCCT03	Core 3 : Database Management System	Batch	2019-2021
			Semester	I
Hrs/Week	5Hrs		Credits	3

COURSE OBJECTIVES:
- To make the students to understand the architectural concepts.
- To enable the students to know about Relational Approach, Algebra and Calculus.
- To provide adequate knowledge on sturctural embedded SQL.
- To impart knowledge on networking and data base operations.
- To promote knowledge on Relational network approaches.

COURSE OUTCOMES(COs):

On successful completion of the course, students will be able to:

CO Number	CO Statement
CO1	Describe data models and schemes in DBMS.
CO2	Explain the features of database and Relational database.
CO3	Apply SQL- the standard language of relational databases.
CO4	Elucidate the functional dependencies and design of the database.
CO5	List out the concepts of Transaction and Query processing.

MAPPING WITH PROGRAMME OUTCOMES

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	-
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	✓	-	-	-	-	-	✓
CO5	-	✓	✓	-	-	✓	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	**(12 Hours)** Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach.
Unit-II	**(12 Hours)** Relational Approach: Relational Data Structure: relation, Domain, attributes, keys. Relational Algebra: Introduction, Traditional set operation. Attribute names for derived relations, special relational operations-Relational Calculus:Introduction -Tuple-Oriented Relational Calculus-Domain-Oriented Relational Calculus.
Unit-III	**(12 Hours)** Embedded SQL: Introduction – Operations not involving cursors involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built in functions, update operations, QBE Dictionary. Hierarchical Approach: The Architecture of an IMS System-Background of IMS-IMS Data Structure: Physical database, Database description, Hierarchical sequence.
Unit-IV	**(12 Hours)** Network Approach: Architecture of DBTG system. DBTG Data structure: The Set construct, Singular sets, Sample schema, the external level of DBTG- DBTG Data manipulation.
Unit-V	**(12 Hours)** The Three Approaches Revisited: The Unified Database Language-Introduction-The Approach to Commonality-Declarative Language-Manipulative Language-The Comparison of The Relational to Network Approaches-The Conceptual Level-Criteria for Conceptual Schema-The Relational Approach-The Network Approach.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	C.J.Date	An Introduction to Database Management System	Narosa Publication	3rd Edition,1998.
2	Gerald V post	DBMS	Tata Mc Graw -Hill publications	1st Edition 2005

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	S.P.S Saini	Database Management system	Vayu Education of India	1st Edition 2008
2	Jain V.K.Er	Database Management system	Dream Tech publication	. 1st Edition 2005

WEBSITE REFERENCE

1. https://www.webopedia.com/TERM/D/database_management_system_DBMS.html
2. https://www.sap.com/india/products/technology-platforms/database-management-system.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	**19P1CCCT04**	Core 4 : Cost Accounting	**Batch**	**2019-2021**
			Semester	**I**
Hrs/Week	**6 Hrs**		**Credits**	**4**

COURSE OBJECTIVES
- To enlighten the students on various Cost concepts.
- To make the students to calculate the stock level and Pricing of Material issues.
- To enable the students to compute the labour turnover and know about distribution summary.
- To enable the students to understand the methods of wage payment.
- To provide adequate knowledge on Job and Contract Costing.

COURSE OUTCOMES(COs)

On successful completion of the course, the student will be able to

CO Number	Course Outcome
CO1	Prepare the cost sheet, Tender and Quotation
CO2	Calculate the Stock Levels and Pricing of Material Issues.
CO3	Calculation of labour turnover and Overhead distribution summary.
CO4	Computation of Overheads and Reconciliation of cost and financial accounts.
CO5	Prepare the Job Costing ,Contract Costing and Process Costing

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO2	-	✓	✓	✓	-	✓	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	✓	-	-	-	✓	-	✓
CO4	-	✓	✓	✓	-	✓	-	-	-	-	-	✓
CO5	-	✓	✓	✓	-	✓	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(15 Hours)** Cost Accounting – Meaning and Definition – Importance –Cost concept – Differences between Financial Accounting and Cost Accounting – Installation of an Ideal Costing System – Elements of cost – Classification of cost - Preparation of Cost Sheet including Tender.
Unit-II	**(15 Hours)** Material cost control – Fixation of various stock levels – Economic Order Quantity – Purchase procedure – Issue of materials – Pricing of material issues – Inventory control and verification.
Unit-III	**(15 Hours)** Labour cost control – Time keeping – Wage payment and Incentive schemes – Idle Time and Overtime – Labour turnover.
Unit-IV	**(15 Hours)** Overheads – Meaning, Classification according to functions and variability – Apportionment and Reapportionment of Overheads – Absorption of Overheads – Machine hour rate – Reconciliation of cost and financial Profits.
Unit-V	**(15 Hours)** Job Costing – Contract Costing – Process Costing – Losses and Gains – Inter Process Transfer Pricing.

Note: Distribution of marks for theory and problems shall be 20% and 80% respectively.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	T.S.Reddy	Cost Accounting	Margham publications	4th Edition, 2004
2	Jain and Narang	Cost and Management Accounting	Kalyani publishers	1st Edition,2005

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	I.M.Pandy	Essentials of Management Accounting	Vikas publishing house	1st Edition,2005
2	S.N.Maheswari	Cost and Management Accounting	Sulthan chand and sons	1st Edition, 2000.

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

Website Reference : https://www.geektonight.com/cost-accounting-notes-pdf

SEMESTER – I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P1CCCP05	Core 5: Oracle - Practical	Batch	2019-2021
			Semester	I
Hrs/Week	4Hrs		Credits	2

COURSE OUTCOMES

On successful completion of the course, students will be able to:

CO Number	CO Statement
CO1	Elaborate about a good formal foundation on the relational model of data.
CO2	Formulate queries using SQL commands.
CO3	Design and implement a database scheme for given problem.
CO4	Formulate solutions to a broad range of query and data update problems.
CO5	Design different views of tables and apply embedded and nested queries.

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO2	-	-	✓	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO4	-	-	✓	-	-	✓	-	-	-	-	-	-
CO5	-	-	✓	-	-	✓	-	-	-	✓	-	-

SYLLABUS

1.	Create the following table (PK - Primary Key, FK – Foreign Key) cat_head, route_head, place_head, route_detail, ticket_detail, ticket_head with the mapping given below: cat_head route_head (cat_code PK) (cat_code FK)　　　　route_head route_detail (route_id PK) (route_id FK)　　　ticket_head ticket_detail (tick_no PK) (tick_no FK)　　　　place_head route_detail (place_id PK) (place_id FK) (i) Alter the table ticket header to add a check constraint on ticket_no to accept values between 1 and 500 (ii) Alter table route header to add a column with data type as long.
2.	(a) Insert values to above tables (b) Display only those routes that originate in madras and terminate at cochin (c) Display only distinct category code from the table route_header in descending manner. Update the table route_header to set the distance between madras and Coimbatore as 500
3.	**A.** Select rows from ticket_details such that ticket number greater than any ticket_number in Ticket_header. **B.** Select rows from route_header such that the route_id are greater than all route_id in route_detail where place id is "100". **C.** Create view tick from ticket_header with Ticket_no, Origin, Destination, route_id
4.	Generate a report from the table ticket_detail for the particular ticket_no
5.	**A.** Write a PL/SQL block to update the bus_station to be "ERODE" where place_id is '01' or '05' [place_header] **B.** Write a PL/SQL block to satisfy the following condition by accepting the route_id as user input. If the distance is less than 500 than update the fare to be 200 **C.** Write a Database trigter before insert for each row on the table route_detail not allowing transaction on Saturday / Sunday Write a Database trigger before delete for each row not allowing deletion and give the appropriate message on the table route_details
6.	Develop a Simple Project for Student Database Management System using VB as front end and ORACLE as back end
7.	Create a table - use name **Software** with the fields and insert the values:

Field name	Field type	Field size
Programmer name	character	15
Title	character	20
Language used	character	15
Software cost	number	10 with 2 decimal places
Development cost	number	10
Software sold	number	3

	Queries: a) Display the details of software developed by "PRAKASH". b) Display the details of the packages whose software cost exceeds "2000". c) Display the details of the software that are developed in "C++". d) What is the price of costliest software developed in "C". e) Display the details of the programmer whose language used is same as "Suresh".
8.	Create a table **Company** with the following fields and inserts the values: **Field name Field type Field size** Company name character 15 Proprietor character 15 Address character 25 Supplier name character 15 No of employees number 4 GP percent number 6 with 2 decimal places **Queries:** a) Display all the records of the company which are in the ascending order of GP percent b) Display the name of the company whose supplier name is "Telco". c) Display the details of the company whose GP percent is greater than 20 and order by GP percent d) Display the detail of the company having the employee ranging from 300 to1000 e) Display the name of the company whose supplier is same as like Tata's.
9.	Create a table named **Employee** with the following fields and insert the values: **Field name Field type Field size** Employee Name character 15 Employee Code number 6 Address character 25 Designation character 15 Grade character 1 Date of Joining Date Salary number 10 with 2 decimal places **Queries:** a) Display name of the employees whose salary is greater than "10,000". b) Display the details of employees in ascending order according to Employee Code c) Display the total salary of the employees whose grade is "A". d) Display the details of the employee earning the highest salary. e) Display the names of the employees who earn more than "Ravi"
10.	Create a table named **Student** with the following fields and insert the values: **Field name Field type Field size** Student Name character 15 Gender character 6 Roll No. character 10

	Department Name	character	15
	Address	character	25
	Percentage	number	4 with 2 decimal places

Queries:

a) Calculate the average percentage of the students.

b) Display the names of the students whose percentage is greater than 80

c) Display the details of the student who got the highest percentage.

d) Display the details of the students whose percentage is between 50 and 70.

e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA01

11.

Create the table PRODUCT with the following fields and insert the values:

Field name	Field type	Field size
Product no	number	6
Product name	character	15
Unit of measure	character	15
Quantity	number	6with 2 decimal places
Total amount	number	8 with 2 decimal places

Queries:

a) Using update statements calculate the total amount and then select the record.

b) Select the records whose unit of measure is "Kg"

c) Select the records whose quantity is greater than 10 and less than or equal to 20

d) Calculate the entire total amount by using sum operation

e) Calculate the number of records whose unit price is greater than 50 with count operation

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12.

Create the table PAYROLL with the following fields and insert the values:

Field name	Field type	Field size
Employee no	number	8
Employee name	character	8
Department	character	10
Basic pay	number	8 with 2 decimal places
HRA	number	6 with 2 decimal places
DA	number	6 with 2 decimal places
PF	number	6 with 2 decimal places
Net pay	number	8 with 2 decimal places

Queries;a) Update the records to calculate the net pay.

b) Arrange the records of employees in ascending order of their net pay

c) Display the details of the employees whose department is: sales"

d) Select the details of employees whose HRA>=1000 and DA<=900

e) Select the records in descending order

Website Reference:

https://www.tutorialspoint.com/oracle_terminal_online.php ,https://www.thecrazyprogrammer.com

SEMESTER I

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	**19P1CDCT01**	**Career Development Course 1: Teaching & Research Aptitude-I**	**Batch**	**2019-2021**
			Semester	**I**
Hrs/week	**2 Hours**		**Credits**	**2**

COURSE OBJECTIVES

To enable the Students to clear the Qualified Examinations like NET/ SET

COURSE OUTCOMES

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Explain about Teaching Aptitude , Teaching Support System and Evaluation Systems.
CO2	Describes about Research Methods , Types, Thesis Writing and Research ethics.
CO3	Explain about the Information and Communication Technology.
CO4	Describes about Environmental Protection Act.
CO5	Explain about Higher Education System.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	✓
CO2	-	-	-	-	-	-	-	-	-	-	-	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	-	-	-	-	-	-	-	-	-	-	✓
CO5	-	-	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	**Teaching Aptitude** **(5 Hours)** ◆ Teaching:Concept,Objectives,Levels of teaching(Memory,Understanding and Reflective), Characteristics and basic requirements. ◆ Learner's characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences. ◆ Factors affecting teaching related to: Teacher, Learner, Support material, Instructional facilities, Learning environment and Institution. ◆ Methods of teaching in Institutions of higher learning: Teacher centred vs.Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOCs etc.). ◆ Teaching Support System: Traditional, Modern and ICT based. ◆ Evaluation Systems: Elements and Types of evaluation, Evaluation in Choice Based Credit System in Higher education, Computer based testing, Innovations in evaluation systems.
Unit-I	**Research Aptitude** **(5 Hours)** ◆ Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research. ◆ Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods. ◆ Steps of Research. ◆ Thesis and Article writing: Format and styles of referencing. ◆ Application of ICT in research. ◆ Research ethics.
Unit-II	**Information and Communication Technology (ICT)** **(5 Hours)** ◆ ICT: General abbreviations and terminology. ◆ Basics of Internet, Intranet, E-mail, Audio and Video-conferencing. ◆ Digital initiatives in higher education. ◆ ICT and Governance.
Unit-IV	**People, Development and Environment** **(5 Hours)** ◆ Development and environment: Millennium development and Sustainable development goals. ◆ Human and environment interaction: Anthropogenic activities and their impacts on environment. ◆ Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions. ◆ Impacts of pollutants on human health. ◆ Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal,

	Biomass, Nuclear and Forests. ◆ Natural hazards and disasters: Mitigation strategies. ◆ Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts -Montreal Protocol, Rio Summit, Convention on Biodiversity, Kyoto Protocol, Paris Agreement, International Solar Alliance.
Unit-V	**Higher Education System** **(5 Hours)** ◆ Institutions of higher learning and education in ancient India. ◆ Evolution of higher learning and research in Post Independence India. ◆ Oriental, Conventional and Non-conventional learning programmes in India. ◆ Professional, Technical and Skill Based education. ◆ Value education and environmental education. ◆ Policies, Governance, and Administration.

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Sajit Kumar Gagan .M	UGC NET/ SET	Trueman's Publisher	2019

Website Reference: :

https://ugcnetpaper1.com/study-material-research-aptitude/

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CCCT06	Core 6 : Human Resource Management	Batch	2019-2021
			Semester	II
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES

- To understand about job and role analysis, techniques and sources of recruitment and recruitment practices in India.

- To learn about Job evaluation, career development and perforamance appraisal.

- To know about the employees remuneration, incentive and benefits.

- To know about employee welfare , Motivation and Social Security.

- To impart knowledge on Labour Relation and Bargaining.

COURSE OUTCOMES(COs)

On successful completion of the course, students will be able to:

CO Number	CO Statement
CO1	Explain the existing theories and practice in the field of HRM.
CO2	Use methods of job analysis information for effectively recruiting the candidates.
CO3	Describe the role of human resource manager in an organization.
CO4	Interpret about measuring and monitoring Employee's performance.
CO5	Explain application of conflict resolution skills in real time situations.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	✓	-	✓	-	✓
CO2	-	✓	✓	-	-	-	-	✓	✓	✓	-	-
CO3	-	✓		-	-	-	-	✓	✓	✓	-	✓
CO4	-	✓	✓	-	-	-	-	✓	✓	✓	-	-
CO5	-	✓	✓	-	-	-	-	✓	✓	✓	-	-

SYLLABUS

Unit	Content
Unit-I	**(10 Hours)** Human Resource Management :Meaning- Nature and Scope – Functions -Objectives-Environment-Qulaification, Qualities and Role of HR Manager. Human Resource Planning: Meaning-Features-Objectives-Importance-Merits -Limitations-Factors- Steps. Job Analysis:Meaning – Procedures-Techniques- Merits -Demerits. Staffing : Recuritment -Meaning-Source-Method-Techniques. Selection : Stages.Traning : Meaning-Benfiets-Scope-Methods-Types-Techniques. Promotion -Transfer -Demotion.
Unit-II	**(10 Hours)** Jobevaluation-Meaning-Principles-Objectives-Steps-Advantages-Disadvantages.Performance Appraisal :Meaning-Methods-Objectives Career Development : Meaning-Advantage-Cycle.
Unit-III	**(10 Hours)** Remeneuration to Employees : Need-Essentials-Factors- Methods of Payment.Profit Sharing and Co-partnership -Meaning-Features-Essentails-Merits and Demerits.Incentives for work: Meaning-Classiifcation.Employee Benefits: Benefits Offered to Employees.
Unit-IV	**(10 Hours)** Motivation-Meaning-Types-Charactieristics-Theories-Methods. Morale: Meaning-Factors-Methods.Labour Welfare: Meaning-Features-Methods-Objectives-Principles-Types. Social Security: Meaning- Objectives- Social Security Measures in India.
Unit-V	**(10 Hours)** LabourRelation:Meaning-Objectives-Characteristics-Importance-Problems.Collective Bargaining: Meaning-Characteristics-Importance-Types of Bargaining-Scope-Stages.Workers Participation in Management:Need-Objective-Stages-Forms.HumanResource Audit:Meaning -Objectives-Procedures-Need and Importance.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	K.Aswathappa	Human Resource Management	Hill Education	7th Edition 2013.
2	P.C.Tirupathi	Personal Management and Industrial Relations	Sultan Chand& Sons	1st Edition 1997.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	P.Subba Roa	Personal and Human Resourse Management	Himalaya Publication	1st Edition 2005.
2	L.M.Prasad	Organisation Behaviour	Sultan Chand&Sons	1st Edition 2008.
3	Dr.Radha	Human Resource Management	Prasanna Publishers and Distributors	2nd Edition 2014

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

Website Reference: :
1.https://www.digitalhrtech.com
2.https://lecturenotes.in

SEMESTER II

Programme Code	M.Com(CA)	Programme Title	Master of Commerce with Computer Applications	
Course Code	19P2CCCT07	Core 7 : Management Accounting	Batch	2019-2021
			Semester	II
Hrs/week	5 Hrs		Credits	4

COURSE OBJECTIVES
- To develop an understanding of the Management Accounting and Financial Statement Analysis.
- To make the students to understand about the Accounting ratios.
- To know about fund flow statement and cash flow analysis .
- To make the students to know how to find out marginal costing.
- To provide knowledge about budgeting & budgetary control, its importance and preparation of various types of budgets.
- To impart knowledge on marginal costing and Cost Volume Profit and Analysis.

