

**VISION , MISSION AND QUALITY POLICY OF THE COLLEGE**

**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 personality, 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”.

## **VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT**

### **VISION**

To be a centre for Holistic education by providing adequate training to the students to develop their innate skills, imbuing in them ethical values and enriching their knowledge so as to face the Challenges of personal life as well as corporate world.

### **MISSION**

1. To design a curriculum which would facilitate enrichment of knowledge in the area of study as per expectations of the industry and instilling in the minds of students a sound value system.
2. To supplement the curriculum with meaningful training programmes to make the students employable.
3. To make the students understand their responsibility towards the betterment of the society.
4. To create a learning environment that motivates the students to have a thirst for knowledge through life long learning.

### **OBJECTIVES OF THE DEPARTMENT**

1. To sharpen students analytical, problem solving and decision making skills.
  2. To equip students with professional skills, interpersonal skill and Entrepreneurial qualities.
  3. To inculcate a strong sense of ethics and corporate values, especially with regard to the accountability, transparency and responsibility of a Professional in the business world.
  4. To Provide students with the opportunity to play diverse financial roles at senior or advisory levels in the organisation.
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**GRADUATE ATTRIBUTES OF THE COLLEGE**

1. Communication Skill
  2. In depth Domain Knowledge
  3. Technical Skill
  4. Knowledge interdisciplinary in nature
  5. Positive Attitude
  6. Critical thinking and problem solving skills
  7. Dynamism and team building skills
  8. Professional ethics and social values
  9. Self awareness and emotional intelligence
  10. Entrepreneurship qualities
  11. Responsibility towards society and environment
  12. Thirst for knowledge through life long learning.
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**PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES**

**PROGRAMME EDUCATIONAL OBJECTIVES**

**The graduates of Commerce would be**

1. occupying covenant positions in Banking, Finance, Insurance and Business process service industries.
2. occupying their tasks with professionalism and with professional ethics.
3. occupying responsible citizens with social consciousness and contributing to the welfare of the society.

**PROGRAMME OUTCOMES**

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

1. exhibit proficiency in oral and written communication.
  2. prove their knowledge of accounting, business, taxation and financial management.
  3. exhibit their Technical Skills (such as word processing, Spreadsheet, Gambas 3, Accounting Package) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
  4. work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
  5. prepare to take up any challenging task.
  6. apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
  7. work individually or as a team with responsibility to function effectively in a multidisciplinary atmosphere.
  8. 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.
  9. be aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
  10. undertake entrepreneurship as a desirable and feasible career option.
  11. extend the services of the department for the betterment of the society and environmental protection.
  12. learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.
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**MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES**

<b>S.No.</b>	<b>Graduate Attributes</b>	<b>Program Outcomes</b>
01.	Communication Skill	Exhibit proficiency in oral and written communication.
02.	In depth Domain knowledge	Prove the knowledge of accounting, business, taxation and financial management.
03.	Technical Skills	Exhibit the Technical Skills (such as word processing, Spreadsheet, Gambas 3, Accounting Package ) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
04.	Knowledge interdisciplinary in nature	Work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
05.	Positive Attitude	Prepared to take up any challenging task.
06.	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.
07.	Dynamism and team building skills	Work individually or as a team with responsibility to Function in a multidisciplinary atmosphere.
08.	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.
09.	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 & environment	Extend the services of the department for the betterment of the society and environmental protection.
12.	Thirst for knowledge through life long learning	Learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

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**KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE**

(An Autonomous Institute Affiliated to Bharathiar University)

Re - accredited with “A” grade by NAAC

**Regulations for Undergraduate 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**

Course	Eligibility Condition
B.Com	A pass in Higher Secondary Course with preferably Commerce as one of the subjects.

**1.2. Duration and Course of Study**

Three Academic years with six semesters, the duration of the first, third and fifth Semesters from June to November and the second, fourth and sixth Semesters from December to April. The duration of each semester is 90 working days.

**1.3. The Medium of Instruction and Examinations**

The medium of instruction and examinations shall be English.

**1.4. Requirements for Attendance**

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.

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/she will be permitted to take up the examination.

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.

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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%.

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 an equivalent paper in the revised syllabus as suggested by the chairman and fulfill 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 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****Theory (Languages, English, Core, Allied and Elective )**

Content	Marks Awarded
Continuous Internal Assessment Test -I	05
Continuous Internal Assessment Test -II	05
Model Examination	10
Assignment (2 Numbers)	05
<b>Total</b>	<b>25</b>

**Theory (Communication Skill, Mathematics for Competitive Examinations and Aptitude & Soft Skills)#**

Content	Marks Awarded
Continuous Internal Assessment Test I	25*
Continuous Internal Assessment Test II	
End Semester Assessment	25
<b>Total</b>	<b>50</b>

\*Test I and Test II will be evaluated for 25 marks each and the average of these two will be considered.

# Internal Evaluation Only

**Practical**

Content	Marks Awarded (Max Marks: 100)	Marks Awarded (Max Marks: 50)
Minimum ten Experiments / Practical Paper / Semester	20	05
Continuous Internal Assessment Test	05	05
Model Exam	10	05
Record Note Book	05	05
<b>Total</b>	<b>40</b>	<b>20</b>

**Project**

Content	Marks Awarded
Review and content Presentation (3 Reviews)(3*20)	60
Project Report	20
<b>Total</b>	<b>80</b>



### **1.6.2. End Assessment Examinations (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 exams for Languages, English, Core, Allied and Elective will be conducted for a maximum of 75 marks for three hours. The passing minimum is 40% (30 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 40%.
- e) Question Paper Pattern: ( Languages, English, Core, Allied and Elective )

<b>Part A</b>	20 Marks	10 Questions - 2 Marks each – Descriptive type.
<b>Part B</b>	25 Marks	5 Questions- 5 Marks each – either or type.
<b>Part C</b>	30 Marks	3 Questions-Out of five questions-- 10 Marks each
<b>Total</b>	<b>75 Marks</b>	

- f) The exams for Value Based Education and Non Major Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum is 40% (20 out of 50 marks).
- g) Question Paper Pattern: (Value Based Education & Non Major Elective )

<b>Part A</b>	marks	Questions - either or type of question - 10 Marks each
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#### **h) Question paper pattern: (Extra Credit Courses)**

<b>Part A</b>	40 Marks	5 Questions- 8 Marks each – either or type.
<b>Part B</b>	60 Marks	5 Questions- 12 Marks each – either or type.
<b>Total</b>	<b>100 marks</b>	

- i) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 40% marks and above.
- j) The students will be allowed to choose only two papers per semester under the extra credit courses from third semester onwards.
- k) **Job oriented Courses**

Every student should complete one job oriented course of minimum 20hrs duration .The student may register either in PMKVY (supported by the central government) or other external agency. They should submit a certificate for the successful completion of the training programme from the agency concerned at the end of the third semester.

**l) Online Course**

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

**m) Question paper pattern: (Self Study-Gandhian Thoughts and Women Rights)**

<b>Part A</b>	50 Marks	5 Questions -10 Marks each – either or type.
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**n) Question paper pattern : (General Awareness )**

<b>Part A</b>	100 Marks	100 Questions -1 Marks each – objective type.
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**o) Practical**

<b>Content</b>	<b>Marks Awarded (Max Marks: 100)</b>	<b>Marks Awarded (Max Marks: 50)</b>
Program - 1	20	10
Program - 2	20	10
Viva voce	10	05
Record	10	05
<b>Total</b>	<b>60</b>	<b>30</b>

**p) Extra-Curricular Activities**

The first year students can enroll themselves for NSS / RRC /YRC / Sports & Games / Clubs and earn the credit allotted. Participation in any one of these activities during the first four semesters is mandatory.A report regarding satisfactory participation in the activity issued by the faculty incharge of the activity and approved by the Head of the Department has to be submitted to the CoE at the end of the fifth semester.

**q) Co-curricular Activities**

Participation of the students in any one of the activities conducted by other colleges during their courses of study is compulsory for the award of degree and it should be duly certified by the Head of the Department and submitted to the Controller of Examinations with a copy of the certificate of participation.

**r) 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 V.

**Evaluation:**

<b>Content</b>	<b>Marks Awarded</b>
Attendance	10
Work diary	15
Report	50
Viva Voce	25
<b>TOTAL</b>	<b>100</b>

This course carries 3 credit.

**s) Project**

The evaluation for the end semester examination should be as per the norms given below:

<b>Content</b>	<b>Marks Awarded</b>
Viva Voce	20
<b>Total</b>	<b>20</b>

- t)** The students who have opted for the languages other than Tamil in part-I should undergo basic Tamil Course during the 2<sup>nd</sup> year of the study as a non-credit course for which there would be only Internal Evaluation .
- u)** For all the non-credit courses result would be indicated as "Pass" or "Re-Appearance" and not by marks or grades secured in the grade sheet.
- v)** There will be one independent valuation for all theory papers of UG courses by external examiner. Except for self study subjects, value based subjects and Non-major Electives.
- w)** A candidate may request for re-totalling / revaluation of his/her answer script by submitting an application addressing to the Controller of Examination through the Principal, paying the prescribed fee. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of Practical papers.
- x)** 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.

- y) 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 a maximum of three papers can appear for the supplementary exam conducted after the final semester.

### 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 Grades (Performance in a Course/Paper)

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	Above Average
40-49	4.0-4.9	C	Average
00-39	0.0	U	Re - Appearance
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:**

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Sum of the multiplication of grade points by the credits of the courses

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

Sum of the credits of the courses in a semester

**For the Entire Programme:**

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

Sum of the multiplication of grade points by the credits of the entire programme

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

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 IV securing following CGPA and Grades shall be declared as follows for each part:

<b>CGPA</b>	<b>Grade</b>	<b>Classification of Final Result</b>
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++	
6.5 and above but below 7.0	A+	First Class
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	
5.0 and above but below 5.5	B	Second Class
4.5 and above but below 5.0	C+	
4.0 and above but below 4.5	C	Third Class
0.0 and above but below 4.0	U	
		Re-Appearence

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

**1.8 Course Completion**

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

**SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE**  
**B.Com (2019 – 2022)**

Part	Subject code	Study Components	Ins. hours per week	CIA	EAE	Total	Credits
<b>Semester – I</b>							
I	19U1TALT01	<b>Language 1 : Paper I</b> Tamil I / Hindi I / French I / Malayalam I	5	25	75	100	3
II	19U1ENLT01	<b>Language 2 : Functional English I</b>	5	25	75	100	3
III	19U1CMCT01	<b>Core 1: Fundamentals of Organisation and Management</b>	5	25	75	100	3
	19U1CMCT02	<b>Core 2: Financial Accounting I</b>	6	25	75	100	4
	19U1CMAT01	<b>Allied 1: Business Economics</b>	5	25	75	100	4
IV	19U1VBET01	<b>Value Based Education 1: Environmental Studies**</b>	2	-	50	50	1
	19U1VBET02	<b>Value Based Education 2: Yoga for Youth Empowerment**</b>	2	-	-	-	-
	19U1SBST01	<b>Skill Based Subject 1 : Mathematics for Competitive Examinations I</b>	2	50	-	50	1
	19U1SBST02	<b>Skill Based Subject 2 : Communication Skills-I</b>	2	50	-	50	1
	-	Sports	2	-	-	-	-
<b>Total</b>						<b>650</b>	<b>20</b>
<b>Semester – II</b>							
I	19U2TALT02	<b>Language 1 : Paper II</b> Tamil II / Hindi II / French II / Malayalam II	5	25	75	100	3
II	19U2ENLT02	<b>Language 2 : Functional English II</b>	5	25	75	100	3
III	19U2CMCT03	<b>Core 3: Principles of Marketing</b>	5	25	75	100	3
	19U2CMCT04	<b>Core 4: Financial Accounting II</b>	6	25	75	100	4
	19U2CMAT02	<b>Allied 2: Information Technology in Business</b>	5	25	75	100	4
	19U2VBET02	<b>Value Based Education 2: Yoga for Youth Empowerment**</b>	2	-	50	50	4
IV	19U2VBET03	<b>Value Based Education 3: Ethics and Culture**</b>	2	-	50	50	1
	19U2SBST03	<b>Skill Based Subject 3: Mathematics for Competitive</b>	2	50	-	50	1

**Scheme and Regulations (SR-4) (2019-2022)- B.Com**

		Examinations II					
	19U2SBST04	<b>Skill Based Subject 4:</b> Communication Skills-II	2	50	-	50	1
	-	Sports	2	-	-	-	-
<b>Total</b>						<b>700</b>	<b>24</b>
<b>Semester – III</b>							
III	19U3CMCT05	<b>Core 5:</b> Cost Accounting	5	25	75	100	4
	19U3CMCT06	<b>Core 6:</b> Commercial Law	6	25	75	100	3
	19U3CMCT07	<b>Core 7:</b> Financial Accounting-III	6	25	75	100	4
	19U3CMCP08	<b>Core 8:</b> Business Application Software – practical	4	40	60	100	3
	19U3CMAT03	<b>Allied 3:</b> Business Mathematics	6	25	75	100	4
IV	19U3SBST05	<b>Skill Based Subject 5 :</b> Mathematics for Competitive Examinations III	2	50	-	50	1
	19U3SBST06	<b>Skill Based Subject 6 :</b> Communication Skills III	2	50	-	50	1
	19U3NMET01	<b>Non Major Elective 1:</b> Food Science and Nutrition	2	-	50	50	2
	19U3BTLT01/ 19U3ATLT01	Basic Tamil – I/ Advanced Tamil- I #	-	-	-	-	-
	19U3JOCT01	<b>Job Oriented Courses*</b>	-	-	-	-	1
	19U3SSCT01	<b>Self Study Course 1 :</b> Manitha Vaalkaiyum Gandhiadigalum**	-	-	50	50	1
	-	Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
<b>Total</b>						<b>700</b>	<b>24</b>
<b>Semester – IV</b>							
III	19U4CMCT09	<b>Core 9:</b> Corporate Accounting	5	25	75	100	4
	19U4CMCT10	<b>Core 10:</b> Company Law and Secretarial Practice	4	25	75	100	3
	19U4CMCP11	<b>Core 11:</b> Tally - Practical	4	40	60	100	3
	19U4CMCT12	<b>Core 12:</b> Industrial Law	4	25	75	100	3
	19U4CMCT13	<b>Core 13:</b> Executive Business Communication	4	25	75	100	3
	19U4CMAT04	<b>Allied 4:</b> Business Statistics	6	25	75	100	4
IV	19U4SBST07	<b>Skill Based Subject 7 :</b> Mathematics for Competitive Examinations IV	2	50	-	50	1
	19U4SBST08	<b>Skill Based Subject 8 :</b> Communication Skills IV	2	50	-	50	1

**Scheme and Regulations (SR-4) (2019-2022)- B.Com**

	19U4NMET02	<b>Non Major Elective 2:</b> Floriculture	2	-	50	50	2
	19U4BTLT02/ 19U4ATLT02	Basic Tamil – II / Advanced Tamil- II #	-	-	-	-	-
	19U4SWCT01	Online Courses (SWAYAM/NPTEL)*	-	-	-	-	1
	19U4SSCT02	<b>Self Study Course 2 :</b> Women Rights**	-	-	50	50	1
		Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
<b>Total</b>						<b>800</b>	<b>26</b>
<b>Semester – V</b>							
<b>III</b>	19U5CMCT14	<b>Core 14:</b> Banking Theory	5	25	75	100	3
	19U5CMCT15	<b>Core 15:</b> Taxation - I	5	25	75	100	4
	19U5CMCT16	<b>Core 16:</b> Principles of Auditing	5	25	75	100	3
	19U5CMCT17	<b>Core 17:</b> Higher Corporate Accounting	5	25	75	100	4
	19U5CMET1A 19U5CMET1B 19U5CMET1C	<b>Elective 1:</b> Business Research Methods Strategic Management Corporate Compliance Management	5	25	75	100	3
	19U5CMET2A 19U5CMET2B 19U5CMET2C	<b>Elective 2:</b> Financial Markets and Institutions Retail Marketing Cost Audit	5	25	75	100	3
<b>IV</b>	19U5NCCT01	<b>Non Credit Course 1 :</b> Aptitude and Soft Skills I	3	-	-	-	-
	19U5SSCT03	<b>Self Study Course 3 :</b> General Awareness	-	-	100	100	1
	19U5INTR01	<b>Internship :</b> (15 days)	-	-	-	-	3
	19U5CCAY01	<b>Co-Curricular Activities</b> (Participation in Seminars/Conferences/Workshop s - Outside the College)	-	-	-	-	1
	-	Sports	2	-	-	-	-
	-	Library	1	-	-	-	-
<b>Total</b>						<b>700</b>	<b>25</b>
<b>Semester – VI</b>							
	19U6CMCT18	<b>Core 18:</b> Management Accounting	5	25	75	100	4



III	19U6CMCT19	Core 19: Taxation - II	5	25	75	100	3
	19U6CMCT20	Core 20: Financial Management	5	25	75	100	4
	19U6CMCT21	Core 21: Project Work	5	20	80	100	3
	19U6CMET3A	Elective 3: Human Resource Management	5	25	75	100	3
	19U6CMET3B	Customer Relationship Management					
	19U6CMET3C	Management Information System					
	19U6CMET4A	Elective 4: Entrepreneurial Development	5	25	75	100	3
	19U6CMET4B	Consumer Marketing					
	19U6CMET4C	Principles and Practices of Insurance					
IV	19U6NCCT02	Non Credit Course 2: Aptitude and Soft Skills II	3	-	-	-	-
	19U6EXAY01	Extra-Curricular Activities NSS/RRC/YRC/Sports & Games/ YiNET/Clubs	-	-	-	-	1
	-	Sports	2	-	-	-	-
	-	Library	1	-	-	-	-
Total						600	21
Total			216			4,150	140

\* It will not be considered for the calculation of CGPA.

\*\* Answer to the question may also be given in Tamil.

# The students who have not studied Tamil in Higher Secondary course and not opted for Tamil under Language I in the degree programme have necessarily to study Basic Tamil for 2 hours / week during III and IV semesters after their regular college working hours.

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	Proofreading And Copyediting	2

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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	Stress 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

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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	Language 1:Tamil/Hindi/Malayalam/French	02	06
2	Language 2: English	02	06
3	Core	21	72
4	Allied	04	16
5	Elective	04	12
6	Value Based Education	03	06
7	Skill Based Subject	08	08
8	Non Major Elective	02	04
9	Non Credit Courses	02	-
10	Job Oriented Courses	01	01
11	Online Courses	01	01
12	Self Study Courses	03	03
13	Internship (15 days)	01	03
14	Co-Curricular Activities	01	01
15	Extra-Curricular Activities	01	01
16	Basic Tamil/ Advance Tamil	02	-
<b>Total Credits</b>			<b>140</b>

## SEMESTER - I

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U1TAL01	Language 1 : Tamil - I	Batch	2019-2022
			Semester	1
Hrs/week	5		Credits	3

## நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்.
- புதுக்கவிதைகள், சிறுகதைகள் ஆகியவற்றைப் வாசிக்க வைத்தல், எழுத வைத்தல்.
- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வு மையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணர்ச்செய்தல்.
- மாணவர்கள் பிழையில்லாமல் எழுதுவதற்கும், பேசுவதற்கும், கருத்துப்பரிமாற்றத்திற்கும் இலக்கணம் உதவுகின்றன என்பதை அறிந்துகொள்ளல்.

## பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, கலைகள் மற்றும் மரபுகள் முதலியவற்றை அறிதல்.
CO2	வாழ்வியல் நெறிகளை உணர்ந்து மனிதநேயத்துடனும் உயர்ந்த குறிக்கோளுடனும் சமுதாயத்தை நேசிக்கத் தகுந்தவர்களாக இருத்தல்.
CO3	இலக்கியங்களின் வாயிலாக பல்வேறு வகையான வாழ்க்கைத்தரம் மற்றும் மக்களின் வாழ்க்கை முறைகளைத் தெரிந்து கொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளிட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை இலக்கியங்கள் வாயிலாக மாணவர்கள் உணர்தல்.
CO5	சமூகம் மற்றும் பெண்ணியம் சார்ந்த கவிதைகளும், கருத்து பரிமாற்றத்திற்கு அடிப்படையாக உள்ள இலக்கணமும், இன்றைய சமுதாய நிகழ்வுகளைப் பிரதிபலிக்கும் சிறுகதையும், தன்முயற்சிப்படிப்பின் வாயிலாக, நமது ஊரின் சிறப்புகளையும் மற்றும் வரலாற்றுச் செய்திகளையும் மாணவர்கள் அறிந்து கொள்ள செய்தல்.

**பாடத்திட்டம்**

<b>அலகு</b>	
<b>அலகு-1</b>	<p align="center"><b>செய்யுள் திரட்டு : மரபுக் கவிதைகள் (10 மணிநேரம்)</b></p> <ol style="list-style-type: none"> <li>1. பாரதியார் - புதுமைப்பெண் (பாரதியார் கவிதைகள்)</li> <li>2. பாரதிதாசன் - புத்தகச் சாலை (பாரதிதாசன் கவிதைகள்)</li> <li>3. கவிமணி - புத்தரும் ஏழைச் சிறுவனும் (மலரும் மாலையும்)</li> <li>4. கண்ணதாசன் - பிறப்பில் வருவது (கண்ணதாசன் கவிதைகள்) Features/Nature - types of trade - difference between trade and commerce.</li> </ol>
<b>அலகு-2</b>	<p align="center"><b>செய்யுள் திரட்டு : புதுக் கவிதைகள் (13 மணிநேரம்)</b></p> <ol style="list-style-type: none"> <li>1. புவியரசு - ரகசியம் (ஒரு முக்கிய அறிவிப்பு)</li> <li>2. சிற்பி - தெற்கு வளைவு பாட்டையா (ஒரு கிராமத்து நதி)</li> <li>3. அப்துல் ரகுமான் - மாதிரி (ஆலாபனை)</li> <li>4. வைரமுத்து - மரங்களைப் பாடுவேன் (வைரமுத்து கவிதைகள்)</li> <li>5. கனிமொழி - என் வீடு (கருவறை வாசனை)</li> <li>6. முத்துக்குமார் - தூர் (பட்டாம்பூச்சி விற்பவன்)</li> <li>7. திலிப் குமார் - எனது மௌனங்கள் (ஒத்திகை)</li> <li>8. சுடலைமணி - பிறந்தநாள் பூங்கா (நட்சத்திரக்கிழவி)</li> </ol>
<b>அலகு-3</b>	<p align="center"><b>சிறுகதைத் தொகுப்பு (13 மணிநேரம்)</b></p> <ol style="list-style-type: none"> <li>1. புதுமைப்பித்தன் - காஞ்சனை.</li> <li>2. ராஜம்கிருஷ்ணன் - சூரியக்கதிர்கள். (பெண்மையச் சிறுகதைகள்)</li> <li>3. தி.ஜானகிராமன் - சிலிர்ப்பு. (கொட்டுமேளம்)</li> <li>4. பிரபஞ்சன் - எனக்கும் தெரியும் (நேற்று மனிதர்கள்).</li> <li>5. முத்துலிங்கம் - தாத்தா விட்டுப்போன தட்டச்சு மிசின் (கொழுத்தாடு பிடிப்பேன்)</li> <li>6. வேணுகோபால் - தீரா துயரம், (ஒரு துளி துயரம்)</li> <li>7. வெ. சுப்ரமணியபாரதி - மயங்கும் மனங்கள் (மரணித்த கணவனின் டைரி)</li> <li>8. தாமரை - பசுத்தோல் (சந்திரக் கதிர்கள்)</li> </ol>
<b>அலகு-4</b>	<p align="center"><b>இலக்கணம், பயன்பாட்டுத்தமிழ் (12 மணி நேரம்)</b></p> <p>நிறுத்தற் குறிகள் இடும் இடங்கள் - காற்புள்ளி, அரைப்புள்ளி, முக்காற்புள்ளி, முற்றுப்புள்ளி, புள்ளி, உணர்ச்சிக்குறி, கேள்விக்குறி, இரட்டை மேற்கோள்குறி, ஒற்றைமேற்கோள் குறி.</p> <p>ஒருமை, பன்மை பிழைகளை நீக்குதல், மரபு பிழைகள், வழுவச்சொற்களை</p>

	நீக்குதல், பிறமொழிச் சொற்களை நீக்குதல். சொற்களை சேர்த்தும் இடம் விட்டும் எழுதுதல் - 1. பெயர் + பெயர், 2. பெயர் + வினை, 3. வினை + வினை, 4. இரட்டைச் சொற்கள், 5. இடைச்சொற்கள்
<b>அலகு-5</b>	<b>இலக்கிய வரலாறு (12 மணி நேரம்)</b> 1. சிறுகதையின் தோற்றமும் வளர்ச்சியும். 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும். 3. இலக்கணம் தோற்றமும் வளர்ச்சியும். 4. தன்முயற்சி படிப்பு : தெரிந்த கோவை தெரியாத கதை ஆசிரியர் : கவியன்பன். கே.ஆர் பாபு வெளியீடு : விஜயா பதிப்பகம் கோயம்புத்தூர்.

**பாடநூல் - செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறை வெளியீடு 2019**

**பார்வை நூல்கள்**

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
1	புலவர் வெற்றியழகன் (தொ.ஆ),	பாரதியார் கவிதைகள்	ராமையா பதிப்பகம், சென்னை.
2	தொ.பரமசிவன் (ப.ஆ)	பாரதிதாசன் கவிதைகள்	நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை.
3	வித்துவான் சிவ கன்னியப்பன்	மலரும் மாலையும்	பூம்புகார் பதிப்பகம், சென்னை.
4	கவியரசு கண்ணதாசன்	கண்ணதாசன் கவிதைகள்	கலைக்காவிரி பதிப்பகம், திருச்சி.
5	புவியரசு	ஒரு முக்கிய அறிவிப்பு	விஜயா பதிப்பகம், கோவை.
6	சிற்பி	ஒரு கிராமத்து நதி	கவிதா பதிப்பகம் சென்னை.
7	அப்துல் ரகுமான்	ஆலாபனை	நேசனல் பப்ளிஷர்ஸ், சென்னை.
8	வைரமுத்து	வைரமுத்து கவிதைகள்	சூர்யா வெளியீடு, சென்னை.
9	கனிமொழி	கருவறை வாசனை	திருமகள் நிலையம் சென்னை.
10	முத்துக்குமார்	பட்டாம்பூச்சி விற்பவன்	வம்சி கிராபிக்ஸ்

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			சென்னை.
11	திலிப் குமார்	ஓத்திகை	நியூ சென்கரி புக் ஹைஸ், சென்னை
12	ப.சுடலைமணி	நட்சத்திரக்கிழவி (கவிதைத் தொகுப்பு)	--
13	புதுமைப்பித்தன்	புதுமைப்பித்தன் கதைகள்	பூம்புகார் பதிப்பகம், சென்னை.
14	தி. ஜானகிராமன்	கொட்டுமேளம்	ஐந்திணைப் பதிப்பகம்
15	பிரபஞ்சன்	நேற்று மனிதர்கள்	கவிதா பப்ளிகேசன்
16	முத்துலிங்கம். அ	கொழுத்தாடு பிடிப்பேன்	காலச்சுவடு பதிப்பகம்
17	வேணுகோபால்.சு	ஒரு துளி துயரம்	விஜயா பதிப்பகம், கோவை.
18	வெ. சுப்ரமணியபாரதி	மரணித்த கணவனின் டைரி	டிஸ்கவரி புக் பேலஸ்
19	தாமரை	சந்திரக் கற்கள்	குமரன் பதிப்பகம்
20	வல்லிக்கண்ணன்	புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்	அகரம் பதிப்பகம்,, கும்பகோணம்.
21	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.
22	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை.
23	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.
24	கவியன்பன். கே.ஆர் பாபு	தெரிந்த கோவை தெரியாத கதை	விஜயா பதிப்பகம் கோயம்புத்தூர்.

## SEMESTER - I

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2HILT01	Language 1 : Hindi I	Batch	2019-2022
			Semester	1
Hrs/week	5		Credits	3

## COURSE OBJECTIVES

To enable the students to understand the basic structure of Hindi language.

## COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	help the learners to communicate with others in any part of India with ease.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>1. PROSE : NUTHAN GADYA SANGRAH (12 Hours)</b> Editor : Jayaprakash (Prescribed Lessons – only 6) Lesson 1 – Bharathiya Sanskurthi Lesson 3 – Razia Lesson 4 – Makreal Lesson 5 – Bahtha Pani Nirmala. Lesson 6 – Rashtrapitha Mahathma Gandhi Lesson 9 – Ninda Ras. Publisher : Sumitra Prakashan Sumitravas, 16/4, Hastings Road, <b>Allahabad – 211 001.</b>
<b>Unit-II</b>	<b>2. NON DETAILED TEXT : KAHANI KUNJ (12 Hours)</b> Editor : Dr. V.P. Amithab. (Stories 1-6 only) Publisher : Govind Prakashan Sadhar Bagaar, Mathura <b>Uttar Pradesh – 281 001.</b>
<b>Unit-III</b>	<b>3. GRAMMAR : SHABDHA VICHAR ONLY (12 Hours)</b> (NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS) Theoretical & Applied. Book for Reference : Vyakaran Pradeep by Ramdev Publisher : Hindi Bhavan, 36, Tagore Town Allahabad – 211 002.
<b>Unit-IV</b>	<b>4. TRANSLATION : English – Hindi only. (12 Hours)</b> ANUVADH ABHYAS – III (1-15 lessons only) Publisher : DAKSHIN BHARAT HINDI PRACHAR SABHA CHENNAI – 17.
<b>Unit-V</b>	<b>5. COMPREHENSION : (12 Hours)</b> 1 Passage from ANUVADH ABHYAS – III (16-30) DAKSHIN BHARATH HINDI PRACHAR SABHA CHENNAI-17.

## SEMESTER - I

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2FRLT01	Language 1 : French I	Batch	2019-2022
			Semester	1
Hrs/week	5		Credits	3

## COURSE OBJECTIVES

To enable the students to understand the basic structure of French language.

## COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	have access to the works of great french writers.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

Prescribed text	: <b>LATITUDES I</b>
Units	: 1 – 4
Authors	: Régine Mérieux Yves Loiseau
Available at	: Goyal Publishers Pvt Ltd 86, University Block Jawahar Nagar (Kamla Nagar) New Delhi – 110007
Tel	: 011 – 23852986 / 9650597000

**Question Paper Pattern**

**Semester I**

**Maximum Marks: 75**

**Time: 3 hrs.**

**(All questions to be set only from the prescribed text)**

**Section A (10)**

1. Choisissez la meilleure réponse: (10X1=10)

**Section B (25)**

2. Dites vrai ou faux (5X1=5)

3. Traduisez les textes suivants en anglais:(4/5) (4X5=20)

**Section C (40)**

4. Compréhension (5x1=5)

5. Exercices de grammaire:(5X5=25) **(either/or)**

6. Remplissez le dialogue:(5X1=5)

7. Associez :(5X1=5)

## SEMESTER - I

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2MLLT01	Language 1 : Malayalam I	Batch	2019-2022
			Semester	1
Hrs/week	5		Credits	3

## COURSE OBJECTIVES

To enable the students to understand the basic structure of Malayalam language.

## COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	help the learners to learn other Indian languages like Sanskrit,Tamil etc., through Malayalam without much effort.
CO2	develop the skills of speaking and writing without flaws.
CO3	help the learners to have a good critical thinking.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

This paper will have the following five units:

Unit I & II

Novel

Unit III & IV

Short story

Unit V

Composition & Translation

### Text books prescribed:

Unit I & II

Pathummayude Aadu - Vaikam Muhammed Basheer  
(D.C.Books, Kottayam, Kerala)

Unit III & IV

Ente Priyappeta Kadhakal – Akbar Kakkattil  
(D.C. Books, Kottayam, Kerala)

Unit V

Expansion of ideas, General Eassay and Translation. (A simple passage from English about 100 works to Malayalam)

### Reference Books:

- 1.Malayala Novel Sahithya Charitram-K.M.Tharakan (N.B.S.Kottayam)
- 2.Chelukatha Innale Innu-M.Achuyuthan (D.C Books, Kottayam)
- 3.Sahithya Charitram Prasthanangalilude- Dr.K.M George,  
(D.C.Books Kottayam)
4. Malayala Sahithya vimarsam-Sukumar Azhee kode (D.C.books)

## SEMESTER - I

Programme Code	B.Com	Programme Title	Bachelor of Commerce	
Course Code:	19U1ENLT01	Language 2 : Functional English – I	Batch	2019-2022
			Semester	I
Hrs/ Week	5 Hrs		Credits	3

## COURSE OBJECTIVES

- To enable the students to understand the basic grammar in English.
- To acquaint students with the structure and strategies of conversation
- To make the students appreciate the significant works and style of prose
- To develop the skills of speaking and writing without flaws.
- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English.

## COURSE OUTCOMES (CO)

On Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	Speak and Write without committing grammatical errors.
CO2	Read and appreciate simple literary works.
CO3	Deal with various conversational situations with confidence.

## MAPPING WITH PROGRAMME OUTCOMES

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

### SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>POETRY (12 Hours)</b> 1. The Lotus Eaters - Alfred Lord Tennyson 2. Menelaus and Helen - Rupert Brooke 3. Night of the Scorpion - Nizzim Ezekiel
<b>Unit-II</b>	<b>PROSE (12 Hours)</b> 1. My Vision for India - Abdul Kalam 2. A Speech by N. R. Narayana Murthy - N. R. Narayana Murthy 3. A Little Bit of what You Fancy - Desmond Morris
<b>UNIT-III</b>	<b>Short Story (12 Hours)</b> 1. The Happy Prince - Oscar Wilde 2. An astrologer's day - R. K. Narayan 3. The Blue Bouquet - Octavio Paz
<b>UNIT-IV</b>	<b>Grammar and Composition (12 Hours)</b> 1. Modals 2. Verbs 3. Pronoun 4. Letter Writing 5. Reading Comprehension
<b>UNIT- V</b>	<b>Dialogue Writing (CONVERSATION EXERCISES ) (12 Hours)</b> 1. Greeting , Introducing , Requesting, Inviting & Congratulating

### TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Macmillan Indian Limited
2	Prof.	Gifts to Posterity- An	Chitra Publications, Chennai

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications
3.	Adibah Amin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google Classroom.



## SEMESTER - I

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U1CMCT01	Core 1: Fundamentals of Organisation and Management	Batch	2019-2022
			Semester	I
Hrs/week	5 Hrs		Credits	3

## COURSE OBJECTIVES

- To impart knowledge on business, trade and commerce.
- To make the students to understand the forms of business organisation.
- To impart knowledge about the functions of management.
- To acquire knowledge in the principles & process of organising, importance of directing and styles of leadership.
- To make the students to know the importance of staffing, process of controlling, techniques of co-ordination, steps in decision making and theories of motivation.

## COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain the concept of business, trade and commerce.
CO2	Explain the various forms of business organisation.
CO3	Describe the levels of management and indicate the importance of planning.
CO4	Tell clearly what are the principles & process of organising, importance of directing and styles of leadership.
CO5	Brief clearly about the importance of staffing, process of controlling, techniques of co-ordination, steps in decision making and theories of motivation.

## 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
<b>Unit-I</b>	<b>(12 Hours)</b> Business: Meaning, Definition, Nature and scope of business, objectives and characteristics. Profession: Meaning, Definition, Nature and scope - difference between business and profession. Trade : Meaning, Definition, Features/Nature of trade. Commerce: Meaning, Definition, Features/Nature - types of trade - difference between trade and commerce.
<b>Unit-II</b>	<b>(12 Hours)</b> Forms of business organisation – sole trader – features, advantages and disadvantages. Partnership firms: Features, advantages and disadvantages, types of partnership – Difference between sole trader and partnership. Limited Liability Partnership (LLP) - joint stock company - Features, advantages and disadvantages. Co-operative societies - Features, advantages and disadvantages. Government enterprises - Features, advantages and disadvantages. comparative study on various forms of business organisation.
<b>Unit-III</b>	<b>(12 Hours)</b> Management - Meaning, Definition, Nature - levels of management - principles of management - functions of management - contribution of F.W.Taylor and Henry Fayol. Planning: definition - nature - importance - steps - types.
<b>Unit-IV</b>	<b>(12 Hours)</b> Organising - definition - importance - principles - process - types. Directing: definition - characteristics - importance - principles. Leadership: meaning – definitions - leadership Styles. MBO - MBE.
<b>Unit-V</b>	<b>(12 Hours)</b> Staffing: Definition- Importance. Controlling: definition - nature - process. Co-ordination - definition - nature - need - principles – techniques. Decision making: definition – characteristics – steps – types. Motivation: definition – needs – Maslow's Need Hierarchy theory.

## TEXT BOOKS

S.No.	Author Name	Title of the Book	Publishers	Year /Edition
1.	Rajendra P. Maheshwari, J.P. Maharajan	Business organisation and Management	International Book House	2012/ 2 <sup>nd</sup> Edition
2	L.M.Prasad	Principles of Management	Sultan Chand & Sons	2007/7 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons	2012/2nd Edition
2	L.M.Prasad	Principles of Management	Sultan Chand & Sons	2013/5 <sup>th</sup> Edition
3.	Y.K.Bhushan	Business Organisation and Management	Sultan Chand & Sons	2007/ 18 <sup>th</sup> Edition

**WEBSITE REFERENCE**

<https://examupdates.in/business-organisation-management-book/>

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment, Google Classroom.

**SEMESTER – I**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U1CMCT02</b>	<b>Core 2 : Financial Accounting - I</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVE**

- To make the students understand the basic accounting concepts and conventions.
- To enable the students to differentiate cash and credit transactions.
- To enable the students to prepare the final accounts of a sole trader.
- To impart knowledge in the concepts of consignment and joint venture.
- To enable the students to prepare the final accounts.

**COURSE OUTCOMES (CO)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the basic Accounting concepts and the procedure to prepare journal and ledger.
<b>CO2</b>	Classify the cash transactions and credit transactions of a Business.
<b>CO3</b>	Prepare Final Accounts of sole proprietor concern.
<b>CO4</b>	Explain the concepts of consignment and Joint venture.
<b>CO5</b>	Prepare Bank Reconciliation Statement and accounting for Non-profit organisation.

**MAPPING WITH PROGRAMME OUTCOMES**

<b>CO/P O</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	-	✓	-	-	-	✓	-	-	-	-	-	✓
<b>CO2</b>	-	✓	-	-	-	✓	-	-	-	-	-	✓
<b>CO3</b>	-	✓	-	-	-	✓	-	-	-	-	-	✓
<b>CO4</b>	-	✓	-	-	-	✓	-	-	-	-	-	✓
<b>CO5</b>	-	✓	-	-	-	✓	-	-	-	-	-	✓

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(15 Hours)</b> Accounting - definition - nature and scope of accounting - accounting cycles, concept and conventions - difference between single entry system and double entry system - Computerized Accounting – Meaning, features, advantages, disadvantages – Computerized Vs. Manual Accounting. Journal - Ledger - Trial Balance.
<b>Unit-II</b>	<b>(15 Hours)</b> Subsidiary books - cash book-single column-double column-triple column- petty cash book – Rectification of Errors.
<b>Unit-III</b>	<b>(15 Hours)</b> Final accounts of sole traders with adjustments.
<b>Unit-IV</b>	<b>(15 Hours)</b> Accounting for consignment and joint venture.
<b>Unit-V</b>	<b>(15 Hours)</b> Accounting for non - profit organisation - income and expenditure account-receipts and payment account and balance sheet - Bank Reconciliation Statement

**(Questions on problems and theory carry 80% and 20% of marks respectively)**

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	T. S. Reddy & A. Murthy	Financial Accounting	Margham Publication	2016/7 <sup>th</sup> Edition
2	K.L. Nagarajan, N. Vinayakam, P.L. Nagarajan	Principles of Accountancy	S. Chand & Company Limited	2010/1st Edition

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	T.S. Grewal	Introduction to Accountancy	S. Chand & Company Limited	2013/8 <sup>th</sup> Edition
2	Jain & Narang	Advanced Accountancy	Kalyani publishers	2011/17 <sup>th</sup> Edition
3.	R.S.N. Pillai & Bhagavathy	Introduction to Accountancy	S. Chand and Company Limited	2013/8 <sup>th</sup> Edition

**WEBSITE REFERENCE:**

[https://drive.google.com/file/d/0B\\_V4Kkm2koFqOUk3VDBlb0hNUEk/view](https://drive.google.com/file/d/0B_V4Kkm2koFqOUk3VDBlb0hNUEk/view)

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment, Google classroom

## SEMESTER - I

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U1CMCT01</b>	<b>Allied 1:Business Economics</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To enable the students to understand about various economic concepts in business economics.
- To acquire a knowledge in the Concept of Demand and Supply.
- To make the students to understand the Production function Concepts.
- To Provide knowledge o Marker Structures.
- To familiarise the students with the Price Determination under perfect and Imperfect Competitions.

## COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Gathering extensive knowledge on application of Economic Concepts in Business.
CO2	Examine the Supply and Demand analysis and its impact on Economic Issues.
CO3	Describe the Production function and Cost estimates and their application to the Industries .
CO4	Classify the Market Structure and enumerating the Pricing Methods on the basis of various pricing policies.
CO5	Demonstrating the Price Determination under Perfect and Imperfect Competitions.

## 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
<b>Unit-I</b>	<b>(12 Hours)</b> Business economics - meaning and definition - nature and scope - economic analysis - micro and macro economics - economic concepts applied in business economics - goals of a firm.
<b>Unit-II</b>	<b>(12 Hours)</b> Demand analysis - meaning, determinants of demand - law of demand, elasticity of demand - concept and measurement of elasticity of demand - price, income and cross elasticity - determinants of elasticity of demand - demand estimation and demand forecasting. supply analysis - law of supply - elasticity of supply - factors influencing supply
<b>Unit-III</b>	<b>(12 Hours)</b> Production function - meaning and definition - law of variable proportions - isoquants economic region and optimum factor combination - expansion path - returns to scale - internal and external economies and diseconomies - theory of costs: short-run and long-run cost curves - traditional and modern approaches - average revenue and marginal revenue.
<b>Unit-IV</b>	<b>(12 Hours)</b> Market structures - characteristics of different market structures, pricing methods - objects of pricing policies - practices - government regulation in market.
<b>Unit-V</b>	<b>(12 Hours)</b> Price determination under perfect competition – monopoly - monopolistic competition – monopsony - duopoly - duopsony and oligopoly.

## TEXT BOOKS

S.No.	Author Name	Title of the Book	Publishers	Year / Edition
1.	Varshney R. L and K.L.Maheshwari	Managerial Economics	Sulthan Chand and Sons	2016/1 <sup>st</sup> Edition
2	Sankaran.S	Managerial Economics	Margham Publications	2012/5 <sup>th</sup> Edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publishers	Year / Edition
1.	D.Gopalakrishnan	Managerial Economics	Himalaya Publishing House	2009/ 1st Edition
2.	Joel Dean	Managerial Economics	Phi Learnig Pvt Ltd,	2012/ 1st Edition
3.	Gupta.G.S	Managerial Economics	Tata Mc Graw – Hill Publicatios	2005/1st Edition

**WEBSITE REFERENCE**

<https://drive.google.com/file/d/1phvFHmAKftSew4tfzADMgHq0dCVxngGQ/view>

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment,  
Google Classroom.



**SEMESTER - I**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U1VBET01</b>	<b>Value Based Education 1: Environmental Studies</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

**COURSE OBJECTIVES**

- To make the students understand the various types of natural resources and their responsibility in the conservation of the same.
- To impart on various eco systems, biodiversity at various levels and their conservation.
- To make the students know on various types of environmental pollution, their causes, effect their prevention and the students' role in the same.
- To make the students to know about the various eco system.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Be a responsible citizen in the conservation of natural resources.
<b>CO2</b>	To be able to make others to know about various ecosystems.
<b>CO3</b>	Make the society aware of the importance of conservation of biodiversity and take suitable steps towards that direction.
<b>CO4</b>	Make the others to know about how this earth is being polluted by various types of pollution and realised the responsibility to take various measures to control such pollution.
<b>CO5</b>	Make the public aware of the dangerous of global warming and the immediate steps to be taken to reduce its impact.

**MAPPING WITH PROGRAMME OUTCOMES**

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

### SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(5 Hours)</b> <b>The Multidisciplinary Nature of Environmental Studies-</b> Definition, Scope and Importance; Need for public awareness, Natural resources - Forest resources, Mineral resources, Food resources, Energy resources and Land resources. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style.
<b>Unit-II</b>	<b>(5 Hours)</b> <b>Ecosystems</b> - Concept of ecosystem, Structure and Functions of an ecosystem. Producer, Consumer, Decomposers, Energy flow in ecosystem, Ecological succession, food chain, food webs and ecological pyramids. Introduction, types, characteristics, features, structure and functions of forest ecosystem, grass land, desert and Aquatic Ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).
<b>Unit-III</b>	<b>(5 Hours)</b> <b>Biodiversity and its Conservation</b> – Introduction - Definitions: Genetic, Species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at Global, National and local levels. India as a mega-biodiversity nation. Hot spots of biodiversity. Threats of biodiversity: habitat loss, poaching of wild life. Man wild life conflicts. Endangered and endemic species of India. Conservation of biodiversity-insitu and Exsitu conservation of biodiversity.
<b>Unit-IV</b>	<b>(5 Hours)</b> <b>Environmental Pollution</b> - Definitions, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution and Thermal pollution. Solid waste management: causes, effects and control measures of Urban and Industrial wastes. Role of an individual in prevention of pollution. Pollutions case studies. Disaster management: Floods, Earthquake, Cyclone and Landslides.
<b>Unit-V</b>	<b>(5 Hours)</b> <b>Social issues and the Environment</b> - Sustainable development, urban problems related to energy, water conservation, rain water harvesting, water shed management. Resettlement and rehabilitation of people. Environmental ethics: issues and possible solution. Climate change, global warming, ocean layer depletion, acid rain, nuclear accident and holocaust, case studies. Consumerism and waste product. Environmental protection Act. Air (prevention and control of pollution) Act. Wild life protection act. Forest conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human population and the environment.

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year / Edition
1	Prof R. Ranganathan	Environmental Studies.	Bharathiar University Publications	1st Edition

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year / Edition
1	Ritu Bir	Environmental Studies	Vayu Education of India	2011
2	Erach Bharucha	Textbook for Environmental Studies	University Press India Pvt. Ltd	2006
3	Anubha Kaushik & C.P. Kaushik	<a href="#">Perspectives in Environmental Studies</a>	<a href="#">New Age International Publishers</a>	2006

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google Classroom.

## SEMESTER - I

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U1VBET02</b>	<b>Value Based Education 2: Yoga for Youth Empowerment</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>-</b>

## COURSE OBJECTIVES

Providing the value education to improve the students' good character - Understanding yogic life and physical health - Maintaining youthfulness - Moderation in five aspect of life - Methods of concentration - Personality Development – Sublimation - Understanding the law of nature and yogaasanas.

## Syllabus

## Unit 1: Philosophy of Life Science

(6 Hours)

Life – Purpose of life – Philosophy of Life- Law of Nature-Kindness towards living beings Preserving Natural resources.

## அலகு 1: வாழ்வியல் தத்துவம்

வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்

## Unit 2: Human values

(6 Hours)

Culture –Analysis of thought- Moralization of Desire- Neutralization of Anger- Eradication of Worry- Blessings and Benefits- Harmonious Friendship- Love and Compassion-Individual Peace.

## அலகு 2: தனிமனித பண்புகள்

பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்த்தல் -கவலை ஒழித்தல் -வாழ்த்தும் பயனும் - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.

## Unit 3: Social Values

(6 Hours)

Family- Family Peace- Society-Life style- World Brotherhood- Greatness of Women- Five Duties- Economics- Hygiene and Health Care- Education – Politics- Responsibilities of people.

## அலகு 3: சமுதாய மதிப்புகள்

குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஐவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி -அரசியல் -மக்களின் பொறுப்பு -உலக அமைதி

**Unit 4: Development of Mental prosperity**

**(6 Hours)**

Prosperity of Mind- Life force- Bio-Magnetism and Mind – Functions of Mind- Mental Frequency – Ten Stages of Mind-Genetic Centre- Meditation- Value spirituality-Universal Magnetism and Bio-Magnetism.

**அலகு 4 : மனிதவள மேம்பாடு**

மனவளம் - உயிரும் மனமும் - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள் - மன அலைச்சுழல் - மன இயக்கப் படி நிலைகள் - கருமையம் - தவம்(தியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்

**Unit 5: Maintenance of Physical Health**

**(6 Hours)**

Structure of Human Body- Three Functional Bodies-Harmony Between Body and Life force-Pain, Disease and Death- Reasons for Disease - Limit and Method in Five Factors- Simplified Physical Exercises- Practice for Simplified Physical Exercises.

**அலகு 5 :உடல் நலம் பேணல்** உடலமைப்பு உடலின் மூவகை இயக்க மையங்கள் உடலுக்கும் உயிருக்குமான உறவு நோய்க்கான காரணங்கள் ஐந்தில் அளவு முறை எளியமுறை உற்பயிற்சி யோகாசனங்கள் கதிரவன் வணக்கம் தண்டாசனம் சக்கராசனம் பக்கவாட்டில் விருச்சாசனம் ஏகபாத ஆசனம் திரிகோணாசனம் வஜ்ராசனம் பத்மாசனம் யோக முத்ரா மகா முத்ரா உஸ்ட்ராசனம் வக்ராசனம் சவாசனம்

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publishers
1.	Vethathiri Maharishi	Journey of Consciousness	Vethathiri Publications, Erode
2.	Vethathiri Maharishi	Simplified Physical Exercises	Vethathiri Publications, Erode
3.	Vethathiri Maharishi	Unified Force	Vethathiri Publications, Erode
4.	Thathuvagnani Vethathiri Maharishi	Yoga for Modern Age	-
5.	Dr.Chandrasekaran	Sound Health Through Yoga	Prem Kalyan Publications,Madurai

## SEMESTER - I

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U1SBST01</b>	<b>Skill Based Subject 1 : Mathematics For Competitive Examinations - I</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

## COURSE OBJECTIVES

- understand the fundamental arithmetic skills and problem solving.
- learn about the average and Problems on numbers.
- solve problem related to Ages, Calendar and Clocks.

## COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Recall the basic concepts of numerical computation.
<b>CO2</b>	Solve problems on ages, races, games of skills, stocks and shares.
<b>CO3</b>	Find solution to the problems on calendar and clocks.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
Unit-I	(5 Hours) Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification
Unit-II	(5 Hours) Square Roots and Cube Roots – Average - Problems on Numbers
Unit-III	(5 Hours) Problems on Ages - Surds and Indices-Percentage
Unit-IV	(5 Hours) Races and games of skill – Calendar
Unit-V	(5 Hours) Clocks – Stocks and shares (Simple Problems only)

## TEXT BOOK

S. No.	Author Name	Title of the Book	Publishers	Year / Edition
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	7th revised edition 2007

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	7 <sup>th</sup> reprint 2003

## WEBSITE REFERENCE

- 1.<https://www.careerbless.com/aptitude/qa/home.php>
- 2.<https://www.indiabix.com/>

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google classroom.

## SEMESTER - I

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U1SBST02</b>	<b>Skill Based Subject 2 : Communication Skills- I</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

## COURSE OBJECTIVES

- To make the students to understand the barriers in their communication and the ways to overcome the same.
- To make the students to know various types of listening and the effect of enhancing the listening skills.
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.

## COURSE OUTCOMES (CO)

On Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	To communicate meaningfully and effectively with others
CO2	To explain various types of listening and be a careful listener
CO3	To deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations



**SYLLABUS**

**UNIT –I**

- What's a sentence
- Types of Sentences
- Articles
- Preposition

**UNIT- II**

- Homophones- An Introduction
- Homonyms -One Word Substitution
- Cloze Test

**UNIT- III**

- Communication – An Introduction
- E- Mail Drafting and Etiquette
- Interviews

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publishers
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD
2	Krishna Mohan	Developing Communication Skills	Macmillan Publishers India LTD
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google Class Room.

## SEMESTER - II

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2TAL02	Language 2 : Tamil – II	Batch	2019-2022
			Semester	1
Hrs/week	5		Credits	3

## நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- இலக்கியங்கள், உரைநடைகள் ஆகியவற்றை வாசிக்க வைத்தல் மற்றும் விழிப்புணர்வை ஏற்படுத்துதல்.
- அடிப்படைத் தமிழ் இலக்கணத்தையும், பயன்பாட்டுத் தமிழான மொழிபெயர்த்தல், கடிதம் மற்றும் மடல்கள் எழுதுதல் பற்றியும் மாணவர்களை அறியச் செய்தல்.
- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வு மையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணர்ச்செய்தல்

## பாப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, கலைகள் மற்றும் மரபுகள் முதலியவற்றை அறிந்தல்.
CO2	நீதி இலக்கியங்கள், பக்தி இலக்கியங்கள் மூலம் வாழ்வியல் நெறிமுறைகளை அறிதல். உயர்ந்த நோக்கத்துடன், சமுதாயத்தை நேசிக்கத் தகுந்தவர்களாக இருத்தல்.
CO3	தமிழ் இலக்கியங்கள் வாயிலாக பல வகையான வாழ்க்கைத்தரம், மற்றும் மக்களின் வாழ்க்கை முறைகளைத் தெரிந்து கொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளீட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை இலக்கியங்கள் வாயிலாக மாணவர்கள் உணர்தல்.
CO5	சமுதாயம் மற்றும், கலைகள் சார்ந்த கவிதைகள் மற்றும் உரைநடைகளும், கருத்து பரிமாற்றத்திற்கு உரிய அடிப்படை தமிழ் இலக்கணம் மற்றும் பயன்பாட்டுத் தமிழுக்குரிய பகுதியும், தன்முயற்சிப்படிப்பின் வாயிலாக, பேச்சுக்கலையின் முக்கியத்துவம், தேவை மற்றும் திறன்களை மாணவர்கள் அறிந்துகொள்ளல்.

**பாடத்திட்டம்**

**அலகு 1 நீதி நூல்கள்**

**13 மணி நேரம்**

1. திருக்குறள் - இன்னா செய்யாமை, பொறையுடைமை, விருந்தோம்பல் (3 அதிகாரம்)
2. முதுமொழிக்காஞ்சி - அறிவுப்பத்து, சிறந்து பத்து
3. பழமொழி நானூறு - 21 முதல் 30 வரை (10 பாடல்கள்)
4. நீதிநெறி விளக்கம் - 1- 10 முதல் (பத்து பாடல்கள்)

**அலகு 2 பக்தி இலக்கியங்கள்**

**15 மணி நேரம்**

1. குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறல் 62 - 63 (6 பாடல்கள்)
2. அபிராமி அந்தாதி - தனம் தரும் கல்வி தரும், பதினாறு பேறுகள் (2 பாடல்)
3. தேவாரம் - பொது - நின்ற திருத்தாண்டகம் - 670 (திருநாவுக்கரசு சுவாமிகள்)
4. நாலாயிரத்திவ்ய பிரபந்தம் - ஊனேறு செல்வத் துடற்பிறவி யான் வேண்டேன் (குலசேகராழ்வார் - 10 பாடல்).
5. திருமந்திரம் - கல்வி (10 பாடல்)

**அலகு 3 உரைநடைத்தொகுப்பு**

**12 மணி நேரம்**

1. நாஞ்சில் நாடன் - ஆதியில் சொல் இருந்தது. (திகம்பரம்)
2. சிற்பி - வீரத்துறவி விவேகானந்தர் (சிற்பியின் கட்டுரைகள்)
3. டாக்டர் அ. தட்சிணாமூர்த்தி - ஓவியக்கலை (தமிழர் நாகரிகமும் பண்பாடும் )
4. டாக்டர் எம்.ஆர். விஜயகுமார் - அறிவியலும் ஆன்மீகமும் (பிரபஞ்ச ரகசியம்)
5. மஞ்சை வசந்தன் - உளவியல் (பழமொழி வழங்கும் பத்துறைச் சிந்தனைகள்)

**அலகு 4 இலக்கணம், பயன்பாட்டுத்தமிழ்**

**10 மணி நேரம்**

- 1. சொல் வகைகள் - பெயர், வினை, இடை, உரி
- 2. வாக்கியம், வாக்கிய வகைகள், வினை வகைகள் - 1. செய்வினை, 2. செயப்பாட்டுவினை, 3. தன்வினை, பிறவினை, 4. உடன்பாட்டுவினை, 5. எதிர்மறைவினை
- 3. மொழிபெயர்த்தல், விண்ணப்பம், மடல்கள் எழுதுதல்.