COURSE OUTCOMES(COs)

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Overview on Mangement Accoutning.
CO2	Determination Ratio Anlaysis.
CO3	Calculation of Fund flow and Cash Flow anlaysis.
CO4	Acquire a knowledge on Budget and standard costing.
CO5	Determination of Marginal Costing

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	✓	-	✓
CO2	-	-	-	-	-	-	-	-	-	✓	-	✓
CO3	-	✓	-	-	-	-	-	-	-	✓	-	✓
CO4	-	✓	-	-	-	-	-	-	-	✓	-	✓
CO5	-	✓	-	-	-	-	-	-	-	✓	-	✓

SYLLABUS

Unit	Content
Unit-I	**(12 Hours)** Management Accounting – Meaning and definition – Objectives – Management Accounting and Financial Accounting – Management Accounting and Cost Accounting – Utility and limitations of management Accounting -Financial Statement Analysis – Common Size Statements – Comparative Financial Statements – Trend Percentages .
Unit-II	**(12 Hours)** Accounting Ratios: Liquidity – Solvency – Profitablity – Turnover – Capital Structure Ratios - Uses, Computation and Limitations.
Unit-III	**(12 Hours)** Fund Flow Analysis – Schedule of Changes in Working Capital – Fund from operations – Cash Flow Analysis.
Unit-IV	**(12 Hours)** Budget and Budgetary Control: Nature and Process – Types of Budgets – Fixed – Flexible – Cash Budget - Preparation of Budgets – ZBB and its relevance in decision making- Standard costing.
Unit-V	**(12 Hours)** Marginal Costing: Concept and Importance – Cost Volume Profit Analysis – Application of Marginal Costing and CVPA in Decision making as to product, pricing and profit management.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	T.S.Reddy & Y Hari Prasad Reddy	Management Accounting	Margham publications	Reprint 2012
2	S.N Maheswari	Management Accounting and Financial Control	Sultan Chand and Sons, New Delhi,	Reprint 2009

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	Dr.Ramachandran &Dr.Srinivasan	Management Accounting	Sriram Publications, Trichy.	Reprint 2008
2	Guruprasad Murthy	Management Accounting	Himalaya Publishing House	Reprint 2008

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

Website Reference: : www..dynamictutorialsandservices.org

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CCCT08	Core 8 : Higher Corporate Accounting	Batch	2019-2021
			Semester	II
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

- To Know about the Procedure of Amalgamation of Companies and Purchase Of Companies.
- To know about the preparation of final accounts of Banking Companies.
- To know about the preparation of final accounts of Insurance Companies
- To know about the double accounts system followed in Electricity Companies.
- To know about the preparation of accounts of Holding Companies.

COURSE OUTCOMES(COs)

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Explain the accounting procedures followed by companies.
CO2	Prepare profit and loss accounts and balance sheet of banking and insurance companies.
CO3	Use the double accounting systems while preparing profit and loss of Electricity companies.
CO4	Prepare accounts of holding company and elucidate the procedures involved in liquidation.
CO5	Describe the concepts of Human resource Accounting, inflation accounting and accounting standards.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	✓	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	**(12 Hours)** Amalgamation – Purchase Consideration –Amalgamation in the nature of purchase- Preparation of Balance sheet – Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).
Unit-II	**(12 Hours)** Accounting of Banking companies- Rebate on Bills discounted – Profit and Loss Account – Balance sheet.
Unit-III	**(12 Hours)** Insurance companies - Life Insurance -Life Assurance Fund - Revenue Account – Profit and Loss Account - Balance sheet – Fire Insurance - Marine Insurance – Profit and Loss Account – Balance sheet
Unit-IV	**(12Hours)** Double Account System (or) Accounts of Electricity Companies- Single Accounts System Vs Double Account System - Advantages and Disadvantages of Double Account System- Final Accounts Under Double Account System – Revenue Account – Net Revenue Account – Capital Account – Balance Sheet - Replacement of Assets – Simple Problems in Disposal of Profit.
Unit-V	**(12 Hours)** Holding company accounts excluding inter-company holdings –Minority interest – Pre-Acquisition Reserves and Profits - Common transaction – Unrealised Profit - Good will – Revaluation of Assets .

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	S.P. Jain and K.L. Narang	Higher Corporate Accounting	Kalyani Publishers, New Delhi.	1st Edition, 2004
2	T.S. Reddy	Corporate Accounting	Margham Publications, Chennai.	4th Edition, 2012

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	R.L. Gupta	Corporate Accounting	Sultan Chand and Sons, New Delhi.	1st Edition, 2005
2	M.C. Shukla and T.S. Grewal	Advanced Accountancy	Sultan Chand and Sons, New Delhi.	2nd Edition, 2005

WEBSITE REFERENCE
1. https://study.com/academy/lesson/corporate-accounting-definition-principles.html
2. https://www.aicpa.org/career/careerpaths/corporateaccounting.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CCCT09	Core 9 : Object Oriented Programming with C++	Batch	2019-2021
			Semester	II
Hrs/Week	4Hrs		Credits	3

COURSE OBJECTIVES

f
- To make the students understand about elements of OOPs with C++.
- To provide knowledge on Data types and Arrays.
- To enable the students to construct an Application with C++.
- To know about operator overloading and inheritance.
- To impart konwledge on Virtual functions and Polymorphism.

COURSE OUTCOMES(COs)

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Explain how C++ improves C with object-oriented features.
CO2	Design C++ classes for code reuse.
CO3	Present the concept of copy constructors and class member functions.
CO4	Elaborate the concept of data abstraction, encapsulation and overload functions.
CO5	Write a program using containment and inheritance in C++.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO2	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO3	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	-	✓	-	-	-	-	-
CO5	-	✓	✓	-	✓	-	✓	-	-	--	-	-

SYLLABUS

Unit	Content
Unit-I	**(12 Hours)** Evaluation of Programming Paradigm – Elements of object oriented programming - Data encapsulation and Abstraction classes- Inheritance- Derived classes- Polymorphism- Operator overloading- Friend functions- Polymorphism- Virtual functions- Merit and demerits of OOP- Popular OOP languages- C++ at a glance- Applications of C++- C++ statements- Structure of C++ program.
Unit-II	**(13 Hours)** Data types- character set- Token, Identifiers and Keywords- Variables- Operatora and Expressions- Control flow- IF, IF…Else, Nested If… Else, For loop, While…Loop, Do. While loop, Break statement, switch statement, continue statement and go to statement. Arrays- Operations on arrays- Multidimensional arrays- String- String manipulations. Functions- Function components- Library functions- Inline function.
Unit-III	**(12 Hours)** Classes and Objects- Class specifications- Class objects- Accessing class members- Defining member functions- Data hiding- Friend Functions and Friend Classes. Constructor- Parameterized constructors-Destructor- Constructor overloading- Order of constructor and destructor- Copy constructor.
Unit-IV	**(11 Hours)** Operator overloading- Over loadable operators- Rules for overloading operators- data conversion. Inheritance- Forms of C- Single, Multiple, Multilevel, Hierarchal and Hybrid Inheritance- When to use inheritance- Benefits of inheritance.
Unit-V	**(12 Hours)** Virtual functions and Polymorphism- Need for virtual functions- Pointers to derived class object- Pure virtual function- Abstract classes- Rules for virtual functions- Data file operations- Opening of file- Closing of file- Stream state member functions- Reading/writing a character from a file- Structure and file operations- Classes and file operations.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	E.Balagurusamy	Object Oriented Programming with C++	Tata Mc Graw Hill Publishing Company Ltd	1st Edition, 2008.
2	Ashok N.Kamthan	ObjectOriented Programming with Ansi and Turbo C++	pearson Education	1st Edition, 2007.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	Robert Labre	Object Oriented Programming in Turbo C++	Galgotia publications Pvt Limited	1st Edition, 2000.
2	James Rumbaugh.	Object Oriented Modelling and Design	Prentice Hall of India	1st Edition, 2000.

WEBSITE REFERENCE

1. https://www.ntu.edu.sg/home/ehchua/programming/cpp/cp3_OOP.html
2. http://www.tenouk.com/cplusplustutorial.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CCCT10	Core 10: Financial Markets and Institutions	Batch	2019-2021
			Semester	II
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES
- To enable the students to understand about the various Financial Markets.
- To make the students to know about the capital market and Foreign Exchange Market.
- To know about Financial Service Institutions.
- To know about various credit rating agencies of India.
- To provide knowledge about EXIM and NABARD.

COURSE OUTCOMES(COs)
On successful completion of the course, students will be able to:

CO Number	CO Statement
CO1	Give in detail about the different market structures.
CO2	Describe the various functions of new issue market and foreign exchange market.
CO3	Enumerate the roles of regulatory authority and financial service Institutions.
CO4	Recall the role of credit rating agencies in India and NSDL.
CO5	Evaluate the performance of various financial Institutions.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO2	-	✓	✓	-	-	-	-	-	-	✓	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	-	-	-	-	✓	-	✓
CO5	-	✓	✓	-	-	-	-	-	-	✓	-	-

SYLLABUS

Unit	Content
Unit-I	**(10 Hours)** Financial markets- An overview- Money market- Call money market- Commercial paper market- Commercial bill market- Certificate of deposit (CD) market- Treasury bill market- Government or Gilt-edged Securities market.
Unit-II	**(10 Hours)** Capital market- An overview- Capital market Instruments – Types - Capital market Reforms- New issue market (NIM) -New issue market (NIM) Vs Secoundry Market -Methods of Marketing Securities - Debt market- Advantages - Risk of Debt - Foreign Exchange market- Charecteristics – Participants - Derivatives Market – Functions of Derivative Market -categories of Derivative Market.
Unit-III	**(10 Hours)** Financial Service Institutions- Clearing Corporation of India limited (CCIL) – Settlement Risks – Settlement methods - Credit Rating and Information Services of Indian Limited (CRISIL) - Range of Services – CRISIL's Strength – CRSIL's Achievements - Discount and Finance House of Indian Limited (DFHIL) – Objectives and Operations of DFHIL.
Unit-IV	**(10 Hours)** Investment Information and Credit Rating Agency of Indian limited (ICRA) – Rangescof Services – Achievements of ICRA - Over the counter exchange of India (OTCEI)- -Need – Objectives – Features – Benefits - OTCEI Vs Other Stock Exchanges - National securities depository limited (NSDL) - Objectives – Basic Services – Special Services of NSDL - Securities Trading Corporation of India Limited (STCL)- Current Activities.
Unit-V	**(10Hours)** Financial Institutions- Money market institutions- Capital market institutions- Merchant Banking- Factoring-National Housing Bank(NHB) – Constitution – Functions and Working of NHB -Export-Import (EXIM) Bank of India – Project and Services Exports – Operaating Procedures - NABARD Functions – Major Activities of NABARD.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Gurusamy	Financial Markets and Institutions	Tata McGraw-Hill publications	3rd Edition, 2011
2	E.Gordon	Financial Markets and Services	Himalaya Publishing house	1st Editon,2005.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	V.K.Gupta	Financial Markets and Services	Ane books Private Limited	2nd Edition, 2010.
2	L.M.Bhole.	Financial Markets & Institutions	Tata McGraw- Hill Publishing Company Limited	5th Edition, 2012

WEBSITE REFERENCE

1.https://www.mheducation.com/highered/product/financial-markets-institutions-saunders-cornett/M0077861663.html
2. https://www.ecb.europa.eu/press/key/date/2001/html/sp010531.en.html

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CCCP11	Core 11: C++ & Tally Practical	Batch	2019-2021
			Semester	II
Hrs/Week	4Hrs		Credits	2

COURSE OUTCOMES

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Write, compile and execute programs using appropriate predefined functions in C++.
CO2	Implement the object oriented concepts in developing application using C++.
CO3	Develop applications using Inheritance and polymorphism in C++.
CO4	Apply practical skills in preparing financial and inventory statement.
CO5	Calculate ratios and cash flow and fund flow statement.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓		-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	✓	-	-	-	-	-	-	-
CO4	✓	-	-	-	-	-	-	-	-	-	-	-
CO5	✓	-	-	-	✓	-	-	-	-	-	-	-

SYLLABUS

<u>TALLY</u>

1. By Using Tally – Create Voucher & Ledger with Adjustments (using F11 & F12 Keys).

2. Prepare Trial Balance, Profit & Loss Account & Balance Sheet (With Minimum of Any 5 Adjustments).

3. Prepare Inventory Statement Using (Calculate Inventory By using All Methods).

    a) FIFO   b) LIFO   c) Simple Average Method   d) Weighted Average Method

4. Prepare a Fund Flow Statement and give your Opinion.

5. Prepare a Cash Flow statement and Present your View.

6. Analyze the Performance of an Organisation by Using Ratio (Minimum 5 Ratios are Essential).

7. Prepare Bills and Cheques.

8. Calculation of Tax.

<u>C</u>++

9. Pay roll Calculation (Using Simple Program).

10. Find Out EOQ, Minimum Level, Maximum Level, Re-Order Level (Using Simple Program).

11. Write a C++ Program to Calculate Working Capital Using Class & Objects (Member Function Should Write Inside & Outside the class).

12. Program to Calculate Contribution, P/V Ratio, BEP & Margin of Safety Using Functions.

13. Calculate Simple Interest & Compound Interest Using Inline Functions.

14. Calculate Depreciations – By Using Constructors & Destructors.

15. Write a C++ Program to calculate the sum & Product of two Complex Numbers using Operator Overloading.

16. Write a C++ Program to Prepare a Cost Sheet Using Inheritance.

WEBSITE REFERENCE: https://www.tutorialspoint.com

SEMESTER – II

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P2CDCT02	Career Development Course 2 : Teaching & Research Aptitude-II	Batch	2019-2021
			Semester	II
Hrs/Week	2 Hrs		Credits	2

COURSE OBJECTIVES
To enable the Students to clear the Qualified Examinations like NET/ SET

COURSE OUTCOMES (CO)
In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Enhance and develop confidence, skills related to the creative writing
CO2	Solve problems on Mathematical Reasoning, Aptitude and Logical Reasoning
CO3	Explain about Data Interpretation and classification of Data.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	✓
CO2	✓	-	-	-	-	-	-	-	-	-	-	✓
CO3	✓	-	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	**(5 Hours)** **Comprehension:** A passage of text begiven. Questions beasked from the passage to be answered.
Unit-II	**(5 Hours)** **Communication** • Communication: Meaning, types and characteristicsof communication • EffectiveCommunication : Verbal and Non-verbal, Inter-Cultural and group communications,Classroom communication. • Barriers to effective communication. • Mass-Media andSociety.
Unit-III	**(5 Hours)** **Mathematical Reasoning and Aptitude** • Types of reasoning • Number series, Letter series, Codesand Relationships • Mathematical Aptitude (Fraction, Time & Distance, Ratio,Proportion andPercentage, Profit and Loss, Interest and Discounting, Averagesetc.)
Unit-IV	**(5 Hours)** **Logical Reasoning** • Understanding the structure of arguments : argument forms, structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language,Connotations and denotationsof terms, Classical square of opposition. • Evaluating anddistinguishing deductive and inductive reasoning. • Analogies. • Venndiagram: Simple and multiple use for establishing validity of arguments. • Indian Logic: Means of knowledge.
Unit-V	**(5 Hours)** **Data Interpretation** • Sources, acquisition and classification of Data. • Quantitative and Qualitative Data. • Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart andLine-chart) and mapping of Data. • Data Interpretation.Tourism Management • Data andGovernance.

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Sajit kumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

WEBSITE REFERENCE :https://www.indiabix.com

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCCT12	Core 12 : Business Research Methods	Batch	2019-2021
			Semester	III
Hrs/Week	6Hrs		Credits	5

COURSE OBJECTIVES

✓ To know what is business research and its types, understand how to formulate research problems.

✓ To know about various methods of sampling and data collection.

✓ To know about various measurement and scaling techniques, common statistical tools used in research and steps in drafting reports.

✓ To know how to use large and small tests of significance.

✓ To make the students know how to interpret the results of analysis and write reports.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Develop a conceptual understanding of research framework.
CO2	Demonstrate how and when to use different sampling methods and techniques.
CO3	Explain about Various Scaling techniques and computation of Measures of Central tendency and Dispersion .
CO4	Analyse the data by using statistical Tools.
CO5	Explain how to on Interpret the results and prepare a Report.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(13 Hours)** Business Research- Meaning - Scope and significance - Utility of Business research -qualities of good researcher - Types of research - Research process -Identification, selection and formulation of research problems – Hypothesis - Research design.
Unit-II	**(13 Hours)** Sampling - Methods and techniques - sample size – Sampling and Non Sampling error - Field work and data collection. Tools of data collection-Interview schedule- Questionnaire - Observation, interview and mailed questionnaire - pilot study and final collection of data.
Unit-III	**(18 Hours)** Measurement and scaling techniques – Data preparation: - Editing- Coding -Classification- Tabulation - Measures of central tendency and Measures of dispersion- Co-efficient of variations.
Unit-IV	**(18 Hours)** Correlation -Pearsons co-efficient of Correlation -Rank Correlation-Partial and multiple Correlation(definition only)-SimpleLinear regression-Test of significance -Large Sample tests with respect to mean and proportions-Small sample tests -'t' test with respect to mean-'F' Test,–Chi-square test.
Unit-V	**(13 Hours)** ANOVA-One way –Two way Classifications-Multivariate and Factor analysis (Definition and uses only) Interpretations and report writing – types of reports-mechanics of writing research report-Precautions for Writing report.

Question in Problems and Theory carry 40% and 60%

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	C.R. Kothari	Research Methodology	NewAge international(P) Ltd,	3rd Edition 2014.
2	S.P Gupta	Statistical Methods	SultanChand & Sons,	39th Edition, 2010

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	Bill Taylor	Research Methodology	PHI Learning Pvt Ltd,	11st Edition, 2011
2	Nandagopal	Research Methods in Business	Excel Books,	I st edition ,2007

Means of Curriculum Delivery :   Lecture, Group Discussion, Seminar, Assignment, Case studies,Google classroom.

WEBSITE REFERENCE: https://research-methodology.net

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCCT13	Core 13 : Visual Basic	Batch	2019-2021
			Semester	III
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

To make the students to know clearly about
- Integrated Development Environment.
- Intrinsic Controls and Array Controls.
- Variables,Arrays and VB libraries.
- Databases and Database Programming.
- Tables and Reports.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Design, create, build, and debug Visual Basic applications.
CO2	Design Visual Basic classes for code reuse.
CO3	Explore Visual Basic's Integrated Development Environment (IDE).
CO4	Implement syntax rules in Visual Basic programs.
CO5	Explain variables and data types used in program development.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(12 Hours)** First steps with Microsoft VB6: Integrated Development Environment - First program in VB -Introduction to forms: Common properties, methods and events.
Unit-II	**(12 Hours)** Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box,Dir-list box and file list box controls and other controls.
Unit-III	**(12 Hours)** Variables & Procedures: Scope & Lifetime of variables, native data types and aggregate data types – Arrays-Control Arrays.VB for application and VB libraries: Control Statement, Looping structure, working with numbers, Strings, Date and Time.
Unit-IV	**(12 Hours)** Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, processing data.
Unit-V	**(12 Hours)** Tables and Reports - Data grid control - Flex grid control - Data Report - Data Report Designer.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Steven Holzner	Visual Basic 6 – Black Book	Dreamtech Press,New Delhi	2Nd Edition 2008.
2	Content Development group	Visual Basic 6	Tata McGraw Hill Publishing Company Ltd, New Delhi	4Th Edition 2011

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Gary Cornell	Visual Basic 6- From The Ground Up	Tata McGraw Hill Publishing Company Ltd,New Delhi	1st Edition 2007
2	Eric A.Smith	Visual Basic 6 Programming-Bible	Wiley ,Dreamtech	1st Edition 2005.

WEBSITE REFERENCE

1. http://lt-jds.jinr.ru/record/67710/files/JDS-MANUAL-2015-030.pdf
2. https://winworldpc.com/product/microsoft-visual-bas/60

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCCT14	Core 14 : Financial Management	Batch	2019-2021
			Semester	III
Hrs/Week	6 Hrs		Credits	5

COURSE OBJECTIVE

g) To know about what is financial management and Capital Budgeting.
h) To know fully about the various types of Cost of Capital.
i) To understand clearly about theories of Capital Structure.
j) To understand dividend theories and dividend policy.
k) To understand the concepts working capital managements and its computations.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understand the various techniques used in the investment decision.
CO2	Determine the Cost of Capital and Financial Leverage.
CO3	Computation of Capital Structure with its theories.
CO4	Analyse the dividend decision and dividend policy of the corporates.
CO5	Describe the components of working capital.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-		-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(15 Hours)** Financial Management: Nature - Scope of finance - Financial goal profit Vs. Wealth maximisation - Finance functions – investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions - Investment evaluation criteria – Net Present Value. Internal Rate of Return - Profitability Index - Payback period - Accounting Rate of Return - NPV and IRR comparison – Capital rationing - Risk analysis in capital budgeting.
Unit-II	**(15 Hours)** Cost of Capital: Significance of cost of capital - Calculation of Cost of Debt - Preference Capital - Equity Capital - Retained earnings - Combined Cost of Capital (weighted) - Cost of Equity and CAPM. Operating and Financial Leverage: Measurement of Leverages; Effects of Operating and Financial Leverage on profit - Analysing alternate financial plans - Combined Financial and Operating Leverage.
Unit-III	**(15 Hours)** Capital Structure Theories: Traditional and M.M. Hypotheses – without taxes and with taxes - Determining capital structure in practice.
Unit-IV	**(15 Hours)** Dividend Policies: Issues in dividend decisions - Walter's Model - Gordon's Model, MM Hypothesis - dividend and uncertainty - Relevance of Dividend - Dividend Policy in practice - Forms of dividends - Stability in dividend policy - Corporate dividend behaviour.
Unit-V	**(15 Hours)** Management of Working Capital: Determinants of Working Capital - Significance and Types of Working Capital - Calculating Operating Cycle Period - Computation of Working Capital.

(Question in problems and Theory carry 60% and 40%)

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	I.M. Pandey	Financial Management	Vikas Publishing House, Delhi	8th Edition, 1997.
2	A.Murthy	Financial Management	Vikas Publishing House, Delhi	8th Edition, 1997.

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	M.Y. Khan and P.K. Jain	Financial Management	Tata McGraw Hill New Delhi	1st Edition, 2005
2	Chandra, Prasanna	Financial Management	Tata Mc Graw Hill Delhi	8th Edition, 2012

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom

WEBSITE REFERENCE : https://efinancemanagement.com

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCCP15	Core 15 : Visual Basic and VB Script -Practical	Batch	2019-2021
			Semester	III
Hrs/Week	4 Hrs		Credits	3

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explore Visual Basic's Integrated Development Environment (IDE).
CO2	Implement syntax rules in Visual Basic programs.
CO3	Apply arithmetic operations for displaying numeric output.
CO4	Write and apply loop structures to perform repetitive tasks.
CO5	Write and apply procedures, sub-procedures, and functions to create manageable code.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✔	-	-	-	-	-	-	-	-	-	•
CO2	-	✔	-	-	-	-	-	-	-	-	-	•
CO3	-	✔	-	-	-	-	-	-	-	-	-	•
CO4	-	✔	-	-	-	-	-	-	-	-	-	•
CO5	-	✔	-	-	-	-	-	-	-	-	-	•

SYLLABUS

1	Write a VB program to use Menu Editor and add a picture.
2	Write a VB program to prepare a pay slip.
3	Write a VB program to calculate depreciation.
4	Write a VB program to calculate Various Leverages.
5	Write a VB program to find the PV and FV by using Financial Functions.
6	Write a VB program to find the currency conversion.
7	Program to compute cost of capital using Finance function.
8	Program to prepare Capital Budget using Option Button and check box.
9	Design a form to link it with inventory management table from database.
10	Design a form to display the list of products using List box and combo box.
11	Design a form to display product life cyclye using slider control.
12	Program to create student database and prepare report using ADO control and common control.

SEMESTER III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	**19P3CDCT03**	**Career Development Course 3: Commerce Paper I**	**Batch**	**2019-2021**
			Semester	**III**
Hrs/week	**2 Hours**		**Credits**	**2**

COURSE OBJECTIVES

To enable the Students to clear the Qualified Examinations like NET/ SET

COURSE OUTCOMES

On successful completion of the course, students should be able to

CO Number	CO Statement
CO1	Outline on Functions of Management,Organizational Structure,Delegation of authority ,motivation and Leadership.
CO2	Explain about the types of Banks and RBI 's functions and roles.
CO3	Describes about the Different Market Structure and various financial Institutions.
CO4	Overview about the Types of Insurance ,IRDA and its regulatory framework.
CO5	Explains about Scope ,Importance ,Modes of Entry ,Theories of International Business.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	•
CO2	-	-	-	-	-	-	-	-	-	-	-	•
CO3	-	-	-	-	-	-	-	-	-	-	-	•
CO4	-	-	-	-	-	-	-	-	-	-	-	•
CO5	-	-	-	-	-	-	-	-	-	-	-	•

SYLLABUS

	CONTENT
Unit-I	**(5 Hours)** **Business Management:** Principles and functions of management.Organization structure- Formal and informal organizations-Span of control.Responsibility and authority-Delegation of authority and decentralization.Motivation and leadership- Concept and theories.
Unit-II	**(5 Hours)** **Banking:** Types of banks-Commercial banks- Regional Rural Banks (RRBs)-Foreign banks-Cooperative banks.Reserve Bank of India- Functions-Role and monetary policy management.Banking sector reforms in India.Internet banking-mobilebanking- Digital payments systems.
Unit-III	**(5 Hours)** **Financial Institutions:** Financial markets: Money market-Capital market- Government securities market.Financial Institutions-Development Finance Institutions (DFIs)-Non-Banking Financial Companies (NBFCs)-Mutual Funds-Pension Funds.Financial Regulators in India-Financial sector reforms including financial inclusion.
Unit-IV	**(5 Hours)** **Insurance**: Types of insurance- Life and Non-life insurance-Risk classification and management- Factors limiting the insurability of risk-Re-insurance-Regulatory framework of insurance- IRDA and its role.
Unit-V	**(5 Hours)** **International Business :** Scope and importance of International business-Globalization and its driver- Modesof entry into international business -Theories of international trade-Government intervention in international trade-Tariffand non-tariff barriers.

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Sajit KumarGagan .M	UGC NET/ SET	Trueman's Publisher	2019

WEBSITE REFERENCE : https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCET1A	Elective 1 : Indian Stock Exchanges	Batch	2019-2021
			Semester	III
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

To make the students to know clearly about

8. Meaning,scope ,function of stock exchanges and about trading in stock exchanges.
9. Stock exchange regulatory frame work and the concerned acts and rules.
10. Listing,legal provisions,speculation and investor protection.
11. SEBI and its function and working.
12. Internet stock trading E-IPO and E-commerce acts.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain the Functions of Stock Exchange and its Trading.
CO2	Outline on Regulations of Stock Exchanges.
CO3	Describe about the Steps in Listing.
CO4	Enumerate the Functions of SEBI.
CO5	Overview on Internet Stock Trading and its procedures.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	✓
CO2	-	-	-	-	-	-	-	-	-	-	-	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	-	-	-	-	-	-	-	-	-	-	✓
CO5	-	-	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	Content
Unit-I	**(12 Hours)** Stock Exchange – Meaning - Scope and Functions – World's Stock Exchanges – Indian Stock Exchanges – Stock Exchange Traders – Stock Exchange Trading – Jobbers Vs Brokers -Stock Exchange Dealings - Trading of Securities.
Unit-II	**(12 Hours)** Stock Exchange Regulatory Framework - Under the SEBI Act - Securities Contract Regulation Act 1956 - Securities Contracts Rules 1957 – BSE – NSE - Restructuring Indian Stock Exchanges – Demutualization.
Unit-III	**(12 Hours)** Listing – Meaning – Characteristics – Steps - Legal provisions – Benefits - Consequences of Non-Listing – Delisting – Insider Trading – Speculation - Speculation Vs Gambling - Investors Vs Speculators – Investor Protection, Demat, Remat.
Unit-IV	**(12 Hours)** The Securities Contracts (Regulation) Act, 1956 - Important provisions – SEBI - Functions and working.
Unit-V	**(12 Hours)** Internet Stock Trading - Meaning and features - Current Scenario - Regulating Internet Stock Trading - IPOs on the Internet - e-IPO – E-commerce Act and Internet Stock Trading–Stock Index Futures.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year /Edition
1	Dr.S.Gurusamy	Financial Markets and Institutions	Tata Mc Graw-Hill Publishing Company Limited,New Delhi	3rd edition (23 June 2009)
2	L.M.Bhole	FinancialInstitutions and Markets	Tata Mc Graw-Hill Publishing Company Limited	6th edition 2017

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year /Edition
1	E. Gordan	Financial Markets and Services	HimalayaPublishing House,Mumbai	11th edition 2016
2	M.Y.Khan	Financial Services	Tata Mc Graw-Hill Publishing Company Limited,	10th edition2019

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case **studies, Google classroom.**

WEBSITE REFERENCE : https://www.investopedia.com

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCET1B	Elective 1 : International Business	Batch	2019-2021
			Semester	III
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

- ✓ To understand clearly about the concepts of International Business and Globalization Strategies.
- ✓ To Know fully about International Trading Environment.
- ✓ To understand clearly about the International Finance and foreign exchange rates.
- ✓ To enable the students to know about the BOP and MNC.
- ✓ To make the students to understand about International Organisationsal structure and Environmental issuse.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain about the Various International Business Concepts and Globalization Strategies.
CO2	Appraise international institutions involved in promotion of global business
CO3	Describe about the International Finance and Foreign Exchange.
CO4	Demonstrate the knowledge about BOP ,MNC and International Technology transfer.
CO5	Explain about International Organisation structure, Environmental & Labour issues.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	✓
CO2	-	-	-	-	-	-	-	-	-	-	-	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	-	-	-	-	-	-	-	-	-	-	✓
CO5	-	-	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	Content
Unit-I	**(12 Hours)** International business-Types-Reasons-Problems-International business decisions- International orientations-Marketentrystrategies-Globalization-advantages-impact-factorsfavoring globalization-Globalization strategies-Drivers & Restrainers of globalization.
Unit-II	**(12 Hours)** International business environmentPo-International Trading Environment-European union-NAFTA-SAARC-SAPTA-Commodity agreements-WTO-IMF-World bank.
Unit-III	**(12 Hours)** InternationalFinance-Factors-Limitations-EXIMbank-FDI-Eurocurrency-ForeignExchange-Determination of exchange rates-Exchange control-Exchange rate systems.
Unit-IV	**(12 Hours)** BOP-Components-BOP disequilibrium-Correction of disequilibrium-Countertrade-MNC-Meaning-merits-demerits-Dominance-Code of conduct – Internationaltechnology transfer – Importance - Types.
Unit-V	**(12 Hours)** International Organization & HRM-Organizational structures-Factors affecting international HRM-Staffing policy & determinants-Business ethics-Socialresponsibility of business-Environmental issues-Labour issues.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Aswathappa K.	International Business	Tata McGraw HillPublishing Co.Ltd.	6th edition 2015

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Francis Cherunilam	International Business	Prentice Hall ofIndia	4th edition 2007
2	Bhalla V.K., Shivaramu S.	International Business	Anmol Publications Pvt.Ltd	10th edition 2006

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

WEBSITE REFERENCE : https://www.tutorialspoint.com/international_finance/international_finance_introduction.htm

SEMESTER – III

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P3CCET1C	Elective 1 : Organizational Behaviour	Batch	2019-2021
			Semester	III
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

- ✓ To make the students to understand about Nature of Organisational behaviour and its various approaches.
- ✓ To develop an understanding of the concept of Personality ,Learning & Perception.
- ✓ To Know about the various theories in Motivation.
- ✓ To Provide knowledge about Interpersonal ,Group and Inter Group behaviour.
- ✓ To make the students to know about the concept of team work & Leadership Theories.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain the Concept of Nature of Organisational behaviour and various therioes related to Organisational behaviour.
CO2	Explain the Nature of Human behavior inthe organisational context.
CO3	Acquire knowledge on attitude change and Motivational pattern in the Organisation.
CO4	Describes about the Reward system ,Qulaity of Life & Job satisfaction.
CO5	Explain about the various leadership styles and development.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	✓
CO2	-	-	-	-	-	-	-	-	-	-	-	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	-	-	-	-	-	-	-	-	-	-	✓
CO5	-	-	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	Content
Unit-I	**(12 Hours)** **Nature of Organisational Behaviour:** Concept of Organizations - Concept ofOrganisational Behaviour – Challenges. Background and Foundation of OrganisationalBehaviour: Scientific Management – Fayol's Administrative Management –Bureaucracy – Hawthorne Experiments and Human Relations – Social Systemsapproach – Human Behaviour Approach – systems and Contingency approach.
Unit-II	**(12 Hours)** **Nature of Human Behaviour**: Concept of Behaviour – Individual Differences– Model of Man. Personality: Concept of Personality – Personality Measurement.Perception: Concept of Perception-Process. Learning: Concept – Learning Theories –Reinforcement - Organisational Behaviour Modification – Learning Organisation –Knowledge Management.
Unit-III	**(12 Hours)** **Attitudes and Values:** Attitudes – Attitudes Relevant for OrganisationalBehaviour – Attitude Change – Values. Motivation: Concept – Theories –Maslow'stheory, Herberg's motivational theory-Vroom's expectancy theory-Equity theory,Theory of X,Y and Z.
Unit-IV	**(12 Hours)** **Motivational Application:** Reward system-Quality of life-Job satisfaction-Morale and Morale building.Interpersonal Behaviour: Nature of InterpersonalBehaviour – Transactional Analysis. Group Dynamics: Concept – Formal Groups –Informal Group of Organization – Group Behaviour: Structure and process – Group Decision Making: Intergroup Behaviour.
Unit-V	**(12 Hours)** **Work teams:** concept of team-team creation-task force. Power and Politics:concept-bases of power-politics –sources of authority. Leadership: Concept –Leadership Theories – Leadership Styles – Leadership Styles in Indian Organizations -Leadership Development.