**அலகு 5 இலக்கிய வரலாறு**

**10 மணி நேரம்**

- 1. உரைநடையின் தோற்றமும் வளர்ச்சியும்
- 2. சிறுநிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்.
- 3. நாயன்மார்கள், ஆழ்வார்கள்
- 4. நீதி நூல்கள்
- 5. தன்முயற்சிப் படிப்பு : பேசும் கலை முனைவர் கு.ஞானசம்பந்தன் விஜயா பதிப்பகம், கோயம்புத்தூர்.

**பாடநூல் - செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறை வெளியீடு 2019**

**பார்வை நூல்கள்**

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
1	உ.வே சாமிநாதையர்	குறுந்தொகை	கழக வெளியீடு
2	புலவர் நா.இராமையாபிள்ளை (உ.ஆ)	நற்றிணை	வர்த்தமானன் பதிப்பகம், சென்னை.
3	இ.வை அனந்தராமையர்	கலித்தொகை,	கழக வெளியீடு
4	டாக்டர் உ.வே. சாமிநாதையர்	புறநானூறு,	கழக வெளியீடு
5	பரிமேலழகர்	திருக்குறள்	பூம்புகார் பதிப்பகம்
6	பதினெண் கீழ்க்கணக்கு நூல்கள் - மதுரைக் கூடலூர்க் கிழார்	முதுமொழிக்காஞ்சி	தமிழ் இணையப் பல்கலைக்கழகம்
7	பதினெண் கீழ்க்கணக்கு நூல்கள் - முன்றுறையரையனார்	பழமொழி நானூறு	தமிழ் இணையப் பல்கலைக்கழகம்
8	குமரகுருபரர்	நீதிநெறி விளக்கம்	தமிழ் இணையப் பல்கலைக்கழகம்
9	திரிகூடராசப்பக் கவிராயர் (புலியூர் கேசிகன் உரை)	திரு குற்றாலக் குறவஞ்சி	பாரி நிலையம் வெளியீடு
10	அபிராமிபட்டர்	அபிராமி அந்தாதி	தமிழ் இணையப் பல்கலைக்கழகம்
11	தேவாரம் - திருநாவுக்கரசர்	தேவாரம் - 6 ஆம் திருமுறை (பொது - நின்றதிருத்தாண்டகம்)	வர்த்தமானன் பதிப்பகம், சென்னை.
12	குலசேகராழ்வார்	நாலாயிரத்திவ்ய பிரபந்தம்	லிட்டில் ப்ளவர் கம்பெனி - சென்னை
13	திரு.அ. சிதம்பரனார்	திருமந்திரம்	தென்னிந்திய சைவசித்தாந்த நூற்பதிப்புக் கழகம், சென்னை.
14	நாஞ்சில்நாடன்	திகம்பரம் (கட்டுரைத் தொகுப்பு)	விஜயா பதிப்பகம் கோவை.
15	டாக்டர் இரா. மோகன்	சிற்பியின் கட்டுரைகள்	மணிவாசகர் பதிப்பகம் சென்னை.

**Scheme and Regulations (SR-4) (2019-2022)- B.Com**

16	டாக்டர் அ. தட்சிணாமூர்த்தி	தமிழர் நாகரிகமும் பண்பாடும்	யாழ் வெளியீடு
17	மஞ்சை வசந்தன்	பலமொழி வழங்கும் பத்துறைச் சிந்தனைகள்	விஜயா பதிப்பகம் கோவை.
18	டாக்டர் எம்.ஆர் விஜய்குமார்	பிரபஞ்ச ரகசியம்	ருக்மணி ஆப்செட் பிரஸ்
19	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.
20	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை
21	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.
22	வெங்கட்ராவ் பாலு	கடிதம் எழுதும் கலை	புதிய புத்தக உலகம்
23	முனைவர் கு.ஞானசம்பந்தன்	பேசும் கலை	விஜயா பதிப்பகம் கோவை.

## SEMESTER - II

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2FRLT02</b>	<b>Language 2 : French II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>1</b>
<b>Hrs/week</b>	<b>5</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

To enable the students to understand the basic structure of French language.

## COURSE OUTCOMES (CO)

On Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	have access to the works of great french writers.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Prescribed text : **LATITUDES I**  
Units : 5 – 8  
Authors : Régine Mérieux  
Yves Loiseau  
Available at : Goyal Publishers Pvt Ltd  
86, University Block  
Jawahar Nagar (Kamla Nagar)  
New Delhi – 110007.  
Tel : 011 – 23852986 / 9650597000

### Question Paper Pattern

#### Semester II

**Maximum Marks: 75** **Time: 3 hrs.**

**(All questions to be set only from the prescribed text)**

#### Section A (10)

1. Choisissez la meilleure réponse: (10X1=10)

#### Section B (25)

2. Choisissez un des trois sujets et écrivez un texte d'environ 60 mots : (5X1=5)

3. Traduisez les textes suivants en anglais:(4/5) (4X5=20)

#### Section C (40)

4. Compréhension (5x1=5)

5. Exercices de grammaire:(5X5=25) **(either/or)**

6. Remplissez le dialogue:(5X1=5)

7. Associez :(5X1=5)

**SEMESTER - II**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2HILT02</b>	<b>Language 2 : Hindi II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>1</b>
<b>Hrs/week</b>	<b>5</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

To enable the students to understand the basic structure of Hindi language.

**COURSE OUTCOMES (CO)**

In Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	help the learners to communicate with others in any part of India with ease.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

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



## SYLLABUS

1. MODERN POETRY : BHOOMIJA by NAGARJUN

Publishers

: Rajkamal Prakashan

1B Nethaji Subash Marg,

New Delhi.

2. ONE ACT PLAY : NAVEEN EKANKI SANGRAH

By Dr. Smt. MALATI THIVARI

SUMITHRA PRAKASHAN

ASHOK NAGAR

ALLAHABAD – 1.

3. TRANSLATION : HINDI-ENGLISH ONLY

(ANUVADH ABYAS-III)

Lessons – 1-15 only

PUBLISHER : DAKSHIN BHARATH HINDI PRACHAR SABHA

CHENNAI – 600 017.

4. LETTER WRITING : (Leave Letter, Job Application, Ordering Books, Letter

to Publisher, Personal Letter)

5. CONVERSATION : (Doctor & Patient, Teacher & Student, Storekeeper & Buyer,

Two Friends, Booking Clerk & Passenger at Railway Station,

Autorickshaw driver and Passenger)

Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan

Vani Prakashan, New Delhi.

**SEMESTER - II**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2MLLT02</b>	<b>Language 2 :Malayalam II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>1</b>
<b>Hrs/week</b>	<b>5</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

To enable the students to understand the basic structure of Malayalam language.

**COURSE OUTCOMES (CO)**

In Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	help the learners to learn other Indian languages like Sanskrit,Tamil etc., through Malayalam without much effort.
CO2	develop the skills of speaking and writing without flaws.
CO3	help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

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

## SYLLABUS

**This paper will have the following five units:**

Unit I & II

Autobiography

Unit III, IV & V

Travelogue

**Text Books prescribed:**

Unit I & II

Vazhithiruvukal-Dr.A.P.J.Abdulkalam

(D.C.Books, Kottayam)

Unit III, IV & V

Alkoottathil Thaniyae - M.T Vasudhevan Nair (D.C.Books, Kottayam)

## REFERENCE BOOKS

1. Athmakathasahithyam Malayalathil-Dr.Vijayalam Jayakumar (N.B.S.Kottayam)
2. Sancharasahithyam Malayalathil –Prof.Ramesh chandran. V,(Kerala Bhasha Institute, Trivandrum)

**SEMESTER - II**

Programme Code	B.Com	Programme Title	Bachelor of Commerce	
Course Code:	19U2ENLT02	Language 2 :Functional English – II	Batch	2019-2022
			Semester	II
Hrs/ Week	5 Hrs		Credits	3

**COURSE OBJECTIVES**

- To enable the students to understand the basic grammar in English.
- To acquaint students with the structure and strategies of conversation
- To make the students appreciate the significant works and style of prose
- To develop the skills of speaking and writing without flaws.
- To develop an interest in the minds of the students to enjoy and appreciate the literary works in english.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students should be able to

CO Number	CO Statement
CO1	Speak and Write without committing grammatical errors.
CO2	Read and appreciate simple literary works.
CO3	Deal with various conversational situations with confidence.

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>POETRY (12 Hours)</b> 1. La Belle Dame Sans Merci - John Keats 2. The Ballad of Father Gilligan - William Butler Yeats 3. The Daffodils - William Wordsworth
<b>Unit-II</b>	<b>PROSE (12 Hours)</b> 1. At School - Gandhi 2. My lost Dollar - Stephen Butler Leacock 3. On The Rule of The Road- A.G. Gardiner
<b>Unit-III</b>	<b>ONE – ACT PLAY (12 Hours)</b> 1. A Meeting in a Forest - G. B. Shaw 2. The Dear Departed - Stanley Houghton
<b>Unit-IV</b>	<b>GRAMMAR AND COMPOSITION (12 Hours )</b> 1. Sentence Structure 2. Wh- Questions 3. Question Tag 4. Advertisement 5. Hints Developmen
<b>Unit-V</b>	<b>DIALOGUE WRITING (CONVERSATION EXERCISES ) (12 Hours)</b> Suggestions , Sympathy, Complaining, Agreement & Apologising

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Macmillan Indian Limited.
2	Prof. A.E.Subramanian	Gifts to Posterity- An Anthology of Modern Short Stories	Chitra Publications, Chennai.

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications
3.	Adibah Amin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google Class Room.

**SEMESTER - II**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2CMCT03</b>	<b>Core 3 :Principles of Marketing</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

- To make the students understand about the modern marketing and marketing concepts.
- To know Clearly about the Functions of Marketing.
- To Familiarize the Concepts of Marketing Mix and channels of distribution
- To enlighten the students on consumer behaviour and rights of consumers.
- To provide knowledge on advertisement and its impact on business.

**COURSE OUTCOMES (CO)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the concepts of marketing and various types of marketing.
<b>CO2</b>	Enumerate the functions of Marketing.
<b>CO3</b>	Describe the 7 P's of marketing mix.
<b>CO4</b>	Identify the need for studying Consumer Behaviour and Market Segmentation.
<b>CO5</b>	Demonstrate the advantages of advertising.

**MAPPING WITH PROGRAMME OUTCOMES**

<b>CO/ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>P11</b>	<b>P12</b>
<b>CO1</b>	-	✓	-	-	-	-	-	-	-	-	-	-
<b>CO2</b>	-	✓	-	-	-	-	-	-	-	✓	-	-
<b>CO3</b>	-	✓	-	-	-	-	-	-	-	-	-	-
<b>CO4</b>	-	✓	-	-	-	-	-	-	-	-	✓	-
<b>CO5</b>	-	✓	-	-	-	-	-	-	-	-	✓	-

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Marketing - definition of market and marketing - classification of marketing - marketing and selling, Difference Between Selling and Marketing-objectives - importance of marketing - modern marketing concepts -E-marketing - tele marketing - green marketing - mobile marketing.
<b>Unit-II</b>	<b>(12 Hours)</b> Marketing function – buying – selling – transportation – storage – financing – risk bearing – standardisation – marketing information system.
<b>Unit-III</b>	<b>(12 Hours)</b> Marketing Mix – 7 P's marketing mix-product mix – product life cycle – branding – labelling – price mix-importance - pricing objectives – pricing strategies – personal selling - channels of distribution-functions of middlemen.
<b>Unit-IV</b>	<b>(12 Hours)</b> Consumer Behaviour -meaning- need for studying consumer behaviour - factors influencing consumer behaviour - market segmentation – customer relationship marketing-consumerism-rights of consumerism - consumer protection council- bureau of indian standards – AGMARK
<b>Unit-V</b>	<b>(12 Hours)</b> Sales promotion- Meaning-Importance-Types. Advertising - meaning and definition - objectives - advantages of advertising - classification of advertisement copy-advertising media-advertising agencies.

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	R.S.N. Pillai and Bagavathi	Modern Marketing Principles and Practices	S.Chand & Co., Ltd	Edition 2011
2	S.A.Sherlekar	Marketing Management	Himalaya Publishing House	13 <sup>th</sup> Edition, Reprint 2010

**REFERENCE BOOKS**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	Philip Kotler and Gary Armstrong	Principles of Marketing	Pearson Education Pvt., Ltd.	Edition 2012
2.	Dr.C.B.Gupta and Dr.N. Rajan Nair	Marketing Management	S.Chand & Sons	7 <sup>th</sup> Edition, Reprint 2000

**WEBSITE REFERENCE:**<https://ncert.nic.in/ncerts/l/lebs211.pdf>

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment, Google Classroom.



## SEMESTER - II

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2CMCT04	Core 4 : Financial Accounting - II	Batch	2019-2022
			Semester	II
Hrs/week	6 Hrs		Credits	4

## COURSE OBJECTIVES

- To gain knowledge about the various methods of calculating depreciation and about accounting standards.
- To enable the students to know how to find out the average due date, account current and preparation of bills of exchange.
- To know about the methods under single entry system.
- To provide knowledge in the preparation of departmental and branch accounts.
- To make the students to prepare hire purchase and voyage account.

## COURSE OUTCOMES(CO)

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

CO Numer	CO Statement
CO1	Calculate Depreciation and Reserves and Provisions.
CO2	Calculate the Average Due Date and Prepare Bills of Exchange.
CO3	Prepare the accounts using Single Entry system.
CO4	Computation of Departmental Accounts and Branch accounts.
CO5	Prepare the Hire purchase and Voyage accounts.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(15 Hours)</b> Accounting for Depreciation- Methods of Depreciation -Reserves and Provisions (Theory only)-Accounting Standards (IND-AS).
<b>Unit-II</b>	<b>(15 Hours)</b> Average Due Date – Account Current - Bills of Exchange (Excluding Foreign Bills) - Accommodation Bill – Self Balancing Ledger
<b>Unit-III</b>	<b>15 Hours)</b> Single Entry system-meaning-Features-Statement of Affairs method and conversion method. Royalty - Lease – Sub lease.
<b>Unit-IV</b>	<b>(15 Hours)</b> Departmental Accounts-Branch accounts(Excluding Foreign branches)
<b>Unit-V</b>	<b>(15 Hours)</b> Hire purchase-Instalment purchase system - hire purchase trading account. Voyage account.

**(Questions on problems and theory carry 80% and 20% of marks respectively)**

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	T. S. Reddy & A. Murthy	Financial Accounting	Margham Publication	2016
2	Jain & Narang	Advanced Accountancy	Kalyani publishers	17 <sup>th</sup> Revised Edition, 2011

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	T.S. Grewal	Introduction to Accountancy	S. Chand & Company Limited	8 <sup>th</sup> Revised Edition, 2013
2.	R.S.N.Pillai& Bhagavathy	Introduction to Accountancy	S.Chand & Company Limited	8 <sup>th</sup> Revised Edition, 2013
3.	R.L.Gupta & M.Radhaswamy	Advanced Accountancy VolumeII	SultanChand & Company Limited	10 <sup>th</sup> Edition, Reprint 2001

**WEBSITE REFERENCE:**

[https://drive.google.com/file/d/0B\\_V4Kkm2koFqOUk3VDBlb0hNUEk/view](https://drive.google.com/file/d/0B_V4Kkm2koFqOUk3VDBlb0hNUEk/view)

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment, Case study, Google Classroom.

## SEMESTER - II

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2CMAT02</b>	<b>Allied 2 : Information Technology in Business</b>	<b>Batch</b>	<b>2018-2021</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To enable the students to know the importance of computers used in business.
- To gain knowledge in input and output devices.
- To provide knowledge on hardware and software systems.
- To create awareness about office automation packages.
- To acquire knowledge in the concept of networking.

## COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the Computer terminology used in business.
<b>CO2</b>	Classify and compare the types of computer systems.
<b>CO3</b>	Enumerate the types of hardware and software.
<b>CO4</b>	Summarise new technology for shaping new strategies and business models.
<b>CO5</b>	Describe the network and its types.

## MAPPING WITH PROGRAMME OUTCOMES

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

**Syllabus**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Information Technology-an introduction, importance of computers in business-generations of computers- data & information- anatomy of a computer - memory ram & rom .
<b>Unit-II</b>	<b>(12 Hours)</b> Types of computer systems-Micro, Mini, Mainframe & Super computers. Components of computer- Input and Output Devices.
<b>Unit-III</b>	<b>(12 Hours)</b> Hardware & Software Meaning-Types of Software-Programming language- Operating System: Meaning-Types of Operating system.
<b>Unit-IV</b>	<b>(12 Hours)</b> System analysis & design, Computer based information systems-Transaction processing, Office automation. Management Information systems- Decision Support Systems - Expert system.
<b>Unit-V</b>	<b>(12 Hours)</b> Networking – Meaning – Types – Internet : Meaning – Internet Basics-World Wide Web-Internet Access – Internet Addressing – Search Engines – Electronic Mail -Computer related jobs in business.

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	Turban Edraim Rainer,R.Kelly,John Wiley	Introduction to information technology	Wiley India Pvt Ltd	2000
2	Alexis Leon	Internet For Everyone	Leon Vikas	-

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
1.	Alexis Leon and Mathews Leon	Fundamentals of Information Systems	Vijay Nicole imprints Pvt Ltd	2004
2.	Henry C.Lucas,Jr	Information Technology For Management	Tata Mc Graw Hill Publication	-

**WEBSITE REFERENCE:**

<http://bangaloreicai.org/images/icons/ITT/1.%20Computer%20Fundamental.pdf>

**MEANS OF CURRICULAM DELIVERY:** Lecture, Group Learning, Assignment, Case study, Google Classroom.

## SEMESTER - II

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U2VBET02</b>	<b>Value Based Education 2: Yoga for Youth Empowerment</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

Providing the value education to improve the students' good character - Understanding yogic life and physical health - Maintaining youthfulness - Moderation in five aspect of life - Methods of concentration - Personality Development – Sublimation - Understanding the law of nature and yogaasanas.

## Syllabus

## Unit 1: Philosophy of Life Science

(6 Hours)

Life – Purpose of life – Philosophy of Life- Law of Nature-Kindness towards living beings Preserving Natural resources.

## அலகு 1: வாழ்வியல் தத்துவம்

வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்

## Unit 2: Human values

(6 Hours)

Culture –Analysis of thought- Moralization of Desire- Neutralization of Anger- Eradication of Worry- Blessings and Benefits- Harmonious Friendship- Love and Compassion-Individual Peace.

## அலகு 2: தனிமனித பண்புகள்

பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்த்தல் -கவலை ஒழித்தல் -வாழ்த்தும் பயனும - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.

## Unit 3: Social Values

(6 Hours)

Family- Family Peace- Society-Life style- World Brotherhood- Greatness of Women- Five Duties- Economics- Hygiene and Health Care- Education – Politics- Responsibilities of people.

## அலகு 3: சமுதாய மதிப்புகள்

குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஐவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி -அரசியல் -மக்களின் பொறுப்பு -உலக அமைதி

## Unit 4: Development of Mental prosperity

(6 Hours)

Prosperity of Mind- Life force- Bio-Magnetism and Mind – Functions of Mind- Mental Frequency – Ten Stages of Mind-Genetic Centre- Meditation- Value spirituality-Universal Magnetism and Bio-Magnetism.

**அலகு 4 : மனிதவள மேம்பாடு**

மனவளம் - உயிரும் மனமும் - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள் - மன அலைச்சுழல் - மன இயக்கப் படி நிலைகள் - கருமையம் - தவம்(திரியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்

**Unit 5: Maintenance of Physical Health**

**(6 Hours)**

Structure of Human Body- Three Functional Bodies-Harmony Between Body and Life force-Pain, Disease and Death- Reasons for Disease - Limit and Method in Five Factors- Simplified Physical Exercises- Practice for Simplified Physical Exercises.

**அலகு 5 : உடல் நலம் பேணல்**

உடலமைப்பு உடலின் மூவகை இயக்க மையங்கள் உடலுக்கும் உயிருக்குமான உறவு நோய்க்கான காரணங்கள் ஐந்தில் அளவு முறை எளியமுறை உடற்பயிற்சி யோகாசனங்கள் கதிரவன் வணக்கம் தண்டாசனம் சக்கராசனம் பக்கவாட்டில் விருச்சாசனம் ஏகபாத ஆசனம் திரிகோணாசனம் வஜ்ராசனம் பத்மாசனம் யோக முத்ரா மகா முத்ரா உஸ்ட்ராசனம் வக்ராசனம் சவாசனம்

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publishers
1.	Vethathiri Maharishi	Journey of Consciousness	Vethathiri Publications, Erode
2.	Vethathiri Maharishi	Simplified Physical Exercises	Vethathiri Publications, Erode
3.	Vethathiri Maharishi	Unified Force	Vethathiri Publications, Erode
4.	Thathuvagnani Vethathiri Maharishi	Yoga for Modern Age	-
5.	Dr.Chandrasekaran	Sound Health Through Yoga	Prem Kalyan Publications, Madurai

## SEMESTER - II

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U2VBET03	Value Based Education 3 : Ethics and Culture (அறவியலும் பண்பாடும்)	Batch	2019-2022
Hrs/week	2 Hrs		Semester	II
			Credits	1

Ethics and Culture (மனிதவள மாண்பு - தனிமனித விழுமியங்கள், சமுதாய விழுமியங்கள்)

## நோக்கம்

- ஒவ்வொருவரும் தன்னை உயர்த்திக் கொண்டு, சமுதாய மக்களுடன் இணக்கமாக வாழ்ந்து சமுதாயத்தையும் உயர்த்த வேண்டும். உன்னத இலட்சியத்திற்காக வாழ்ந்து நமது வாழ்க்கையை அர்த்தமுள்ளதாக ஆக்கிக் கொள்ள வேண்டும்.
- கவலைக்கு ஆதாரமான ஆசை மற்றும் சினம் ஆகியவற்றைத் தவிர்ப்பதன் மூலம் கவலையை ஒழிப்பதற்கான பயிற்சி பெறுதல்
- கல்வி, அரசியல், பொருளாதாரம் மற்றும் விஞ்ஞானம் ஆகியவற்றுக்கும் சமுதாயத்திற்கும் உள்ள தொடர்பினை அறிந்து கொள்ளுதல்

## COURSE OUTCOME (CO)

CO Number	CO Statement
CO1	தன்னை உள்நோக்க அறிவால் ஆராய்ந்து தன்னிடமுள்ள உணர்ச்சி வயப்பட்டு குணங்களை எல்லாம் மாற்றியமைத்துக் கொள்ளச் செய்தல்.
CO2	தனி மனித ஒழுக்கங்களை அறிந்து, முறைப்படி வாழ்ந்து சமுதாயத்தில் தங்களை உயர்த்திக் கொள்ளச் செய்தல்.
CO3	வாழ்க்கையின் இலக்கை அடையத் தேவையான தகுதியை வளர்த்துக் கொள்ளச் செய்தல்.
CO4	சமுதாயத்தோடு இணக்கமாக வாழவும், சுயசிந்தனை, ஆற்றலை வளர்த்து பிரச்சினைகளுக்குத் தீர்வுகாணவும் வழி வகுத்தல்.
CO5	போட்டிகள் நிறைந்த இவ்வுலகில் சமுதாயம், அரசியல், பொருளாதாரம் ஆகிய சூழல்களைத் துணிச்சலாக எதிர்கொள்ள தன்னம்பிக்கையை வலங்குதல்.

## MAPPING WITH PROGRAMME OUTCOMES

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

**பாடத்திட்டம்**

<b>அலகு</b>	<b>Content</b>
<b>அலகு-1</b>	<b>(5 மணிநேரம்)</b> மனிதவள மாண்பின் அவசியம் - குறிக்கோள் , மதிப்புகள் - வாழ்வின் நோக்கமும் தத்துவமும் - வாழ்க்கைத் தேவைகள் , காப்புகள் - அறநெறிகள் , அறிவின் நிலைப்பாடுகள்.
<b>அலகு-2</b>	<b>(5 மணிநேரம்)</b> எண்ணம் ஆராய்தல் - எண்ணம் எழக்காரணங்கள் - எண்ணம் ஆராய்தல் பயிற்சி - ஆசை சீரமைத்தல் - ஆசை சீரமைத்தல் பயிற்சி.
<b>அலகு-3</b>	<b>(5 மணிநேரம்)</b> சினம் தவிர்த்தல் - சினத்தின் விளைவுகள் - சினம் தவிர்த்தல் பயிற்சி - கவலை ஒழித்தல் - கவலையின் வகைகளும் விளைவுகளும் - கவலை ஒழித்தலுக்கான பயிற்சி.
<b>அலகு-4</b>	<b>(5 மணிநேரம்)</b> மனிதனின் பரிணாமம் - பிரபஞ்ச தன்மாற்றம் - உயிரினத் தன்மாற்றம் - ஆறாம் அறிவின் மேம்பாடு - மனித வேறுபாட்டிற்கான காரணங்கள் - ஏழு சம்பத்துகள் - பதினாறு காரணங்கள் - மனத் தூய்மை தரும் சமுதாய நலன்.
<b>அலகு-5</b>	<b>(5 மணிநேரம்)</b> கல்வியும் சமுதாயமும் - கல்வியின் சமுதாய நோக்கங்கள் - கல்வியின் சமுதாயப் பணிகள் - அரசியலும் சமுதாயமும் - பொருளாதாரமும் சமுதாயமும் - விஞ்ஞானமும் சமுதாயமும்.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	-	தனிமனித விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.
2	-	சமுதாய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	-	வாழ்வியல் விழுமியங்கள்,	வேதாத்திரி பதிப்பகம் , ஈரோடு.
2	-	மனவளக்கலை யோகா	வேதாத்திரி பதிப்பகம் , ஈரோடு.



## SEMESTER - II

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U2SBST02</b>	<b>Skill Based Subject 3 : Mathematics For Competitive Examinations – II</b>	<b>BATCH</b>	<b>2019-2022</b>
			<b>SEMESTER</b>	<b>II</b>
<b>Hrs/week</b>	<b>2 Hrs</b>		<b>CREDITS</b>	<b>2</b>

## COURSE OBJECTIVES

- To know about concept of Interest and Profit and loss.
- To develop the ability in solving Permutation , Combinations and Bankers Discount.
- To Solve Problems of Permutations and combinations.

## COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the basic concepts of mathematics of finance.
<b>CO2</b>	Solve the problems on time and distance, time and work.
<b>CO3</b>	Apply the concept of permutation and combinations to solve problem.

## MAPPING WITH PROGRAMME OUTCOMES

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

### SYLLABUS

Unit	Content
<b>Unit-I</b>	Profit and Loss – Ratio and Proportion <b>(5 Hours)</b>
<b>Unit-II</b>	Partnership – Chain Rule <b>(5 Hours)</b>
<b>Unit-III</b>	Time and Distance – Time and work <b>(5 Hours)</b>
<b>Unit-IV</b>	Permutation & Combinations <b>(5 Hours)</b>
<b>Unit-V</b>	True Discount- Bankers Discount <b>(5 Hours)</b>

**(Simple Problems only)**

#### TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited

#### REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publishers
1	R.V.Praveen	Quantitative Aptitude and Reasoning	PHI Learning pvt. Ltd
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company

#### WEBSITE REFERENCE

- <https://www.careerbless.com/aptitude/qa/home.php>
- <https://www.indiabix.com/>

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google classroom.

**SEMESTER - II**

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U2SBST02</b>	<b>Skill Based Subject 4 : Communication Skills- II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>2</b>

**COURSE OBJECTIVES:**

- To make the students to understand the barriers in their communication and the ways to overcome the same.
- To make the students to know various types of listening and the effect of enhancing the listening skills.
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.