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	Prasad LM	OrganisationalBehaviour	Sultan Chand &Sons	5th edition 2014

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Aswathappa	OrganisationalBehaviour	Himalaya Publisher	7th edition 2007
2	Stephen P.Robbins	Organizational Behaviour	Pearson Education	18th edition 2018
3	B. C. Gupta	A text book of Organizational Behaviour	S.Chand (G/L) & Company Ltd	8th edition 2014

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

WEBSITE REFERENCE : :https://www.iedunote.com/organizational-behavior

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	**19P4CCCT16**	**Core 16 : Business Environment**	Batch	2019-2021
			Semester	IV
Hrs/Week	**5 Hrs**		Credits	4

COURSE OBJECTIVES

✓ To make him know about the concept ,significance,nature and types of Businsess Environment.
✓ To make him understand clearly about the Financial and Labour Environment of the
✓ Business.
✓ To provide an insight into Social,Cultural and political Environment of Business.
✓ To clearly understand about Business Ethics.
✓ To Provide knowledge on Ethics in Human Resource Management.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain about the Economic Environment ,Economic Planning and Econmic Policies.
CO2	Descirbe about Finacial and Labour Environment.
CO3	Explain about Social,cultural and Political Environment in the Business.
CO4	Explain about Business Ethics its importnce and objectives ethical repsonsibility of Employer and Employee.
CO5	Explain about Ethics in HRM,Human Quality Development and Employee rights and responsibilities.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(12 Hours)** Theoretical Framework of Business Environment - Concept, Significance & Nature of Business Environment – Types of Business Environment- Elements of Environment-Environmental Analysis-techniques & approaches of environmental analysis-Economic Environment : Economic Systems-Meaning, characteristics, functions and types of economics system.Economic Planning-Concept, scope, significance,Economic planning in India. Economic policies-Industrial, Fiscal, Monetary, Foreigntrade policy.
Unit-II	**(12 Hours)** Financial Environment of Business : Indian Money Market- Financial Market structure-Growth of Capital Markets-Money and Capital Markets-Industrial Finance-IndustrialFinancial Institutions. Labour Environment: Labour Legislation in India-LabourWelfare and Social security-Industrial Relations- Trade Unions-Workers participationin management.
Unit-III	**(12 Hours)** Social and cultural Environment : Concept and nature of culture-elements-culturalheritage-Cultural adaptation-Cultural transmission-Cultural confirmity-cultural traits-Social attitudes- Business and society-Changing Concept of business –Objectives ofbusines-Social responsibility of business-social audit-Consumer rights –Consumerismand business -Corporate Governance- Political Environment.
Unit-IV	**(12 Hours)** Introduction to Business Ethics – Meaning, Definition, Objectives, Sources, Types ofethics–Business ethics–Need, Importance, Nature, Scope and Objectives –Factorsinfluencing Business ethics-Business and ethical responsibility- Managing ethics.Ethics and the Organisation: The employee obligations to the firm-Firms duties to theemployee.
Unit-V	**(12 Hours)** Ethics in HRM: Privacy issues – Psychological expectation model – Restructing andlayoffs – wages empowerment of the weakest and uniquest – advancement of women inthe workforce- Human Quality Development – Sexual harassment – Employer rightsand responsibilities.

TEXT BOOKS

Recent editions of the following books only are recommended

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Francis Cherunilam	Business Environment	Himalaya Publishing House	25th edition 2017

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Awasthappa, K.	Essentials of Business Environment	Himalaya Publishing House	2019
2	Gupta.C.B	Business Environment	Sulthan Chand &Co., New delhi,	8th edition 2013

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

Website Reference : https://www.economicsdiscussion.net/business-environment

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P4CCCT17	Core 17 : Direct Taxes	Batch	2019-2021
			Semester	IV
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES
- ✓ To make the students understand recent amendments in Income Tax.
- ✓ To make them know how to compute taxable income.
- ✓ To Calculate the income from House Property , Business and Profession.
- ✓ To Learn about the concept of Capital Gain.
- ✓ To provide adequate knowledge on tax filing.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Examine the basic concepts of Tax and assess the residentail status.
CO2	Computation of the taxable portions of Salaries.
CO3	Calculation of House Property ,Business or Profession.
CO4	Examine the capital gains and income from other sources
CO5	Apply and Practice the computation of Total income and E-Filing.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(10 Hours)** Income Tax Act – Definition of Income – Assessment year – Previous year – Assessee- Residential Status of an individual – Scope of Total Income – Charge of Tax – Exempted Income..
Unit-II	**(15 Hours)** Heads of Income: Income from Salaries – Provident fund – Allowances - Perquisites- Profit in lieu of Salary- Leave encashment – Gratuity – Pension – Leave Travel Concession - Deductions – Taxable Salary.
Unit-III	**(11 Hours)** Income from House Property – Let out house property – Self occupied house property – Deductions – Taxable House property income – Profit and Gains of Business or Profession.
Unit-IV	**(12 Hours)** Capital Gains – Long Term Capital Gain – Short Term Capital Gain – Income from other sources: Gifts – Deductions from Gross Total Income.
Unit-V	**(12 Hours)** Set off and Carry forward of losses – Computation of Tax liability – Assessment of Individuals – Income Tax Authorities – Powers and duties – Filing of Income Tax - e-filing – Procedures of e-filing.

Question in Problems and Theory carry 80% and 20%

TEXT BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	T.S.Reddy and Dr.A.Murthy.	Income Tax Law and Practice	Margham Publications	14th edition 2019
2	Gaur and Narang	Income Tax Law and Practice	Kalyani Publishers,New Delhi.	47th edition 2019

REFERENCE BOOKS

S.NO	Author Name	Title of the Book	Publisher	Year / Edition
1	N. Hariharan	Income Tax Law and Practice	Tata McGraw Hill, Chennai	14th edition 2019
2	Dr. H.C. Mehrotra	Income Tax Law and Practice	Sahithya Bhavan Publishers	60th edition 2019

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case **studies, Google classroom.**

Website Reference :https://www.charteredclub.com/5-heads-of-income/

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P4CCCT18	Core 18 : Java Programming and HTML	Batch	2019-2021
			Semester	IV
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES

To make the students to know clearly about
- ✓ Object based and oriented programming,history,feature and structure of java programming.
- ✓ Classes and object,java tokens and data types.
- ✓ Array,strings,inheritance and difference between overriding and over loading methods.
- ✓ Static and dynamic web pages history and structure of html document.
- ✓ Images in html.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understanding of the principles and practice of object oriented analysis and design in the construction of robust, maintainable programs which satisfy their requirements.
CO2	Ability to implement, compile, test and run Java programs comprising more than one class, to address a particular software problem.
CO3	Demonstrate the principles of object oriented programming.
CO4	Analyze a web project and identify its elements and attributes in comparison to traditional projects.
CO5	Understand, analyze and create web pages using HTML.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(10 Hours)** Evolution of programming languages – Structured and Procedure oriented programming – Object based and Object oriented programming – History of Java – Feature of Java – How Java differs form C and C++ - JDK – JRE – API – JVM – Structure of a simple Java program.
Unit-II	**(10 Hours)** Classes and Object – Structure of a class – Defining a field, methods – Creating objects – Accessing class members – Java Tokens: Character set, Keywords, Identifiers, Literals, Operators, Separators – Datatypes and Type casting – Operators in Java – Constants and Variables: Local variables, Instance variable, class variables.
Unit-III	**(10 Hours)** Array: One dimensional, Two dimensional – Creation, Declaration, Initialization in Array – Strings in Java – String methods – Inheritance: Single, Multiple, Multi-level, Hierarchical, Hybrid – Difference between Over ridding and Over Loading a methods.
Unit-IV	**(10 Hours)** Introduction to Mark-up languages – Web pages: Static and Dynamic web pages – HTML: History – Structure of HTML document – Head, Title and Body section – Is HTML Compiled or interpreted ? – Basic formatting tag in HTML – Special tags.
Unit-V	**(10 Hours)** Images in HTML – Image formats supported in HTML - <img> and its attributes – Image as Hyperlinks – Different types of links.Anchor tag: Linking text and images – Attributes – List : Ordered and un ordered list – Tables. Frames - Frameset-Forms: Form properties and events.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Editiion
1	E.Balagurusamy	Programming with JAVA- A Primer	TMH Publications,New Delhi	3 rd Edition,2013
2	C.Xavier	World wide web DesignWith HTML	TMH Publication,New Delhi,	2000

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Editiion
1	Patrick Naughton	Java HandBook	Tata McGraw Hill, Chennai	5 th Edition,2001
2	C.Xavier	Programming With JAVA 2	SciTech Publications	2 nd Edition,2000

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies,Google classroom.

Website Reference : 1.https://www.tutorialspoint.com/java/index.htm

2. https://www.tutorialspoint.com/html/index.htm

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	**19P4CCCV19**	**Core 19 : Project Work and Viva Voce**	Batch	2019-2021
			Semester	IV
Hrs/Week	**8 Hrs**		Credits	6

COURSE OBJECTIVES :
- ✓ To apply conceptual knowledge in practical situations.
- ✓ To resolve the specific business problems from different angles.
- ✓ To give meaningul suggestions for improving either the quality or the business or the performance.

GUIDELINES FOR PROJECT WORK

1. Project work carries 200 marks with 6 credits.

2. Internal Assessment : 160 marks (Review & Content Presentation (3 Reviews 3 *40=120), Record 40 marks and External Assessment : 40 Marks .(Report 10 ,Power Point Presentation 10 and Viva-Voce 20)

3. For awarding a pass, a candidate should have obtained 50 % of the total 200 marks.The evaluation would be done jointly by both the examiners (Internal and External) . Students who fail in the project work and viva-voce examination or who are absent for the project viva voce or who fail to submit the project report before the due date will have to re-submit the project work and appear for the Viva-Voce examination during the subsequent year.

SEMESTER IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course Code	19P4CDCT04	Career Development Course 4: Commerce Paper II	Batch	2019-2021
			Semester	IV
Hrs/week	2 Hours		Credits	2

COURSE OBJECTIVES

To enable the Students to clear the Qualified Examinations like NET/ SET

COURSE OUTCOMES

On successful completion of the course, students should be able to

CO Number	CO Statement
CO1	Overview on Financial, Partnership and Corporate Accounting concepts.
CO2	Acquire knowledge on various types of costing
CO3	Determination of Ratio Analysis and Inflation, Environmental and International accounting standards
CO4	Describe cost of capital, capital structure, capital budgeting and working capital management
CO5	Gain knowledge in various legal aspects in business.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✔	-	-	-	-	-	-	-	-	-	•
CO2	-	✔	-	-	-	-	-	-	-	-	-	•
CO3	-	✔	-	-	-	-	-	-	-	-	-	•
CO4	-	✔	-	-	-	-	-	-	-	-	-	•
CO5	-	✔	-	-	-	-	-	-	-	-	-	•

SYLLABUS

	CONTENT
Unit-I	**(5 Hours)** Basicaccounting principles-concepts-Partnership Accounts- Admission-Retirement- Death-Dissolution -Insolvency of partnership firms. Corporate Accounting-Issue, forfeiture and reissue of shares- Liquidation of companies- Acquisition-merger- amalgamation and reconstruction of companies. Holding company accounts
Unit-II	**(5 Hours)** Cost and Management Accounting- Marginal costing and Break-even analysis-Standard costing-Budgetary control-Process costing- Activity Based Costing (ABC)-Costing for decision-making-Life cycle costing, Target costing, Kaizen costing and JIT.
Unit-III	**(5 Hours)** Financial Statements Analysis-Ratio analysis-Funds flow Analysis-Cash flow analysis-Human Resources Accounting- Inflation Accounting-Environmental Accounting-Indian Accounting Standards and IFRS.
Unit-IV	**(5 Hours)** Business Finance-Scope and sources of finance-Cost of capital-Capital structure-Capital budgeting decisions-Working capital management-Risk and return analysis.
Unit-V	**(5 Hours)** Legal Aspects of Business-Indian Contract Act, 1872-Sale of Goods Act, 1930-Negotiable Instruments Act, 1881-The Companies Act, 2013-The Competition Act, 2002-The RTI Act, 2005-Intellectual Property Rights-GST.

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Sajit Kumar Gagan .M	UGC NET/ SET	Trueman's Publisher	2019

WEBSITE REFERENCE : https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated

SEMESTER – IV

Programme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P4CCET2A	Elective 2 : Auditing	Batch	2019-2021
			Semester	IV
Hrs/Week	4 Hrs		Credits	4

COURSE OBJECTIVES
- ✓ To understand the fundamental concepts of auditing, its advantages and recent trends in auditing.
- ✓ To know clearly about internal control, internal check and internal audit.
- ✓ To learn about vouching & its importance and various types of vouchers.
- ✓ To make the students to know about how verification and valuation of assets and liabilities is made and the role of auditors in it.
- ✓ To know about how the company auditor is appointed and his duties and responsibilities.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	To explain about what is audit, its types and recent trends.
CO2	The students must be able to conduct internal audit.
CO3	Prepare different types of vouchers.
CO4	Explain how verification and valuation of assets and liabilities are made and the role of auditor in it.
CO5	Explain how the audit of various institutions is made by a company auditor and the preparation of audit report.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	**(10 Hours)** Auditing: Introduction – Meaning - Definition – Objectives – Differences between Accountancy and Auditing –Types of Audit - Advantages of Auditing – Preparation before commencement of new Audit – Audit Notebook – Audit Working Papers – Audit Program, Recent Trends in Auditing: Nature & Significance of Tax Audit – Cost Audit - Management Audit.
Unit-II	**(10 Hours)** Internal Control: Meaning and objectives. Internal Check: Meaning, objectives and fundamental principles. Internal Check as regards: Wage Payments, Cash Sales, Cash Purchases. Internal Audit: Meaning - Advantages and Disadvantages of Internal Audit – Differences between Internal Check and Internal Audit.
Unit-III	**(10 Hours)** Vouching: Meaning - Definition – Importance. Voucher -Types of Vouchers-Vouching of Receipts: Cash Sales, Receipts from debtors, Proceeds of the sale of Investments. Vouching of Payments: Cash Purchases, Payment to Creditors, Deferred Revenue Expenditure.
Unit-IV	**(10 Hours)** Verification and Valuation of Assets and Liabilities :Meaning and Objectives – Position of an Auditor as regards the Verification and Valuation of different Items: Assets: Land & Building, Plant &Machinery, Goodwill, Investments and Stock in Trade. Liabilities: Bills Payable - Sundry Creditors –Contingent Liabilities. Audtor's duties as regards depreciation, reserves and provision.
Unit-V	**(10 Hours)** Company Auditor – Appointment – Qualification - Powers - Duties and Liabilities – Professional Ethics of an Auditor. Audit of Educational Institutions – Audit of Insurance Companies- Audit of Co-operative societies. Audit report and its types.

TEXT BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Pardeep Kumar,Baldev Sachdeva,Jagwant Singh	Principles of Auditing	KalyaniPublishers	6th Edition
2	B.S.Raman	Auditing	United Publishers	2016

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Vengadamani	Practical Auditing	Margham Publication	2012
2	RavinderKumar, Virender Sharma	Auditing Principles & Practices	PHI Learning Pvt Ltd	3rd edition, 2015
3	P.Kumar	Auditing	Kalyani Publishers	2002

Means of Curriculum Delivery: Lecture, Seminar, Assignment, Google classroom

Website Reference : https://www.tutorialspoint.com/auditing/auditing_verification.htm

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P4CCET2B	Elective 2: Banking and Insurance	Batch	2019-2021
			Semester	IV
Hrs/Week	4 Hrs		Credits	4

COURSE OBJECTIVES
- ✓ To know the importance of banking in economic development&functions of commercial banks
- ✓ To know fully about the negotiable instruments.
- ✓ To know about meaning, purpose, need of insurance, IRDA Act and recent development.
- ✓ To Know about the life insurance policies, calculation of premium and surrender value.
- ✓ To know about general insurance and its types.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Explain meaning, definition , types and importance of banking and about about relationship between banker and customer, opening and closure of accounts & bill of exchange.
CO2	Explain about the various negotiable instruments and its statutory protection.
CO3	Explain the meaning, need of insurance,IRDA Act and recent development in the insurance sector.
CO4	Explain the classification of life insurance policies and how to calculate premium and surrender value in policies,Prinicples and practices of Motor Insurance.
CO5	Explain the types of general insurance and to calculate the claim of recovery and explains about fire insurance and marine insurance.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(10 Hours)** Meaning and definition of banking - characteristics of Banking - Classification of Banking-Types of Bank - Importance of Banking in Economic Development - Commercial Bank and its functions.Banker and Customer – Definition – General relationship- Special relationship, Different types of Bank Accounts- Opening of new account - Special types of customers – Closure of Accounts. Bill of Exchange: Definition, Characteristics and Parties involved-Difference Between Bill and Cheque.
Unit-II	**(10 Hours)** Negotiable Instruments – Bills of Exchanges – Promissory Note – Demand Draft - Cheques - Features – Crossing of cheques- Kinds and Significance. Endorsement –Kinds; Holder and Holder in Due course; Paying Banker – Meaning – Duties and Responsibilities - Precautions to be taken before honouring a cheque- Refusal of payment-Statutory protection – Payment in due course. Collecting Banker – Duties - Statutory Protection.
Unit-III	**(10 Hours)** Insurance-meaning-Purpose and need of insurance- Nature, Significance- Principles -Re-Insurance-Double insurance-Definition of Risk & Uncertainty – Classification of risk -Privatization of Insurance in India. IRDA Act- Recent Development in the Insurance Sector.
Unit-IV	**(10 Hours)** Life Insurance : Features of life insurance contract – Classification of policies – Calculation of Premium and Surrender value – bonus option – policy condition – annuity contract. Accident & Motor Insurance – Principles – Kinds of Policies - Terms and Condition –Procedure for Insurance - Settlement of Claims - Third party insurance- Compulsory Motor Vehicle Insurance.
Unit-V	**(10 Hours)** General Insurance - types of General Insurance- General Insurance Vs Life Insurance-Types of fire policies – Subrogation- Contribution - Proximate cause - Claim of recovery.Fire Insurance – features of fire insurance – kinds of policies – policy conditions - Payment of claims – reinsurance. Marine Insurance – Nature - Types – Principles – Significance.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	E.Gordon & K.Natarajan	Banking Theory law & Practice	Himalaya Publishing House, Mumbai	27th Edition 2009
2	M.N.Mishra	Insurance Principles & Practice	Sulthan chand & Company ltd	6th edition 2016

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Natarajan & Dr.R.Paremeswaran	Indian Banking	S.Chand and Co.Pvt ltd, New Delhi.	2013
2	Dr. P.Periyasamy	Principles and Practice of Insurance	Himalaya Publishing Delhi	2nd edition 2019
3	K.P.M. Sundaram & P.N.Varshney	Banking Law and Practice	S.Chand and Co.Pvt ltd, New Delhi.	2017

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Case studies, Google classroom.

Website Reference : https://cleartax.in/s/negotiable-instruments

SEMESTER – IV

Programmme Code	M.COM CA	Programme Title	Master of Commerce with Computer Applications	
Course code	19P4CCET2C	Elective 2 : E-Commerce and Information Technology	Batch	2019-2021
			Semester	IV
Hrs/Week	4 Hrs		Credits	4

COURSE OBJECTIVES

✓ To make the students to know clearly about

✓ Framework , Classification and applications of E-Commerce.

✓ Benefits, Legal security and Privacy isssues of Electronic Data Interchange.

✓ Network secuirty and firewalls, data and message security and web and secuirty.

✓ Consumer oriented electronic Commerce and Mercantile Models.

✓ Types of Electronic payment systems, risks involved, E-adveriting ,E-Marketing and Carrier

✓ Opportunities in electronic Commerce.

COURSE OUTCOMES(COs)

On successful completion of the course, the student should be able to

CO Number	CO Statement
CO1	Understand about the Concepts of E-Commerce.
CO2	Explain about Benefits, and Privacy isssues of Electronic Data Interchange.
CO3	Describes about the Network Security.
CO4	Discuss about the Consumer Oriented applications
CO5	Outline about Electronic payment system.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	-	-	-	-	-	-	-	✓
CO2	-	✓	-	-	-	-	-	-	-	-	-	✓
CO3	-	✓	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	✓
CO5	-	✓	-	-	-	-	-	-	-	-	-	✓

SYLLABUS

	CONTENT
Unit-I	**(10 Hours)** E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology
Unit-II	**(10 Hours)** Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.
Unit-III	**(10 Hours)** Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.
Unit-IV	**(10 Hours)** Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.
Unit-V	**(10 Hours)** Electronic payment systems – types – digital token based electronic payment system – smart cards and credit card electronic payment systems – risk designing electronic payment - E-Advertising – E-Marketing - Carrier Opportunities in E-commerce.Management Information System-Evolution, Characteristics, Background of MIS, Characteristics of System approach to management, Designing, Benefits ofMIS.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Ravi Kalakota & Andrew	Frontiers of Electronic Commerce	Pearson Education	1st edition, 2002
2	Elias M Awand	Electronic Commerce	Phi Learning Pvt., Ltd	3rd edition

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Daniel Minoli and Emma Minoli	Web Commerce Technology Handbook	Tata McGraw Hill Publishing, New Delhi.	2012
2	Efrain Turban and David King	Electronic Commerce	Pearson Education	8th edition 2012

Means of Curriculum Delivery :Lecture, Seminar, Assignment, Google classroom

Website Reference : https://www.grin.com/document/280494

சுற்றுலா வளர்ச்சி

Subject Code: 2019ECC001   **No. of Credits: 2**

அலகு 1

    1. சுற்றுலா – ஒரு விளக்கம்

    2. உலக நாடுகளில் சுற்றுலா வளர்ச்சி

    3. பாரதத்தில் சுற்றுலா வளர்ச்சி

அலகு 2

    1. தமிழ்நாட்டில் சுற்றுலா வளர்ச்சி

    2. பன்னாட்டு பலவகைப் பயணிகள்

    3. சுற்றுலாவின் சமூக பொருளாதார விளைவுகள்

அலகு 3

    1. சுற்றுலாப் பயணிகள் பற்றிய புள்ளி விவரங்கள்

    2. சுற்றுலாவைத் திட்டமிடுதலும் மேம்படுத்தலும்

    3. சுற்றுலா விடுதிகள்

அலகு 4

    1. சுற்றுலாப் பயணிகளின் பல்வேறு போக்குவரத்துகள்

    2. சுற்றுலாக் கழகங்கள்

    3. சுற்றுலாப் பயண முகவர்கள்

அலகு 5

    1. சுற்றுலாவின் வணிகச் சந்தைகள்

    2. சுற்றுலாவின் வழிகாட்டிகள்

    3. தமிழ் இலக்கியத்தில் பயணநூல்கள்

பாடநூல் : சுற்றுலா வளர்ச்சி

ஆசிரியர் - வெ. கிருட்டிணசாமி

          மணிவாசகர் பதிப்பகம்

          சென்னை,

இதழியல் கலை

Subject Code: 2019ECC002   **No. of Credits: 2**

அலகு 1 இதழியல் - இயல்பும் பரப்பும்

1. இதழியல் விளக்கம்.   2. இதழ்களின் பணிகள், கடமைகள், பொறுப்புகள்.
3. இதழ்கள் வகைகளும் இயல்புகளும்.   4. மக்களாட்சியில் இதழியல்.
5. இதழ்களின் சுதந்திரம்.   6. இதழியல் நடத்தையறக் கட்டளைகள்.
7. இதழியல் தொழில் வாய்ப்புகள்.

அலகு 2 இதழியல் தோற்றமும் வளர்ச்சியும்

1. இதழியல் வளர்ச்சி   2. தமிழகத்தில் இதழியல் வளர்ச்சி
3. பத்திரிக்கைச் சட்டங்கள்   4. பத்திரிக்கை மன்றம்

அலகு 3 இதழ்களின் அமைப்பு முறை

1. இதழ்கள் தொடங்குவதற்கான வழிமுறைகள்
2. செய்தித்தாள் நிர்வாக அமைப்பு

அலகு 4 செய்திகள், சேகரித்தல், எழுதுதல்

1. செய்தியாளர்   2. செய்தி
3. செய்தியின் உள்ளடக்கங்கள்   4. செய்தி திரட்டுதல்
5. செய்தி நிறுவனங்கள்   6. பேட்டி
7. குற்றச் செய்திள்   8. பல்வேறு வகையான செய்திகள்
9. செய்திகளும் சிறப்புத்தனி இயல்புகளும் 10. படங்களும் இதழ்களும்

அலகு 5 செப்பனிடுதல் (பதிப்பித்தல்)

1. செய்திகளைச் செப்பனிடுதல் - நுட்பங்கள்   2. ஆசிரியர்
3. செய்தி ஆசிரியர்   4. துணை ஆசிரியர்
5. செய்தியின் கட்டமைப்பு   6. பக்க வடிவமைப்பு
7. அச்சுப்படி திருத்துதல்   8. இதழியல் கலைச் சொற்கள்

பாடநூல் : இதழியல் கலை
ஆசிரியர் : டாக்டர் மா.பா. குருசாமி
          ஸ்ரீ சக்தி ∴பைன் ஆர்ட்ஸ்
          சிவகாசி

நாட்டுப்புறவியல்

Subject Code: 2019ECC003   **No. of Credits: 2**

அலகு 1

நாட்டுப்புற இயல் என்றால் என்ன?

நாட்டுப்புற இயலின் வரலாறு

நாட்டுப்புற அயல் கல்வி – ஒரு விளக்கம்

அலகு 2

நாட்டுப்புற ஆடல்கள்

நாட்டுப்புற கூத்துகள்

நாட்டுப்புற கைவினைக் கலைகள்

அலகு 3

நாட்டுப்புற விளையாடல்கள்

நாட்டுப்புற மருத்துவம்

நாட்டுப்புற நம்பிக்கைகள்

அலகு 4

நாட்டுப்புற வழிபாடுகள்

நாட்டுப்புறக் கதைகள்

நாட்டுப்புறப் பாடல்கள்

கதைப்பாடல்கள்

அலகு 5

விடுகதைகள்

பழமொழிகள்

புராணங்கள்

பாடநூல் : நாட்டுப்புறவியல்

ஆசிரியர் : சு. கண்முக சுந்தரம்

                 காவ்யா பதிப்பகம்,

கணிப்பொறியில் தமிழ்

Subject Code: 2019ECC004   **No. of Credits: 2**

அலகு 1

கணிப்பொறியில் தமிழ்

விசைப்பலகை அமைப்பு முறைகள்

எழுத்துருவின் வகைகள்

அலகு 2

தமிழ் எழுத்துருக்கள்

எழுத்துரு ∴ விசைப்பலகை இயக்கியை நிறுவுதல்

அலகு 3

தமிழில் தட்டச்சு செய்யும் முறை

சிக்கல்களும் தீர்வுகளும்

அலகு 4

இணையத்தில் தமிழ்

தமிழ் இணையப் பல்கலைக்கழகம்

மின்னஞ்சல்

அலகு 5

யூனிக்கோடு

வின்டோஸ் எக்ஸ்பீயில் தமிழ்

தமிழ் இணையதளங்கள்

ஆசிரியர் : த. பிரகாஷ்

பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2019ECC005   **No. of Credits:2**

அலகு 1

1. தமிழக வரலாற்றுக்கான அடிப்படை ஆதாரங்கள்
2. தமிழகத்தின் இயற்கை அமைப்புகள்.
3. வரலாற்றுக் காலத்துக்கு முந்திய தமிழகம்.
4. சிந்து வெளி அகழ்வாராய்ச்சி.

அலகு 2

1. பண்டைய தமிழரின் அயல்நாட்டு தொடர்புகள்
2. தமிழ் வளர்த்த சங்கம்
3. சங்க இலக்கியம்
4. பண்டைய தமிழரின் வாழ்க்கை

அலகு 3

1. களப்பிரர்கள்
2. பல்லவர்கள்
3. தமிழகத்தில் நான்காம் நூற்றாண்டு முதல்
   ஒன்பதாம் நூற்றாண்டு வரையில் சமூக நிலை.

அலகு 4

1. சோழப் பேரரசின் தோற்றம்.
2. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும்.
3. சோழர் காலத்தில் தமிழரின் சமுதாயம்.
4. பாண்டியரின் ஏற்றமும் வீழ்ச்சியும்.

அலகு 5

1. மதுரை நாயக்கர்கள்.
2. தமிழகத்தில் 13 முதல் 18 ஆம் நூற்றாண்டு வரை சமூகநிலை
3. ஐரோப்பியரின் வரவு.
4. 19 ஆம் நூற்றாண்டின் அரசியலும் தமிழகத்தின் சமூக நிலையும்.
5. 20 ஆம் நூற்றாண்டில் தமிழகம் மேற்கோள் நூல்கள்.

பாடநூல் : தமிழக வரலாறும் மக்கள் பண்பாடும்

ஆசிரியர் - கே. கே. பிள்ளை. உலகத் தமிழாராய்ச்சி நிறுவனம்.

தமிழ் இலக்கிய வரலாறு

Subject Code: 2019ECC006   **No. of Credits: 2**

அலகு 1

1. காலப்போக்கில் கன்னித்தமிழ் ஒரு கண்ணோட்டம்
2. தமிழ்ச்சங்கம்   3. அகத்தியர்
4. தொல்காப்பியர்   5. சங்க இலக்கியம்
6. பதினெண் கீழ்கணக்கு

அலகு 2

1. இரட்டைக் காப்பியங்கள்   2. நாயன்மார்கள்   3. ஆழ்வார்கள்
4. சமயமும் தமிழும் (பௌத்தம், சமணம், சைவம், வைணவம்)
5. கன்னித் தமிழ் காப்பிய வளர்ச்சி 6. புராணங்களும் பிறவும்.

அலகு 3

1. சிற்றிலக்கியங்கள். 2. பதினெண் சித்தர்கள்.   3. உரையாசிரியர்கள்.
4. பிற்காலப் புலவர்கள்.   5. கிருத்துவமும் தமிழும்.   6. இஸ்லாமியமும் இன்தமிழும்.

அலகு 4

1. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும்.   2. கவிஞர் பெருமக்கள்.
3. புதுக்கவிதை.   4. உரைநடை இலக்கியம், சிறுகதை இலக்கியம்.

அலகு 5

1. தமிழ் நாவல் இலக்கியம்.   2. தாளிகைகள்.
3. இசைத்தமிழ் வரலாறு.   4. நாடகத் தமிழ் வரலாறு
5. 20 ஆம் நூற்றாண்டில் இன்தமிழ் வளர்ச்சி.   6. பிற நாடுகளில் பைந்தமிழ்

பாடநூல் : தமிழ் இலக்கிய வரலாறு
ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்
            முல்லைநிலையம்,
            சென்னை

NEW MEDIA

Subject Code: 2019ECC007   **No. of Credits: 2**

Objectives :

To enable the students to understand the new age media sources.

UNIT I:

Spread of Internet; Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and   Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

UNIT II:

Online journalism; Earlier websites of newspapers, E-books and E-publishing   Status of online journalism today.

UNIT III:

Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates.

UNIT IV:

Open source journalism: Responding to the audience, Annotative reporting; Citizen Journalists, Problem of verification, accuracy and fairness.

UNIT V:

Use of blogs, tweets, etc. for story generation and development; Protecting copyright, Exploring Cyberspace: Individual Blog; Group weblog

TEXT BOOKS:

Recent editions of the following books only are recommended

1.Jagdish Chakravarthy, Net, Media and the Mass Communication,Authors press, New Delhi.

2. Gopal Bhargava ,Mass Media and Information Revolution,Isha Books, New Delhi ,.

REFERENCE BOOKS:

◆ Nath, Shyam ,Assessing the State of Web Journalism ,Authors Press, New Delhi.

◆ Narayana Menon, The Communication Revolution.National Book Trust .

PROOF READING AND COPY EDITING

Subject Code: 2019ECC008   **No. of Credits: 2**

Objectives:

   To enable the students to proofread and edit texts.

UNIT I:

   Introduction to Proofreading and Copyediting, The use of style sheets and style guides in Proofreading and copyediting, finding the appropriate style guides, how to create and use a style sheet.

UNIT II:

   Proofreaders' marks and how they are used to copyedit and proofread, your job as a proofreader.

UNIT III:

   How to proofread, Proofreading practice.

UNIT IV:

   The job of copyediting, how to copyediting, copyediting practice.

UNIT V:

   How to copyedit or proofread one's own Work, copyediting or proofreading as a career.

TEXT BOOKS:

Recent editions of the following books only are recommended

   1. Laura Anderson ,Proofreading Handbook ,McGraw-Hill .

   2. Elsie Myers Stainton, The Fine Art of Copyediting ,Columbia University Press.

REFERENCE BOOKS:

   1. Suzanne Gilad ,Copyediting and Proofreading For Dummies .

   2. Peter Ginna ,What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) ,University of Chicago Press.

PERSONALITY DEVELOPMENT

Subject Code: 2019ECC009   **No. of Credits: 2**

Objectives :

To make students groom their personality and prove themselves as good Samaritans of the society

UNIT I:

Introduction to Personality Development ; The concept of personality, Theories of Freud & Erickson, Significance of personality development; The concept of success and failure: What is success-Hurdles, What is failure- Causes of failure.

UNIT II:

Attitude & Motivation, Factors affecting attitudes-Positive attitude, Advantages, Negative attitude- Disadvantages - Concept of motivation - Significance – Internal and external motives -Importance of self- motivation-Factors leading to de-motivation

UNIT III:

Term self-esteem, Symptoms, Advantages - Do's and Don'ts to develop positive self-esteem, Low selfesteem, Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships.

UNIT IV:

Other Aspects of Personality Development, Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader – Character   building -Team-work – Time management - Work ethics –Good manners and etiquette.

UNIT V:

Employability Quotient , Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical), Interview, Psychometric Analysis, Mock Interview Sessions.

TEXT BOOKS:

Recent editions of the following books only are recommended
1.E.B. Hurlock ,Personality Development ,Tata McGraw Hill, New Delhi.

2. Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall.

REFERENCE BOOKS:

1. Sudhir Andrews , How to Succeed at Interviews, New Delhi.Tata McGraw-Hill.

2. Heller, Robert., Effective leadership, Essential Manager series. Dk Publishing.

TECHNICAL WRITING

Subject Code: 2019ECC010   **No. of Credits: 2**

Objectives :

        To enable the students to practice professional writing.