**COURSE OUTCOMES (CO):**

On Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	to communicate meaningfully and effectively with others
CO2	to explain various types of listening and be a careful listener
CO3	to deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations

## SYLLABUS

### UNIT –I

Parts of Speech  
Tenses  
Active voice and passive voice  
Phrasal Verbs

### UNIT- II

Confusable Words  
Jumbled Sentences  
Synonyms  
Antonym

### UNIT- III

Reading Techniques (Skimming and Scanning)  
Types of Reading - Intensive Reading and Extensive Reading  
Brain Storming  
Role Play

### TEXT BOOKS

S.No.	Author Name	Title of the Book	Publishers
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi

### REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publishers
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.
2	Krishna Mohan	Developing Communication Skills	Macmillan Publishers India LTD.
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

**Means of Curriculum Delivery:** Lecture, Group Learning, Seminar, Assignment, Google Class Room.

## SEMESTER - III

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3CMCT05</b>	<b>CORE 05 : Cost Accounting</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To enlighten the students on various methods of costing.
- 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 understand the methods of costing adopted by different types of industries.
- To make the students to reconcile cost and financial statement.

## COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Prepare the cost sheet, Tender and Quotation
<b>CO2</b>	Calculate the Stock Levels and Pricing of Material Issues.
<b>CO3</b>	Calculation of labour turnover and Overhead distribution summary.
<b>CO4</b>	Computation of Process Costing and Operating Costing.
<b>CO5</b>	Prepare the Job Costing ,Standard Costing and Reconciliation of cost and financial accounts.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Cost Accounting - Scope – Merits and Demerits of Cost accounting – Difference between Cost Accounting and Financial Accounting - Concepts and Classifications -Methods of Costing – Elements of Cost – Preparation of cost sheet – Tender and Quotation.
<b>Unit-II</b>	<b>(12 Hours)</b> Material Control – need – advantages of material control -Purchase Procedure – Inventory Control and its techniques : Stock Level – EOQ – ABC Analysis - Perpetual inventory systems – Material Records – Pricing of Material Issues – Methods of Pricing of Material Issues : LIFO ,FIFO, Simple Average Rate, Weighted Average Rate, Standard price Methods.
<b>Unit-III</b>	<b>(12 Hours)</b> Labour – Labour Turnover – Methods –Labour Costs - Timekeeping & Time Booking – Ideal Time – Overtime – Remuneration and Incentives – Methods of Remuneration – Time Rate – Piece rate -Single Piece rate – Differential Piece rate – Taylor's Differential piece rate system, Merrick Differential piece rate system, Gantt's Task Plan – Premium and Bonus Plan. Overhead – Classification of overheads – Allocation and Absorption of overhead- Primary and Secondary Distribution Summary.
<b>Unit-IV</b>	<b>(12 Hours)</b> Process Costing – Features of Process costing –Difference between job and process costing- Process losses, Normal loss, Abnormal loss - Abnormal gain- Waste, Scrap, (except Inter- process profit and equivalent production)- Operating Costing.
<b>Unit-V</b>	<b>(12 Hours)</b> Job Costing - Standard Costing - Contract Costing – Reconciliation of cost and financial accounts.

**(Questions in problems and theory carry 80% and 20% )**

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Dr.Ramachandran & Dr. Srinivasan	Cost Accounting	Sriram publications	2012/ 6 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	S.P Jain and K.L Narang	Cost Accounting	Kalyani Publications	2014
2	R.S.N Pillai & V Bagavathi	Cost Accounting	Sultan Chand and Sons Publications, New Delhi.	2014

**WEBSITE REFERENCE**

<https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.

## SEMESTER – III

Programme Code :	B.Com	Programme Title	Bachelor of Commerce	
Course Code :	19U3CMCT06	CORE 6 : Commercial Law	Batch	2019-2022
			Semester	III
Hrs/week	6 Hrs		Credits	3

## COURSE OBJECTIVES

- To enable the students to acquire knowledge on legal aspects of business.
- To gain knowledge in concepts of Performance , Discharge and breach of contract.
- To impart knowledge about the contract of agency.
- To familiarise the concept of indemnity, guarantee, bailment and pledge.
- To make the students aware about the contract of sale and Hire purchase.

## COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain clearly the basic concepts of commercial Law, ,Build Operate and Transfer.
CO2	Demonstrate the knowledge about the Capacity, Performance, Discharge and Breach of contract.
CO3	Classify the agents and relationship with Principal and third parties.
CO4	Explain the concepts of Guarantee, Indemnity, Bailment and `Pledge.
CO5	Explain the concept of law of Sale of Goods.

## 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
<b>Unit-I</b>	<b>(15 Hours)</b> Law – Meaning and object – Commercial law- meaning – sources of law –Essentials of Contract – Classification of contracts – Offer and acceptance – Legality of object – Consideration - Void agreement - Concept of Build Operate Transfer (BOLT)
<b>Unit-II</b>	<b>(15 Hours)</b> Capacity to contract – free consent – Quasi contracts – Quantum Merit - Contingent contracts – Performance of Contract - Discharge of Contract – Breach of contract – Remedies for breach of contract.
<b>Unit-III</b>	<b>(15 Hours)</b> Contract of agency – Creation of agency – classification of agents – relations of principal and agent – relation of principal with third parties – personal liability of agent – Agency by ratification –conditions and effects – Termination of agency.
<b>Unit-IV</b>	<b>(15 Hours)</b> Contract of indemnity and guarantee – rights – liabilities of surety – Discharge of surety –bailment – Types of Bailment – Bailment vs Pledge - rights and duties of bailer and bailee – pledge by non-owners. Difference between Guarantee and indemnity - Difference between Guarantee and Warranty
<b>Unit-V</b>	<b>(15 Hours)</b> Law of Sale of Goods: Distinction between sale and agreement to sell – Sales Vs Bailment - Sales Vs Hire Purchase – Conditions and Warranties – Transfer of ownership – Transfer to title by non-owners –Performance of Contract of Sale – Rights and Duties of buyer and seller- auction sale – rights of unpaid seller.

#### TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	N.D. Kapoor	Elements of Mercantile Law	Sultan Chand publications.	2014 /34 <sup>th</sup> Edition

#### REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	N.D.Kapoor	Business law	Sultan Chand publications.	2019
2	B.S Raman	Business law	United publishers	2015

#### WEBSITE REFERENCE

[https://www.icaai.org/post.html?post\\_id=15532](https://www.icaai.org/post.html?post_id=15532)

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.



## SEMESTER - III

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3CMCT07</b>	<b>Core 7 : Financial Accounting - III</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To enable the students to learn the accounting procedures of partnership firm.
- To provide thorough knowledge on settlement procedures of partnership firm.
- To impart knowledge about Dissolution of Partnership Firms.
- To Familiarise the students about Fire insurance Claims and Insolvency.
- To make the students understand about human resources accounting and inflation accounting.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	To make revaluation of Assets and liabilities of a partnership firm and calculate the ratios for distribution of profits.
CO2	Calculation of dues to be settled in the event of retirement or death of the partner.
CO3	Explain the grounds under which a partnership firm can be dissolved.
CO4	Throw light on insolvency and fire claims.
CO5	Explain the Human Resource Accounting and Inflation Accounting.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(15 Hours)</b> Partnership Act 1936 - Introduction – Partnership Firm-Types of Partners – Admission of a partner – Treatment of Goodwill- Revaluation of Assets and Liabilities - Calculation of ratios for distribution of profits-capital adjustments.
<b>Unit-II</b>	<b>(15 Hours)</b> Retirement of a partner- Retirement cum Admission of a partner – Death of a partner-
<b>Unit-III</b>	<b>(15 Hours)</b> Dissolution of a firm- Insolvency of a partner or partners (Garner Vs Murray) – Insolvency of all partners -Piecemeal Distribution-Proportionate Capital Method and Maximum Loss method.
<b>Unit-IV</b>	<b>(15 Hours)</b> Insolvency of Individuals and Firms -Fire Claims: Normal Loss-Abnormal Loss. Assignment of joint life policy.
<b>Unit-V</b>	<b>(15 Hours)</b> Accounting Standards (Theory only) – Human Resource Accounting and Inflation Accounting (Theory only)

**(Questions on problems and theory carry 80% and 20% of marks respectively)**

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	R.L.Reddy & A.Murthy	Financial Accounting	Margham Publications,Chennai	2017

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	S.P.Jain & K.L.Narang	Advanced Accounting	Kalyani Publications,New Delhi.	2011
2	S.N.Maheswari	Financial Accounting	Vikas Publishing House Pvt Ltd	2018 / 16 <sup>th</sup> edition

**WEBSITE REFERENCE**

[https://www.icai.org/post.html?post\\_id=15829](https://www.icai.org/post.html?post_id=15829)

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.

## SEMESTER - III

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3CMCP08</b>	<b>Core 8 : Business Application Software - Practical</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students know how to prepare the chairman's speech, Auditors report, minutes of a meeting, invitation, invoice, class timetable etc., using Word Processing.
- To make the students understand the method of preparing mark list, final accounts, different types of charts, bank customers account etc., using spreadsheet.
- To make the students clearly know the preparation of power point for different occasions.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Type chairman's speech, Auditors report, minutes of the meeting, prepare an invitation, design an invoice, prepare a class timetable and convert document word format into a Portable Document Format and a Portable Document Format into a word document.
<b>CO2</b>	Using spreadsheet prepares a mark list of a number of students; final accounts draw different types of chart and create a pivot table.
<b>CO3</b>	Prepare power point presentation for various occasions.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

	<b>Content</b>
<b>WORD PROCESSING</b>	<ol style="list-style-type: none"> <li>1. Type Chairman's speech/Auditor's report /minutes/agenda and perform the following operations: Bold, Underline, Font Size, style, Background colour, Text colour, Line spacing, Spell check, Alignment, Header &amp;Footer, Inserting pages and pages numbers, Find and Replace.</li> <li>2. Prepare an invitation for the college function using Text boxes and clip parts.</li> <li>3. Design an invoice and account sales by using Drawing tool bar, Clip art, Word Art, Symbols, Borders and Shading.</li> <li>4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and change of Table Format.</li> <li>5. Prepare a shareholders' meeting letter for 10 members using mail merge operation.</li> <li>6. Conversion of Word into PDF and PDF into Word.</li> </ol>
<b>SPREADSHEET</b>	<ol style="list-style-type: none"> <li>1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.</li> <li>2. Prepare Final Accounts (Trading, Profit and Loss Account and Balance Sheet) by using formula.</li> <li>3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, Profit of a company by using chart wizard.</li> <li>4. Prepare a statement of Bank Customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.</li> <li>5. Prepare a product life cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.</li> <li>6. Create a Pivot table showing the performance of the salesman.</li> </ol>
<b>POWERPOINT</b>	<ol style="list-style-type: none"> <li>1. Design presentation slides for a product of your choice. The slides must</li> </ol>

<b>PRESENTATION</b>	<p>include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.</p> <p>2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organisational chart.</p> <p>3. Design slides for the headings News of a popular TV channel. The presentation should contain the following transactions: Top Down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.</p> <p>4. Design presentation slides about an organization and perform frame movement by interesting cliparts to illustrate running of an image automatically.</p> <p>5. Design presentation slides for the seminar /Lecture presentation using animation effects and perform the following operations: Creation of different slides, changing background colour, font colour using word art.</p>
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**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	Sanjay Saxena	MS-Office 2000	Vikash publication House Pvt. Ltd	2000
2.	S.K.Mahendran	Fundamentals of Computers and MS-Office	Palani Paramount publication	-

## SEMESTER - III

<b>Program me Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3CMAT03</b>	<b>Allied 3 : Business Mathematics</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To understand the basic concepts of set theory, Simple Interest and Compound Interest
- To know the basic concepts of Matrices and Solution of Linear Equations using matrices
- To learn the concept of differentiation of algebraic functions and its uses in business problems
- To Evaluate of definite and indefinite integrals applicable to business problems.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the concepts of set theory and solving problems in sequence and series.
<b>CO2</b>	Apply the concepts of simple interest and compound interest in real life problems
<b>CO3</b>	Recollect the basic definition and types of matrices and solve linear equations using matrix method.
<b>CO4</b>	Apply the concept of differential calculus in solving business problems.
<b>CO5</b>	Apply the knowledge of integral calculus in solving simple problems.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(15 Hours)</b> Set Theory – definitions – set operations – Venn diagrams – laws and properties – number of elements – Cartesian Products- Arithmetic and Geometric Series.
<b>Unit-II</b>	<b>(15 Hours)</b> Simple and Compound Interest. Discounting – True Discount – Banker's Discount – Banker's Gain.
<b>Unit-III</b>	<b>(15 Hours)</b> Matrix: Basic definitions and types – Addition, Subtraction and Multiplication of Matrices – Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equations – Matrix method and Cramer's rule .
<b>Unit-IV</b>	<b>(15 Hours)</b> Differentiation of Algebraic Functions – Meaning of Derivations – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems.
<b>Unit-V</b>	<b>(15 Hours)</b> Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.

**(Questions in problems carry 100% of marks respectively)**

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Navanitham, P.A	Business Mathematics & Statistics	Jai Publishers	2014

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Sanchetti, D.C and Kapoor, V.K	Business Mathematics,	Sultan chand Co & Ltd.	2002
2	P.R.Vittal	Business Mathematics,	Margham Publications	2009
3	S.C.Gupta & V.K.Kapoor	Elements of Mathematical Statistics	Sultan Chand & Co.,	2014

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.

**SEMESTER - III**

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3SBST05</b>	<b>Skill Based Subject 5 : Mathematics for Competitive Examinations –III</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

**COURSE OBJECTIVES**

- To make the students to know the concept of Pipes, Cistern and Probability.
- To solve problem related to Problems on Boats and Streams .
- To make the students to know the concept of Alligation or mixture, Problem of Heights and distance, odd man out series.

**COURSE OUTCOME (CO)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Solve the problems on pipes and cistern.
<b>CO2</b>	Solve the problems on time and distance, train, boats and stream.
<b>CO3</b>	Apply the concept of Alligation, height & distance to solve certain types of problem.

**MAPPING WITH PROGRAMME OUTCOMES**

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



### SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(6 Hours)</b> Pipes and cistern – Probability
<b>Unit-II</b>	<b>(6 Hours)</b> Problems on trains
<b>Unit-III</b>	<b>(6 Hours)</b> Problems on Boats and Streams
<b>Unit-IV</b>	<b>(6 Hours)</b> Alligation or mixture
<b>Unit-V</b>	<b>(6 Hours)</b> Heights & Distance- Odd Man Out & Series

**(Simple Problems only)**

### TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	2017

### REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	2019

### WEBSITE REFERENCE

- [1.https://www.careerbless.com/aptitude/qa/home.php](https://www.careerbless.com/aptitude/qa/home.php)
- [2.https://www.indiabix.com/](https://www.indiabix.com/)

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

**SEMESTER-III**

<b>Programme Code</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U3SBST03</b>	<b>Skill based Subject 3: Communication Skills- III</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

**COURSE OBJECTIVES**

- To make the students to understand the barriers in their communication and the ways to overcome the same.
- To make the students to know various types of listening and the effect of enhancing the listening skills.
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students Should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	to communicate meaningfully and effectively with others
CO2	to explain various types of listening and be a careful listener
CO3	to deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations

**SYLLABUS****UNIT –I- COMMUNICATION**

- Verbal and Non-Verbal Communication
- Barriers to Communication

**UNIT- II- LISTENING SKILLS**

- Types of Listening
- Tips for Effective Listening
- Traits of Good Listening

**UNIT- III- SPEAKING**

- Group Discussion
- Speaking at Different Types of Interviews
- Making Effective Telephone Calls
- Telephone Etiquette

**TEXT BOOKS**

S.No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Meenakshi Raman	Communication Skills	Oxford University Press: India	2011
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi	2011

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Course team, Bharathiar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.	2009
2	Krishna Mohan	Developing Communication Skills	Trinity Press, Laxmi Publication Pvt. Ltd., New Delhi.	2018
3	Joyce Pereire	Technical English -II	Vijay Nicole Imprints Pvt.Ltd.	2017

**Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.**

## SEMESTER - III

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U3NMET01</b>	<b>Non Major Elective 1 :</b>	<b>Batch</b>	<b>2019-2022</b>
		<b>Food Science and</b>	<b>Semester</b>	<b>III</b>
<b>Hrs/week</b>	<b>2 Hrs</b>	<b>Nutrition</b>	<b>Credits</b>	<b>2</b>

## COURSE OBJECTIVES

- To understand the importance of Nutrition and the role of food in the maintenance of good health.
- To know about the functions, deficiency and toxicity of nutrients.
- To understand Malnutrition and its prevention
- To know about various adulterants in food and the methods of detecting them.
- To have an awareness on the prevailing laws, hygiene and sanitation relating to food safety.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Identify the properties of various food components.
<b>CO2</b>	Explain the role of nutrition in the maintenance of good health.
<b>CO3</b>	Explain about classification, sources, functions, requirements, health hazards due to deficiency and excess of these vitamins.
<b>CO4</b>	Explain the problem of malnutrition and measures to overcome the same.
<b>CO5</b>	Explain the various laws, available for food safety and find out whether the food is adulterated.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(6 Hours)</b> Introduction to Nutrition: Terms used in Nutrition and Health. Definitions - Health, Nutrition, Nutrients, Foods, Diet, R.D.A., Balanced diet, Malnutrition, Under nutrition, Over nutrition, Optimum nutrition. Five Food Groups and Food guide, relationship between food and nutrition, functions of food, classification of nutrients, factors affecting food consumption and food acceptance. Elementary idea of probiotics, prebiotics and organic food.
<b>Unit-II</b>	<b>(6 Hours)</b> Basic Nutrition: WATER- Functions, sources, requirements, water balance, dehydration (ORS) and toxicity. CARBOHYDRATE - Composition and classification, source, functions, requirements. LIPIDS- composition, sources, functions, requirements, deficiency and excess; fatty acids- essential and non-essential, SFA, USFA, MUFA, PUFA, significance of fatty acids, Rancidity. PROTEINS- composition, classification sources, functions, requirements, deficiency. ENERGY- unit of energy, food as a source of energy, definition of calorie and joules, energy requirement and factors affecting it- BMR, RMR, SDA.
<b>Unit-III</b>	<b>(6 Hours)</b> VITAMINS- classification, sources, functions, requirements, deficiency and excess of the following: Vitamin A, D, E, K, C, Thiamin, Riboflavin, Niacin and B Complex. MINERALS - distribution in body, functions and sources, requirement, deficiency and excess of the following. Calcium, Phosphorus, Iron and Iodine. FIBRE- definition, types, sources, functions, importance in disease prevention
<b>Unit-IV</b>	<b>(6 Hours)</b> Ecology of malnutrition- Definition causes and consequences of malnutrition Ecological factors leading to malnutrition such as income, family size, dietary pattern, occupation, customs, food fads, fallacies and other factors. Measures to overcome malnutrition (only introduction)- Increased agricultural production through food technology, food fortification and enrichment, Nutrition education, Nutrition intervention programme genesis, objectives and operation of school lunch programme and ICDS, Organizations that combat malnutrition- International organization – FAO, WHO, UNICEF National Organizations – ICMR, NIN, CFTRI, DFRL, ICAR
<b>Unit-V</b>	<b>(6 Hours)</b> Food Adulteration and Food Laws- Definition, Types, Common adulterants and home scale methods of detecting adulterants; Food Laws (only introduction) – PFA, BIS, AGMARK, FPO, HACCP. Food toxicants- Naturally occurring toxicants in canned foods, Alcoholic and non alcoholic beverages Sugars, preservatives, mushrooms Carcinogens in heated foods

**TEXT BOOKS**

S.No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Dr.A.Indhuleka	<a href="#">Healthy Vittles and Bits</a>	-	2016

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Guthrie Helen.	<a href="#">Introductory Nutrition</a>	<a href="#">Mirror/ Mosby College Publishing Times</a>	-
2	Mudambi, S.R., Rajgopal, M.V.	<a href="#">Fundamentals of Foods and Nutrition</a>	<a href="#">NewAge International Pvt. Ltd</a>	-

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

**அடிப்படைத் தமிழ்**

பகுதி – IV : தமிழ்த்தாள் - 1 - மூன்றாம் பருவம்  
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

**அகமதிப்பீட்டுத் தேர்வு மட்டும்**

**நோக்கம் :**

- தமிழ் எழுத்துக்களை எழுத, படிக்க தெரிந்து கொள்ளுதல்.
- சொற்களின் வகைகளைத் தெரிந்து கொள்ளுதல்.
- தொடர் அமைப்புகளைத் தெரிந்து கொள்ளுதல்.
- வாக்கியங்களைப் பிழையின்றி எழுதக் கற்றுக் கொள்ளுதல்.

**பாடப்பகுதி கற்றலின் வெளிப்பாடு – Course Outcome (CO)**

CO Number	CO Statement
CO1	தமிழ் எழுத்துக்களைத் தெளிவாக எழுதுதல்.
CO2	சொற்கள் கொடுக்கப்பட்டால் அவைகள் எச்சொற்கள் என வகைகளைக் கூறுதல்.
CO3	ஒரு சொற்றொடரில் எழுவாய், செயப்படுபொருள், பயனிலை எவை என கண்டறிந்து கூறுதல்.
CO4	வாக்கியங்களைப் பிழையின்றி எழுதுதல்.

**நிரல் விளைவுகளைக் கொண்ட வரைபடம்**

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

**தமிழ் மொழியின் அடிப்படைக் கூறுகள்.**

- எழுத்துக்கள் : முதலெழுத்துக்கள் (உயிர் எழுத்து, மெய் எழுத்து, உயிர்மெய் எழுத்து)
- சொற்கள் : வகைகள் (பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்)
- தொடர் : தொடரமைப்பு (எழுவாய், செயப்படுபொருள், பயனிலை)
- குறிப்பு எழுதுதல் : பத்துப் பதினைந்து தொடர்களில் குறிப்பு வரைதல்
- பிழைநீக்கி எழுதுதல் : (ஒற்றுப்பிழை, எழுத்துப்பிழை)

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு – 1	10
2	வகுப்புத்தேர்வு – 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

**குறிப்பு :** வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு  
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

**தொடர்பான**



## சிறப்புத் தமிழ்

பகுதி – IV : தமிழ்த்தாள் - 1 – மூன்றாம் பருவம்  
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு)

## அகமதிப்பீட்டுத் தேர்வு மட்டும்

## நோக்கம்:

- மேல்நிலைக் கல்வியில் தமிழ் மொழி பயின்ற மாணவர்களுக்கு இளங்கலை பட்ட வகுப்பில் தமிழ் இலக்கியத்தின் சிறப்பினை எடுத்துக் கூறுதல்.
- மரபுக் கவிதைகள், புதுக்கவிதைகள் வேறுபாடு பற்றி மாணவர்கள் அறியச் செய்தல்.
- சொற்களை உச்சரிக்கும் போது ஒலி வேறுபாடு அறிந்து வாக்கியங்களில் பிழை நீக்கி எழுதச் செய்தல்.
- பயன்பாட்டுத் தமிழில் கடிதங்கள் மற்றும் மடல்கள் எழுதுவதற்குப் பயிற்சியளித்தல்.
- பாடப்பகுதியோடு இணைந்த இலக்கிய வரலாற்றுச் செய்திகளை அறியச் செய்தல்.

## பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	மரபுக்கவிதை, புதுக்கவிதைகளுக்கு இடையில் உள்ள வேறுபாடுகள் அறிதல்.
CO2	மொழித்திறன் பயிற்சியின் மூலம், மாணவர்கள் பிழைநீக்கி எழுதுதல்.
CO3	இன்றைய சூழலுக்கு ஏற்ப, விண்ணப்பங்கள், மடல்கள் மற்றும் கடிதங்கள் எழுதச்செய்தல்
CO4	இலக்கியங்களின் வாயிலாக படைப்புகளின் வரலாறுகள், நோக்கம் உணர்தல்.
CO5	சொற்களைக் கொண்டு வாக்கியங்கள் அமைப்பதற்குப் பயிற்சி எடுத்தல்.

## நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

கூறு – 1 : பாரதியார் கவிதைகள்  
கண்ணன் என் சேவகன்  
பாரதிதாசன் - அழகின் சிரிப்பு (முழுவதும்)  
மீரா (கவிஞர்) - குக்கூ (புதுக்கவிதை)

கூறு – 2 மொழித்திறன்  
பிழைநீக்கி எழுதுதல் - றன, ரண வேறுபாடு அறிதல்  
என, ழன, லன வேறுபாடு அறிதல்  
ன, ண, ந வேறுபாடு அறிதல்  
குறில் நெடில் வேறுபாடு அறிதல்

கூறு – 3 : கடிதங்கள் எழுதுதல் - பாராட்டுக் கடிதம், நன்றிக்கடிதம், அழைப்புக்கடிதம், அலுவலக விண்ணப்பம்.

கூறு – 4 சொற்களைத் தந்து தொடர்களை அமைக்கும் பயிற்சி அளித்தல், வல்லினம் மிகும் இடங்கள்.

கூறு – 5 பாடந்தழுவிய வரலாறு.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு – 1	10
2	வகுப்புத்தேர்வு – 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு  
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

தொடர்பான

## SEMESTER - III

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U3SSCT01</b>	<b>Self study Course – I</b>	<b>Batch</b>	<b>2019 - 2022</b>
		<b>மனித வாழ்க்கையும் காந்தியடிகளும்</b>	<b>Semester</b>	<b>3</b>
<b>Hrs/ Week</b>	<b>-</b>		<b>Credits</b>	<b>1</b>

## நோக்கம்

- மானிட வாழ்வில் பின்பற்ற வேண்டிய நடைமுறைச் செயல்பாடுகளை உணர்த்துதல்.
- இன்றைய நவீன வாழ்க்கைச் சூழலில் ஏற்படும் சிக்கல்கள், பிரச்சனைகளை காந்திய தீர்வுகளை அறியச் செய்தல்.
- மகாத்மாவின் வாழ்க்கை முறை, கல்வி, வாழ்வு பற்றிய கருத்துக்களை கற்று உணர்தல்.
- நடைமுறை வாழ்வில் அகிம்சையைப் பின்பற்றுவதால் ஏற்படும் நன்மைகளைப் புரிந்து கொள்ளச் செய்தல்.
- காந்தியடிகள் இந்திய விடுதலைக்காகப் பின்பற்றிய கொள்கைகளை மாணவர்கள் கற்று அறிதல்.

## பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	மானிட பிறப்பின் நோக்கம், வாழ்க்கை இரகசியம், தன்னலம் இல்லா வாழ்க்கை, இல்வாழ்க்கையின் சிறப்பு, உடலைப் பாதுகாத்தல் ஆகியவற்றை புரிந்து கொள்ளல்.
CO2	வாய்மையினால் இணைந்த மெய்யறிவு, இயற்கையுடன் இணைந்த மெய்யறிவு, சத்தியாகிரகிகளாக ஆத்ம சக்தியுடன் வாழ்ந்த பெரியோர்களின் வாழ்வை உணர்ந்து அவர்கள் வழியில் வாழ முயற்சித்தல்.
CO3	காந்தியடிகள் வாழ்க்கை மூலம் கல்வி, இல்லறம், பெற்றோரைப் பேணல், தியாகம், இயற்கை வாழ்வு, செல்வம், உண்மை, அஞ்சாமை மாணவர்கள் அறிதல்.
CO4	இயற்கையின் நோக்கம், அகிம்சையை பின்பற்றுதல், ஊன் உண்ணாமை, தீண்டாமை, சுயராஜ்யத்தின் தன்மைகள், மக்களின் வாழ்க்கையில் சுதேசியம், சுதேசிய உரிமை, காந்தியடிகளின் வாழ்க்கை மூலம் மாணவர்கள் அறிதல்.
CO5	சத்தியாகிரகம் விளக்கம், காந்தியும் சத்தியாகிரகமும், காந்தியும் தென்னாப்பிரிக்கப் பயணம், ரௌலட் சட்டம், காந்தியின் சிறை வாழ்வு, சமய வாழ்வு, சமரச சன்மாரகம், சமரச வாழ்வின் பயன் போன்றவற்றை மாணவர்கள் அறிதல்.

## MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	✓	-
CO2	-	-	-	-	-	-	-	-	-	✓	✓	-
CO3	-	-	-	-	-	-	-	✓	-	-	✓	-
CO4	-	-	-	-	-	-	-	✓	-	-	✓	-
CO 5	✓	-	-	-	-	-	-	✓	-	-	✓	-

**பாடத்திட்டம் : மனித வாழ்க்கையும் காந்தியடிகளும்**

**அலகு 1 பக்க எண் (1 – 40)**

மனிதன் - மனிதப் பிறவியின் விழுப்பம் - மக்கள் - மனிதன் எவன் - வாழ்க்கை - கீதா ரகசியம் - கருத்து வேற்றுமை - உரை கண்டவர் - போர்களத்தில் இல்லறத்தானுக்கு அறிவுறுத்தல் - பயன் கருதா அருளறம் - அருச்சுணன் தெளிவு - இரு பிறப்பு - இல்லற நோக்கம் - திருக்குறள் நுட்பம் - இல்லற மாண்பு - அருளறம் - நாட்டு அறநூல்கள் - சில முறைகள் உடலோம்பல் - ஞானிகள் நோக்கம் - உடம்பின் அருமை.

**அலகு 2 பக்க எண் (41 – 73)**

வாய்மை - வாய்மையில் பிற அறங்கள் - வாய்மை உயிர் மெய்யறிவு - விலங்கும் மனிதனும் - இயல்பு - மனச்சான்று - இயற்கை வாழ்வில் மெய்யறிவு - பொறுமை - நான்கு குணங்கள் - அடக்கம் - உள்ளிறை - உண்மை - பொறுமை - பொறாமை ஆன்ம சக்தி - உள் ஒளி - ஆத்ம சக்தி - ஆத்ம சக்தியும் பூத சக்தியும் - சத்யாகிரகம் - இயல்பு - துராக்கிரகம் - அச்சுறுத்தல் - தியாகம் - சத்யாகிரகிகள் - ஊடல் - மார்க்கண்டேயர் - பிரகலாதன் - அரிச்சந்திரன் - வசிஷ்டன் - புத்தர் - ஸோகரதர் - கிருஸ்து - முகம்மது - கீதை - சாவித்திரி - திருநாவுக்கரசர் - மெய்பொருள் - பிரான்சிஸ் முனிவர் - தால்தாய் - தோரி - முதலியோர் - இயற்கையறம் சத்தியாகிரகம், சாதுநிலை - சாது எவன்.

**அலகு 3 பக்க எண் (75 – 200)**

காந்தியடிகள் - பொருள் - மகாத்மா - மகான் - சில அடி கண்மார் புது உலகம் - காரல் மார்க்ஸ் - சிறியவுடலில் பெரிய ஒளி - பிறப்பு - கல்வி - பெற்றோர்ப் பேணல் - இல்லறம் - தியாகம் - இயற்கை வாழ்வு - செல்வம் நல்குரவு - வாழ்க்கைக் கூறுகள் - கிறிஸ்து மொழிகள் - உண்மையும் அஞ்சாமையும் - அடிகளின் அஞ்சா வினைகள் - மெய்யறிவு.

**அலகு 4 பக்க எண் (200 – 257)**

அஷிம்சை - அஷிம்சையும் சமயமும் - ஊன் எண்ணாமை - தீண்டாமை - இயற்கை அறம் அஷிம்சை - நவகாளி நிகழ்ச்சி - மார்க்ஸியம் - சுயராஜ்யமும் சுதேசியமும் - பன்மையில் ஒருமை - பாரத மக்களும் சுதேசியமும் - சுதேசியமும் உரிமையும் - சுயராஜ்யம் கடவுள் படைப்பு நோக்கம் - சாதி சமயப்போர் - நாட்டுத்தொண்டு.

**அலகு 5 பக்க எண் (257 – 364)**

பொருள் - காலம் தோற்றம் - சத் விளக்கம் - சத்யாக்கிரகியார் - குறைபாடுகள் - உயிர் உடல் வாழ்வு - சத்யாகிரகமும் அடிகளும் - கூர்ஜரப் பாட்டு - தென்னாப்பிரிக்கா - சாம்யராண் - செய்தா - ரௌலட் சட்டம் - சத்யாகிரக நாள் - சட்டமும் அறமும் - சட்ட வரம்பு - சிறைப்பாடுபாடுகள் - சமயவாழ்வு - உண்மை மனிதன் - முழுமுதற் பொருளுண்மை - அஷிம்சையே சமயம் - சமயப்போர் - சமய வாழ்வின் இயல்பு - அடிகள் சமயம் சமரச சன்மார்க்கம் - சாதுநிலை - சமய வாழ்வின் பயன் சாதுநிலை - சாதுக்களால் உலகம் நடைபெறல் - பிறர்க்குரிய வாழ்வு - பெரியோர் வருகை - அடிகள் வாழ்வு நூலின் பெரும் பிரிவுகள் - அடிகள் அறவுரைச் சுருக்கம் - இன்பப்பேறு - வாழ்த்து.

**பாடநூல்**

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு - பதிப்பு
1	திரு. வி. கலியாணசுந்தரனார்	மனித வாழ்க்கையும் காந்தியடிகளும்	பூம்புகார் பதிப்பகம் சென்னை - 600013	ஏப்ரல் - 2004

பார்வை நூல்

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு - பதிப்பு
1	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம் - ரா. வேங்கடராஜலு)	மகாத்மா காந்தியின் சுய சரிதை	நவஜீவன் பிரசுராலயம் அகமதாபாத் - 380014	ஜூலை - 2000
2	தொகுப்பு - பேராசிரியர் முனைவர் மா.ரா.போ. குருசாமி	முகாத்மா நூல்கள் (காந்தி முன்னோடிகள்)	வர்த்தமானர் பதிப்பகம் - சென்னை - 17	2005
3	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம் - தி.சு. ஆவினாசிலிங்கம்)	முகாத்மா நூல்கள் (தென்னாப்பிரிக்காவில் சத்தியாகிரகம்)	வர்த்தமானர் பதிப்பகம் - சென்னை - 17	2005

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMCT09</b>	<b>Core 9 : Corporate Accounting</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To enable the students to be aware of shares issues and underwriting of shares.
- To make the students to know how to prepare journal entries in issue of preference shares and debentures.
- To prepare the final accounts of a company.
- To make students to know various methods of valuation of goodwill and shares.
- To make the students know about liquidation of companies and accounting standards for reporting.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Explain the concept of shares and the procedure to prepare journal and ledger.
CO2	Prepare journal entries for Issue of preference shares and debentures.
CO3	Prepare final accounts of a company.
CO4	Compute the value of goodwill and shares using different methods.
CO5	Prepare liquidator's final statement of accounts.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Company – Definition – Share Capital – Shares - Issue of shares: par, premium and Discount – forfeiture and reissue – Surrender of Shares – Rights Issue – Bonus Share - Underwriting – Types of Underwriting
<b>Unit-II</b>	<b>(12 Hours)</b> Issue of preference shares and debentures – Redemption of preference shares and debentures – Sinking Fund Method.
<b>Unit-III</b>	<b>(12 Hours)</b> Preparation of final accounts – Trading and Profit and loss a/c- Balance sheet – Vertical and Horizontal - Calculation of Managerial Remuneration.
<b>Unit-IV</b>	<b>(12 Hours)</b> Valuation of Goodwill and shares – Need – Methods of valuation of Goodwill and shares.
<b>Unit-V</b>	<b>(12 Hours)</b> Liquidation of Companies – liquidator’s final statement of account - statement of affairs – Deficiency A/c – Accounting Standard for reporting.

(Questions on problems and theory carry 80% and 20% of marks respectively)

**TEXT BOOK**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Reddy & Murthy	Corporate Accounting	Margham Publications	2nd Edition, 2012.

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Jain and Narang	Advanced Accountancy-II	Kalyani Publishers	2018 / 16 <sup>th</sup> Revised Edition.
2	R.L.Guptha and Rathaswamy	Advanced Accounting – II	Sultan Chand & sons	Reprint 2013

**WEBSITE REFERENCE:**

<http://kamarajcollege.ac.in/Department/Corporate/III%20Year/001%20Core%2013%20-%20Corporate%20Accounting%20I%20-%20V%20Sem.pdf>

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMCT10</b>	<b>Core 10 : Company Law and Secretarial Practice</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To impart knowledge about the provisions of the Companies Act 2013, 2015 & 2018.
- To provide knowledge about the role of directors and their powers.
- To make the students understand the powers, duties & liabilities of a Company Secretary.
- To make the students know about conducting various meetings of the company and role of Company Secretary.
- To acquire knowledge about various modes of winding up of a company.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Explain the formation of companies, Memorandum of Association and Articles of Association.
CO2	List out the powers, duties and liabilities of directors.
CO3	Explain the role of company secretary.
CO4	Classify the company meetings and write the minutes of a meeting.
CO5	Explain the various modes of winding up of a company.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(10 Hours)</b> Company -Meaning, Definition, Nature/Features of Company and Kinds of Companies- company law and company law board - functions, powers-Formation of companies- Promotion- Promoters and their functions - Duties of Promoters-Incorporation - Certification of Incorporation - Memorandum of Association - Purpose-Alteration of Memorandum - Doctrine of Ultravires - Articles of Association-Forms-Contents-Alteration of Article-Relationship between Articles and Memorandum-Doctrine of Indoor Management-Exceptions to Doctrine of Indoor Management-Prospectus-Definitions-Contents-Deemed Prospectus-Misstatement in Prospectus.
<b>Unit-II</b>	<b>(10 Hours)</b> Directors-Director's Identification Number (DIN)-Qualification and Disqualification of Directors- Appointment of Directors- Removal of Directors-Director's Remuneration-Powers of Directors-Duties of Directors-Liabilities of Directors.
<b>Unit-III</b>	<b>(10 Hours)</b> Company Secretary - Types-Positions-Qualities-Qualifications-Appointments and Dismissals-Power-Rights -Duties-Liabilities of a Company Secretary-Role of a Company Secretary-(1) As a statutory officer (2) As a Co-Ordinator (3) As an Administrative officer-Latest Amendments as per Companies Act 2013, 2015 & 2018.
<b>Unit-IV</b>	<b>(10 Hours)</b> Kinds of Company Meetings- Board of Directors Meeting-Statutory Meeting-Annual General Meeting-Extra Ordinary General Meeting-Duties of a Company Secretary to all the company meetings-Drafting of Correspondence-Relating to the meetings-Notices-Agenda-Chairman's speech-Writing of minutes.
<b>Unit-V</b>	<b>(10 Hours)</b> Winding up- Modes of Winding up -Compulsory winding up by the court-Voluntary winding up- Types of Voluntary Winding up- members Voluntary winding up-Creditors Voluntary winding up -Winding up subject to supervision of the court -Consequences of winding up (General)-Latest Amendments as per Companies Act 2013,2015 & 2018.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	G K Kapoor	Company Law and Practice	Taxmann's	2019 /22nd Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	MC Kuchhal	Modern Indian Company Law	Shree Mahavir Book Depot – Delhi	2012 / 27 <sup>th</sup> Edition
2	P.P.S. Gogna	A Text Book of Company Law	S.Chand	2015 / 10th revised edition

**MEANS OF CURRICULUM DELIVERY :** Lecture, Group Learning, Assignment, Google Classroom.

**WEBSITE REFERENCE**

<http://kamarajcollege.ac.in/Department/Corporate/II%20Year/005%20Allied%20III%20-%20Company%20Secretarial%20Practice%20-%20III%20Sem.pdf>

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMCP11</b>	<b>Core 11 : Tally – Practical</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students know how to create a company and various ledgers, accounting & inventory vouchers using Tally.
- To make the students understand to prepare the bill wise statements, bank reconciliation statement using tally.
- To make the students clearly know the calculation of cost allocation using tally.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Create a company with various ledgers, accounting vouchers & inventory vouchers .
<b>CO2</b>	Prepare the bill wise statements, bank reconciliation statement for various companies.
<b>CO3</b>	Make the students to calculate the various cost of production.

## MAPPING WITH PROGRAMME OUTCOMES

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

<b>Content</b>
1. Company Creation, Alteration and Deletion.
2. Ledger Creation, Alteration and Deletion.
3. Group Creation, Alteration and Deletion.
4. Inventory Info Creation, Alteration and Deletion.(Stock Group, Stock Category, Unit of Measure, Godown, Stock Item).
5. Accounting Vouchers.
6. Inventory Vouchers.
7. Bill wise Statements, BRS.
8. Cost Allocation.
9. Forex Management.
10. Interest Calculation.

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMCT12</b>	<b>Core 12 : Industrial Law</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To enable the students to have an overview of Factories Act 1948.
- To know the features of the Industrial Dispute Act & The Trade Union Act.
- To know about the payment of Wages Act 1936.
- To Learn about the payment of Bonus Act and the Employees' State Insurance Act.
- To create awareness about the Workmen's Compensation Act.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Enumerate the provisions and powers relating to Factories Act.
CO2	Explain the concept of Industrial Dispute Act and Trade Union Act.
CO3	Describe the mode of payment under Payment of Wages Act.
CO4	Determine the bonus under Payment of Bonus Act.
CO5	Examine the Employer's Liability and Non-Liability under The Workmen's Compensation Act.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(10 Hours)</b> <b>The Factories Act 1948</b> -Object-Definitions-Approvals,Licensing and Registration-The Inspecting staff- Powers- Certifying Surgeons-Provisions Relating to health, safety, Welfare- Hours of work and shifts-Restrictions of employment of children-Employment of women.
<b>Unit-II</b>	<b>(10 Hours)</b> <b>The Industrial Dispute Act 1947</b> - Object-Definitions-Provisions relating to Strike, Lockout, Retrenchment, Lay-off, Closure-Administrative Machinery to solve Disputes- Works Committee-Conciliation Officers-Board of Conciliation - Labour Courts - Industrial Tribunals-National Tribunals. Collective bargaining. <b>The Trade Union Act 1926</b> - Object-Definitions-Registration of trade union-Rights and Privileges-Cancellation-General Fund- Political Fund.
<b>Unit-III</b>	<b>(10 Hours)</b> <b>The Payment of Wages Act 1936</b> - Object-Definitions- Wages and permissible deductions -Time and Mode of Payment. <b>The Minimum Wages Act 1948</b> - Object-Definitions- Fixation and Revision of wages.
<b>Unit-IV</b>	<b>(10 Hours)</b> <b>Payment of Bonus Act 1965</b> - Object-Definitions-Determination of Bonus-Allocable surplus. <b>The Employees State Insurance Act 1948</b> - provisions - latest amendments.
<b>Unit-V</b>	<b>(10 Hours)</b> <b>The Workmen's Compensation Act 1923</b> – Employer's Liability and Non-Liability – Disability -Partial, Permanent, Total Disablements – Occupational Diseases -Amount of Compensation.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	N.D. Kapoor	Elements of Industrial Law	Sultan Chand & Sons	2013 / 11 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Sangeet Kedia's	Industrial, Labour & General Laws	Pooja law publishing Company 2016.	2019 / 19 <sup>th</sup> Edition
2	S.C. Srivastava	Industrial Relations and Labour Laws	Paperback	6 <sup>th</sup> revised edition.

**WEBSITE REFERENCE**

<https://drive.google.com/file/d/18pErIA85ZSeaR0I9cD4VnanhId8cfsll/view>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMCT13</b>	<b>Core 13 : Executive Business Communication</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To familiarise the essentials of effective business letters.
- To make the students understand how to make trade enquiries, complaints and writing circulars.
- To make the students to know how to make correspondence with banks, insurance companies and various agencies.
- To explain how the reports are prepared by individuals, Committees, Secretary, Executive Heads and preparation of press reports.
- To make the students to know about the part played by the technology in making effective communication and its uses.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Write various business letters.
<b>CO2</b>	Make trade enquiries, write collection & sales letters and make complaints.
<b>CO3</b>	To explain how to make correspondence with banks, insurance companies and various agencies.
<b>CO4</b>	To prepare various reports such as reports by individuals, Committees, Executive Heads, officers including the press reports.
<b>CO5</b>	To make use of various electronic devices for effective communication

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(10 Hours)</b> Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.
<b>Unit-II</b>	<b>(10 Hours)</b> Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular.
<b>Unit-III</b>	<b>(10 Hours)</b> Banking Correspondence-Insurance Correspondence -Agency Correspondence.
<b>Unit-IV</b>	<b>(10 Hours)</b> Communication through reports – reports by Individuals -Report of Committee Secretarial Reports – Reports of Executive Heads – Officers of Company – Sales and Production Reports- Press Reports.
<b>Unit-V</b>	<b>(10 Hours)</b> ICT: General abbreviations and terminology - Basics of Internet, Intranet, E-mail, Audio and Video-Conferencing - Digital initiatives in higher education - ICT and Governance.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi.	2011 / 13 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	C.B.Gupta	Business Communication & customer Relations	Sultan Chand & Co	2000
2.	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2013

Website Reference: <https://ugcnetpaper1.com/basics-of-internet/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom



## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4CMAT04</b>	<b>Allied 4 : Business Statistics</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To know the meaning and definition of Statistics and about various Statistical methods.
- To have a clear idea on Correlation between variables and Regression analysis.
- To know various components of Time series, Method of determining the same, concept of Index numbers, various types and their calculations.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the meaning and definition of Statistics and various statistical methods
<b>CO2</b>	Estimate the Statistical constants.
<b>CO3</b>	Define Correlation and Regression between two variables, their calculation and uses.
<b>CO4</b>	Explain the Time Series analysis and its uses
<b>CO5</b>	Explain types of Index Numbers, their calculations, and their uses.

## MAPPING WITH PROGRAMME OUTCOMES

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

(Questions on problems and theory carry 80% and 20% of marks respectively)

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(15 Hours)</b> Meaning and Definition of Statistics – Importance, Advantages, Limitations – Collection of data – Primary and Secondary data – Classification and Tabulation – Diagrammatic and Graphical presentation.
<b>Unit-II</b>	<b>(15 Hours)</b> Measures of Central Tendency – Mean, Median and Mode, Geometric Mean and Harmonic Mean – Simple Problems. Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation.
<b>Unit-III</b>	<b>(15 Hours)</b> Correlation – Meaning and Definition – Scatter Diagram, Karl pearson’s Co-efficient of Correlation, Spearman’s Rank Correlation. Regression Analysis – Meaning of Regression and linear prediction – Regression in two variables – Uses of Regression.
<b>Unit-IV</b>	<b>(15 Hours)</b> Time Series – Meaning, Components and Models – Business Forecasting – Methods of Estimating Trend – Graphic, Semi-average, Moving average and Method of Least Squares – Seasonal Variation – Method of Simple Average.
<b>Unit-V</b>	<b>(15 Hours)</b> Index Numbers – Meaning, Uses and Methods of Construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number. Interpolation: Binomial, Newton’s and Lagrange’s Methods.

Questions in problems and theory carry 80% and 20% marks respectively.

## TEXT BOOK

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	P.A. Navanitham	Business Mathematics and Statistics	Jai publishers	2014

## REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	D.C. Sanchetti and V.K. Kapoor	Statistics – Theory, Methods & Applications	Sultan Chand & Co	2009
2	R.S.N. Pillai and V. Bhagavathi	Statistics	Sultan chand and Sons company	2008
3	P.R.Vittal	Business Mathematics	Margham Publications	2009
4	S.C.Gupta and V.K.Kapoor	Elements of Mathematical Statistics	Sultan Chand & Co	2014

#### WEBSITE REFERENCE

1. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065>
2. [www.mypolyuweb.hk/machanck/lectnotes/c1\\_des.pdf](http://www.mypolyuweb.hk/machanck/lectnotes/c1_des.pdf)
3. [www.abs.gov.au/websitedbs/.../statistical+language+-+measures+of+central+tendency](http://www.abs.gov.au/websitedbs/.../statistical+language+-+measures+of+central+tendency)

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

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4SBST07</b>	<b>Skill Based Subject 7 : Mathematics For</b>	<b>Batch</b>	<b>2019-2022</b>
<b>Hrs/week</b>	<b>2 Hrs</b>	<b>Competitive Examinations -IV</b>	<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>1</b>

## COURSE OBJECTIVES

- To make the students to know the methods of solving Problems of Interest and Venn Diagrams.
- To solve problems related to one Sequence and series.
- To develop the skills in solving problems for checking ones Mental Ability and Logical reasoning.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explicate the concept of finance and discover the inference using Venn- diagram.
<b>CO2</b>	Solve the problems on logarithms, area, Volume, Sequence and series.
<b>CO3</b>	Find solution to the problems on Tabulation, graphs and puzzles.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

Unit	Content
<b>Unit-I</b>	<b>(6 Hours)</b> Simple Interest-Compound Interest -Logical Venn Diagram
<b>Unit-II</b>	<b>(6 Hours)</b> Logarithms – Sequence and series
<b>Unit-III</b>	<b>(6 Hours)</b> Area-Volume and Surface areas
<b>Unit-IV</b>	<b>(6 Hours)</b> Tabulation-Bar Graphs-Puzzles
<b>Unit-V</b>	<b>(6 Hours)</b> Pie Charts-line Graphs- Mental Ability and Logical reasoning

(Simple Problems only)

**TEXT BOOK**

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	2017

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	2019

**WEBSITE REFERENCE**

- 1.<https://www.careerbless.com/aptitude/qa/home.php>
- 2.<https://www.indiabix.com/>

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

**SEMESTER - IV**

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U4SBST08</b>	<b>Skill Based Subject 8- Communication Skills- IV</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>1</b>

**COURSE OBJECTIVES**

- To know clearly the use of various symbols for pronouncing the words with proper sounds.
- To make aware of various techniques of reading and writing different reports.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	To be able to pronounce the words clearly with proper pronunciation.
CO2	Read the given materials properly and to write meaningful reports

**SYLLABUS****UNIT-I : READING & WRITING**

- Resume Preparation
- Report Writing
- Minutes of a Meeting
- Data Representation and Interpretation
- Memos

**UNIT- II : SOUNDS & SYMBOLS**

- Vowels
- Consonants
- Diphthongs
- Stress and Intonation

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Meenakshi Raman	Communication Skills	Oxford University Press: India	2011
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi	2011

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Course team, Bharathiar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.	2009
2	Krishna Mohan	Developing Communication Skills	Trinity Press, Laxmi Publication Pvt. Ltd., New Delhi.	2018
3	Joyce Pereire	Technical English -II	Vijay Nicole Imprints Pvt.Ltd.	2017

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - IV

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U4NMET02</b>	<b>Non Major Elective 2 : Floriculture</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>2</b>

## COURSE OBJECTIVES

- To make the students know what is floriculture, its status, scope and development.
- To make the students to know how to cultivate various types of cut flowers, arranging bouquets and scope of loose flowers to trade.
- To make the students understand how to make various designs such as vase design, basket/mug design etc.,
- To make the students clear about how to propagate various varieties of flowers which are Annuals & Perennials and their growing techniques.
- The students will be made to understand whether floriculture can be taken, as their career and the opportunities available.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the scope, status and development of floriculture in India.
<b>CO2</b>	To make use of cut flowers in arranging bouquets and explain the significance of loose flowers to trade.
<b>CO3</b>	Demonstrate how to make vase design, basket / mug design creatively by using flowers.
<b>CO4</b>	Explain the varieties of flowers which are annuals and perennials and their growing techniques.
<b>CO5</b>	Make floriculture to be taken as their career by knowing the government incentives, subsidies and other supporting agencies.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(6 Hours)</b> Floriculture – Definition, Introduction and Scope of Floriculture. Status of floriculture in India. Development of Floriculture
<b>Unit-II</b>	<b>(6 Hours)</b> Cut Flowers- Types of cut flowers, Arranging bouquets, Using floral design tools. Loose Flowers- Scope of loose flower trade, Significance in the domestic market/export,
<b>Unit-III</b>	<b>(6 Hours)</b> Design- Types of design Flower choice for design, Corsages/Boutonnieres, Vase design, Basket/mug design.
<b>Unit-IV</b>	<b>(6 Hours)</b> Propagation-Types of propagation, Annuals & Perennials, Varieties, Growing seasons, Potting techniques.
<b>Unit-V</b>	<b>(6 Hours)</b> Careers in Floriculture. Export/Import and marketing in floriculture. Government Incentives and Schemes. The role of supporting agencies.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	Dr.S.N.Suresh	<a href="#">Introduction to Floriculture</a>	2016

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>
1	Jacob Varghese Kunthara	<a href="#">Know your Garden Plants</a>	-
2	Dr.B.Hemlanaik	<a href="#">Production Technology of Ornamental Crops and Landscape Gardening</a>	-

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

**அடிப்படைத் தமிழ்**

பகுதி – IV : தமிழ்த்தாள் - 2 – நான்காம் பருவம்  
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

**அகமதிப்பீட்டுத் தேர்வு மட்டும்**

**நோக்கம்:**

- ஆத்திச்சூடி, கொன்றை வேந்தன், திருக்குறள் போன்ற நூல்களில் கூறப்பட்டுள்ள நீதிகளைத் தெரிந்து கொள்ளுதல்.
- தடையில்லாமல், பிழையில்லாமல் படிப்பதற்கு எளிமையான கதைகளைப் படித்துப் பழகுதல்.
- தமிழ் இலக்கியங்களின் வரலாறு மற்றும் சிறப்புகளை அறிந்து கொள்ளச்செய்தல்.
- தமிழக மக்களின் வாழ்க்கை முறை உணவுமுறை, கலாச்சாரம், பண்பாடு பற்றி அறிந்துகொள்ளச் செய்தல்.

**பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)**

CO Number	CO Statement
CO1	ஆத்திச்சூடி, கொன்றை வேந்தன், திருக்குறள் போன்ற நூல்களின் வழி அக்கால மக்கள் பின்பற்றிய நீதிகளை அறிந்து அதன்படி வாழ்தல்.
CO2	எளிமையான நூல்களைப் படிப்பதன் மூலம், பிழையில்லாமல், தெளிவான உச்சரிப்போடு கதைகளைப் படித்துப் பழகுதல்.
CO3	தமிழ் இலக்கியங்களின் வரலாறு மற்றும் அதன் சிறப்புகளை அறிந்து கொள்ளுதல்.
CO4	பழங்கால மக்களின் வாழ்க்கை முறை, பண்பாடு, கலாச்சாரம் ஆகியவற்றை அறிந்து கொள்ளுதல்.

**நிரல் விளைவுகளைக் கொண்ட வரைபடம்**

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

**நீதி நூல்கள் :** ஆத்திச்சூடி (முதல் 12) “அறம் செய விரும்பு”, முதல் “ஒளவியம் பேசேல்” வரை.

**கொன்றை வேந்தன்** - “அன்னையும் பிதாவும் முன்னறி தெய்வம்” முதல் “எண்ணும் எழுத்தும் கண்ணெனத்தகும்” வரை (7)

- திருக்குறள் (5)**
1. அகர முதல... (1)
  2. செயற்கரிய... (26)
  3. மனத்துக் கண்... (34)
  4. கற்க கசடறக்... (391)
  5. எப்பொருள் யார் யார்... (423)

**எளிய நீதிக் கதைகள்** - (தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப் கதைகள்)

**தமிழ் இலக்கியங்கள் :** வரலாறு – குறிப்பு – அறிமுகம்

எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம்

தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு – 1	10
2	வகுப்புத்தேர்வு – 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

**குறிப்பு :** வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு  
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

தொடர்பான

**சிறப்புத் தமிழ்**

பகுதி – IV : தமிழ்த்தாள் - 2 – நான்காம் பருவம்  
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு)

**அகமதிப்பீட்டுத் தேர்வு மட்டும்**

**நோக்கம்:**

- இளங்கலை பட்ட வகுப்பில் தமிழ் - பயிலாதவர்களுக்கு, தமிழ் இலக்கியத்தின் சிறப்பினை எடுத்துக்கூறுதல்.
- திருக்குறளின் சிறப்பை அறியச் செய்தல்.
- சொற்களைப் பயன்படுத்தும் முறைகளையும், வாக்கியப் பிழைகள் ஏற்படுவதைத் தவிர்க்கும் முறைகளையும் அறியச் செய்தல்.
- பேச்சு வழக்குகளில் நாம் பயன்படுத்தும் சொற்களையும், சொற்களில் உள்ள பிழைகளையும், சரியாகப் பயன்படுத்தும் சொற்களையும் தெரிந்து கொள்ளச் செய்தல்.
- மாணவர்களின் கற்பனைத்திறன், படைப்பாற்றல் திறமை மேம்படுத்த பயிற்சி அளித்தல்.

**பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)**

CO Number	CO Statement
CO1	தமிழ் இலக்கியங்களின் சிறப்பினை உணரச் செய்தல்
CO2	திருக்குறளின் வாயிலாக மக்களின் வாழ்க்கைமுறைகளை அறிதல்
CO3	வாக்கியங்களை பிழையில்லாமல் சரியான முறையில் எழுதுதல்.
CO4	பேச்சு வழக்கில் நாம் பேசும் போது ஏற்படும் மரபு பிழைகளைத் தவிர்த்தல் மற்றும் தகுதியான வழக்குச் சொற்களைப் பயன்படுத்துதல்.
CO5	திறமையான மாணவர்களை ஊக்குவித்து படைப்பாளர்களாக, கவிஞர்களாக உருவாக்குதல்.

**நிரல் விளைவுகளைக் கொண்ட வரைபடம்**

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

கூறு – 1 திருக்குறள் - ஒழிபியல் முதல் 5 அதிகாரங்கள் மட்டும்.

கூறு – 2 உரைநடை : (கட்டுரை)

(இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு - கு.வெ. பாலசுப்பிரமணியம்)

கூறு – 3 எழுத்துப்பிழை நீக்க வழிகள் - பிழையும் திருத்தமும், சொற்களைச் சரியாகப்

பயன்படுத்தும் பாங்கு – வினைச்சொற்கள் துணை வினைகள்

(எடுத்துக்காட்டுகளுடன் விளக்குதல்)

கூறு – 4 வழக்கறிதல் : மரபு வழக்கு - இயல்பு வழக்கு – தகுதி வழக்கு அறிதல்

கூறு – 5 படைப்பாற்றல் பயிற்சி – கட்டுரை எழுதுதல்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு – 1	10
2	வகுப்புத்தேர்வு – 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு  
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்

தொடர்பான

## SEMESTER- IV

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code:</b>	<b>19U4SSCT02</b>	<b>Self Study Course 2 : Women's Rights</b>	<b>Batch</b>	<b>2018-2021</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/ Week</b>	<b>-</b>		<b>Credits</b>	<b>1</b>

## COURSE OBJECTIVES

- To make the women students understand the legal systems, constitutional frame work and human rights in India.
- To understand and appreciate the women's claims to land and their right to property.
- To make the women students to know fully about the laws enacted to protect women against violence, harassment sexual abuse and the loopholes in practice.
- To give knowledge to the students about the various acts enacted relating to marriage validation, Hindu widow re- marriage, dowry prohibition, imortal traffic prevention, and women development and empowerment.

## COURSE OUTCOMES (CO)

In Successful Completion of the course the students should be able to

<b>CO Number</b>	<b>CO Statement</b>
CO1	Explain clearly about the legal systems costitutional frame work and human rights.
CO2	Tell about their claims to land and right to property.
CO3	To explain about the various laws and acts enacted for protection of women from various kinds of violence and abuse, and for validating their marriage
CO4	Explain various acts available for women development and empowerment.

## MAPPING WITH PROGRAMME OUTCOMES

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

### SYLLABUS

Unit	Content
<b>UNIT I</b>	Laws, Legal Systems and Change: Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.
<b>UNIT II</b>	Politics of land and gender in India: Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women's Claims to Land – Right to Property - Case Studies.
<b>UNIT III</b>	Women's Rights: Access to Justice: Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.
<b>UNIT IV</b>	Women's Rights: Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961
<b>UNIT V</b>	Special Women Welfare Laws: Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

### REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year /Edition
1	Nitya Rao	Good Women do not Inherit Land	Social Science Press and Orient Blackswan	2008
2	Monica Chawla	Gender Justice	Deep and Deep Publications Pvt Ltd.	2006
3	Preeti Mishra	<a href="#"><u>Domestic Violence Against Women</u></a>	<a href="#"><u>Deep and Deep Publications Pvt Ltd.</u></a>	<a href="#"><u>2007</u></a>
4	P.D.Kaushik	Women Rights	Bookwell Publication	2007
5	Aruna Goal	Violence Protective Measures for Women Development and Empowerment	Deep and Deep Publications Pvt	2004

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMCT14</b>	<b>Core 14 : Banking Theory</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know the importance of banking in economic development and functions of commercial banks.
- To know about the relationship between various types of customer and banker. Also know about bill of exchange and its characteristics.
- To know fully about the negotiable instruments.
- To know clearly about RBI, Commercial banks and their functions.
- To understand clearly about demonetization and various forms of cashless transactions.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain meaning, definition, types and importance of banking.
<b>CO2</b>	Explain about relationship between banker and customer, opening and closure of accounts, bill of exchange and its characteristics.
<b>CO3</b>	Explain about the various negotiable instruments and the statutory protection provided for the same.
<b>CO4</b>	Explain the functions of RBI and commercial banks.
<b>CO5</b>	Explain about advantages & disadvantages of demonetization and various cashless transactions.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Meaning and definition of banking - characteristics of Banking - Classification of Banking-Types of Bank - Importance of Banking in Economic Development.
<b>Unit-II</b>	<b>(12 Hours)</b> Banker and Customer – Definition – General relationship- Special relationship, Different types of Bank Accounts- Opening of new account - Special types of customers - Know Your Customer (KYC).
<b>Unit-III</b>	<b>(12 Hours)</b> Negotiable Instruments – Bills of Exchanges – Promissory Note – Demand Draft - Cheques - Features – Crossing of cheques- Kinds of cheques and Significance – Difference between bill of exchange and cheque. Endorsement – Kinds; Holder and Holder in Due course; Paying Banker – Meaning – Duties - Statutory protection- Collecting Banker – Duties - Statutory Protection.
<b>Unit-IV</b>	<b>(12 Hours)</b> Commercial Bank and its functions – Central Bank and its functions – Role of Central bank – needs – principles - Difference between Central & Commercial bank - RBI-Functions of RBI - Credit Control Measures.
<b>Unit-V</b>	<b>(12 Hours)</b> Recent Development in Banking Functions - E-Banking- Forms of E-Banking- Credit cards, Debit cards and Electronic Fund Transfer- NEFT and RTGS – E-Wallet - Demonetization and Cashless Transactions - Impact of Demonetization in Indian Economy.

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1	E.Gordon and K.Natarajan	Banking Theory law and Practice	Himalaya Publishing House, Mumbai	24 <sup>th</sup> Revised Edition, 2016

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1	K.P.M. Sundaram and P.N. Varshney	Banking Law and Practice	Sultan Chand and Sons Publishing House, New Delhi	18 <sup>th</sup> Edition, 2014
2	S.Natarajan and Dr.R.Parameswaran	Indian Banking	S.Chand and Co.Pvt ltd, New Delhi.	1 <sup>st</sup> Edition, 2012

**WEBSITE REFERENCE**

[http://164.100.230.217/web\\_material/Curriculum/Vocational/2018/Banking%20and%20Insurance/Banking\\_and\\_Insurance\\_updated\\_IX.pdf](http://164.100.230.217/web_material/Curriculum/Vocational/2018/Banking%20and%20Insurance/Banking_and_Insurance_updated_IX.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER – V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMCT15</b>	<b>Core 15 – Taxation - I</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## 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 OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the Income tax Act, Assessment year, Calculation of Total Income and Exempted Income.
<b>CO2</b>	Explain the Computation of taxable salary.
<b>CO3</b>	Calculate the Taxable Income from House Property, Profits & Gains of Business or Profession.
<b>CO4</b>	Explain how to calculate capital gains and its deduction from Gross Total Income.
<b>CO5</b>	Demonstrate how to file income tax returns.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(15 Hours)</b> 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.
<b>Unit-II</b>	<b>(15 Hours)</b> Heads of Income : Income from Salaries – Provident fund – Allowances - Perquisites- Leave encashment – Gratuity – Pension – Deductions – Taxable Salary.
<b>Unit-III</b>	<b>(15 Hours)</b> Income from House Property – Let out house property – Self occupied house property – Deductions – Taxable House property income – Profit and Gains of Business or Profession.
<b>Unit-IV</b>	<b>(15 Hours)</b> Capital Gains – Long Term Capital Gain – Short Term Capital Gain – Income from other sources – Deductions from Gross Total Income.
<b>Unit-V</b>	<b>(15 Hours)</b> Set off and Carry forward of losses – Clubbing of Income - Computation of Tax liability – Assessment of Individuals – Income Tax Authorities – Powers and Duties - Filing of Income Tax - e-filing – Procedures of e-filing.

(Questions in problems and theory carry 80% and 20%)

## TEXT BOOK

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Gaur and Narang	Income Tax Law and Practice	Kalyani Publishers, New Delhi	45 <sup>th</sup> Edition

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	T.S.Reddy and Dr.A. Murthy	Income Tax Law and Practice	Margham publications	Reprint 2017.
2	C.A Raj K. Agarwal-	Income Tax and Service tax and VAT	Shuchita prakashan (P) Ltd,	Edition 2012.

## WEBSITE REFERENCE:

[http://cbseacademic.nic.in/web\\_material/Curriculum20/publication/srsec/822%20Taxation%20XI%20.pdf](http://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/822%20Taxation%20XI%20.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER – V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMCT16</b>	<b>Core 16 : Principles of Auditing</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## 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 OUTCOME (CO)

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

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

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> 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.
<b>Unit-II</b>	<b>(12 Hours)</b> 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.
<b>Unit-III</b>	<b>(12 Hours)</b> 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.
<b>Unit-IV</b>	<b>(12 Hours)</b> Verification and valuation of Assets and liabilities: Meaning and objectives-Position of an Auditor's 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. auditor's duties as regards depreciation, reserves and provision.
<b>Unit-V</b>	<b>(12 Hours)</b> 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 BOOK**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
<b>1</b>	Pardeep Kumar,Baldev Sachdeva,Jagwant Singh	Principles of Auditing	Kalyani Publisher	26 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year / Edition</b>
<b>1</b>	S.Vengadamani	Practical Auditing	Margham Publications	14 <sup>th</sup> Edition
<b>2</b>	Ravinder Kumar,Virender Sharma	Auditing Principles and Practices	PHI Learning Pvt Ltd,	12 <sup>th</sup> Edition

**WEBSITE REFERENCE**

[http://archive.mu.ac.in/myweb\\_test/study%20TYBCom%20Accountancy%20Auditing-II.pdf](http://archive.mu.ac.in/myweb_test/study%20TYBCom%20Accountancy%20Auditing-II.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER – V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMCT17</b>	<b>Core 17 : Higher Corporate Accounting</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To Know about the Procedure of Amalgamation of Companies and Purchase of Companies.
- To know about the preparation of accounts of Holding 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.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about amalgamation of companies and the different methods followed for the same.
<b>CO2</b>	Prepare accounts for holding companies.
<b>CO3</b>	Prepare final accounts of banking companies.
<b>CO4</b>	Prepare final accounts of insurance companies.
<b>CO5</b>	Apply double account system for preparing accounts of electricity companies.

## MAPPING WITH PROGRAMME OUTCOMES

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

### SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(12 Hours)</b> Amalgamation of companies – Merger and Purchase method with Inter Company Investments.
<b>Unit-II</b>	<b>(12 Hours)</b> Accounts of Holding Companies – Consolidation of Balance Sheet only.
<b>Unit-III</b>	<b>(12 Hours)</b> Accounts of Banking Companies – Rebate on Bills Discounted – Non-performing Assets and their treatment – Provision for Doubtful Debts – Final Accounts of Banking Companies
<b>Unit-IV</b>	<b>(12 Hours)</b> Accounts of Insurance companies – Final Accounts of Life Assurance Companies – Ascertainment of Profits – Valuation Balance Sheet – Final Accounts of General Insurance Companies.
<b>Unit-V</b>	<b>(12 Hours)</b> Double Accounts system – Accounts of Electricity Companies – Treatment of Replacement of Assets – Disposal of Surplus.

**(Questions in problems and theory carry 80% and 20%)**

#### TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Reddy & Murthy	Corporate Accounting	Margham Publications, Chennai	2005

#### REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	S.P.Jain & K.L. Narang	Higher Corporate Accounting	Kalyani Publications, Delhi	2004
2	R.L.Gupta & Radhasamy	Corporate Accounting	Sultan Chand & Sons, New Delhi,	Reprint 2013

#### WEBSITE REFERENCE

<https://ca-intermediate.in/wp-content/uploads/2018/08/Chapter-6-Amalgamation-of-Companies.pdf>

<http://web.gjuonline.ac.in/distance/book/bcom/BCOM%20204%20Advance%20Accounting.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET1A</b>	<b>Elective 1 : Business Research Methods</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know what is business research and its types. Understand how to formulate research problems.
- To know about various sampling methods and methods of data collection.
- To know about various measurement and scaling techniques, statistical tools used in research and steps in drafting reports.
- To know the calculation of various statistical constants.
- To know how to use large and small tests of significance.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
<b>CO1</b>	Explain the business research, its types and how to formulate research problems.
<b>CO2</b>	Explain the methods of sampling and data collection.
<b>CO3</b>	Explain the measurement & scaling techniques and statistical tools used in research
<b>CO4</b>	Calculate various constants such as averages, measures of dispersion, correlation and construction of regression lines.
<b>CO5</b>	Apply various test of significance for drawing meaningful inferences.

## 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
<b>Unit-I</b>	<b>(12 Hours)</b> 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.
<b>Unit-II</b>	<b>(12 Hours)</b> Sampling - Methods and techniques - sample size - sample 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.
<b>Unit-III</b>	<b>(12 Hours)</b> Measurement and scaling techniques - Processing and analysis of data - editing and coding - Transcription and Tabulation - Statistical tools used in research.
<b>Unit-IV</b>	<b>(12 Hours)</b> Test of significance – Large Sample, t and F Test of significance, Test for attributes - Chi-square test - Analysis of variance (One way & Two way classification).
<b>Unit-V</b>	<b>(12 Hours)</b> Interpretations and report writing – types, contents and style of reports – steps in drafting reports.

(The question paper shall cover 80% theory and 20% problem.)

## TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	C.R. Kothari	Research Methodology	New Age international(P) Ltd	19 <sup>th</sup> Edition
2.	S.P Gupta	Statistical Methods	Sultan Chand & Sons	2016

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	Bill Taylor	Research Methodology	PHI Learning Private limited	21 <sup>st</sup> Edition
2.	R.Paneer Selvam	Research Methodology	PHI Learning Private limited	13 <sup>th</sup> Edition

## WEBSITE REFERENCE

[https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20\(Business%20Research%20Methods\)Research\\_Methodology\\_C\\_R\\_Kothari.pdf](https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research_Methodology_C_R_Kothari.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET1B</b>	<b>Elective 1 : Strategic Management</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students understand about the business environment, business policy and strategic management.
- To make the students know about the strategic analysis and strategic planning.
- To know about various forms of functional strategy.
- To know about the implementation and control of a strategy formulated in an organisation.
- To understand clearly about Business Process Reengineering and total quality management.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about the business environment, business policy and strategic management.
<b>CO2</b>	Explain how to make strategic analysis and strategic planning.
<b>CO3</b>	Explain how to formulate various functional strategy.
<b>CO4</b>	Explain how to implement and control of a strategy formulated in an organisation.
<b>CO5</b>	Explain the business process reengineering and total quality management.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Strategic Management: Meaning and nature, Benefits, Limitations. Strategic Management. Imperative; Vision, Mission and Objectives; Strategic levels in organizations.
<b>Unit-II</b>	<b>(12 Hours)</b> Strategic Analysis: Situational Analysis – SWOT Analysis, TOWS Matrix, Portfolio Analysis – BCG Matrix. Strategic Planning: Meaning, stages, alternatives, strategy formulation.
<b>Unit-III</b>	<b>(12 Hours)</b> Formulation of Functional Strategy: Marketing strategy, financial strategy, Production Strategy, Logistics strategy, Human resource strategy.
<b>Unit-IV</b>	<b>(12 Hours)</b> Strategy Implementation and Control: Organizational structures; establishing strategic business units; Establishing profit centre by business, product or service, market segment or customer; Leadership and behavioural challenges.
<b>Unit-V</b>	<b>(12 Hours)</b> Reaching Strategic Edge: Business Process Reengineering, Benchmarking, Total Quality Management, Six Sigma Contemporary Strategic Issues.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1.	Prasad .L.M	Business Policy : Strategic Management	Sultan Chand & Sons, Delhi.	2016
2.	Kevin Lane Keller	Strategic brand Management	Pearson Education, New Delhi,	2014

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1.	Francis Cherunilam	Strategic Management	Himalaya Publishing House, Mumbai	2015
2.	Pearce John A Richard B & Robinson Jr.	Strategic Management – Strategic Formulation & implementation	AITBS publishers , Delhi	18 <sup>th</sup> Edition
3.	Barnett John, H and William, D	Strategic Management	Atlantic Publishers & Distribution , New Delhi.	21 <sup>st</sup> Edition

**WEBSITE REFERENCE**

[http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7032%20STRATEGIC\\_MANAGEMENT.pdf](http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7032%20STRATEGIC_MANAGEMENT.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET1C</b>	<b>Elective 1 : Corporate Compliance Management</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students understand the concept, importance and the approach to compliance management.
- To make the students to know fully about due diligence, its importance & scope and its areas. Also make them to know about IPO, EPO & ESOP.
- To enable the students to know about the secretarial audit.
- To gain knowledge about importance of document verification.
- To know fully about setting up of business unit in India and abroad.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the concept, importance and the approaches to compliance management.
<b>CO2</b>	Explain the importance, scope of due diligence, IPO, EPO & ESOP.
<b>CO3</b>	To demonstrate the students knowledge about the secretarial audit.
<b>CO4</b>	Explain how to verify the important documents and prepare a report.
<b>CO5</b>	Explain how to set up business.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Compliance management Concept and significance; systems approach to compliance management; process of established of compliance management system; compliance in letter and spirit.
<b>Unit-II</b>	<b>(12 Hours)</b> Due Diligence : Nature, Objectives, significance and scope of due diligence; steps in the process of due diligence. Areas of Due diligence- Initial Public Offer(IPO),Follow-on Public Officer(FPO),Right issue, Employees Stock Option Plans (ESOPs). Preferential Allotment-Equity shares with differential rights – Issue of debt (both long term and short term)such as debentures, bonds, warrants etc.,
<b>Unit-III</b>	<b>(12 Hours)</b> Secretarial Audit Need, Objectives and scope; process; periodicity and format for secretarial audit report; check list under various corporate laws: share transfer audit; compliance certificate.
<b>Unit-IV</b>	<b>(12 Hours)</b> Search / Status Reports Importance, scope; verification of documents relating to charges; requirements of financial institutions and corporate lenders; preparation of report. Quarterly Reports
<b>Unit-V</b>	<b>(12 Hours)</b> Takeovers and acquisitions: Setting up of business units in India and abroad.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	E.Gordon& Natarajan	Capital Market in India	Himalaya publishing	16 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Sanjeev Aggarwal Bharat	Indian Capital Market	Law House	-
2.	V.L.Iyer Taxman	SEBI Practice Manual	-	-
3.	S.Suryanarayan & V.Varadarajan	Allied Service SEBI – Law,practice & procedure	Commercial Law Publishers	-

**WEBSITE REFERENCE**

<https://www.google.com/search?client=ubuntu&channel=fs&q=COorporate+Compliance+Management+study+materials&ie=utf-8&oe=utf-8>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER-V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET2A</b>	<b>Elective 2 : Financial Markets and Institutions</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To enable the students to understand about the various Financial Markets.
- To make the students to know about the capital market, stock exchange and their functions.
- To know about various credit rating agencies of India.
- To know about various functionaries of stock exchange.
- To provide knowledge about financial services, SEBI and various types and functions of credit rating.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	To make the students explain what did he understand about various financial capital markets.
<b>CO2</b>	Explain about capital market, security market and their functions.
<b>CO3</b>	To make students explain what does he know about Credit Rating Agencies.
<b>CO4</b>	Explain the functions of stock exchanges.
<b>CO5</b>	Demonstrate his knowledge on Financial Services, SEBI and Credit Rating.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(12 Hours)</b> Financial Market: An overview of financial markets in India: Money Market: Call Money market, Discount Bill Market, Commercial Bill Market, Treasury Bill Market, Government Securities - Acceptance house - Discount house - Recent trends in Indian money market.
<b>Unit-II</b>	<b>(12 Hours)</b> Capital Market: Security market – New issue market - Secondary markets; Functions and role. Stock Exchange: Listing procedure and legal requirements - Public issue – National Stock Exchange and The Over - The - Counter Exchange of India(OTCEI)
<b>Unit-III</b>	<b>(12 Hours)</b> Investment Information and Credit Rating Agency of India limited (ICRA)-Credit Rating and Information service of India limited (CRISIL)-Discount and Finance House of India(DFHIL).
<b>Unit-IV</b>	<b>(12 Hours)</b> Functionaries of Stock Exchange: Brokers, sub brokers, jobbers – Underwriter portfolio Consultants, Institutional Investors, and NRIs.
<b>Unit-V</b>	<b>(12 Hours)</b> Financial Services: Merchant Banking – Functions and roles; SEBI guidelines; Credit rating – Concept, functions, and types.

## TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	Bhole L.M	Financial Markets and institutions	Tata McGraw – Hill New Delhi	21 <sup>st</sup> Edition
2.	S.Gurusamy	Financial Market and Institution	Tata McGraw-Hill publications	16 <sup>th</sup> Edition

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	Khan M.Y	Indian Financial System	Tata Mc graw Hill	2016
2.	Gorden	Financial Market and Services	Himalaya Publishing Co, Ltd	2011
3.	Santhanam	Financial Services	Margham Publications	21 <sup>st</sup> Edition

## WEBSITE REFERENCE

<http://14.139.185.6/website/SDE/sde168.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET2B</b>	<b>Elective 2 : Retail Marketing</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students understand the importance and scope of retailing, challenges and opportunity to a retailer.
- To make the students understand the organised and unorganised retail formats and role of MNC's in retailing.
- To enable the students to know the various stages in establishing a retail shop.
- To make the students understand managing various aspects of retailing and its promotion.
- To make the students in analysing of profile of retail shopper and challenges in retailing in India.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Describe the concept of retailing and challenges & opportunities for a retailer.
<b>CO2</b>	Explain the various organized and unorganized retail formats and role of MNCs in retailing.
<b>CO3</b>	Explain management at various stages of a establishing a retail business.
<b>CO4</b>	Tell about how to promote a retail business and about emerging trends in retail business.
<b>CO5</b>	Explain how to analyse a shoppers profile and what are the challenges in retailing in India.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Introduction to Retailing – Meaning- Importance Scope- Functions of retailer – Types of retailer Challenges and Opportunities – Socio-Economic and Technological influence in Retail Management.
<b>Unit-II</b>	<b>(12 Hours)</b> Organized and unorganized retail formats- Different Organised Retail Format- Characteristics of each format- Trends in each Format- MNC Role in Retailing.
<b>Unit-III</b>	<b>(12 Hours)</b> Choice of Retail Location- Internal and External Atmospheres- Positioning of Retail shop- Building Retail Store Image- Retail Service Quality Management- Retail Supply Chain Management- Retail Pricing Decisions- Merchandising and Category Management and Buying.
<b>Unit-IV</b>	<b>(12 Hours)</b> Visual Merchandise Management – Space Management– Retail Inventory Management – Retail Accounting and Audit- Retail Store Brand – Retail Advertising and Promotion – Retail Information management System- Online Retail- Emerging trends.
<b>Unit-V</b>	<b>(12 Hours)</b> Introduction to Retailing – Meaning- Importance Scope- Functions of retailer – Types of retailer Challenges and Opportunities – Socio-Economic and Technological influence in Retail Management.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1.	S.L.Gupta,Ram esh Mittal Ruchi Nayyar	Retailing and E-Tailing	International Book house Pvt Ltd New Delhi	2012
2.	R.S. SheelaRani	Customer Relationship Management	Margam Publication	18 <sup>th</sup> Edition

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1.	Philip Kotler and Gray Armstrong	Principles of marketing	Pearson Education Pvt Ltd	2012
2.	Dr.Rajan Nair	Marketing Management	Sulthan and chand. & Sons, NewDelhi	2011
3.	R.S.N. Pillai and Bagavathi	Modern Marketing principles and practices	MCGraw Hill Newdelhi	2010

**WEBSITE REFERENCE**

<https://www.economicdiscussion.net/marketing-2/retail-marketing/31736>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - V

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U5CMET2C</b>	<b>Elective 2: Cost Audit</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVE

- To acquire the knowledge about meaning, scope, nature, purpose, advantages and disadvantages of cost audit.
- To make the students understand the techniques and programmes following cost audit.
- To know about qualification, rights, responsibilities and functions of a cost auditor.
- To make the students to know about preparation of cost audit reports and statutory provisions of cost audit rules.
- To know about other areas of audit such as Human Resource audit, Operational audit forecast audit etc.,

## COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Define cost audit and explain the difference between cost audit, financial audit and management audit.
<b>CO2</b>	Explain the techniques and programme followed in cost audit and also about faces / stages of cost audit.
<b>CO3</b>	Tell clearly about rights, responsibilities and function of a cost auditor.
<b>CO4</b>	Explain the different aspects of cost audit and about statutory provision of cost audit rules.
<b>CO5</b>	Tell about the other areas of audit such as HR audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit and Forensic Audit.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Cost Audit: Meaning and Definition – Scope, Nature and Purposes of Cost Audit - Advantages and Disadvantages of Cost Audit - Differences between cost Audit. Financial Audit and Management Audit.
<b>Unit-II</b>	<b>(12 Hours)</b> Cost Audit Techniques and Programmes: Implementing Authorities of Cost Audit – Types and Areas of Cost Audit- Situations for conducting cost audit in the business unit – Cost accounting records and cost audit under Companies Act - Preparation of Cost Audit – Phases / Stages of Cost Audit.
<b>Unit-III</b>	<b>(12 Hours)</b> Cost Auditor: Qualifications, Dis-qualifications – Appointment – Rights and Responsibilities – functions of a cost auditor - Appointing Authorities of a Cost Auditor.
<b>Unit-IV</b>	<b>(12 Hours)</b> Cost Audit Reports: Ceiling on number of Audits – Cost Audit in India – Forms or Aspects of Cost Audit – Statutory provisions of Cost Audit (Cost Records & Audit) Rules, - Duties of the client company under Cost Audit.
<b>Unit-V</b>	<b>(12 Hours)</b> Other Areas of Audit: Meaning and Objectives of Human Resource Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit and Forensic Audit.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/ Edition</b>
1.	Jawahar Lal & Seema Srivastava	Cost Accounting	Tata Mc-Graw Hill Publishing Company, New Delhi (2009)	4 <sup>th</sup> Edition
2.	S.K. Basy	Auditing and Assurance (For CA Integrated Professional Competence)	Pearson Education 2012	2012
3.	Bhabatosh Banerjee	Cost Accounting (Theory & Practice)	PHI Learning Private Limited	13 <sup>th</sup> Edition, 2014

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1.	Ravinder Kumar & Virendar Sharma	Auditing Principles and Practice (Based on the Companies Act)	PHI Learning Private Limited, New Delhi	2015
2.	I. Narsis	Theory in Cost Accounting	Atlantic Publishers and Distributors (P) Ltd	2009
3.	S.K. Basu	Auditing Principles and Techniques, Pearson Education	Pearson Education,	2 <sup>nd</sup> Impression 2007

**WEBSITE REFERENCE**

<https://icmai.in/studentswebsite/studymat.php>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER-V

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelors of Commerce</b>	
<b>Course Code:</b>	<b>19U5NCCT01</b>	<b>Aptitude &amp; Soft Skills- I</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>V</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>-</b>

## COURSE OBJECTIVES

- To acquire inter personal skills, problem solving skills and be an effective goal oriented teamplayer.
- To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.
- To know about improving various soft skills required while working in a team.
- To understand the various methods of solving problems involving numerical and logical reasoning.
- To understand the methods of solving certain problems not using calculations but using only mental ability.
- To know how to face the personal interview effectively.