UNIT I:
        Technical Writing Basics, Technical Communication: Definition & Purpose.
UNIT II:
        Characteristics of Technical Communication, Audience, Centered Communication.
UNIT III:
        Legal and Ethical Communication: Description & Importance, Implicit and Explicit Rules of Communication: Definitions & Examples.
UNIT IV:
        Types of Technical Documents.
UNIT V:
        The Technical Writing Process: Prewriting, Writing & Rewriting, Spread of Internet; Salient features and advantage over traditional media.

TEXT BOOKS:

Recent editions of the following books only are recommended
1. Kieran Morgan , Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures , Better on paper publications.

2. Thomas Arthur Rickard ,A Guide to Technical Writing ,Bibliolife.

REFERENCE BOOKS:

1. Gerald J. Alred, Charles T. Brusaw & Walter E. Oliu , Handbook of Technical Writing ,Bedford/St. Martin's.

2. Mike Markel, Technical Communication, Palgrave MacMillan.

AN INTRODUCTION TO PSYCHOLOGY

Subject Code: 2019ECC011   **No. of Credits: 2**

Objectives :

To enable the students to articulate how psychological research adheres to ethical and scientific principles, and communicate the difference between personal views and scientific evidence in understanding behavior.

UNIT I:
> Introducing Psychology, Psychological Science, Brain, Body and Behavior.

UNIT II:
> Sensing and Perceiving Remembering and Judging, Intelligence and Language.

UNIT III:
> States of Consciousness, Growing and Developing, Learning.

UNIT IV:
> Emotions and Motivation, Personality

UNIT V:
> Defining Psychological Disorders, Treating Psychological Disorders, Psychology in Our Social Lives.

TEXT BOOKS:

Recent editions of the following books only are recommended
1. David Myer , David Myer's Psychology , Worth Publishers .
2. Daniel Kahneman, Thinking Fast and Slow , Farrar , Straus and Giroux.

REFERENCE BOOKS:

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall.

2. Robert Feldman, Understanding psychology, McGraw Hill Educatio.

3.Thomas E. Ludwig , Psychsims ,WortSh Publishers.

ASTRONOMY

Subject Code: 2019ECC012   **No. of Credits: 2**

Objectives:

On successful completion of this course the students should gain knowledge about Astronomy.

UNIT I:

General description of the Solar system. Comets and meteorites – Spherical trigonometry.

UNIT II:

Celestial sphere – Celestial co – ordinates – Diurnal motion – Variation in length of the day.

UNIT III:

Dip – Twilight – Geocentric parallex.

UNIT IV:

Refration – Tangent formula – Cassinis formula.

UNIT V:

Kepler's laws – Relation between true eccentric and mean anamolies.

Text Book

Recent editions of the following books only are recommended

"ASTRONOMY" by S.Kumaravelu and Susheela Kumaravelu.

FUZZY MATHEMATICS

Subject Code: 2019ECC013   **No. of Credits: 2**

Objective:

✓ To know the basic concepts of fuzzy stes and its characteristics.
✓ To understand the concept of various operations on fuzzy sets.
✓ To learn the concept of fuzzy relations and its applications.

UNIT I:
   From classcal sets to Fuzzy sets: Introduction-Crisp Sets: An over vieww-Fuzzy set: Basic types-Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift.

UNIT II:
   Fuzzy sets of versus crisp sets: Addtional properties of α- Cuts- Representations of fuzzy setsExtension Principle of Fuzzy sets.

UNIT III:
   Operations on fuzzy sets: Types of Operations-Fuzzy complements-Fuzzy Intersections: t-Norms-Fuzzy unions: t-conorms

UNIT IV:
   Fuzzy Arithmetic: Fzzy Numbers-Lnguistic Variables-Arithmetic Operations on intervals

UNIT V:
   Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylndric Extensions-BinaryFuzzy Relations-Binary relations on a single set-Fuzzy Equvalence Relations-Fuzzy Compatibility Relations.

Text Book:

Recent editions of the following books only are recommended

Fuzzy Sets Uncertainty and Information, George, J.Klir and Tina A, Folger, Printice Hall of India

Pvt Ltd, New Delh, 2006

UNIT I: Page no: 1-30
UNIT II: Page no: 35-48
UNIT III: Page no: 50-96
UNIT IV: Page no: 97-102
UNIT V: Page no: 119-135

Reference Book:

1. Fuzzy Logic Intellegence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delh.
2. Fuzzy logc and Neural Networks, M.Amirthavalli, Scitech Publications Pvt Ltd, Chennai and Hydrabad.
3.Fuzzy Lgic with Engineering Applications, Timothy , Jo Ross, McGraw-Hill INC, New York.

OPERATION RESEARCH

Subject Code: 2019ECC014   **No. of Credit :2**

Objectives:
To understand the basic concepts of Operations Research and Solving LPP
To solve Transportation and Assignment problems
To understand the concept of Game theory , Queuing theory PERT and CPM.

UNIT I:
> Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Graphical method only.

UNIT II:
> Transportation (Non- degenerate only) - Assignment problems - Problems.

UNIT III:
> CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT IV:
> PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

UNIT V:
> Game Theory: Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - problems . Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

Text Book:
Recent editions of the following books only are recommended
   Prof. V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan: Resource Management Techniques (Operations Research) A.R.Publications- 2002
   Unit I : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5
   Unit II : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5
   Unit III: Chapter 15 – Section 15.1,15.2,15.5,15.8
   Unit IV: Chapter 15 – Section 15.6
   Unit V : Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2

Reference:
  1. Kanti Swarup, Gupta P.K, Man Mohan : Operations Research, Sultan Chand & Sons.
  2. P.R. Vittal and V.Malini : Operations Research, Margham Publications.
  3.P.K.Gupta.,ManMohan: Problems in Operations Research,Sultan Chand &sons.
  4.V.K.Kapoor: Operations research, Sultan Chand&sons.

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2019ECC015   **No. of Credits: 2**

OBJECTIVES

To understand the fundamental concepts of Set Theory and Linear Equations.
To solve the problems in Mathematics of Finance, sequence and series.
To acquire the knowledge of correlation, regression and problem solving.

UNIT I:
  Sets, Functions and Relations -Equations Linear equations–Homogeneous linear equations .

UNIT II:
  Sequence and Series–Arithmetic progression-Geometric progression; Mathematics of Finance: Simple interest-Compound interest.

UNIT III:
  Limits ─ Basic concepts of Differentiation - Integration

UNIT IV:
  Measures of Central Tendency and Dispersion, Arithmetic Mean, Median – Mode, Geometric Mean and Harmonic Mean, Standard deviation, Quartile deviation

UNIT V:
  Correlation and Regression.

Text Book:
Recent editions of the following books only are recommended
1. Discrete Mathematics, B.S. Vatssa, Wishwa Prakashan Private Limited.
2. Business Mathematicsc and Statistics, P.A. Navanitham, Jai Publisher.

Reference Book:
1 .Dr.M.K.Venketaramen,Dr.N.Sridharan,N.Chandarasekaran: DiscreteMathematics
   The National publishing Company.
2.P.R.Vittal :Business Mathematics and Statistics, Margham Publications.
3. Sanchetti, D.C and Kapoor, V.K: Business Mathematics, Sultan chand Co & Ltd.

Unit I   : Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)
Unit II : Chapter 1 and 2 (Text Book 2, Part 1)
Unit III : Chapter 5, 6 and 8 (Text Book 2, Part 1)
Unit IV : Chapter 7 (Text Book 2, Part 2)
Unit V   : Chapter 12 and 13 (Text Book 2, Part 2
Chapter 3 , Section 3.1-3.4 and Chapter 6, Section 6.1-6.3 (Text Book 3)

MULTIMEDIA AND ITS APPLICATIONS

Subject Code: 2019ECC016   **No.of Credits: 2**

Objectives:

To enable the students learn the overview of Multimedia systems.
To provide knowledge about the Basic concepts of Sound and Image Processing.
To enhance the knowledge about the Multimedia Applications.

UNIT I:

Media and Data Streams : Medium – Main Properties of a Multimedia Systems – Multimedia – Traditional Data Streams Characteristics – Data Streams characteristics for continuous media.

UNIT II:

Sound / Audio: Basics sound Concepts – Music – Speech . Video and Animation : Basics concepts – Television – Computer Based Animations.

UNIT III:

Images and Graphics : Basics concepts – Computer Image Processing – Data Compression : Storage space – coding requirement – source entropy and hybrid coding – some basic compression techniques – JPEG – MPEG – DVI.

UNIT VI:

Multimedia Communication system : Application subsystem – Transport subsystem – quality of services and resource management.

UNIT V:

Multimedia Applications : Introduction – Media Preparation – Media Composition – Media Integration – Media Communication – Media Entertainment.

Reference Books:
Recent editions of the following books only are recommended

1. Ralf Steinmetz and Klara Nahrstedt , Multimedia : Computing , Communication & Applications. ,Pearson Education.

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2019ECC017   **No. of Credits: 2**

Objectives:
To familiarise the students with Business Information through Computers.
To enable the students aware of utilization of business information for decision making.
To bestow knowledge about Database Management System

UNIT I:
   Management information system: meaning – features – requisites of effective MIS – MIS Model – components – subsystems of an MIS – role and importance – corporate planning for MIS – growth of MIS in an organization – centralization vs decentralization of MIS - Support – Limitations of MIS.

UNIT II:
   System concepts – elements of system – characteristics of a system – types of system – categories of information system – system development life cycle – system enhancement.

UNIT III:
   Information systems in business and management: Transaction processing system: Information repeating and executive information system.

UNIT IV:
   Database management systems – conceptual presentation – client server architectures networks.

UNIT V:
   Functional management information system: Financial – accounting – marketing – production – Human resource – business process outsourcing.

Text Books:
Recent editions of the following books only are recommended

1. Gorden B.Davis and Margrethe H.Olson: "Management Information System", Tata McGraw Hill Publication, New Delhi.
2. Aman Jindal: "Management Information system", Kalyani Publishers, New Delhi.

Reference Books:

1. Kenneth C. Laudon: "Management Information System", Pearson Education, New Delhi.
2. Stephen Haag: "Management Information System", Tata McGraw Hill Publication, New Delhi.

THEORY OF COMPUTATION

Sub Code: 2019ECC018   **No. of Credits: 2**

Objectives:
 To learn about the basic of theory of computing
To understand the concept of finite automata and push down automata
To acquire knowledge in formal language
To enhance the concept of conversion of deterministic automata to non deterministic
automata.

UNIT- I:
Introduction to theory of Computing – Why Study the theory of Computing- What is Computation- Set theory-Alphabets-Strings and Languages-Relations-Functions-Graphs and Trees.

UNIT -II:
Finite Automata: Introduction-Finite state Machines -Deterministics Finite Automata(DFA)-Finite Automata with and without Epsilon Transitions-Language of Deterministic Finite Automata-Acceptability of a String by a Deterministic Finite Automata-Processing of Strings by Deterministic Finite Automata;Non-Deterministic Finite Automata(NFA)- Language of Non- Deterministic Finite Automata-Equivalence between DFA and NFA-Non Deterministic Automata with or without Epsilon Transitions.

UNIT -III:
Formal Language: Introduction-Theory of Formal Language-Kleene and positive Closure-Defininig Language-Recursive Definition of Language-Arithmetic Expression-Grammar-Classification of Grammar and Language-Language and their Relation-Operations On Language-Chomsky Hierrachy.

UNIT- IV:
Regular Language: Introduction-Regular Language and Expression-Operations of Regular Expression-Identity Rules-Algebraic Laws for Regular Expression-Finite Automata and Regular Expression- Kleene's Theorem-Problems-Context Free Grammar and Context Free Language: Introduction-Derivation Tree-Parse Tree-Right Most and Left most Derivation -Ambiguity-Problems

UNIT- V:
Push Down Automata: Description and Definition-Language of PDA-Graphical Notation of PDA-Acceptance by Final State and Empty Stock, From Empty Stock to Final State and Vice versa-Deterministic Pushdown Automata and Non deterministic Pushdown Automata-Language-Problems.

Text Books:

Recent editions of the following books only are recommended

1. Theory of Computing-A Gentle Introduction, Efim Kinber, Carl Smith, published by Pearson Education.(UNIT 1)

2. Theory of Automata, Language & Computation, Rajendra Kumar, Tata McGraw Hill Education Private Limited, New Delhi. (UNIT 1to 5)

Reference Book:

A Textbook Automata Theory, S.F.B.Nasir, P.K.Srimani, Published by Cambridge University Press India Pvt, Ltd, New Delhi.

UNIT 1: Chapter 1: Section 1.1, 1.2 (Text Book 1)
              Chapter 1: Section 1.1-1.6 (Text Book 2)
UNIT 2: Chapter 2: Section 2.1-2.11
UNIT 3: Chapter 3: Section 3.1-3.10
UNIT 4: Chapter 4: Section 4.1-4.5, 4.6, 4.6.1, 4.6.2
               Chapter 6: Section 6.1-6.10
UNIT 5: Chapter 7: Section 7.1-7.10

OOPS WITH JAVA PROGRAMMING

Subject Code: 2019ECC019   **No. of Credits: 2**

Objectives :

To Understand fundamentals of object – oriented programming in Java, including defining classes,invoking methods,using class libraries,etc.

To be able to use the Java SDK enviroment to create, debug and run simple Java programs.

To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

UNIT I:

Introduction to Object-Oriented Programming : Fundamentals – Object oriented Paradigm –Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy – Concurrency-Persistance – Inheritance – Polymorphism – Benefits of OOP – Applications of OOP.

UNIT II:

Java Evolution : History – Features – Difference between Java,C,C++ - Java and Internet – Java and WWW – Web Browsers . Overview : Simple Java Program - Structure – Java Tokens- Statements -JVM - Constants – Variables – Data types – Operators and Expresions.

UNIT III:

Decision Making and Branching :if,if...else, nested if, switch – Decesion making and looping : while,do,for – Jumps in Loops – Labeled loops – Classes, Objects and Methods. Arrays, Strings and vectors - Interfaces :Multiple Inheritance – Packages : Putting classes together – Multithreaded programming – Thread exceptions – Life cycle of Thread - Thread priority – Synchronization.

UNIT IV:

Managing Errors and Exceptions – Types of Errors – Exceptions – Applet Programming – Applet life cycle – Graphics Programming.

UNIT V:

Managing Input / Output Files in Java: Concepts of Streams – Stream classes – Byte stream classes – Character stream classes - Using streams – I/O classes – File classes - I/O Exceptions – Creation of files – Reading / Writing characters, Byte - Handling Primitive data types – Random Access Files

Text Books:

Recent editions of the following books only are recommended

1. Grady Booch: "Object Oriented Analysis & Design with Applications", Second Edition, Pearson Education.

2. E.BalaGurusamy: "Programming with Java", Third edition, Tata McGraw Hill Pvt Ltd.

Reference Books:

1. Patrick Naughton & Hebert Schildt: "The Complete Reference Java 2", Third edition, Tata McGraw Hill Pvt Ltd.

2. Programming with Java – John R.Hubbard, Second Edition, Tata McGraw

PROGRAMMING IN C

Subject Code: 2019ECC020   **No. of Credits: 2**

Objectives:

To enable the students

- To know about problem solving techniques and algorithm fundamentals.
- To know about the basics of C Programming and its various computation logics.

UNIT I:

Overview of C - Introduction – Structure of C - Character set - C tokens - Keyword & Identifiers - Constants - Variables - Data types - Declaration of variables - Assigning values to   variables - Defining Symbolic Constants - Operators – Arithmetic Expressions: - Evaluation of expression - Type conversion in expression - operator precedence .

UNIT II:

Decision Making and Branching - Decision making with IF statement - simple IF statement - The IF ELSE Statement - Nesting of IF ...ELSE statements - The ELSE IF ladder - The switch statement – The GOTO statement -- Decision Making and Looping - The WHILE statement - The DO statement - The FOR statement – Jumps in Loop.

UNIT III:

Arrays - One Dimensional - Two Dimensional - Multidimensional arrays - Character string Handling - Declaring and initializing string variables -   String:Introduction-Standard Functions. Funtions: User - defined Functions - Need for user Defined functions - Types of Functions :No Arguments and no return values - Arguments with return values - Recursion.

UNIT IV:

Structure : Structure definition - Giving values to members – Structure initialization - comparison of structure variables - Structures within structures- size of structures.

UNIT V:

Pointers to structures. Pointers – Introduction-Features of Pointers - Declaring and initializing pointers - Accessing a variable through its pointers - pointers and arrays - pointers and character strings

Text Books:

Recent editions of the following books only are recommended

1. E. Balagurusamy: **"**Programming in ANSI C" **,** Tata Mc. Graw Hill, 5thEdition (reprint), 2011. (Unit II, Unit III, Unit IV, Unit V)

2. R.G.Dromey: "How to Solve it by Computer", Prentice Hall of India, Delhi,2000 (Unit-I)

Reference Books:

1. Byron Gottfried: "Programming with C"(Schaum's Outline Series), Tata Mc.Graw Hill.

2. Ashok. N. Kamathane: "Programming with ANSI and Turbo C", Pearson Education Asia.

3. Yeswanth Kanethkar: "Let us C" Tata Mc. Graw Hill.

INTERNET OF THINGS

Subject Code: 2019ECC021   **No. of Credits: 2**

Objectives:
To get the vision and introduction to IoT .
To Understand IoT Market perspective, Data and Knowledge Management and use of Devices in
    IoT Technology.
To understand state of the art IoT architecture,real world IoT deisgn constraints,industrial
    automation and commercial building automation in IoT.

UNIT I:
Introduction- Concepts behind the Internet of Things- The IoT Paradigm- Smart Objects-
Creative Thinking Techniques – Modifications- Combination Scenarios- Breaking
Assumptions- Solving Problems.

UNIT II:
M2M to IoT – A Market Perspective– Introduction, Some Definitions, M2M Value Chains,
IoT Value Chains, An emerging industrial structure for IoT, The international driven global
value chain and global information monopolies.

UNIT III:
M2M and IoT Technology Fundamentals- Devices and gateways, Local and wide area
networking, Data management, Business processes in IoT, Everything as a Service(XaaS),
M2M and IoT Analytics, Knowledge Management Introduction, Technical Design
constraints-hardware is popular again.

UNIT IV:
Introduction, State of the art, Architecture Reference Model- Introduction, Reference
Model and architecture, IoT reference ModelIoT Reference Architecture- Introduction,
Functional View, Information View, Deployment and Operational View, Other Relevant
architectural views. Real-World Design Constraints.

UNIT V:
Service- oriented architecture-based device integration, SOCRADES: realizing the
enterprise   integrated Web of Things, IMC-AESOP: from the Web of Things to the
Cloud of Things, Commercial Building Automation- Introduction, Case study: phase one-
commercial building automation today.

Text Book:
Recent editions of the following books only are recommended
1. Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stefan Avesand, Stamatis Karnouskos, David
Boyle: "From Machine-to-Machine to the Internet of Things: Introduction to a New Age of
Intelligence"**,** First Edition, Academic Press, 2014.
Reference Books:
1. Vijay Madisetti and Arshdeep Bahga: "Internet of Things (A Hands-on-Approach)".
2. Francis daCosta: "Rethinking the Internet of Things: A Scalable Approach to Connecting
Everything"**,** First Edition, Apress Publications**.**
3.Hakima chaouchi,"The Internet Of Things Connecting Objects.

WEB TECHNOLOGY AND ITS APPLICATIONS

Subject Code: 2019ECC022   **No. of Credits: 2**

Objectives: To enable the students
- To learn about the basic concepts of various networking model and its layers.
- To learn about the concepts of protocol and its architecture.
- To learn about the Java Scripts and XML.

UNIT I:
> Networking Protocols and OSI Model: OSI Model, Layer functions. Internetworking concepts, devices, internet basics: why internetworking, problems, virtual network, repeaters, bridges, routers, gateways, history of internet, growth.

UNIT II:
> TCP/IP Part I: basics, addressing, IP addressing, logical addresses, concept of IP address, ARP, RARP, BOOTP, DHCP, ICMP. TCP / IP Part II: TCP, UDP – basics, features, relationship, ports and sockets, connections, TCP segment format, UDP, differences.

UNIT III:
> DNS, Email, FTP, TFTP – DNS, Email, FTP, TFTP. TCP / IP Part IV : WWW, HTTP, TELNET – history, basics, HTML, common gateway interface, remote login (TELNET).

UNIT IV:
> Java Script and AJAX. PHP / MySQL – scripting language, client side vs Server side, Features of PHP, reference, MySQL basics, using MySQL with PHP.ASP.NET: overview of .NET framework, Details, Server controls and web controls, validation controls.

UNIT V:
> Java Web Technologies – Java servlets and JSP, Creating and testing, servlet, session management, introduction to JSP, JSP and JDBC, EJB, architecture, overview, types of EJB, session beans. Web Security: principles, cryptography, plain text and cipher text, digital certificates, signatures, secure socket layer. XML – what is XML? XML versus HTML, EDI, Terminology, Document-Type Declaration, Element-Type declarations.

Text Book:
Recent editions of the following books only are recommended
- ◆ Achyut Godbole and Atul Kahate :"Web Technologies – TCP / IP, Web / Java Programming and Cloud Computing", McGraw Hill Education India Private Limited.

Reference Books:
1. Behrouz A. Forouzan : "TCP / IP – Protocol Suite", McGraw Higher Education.
2. Paul Deitel, Harvey Dietel and Abbey Dietel: "Internet & World Wide Web – How to Program", Tata McGraw Hill.

NETWORK SECURITY

Subject Code: 2019ECC023   **No. of Credits: 2**

Objectives: To enable the students

13. To know about cryptography and its various functions.
14. To understand the concepts of hashes and public key algorithm.
15. To have a knowledge on different types of authentication.
16. To know about the standards, IP security and their applications**.**

UNIT I:

Cryptography - Introduction – Primer on Networking –Active and Passive Attacks –Layers and Cryptography – authorization Viruses, worms, Trojan Horses – The Multi level Model of Security. Cryptography – Breaking an Encryption Scheme – Types of Cryptographic functions – secret key Cryptography – Public key Cryptography – Hash algorithms.

UNIT II:

Secret Key Cryptography - Secret Key Cryptography – Generic Block Encryption – Data Encryption Standard – International Data Encryption Algorithm (IDEA) – Advanced Encryption Standard.

UNIT III:

Hashes and Public Key Algorithms - Hashes and Message Digests: Introduction – Things to do with hash – MD2 – MD4 – MD5. Public Key Algorithms: Modular arithmetic – RSA – Diffie-Hellman – Digital Signature Standard – Elliptic Curve Cryptography.

UNIT IV:

Authentication - Overview of Authentication Systems: Password-Based Authentication – Address-Based Authentication – Cryptographic Authentication Protocols –Eavesdropping and Server Database Reading – Trusted Intermediaries – Session Key Establishment.

UNIT V:

Standards, IP Security and Applications - Standards: Kerberos V4: Introduction – Tickets and Ticket-Granting Tickets – Configuration – Logging into the Network – Replicated KDCs. IP Security: Overview of IPSec – IP and IPv6 – Authentication Header – ESP.

Reference Books:
Recent editions of the following books only are recommended

l) Charlie Kaufman, Radia Perlman and MikeSpeciner : "Network Security Private Communication in a Public World", Pearson Education, New Delhi .
m) Stallings William : "Cryptography and Network Security Principles and Practices", Prentice Hall India, New Delhi.
n) Stallings William : " Network Security Essentials Applications and Standards " Prentice Hall India.
o) Atul Kahate : "Cryptography and Network Security " Tata Mc.Graw Hill**.**

MOBILE AND WIRELESS TECHNOLOGY

Subject Code: 2019ECC024   **No. of Credits: 2**

Objectives:

To learn the wireless communication on digital mobile communication system and integration of services and applications from fixed networks into networks supporting mobility of end user and wireless access.

UNIT – I:

Introduction: Applications – A Simplified Reference Mode. Wireless Transmission: Cellular System. Medium Access Control : Motivation for a Specialized MAC : Hidden and exposed terminals – Near and far terminals – SDMA – FDMA – TDMA : Fixed TDM –Classical Aloha – Slotted Aloha – Carrier Sense Multiple Access – Demand assigned Multiple Access – PRMA Packet Reservation Multiple Access – Reservation TDMA – Multiple Access With Collision Avoidance – Polling – Inhibit Sense Multiple Access. CDMA: Spread Aloha multiple access.

UNIT -II:

Telecommunication Systems: GSM: Mobile Services – System Architecture – Radio Interface – Protocols - Localization And Calling – Handover – Security – New Data Services.

DECT: System Architecture – Protocol Architecture – TETRA.

UNIT -III:

UMTS and IMT 2000: UMTS Releases and Standardization – UMTS System Architecture -UMTS Radio Interface – UTRAN – Core Network – Handover. Satellite System: History –Applications – Basics: GEO – LEO – MEO . Routing – Localization – Handover.Broadcast Systems: Overview – Cyclical Repetition Of Data – Digital Audio Broadcasting –Digital Video Broadcasting – Convergence of Broadcasting and Mobile Communication.

UNIT -IV:

Wireless LAN: Infra Red Vs Radio Transmission – Infrastructure and Ad-Hoc Network – IEEE 802.11: System Architecture – Protocol Architecture – Physical Layer – MediumAccess Control Layer – MAC Management – HIPERLAN: HIPERLAN1 -WATM – BRAN– HiperLAN2. Bluetooth: User scenarios – Architecture – Radio layer – Base band layer –Link manager protocol

UNIT -V:

Mobile Network Layer: Mobile IP – Dynamic Host Configuration Protocol – Mobile Ad-Hoc Networks. Mobile Transport Layer: Traditional TCP-Classical TCP Improvement-TCP Over 2.5/3G Wireless Networks – Performance Enhancing Proxies.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Asoke K Talukder and Roopa R Yavagal ,Mobile Computing,Tata McGraw-Hill.
2.John Schiller , Mobile communication, Pearson Edition.
REFERENCE BOOKS:
William C.Y.Lee, Mobile Communication Design Fundamentals ,John Wiley,Ivan Stojmenoric , Wireless network & Mobile communication.

CLOUD COMPUTING

Subject Code: 2019ECC025   **No. of Credits: 2**

Objectives:

To Understand the Cloud computing architectures, applications and challenges and learn about various cloud storages

UNIT – I:

INTRODUCTION: Cloud Computing Introduction, From, Collaboration to cloud, Working of cloud computing, pros and cons, benefits, developing cloud computing services, Cloud service development, discovering cloud services.

UNIT -II :

CLOUD COMPUTING FOR EVERYONE: Centralizing email communications, cloud computing for community, collaborating on schedules, collaborating on group projects and events, cloud computing for corporation, mapping schedulesm managing projects, presenting on road.

UNIT -III:

USING CLOUD SERVICES: Collaborating on calendars, Schedules and task management, exploring on line scheduling and planning, collaborating on event management, collaborating on contact management, collaborating on project management, collaborating on word processing, spreadsheets, and databases.

UNIT -IV:

OUTSIDE THE CLOUD : Evaluating web mail services, Evaluating instant messaging, Evaluating web conference tools, creating groups on social networks, Evaluating on line groupware, collaborating via blogs and wikis.

UNIT -V:

STORING AND SHARING: Understanding cloud storage, evaluating on line file storage, exploring on line book marking services, exploring on line photo editing applications, exploring photo sharing communities, controlling it with web based desktops.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Michael Miller, Cloud Computing, Pearson Education, New Delhi.

2. Anthony T. Velte, Cloud Computing A Practical Approach, Tata Mcgraw HillEducation Private Limited.

REFERENCE BOOKS:

1. Arshdeep Bahga, Cloud Computing: A Hands-On Approach, Paperback-Import..

CROSS CULTURE MANAGEMENT

Subject Code: 2019ECC026   **No. of Credits: 2**

Objective: To provide a thorough understanding
✓ The impact of an international context on management practices based on culture.
✓ Frameworks for guiding cultural and managerial practice in international business.

UNIT-I:

Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation.

UNIT-II:

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage – Guanxi – Managing Informal Systems –Implications.

UNIT-III:

Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.

UNIT-IV:

Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.

UNIT-V:

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.

TEXT BOOK:
Recent editions of the following books only are recommended
   ✓ Jean-Francois Chanlat, Cross Culture Management, T&F publication.

REFERENCE BOOKS:
   ✓ Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan.
   ✓ Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd.
   ✓ Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication.
   ✓ Richard R.Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press.

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code: 2019ECC027   **No. of Credit :2**

Objectives: On successful completion of the course, the students should have understood
- ✓ The diversity of issues prevalent in the Indian Economy.
- ✓ Trade related issues of the Indian Economy.
- ✓ The importance of trade in the present globalized era.

UNIT- I:

Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India.

UNIT-II:

Planning and Economic Development : Redefining the Role of the State –Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty –Measures to Remove Regional Disparities.

UNIT-III:

Indian Industries : Review of Industrial Growth under 10th and 11th Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy.

UNIT-IV:

Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

UNIT-V:

India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves – Convertibility of the Rupee – WTO and India.

TEXT BOOK:

Recent editions of the following books only are recommended
- ✓ Ramesh Singh, Indian Economy, Mcgraw Hill Education.

REFERENCE BOOKS:

- ✓ P.Arunachalam-Indian Economy and Trade, Serial Publication.
- ✓ Sankarganesh,Indian Economy Key concepts, Kavin Mukhil Publications.
- ✓ Gaurav Kumar, Indian Economy, Kd Publication.
- ✓ Puri Misra, Indian Economy, Himalaya Publication.

EXPORT MARKETING

Subject Code: 2019ECC028   **No. of Credits: 2**

Objectives:

To gain knowledge on Export distribution channels.
To enable the students to understand Export and Import Procedures.
To create awareness regarding the export promotion and export finance.

UNIT I:
   Export marketing – an overview -export marketing – meaning difference between export

   marketing and domestic marketing – basic function of export marketing.

UNIT II:
   Export distribution channels – direct export – indirect export – channel; small

   manufacturer.

UNIT III:
   Export promotion – characteristics of foreign buyers – forms of export promotion-

   importance of Promotional Activities.

UNIT IV:
   Export and Import Procedure Documents used in Foreign Trade.

UNIT V:
   Export Finanace- Needs- Short terms, Medium and long term Source of Finance types of
   Credit.

Text Book
Recent editions of the following books only are recommended
1.Rathor. BS-Export Marketing - Himalaya publishing House.

INTERNATIONAL TRADE & FOREX

Subject Code: 2019ECC029   **No. of Credits: 2**

Objectives:
To learn the overview of International Trade and Globalisation.
To make the students to understand the concepts of foreign exchange management.
To gain the knowledge on the basic regulation of FEMA.

UNIT I:
International trade- Meaning- Scope- Challanges- Theories of International Trade- Balance of Payment- Trade Barriers

UNIT II:
Competition Law and International Trade- Competition and Consumer Protection- Regulation of anti competition activity

UNIT III:
Export Policy and Procedure- features- Export Promation Schemes- SEZs , EOU- Deemed Export- Export Promotion Council

UNIT IV:
Import Policy and Procedure- Import of Gifts- Import on Import basis- Procedure for customer clearance- Warehousing- Canalised import

UNIT V:
Introduction to FEMA- Forex Management-Nature- Forex Manager- Foreign Exchanfge Market- Foreign Exchange Rate- Types- Present status of Foreign exchange Market in India

Text Books:
Recent editions of the following books only are recommended
1. Francis cherunilam -International trade-Himalaya publication House.

BRAND MANAGEMENT

Sub Code: 2019ECC030   **No. of Credits: 2**

Objective:

To understand the methods of managing brands and strategies for brand management.
To successfully establish and sustain brands and lead to extensions

UNIT I:

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III:

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

TEXT BOOK:
Recent editions of the following books only are recommended
1.Keller/ Parameswaran & Jacob, Strategic Brand Management: Building, Measuring, and
2.Managing Brand Equity, Pearson Education India; 4 Edition 2015.

REFERENCE BOOKS:
1.Y.L.R. Moorthi, Brand Management, Vikas Publishing House.
2.Sagar Mahim, D. P. Agrawal, Brand Management, ANE Books.
3.Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press .
4.Ranjeet Verma, Brand Management, Laxmi Publications.

STRESS MANAGEMENT

Subject Code: 2019ECC031   **No. of Credits: 2**

Objectives:

To provide a broad physical, social and psychological understanding of stress.
To understand the management of work related stress
To develop and implement effective strategies to prevent and manage stress at work.

UNIT I:

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

UNIT II:

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say 'No'.

UNIT III:

Implications – People issues – Environmental issues –Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

UNIT IV:

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

UNIT V:

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

Text Book:

Recent editions of the following books only are recommended

1.D M Pestonjee, Stress and Work: "Perspectives on Understanding and Managing Stress", SAGE Response, First Edition 2013.

Reference Books:

1.Kamlesh Jani, Ratish Kakkad, Stress Management, Pothi Publishers.

2.Aarti Gurav , Time Management , Buzzing stock Publishing House.

3.Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press.
Barun Mitra, Personality Development and Soft Skills, Oxford University Press.

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code: 2019ECC032   **No. of Credit :2**

Objective: On successful completion of this course, the students should have understood
  ✓ Basic principles of insurance and risk management
  ✓ Understanding contemporary issues related to insuran

UNIT-I:

Nature and History of Insurance Business - Insurance Business in India Europe, UK and USA - insurance Act 1938 -General insurance business -Nationalisation - Insurance as a social security tool – Insurance and economic development - IRDA- Entry of private players into Insurance business -Actuarial profession -Global Trends and developments in Insurance Business

UNIT-II:

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Clause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatiory Frame work.

UNIT-III:

Global Non-life Insurance: Principles & Practices Fire insurance – Standard fire policy; Marine - Cargo and Hull insurance – Types; Motor insurance – Liability insurance, Types of policies; Engineering insurance – Electronic equipment insurance, Burglary insurance – Underwriting Practices – Claims settlement in International Perspectives.

UNIT-IV:

Risk management process – Risk identifications: perception of risk, Threat analysis, Even analysis, Safety Audit – Risk evaluation – Concept of probability –Statistical methods of risk evaluation – Value at Risk (VaR)

UNIT-V:

Risk Management Methods – Contingency Planning – Risk Transfer – Captive Insurance agreements – Reinsurance – Catastrophe covers – Legal Aspects of Reinsurance – Reinsurance Markets – Lloyds Markets – Risk Management techniques for global insurance market players.