## COURSE OUTCOMES (CO)

On Successful Completion of the course the students will be able to achieve the following outcomes.

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Apply the inter personal and problem solving skills in the placement drive.
<b>CO2</b>	To apply the behavioral skills required for promoting individual competence by implementing the principles of interpersonal communication and value – based living to meet the market expectations.
<b>CO3</b>	grasp the approaches and strategies to solve problems with speed and accuracy.
<b>CO4</b>	Ability to reason critically by analyzing , elevating and extending arguments.
<b>CO5</b>	Explain the concepts deal with graphs,tables,number sequence and texts.

## SYLLABUS

### UNIT I: SOFT SKILLS

1. Empathy
2. Intrapersonal Skills
3. Interpersonal Intelligence
4. Problem Solving Skills
5. Critical Thinking
6. Aptitude and Assessment Test

### UNIT II: APTITUDE

1. Numerical Reasoning
2. Mental Ability
3. Logical Reasoning

### TEXT BOOKS

S.No.	Author Name	Title of the Book	Publishers
1	Prof .N. Lakshmana Perumal	Technical English – I	Sri Krishna Hitech Publishing Company Pvt. Ltd.
2	R. S. Aggarwal	Quantitative Aptitude for Competitive Examinations.	English, Paperback

### REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher
1	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

**Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom**

## SEMESTER-V

Programme Code	B. Com	Programme Title	Bachelor of Commerce	
Course Code:	19U5SSCT03	Self Study Course III: General Awareness	Batch	2019-2022
			Semester	V
Hrs/ Week	-		Credits	1

## COURSE OBJECTIVES

1. It aims at testing the candidates' general awareness and knowledge of current affairs occurring around the world and in India.
2. Develops a commitment to citizenship, through the ability to make informed decisions about public issues.
3. Create an awareness of the achievements and perspectives of people of different nations and cultures, and of different races, genders and ethnicities.

## COURSE OUTCOMES (CO)

On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Get familiar with general awareness of the environment around him and its apply it to the society.
CO2	Reason logically, abstractly and understand numerical data comprehend arguments and positions that depend on numbers and statistics.
CO3	Have a critical understanding of one's own values and of others, and of their role in making ethical choices.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

**Unit I**

Verbal Aptitude

History and Freedom Struggle

**Unit II**

Abstract Reasoning

Tamil and other Literature

**Unit III**

General Science and Technology

Computer

**Unit IV**

Economics and Commerce

Social Studies

**Unit V**

Sports

Current Affairs

**TEXT BOOKS**

S. No.	Author Name	Title of the Book	Publisher	Year /Edition
1	Compiled By Faculty, Department of English	General Awareness, Question Bank	KovaiKalaimagal College of Arts and Science, Coimbatore- 09	First Edition: 2021

**Means of Curriculum Delivery :** The students can study by themselves with the prescribed material.

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMCT18</b>	<b>Core 18 - Management Accounting</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To develop an understanding of the conceptual framework of Management Accounting.
- To make the students understand about the ratio analysis, its merits & demerits and preparation of balance sheet.
- To make the students to know clearly about working capital, its sources and determinants, fund flow 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.

## COURSE OUTCOME(CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the concept of Management Accounting, Cost Accounting & Financial Accounting and preparation of financial Statements.
<b>CO2</b>	Prepare various ratios for the given data and explain their various uses. Also prepare balance sheet from given ratios.
<b>CO3</b>	Demonstrate how to compute working capital, fund flow statement and cash flow statement.
<b>CO4</b>	Calculate margin costing & breakeven point from the given data.
<b>CO5</b>	Prepare various types of budgets.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Management Accounting – Meaning, Objectives, Scope, Merits and Demerits - Difference between Management Accounting , Financial Accounting and Cost Accounting – Relationship between Management Accounting, Financial accounting and Cost Accounting - Financial Statement analysis – Comparative financial statements – Common size financial statements – Trend Analysis.
<b>Unit-II</b>	<b>(12 Hours)</b> Ratio Analysis: Objectives-Merits and Demerits – Types - Analysis of Liquidity, Solvency and Profitability - Construction of Balance sheet.
<b>Unit-III</b>	<b>(12 Hours)</b> Funds Flow Analysis – Schedule of Changes in Working Capital – Funds from Operations – Funds Flow Statement. Cash Flow Analysis – Classification of Cash Flows AS – 3(Revised) - Cash Flow from Operating activities, Investing activities and Financing activities - Cash from Operations – Cash Flow Statement.
<b>Unit-IV</b>	<b>(12 Hours)</b> Marginal costing and Break-even Analysis – PV Ratio - Managerial applications of marginal costing – Significance and limitations of marginal costing.
<b>Unit-V</b>	<b>(12 Hours)</b> Budgeting and Budgetary Control – Definition – Importance, Essentials - Classification of Budgets-Purchase budget, Production Budget, Material Budget, Sales Budget, Cash Budget, Flexible Budget, Zero Base Budget and Master Budgets.

(Questions in problems and theory carry 80% and 20%)

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	Dr.Ramachandran & Dr.Srinivasan	Management Accounting	Sriram Publications, Tiruchi	Reprint 2008

**REFERENCE BOOKS**

<b>S. No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
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

**WEBSITE REFERENCE**<http://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMCT19</b>	<b>Core 19: Taxation -II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know clearly about indirect taxes and their advantages & disadvantages.
- To make the students understand fully about GST.
- To understand clearly about TNGST, GST Acts, registration procedure under GST and filing of returns.
- To know about levy & collection under IGST Act 2017.
- To make the students to know about Customs duty & the corresponding laws and about Customs duty drawback.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about advantages and disadvantages of Indirect taxes.
<b>CO2</b>	Explain how to calculate SGST, CGST, UGST and IGST.
<b>CO3</b>	File returns for GST.
<b>CO4</b>	Explain how to levy & collect tax under GST Act.
<b>CO5</b>	Explain how to levy & collect the customs duty and give exemption to certain goods.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Indirect Taxes – Meaning and Nature – Special features of Indirect Taxes – Contribution to government revenues – Taxation under the Constitution–Advantages and Disadvantages of Indirect Taxes.
<b>Unit-II</b>	<b>(12 Hours)</b> Good and Service Tax Introduction – Meaning - Need for GST - Advantages of GST - Structure of GST in India – Dual concepts - SGST-CGST-IGST-UTGST- Types of Rates under GST – Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.
<b>Unit-III</b>	<b>(12 Hours)</b> Levy and Collection under TNGST/CGST Acts - Meaning of important terms: Goods, services, supplier, business, manufacture, casual taxable person, aggregate turnover, input tax and output tax. Concept of supply - Composite and Mixed supplies - Composition Levy - Time of supply of goods and services- Value of Taxable supply. Input Tax credit - Eligibility and conditions for taking input credit- Reverse charge under the GST. Registration procedure under GST- Filing of Returns - E-Way Bill & Invoice
<b>Unit-IV</b>	<b>(12 Hours)</b> Levy and Collection under The Integrated Goods and Services Tax Act 2017- Meaning of important terms: Integrated tax, intermediary, location of the recipient and supplier of services, output tax. Levy and Collection of Tax- Determination of nature of Supply- Inter-State supply and Intra-State Supply-Place of Supply of Goods or Services - zero-rated supply.
<b>Unit-V</b>	<b>(12 Hours)</b> Introduction to Customs Laws in India – The Customs Act 1962 – The Customs Tariff Act 1975 – Levy and Exemption from Custom Duty – Taxable event – Charge of custom duty – Exemptions from duty – Meaning of Classification of goods – Methods of Valuation of imported goods-Abatement of duty in damage or Deteriorated goods – Remission on duty on lost, destroyed or abandoned goods – Customs duty drawback.

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	R.Parameswaran and P.Viswanathan	Indirect Taxes:GST and Customs Laws	Prasanna publishers, Chennai.	Revised Edition 2001

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	R.L.Gupta V.K.Gupta	Indirect Tax	Sultan Chand & Co,New Delhi.	-
2.	V.Balachandra n.	Indirect Tax	Sultan Chand & Co. New Delhi	7 <sup>th</sup> Edition

**WEBSITE REFERENCE**

[http://cbseacademic.nic.in/web\\_material/Curriculum20/publication/srsec/822%20Taxation%20XI%20.pdf](http://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/822%20Taxation%20XI%20.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMCT20</b>	<b>Core 20 - Financial Management</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

- To know about what is financial management and the role & functions of the finance manager.
- To know fully about the various types of Cost of Capital.
- To understand clearly about various measures of Financial Leverage and theories of Capital Structure.
- To understand the concepts of Working Capital Management and its computation. Also understand the various techniques of Capital Budgeting.
- To understand dividend theories and dividend policy.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain what is financial management and also the role & functions of financial manager.
<b>CO2</b>	Compute the cost of capital from the given information.
<b>CO3</b>	Apply the theories of capital structure for drawing suitable conclusion regarding the approach to be followed.
<b>CO4</b>	Calculate working capital and also prepare a capital budget from the given information.
<b>CO5</b>	Apply the various dividend theories and determine the dividend to be declared from the given information.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Nature and scope of financial management – objectives – Financial decisions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money – Techniques of time value of money – Compounding technique and Discounting technique.
<b>Unit-II</b>	<b>(12 Hours)</b> Cost of capital – Meaning and importance – Cost of debt, preference, equity and retained earnings – weighted average cost of capital.
<b>Unit-III</b>	<b>(12 Hours)</b> Financial leverage – measures – EBIT – EPS analysis – operating leverage – financial, business and operating risks – Theories of capital structure – net income approach – Net – operating income Approach. MM Hypothesis – Determinants of capital structure – leasing – Nature & Types of leasing.
<b>Unit-IV</b>	<b>(12 Hours)</b> Working capital management – Need – Determinants of working capital - Computation of working capital. Capital budgeting – Techniques – Pay Back Period Method, Accounting Rate of Return Method and Discounted Cash Flow(Net Present Value Method, Present Value Index Method, Internal Rate of Return Method).
<b>Unit-V</b>	<b>(12 Hours)</b> Dividend Theories – Walter’s model – Gordon and MM’s models – Dividend policy – forms of Dividend – Determinants of dividend policy.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	Pandey I.M	Financial Management	Vikas Publishing House, New Delhi	8th Edition 1997

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1.	S.N.Maheswari	Financial Management	S.Chand & Sons Publisher, New Delhi,	10th Edition 2012
2.	Khan, M.Y. and Jain P.K	Financial Management	Tata McGrawHill New Delhi.	2011

**WEBSITE REFERENCE**

<https://examupdates.in/financial-management-notes/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom



## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6C MCT21</b>	<b>Core 21: Project Work</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know how to apply the various concepts the students has studied so far.
- To know how to collect the relevant data.
- To know how to analyse collected information for drawing required inferences.
- To draw valid conclusions.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Apply the relevant concepts suitably to study a particular problem.
<b>CO2</b>	To decide about the relevant method of collecting data, prepare exhaustive questionnaire and collect the information.
<b>CO3</b>	Use statistical methods and calculate the relevant constants.
<b>CO4</b>	Using the statistical constants calculated draw valid inferences.

## MAPPING WITH PROGRAMME OUTCOMES

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

## **Components of the Major Project Work**

### **a) Project Review**

The students are expected to submit their work in progress to a panel of two faculty members, of which one would be their respective faculty co-ordinator, for the purpose of review. Three such project reviews would be conducted before the preparation of the final project report and viva - voce.

#### **First Project Review**

To be conducted before the commencement of the field work / study.

#### **Details to be reviewed**

Review of literature and arrival of research gap.

Finalization of the objective of the study.

Scope and need for the study.

Framing of the hypothesis if any.

Details on the methodology of the study.

Selection of the statistical tools.

Finalization of questionnaire.

(If primary data collection is adopted)

#### **Second Project Review**

To be conducted after the completion of field work and data collection.

#### **Details to be reviewed**

Adequacy of data collected.

Analysis and interpretation of the data by using the chosen statistical tools.

#### **Third Project Review**

To be conducted after the completion of the analysis and interpretation of the data before the preparation of the final report.

#### **Details to be reviewed**

Finalization of the analysis and interpretation.

Drawing the findings, suggestions, recommendations and conclusions.

After the third project review, the students are to prepare a rough draft and submit the same to their respective co-ordinator for approval before preparing the final report and submit the same for the viva - voce.

#### **Documents and other details to be submitted to the Faculty Co-ordinator**

Completion Certificate obtained from the organization in which the study was

conducted, mentioning the duration of the study and the successful completion of the same.

**b) Project Report**

After getting the approval for the final draft from the staff co-ordinator, the students should prepare their report and submit the same to the department on or before the last date of submission. The report submitted by the student after the notified day (the last date of submission), will be rejected and the same will be treated as 'Not Completed'.

**c) Viva-Voce**

The students are to appear for a viva - voce before the panel consisting of the External & Internal Examiners. The external examiners may be called either from the academia or from the industry. The students who have abstained from attending the viva voce will be marked absent and the same will be treated as 'Not Completed'.

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET3A</b>	<b>Elective 3 : Human Resource Management</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know human resource management, its characteristics, scope, importance and functions.
- To understand about job and role analysis, techniques and sources of recruitment and recruitment practices in India.
- To learn about concept, objectives and advantages of placement and induction, employee training and its importance, career planning and development and its advantages and limitations.
- To understand about various techniques of performance appraisal, job evaluation and its advantages & limitations and types of incentive compensation.
- To know about employee welfare, its types and statutory provisions and to measure job satisfaction and quality of work life. Also understand how to manage the stress.

## COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Explain about human resource management, its characteristics, scope, importance and functions.
CO2	Demonstrate job & role analysis and recruitment suitable persons using various techniques.
CO3	Explain the steps taken for placement & effective induction. Also explain the various types of employee training and their effectiveness. Also explain how to make successful career planning.
CO4	Explain the various methods of Performance Appraisal and job evaluation.
CO5	Explain the statutory provisions for employee welfare, types of employee welfare, measurement of job satisfaction and also about the methods of managing the stress.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Human Resource Management - Introduction - Characteristics - scope of HRM- Objectives -System approach to HRM- Importance and Functions of HRM -Qualities of human resource manager – Role of human resource manager. Human Resource Planning – Concept –Objective-Need and Importance –Process – Levels – Problems- Guidelines for effective human resource planning.
<b>Unit-II</b>	<b>(12 Hours)</b> Job analysis -introduction, objectives - Significance – Process – techniques –Job description – Job specification – Role analysis. Job Design – Concept –Approaches - Methods. Recruitment: Introduction – Process – Policy – Sources of Recruitment – Techniques –Recruitment practices in India. Selection –Introduction – Steps – Testing and Competency Mapping.
<b>Unit-III</b>	<b>(12 Hours)</b> Placement and Induction-Concept of placement and induction – objectives –advantages- Induction in Indian industries – Contents – Steps to make induction effective. Employee Training– Concept –Need –Importance- Types –Objective–Design – Methods – Evaluating training effectiveness. Career Planning and Development – Meaning – Objective – Process – Advantages – Limitations –Making career planning successful – Career Development.
<b>Unit-IV</b>	<b>(12 Hours)</b> Performance Appraisal – Concept – Objective – Importance – Process –Problems – Essentials – Methods – Performance appraisal through MBO – 360 degree appraisal techniques-Performance Management. Job Evaluation –Concept – Objectives – Process – Advantages –Limitations – Essentials –Methods. Incentive Compensation – Meaning – Essentials – Types –wages incentives in India.
<b>Unit-V</b>	<b>(12 Hours)</b> Employee Welfare- Meaning –Significance – Agencies – Types –Statutory provisions for employee welfare. Social Security – Concept –Scope – The workmen’s compensation – State insurance – Provident fund – Maternity benefit– Payment of Gratuity – Group life insurance. Job Satisfaction – Concept –Measurement – Determinants. Quality of work life – Concept –Measure–Dimension – Principles. Management of Stress – Concept – Sources –Consequences –Coping with stress – Methods of stress management.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Tripathi	Personnel Management	Sultan Chand & Sons, New Delhi	2016

**REFERENCE BOOKS**

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	Aswathappa	Human Resource Management	Tata McGraw Hill Publishing Company, New Delhi	18 <sup>th</sup> Edition
2.	Davis & Werther	Human Resource Management	Tata Mc Graw Hill Publishing Company, New Delhi	2014

**WEBSITE REFERENCE**

<http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER-VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET3B</b>	<b>Elective 3: Customer Relationship Management</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students understand the various types of relationship marketing and about the customer life cycle.
- To make the students understand the various strategies of Customer Relationship Management, difference between CRM and relationship marketing and importance of Customer Relationship Management.
- To make the students understand the contact and enterprise marketing management, their concepts and about CRM in India.
- To enable the students to know the concepts of value chain, benchmarks and vendor selection.
- To make the students to know about data warehouse and data mining, best practices in marketing technologies in Indian scenario.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the relationship marketing, its types and customer life cycle.
<b>CO2</b>	Explain the concept of CRM, strategies and importance of CRM.
<b>CO3</b>	Explain the concepts of contact and enterprise marketing management.
<b>CO4</b>	Explain the concepts of value chain, benchmark and vendor selection.
<b>CO5</b>	Tell about data warehouse and data mining and the best practices in marketing technologies followed in India.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Overview of Relationship Marketing – Basic Building Relationship – Types of Relationship Marketing- Customer life Cycle.
<b>Unit-II</b>	<b>(12 Hours)</b> CRM- Overview and Evolution of the Concept- CRM and Relationship Marketing- CRM Strategies- Importance of Customer Divisibility in CRM.
<b>Unit-III</b>	<b>(12 Hours)</b> Sales Force Automation- Contact Management- Concepts- Enterprise Marketing Management- Core Benefits- CRM in India.
<b>Unit-IV</b>	<b>(12 Hours)</b> Value chain – Concepts- Integration Business Management- Bench Marks and Metrics- Culture Change- Alignment with Customer Ecosystem- Vendor Selection.
<b>Unit-V</b>	<b>(12 Hours)</b> Database Marketing- Prospect Database- Data Warehouse and Data Mining- Analysis of Customer Relationship Technologies – Best Practices in Marketing Technology- Indian Scenario.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Philip Kotler	Marketing Management	Prentice Hall of India	2011

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Philip Kotler and Gray Armstrong	Principles of marketing	Pearson Education Pvt Ltd	2010
2.	Dr.Rajan Nair	Marketing Management	S.Chand & Sons, Pvt Ltd.,NewDelhi	2012

**WEBSITE REFERENCE**

<https://www.tutorialsduniya.com/notes/commerce-notes/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom



## SEMESTER-VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET3C</b>	<b>Elective 3 : Management Information System</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To make the students understand fully about the meaning of MIS, role, importance and growth of MIS in an organisation and limitations of MIS.
- To enable the students to know the concepts, characteristics, types & categories of MIS and about development life cycle of MIS.
- To make the students to know the importance of Transaction Processing information repeating and executive information system in business and management.
- To make the students to know clearly about database management system and client server technology.
- To enable the students to know about various functional management information system and about business process outsourcing.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about meaning of MIS, role, importance and growth, limitation of MIS in an organization.
<b>CO2</b>	Explain about concepts, characteristics, types and categories of MIS and about development life cycle of MIS.
<b>CO3</b>	Explain about the importance of Transaction Processing information repeating and executive information system in business and management.
<b>CO4</b>	Explain about database management system and client server technology.
<b>CO5</b>	Explain about various functional management information system and about business process outsourcing.

## MAPPING WITH PROGRAMME OUTCOMES

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

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> Management information system: meaning – features – requisites of an 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.
<b>Unit-II</b>	<b>(12 Hours)</b> System concepts – elements of system – characteristics of a system – types of system – categories of information system – system development life cycle – system enhancement.
<b>Unit-III</b>	<b>(12 Hours)</b> Information systems in business and management: Transaction processing system: Information repeating and executive information system.
<b>Unit-IV</b>	<b>(12 Hours)</b> Database management systems – conceptual presentation – client server architectures networks.
<b>Unit-V</b>	<b>(12 Hours)</b> Functional management information system: Financial – accounting – marketing – production – Human resource – business process outsourcing.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Gorden B.Davis & Margrethe H.Olson	Management information system	Tata McGraw Hill Publication, Newdelhi.	2011
2.	Aman Jindal	Management Information System	Kalayani publishers, Newdelhi	2013

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	Kenneth C.Laudon	Management Information System	Pearson Education, Newdelhi,	2015
2.	Stephen Haag	Management Information System	Tata McGraw Hill Publication, NewDelhi,	2014
3.	Jawadekar W.S.	Management Information System	Tata McGraw Hill Publication, NewDelhi	2011

**WEBSITE REFERENCE**

<https://www.slideshare.net/HarishChand5/management-information-system-full-notes>

**Means of Curriculam Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER-VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET4A</b>	<b>Elective 4: Entrepreneurial Development</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- Clearly understand concepts, definition, nature, characteristics, functions and types of entrepreneurship.
- To know how to prepare a project report for starting a business.
- To know about the various institutions and commercial banks that render services to entrepreneurs.
- To know about how to get finance for starting a business from various institutions including commercial banks and about venture capitalist.
- To know about the various incentives and subsidies given and the role of entrepreneurs in exports and imports.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain what is entrepreneurship.
<b>CO2</b>	Prepare project report for starting a business.
<b>CO3</b>	Explain about the various institutions and commercial banks that encourage entrepreneurship.
<b>CO4</b>	Explain about various institutions which help start-ups by providing finance.
<b>CO5</b>	Explain the incentives and subsidies given by the government and how entrepreneurs help in promoting exports and substituting imports.

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(12Hours)</b> Concept of Entrepreneurship: Definition, Nature and characteristics of entrepreneurship – functions and type of entrepreneurship, phases of EDP, Development of women entrepreneur & rural entrepreneur including self employment of women council scheme
<b>Unit-II</b>	<b>(12 Hours)</b> The startup process, project identification – selection of the product – project formulation- evaluation – feasibility analysis, project report
<b>Unit-III</b>	<b>(12 Hours)</b> Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – OTCOT, IIC, KVIC, MSME and commercial bank.
<b>Unit-IV</b>	<b>(12 Hours)</b> Institutional finance to entrepreneur – IFCI,SFC,IDBI,ICICI,TIIC,SIDCS,LIC and GIC,UTI,SIPCOT – SIDBI commercial bank venture capital
<b>Unit-V</b>	<b>(12 Hours)</b> Incentives and subsidies – subsidized services – subsidy for market, Transport – seed capital assistance – Taxation benefits to SSI, Role of entrepreneur in export promotion and import substitution.

## TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1	C.B.Gupta and N.P.Srinivasan	Entrepreneurial Development	Sultan Chand & Sons	2011

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1	S.S.Khanka –	Entrepreneurial Development	S.Chand and Company Limited, New Delhi.	2012
2	P.Saravanavel	Entrepreneurial Development	Ess Pee Kay Publishing House, Chennai.	2012

## WEBSITE REFERENCE

[http://www.crectirupati.com/sites/default/files/lecture\\_notes/Entrepreneurship%20Development%20Notes.pdf](http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneurship%20Development%20Notes.pdf)

[http://14.139.185.6/website/SDE/Entrepreneurship\\_Development\\_on25Feb2016.pdf](http://14.139.185.6/website/SDE/Entrepreneurship_Development_on25Feb2016.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET4B</b>	<b>Elective 4: Consumer Marketing</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know about various consumer needs and various theories of motivation and their application needed for consumer marketing.
- To understand about how to build consumer value & satisfaction, how to retain customers and the benefits of market segmentation.
- To know about various theories of learning, their importance and applications.
- To understand the concept of perception, its types and methods & measurement of positioning.
- To know about various types of advertising & their role in marketing, building brand equity and ethics in advertisement.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the consumer needs and various theories of motivation and their application needed for consumer marketing.
<b>CO2</b>	Explain the build consumer value & satisfaction, how to retain customers and the benefits of market segmentation.
<b>CO3</b>	Explain the various theories of learning, their importance and applications.
<b>CO4</b>	Explain the concept of perception, its types and methods & measurement of positioning.
<b>CO5</b>	Demonstrate the types of advertising and ethics in advertisement

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>(12 Hours)</b> 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- Theories of Personality – Trait Theory
<b>Unit-II</b>	<b>(12 Hours)</b> 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.
<b>Unit-III</b>	<b>(12 Hours)</b> Learning Theories and their application- Brand Loyalty- Brand Extension- Conditioning Theories- Cognitive Learning Theory- Attitude and Attribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption.
<b>Unit-IV</b>	<b>(12 Hours)</b> Perception- Threshold of perception- Sub lineal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries.
<b>Unit-V</b>	<b>(12 Hours)</b> 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 Building- Ethics in Advertisemen

## TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	R.S.N Pillai and Bhagavathi	Modern Marketing principles and practices	S.Chand & Co., Ltd Newdelhi	2011

## REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/Edition
1.	Philip Kotler and Gray Armstrong	Principles of Marketing	Pearson Educatio Pvt Ltd	2012
2.	Dr.Rajan Nair	Marketing Management	Sulthan Chand & Sons NewDelhi	2011
3.	Paul green Berg	Customer relationship management	Tata MC Graw Hill	2011

## WEBSITE REFERENCE

<https://examupdates.in/consumer-behaviour-book/>

**Means of Curriculam Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## SEMESTER - VI

<b>Programme Code :</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelor of Commerce</b>	
<b>Course Code :</b>	<b>19U6CMET4C</b>	<b>Elective 4 : Principles And Practices of Insurance</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

## COURSE OBJECTIVES

- To know about meaning, purpose, need of insurance, IRDA Act and recent development in insurance sector.
- To know about the life insurance policies, calculation of premium and surrender value in each type of policy.
- To know about general insurance and its types and the method of making claim of recovery.
- To know fully about various kinds of policies available in accident & motor insurance and about settlement of claims.
- To know about all the aspects of fire and marine insurance.

## COURSE OUTCOME (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the meaning, need of insurance, IRDA Act and recent development in the insurance sector.
<b>CO2</b>	Explain the classification of life insurance policies and how to calculate premium and surrender value in policies.
<b>CO3</b>	Explain the types of general insurance and to calculate the claim of recovery.
<b>CO4</b>	Explain the principles and procedures of motor vehicle insurance.
<b>CO5</b>	Explain fire insurance and marine insurance.

## MAPPING WITH PROGRAMME OUTCOMES

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



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>(12 Hours)</b> 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.
<b>Unit-II</b>	<b>(12 Hours)</b> Life Insurance : Features of life insurance contract – Classification of policies – Calculation of Premium and Surrender value – bonus option – policy condition – annuity contract.
<b>Unit-III</b>	<b>(12 Hours)</b> General Insurance - types of General Insurance- General Insurance Vs Life Insurance-Types of fire policies – Subrogation- Contribution - Proximate cause - Claim of recovery.
<b>Unit-IV</b>	<b>(12 Hours)</b> Accident & Motor Insurance – Principles – Kinds of Policies - Terms and Condition – Procedure for Insurance - Settlement of Claims - Third party insurance- Compulsory Motor Vehicle Insurance.
<b>Unit-V</b>	<b>(12 Hours)</b> Fire Insurance – features of fire insurance – kinds of policies – policy conditions - Payment of claims – reinsurance. Marine Insurance – Nature - Types – Principles – Significance.

**TEXT BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	M.N.Mishra	Insurance Principles and Practice	Sulthan chand & Company ltd	2011
2.	Dr. P.Periyasamy	Principles and Practice of Insurance	Himalaya Publishing Delhi	2011

**REFERENCE BOOKS**

<b>S. No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publishers</b>	<b>Year/Edition</b>
1.	G.S.Panda	Principles and Practice of Insurance	Kalyani Publishing house	2013
2.	Neelam C.Gulati	Principles of Insurance Management	Excel Books,New Delhi	2014

**WEBSITE REFERENCE**

<https://www.icsi.edu/media/website/InsuranceLaw&Practice.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

**SEMESTER-VI**

<b>Programme Code:</b>	<b>B.Com</b>	<b>Programme Title</b>	<b>Bachelors of Commerce</b>	
<b>Course Code:</b>	<b>19U6NCCT02</b>	<b>Aptitude &amp; Soft Skills- II</b>	<b>Batch</b>	<b>2019-2022</b>
			<b>Semester</b>	<b>VI</b>
<b>Hrs/ Week</b>	<b>2 Hrs</b>		<b>Credits</b>	<b>-</b>

**COURSE OBJECTIVES**

- To acquire inter personal skills, problem solving skills and be an effective goal oriented team player.
- To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.
- To know about improving various soft skills required while working in a team.
- To understand the various methods of solving problems involving numerical and logical reasoning.
- To understand the methods of solving certain problems not using calculations but using only mental ability.
- To know how to face the personal interview effectively.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students will be able to achieve the following outcomes.

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Apply the inter personal and problem solving skills in the placement drive.
<b>CO2</b>	To apply the behavioral skills required for promoting individual competence by implementing the principles of interpersonal communication and value – based living to meet the market expectations.
<b>CO3</b>	grasp the approaches and strategies to solve problems with speed and accuracy.
<b>CO4</b>	Ability to reason critically by analyzing , elevating and extending arguments.
<b>CO5</b>	Explain the concepts deal with graphs,tables,number sequence and texts.

## SYLLABUS

### UNIT I: E- MATERIALS

Interactive Exercises for Grammar and Vocabulary

Audio/Video Excerpts of different Accents

Interpreting Posters

### UNIT II: APTITUDE

1. Numerical Reasoning

2. Mental Ability

3. Logical Reasoning

### TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publishers
1	Prof .N. Lakshmana Perumal	Technical English – I	Sri Krishna Hitech Publishing Company Pvt. Ltd.
2	R. S. Aggarwal	Quantitative Aptitude for Competitive Examinations.	English, Paperback

### REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher
1	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom

## EXTRA CREDIT COURSES

சுற்றுலா வளர்ச்சி

Subject Code: 2018ECC001

No. of Credits: 2

### அலகு I

1. சுற்றுலா - ஒரு விளக்கம்
2. உலக நாடுகளில் சுற்றுலா வளர்ச்சி
3. பாரதத்தில் சுற்றுலா வளர்ச்சி

### அலகு II

1. தமிழ்நாட்டில் சுற்றுலா வளர்ச்சி
2. பன்னாட்டு பலவகைப் பயணிகள்
3. சுற்றுலாவின் சமூக பொருளாதார விளைவுகள்

### அலகு III

1. சுற்றுலாப் பயணிகள் பற்றிய புள்ளி விவரங்கள்
2. சுற்றுலாவைத் திட்டமிடுதலும் மேம்படுத்தலும்
3. சுற்றுலா விடுதிகள்

### அலகு IV

1. சுற்றுலாப் பயணிகளின் பல்வேறு போக்குவரத்துகள்
2. சுற்றுலாக் கழகங்கள்
3. சுற்றுலாப் பயண முகவர்கள்

### அலகு V

1. சுற்றுலாவின் வணிகச் சந்தைகள்
2. சுற்றுலாவின் வழிகாட்டிகள்
3. தமிழ் இலக்கியத்தில் பயணநூல்கள்

பாடநூல் : சுற்றுலா வளர்ச்சி

ஆசிரியர் - வெ. கிருட்டிணசாமி

மணிவாசகர் பதிப்பகம்

சென்னை,

ஆகஸ்டு - 2009

இதழியல் கலை

Subject Code: 2018ECC002

No. of Credits: 2

**அலகு I 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 II இதழியல் தோற்றமும் வளர்ச்சியும்**

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

**அலகு III இதழ்களின் அமைப்பு முறை**

1. இதழ்கள் தொடங்குவதற்கான வழிமுறைகள்
2. செய்தித்தாள் நிர்வாக அமைப்பு

**அலகு IV செய்திகள், சேகரித்தல், எழுதுதல்**

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

**அலகு V 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 .ஃபைன் ஆர்ட்ஸ்

சிவகாசி

ஜனவரி - 2009.

நாட்டுப்புறவியல்

Subject Code: 2018ECC003

No. of Credits: 2

**அலகு I**

நாட்டுப்புற இயல் என்றால் என்ன?  
நாட்டுப்புற இயலின் வரலாறு  
நாட்டுப்புற அயல் கல்வி - ஒரு விளக்கம்

**அலகு II**

நாட்டுப்புற ஆடல்கள்  
நாட்டுப்புற கூத்துகள்  
நாட்டுப்புற கைவினைக் கலைகள்

**அலகு III**

நாட்டுப்புற விளையாடல்கள்  
நாட்டுப்புற மருத்துவம்  
நாட்டுப்புற நம்பிக்கைகள்

**அலகு IV**

நாட்டுப்புற வழிபாடுகள்  
நாட்டுப்புறக் கதைகள்  
நாட்டுப்புறப் பாடல்கள்  
கதைப்பாடல்கள்

**அலகு V**

விடுகதைகள்  
பழமொழிகள்  
புராணங்கள்

**பாடநூல் :** நாட்டுப்புறவியல்

**ஆசிரியர் :** சு. கண்முக சுந்தரம்  
காவ்யா பதிப்பகம்,  
ஏப்ரல் - 2017.

கணிப்பொறியில் தமிழ்

Subject Code: 2018ECC004

No. of Credits: 2

**அலகு I**

கணிப்பொறியில் தமிழ்  
விசைப்பலகை அமைப்பு முறைகள்  
எழுத்துருவின் வகைகள்

**அலகு II**

தமிழ் எழுத்துருக்கள்  
எழுத்துரு / விசைப்பலகை இயக்கியை நிறுவுதல்

**அலகு III**

தமிழில் தட்டச்சு செய்யும் முறை  
சிக்கல்களும் தீர்வுகளும்

**அலகு IV**

இணையத்தில் தமிழ்  
தமிழ் இணையப் பல்கலைக்கழகம்  
மின்னஞ்சல்

**அலகு V**

யூனிக்கோடு  
விண்டோஸ் எக்ஸ்பீயில் தமிழ்  
தமிழ் இணையதளங்கள்

**ஆசிரியர் :** த. பிரகாஷ்

பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை  
ஆகஸ்டு - 2007.

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2018ECC005

No. of Credits: 2

**அலகு I**

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

**அலகு II**

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

**அலகு III**

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

**அலகு IV**

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

**அலகு V**

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.

செப்டம்பர் - 2016.



தமிழ் இலக்கிய வரலாறு

Subject Code: 2018ECC006

No. of Credits: 2

**அலகு I**

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

**அலகு II**

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

**அலகு III**

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

**அலகு IV**

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

**அலகு V**

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

பாடநூல் : தமிழ் இலக்கிய வரலாறு

ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்

முல்லைநிலையம்,

சென்னை, 2018

## NEW MEDIA

Subject Code: 2018ECC007

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 Chakravathy, Net, Media and the Mass Communication,Authors press, New Delhi,2004.
2. Gopal Bhargava ,Mass Media and Information Revolution,Isha Books, New Delhi ,2004.

### REFERENCE BOOKS:

- 1.Nath, Shyam ,Assessing the State of Web Journalism ,Authors Press, New Delhi,2002.
- 2.Narayana Menon, The Communication Revolution.National Book Trust ,1976.

## PROOFREADING AND COPYEDITING

**Subject Code: 2018ECC008**

**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 ,2nd Edition2006.
2. [Elsie Myers Stainton](#), The Fine Art of Copyediting ,Columbia University Press ,2002.

### REFERENCE BOOKS:

1. [Suzanne Gilad](#) ,Copyediting and Proofreading For Dummies ,1st Edition  
2011
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 ,2017

## PERSONALITY DEVELOPMENT

Subject Code: 2018ECC009

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 self-esteem, 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 ,28th Reprint. New Delhi: 2006

2. Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall. 16th Edition, 2014.

### REFERENCE BOOKS

1. Sudhir Andrews , How to Succeed at Interviews, New Delhi.Tata McGraw-Hill ,21st (rep.) 1988
2. Heller, Robert., Effective leadership, Essential Manager series. Dk Publishing,2002.

## TECHNICAL WRITING

**Subject Code: 2018ECC010**

**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 ,2015
2. Thomas Arthur Rickard ,A Guide to Technical Writing ,Bibliolife, 2008.

### REFERENCE BOOKS

1. Gerald J. Alred, Charles T. Brusaw\_& [Walter E. Oliu](#) , Handbook of Technical Writing ,Bedford/St. Martin's ,2008.
2. Mike Markel, Technical Communication, Palgrave MacMillan ,2012

## AN INTRODUCTION TO PSYCHOLOGY

**Subject Code: 2018ECC011**

**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 ,(7th ed.) 2004.
2. Daniel Kahneman, Thinking Fast and Slow , Farrar , Straus and Giroux , 2011

### **REFERENCE BOOKS**

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall ,2008.
2. Robert Feldman, Understanding psychology, McGraw Hill Education, 2017
3. Thomas E. Ludwig , Psychsim ,WorSh Publishers ,2004

## ASTRONOMY

**Subject Code: 2018ECC012**

**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:**

Refraction – 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: 2018ECC013

No. of Credits: 2

### Objective:

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

### UNIT 1

From classical sets to Fuzzy sets: Introduction-Crisp Sets: An overview-Fuzzy set: Basic types-Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift

### UNIT 2

Fuzzy sets versus crisp sets: Additional properties of  $\alpha$ -Cuts- Representations of fuzzy sets- Extension Principle of Fuzzy sets.

### UNIT 3

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

### UNIT 4

Fuzzy Arithmetic: Fuzzy Numbers-Linguistic Variables-Arithmetic Operations on intervals

### UNIT 5

Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylindric Extensions-Binary Fuzzy Relations-Binary relations on a single set-Fuzzy Equivalence Relations-Fuzzy Compatibility Relations.

### TEXT BOOK:

Fuzzy Sets Uncertainty and Information, George, J.Klir and Tina A, Folger, Printice Hall of India Pvt Ltd, New Delh, 2006

UNIT 1: Page no: 1-30

UNIT 2: Page no: 35-48

UNIT 3: Page no: 50-96

UNIT 4: Page no: 97-102

UNIT 5: Page no: 119-135

### Reference Book:

1. Fuzzy Logic Intellegence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delh, 1999
2. Fuzzy logc and Neural Networks, M.Amirthavalli, Scitech Publications Pvt Ltd, Chennai and Hyderabad, 2007
3. Fuzzy Lgic with Engineering Applications, Timothy , Jo Ross, McGraw-Hill INC, New York, 1996.



## OPERATION RESEARCH

**Subject Code: 2018ECC014**

**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 –  $m \times 2$  and  $2 \times n$  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- 1997

2. P.R. Vittal and V.Malini : Operations Research, Margham Publications -2011.

3.P.K.Gupta.,ManMohan: Problems in Operations Research,Sultan Chand &sons-2004

**4.V.K.Kapoor: Operations research, Sultan Chand&sons-2007**

**MATHEMATICS FOR PROFESSIONAL COURSES**

**Subject Code: 2018ECC015**

**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 1:**

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

**UNIT 2:**

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

**UNIT 3:**

Limits — Basic concepts of Differentiation - Integration

**UNIT 4:**

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

**UNIT 5:**

Correlation and Regression.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1. Discrete Mathematics, B.S. Vatssa, Wishwa Prakashan Private Limited, 3<sup>rd</sup> Edition.
2. Business Mathematicsc and Statistics, P.A. Navanitham, Jai Publisher, June 2004.

**Reference Book:**

- 1 .Dr.M.K.Venketaramen,Dr.N.Sridharan,N.Chandarasekaran: DiscreteMathematics  
The National publishing Company – 2006.
- 2.P.R.Vittal :Business Mathematics and Statistics, Margham Publications.-2011
3. Sanchetti, D.C and Kapoor, V.K: Business Mathematics, Sultan chand Co & Ltd-2002.

**Unit 1:** Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)

**Unit 2:** Chapter 1 and 2 (Text Book 2, Part 1)

**Unit 3:** Chapter 5, 6 and 8 (Text Book 2, Part 1)

**Unit 4:** Chapter 7 (Text Book 2, Part 2)

**Unit 5:** 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: 2018ECC016**

**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:**

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

## MANAGEMENT INFORMATION SYSTEM

**Subject Code: 2018ECC017**

**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:**

1. Gorden B.Davis and Margrethe H.Olson: “Management Information System”, Tata McGraw Hill Publication, New Delhi, 1<sup>st</sup> Edition, 2005.
2. Aman Jindal: “Management Information system”, Kalyani Publishers, New Delhi, First Edition, 2004.

**Reference Books:**

1. Kenneth C. Laudon: “Management Information System”, Pearson Education, New Delhi, First Edition, 2004.
2. Stephen Haag: “Management Information System”, Tata McGraw Hill Publication, New Delhi, First Edition, 2008.

## THEORY OF COMPUTATION

**Sub Code: 2018ECC018**

**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-Defining Language-Recursive Definition of Language-Arithmetic Expression-Grammar-Classification of Grammar and Language-Language and their Relation-Operations On Language-Chomsky Hierarchy.

**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 Stack, From Empty Stack 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: 2018ECC019**

**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 environment 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  
Persistence – 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 Expressions.

### **UNIT III**

Decision Making and Branching :if,if...else, nested if, switch – Decision 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: 2018ECC020**

**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. Functions: 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:

1. E. Balagurusamy: “Programming in ANSI C” , Tata Mc. Graw Hill, 5<sup>th</sup>Edition (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<sup>nd</sup> Edition,1998.
2. Ashok. N. Kamathane: “Programming with ANSI and Turbo C”, Pearson Education Asia,4<sup>th</sup> Edition,2002 .
3. Yeswanth Kanethkar: “Let us C” Tata Mc. Graw Hill, 3<sup>rd</sup> Edition,1992.



## INTERNET OF THINGS

**Subject Code: 2018ECC021**

**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 design 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 BOOKS:**

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 Madiseti and Arshdeep Bahga: “Internet of Things (A Hands-on-Approach)”, First Edition, VPT, 2014.

2. Francis daCosta: “Rethinking the Internet of Things: A Scalable Approach to Connecting Everything”, First Edition, Apress Publications, 2013.

3.Hakima chaouchi,”The Internet Of Things Connecting Objects,2010.

## WEB TECHNOLOGY AND ITS APPLICATIONS

**Subject Code: 2018ECC022**

**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**

1. Achyut Godbole and Atul Kahate : "Web Technologies – TCP / IP, Web / Java Programming and Cloud Computing", Third Edition, McGraw Hill Education India Private Limited.

### REFERENCE BOOKS:

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

## NETWORK SECURITY

**Subject Code: 2018ECC023**

**No. of Credits: 2**

**Objectives:** To enable the students

- To know about cryptography and its various functions.
- To understand the concepts of hashes and public key algorithm.
- To have a knowledge on different types of authentication.
- 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:

- 1.Charlie Kaufman, Radia Perlman and MikeSpeciner : “Network Security Private Communication in a Public World”, Pearson Education, New Delhi, 2<sup>nd</sup> Edition,2008 .
- 2.Stallings William : “Cryptography and Network Security Principles and Practices”, Prentice Hall India, New Delhi, 4<sup>th</sup> Edition 2007.
- 3.Stallings William : “ Network Security Essentials Applications and Standards “ Prentice Hall India, New Delhi, 2004.
- 4.Atul Kahate : “Cryptography and Network Security “ Tata Mc.Graw Hill , 2<sup>nd</sup> Edition, 2008.

## MOBILE AND WIRELESS TECHNOLOGY

**Subject Code: 2018ECC024**

**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 – Medium Access 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,,Eleventh Reprint 2009.
2. John Schiller , Mobile communication, Pearson Edition ,2 nd Edition.

### **REFERENCE BOOKS:**

1. William C.Y.Lee, Mobile Communication Design Fundamentals ,John Wiley,1993
2. Ivan Stojmenoric , Wireless network & Mobile communication,1<sup>st</sup> Editio

## CLOUD COMPUTING

**Subject Code: 2018ECC025**

**No. of Credits: 2**

### **Objectives:**

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

### **UNIT - I**

**(12 Hours)**

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**

**(12 Hours)**

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 schedules managing projects, presenting on road.

### **UNIT -III**

**(12 Hours)**

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**

**(12 Hours)**

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**

**(12 Hours)**

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, 2009.
2. Anthony T. Velte, Cloud Computing A Practical Approach, Tata Mcgraw Hill Education Private Limited, 1<sup>st</sup> Edition 2009

### **REFERENCE BOOKS:**

1. Arshdeep Bahga, Cloud Computing: A Hands-On Approach, Paperback-Import, Dec 2013..

## CROSS CULTURE MANAGEMENT

Subject Code: 2018ECC026

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, Edition-2013.

**REFERENCE BOOKS:**

1. Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan, Edition-1998.
2. Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd., Edition-2015.
3. Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication, Edition-2010.
4. Richard R. Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press, Edition-1999.

## INDIAN ECONOMY AND TRADE DEPENDENCIES

**Subject Code: 2018ECC027**

**No. of Credits :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 10<sup>th</sup> and 11<sup>th</sup> 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**

- 1.Ramesh Singh, Indian Economy, Mcgraw Hill Education, Edition-7, 2015.

### REFERENCE BOOKS:

- 1.P.Arunachalam-Indian Economy and Trade, Serial Publication, Edition-1,2011.
- 2.Sankarganesh,Indian Economy Key concepts, Kavin Mukhil Publications, Edition-4,2016
- 3.Gaurav Kumar, Indian Economy, Kd Publication, Edition-1, 2016.
- 4.Puri Misra, Indian Economy, Himalaya Publication, Edition-26, 2008.

## EXPORT MARKETING

**Subject Code: 2018ECC028**

**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 Finance- Needs- Short terms, Medium and long term Source of Finance types of Credit.

### **Text Book**

- 1.Rathor. BS-Export Marketing - Himalaya publishing House 2006



## INTERNATIONAL TRADE & FOREX

**Subject Code: 2018ECC029**

**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- Challenges- 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 Promotion 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 Exchange 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 2010

## **BRAND MANAGEMENT**

**Sub Code: 2018ECC030**

**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 BOOKS:**

**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, 1st Edition 2003.
- 2.Sagar Mahim, D. P. Agrawal, Brand Management, ANE Books Edition 2009.
- 3.Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press, Edition 2012.
- 4.Ranjeet Verma, Brand Management, Laxmi Publications, 1st Edition 2009.

## STRESS MANAGEMENT

**Subject Code: 2018ECC031**

**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, Pothis Publishers, Edition 2008.
- 2.Aarti Gurav, Time Management, Buzzing stock Publishing House, First Edition 2014.
- 3.Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press, Second Edition 2015.
- Barun Mitra, Personality Development and Soft Skills, Oxford University Press, Second Edition 2017.

## RISK AND INSURANCE IN INTERNATIONAL TRADE

**Subject Code: 2018ECC032**

**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 insurance

### 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 Cause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatory Framework.

### 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, Event 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 Edition 3, 2009

2.Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers Edition 4, 2011.

3.Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis Edition 1, 2016.

4.S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis; Edition 1, 2016

## RETAIL MARKETING

**Subject Code: 2018ECC033**

**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 BOOKS:**

**Recent editions of the following books only are recommended**

1. A.Sivakumar, Retail Marketing, Excel Books, Edition-1, 2007.
2. David Gilbert, Retail Marketing Management, Pearsons Education, Edition-2006.

### **REFERENCE BOOKS:**

1. Dr.L.Natarajan, Retail Marketing, Margham Publications, Edition-1, 2013.
2. S.Banumathi, Retail Marketing, Himalaya Publishing House, Edition-2015.
3. B.B.Mishra, Retail Marketing, Vrinda Publication, Edition-2010

## EXPORT AND IMPORT PROCEDURES

**Subject Code: 2018ECC034**

**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 starting 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,Edition 1,2010.
- 2.Francis Cherunilam,"International Trade & Export Management",Himalaya Publication House,Mumbai,Edition 1,2012.

### **REFERENCES BOOKS :**

- 1.Veera Reddy.P,"Import made Easy",Commercial Law Publication,New Delhi",Edition 5,2001.
- 2.Mahajan.M.I,"Export Policy Procedure & Documentation",Snow White Publication,Mumbai,Edition 24,2011.
- 3.A Nabhi : "How to Import 2005-2006",A Nabhi Publications, 1<sup>st</sup> Edition 2006.

## LOGISTICS AND SUPPLYCHAIN MANAGEMENT

**Sub Code : 2018ECC035**

**No. of Credits: 2**

**Objective:** The objective of the subject is to explore

- The interlinking between Logistics and supply chain management.
- The course seeks to provide the key concepts and solution in the design, operation, control and management of supply chain as integrated systems.
- 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 BOOKS:

**Recent editions of the following books only are recommended**

- 1.Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education , 3<sup>rd</sup> Edition 2016.

### REFERENCE BOOKS:

- 1.Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications, Edition 2015.
- 2.Janat Shah, Supply Chain Management, Pearson Education, 1st Edition 2009
- 3.Ballou, Business Logistics/Supply Chain Management, Pearson Education India, 5th Edition 2007
4. Chopra & Kalra, Supply Chain Management, Pearson Education India; 6th Edition 2016.

## QUALITY MANAGEMENT

**Sub Code : 2018ECC036**

**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, 1<sup>st</sup> Edition 2009.

### REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications, Edition 2000
2. L.Suganthi Anand Samuel, Total Quality Management, PHI learning, 1<sup>st</sup> Edition 2009,
3. Joseph M.Juran, Quality Handbook, Mc Grawhill, 6<sup>th</sup> Edition .
4. Bell Desmond Heivemann, Managing Quality, Butterworth Publications, Edition 1994.



## MANAGEMENT OF SMALL AND NEW ENTERPRISES

**Sub Code : 2018ECC037**

**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, 5<sup>th</sup> Edition,2016.

### REFERENCE BOOKS:

- 1.C.S.Prasad, Small and Medium Enterprise in global Perspective, New Century Publications, I Edition, 2009
- 2.Taxmann, Small and Medium Enterprises in India, Tax mann Publication, Edition 2013.
- 3.Karen Patten Ayman, Information Technology for small business, Springer publications, Edition 2012.
- 4.Sarika Lohana, Medium, Micro and Small Enterprises, New century Publications, 1<sup>st</sup> Edition 2014.

## TOURISM MANAGEMENT

**Sub Code : 2018ECC038**

**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 BOOKS:

**Recent editions of the following books only are recommended**

1. Rajan chauhan, Tourism Management, APH Publishing Corporation- Edition-2012.

### REFERENCE BOOKS:

1. David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishiners, Edition-1, 2008.
3. Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd., Edition-2010.
4. Vandhana Joshi, Achana Biwal, Tourism Operations & `Management, Oxford University Press, Edition-1, 2009.

## EVENT MANAGEMENT

**Sub Code: 2018ECC039**

**No. of Credits: 2**

**Objective:** On successful completion of the course the students should have understood  
Organization and management of events  
The management of accounting and financial aspects in organizing an event  
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 BOOKS:

**Recent editions of the following books only are recommended**

1.Sita Ram Singh , Event Management, Aph Publishing Corporation , Edition 2009.

### REFERENCE BOOKS:

- 1.Wagen, Event Management, Pearson, 1st edition 2005.
- 2.C.P. Harichandan, Event Management, Global Vision Publishing House, 1st edition 2010.
- 3.Tony Rogers, A Global Industry (Events Management), S.Chand (G/L) & Company Ltd, 3rd Edition 2013.
4. D. G. Conway, The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event, Viva Books 1st Edition 2010.

## HOSPITALITY MANAGEMENT

**Sub Code: 2018ECC040**

**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 BOOKS:

**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, Edition 2009.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation, Edition-2013.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers, Edition-2011.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press, Edition-2012

## CONSUMER BEHAVIOUR

**Sub Code : 2018ECC041**

**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 BOOKS

**Recent editions of the following books only are recommended**

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication, 11th Edition, 2015.

### REFERENCE BOOKS

1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication, 2nd Edition, 2008.

2. Suja R.Nair, Consumer Behaviour, Himalaya publication, 1<sup>st</sup> Edition, 2016.

3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd, 7th Edition, 2009.

4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press, 1st Edition, 2014.

## **HUMAN RESOURCE MANAGEMENT**

**Subject Code : 2018ECC042**

**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, 2000.
2. L M Prasad: “Human Resource Management”, Sultan Chand & Sons, New Delhi, 2005.

### **REFERENCES BOOKS:**

1. Aswathappa: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
2. Davis and Werther: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi, 2000

## PRINCIPLES AND PRACTICE OF MARKETING SERVICES

**Subject Code: 2018ECC043**

**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:**

1. S.M.Jha.; "Services Marketing", Himalaya Publication House, Mumbai, Sixth Edition, 2003.
2. Christopher love lock: "Services Marketing", Person Education Chennai, Sixth Edition, 2010.
3. Philip Kotler: "Marketing Management", Person Education Chennai, Sixth Edition, 2013
4. S.Sherlekar: "Marketing Management", Himalaya Publication House, Mumbai, Sixth Edition, 1997.

## CONSUMER MARKETING

**Subject code: 2018ECC044**

**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- Theories 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 Loyalty- Brand Extension- Conditioning Theories- Cognitive Learning Theory- Attitude and Attribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption

### **UNIT IV**

Perception- Threshold of perception- Subliminal 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 Building- 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, Twelfth Edition 2009.
2. R.S.N Pillai and Bhavathi : “Modern Marketing Principles and Practices”, S.Chand & Co., Ltd., New Delhi, Seventh Edition, 2011.
3. Paul green Berg: “Customer Relationship Management”, Tata MC Graw Hill, Seventh Edition, 2009.

### **REFERENCE BOOKS:**

1. Philip Kotler and Gray Armstrong: “Principles of Marketing”, Pearson Education Pvt Ltd., Seventh Edition, Reprinted 2011.
2. Dr.Rajan Nair: “Marketing Management”, Sulthan Chand & Sons, Eleventh Edition, New Delhi



## MARKETING OF HEALTH SERVICES

**Subject Code: 2018ECC045**

**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:**

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.
2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.
3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning, Edition-3, 2010.

## INTERNATIONAL BANKING

**Subject Code: 2018ECC046**

**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, Edition-2011.

### **REFERENCE BOOKS:**

1. Ruonaryan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.

2. Indian Institute of Banking and Finance, International Banking Operations, Macmillan, Edition-2017.

3. Yoon S. Park, International Banking and Financial Centers, Springer Publications, Edition-2011.

4. Emmanuel N Roussakis, International Banking, Greenwood Press, Edition-1983.

## E-COMMERCE

**Subject Code: 2018ECC047**

**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, First Edition, 2006.
2. Elias M Awand: "Electronic Commerce", Phi Learning Pvt Ltd, Third Edition, 2007.

**REFERENCE BOOKS:**

1. Daniel Minoli and Emma Minoli: "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi, First Edition, 2006.
2. Efrain Turban and David King: "Electronic Commerce", Pearson Education, First Edition 2009.
3. Pete Loshin: "Electronic Commerce", Firewall Media, Fourth Edition, 2005.

## INTERNATIONAL ACCOUNTING

**Subject Code: 2018ECC048**

**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 profit & expenses.

### UNIT-V

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

### TEXT BOOKS:

**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 Edition 3, 2012.
2. Timothy Douppnik, International Accounting, McGraw-Hill Higher Education; Edition 3, 2011
3. Frederick D.S. Choi, International Accounting, Pearson Education; Edition 5, 2007
4. Shirin Rathore , International Accounting, PHI, Edition 2, 2011.

## **CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE**

**Subject Code: 2018ECC049**

**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:**

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books 2006.

## ENTERPRISE RESOURCE PLANNING

**Subject Code: 2018ECC050**

**No.of Credits: 2**

**Objectives:**

To enable the students understand 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 ERP Systems - Characteristics of ERP – Process Integration 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 Implementation – Methodology for BPR Implementation – Role of IT in BPR – BPR and ERP Systems – BPR success / failure factors.

### UNIT III

**Planning for ERP – Planning for ERP Implementation – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determining Resources – Creating Budget for ERP Implementation – Selecting the Right ERP Package- Preparing Organizations for ERP Implementation. Implementation of ERP:** Designing for ERP systems – ERP implementation approaches – ERP implementation Life cycle.

### UNIT IV

**Managing ERP Projects:** Risk Failure factors in ERP Implementation – Examples of ERP Failure- Mitigating implementation risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projects.

### UNIT V

**ERP Going live and post implementation:** 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 Boundaries:** Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementation.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

**Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008**