TEXT BOOK:
Recent editions of the following books only are recommended
1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

REFERENCE BOOKS:
 1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private   Limited
2. Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani
Publishers.
3. Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An
   imprint of LexisNexis.
4. S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law
   Publishing - An Imprint of Lexis Nexis.

RETAIL MARKETING

Subject Code: 2019ECC033   **No.of Credits: 2**

Objective:

To enable the students to understand about Global Retailing.
To provide knowledge on Visual Merchandise Management.
To familiarise the students with the Retail shoppers' behaviour**.**

UNIT I:

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II:

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III:

 Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV:

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V:

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TEXT BOOK:

Recent editions of the following books only are recommended

1**.** A.Sivakumar, Retail Marketing, Excel Books.

2.David Gilbert, Retail Marketing Management, Pearsons Education.

REFERENCE BOOKS:

1**.** Dr.L.Natarajan, Retail Marketing, Margham Publications.

2. S.Banumathi, Retail Marketing, Himalaya Publishing House.

3. B.B.Mishra, Retail Marketing, Vrinda Publication.

EXPORT AND IMPORT PROCEDURES

Subject Code: 2019ECC034   **No.of Credits: 2**

Objective:
- ✓ To enable the students to understand about export and import procedures
- ✓ To provide adequate knowledge on export and import documentation.
- ✓ To impact knowledge on export and import procedures.

UNIT I:

Introduction to Export Management : Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

UNIT II:

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT III:

Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents
– Regulatory documents – ISO Certificate.

UNIT IV:

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

UNIT V:

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

Text Books:
Recent editions of the following books only are recommended
1.Subramanian Balagopal.T.A.S", Export Marketing",Himalaya Publication
   House,Mumbai.
2.Francis Cherunilam,"International Trade & Export Management",Himalaya Publication
   House,Mumbai.

 References Books :

1. Veera Reddy.P,"Import made Easy",Commercial Law Publication,New Delhi".
2. Mahajan.M.I,"Export Policy Procedure & Documentation",Snow White Publication,Mumbai.
3. A Nabhi : "How to Import 2005-2006",A Nabhi Publications.

LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 2019ECC035   **No. of Credits: 2**

Objective: The objective of the subject is to explore
17. The interlinking between Logistics and supply chain management.
18. The course seeks to provide the key concepts and solution in the design, operation, control and management of supply chain as integrated systems.
19. The impact of supply chain in gaining competitive advantage.

UNIT I:

Introduction to logistics – Business logistics – marketing logistics – objectives – importance
– logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT II:

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT III:

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT IV:

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT V:

Future management of logistics – logistics and outsourcing – Benefits – third party logistics
– value added services – reverse logistics.

TEXT BOOK:
Recent editions of the following books only are recommended
1.Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education.
 REFERENCE BOOKS:
1. Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications.
2. Janat Shah, Supply Chain Management, Pearson Education.
3. Ballou, Business Logistics/Supply Chain Management, Pearson Education India.
4. Chopra & Kalra, Supply Chain Management, Pearson Education India.

QUALITY MANAGEMENT

Sub Code : 2019ECC036   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood

✓ To introduce the fundamental concepts of total quality management, statistical process control, six sigma and the application of these concepts

✓ To provide a basic understanding of "widely-used" quality analysis tools and techniques.

UNIT I:

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II:

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III:

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV:

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V:

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.

TEXT BOOK:

Recent editions of the following books only are recommended

1. R. Janakiraman and R,K Gopal, Total Quality Management, PHI Learning.

REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications.

2. L.Suganthi Anand Samuel, Total Quality Management,PHI learing,

3.Joseph M.Juran, Quality Handbook, Mc Grawhill .

4. Bell Desmond Heivemann, Managing Quality,Butterworth Publications.

MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code : 2019ECC037   **No. of Credits: 2**

Objective:
- ✓ On successful completion of the course the students should have understood
- ✓ Identification, organization and building of new enterprise
- ✓ To prepare, analyze and execute business plan
- ✓ The logical decision making in business

UNIT I :

Entrepreneurship: Small Scale Introduction Institutional- Small scale Enterprises – Infrastructure-Entrepreneurial Competencies for Small Scale Enterprises -Institutional Interface

UNIT II :

Establishing small scale enterprises -opportunities scanning—choice of enterprise - market assessment for sse - choice of technology and selection of site

UNIT III :

Small scale enterprises — getting organized- financing the new/small enterprise - preparation of the business plan - ownership structure and organization framework

UNIT IV:

Operating the small scale enterprise - financial management issues in SSE -operations management issues in SSE- Marketing management issues in SSE - organizational relations in SSE

UNIT V:

Performance appraisal and growth strategies - management performance lessons growth and Assessment and control from stabilization - strategies for stabilization and successful strategies Growth entrepreneurs of small - managing family enterprises

TEXT BOOK:
Recent editions of the following books only are recommended
1. Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications.

REFERENCE BOOKS:
1.C.S.Prasad, Small and Mdium Enterprise in global Perspective, New Century
   Publications.
2.Taxmann, Small and Medium Enterprises in India,   Tax mann Publication.
3.Karen Patten Ayman, Information Technology for small business, Sprnger publications.
4.Sarika Lohana, Medium,Micro and Small Enterprises, New century Publications.

TOURISM MANAGEMENT

Sub Code : 2019ECC038   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood
 The handling of human resource in the context of complex work situations of the tourism industry.
 The complexities of marketing the tourism product
 The challenges and rewards of Tourism industry

UNIT I:
        History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

UNIT II :
        Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

UNIT III:
        Growth and development of tourism in India, National Action Plan 1992.

UNIT IV:
         Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

UNIT V:
        Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TEXT BOOK:
Recent editions of the following books only are recommended
1.Rajan chauhan, Tourism Management, APH Publishing Corporation.

REFERENCE BOOKS:
1.David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc.,.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishiners.
3.Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd..
4. Vandhana Joshi, Achana Biwal, Tourism Operations & `Management, Oxford University Press.

EVENT MANAGEMENT

Sub Code: 2019ECC039   **No. of Credits: 2**

Objective:
1. On successful completion of the course the students should have understood
2. Organization and management of events
3. The management of accounting and financial aspects in organizing an event
4. Planning the logistics and coordinating the technical aspects

UNIT I :
Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT II:
Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT III:
Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT IV:
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT V :
Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

TEXT BOOK:
Recent editions of the following books only are recommended
1.Sita Ram Singh , Event Management, Aph Publishing Corporation.

REFERENCE BOOKS:
1.Wagen, Event Management, Pearson.
2.C.P. Harichandan, Event Management, Global Vision Publishing House.
3.Tony Rogers, A Global Industry (Events Management), S.Chand (G/L) & Company Ltd.
4. D. G. Conway, The Event Manager's Bible: The Complete Guide to Planning and
   Organising a Voluntary or Public Event, Viva Books.

HOSPITALITY MANAGEMENT

Sub Code: 2019ECC040   **No. of Credits: 2**

Objective :
 On successful completion of the course the students should have understood
 To plan and execute hospitality events in coordination with back-of-the-house managers
  To Design and evaluate a hospitality operations plan, employing control systems and technologies, with guest preferences
  To Supervise and coordinate personnel, demonstrating clear communication and cultural sensitivity

UNIT I:
The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

UNIT II:
The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

UNIT III:
The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

UNIT IV:
Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

UNIT V :
Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

TEXT BOOK:
Recent editions of the following books only are recommended
1. Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

REFERENCE BOOKS:
1.Teason.D, Principles of Management for Hospitality Industry, Routledge.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press.

CONSUMER BEHAVIOUR

Sub Code : 2019ECC041   **No. of Credits: 2**

Objective:
On successful completion of the course the students should have understood
Consumer motivation and perception
Learning and attitude
Consumer decision making

UNIT-I:
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II:
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III:
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV:
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V:
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

TEXT BOOK:
Recent editions of the following books only are recommended
 ◆ Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication.

REFERENCE BOOKS:
1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication.
2. Suja R.Nair, Consumer Behaviour, Himalaya publication.
3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd.
4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press.

HUMAN RESOURCE MANAGEMENT

Subject Code : 2019ECC042   **No. of Credits: 2**

Objectives:
- ◆ To understand the nature of human resources and its significance to the organization
- ◆ To familiarise students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- ◆ To bring the attention of the students on the latest trends in managing human resources in an organization.

UNIT I:

Human Resource Management:Definition – Objectives – Functions - Evolution And Growth Of HRM– Qualities Of A Good HR Manager – Changing Roles of a HR Manager-– Problems And Challenges of a HR Manager.

UNIT II:

Planning The Human Resources :definitions Of Human Resource Planning – Objectives – Steps In Human Resources Planning – Dealing With Surplus And Deficient Man Power - Job Analysis – Job Description – Job Specification.

UNIT III:

Recruitment & Selection : Recruitment And Selection – Objectives of Recruitment – sources – Internal And External Recruitment – Application Blank – Testing – Interviews.

UNIT IV:

Training & Development :Training and development – Principles of Training – Assessment Of Training Needs – on the Job Training methods - off the Job Training Methods – Evaluation of Effectiveness of Training Programmes.

UNIT V:

Performance Appraisal :Performance Appraisal– process – Methods of Performance Appraisal – Appraisal Counseling – Motivation process – Theories of motivation – Managing Grievances and Discipline.

Text Books:
Recent editions of the following books only are recommended
1. Tripathi: "Personnel Management", Sultan Chand & Sons, New Delhi.
2. L M Prasad: "Human Resource Management", Sultan Chand & Sons, New Delhi.
References Books:
1. Aswathappa: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi.
2. Davis and Werther: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi.   .

PRINCIPLES AND PRACTICE OF MARKETING SERVICES

Subject Code: 2019ECC043   **No. of Credits: 2**

Objectives:
To enable the students to gain knowledge on marketing of various services.
To enlighten the students'knowledge on marketing services.
To make the students understand about practice of marketing services.

UNIT I:

Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT II:

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

UNIT III:

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

UNIT IV:

Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

UNIT V:

Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

Reference Books:
Recent editions of the following books only are recommended

1. S.M.Jha,: "Services Marketing", Himalaya Publication House, Mumbai.

2. Christopher love lock: "Services Marketing", Person Education Chennai.

3. Philip Kotler: "Marketing Management", Person Education Chennai.

4. S.Sherlekar: "Marketing Management", Himalaya Publication House, Mumbai.

CONSUMER MARKETING

Subject code: 2019ECC044   **No. of Credits: 2**

Objectives:
 To make the students to understand the concepts of consumer marketing and the motivation theories.
 To understand the customer value chain and their demography.
 To understand market segmentation and their uses.

UNIT I:
   Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories-– Content theories- Personality and Self Concept- Theries of Personality – Trait Theory

UNIT II:
   Building Customer Value and Satisfaction- Delivering Customer Value- Value Chain – Value Delivery Network- Attracting and Retaining Customer Retention- Relationship Marketing- Customer Demand- Demography- Market Segmentation- Benefits- Criteria for Market Segmentation.

UNIT III :
   Learning Theories and their application- Brand Loyality- Brand Extention- Conditioning Theories- Cognitive Learning Theory- Attitude and Attitribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicious Consumption

UNIT IV :
   Perception- Thershold of perception- Sublinieal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries

UNIT V :
   Advertising- Role in Marketing Process- Legal and Ethical Process- Social Aspects- Function and Types of Advertising- Integrated Marketing Communication- Brand Management- Brand Equity- Image in Brand Equity Buiding- Ethics in Advertisement

Text Books:
Recent editions of the following books only are recommended
1. Schiffman L.G and Kanuk L: "Relationship Marketing", Tata MC Graw Hill.
2. R.S.N Pillai and Bhavathi : "Modern Marketing Principles and Practices", S.Chand & Co., Ltd., New Delhi.
3. Paul green Berg: "Customer Relationship Management", Tata MC Graw Hill.
Reference books:
1. Philip Kotler and Gray Armstrong: "Principles of Marketing", Pearson Education Pvt Ltd..
2. Dr.Rajan Nair: "Marketing Management", Sulthan Chand & Sons, NewDelhi

MARKETING OF HEALTH SERVICES

Subject Code: 2019ECC045   **No. of Credits: 2**

Objectives:
- ✓ To enable the students understand about health services.
- ✓ To make the students aware of different marketing mix in health industry.
- ✓ To confer knowledge about online health services .

UNIT – I :
    Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model

UNIT – II :
    Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT – III :
    Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV :
    Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT – V:
    Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies

Note: Question paper shall cover 100% Theory

REFERENCE BOOKS:
Recent editions of the following books only are recommended

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide.

2. Zeithaml, Services Marketing, Mcgraw Hill Education.

3. Lovelock, Services Marketing, Pearson India.

4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning.

INTERNATIONAL BANKING

Subject Code: 2019ECC046   **No. of Credits: 2**

 Objectives:

  The course aims to provide the students with
  ✓ A sound grasp of the practices of modern international banking
  ✓ the central themes and issues will be examined in an international and comparative context.

UNIT-I:

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

UNIT-II:

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

UNIT-III:

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

UNIT-IV :

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

UNIT-V:

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

TEXT BOOKS:
Recent editions of the following books only are recommended
1.Indian Institute of Banking and Finance, International Banking, Macmillan.

REFERENCE BOOKS:
 1. Ruonarayan Bose, Fundamentals of International Banking, Laxmi Publications.
 2. Indaian Institute of Banking and Finance, International Banking Operations, Macmillan.
 3. Yoon S. Park, International Banking and Financial Centers, Springer Publications.
 4. Emmanuel N Roussakis, International Banking, Greenwood Press.

E-COMMERCE

Subject Code: 2019ECC047   **No. of Credits: 2**

Objectives:
To provide knowledge about Electronic Commerce.
To enable the students understand the technology of e-Commerce for Business Application.
To make the student aware of the Techniques in the Application of e-Commerce.

UNIT I:

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology.

UNIT II:

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT III:

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

UNIT IV:

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.

UNIT V:

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

Text Books:
Recent editions of the following books only are recommended
1. Ravi Kalakota and Andrew B.Whinston: "Frontiers of Electronic Commerce", Pearson Education.
2. Elias M Awand: "Electronic Commerce", Phi Learning Pvt Ltd.

Reference Books:
1.Daniel Minoli and Emma Minoli: "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi.
2. Efrain Turban and David King: "Electronic Commerce", Pearson Education.
3. Pete Loshin: "Electronic Commerce", Firewall Media, Fourth Edition.

INTERNATIONAL ACCOUNTING

Subject Code: 2019ECC048   **No. of Credits: 2**

Objective:

To make the students understand

- ✓ The concept and nuances of international accounting standards and practices for international business firms
- ✓ The importance of financial reporting in international environment.

UNIT-I:

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting

UNIT-II:

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

UNIT-III:

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

UNIT-IV:

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profile profit & expenses.

UNIT-V:

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

TEXT BOOK:

Recent editions of the following books only are recommended

1. A. K. Das Mohapatra,International Accounting,Prentice Hall India Learning Private Limited , Edition 2, 2012.

REFERENCE BOOKS:

1. Med ,Accounting and Finance for Bankers,Macmillan Education.
2. Timothy Doupnik,International Accounting,McGraw-Hill Higher Education.
3. Frederick D.S. Choi,International Accounting,Pearson Education.
    Shirin Rathore ,International Accounting,PHI.

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Subject Code: 2019ECC049   **No. of Credits: 2**

Objectives:

To make the students to understand the concepts of corporate governance

To gain knowledge on legislative framework of corporate governance and Corporate Social Responsibility and good corporate citizenship.

To understand the Business Ethics and Genesis**.**

UNIT-I:

Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

UNIT-II:

Legislative framework of corporate governance:UK,USA,India-Corporate communication-Art and Craft of investors relation-Shareholders activism-Investor protection-changing role of Institutional Investors

UNIT-III:

Corporate social responsibility and good corporate citizenship:Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG)

UNIT-IV:

Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership

UNIT-V:

Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability.Legal framework -conventions and treaties on environmental- Health and safety-Social security issues.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.

2. Baxi CV-Corporate Social Responsibility And Governance – Excel books.

ENTERPRISE RESOURCE PLANNING

Subject Code: 2019ECC050   **No.of Credits: 2**

Objectives:
 To enable the students undrstand about the different organizational processes and work flows in ERP.
 To bestow knowledge on ERP services and Business Process Re-engineering .
 To give knowledge on ERP project and its implementation.

UNIT 1:
 ERP: Introduction : Define – Functional Module in ERP System – Evolution of Systems - Characteritics of ERP – Process Intergration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems. ERP Market and Vendors: ERP Market – ERP   Vendors – Service Oriented Architecture - ERP Package features.

UNIT II:
 Extended ERP Services: Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. Business Process Re-engineering And ERP: Defining Business Process Reengineering- Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementaion – Methodology for BPR Implementaion – Role of IT in BPR – BPR and EPR Systems – BPR sucess / failure factors.

UNIT III:
 Planning for ERP – Planning for ERP Implementaion – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determing Resources – Creating Budget for ERP Implementaion – Selecting the Right ERP Package- Preparing Organizations for ERP Implementaion. Implementation of ERP: Designing for ERP systems – ERP implementaion approaches – ERP implementaion Life cycle.

UNIT IV:
 Managing ERP Projects: Risk Failure factors in ERP Implementaion – Examples of ERP Failure- Mitigating implementaion risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projets.

UNIT V:
 ERP Going live and post implementaion: Preparing to go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems. Expanding ERP Boudaries: Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementaion.

TEXT BOOKS:
Recent editions of the following books only are recommended
1. Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd.