

## 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 / Postgraduate Programmes

(Under Choice Based Credit System & Outcome Based Educations)

(Effective for UG - 2023 – 2026 & PG – 2023-2025)

### 1. REGULATIONS

This regulation is effective for the batch 2023 – 2026 of all UG programmes and 2023-2025 of all PG Programmes.

#### 1.1. Eligibility for Admission - UG

S.No	Name of the Course	Eligibility Condition
1	B.Com	HSc Passed
2	B.Com (CA)	
3	B.Com (PA)	
4	BBA (CA)	
5	B.Com Business Analytics	
5	B.Sc. (CS)	HSc Passed, and wherever the students have not studied Mathematics knowledge be imparted through Residential / Bridge Course
6	B.Sc (IT)	
7	BCA	
8	BSc Artificial Intelligence and Machine Learning	
9	BSc Data Science	
8	B.Sc Maths (CA) (Maths, Physics and Chemistry studies student)	Should have studied Mathamatics / Applied Mathematics in HSc
9	B.A English Literature	HSc Passed (10,+2 Pattern)

#### Eligibility for Admission - PG

Course	Eligibility Condition
MSc Computer Science MSc Information Technology	BSc Computer Science / Computer Technology / Information Technology / Software Systems / BCA / BSc Applied Science ( IT / CT) / Software / Computer Science and Application / BSc Triple Major (BSc Triple Major (Mathematics , Statistics , Computer Science)

MCom Computer Application	BCom or BCom with any specialization (Branch)
MCom International Business	A Pass in any Degree

**1.2. Duration and Course of Study**

**UG -** 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.

**PG -** Two Academic years with four semesters, the duration of the first and third Semesters from June to November and the second and fourth 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.

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.
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- 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 Internal Assessment (CIA) and End Assessment Examinations (EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60.

### 1.6.1. Break Up of Continuous Internal Assessment (CIA) Marks Theory (Languages, English, Core, Allied and Elective)

Content	Marks Awarded
Continuous Internal Assessment Test -I	5
Continuous Internal Assessment Test -II	5
Model Examination	10
Assignment (2 Numbers)	5
<b>Total</b>	<b>25</b>

#### Practical

Content	Marks Awarded (Max Marks:100)	Marks Awarded (Max Marks:50)
Minimum ten Experiments / Practical Paper / Semester	20	5
Continuous Internal Assessment Test	5	5
Model Exam	10	5
Record Note Book	5	5
<b>Total</b>	<b>40</b>	<b>20</b>

#### Project - UG

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

#### Project - PG

Content	Marks Awarded
Review and content Presentation (3 Reviews)	120
Project Report	40
<b>Total</b>	<b>160</b>

### 1.6.2. End Assessment Examinations (EAE)

- Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- End Assessment Examination for the odd semester will generally be held during November and even semester during April.

- c) The question papers for Part I, Part II and Part III courses will be set by the external examiners and Part IV and Extra Credit Courses may be set by the internal or external examiners.
- d) **UG** : The exams for Languages, English, Core, Allied and Elective will be conducted for a maximum of 75 marks for three hours. The passing minimum for CIA and EAE is 40% (30 out of 75 Marks) and overall passing minimum putting the CIA and EAE marks together will be 40 % ( 40 out of 100).  
**PG** : The exams for Core and Elective will be conducted for a maximum of 75 marks for three hours. The passing minimum for CIA and EAE is 50% (38 out of 75 Marks) and overall passing minimum putting the CIA and EAE marks together will be 50 % ( 50 out of 100).
- e) The exams for Value Based Education, Non Major Elective, Skill based Subjects and Self study course will be conducted for a maximum of 50 marks for three hours. The passing minimum is 40% (20 out of 50 marks).

f) Question Paper Pattern:

**Languages, English, Core, Allied and Elective (UG & PG)**

<b>Part A</b>	10*1=10Marks	Multiple Choice Question
<b>Part B</b>	5*5=25 Marks	5 Questions- 5 Marks each – either or type.
<b>Part C</b>	5*8=40Marks	5 Questions- 8 Marks each – either or type
<b>Total</b>	75 Marks	

**Value Based Education & Non Major Elective**

<b>Part A</b>	5*10=50 Marks	5 Questions- 5 Marks each – either or type
<b>Total</b>	50 Marks	

**Skill Based Subject (Communicative English and Mathematical Aptitude)**

<b>Part A</b>	100*1=100 Marks	Multiple Choice Questions
<b>Total</b>	50 Marks	

**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	5
Record	10	5
<b>Total</b>	<b>60</b>	<b>30</b>

g) 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.

h) There will be one independent valuation for all theory papers of UG courses by external examiner, except for self study subjects, value based subjects, Non-major Electives, Skill

Based subject and Extra Credit Courses.

- i) 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.
- j) 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.

**SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE**  
**M.Com. (Computer Applications) 2023-2025**

Part	Course Code	Study Components	Ins. hours per week	CIA	Exam	Total	Credits
<b>SEMESTER – I</b>							
III	23P1CCCT01	Core 1 : Marketing Management	6	25	75	100	5
	23P1CCCT02	Core 2 : Managerial Economics	6	25	75	100	5
	23P1CCCT03	Core 3 : Database Management System	6	25	75	100	4
	23P1CCCT04	Core 4: Cost Accounting	6	25	75	100	5
	23P1CCCP05	Core 5: Oracle - Practical	4	40	60	100	2
	23P1CCCP06	Core 6: Advanced Excel –Practical	2	40	60	100	2
	-	Library work	6	-	-	-	-
<b>Total</b>						<b>600</b>	<b>23</b>
<b>SEMESTER – II</b>							
III	23P2CCCT07	Core 7 : Human Resource Management	4	25	75	100	4
	23P2CCCT08	Core 8 : Management Accounting	5	25	75	100	5
	23P2CCCT09	Core 9 : Higher Corporate Accounting	5	25	75	100	5
	23P2CCCT10	Core 10 : Object Oriented Programmingwith C++	5	25	75	100	3
	23P2CCCT11	Core 11: Financial Markets	5	25	75	100	3
	23P2CCCP12	Core 12: C++ and Tally - Practical	4	40	60	100	2
	23P2CCCP13	Core 13: SPSS-Practical	2	40	60	100	2
	23P2INTR01	Internship Training (15 Days)	-	-	-	-	-
	-	Library work	6	-	-	-	-
<b>Total</b>						<b>700</b>	<b>24</b>
<b>SEMESTER– III</b>							
III	23P3CCCT14	Core 14 : Business Research Methods	6	25	75	100	5
	23P3CCCT15	Core 15 : Visual Basic	6	25	75	100	4
	23P3CCCT16	Core 16 : Direct Taxes	6	25	75	100	5
	23P3CCCP17	Core 17: Visual Basic & VB Script -Practical	5	40	60	100	3
	23P3CCET1A 23P3CCET1B	Elective 1: IndianStockExchanges International Business	5	25	75	100	4

	<b>23P3CCET1C</b>	Organizational Behavior						
	<b>23P3CCET1D</b>	Investment Management						
	-	Library work	<b>6</b>	-	-	-	-	-
	<b>23P3OLCT01</b>	Online Course	-	-	-	-	-	-
	<b>23P3JOC01</b>	Job Oriented Course	-	-	-	-	-	-
<b>Total</b>						<b>500</b>	<b>21</b>	
<b>SEMESTER – IV</b>								
<b>III</b>	<b>23P4CCCT18</b>	<b>Core 18 : Business Environment</b>	5	25	75	100	4	
	<b>23P4CCCT19</b>	<b>Core 19 : Financial Management</b>	6	25	75	100	5	
	<b>23P4CCCT20</b>	<b>Core 20 : Java Programming and HTML</b>	4	25	75	100	3	
	<b>23P4CCCV21</b>	<b>Core 21: Project &amp; Viva Voce</b>	8	160	40	200	6	
	<b>23P4CCET2A</b>	<b>Elective 2:</b> Auditing	5	25	75	100	4	
	<b>23P4CCET2B</b>	Banking and Insurance						
	<b>23P4CCET2C</b>	E-Commerce and Information Technology						
	<b>23P4CCET2D</b>	Indirect Taxation						
	-	Library work	6	-	-	-	-	-
<b>Total</b>			-	-	-	<b>600</b>	<b>22</b>	
<b>Total</b>			-	-	-	<b>2400</b>	<b>90</b>	



<b>EXTRA CREDIT COURSES</b>		
<b>Course Code</b>	<b>Subjects</b>	<b>Credits</b>
2023ECC001	சுற்றுலா வளர்ச்சி	2
2023ECC002	இதழியல் கலை	2
2023ECC003	நாட்டுப்புறவியல்	2
2023ECC004	கணிப்பொறியில் தமிழ்	2
2023ECC005	தமிழக வரலாறும் மக்கள் பண்பாடும்	2
2023ECC006	தமிழ் இலக்கிய வரலாறு	2
2023ECC007	New Media	2
2023ECC008	Proof reading And Copyediting	2
2023ECC009	Personality Development	2
2023ECC010	Technical Writing	2
2023ECC011	An Introduction To Psychology	2
2023ECC012	Astronomy	2
2023ECC013	Fuzzy Mathematics	2
2023ECC014	Operation Research	2
2022ECC015	Mathematics For Professional Courses	2
2023ECC016	Multimedia And Its Applications	2
2023ECC017	Management Information System	2
2023ECC018	Theory Of Computation	2
2023ECC019	Oops With Java Programming	2
2023ECC020	Programming in C	2
2023ECC021	Internet of Things	2
2023ECC022	<b>Web Technology And Its Applications</b>	2
2023ECC023	Network Security	2
2023ECC024	Mobile And Wireless Technology	2
2023ECC025	Cloud Computing	2
2023ECC026	Cross Culture Management	2
2023ECC027	Indian Economy And Trade Dependencies	2
2023ECC028	Export Marketing	2
2023ECC029	International Trade & Forex	2
2023ECC030	Brand Management	2
2023ECC031	Stress Management	2
2023ECC032	Risk And Insurance In International Trade	2
2023ECC033	Retail Marketing	2
2023ECC034	Export And Import Procedures	2

Scheme and Regulation (SR8) 2023 -2025 (M.Com CA)

2023ECC035	Logistics And Supplychain Management	2
2023ECC036	Quality Management	2
2023ECC037	Management of Small And New Enterprises	2
2023ECC038	Tourism Management	2
2023ECC039	Event Management	2
2023ECC040	Hospitality Management	2
2023ECC041	Consumer Behaviour	2
2023ECC042	Human Resource Management	2
2023ECC043	Principles And Practice Of Marketing Services	2
2023ECC044	Consumer Marketing	2
2023ECC045	Marketing of Health Services	2
2023ECC046	International Banking	2
2023ECC047	E-Commerce	2
2023ECC048	International Accounting	2
2023ECC049	Corporate Social Responsibility And Governance	2
2023ECC050	Enterprise Resource Planning	2
2023ECC051	கல்வியும் சமுதாயமும்	2
2023ECC052	அறிவியல் தமிழ்	2
2023ECC053	பெண்ணியம்	2
2023ECC054	தமிழக வரலாறு - 1	2
2023ECC055	தமிழகவரலாறு -2	2

### Curriculum Structure

S.No..	Courses	No. of Papers	Credits
1	Core Courses	21	82
2	Electives	2	8
3	Internship	1	-
4	Online Course	1	-
5	Job Oriented Course	1	-
<b>Total</b>			<b>90</b>

**SEMESTER I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P1CCCT01</b>	<b>Core 1 : Marketing Management</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

- To make the students understand about the Modern Marketing concepts.
- To enable the students to understand the strategies adapted in Marketing.
- To impart knowledge on sales promotion and advertisement.

**COURSE OUTCOMES(COs)**

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

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

**SYLLABUS**

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

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year / Edition</b>
1	S.A Sherlekar	Marketing Management	Himalaya Publishing	Reprint 2007.

			house	
2	Philip Kotler	Marketing Management	Prentice Hall of India Private Limited, New Delhi	14 <sup>th</sup> Edition, Reprint 2013.

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

1. <http://www.businessdictionary.com/definition/marketing-management.html>
2. [https://learn.org/articles/What\\_is\\_Marketing\\_Management.html](https://learn.org/articles/What_is_Marketing_Management.html)

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

**SEMESTER – I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P1CCCT02</b>	<b>Core 2 : Managerial Economics</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

- To enable the students understand about concepts, tools and principles of managerial Economics.
- To make the students understand about cost and production analysis.
- To provide adequate knowledge on business cycle, national income and fiscal policy.

**COURSE OUTCOMES(COs)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the basic concepts of economics.
<b>CO2</b>	Have thorough knowledge on the economic behaviour of the society.
<b>CO3</b>	Apply the knowledge of cost and output relationship in BEP Analysis.
<b>CO4</b>	Describes about the Production analysis.
<b>CO5</b>	Overview on Pricing Methods.

**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>	L	H	L	L	M	H	L	M	M	L	M	H
<b>CO2</b>	L	H	L	H	H	H	L	M	M	L	L	H
<b>CO3</b>	L	H	M	L	L	H	M	M	H	M	L	H
<b>CO4</b>	L	H	L	M	M	H	H	H	M	H	M	H
<b>CO5</b>	L	H	M	L	M	M	L	M	L	L	L	H

## SYLLABUS

	CONTENT
<b>Unit-I</b>	<b>(15 Hours)</b> <b>Introduction:</b> Nature and Scope of Managerial Economics-Managerial economics and other subjects-Uses of managerial economics, Responsibilities of managerial economist, Goals of corporate enterprises - Macro Economical indicators- Inflation, Deflation, Concept of Monetary Policies .
<b>Unit-II</b>	<b>(15 Hours)</b> <b>Demand and Supply:</b> Meaning of demand-Demand determinants-Demand distinctions-Factors influencing in demand forecasting-Methods of demand forecasting-Elasticity of demand-Factors influencing the demand elasticity-Supply-Law of Supply-Determinants of supply-Kinds of supply elasticity.
<b>Unit-III</b>	<b>(15 Hours)</b> <b>Cost Concepts:</b> Cost concepts-Classification and Determinants, Cost-Output Relationship, Cost Functions, Cost control and Cost reduction, Economies and Diseconomies of scale.
<b>Unit-IV</b>	<b>(15 Hours)</b> <b>Production analysis:</b> Production analysis-Factors of production-Theory of production, Law of Diminishing Returns-Assumption-Causes for diminishing return-Causes of increasing returns-Significance of law of diminishing, Production functions-Break even analysis.
<b>Unit-V</b>	<b>(15 Hours)</b> <b>Pricing &amp; Capital Structure:</b> Pricing under perfect competition -Features and Conditions of perfect competition-competition Law-Price determination under perfect competition-Pricing methods-Price forecasting-Pricing policies-Monopoly and Price Discrimination. National Income, Monetary and Fiscal policy-Need for Capital Budgeting, Regulations of Government towards Capital Structure

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE :** [www.tutorialspoint.com/managerialeconomics](http://www.tutorialspoint.com/managerialeconomics)

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



**SEMESTER – I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P1CCCT03</b>	<b>Core 3 : Database Management System</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES:**

- To make the students to understand the architectural concepts and structural embedded SQL.
- To impart knowledge on networking and data base operations.
- To promote knowledge on relational data structure.

**COURSE OUTCOMES(COs):**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/ POs</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>	L	H	H	M	L	L	L	M	L	L	H	H
<b>CO2</b>	L	H	H	M	L	L	L	M	L	L	H	H
<b>CO3</b>	L	H	M	M	L	L	L	M	L	L	H	H
<b>CO4</b>	L	H	H	M	L	L	L	M	L	L	H	H
<b>CO5</b>	L	H	H	M	L	L	L	M	L	L	H	H

**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>Introduction:</b> Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach. <span style="float: right;"><b>(15 Hours)</b></span>
<b>Unit-II</b>	<b>Data Structure:</b> Relational Approach: Relational Data Structure: relation, Domain, attributes, keys. Relational Algebra: Introduction, Traditional set operation. Attribute names for derived relations, special relational operations-Relational Calculus :Introduction -Tuple-Oriented Relational Calculus-Domain-Oriented Relational Calculus. <span style="float: right;"><b>(15 Hours)</b></span>
<b>Unit-III</b>	<b>SQL:</b> Embedded SQL: Introduction – Operations not involving cursors involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built in functions, update operations, QBE Dictionary. Hierarchical Approach: The Architecture of an IMS System-Background of IMS-IMS Data Structure: Physical database, Database description, Hierarchical sequence. <span style="float: right;"><b>(15 Hours)</b></span>
<b>Unit-IV</b>	<b>Network Approach:</b> Architecture of DBTG system. DBTG Data structure: The Set construct, Singular sets, Sample schema, the external level of DBTG- DBTG Data manipulation. <span style="float: right;"><b>(15 Hours)</b></span>
<b>Unit-V</b>	<b>Database Language:</b> Three Approaches Revisited: The Unified Database Language-Introduction-The Approach to Commonality-Declarative Language-Manipulative Language-The Comparison of The Relational to Network Approaches-The Conceptual Level-Criteria for Conceptual Schema-The Relational Approach-The Network Approach. <span style="float: right;"><b>(15 Hours)</b></span>

**TEXT BOOKS**

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

### REFERENCE BOOKS

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

### WEBSITE REFERENCE

1. [https://www.webopedia.com/TERM/D/database\\_management\\_system\\_DBMS.html](https://www.webopedia.com/TERM/D/database_management_system_DBMS.html)
2. <https://www.sap.com/india/products/technology-platforms/database-management-system.html>

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

**SEMESTER – I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course Code</b>	<b>23P1CCCT04</b>	<b>Core 4 : Cost Accounting</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

- To provide adequate knowledge on Management Accounting Practice.
- To enable the students to understand the methods of wage payment.
- To acquaint the students, the management accounting techniques that facilitate managerial decision making.

**COURSE OUTCOMES(COs)**

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

<b>CO Number</b>	<b>Course Outcome</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 Overheads and Reconciliation of cost and financial accounts.
<b>CO5</b>	Prepare the Job Costing ,Contract Costing and Process Costing

**MAPPING WITH PROGRAMME OUTCOME**

<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>	L	H	L	M	L	M	L	M	L	L	L	H
<b>CO2</b>	L	H	H	L	L	L	L	M	L	L	L	H
<b>CO3</b>	L	H	M	L	L	M	L	L	L	L	L	H
<b>CO4</b>	L	H	M	L	L	M	L	L	L	L	L	H
<b>CO5</b>	L	H	M	L	L	L	L	L	L	L	L	H

## SYLLABUS

Unit	CONTENT
<b>Unit-I</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Introduction:</b>            Cost Accounting – Meaning and Definition – Importance –Cost concept-Cost relation &amp; Cost control– Differences between Financial Accounting and Cost Accounting – Installation of an Ideal Costing System – Elements of cost – Classification of cost - Preparation of Cost Sheet including Tender.</p>
<b>Unit-II</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Material Control:</b>            Material cost control – Fixation of various stock levels – Economic Order Quantity – Purchase procedure – Issue of materials – Pricing of material issues – Inventory control and verification-Overhead &amp; Activity based Cost Accounting .</p>
<b>Unit-III</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Labour:</b>            Labour cost control – Time keeping – Wage payment and Incentive schemes – Idle Time and Overtime – Labour turnover.</p>
<b>Unit-IV</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Overheads:</b>            Overheads – Meaning, Classification according to functions and variability – Apportionment and Reapportionment of Overheads – Absorption of Overheads – Machine hour rate – Reconciliation of cost and financial Profits-Standard Costing –Material –Labour-Overhead.</p>
<b>Unit-V</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Methods of Costing:</b>            Job Costing – Contract Costing – Process Costing – Losses and Gains – Inter Process Transfer Pricing-Operating Costing- Contemporary Accounting.</p>

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

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

**SEMESTER – I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P1CCCP05</b>	<b>Core 5: Oracle - Practical</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>4Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>2</b>

**COURSE OUTCOMES**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COs/POs</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>	L	H	H	M	L	H	L	M	L	L	H	H
<b>CO2</b>	L	H	H	M	L	H	L	M	L	L	H	H
<b>CO3</b>	L	H	H	M	L	H	L	M	L	L	H	H
<b>CO4</b>	L	H	H	M	L	H	L	M	L	L	H	H
<b>CO5</b>	L	H	H	M	L	H	L	M	L	L	H	H

## SYLLABUS

1.	<p>Create the following table (PK - Primary Key, FK – Foreign Key) cat_head, route_head, place_head, route_detail, ticket_detail, ticket_head with the mapping given below:</p> <p>cat_head route_head : (cat_code PK) (cat_code FK)</p> <p>route_head route_detail: (route_id PK) (route_id FK)</p> <p>ticket_head ticket_detail : (tick_no PK) (tick_no FK)</p> <p>place_head route_detail : (place_id PK) (place_id FK)</p> <p>(i) Alter the table ticket header to add a check constraint on ticket_no to accept values between 1 and 500</p> <p>(ii) Alter table route header to add a column with data type as long.</p>																					
2.	<p>(a) Insert values to above tables</p> <p>(b) Display only those routes that originate in madras and terminate at cochin</p> <p>(c) Display only distinct category code from the table route_header in descending manner.</p> <p>(d) Update the table route_header to set the distance between madras and Coimbatore as 500</p>																					
3.	<p><b>A.</b> Select rows from ticket_details such that ticket number greater than any ticket_number in Ticket_header.</p> <p><b>B.</b> Select rows from route_header such that the route_id are greater than all route_id in route_detail where place id is “100”.</p> <p><b>C.</b> Create view tick from ticket_header with Ticket_no, Origin, Destination, route_id</p>																					
4.	Generate a report from the table ticket_detail for the particular ticket_no																					
5.	<p><b>A.</b> Write a PL/SQL block to update the bus_station to be “ERODE” where place_id is “01” or „05” [place_header]</p> <p><b>B.</b> Write a PL/SQL block to satisfy the following condition by accepting the route_id as user input. If the distance is less than 500 than update the fare to be 200</p> <p><b>C.</b> Write a Database trigger before insert for each row on the table route_detail not allowing transaction on Saturday / Sunday Write a Database trigger before delete for each row not allowing deletion and give the appropriate message on the table route_details</p>																					
6.	Develop a Simple Project for Student Database Management System using VB as front end and ORACLE as back end																					
7.	<p>Create a table - use name <b>Software</b> with the fields and insert the values:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Field name</th> <th style="text-align: left;">Field type</th> <th style="text-align: left;">Field size</th> </tr> </thead> <tbody> <tr> <td>Programmer name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Title</td> <td>character</td> <td>20</td> </tr> <tr> <td>Language used</td> <td>character</td> <td>15</td> </tr> <tr> <td>Software cost</td> <td>number</td> <td>10 with 2 decimal places</td> </tr> <tr> <td>Development cost</td> <td>number</td> <td>10</td> </tr> <tr> <td>Software sold</td> <td>number</td> <td>3</td> </tr> </tbody> </table> <p><b>Queries:</b></p> <p>a) Display the details of software developed by “PRAKASH”.</p>	Field name	Field type	Field size	Programmer name	character	15	Title	character	20	Language used	character	15	Software cost	number	10 with 2 decimal places	Development cost	number	10	Software sold	number	3
Field name	Field type	Field size																				
Programmer name	character	15																				
Title	character	20																				
Language used	character	15																				
Software cost	number	10 with 2 decimal places																				
Development cost	number	10																				
Software sold	number	3																				



	<p>b) Display the details of the packages whose software cost exceeds “2000”.</p> <p>c) Display the details of the software that are developed in “C++”.</p> <p>d) What is the price of costliest software developed in “C”.</p> <p>e) Display the details of the programmer whose language used is same as “Suresh”.</p>																								
8.	<p>Create a table <b>Company</b> with the following fields and inserts the values:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Field size</th> </tr> </thead> <tbody> <tr> <td>Company name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Proprietor</td> <td>character</td> <td>15</td> </tr> <tr> <td>Address</td> <td>character</td> <td>25</td> </tr> <tr> <td>Supplier name</td> <td>character</td> <td>15</td> </tr> <tr> <td>No of employees</td> <td>number</td> <td>4</td> </tr> <tr> <td>GP percent</td> <td>number</td> <td>6 with 2 decimal places</td> </tr> </tbody> </table> <p><b>Queries:</b></p> <p>a) Display all the records of the company which are in the ascending order of GP percent</p> <p>b) Display the name of the company whose supplier name is “Telco”.</p> <p>c) Display the details of the company whose GP percent is greater than 20 and order by GP percent</p> <p>d) Display the detail of the company having the employee ranging from 300 to1000</p> <p>e) Display the name of the company whose supplier is same as like Tata”s.</p>	Field name	Field type	Field size	Company name	character	15	Proprietor	character	15	Address	character	25	Supplier name	character	15	No of employees	number	4	GP percent	number	6 with 2 decimal places			
Field name	Field type	Field size																							
Company name	character	15																							
Proprietor	character	15																							
Address	character	25																							
Supplier name	character	15																							
No of employees	number	4																							
GP percent	number	6 with 2 decimal places																							
9.	<p>Create a table named <b>Employee</b> with the following fields and insert the values:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Field size</th> </tr> </thead> <tbody> <tr> <td>Employee Name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Employee Code</td> <td>number</td> <td>6</td> </tr> <tr> <td>Address</td> <td>character</td> <td>25</td> </tr> <tr> <td>Designation</td> <td>character</td> <td>15</td> </tr> <tr> <td>Grade</td> <td>character</td> <td>1</td> </tr> <tr> <td>Date of Joining</td> <td>Date</td> <td></td> </tr> <tr> <td>Salary</td> <td>number</td> <td>10 with 2 decimal places</td> </tr> </tbody> </table> <p><b>Queries:</b></p> <p>a) Display name of the employees whose salary is greater than “10,000”.</p> <p>b) Display the details of employees in ascending order according to Employee Code</p> <p>c) Display the total salary of the employees whose grade is “A”.</p> <p>d) Display the details of the employee earning the highest salary.</p> <p>e) Display the names of the employees who earn more than “Ravi”</p>	Field name	Field type	Field size	Employee Name	character	15	Employee Code	number	6	Address	character	25	Designation	character	15	Grade	character	1	Date of Joining	Date		Salary	number	10 with 2 decimal places
Field name	Field type	Field size																							
Employee Name	character	15																							
Employee Code	number	6																							
Address	character	25																							
Designation	character	15																							
Grade	character	1																							
Date of Joining	Date																								
Salary	number	10 with 2 decimal places																							
10.	<p>Create a table named <b>Student</b> with the following fields and insert the values:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Field size</th> </tr> </thead> <tbody> <tr> <td>Student Name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Gender</td> <td>character</td> <td>6</td> </tr> <tr> <td>Roll No.</td> <td>character</td> <td>10</td> </tr> <tr> <td>Department Name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Address</td> <td>character</td> <td>25</td> </tr> <tr> <td>Percentage</td> <td>number</td> <td>4 with 2 decimal places</td> </tr> </tbody> </table> <p><b>Queries:</b></p> <p>a) Calculate the average percentage of the students.</p> <p>b) Display the names of the students whose percentage is greater than 80</p> <p>c) Display the details of the student who got the highest percentage.</p>	Field name	Field type	Field size	Student Name	character	15	Gender	character	6	Roll No.	character	10	Department Name	character	15	Address	character	25	Percentage	number	4 with 2 decimal places			
Field name	Field type	Field size																							
Student Name	character	15																							
Gender	character	6																							
Roll No.	character	10																							
Department Name	character	15																							
Address	character	25																							
Percentage	number	4 with 2 decimal places																							

	<p>d) Display the details of the students whose percentage is between 50 and 70.</p> <p>e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA01</p>																											
11.	<p>Create the table PRODUCT with the following fields and insert the values:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Field size</th> </tr> </thead> <tbody> <tr> <td>Product no</td> <td>number</td> <td>6</td> </tr> <tr> <td>Product name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Unit of measure</td> <td>character</td> <td>15</td> </tr> <tr> <td>Quantity</td> <td>number</td> <td>6with 2 decimal places</td> </tr> <tr> <td>Total amount</td> <td>number</td> <td>8 with 2 decimal places</td> </tr> </tbody> </table> <p><b>Queries:</b></p> <p>a) Using update statements calculate the total amount and then select the record.</p> <p>b) Select the records whose unit of measure is “Kg”</p> <p>c) Select the records whose quantity is greater than 10 and less than or equal to 20</p> <p>d) Calculate the entire total amount by using sum operation</p> <p>e) Calculate the number of records whose unit price is greater than 50 with count operation</p>	Field name	Field type	Field size	Product no	number	6	Product name	character	15	Unit of measure	character	15	Quantity	number	6with 2 decimal places	Total amount	number	8 with 2 decimal places									
Field name	Field type	Field size																										
Product no	number	6																										
Product name	character	15																										
Unit of measure	character	15																										
Quantity	number	6with 2 decimal places																										
Total amount	number	8 with 2 decimal places																										
12.	<p>Create the table PAYROLL with the following fields and insert the values:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Field size</th> </tr> </thead> <tbody> <tr> <td>Employee no</td> <td>number</td> <td>8</td> </tr> <tr> <td>Employee name</td> <td>character</td> <td>8</td> </tr> <tr> <td>Department</td> <td>character</td> <td>10</td> </tr> <tr> <td>Basic pay</td> <td>number</td> <td>8 with 2 decimal places</td> </tr> <tr> <td>HRA</td> <td>number</td> <td>6 with 2 decimal places</td> </tr> <tr> <td>DA</td> <td>number</td> <td>6 with 2 decimal places</td> </tr> <tr> <td>PF</td> <td>number</td> <td>6 with 2 decimal places</td> </tr> <tr> <td>Net pay</td> <td>number</td> <td>8 with 2 decimal places</td> </tr> </tbody> </table> <p><b>Queries;</b>a) Update the records to calculate the net pay.</p> <p>b) Arrange the records of employees in ascending order of their net pay</p> <p>c) Display the details of the employees whose department is: sales”</p> <p>d) Select the details of employees whose HRA<math>\geq</math>1000 and DA<math>\leq</math>900</p> <p>e) Select the records in descending order</p>	Field name	Field type	Field size	Employee no	number	8	Employee name	character	8	Department	character	10	Basic pay	number	8 with 2 decimal places	HRA	number	6 with 2 decimal places	DA	number	6 with 2 decimal places	PF	number	6 with 2 decimal places	Net pay	number	8 with 2 decimal places
Field name	Field type	Field size																										
Employee no	number	8																										
Employee name	character	8																										
Department	character	10																										
Basic pay	number	8 with 2 decimal places																										
HRA	number	6 with 2 decimal places																										
DA	number	6 with 2 decimal places																										
PF	number	6 with 2 decimal places																										
Net pay	number	8 with 2 decimal places																										

**Website Reference:** [https://www.tutorialspoint.com/oracle\\_terminal\\_online.php](https://www.tutorialspoint.com/oracle_terminal_online.php)

**SEMESTER I**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course Code</b>	<b>23P1CCCP06</b>	<b>Core 6: Advanced Excel</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/week</b>	<b>2 Hours</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>2</b>

**COURSE OUTCOMES**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Use advanced functions and productivity tools to assist in developing worksheets.
<b>CO2</b>	Manipulate data lists using Outline, Autofilter and PivotTables.
<b>CO3</b>	Use Consolidation to summarise and report results from multiple worksheets
<b>CO4</b>	Logical, Lookup and Reference, Statistical, Date and Time
<b>CO5</b>	Combine data from different worksheets

**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>	L	H	H	M	M	M	L	L	L	M	L	H
<b>CO2</b>	L	H	H	M	M	M	L	L	L	M	L	H
<b>CO3</b>	L	H	H	M	M	M	L	L	L	M	L	H
<b>CO4</b>	L	H	H	M	M	M	L	L	L	M	L	H
<b>CO5</b>	L	H	H	M	M	M	L	L	L	M	L	H

**SYLLABUS**

- **Overview of the basic of Excel**
- **Working with Function**  
**AND**  
**OR**  
**NOT**  
**VLOOKUP**  
**HLOOKUP**
- **Data Validation**
- **Working with Templates**
- **Advance Sorting & Filtering Data**
- **Pivot Tables & Pivot Chart**
- **Data Consolidation & Slicer**
- **Data and Time function**
- **Macros**
- **Payroll Management with Pay Slip**
- **Create Point of sale Application**
- **Charts**
- **Auto / Conditional formatting**

**Website Reference:** <https://www.icacourse.in/advanced-excel-formulas-and-functions/>

**SEMESTER – II**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P2CCCT07</b>	<b>Core 7 : Human Resource Management</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>4 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

- ◆ To understand about job and role analysis, techniques and sources of recruitment and recruitment practices in India.
- ◆ To learn about Job evaluation, career development and performance appraisal.
- ◆ To know about the employees remuneration, incentive and benefits.
- ◆ To know about employee welfare , Motivation and Social Security.
- ◆ To impart knowledge on Labour Relation and Bargaining.

**COURSE OUTCOMES(COs)**

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

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

**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>	L	H	L	L	M	M	H	H	H	M	L	H
<b>CO2</b>	L	H	M	L	L	L	L	H	H	M	L	H
<b>CO3</b>	L	H	L	M	H	H	H	H	H	H	L	H
<b>CO4</b>	L	H	L	L	M	M	M	H	M	L	L	H
<b>CO5</b>	L	H	H	M	M	L	H	M	L	L	M	H

**SYLLABUS**

Unit	Content
<b>Unit-I</b>	<p style="text-align: right;"><b>(10Hours)</b></p> <p><b>Introduction:</b>  Human Resource Management :Meaning- Nature and Scope – Functions -Objectives  Environment-Qualification, Qualities and Role of HR Manager. Human Resource Planning:  Meaning-Features-Objectives-Importance-Merits -Limitations-Factors- Steps. Staffing :  Recruitment -Meaning-Source-Method-Techniques. Selection : Stages. Training : Meaning-  Benefits-Scope-Methods-Types-Techniques. Promotion -Transfer -Demotion.Job Analysis:  Meaning – Procedures-Techniques- Merits -Demerits</p>
<b>Unit-II</b>	<p style="text-align: right;"><b>(10Hour s)</b></p> <p><b>Job Satisfaction:</b>  Job Satisfaction -Meaning-Principles-Objectives-Steps-Advantages-Disadvantages.Performance  Appraisal :Meaning-Methods-Objectives Career Development : Meaning-Advantage-Cycle.</p>
<b>Unit-III</b>	<p style="text-align: right;"><b>(10 Hours)</b></p> <p><b>Employee Remuneration:</b>  Remuneration to Employees : Need-Essentials-Factors- Methods of Payment. Profit Sharing and Co-  partnership -Meaning-Features-Essentials-Merits and Demerits. Incentives for work: Meaning-  Classification. Employee Benefits: Benefits Offered to Employees.</p>
<b>Unit-IV</b>	<p style="text-align: right;"><b>(10 Hours)</b></p> <p><b>Motivation:</b>  Motivation-Meaning-Types-Characteristics-Theories-Methods. Morale: Meaning-Factors-Methods.  Labour Welfare: Meaning-Features-Methods-Objectives-Principles-Types. Social Security: Meaning-  Objectives- Social Security Measures in India.</p>
<b>Unit-V</b>	<p style="text-align: right;"><b>(10 Hours)</b></p> <p><b>Labour Relation:</b>  LabourRelation:Meaning-Objectives-Characteristics-Importance-Problems.Collective Bargaining:  Meaning-Characteristics-Importance-Types of Bargaining-Scope-Stages. Workers Participation in  Management: Need-Objective-Stages-Forms. HumanResource Audit: Meaning -Objectives-  Procedures-Need and Importance.</p>

**TEXT BOOKS**

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

**REFERENCE BOOKS**

S.No.	Author Name	Title of the Book	Publisher	Year / Edition
1	P.Subba Rao	Personal and Human Resource Management	Himalaya Publication	1 <sup>st</sup> Edition 2005.
2	L.M.Prasad	Organisation Behaviour	Sultan Chand&Sons	1 <sup>st</sup> Edition 2008.

**WEBSITE REFERENCE**

- <https://www.inc.com/encyclopedia/human-resource-management.html>
- <https://www.bls.gov/ooh/management/human-resources-managers.htm>

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

**SEMESTER II**

<b>Programme Code</b>	<b>M.Com(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course Code</b>	<b>23P2CCCT08</b>	<b>Core 8 : Management Accounting</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Overview on Management Accounting.
<b>CO2</b>	Determination Ratio Analysis.
<b>CO3</b>	Calculation of Fund flow and Cash Flow analysis.
<b>CO4</b>	Acquire a knowledge on Budget and standard costing.
<b>CO5</b>	Determination of Marginal Costing

**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>	L	H	L	L	L	M	L	L	L	L	L	H
<b>CO2</b>	L	H	H	L	L	M	L	L	L	L	L	H
<b>CO3</b>	L	H	H	L	L	H	L	L	L	L	L	H
<b>CO4</b>	L	H	H	L	L	H	L	L	L	L	L	H
<b>CO5</b>	L	H	H	L	L	H	L	L	L	L	L	H



**SYLLABUS**

<b>Unit</b>	<b>Content</b>
<b>Unit-I</b>	<b>Introduction:</b> Management Accounting – Meaning and definition – Objectives – Management Accounting and Financial Accounting – Management Accounting and Cost Accounting – Utility and limitations of management Accounting -Financial Statement Analysis – Common Size Statements – Comparative Financial Statements – Trend Percentages . <b>(12 Hours)</b>
<b>Unit-II</b>	<b>Ratio Analysis:</b> Accounting Ratios-Uses- Computation and Limitations. Liquidity – Solvency – Profitability – Turnover – Capital Structure Ratios-Construction of Balance Sheet. <b>(12 Hours)</b>
<b>Unit-III</b>	<b>Cash Flow:</b> Cash Flow Analysis – Classification of Cash Flows AS-3 Revised - Cash Flow from Operating activities, Investing activities and Financing activities – Cash from Operation – Cash Flow Statement. <b>(12 Hours)</b>
<b>Unit-IV</b>	<b>Budget:</b> Budget and Budgetary Control: Nature and Process – Types of Budgets – Sales-Purchase-Material Procurement-Fixed – Flexible – Cash Budget - Preparation of Budgets – ZBB and its relevance in decision making- Standard costing. <b>(12 Hours)</b>
<b>Unit-V</b>	<b>Marginal Costing:</b> Marginal Costing: Concept and Importance – Cost Volume Profit Analysis – Application of Marginal Costing and CVPA in Decision making as to product, pricing and profit management. <b>(12 Hours)</b>

(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>
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1	T.S.Reddy & Y Hari Prasad Reddy	Management Accounting	Margham publications	Reprint 2012
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**REFERENCE BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Dr.Ramachandran & Dr.Srinivasan	Management Accounting	Sriram Publications, Tiruchi	Reprint 2008
2	S.N Maheswari	Management Accounting and Financial Control	Sultan Chand and Sons, New Delhi,	Reprint 2009

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

**Website Reference:** : [www.dynamictutorialsandservices.org](http://www.dynamictutorialsandservices.org)

**SEMESTER – II**

Programme Code	M.COM(CA)	Programme Title	Master of Commerce with Computer Applications	
Course code	23P2CCCT09	Core 9 : Higher Corporate Accounting	Batch	2023-2025
			Semester	II
			Credits	5
Hrs/Week	5 Hrs			

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

## SYLLABUS

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

- <https://study.com/academy/lesson/corporate-accounting-definition-principles.html>
- <https://www.aicpa.org/career/careerpaths/corporateaccounting.html>

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

**SEMESTER – II**

Programme Code	M.COM(CA)	Programme Title	Master of Commerce with Computer Applications	
Course code	23P2CCCT10	Core 10 : Object Oriented Programming with C++	Batch	2023-2025
			Semester	II
Hrs/Week	5 Hrs		Credits	3

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	H	M	L	L	L	L	L	L	L	L	H
CO2	L	H	M	L	L	L	L	L	L	L	L	H
CO3	L	H	M	L	L	L	L	L	L	L	L	H
CO4	L	H	M	L	L	L	L	L	L	M	L	H

CO5	L	H	M	L	L	L	L	L	L	M	L	H
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### SYLLABUS

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

- [https://www.ntu.edu.sg/home/ehchua/programming/cpp/cp3\\_OOP.html](https://www.ntu.edu.sg/home/ehchua/programming/cpp/cp3_OOP.html)
- <http://www.tenouk.com/cplusplus/tutorial.html>

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



**SEMESTER – II**

Programme Code	M.COM(CA)	Programme Title	Master of Commerce with Computer Applications	
Course code	23P2CCCT11	Core 11: Financial Markets	Batch	2023-2025
			Semester	II
Hrs/Week	5 Hrs		Credits	3

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH GRAMME OUTCOMES**

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

**SYLLABUS**

Unit	Content
<b>Unit-I</b>	<b>Introduction:</b> Financial markets- An overview- Money market- Call money market- Commercial paper market- Commercial bill market- Certificate of deposit (CD) market- Treasury bill market- Government or Gilt-edged Securities market. <b>(12 Hours)</b>
<b>Unit-II</b>	<b>Capital Market:</b> Capital market- An overview- Capital market Instruments – Types - Capital market Reforms- New issue market (NIM) -New issue market (NIM) Vs Secondary Market -Methods of Marketing Securities - Debt market- Advantages - Risk of Debt - Foreign Exchange market- Characteristics – Participants - Derivatives Market – Functions of Derivative Market -categories of Derivative Market. <b>(12 Hours)</b>
<b>Unit-III</b>	<b>Financial Service Institutions:</b> Financial Service Institutions- Clearing Corporation of India limited (CCIL) – Settlement Risks – Settlement methods - Credit Rating and Information Services of Indian Limited (CRISIL) - Range of Services – CRISIL's Strength – CRSIL's Achievements - Discount and Finance House of Indian Limited (DFHIL) – Objectives and Operations of DFHIL. <b>(12 Hours)</b>
<b>Unit-IV</b>	<b>Financial Service Institutions:</b> Investment Information and Credit Rating Agency of Indian limited (ICRA) – Ranges of Services – Achievements of ICRA - Over the counter exchange of India (OTCEI)- -Need – Objectives – Features – Benefits - OTCEI Vs Other Stock Exchanges - National securities depository limited (NSDL) - Objectives – Basic Services – Special Services of NSDL - Securities Trading Corporation of India Limited (STCL)- Current Activities. <b>(12 Hours)</b>
<b>Unit-V</b>	<b>Financial Institutions:</b> Financial Institutions- Money market institutions- Capital market institutions- Merchant Banking- Factoring-National Housing Bank(NHB) – Constitution – Functions and Working of NHB - Export-Import (EXIM) Bank of India – Project and Services Exports – Operating Procedures - NABARD Functions – Major Activities of NABARD. <b>(12 Hours)</b>

**TEXT BOOKS**

S.No.	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Gurusamy	Financial Markets and Institutions	Tata McGraw-Hill publications	3rd Edition, 2011

2	E.Gordon	Financial Markets and Services	Himalaya Publishing house	1st Editon, 2005.
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**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

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

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

**SEMESTER – II**

Programme Code	M.COM(CA)	Programme Title	Master of Commerce with Computer Applications	
Course code	23P2CCCP12	Core 12: C++ And Tally Practical	Batch	2023-2025
Hrs/Week	4Hrs		Semester	II
			Credits	2

**COURSE OUTCOMES**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

## **SYLLABUS**

### **TALLY**

1. By Using Tally – Create Voucher & Ledger with Adjustments (using F11 & F12 Keys).
2. Prepare Trial Balance, Profit & Loss Account & Balance Sheet (With Minimum of Any 5 Adjustments).
3. Prepare Inventory Statement Using (Calculate Inventory By using All Methods).
  - a) FIFO
  - b) LIFO
  - c) Simple Average Method
  - d) Weighted Average Method
4. Prepare a Fund Flow Statement and give your Opinion.
5. Prepare a Cash Flow statement and Present your View.
6. Analyze the Performance of an Organisation by Using Ratio (Minimum 5 Ratios are Essential).
7. Prepare Bills and Cheques.
8. Calculation of Tax.

### **C++**

9. Pay roll Calculation (Using Simple Program).
10. Find Out EOQ, Minimum Level, Maximum Level, Re-Order Level (Using Simple Program).
11. Write a C++ Program to Calculate Working Capital Using Class & Objects (Member Function Should Write Inside & Outside the class).
12. Program to Calculate Contribution, P/V Ratio, BEP & Margin of Safety Using Functions.
13. Calculate Simple Interest & Compound Interest Using Inline Functions.
14. Calculate Depreciations – By Using Constructors & Destructors.
15. Write a C++ Program to calculate the sum & Product of two Complex Numbers using Operator Overloading.
16. Write a C++ Program to Prepare a Cost Sheet Using Inheritance.
  - ✓ ix in health industry.
  - ✓ To confer knowledge about online health services .

### **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

**SEMESTER – II**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P2CCCP13</b>	<b>Core 13: SPSS Practical</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>2 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>2</b>

**COURSE OUTCOMES (CO)**

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

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

**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>	L	H	M	L	M	L	L	M	L	L	L	H
<b>CO2</b>	L	H	M	L	M	L	L	M	L	L	L	H
<b>CO3</b>	L	H	M	L	M	L	L	M	L	L	L	H
<b>CO4</b>	L	H	M	L	M	L	L	M	L	M	L	H
<b>CO5</b>	L	H	M	L	M	L	L	M	L	M	L	H

**SYLLABUS**

Unit	CONTENT
<b>Unit-I</b>	Scaling-Variables-Hypothesis Testing – Data entry in SPSS :Variable view – Data view
<b>Unit-II</b>	Data measures in SPSS – Golden Rule of SPSS –Descriptive Statistics-Frequencies / percentage –Mean scores
<b>Unit-III</b>	Parametric Data Analysis :ANOVA –t-Test-Correlation Analysis-Regression Analysis
<b>Unit-IV</b>	Non- Parametric Data Analysis:Chi-Square Analysis-Mann whitney U Test
<b>Unit-V</b>	McNemar’s Test – Kruskal Wallis Test-Kendall’s Co-Efficient of Concordance

**TEXT BOOKS**

S.No.	Author Name	Title of the Book	Publisher
1.	Kiran Pandya, Smruti Bulsari, Sanjay Sinha	SPSS in Simple Steps	Dreamtech Press

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM( CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCCT14</b>	<b>Core 14 : Business Research Methods</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

- To know what is business research and its types, understand how to formulate research problems.
- To know about various methods of sampling and data collection.
- To know about various measurement and scaling techniques, common statistical tools used in research and steps in drafting reports.
- To know how to use large and small tests of significance.
- To make the students know how to interpret the results of analysis and write reports.

**COURSE OUTCOMES(COs)**

On successful completion of the course,

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



**SYLLABUS**

	<b>CONTENT</b>
<b>Unit-I</b>	<b>Introduction :</b> Business Research- Meaning - objectives- Scope and significance – Meaning of Research Methodology - Types of research -qualities of good researcher - Research process -Identification, selection and formulation of research problems –Research design. Research Ethics-Objectives-Principles-Limitation. <span style="float:right"><b>(13 Hours)</b></span>
<b>Unit-II</b>	<b>Sampling Techniques and Data Collection:</b> Sampling - Methods and techniques - sample size – Sampling and Non Sampling error - Field work and data collection. Tools of data collection-Interview schedule- Questionnaire - Observation, interview and mailed questionnaire - pilot study and final collection of data. <span style="float:right"><b>(13 Hours)</b></span>
<b>Unit-III</b>	<b>Measuring Techniques:</b> Measurement and scaling techniques – Data preparation: - Editing- Coding -Classification- Tabulation - Measures of central tendency and Measures of dispersion- Co-efficient of variations. <span style="float:right"><b>(18 Hours)</b></span>
<b>Unit-IV</b>	<b>Hypothesis Testing:</b> Hypothesis - meanings objective advantages and disadvantages and types of hypothesis. Correlation - Pearsons co-efficient of Correlation -Rank Correlation-Partial and multiple Correlation(definition only)- Simple Linear regression-Test of significance -Large Sample tests with respect to mean and proportions- Small sample tests -‘t’ test with respect to mean-‘F’ Test,–Chi-square test. ANOVA-One way –Two way Classifications-Multivariate and Factor analysis (Definition and uses only) <span style="float:right"><b>(18 Hours)</b></span>
<b>Unit-V</b>	<b>Interpretations and report writing:</b> Interpretations- meaning- technique-precaution. Report writing – significance-steps in writing report- layout of research report - types of reports-mechanics of writing research report-Precautions for Writing report- Research Ethics and Plagiarism Prevention. <span style="float:right"><b>(13 Hours)</b></span>

Question in Problems and Theory carry 40% and 60%

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**Website Reference:** <https://research-methodology.net>

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

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCCT15</b>	<b>Core 15 : Visual Basic</b>	<b>Batch</b>	<b>2023-2025</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**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>	L	H	M	L	L	L	L	L	L	L	L	H
<b>CO2</b>	L	H	M	L	L	L	L	L	L	L	L	H
<b>CO3</b>	L	H	M	L	L	L	L	L	L	L	L	H
<b>CO4</b>	L	H	M	L	L	L	L	L	L	M	L	H
<b>CO5</b>	L	H	M	L	L	L	L	L	L	M	L	H

**SYLLABUS**

CONTENT	
<b>Unit-I</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Introduction to VB:</b> First steps with Microsoft VB6: Integrated Development Environment - First program in VB -Introduction to forms: Common properties, methods and events.</p>
<b>Unit-II</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Controls:</b> Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box,Dir-list box and file list box controls and other controls.</p>
<b>Unit-III</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Variables &amp; Procedures:</b> Variables &amp; Procedures: Scope &amp; Lifetime of variables, native data types and aggregate data types – Arrays-Control Arrays.VB for application and VB libraries: Control Statement, Looping structure, working with numbers, Strings, Date and Time.</p>
<b>Unit-IV</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Databases:</b> Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, processing data.</p>
<b>Unit-V</b>	<p style="text-align: right;"><b>(15 Hours)</b></p> <p><b>Tables and Reports:</b> Tables and Reports - Data grid control - Flex grid control - Data Report - Data Report Designer.</p>

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

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

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

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCCT16</b>	<b>Core 16 : Direct Taxes</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>III</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 OUTCOMES(COs)**

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

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

**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>	M	H	M	H	M	M	L	M	L	L	M	H
<b>CO2</b>	M	H	M	H	M	H	L	M	M	M	M	H
<b>CO3</b>	M	H	M	H	M	M	L	M	M	M	M	H
<b>CO4</b>	M	H	M	H	M	M	L	M	M	M	M	H
<b>CO5</b>	M	H	M	H	M	M	L	M	L	L	L	H

**SYLLABUS**

	CONTENT
<b>Unit-I</b>	<p align="right"><b>(15 Hours)</b></p> <p><b>Taxation in India</b> Background of Taxation system in India – Basic concepts of Income Tax - An overview of Finance Bill - Important definitions under Income Tax Act, 1961 – Distinction between Capital and Revenue Receipts and Expenditure - Residential Status &amp; Basis of Charge - Scope of Total Income – Tax Rates - Incomes which do not form part of Total Income - Incomes not included in Total Income - Tax holidays.</p>
<b>Unit-II</b>	<p align="right"><b>(15 Hours)</b></p> <p><b>Income from Salaries</b> Heads of Income : Income from Salaries – Provident fund – Allowances - Perquisites- Leave encashment – Gratuity – Pension – Deductions – Taxable Salary.</p>
<b>Unit-III</b>	<p align="right"><b>(15 Hours)</b></p> <p><b>Income from House Property and Business</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.</p>
<b>Unit-IV</b>	<p align="right"><b>(15 Hours)</b></p> <p><b>Income from Capital gains and other Sources</b> Capital Gains – Long Term Capital Gain – Short Term Capital Gain – Income from other sources.</p>
<b>Unit-V</b>	<p align="right"><b>(15 Hours)</b></p> <p><b>Assessment Procedures</b> Clubbing of Income - Set off and Carry forward of losses – Deductions from Gross Total Income - &amp; Rebate and Relief - Permanent Account Number (PAN)- Advance Tax &amp; Self Assessment Tax- Computation of Tax liability (Simple Problems Only) – Assessment of Individuals – Income Tax Authorities – Powers and Duties - Filing of Income Tax - e-filing – Procedures of e-filing.</p>

Question in Problems and Theory carry 80% and 20%

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

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

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCCP17</b>	<b>Core 17 : Visual Basic and VB Script -Practical</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

**COURSE OUTCOMES(COs)**

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

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

**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>	M	H	H	H	M	M	L	L	L	L	L	H
<b>CO2</b>	M	H	L	M	M	L	L	M	M	M	M	H
<b>CO3</b>	M	H	M	M	M	M	L	L	M	M	L	H
<b>CO4</b>	M	H	M	L	L	H	L	L	M	M	M	H
<b>CO5</b>	M	H	M	M	L	M	L	M	M	L	M	H

**SYLLABUS**

1	Write a VB program to use Menu Editor and add a picture.
2	Write a VB program to prepare a pay slip.
3	Write a VB program to calculate depreciation.
4	Write a VB program to calculate the Radius and Area.

5	Write a VB program to find the PV and FV by using Financial Functions.
6	Write a VB program to find the currency conversion.
7	Program to compute cost of capital using Finance function.
8	Program to prepare Capital Budget using Option Button and check box.
9	Design a form to link it with inventory management table from database.
10	Design a form to display the list of products using List box and combo box.
11	Design a form to display product life cycle using slider control.
12	Program to create student database and prepare report using ADO control and common control.
13	Write a VB program to Display the current Date and Time.
14	Write a VB program to find the Factorial Number.



**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCET1A</b>	<b>Elective 1 : Indian Stock Exchanges</b>	<b>Batch</b>	<b>2023-2025</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

- To make the students to know clearly about Meaning, scope ,function of stock exchanges and about trading in stock exchanges.
- To provide knowledge on Stock exchange regulatory frame work and the concerned acts and rules.
- To impart knowledge on Listing, legal provisions, speculation and investor protection.
- To enable the students knowledge on SEBI and its function and working.
- To Provide Knowledge on Internet stock trading E-IPO and E-commerce acts.

**COURSE OUTCOMES(COs)**

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

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

**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>	M	H	M	H	H	M	L	M	M	M	M	H
<b>CO2</b>	M	H	M	H	H	M	L	M	M	M	M	H
<b>CO3</b>	M	H	M	H	H	M	L	M	M	M	M	H
<b>CO4</b>	M	H	M	H	H	M	L	M	M	M	M	H
<b>CO5</b>	M	H	M	H	H	M	L	M	M	M	M	H

**SYLLABUS**

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE :** <https://www.investopedia.com>

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

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCET1B</b>	<b>Elective 1 : International Business</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<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>	M	H	H	M	H	M	M	H	M	H	M	H
<b>CO2</b>	M	H	H	M	M	M	M	M	M	H	L	H
<b>CO3</b>	M	H	H	M	H	M	M	H	M	H	L	H
<b>CO4</b>	M	H	H	M	H	M	M	M	M	H	M	H
<b>CO5</b>	M	H	H	M	M	M	M	M	M	H	M	H

**SYLLABUS**

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

**WEBSITE REFERENCE :** [https://www.tutorialspoint.com/international\\_finance/international\\_finance\\_introduction.htm](https://www.tutorialspoint.com/international_finance/international_finance_introduction.htm)

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM (CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCET1C</b>	<b>Elective 1 : Organizational Behaviour</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES:**

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

**COURSE OUTCOMES(COs)**

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

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

**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>	L	H	M	L	L	L	M	L	M	M	M	H
<b>CO2</b>	L	H	L	M	M	L	M	L	L	L	L	H
<b>CO3</b>	L	H	M	H	M	L	M	L	L	L	M	H
<b>CO4</b>	L	H	M	H	M	L	M	L	L	L	M	H
<b>CO5</b>	L	H	M	H	M	L	M	L	L	L	M	H

**SYLLABUS**

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

Google classroom.

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

**SEMESTER – III**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P3CCET1D</b>	<b>Elective 1 : Investment Management</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

- To make the students to know clearly about Meaning, importance and process of investment also about various alternative forms of investment.
- To impart knowledge on Risk, return and valuation models.
- To provide knowledge on Various types of economics analysis and the related theories.
- To make the students to know about Portfolio analysis and the importance of capital market theory.
- To provide knowledge on Techniques of portfolio revision, performance measurement of portfolio management and invest.

**COURSE OUTCOMES(COs)**

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

CO Number	CO Statement
CO1	Evaluate the benefits of various investment alternatives.
CO2	Appraise the risk of securities.
CO3	Outline on fundamental Analysis along with its Theories.
CO4	Acquire a Knowledge on Port Folio Analysis.
CO5	Explain about mutual funds and Port Folio Revision.

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**



	<b>CONTENT</b>
<b>Unit-I</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Introduction:</b> Investment -meaning-Investment vs. Speculation and Gambling-Importance of investment Factors favourable -Investment Media-Investment Process. Investment Alternative: Bond, Preference and equity Shares. Alternative Forms of investment.</p>
<b>Unit-II</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Risk Analysis:</b> Risk: Systematic and unsystematic- Methods of Returns (Theory Only).Security Valuation: Approaches to investment-Basic Valuation Models (Theory Only)</p>
<b>Unit-III</b>	<p align="right"><b>(12Hours)</b></p> <p><b>Fundamental Analysis-</b> Fundamental Analysis- : Economic Analysis – Industry Analysis - Company Analysis.Techniqua Analysis : Dow Theory - Elliott Wave Theory - Odd-lot Theory-Breadth of Market- Relative Strength- Trading Volume-Moving Average Anlaysis.Efficient Market Theory: Efficient Market Hypothesis- Empirical Analysis-The Random alk Model.</p>
<b>Unit-IV</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Portfolio Analysis:</b> Portfolio Analysis- traditional Vs Modern Portfolio-Modern Portfolio Theory-Investors attitude towards risk and Return- Rationale for diversification of investments-Capital Market Line. Portfolio Selection and International Diversification : Importance of Beta-Capital Market Theory- Security Market Line.</p>
<b>Unit-V</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Techniques of Portfolio Revision:</b> Techniques of Portfolio Revision: Formula Plan-constant Rupee Value Plan-Constant Ratio Plan-Variable Ratio Plan. Performance measurement of Manages portfolios: Structure of Mutual Fund-Net Asset Value-SEBI &amp; Mutual Fund Regulation. Diversification of funds and International Scenario : Internal Diversification-Factors affecting and Dilemma of the Indian Investors- Investment Opportunities in the Indian Scenario.</p>

**TEXT BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>
1	Preeti Singh	Investment Management	Himalaya Publishing House,Mumbai
2	Bhalla and Tuteja	Investment Management	S.Chand and Sons Publisher, New Delhi

**REFERENCE BOOKS**

<b>S.No.</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>
1	V.A.Avadhani	Investment Management	Himalaya Publication House, Mumbai
2	Punithavathy Pandian	Security Analysis and Portfolio Management”	Vikas Publishing House Pvt Ltd,New Delhi

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

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCCT18</b>	<b>Core 18 : Business Environment</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about the Economic Environment ,Economic Planning and Economic Policies.
<b>CO2</b>	Describe about Financial and Labour Environment.
<b>CO3</b>	Explain about Social, cultural and Political Environment in the Business.
<b>CO4</b>	Explain about Business Ethics its importance and objectives ethical responsibility of Employer and Employee.
<b>CO5</b>	Explain about Ethics in HRM,Human Quality Development and Employee rights and responsibilities.

**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>	M	H	M	M	M	L	H	L	L	M	L	H
<b>CO2</b>	M	H	M	M	M	L	H	M	M	H	L	H
<b>CO3</b>	M	H	M	M	M	M	H	M	M	L	L	H
<b>CO4</b>	M	H	M	M	M	L	H	M	M	M	L	H
<b>CO5</b>	M	H	M	M	M	L	H	M	M	L	L	H

**SYLLABUS**

<b>CONTENT</b>	
<b>Unit-I</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Introduction:</b> Theoretical Framework of Business Environment - Concept, Significance &amp; Nature of Business Environment – Types of Business Environment- Elements of Environment-Environmental Analysis- techniques &amp; approaches of environmental analysis-Economic Environment : Economic Systems-Meaning, characteristics, functions and types of economics system .Economic Planning-Concept, scope, significance, Economic planning in India. Economic policies-Industrial, Fiscal, Monetary, Foreign trade policy.</p>
<b>Unit-II</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Financial Environment:</b> Financial Environment of Business : Indian Money Market- Financial Market structure-Growth of Capital Markets-Money and Capital Markets-Industrial Finance-Industrial Financial Institutions. Labour Environment: Labour Legislation in India-Labour Welfare and Social security-Industrial Relations- Trade Unions-Workers participation in management.</p>
<b>Unit-III</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Social and cultural Environment:</b> Social and cultural Environment : Concept and nature of culture-elements-cultural heritage-Cultural adaptation-Cultural transmission-Cultural conformity-cultural traits-Social attitudes- Business and society- Changing Concept of business –Objectives of business-Social responsibility of business-social audit- Consumer rights –Consumerism and business -Corporate Governance- Political Environment.</p>
<b>Unit-IV</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Business Ethics:</b> Introduction to Business Ethics – Meaning, Definition, Objectives, Sources, Types of ethics–Business ethics– Need, Importance, Nature, Scope and Objectives –Factors influencing Business ethics-Business and ethical responsibility- Managing ethics .Ethics and the Organisation: The employee obligations to the firm-Firms duties to the employee.</p>
<b>Unit-V</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Ethics in HRM:</b> Ethics in HRM: Privacy issues – Psychological expectation model – Restricting and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce- Human Quality Development – Sexual harassment – Employer rights and responsibilities.</p>

**TEXT BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Francis Cherunilam	Business Environment	Himalaya Publishing House	25th edition 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	Awasthappa, K.	Essentials of Business Environment	Himalaya Publishing House	2019
2	Gupta.C.B	Business Environment	Sulthan Chand &Co., New delhi,	8th edition 2013

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

**Website Reference :** <https://www.economicdiscussion.net/business-environme>

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCCT19</b>	<b>Core 19 : Financial Management</b>	<b>Batch</b>	<b>2023-2025</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVE**

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

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**

<b>Unit</b>	<b>CONTENT</b>
<b>Unit-I</b>	<b>Introduction:</b> Financial management- meaning, objective of finance management - Finance functions – sources of finance - finance decision - approaches of financial management - role of finance manager - significance of finance management. Time value of money-risk return relationship. <span style="float:right"><b>(15 Hours)</b></span>
<b>Unit-II</b>	<b>Cost of Capital &amp; Leverage:</b> Cost of Capital: Significance of cost of capital - Calculation of Cost of Debt - Preference Capital - Equity Capital - Retained earnings - Combined Cost of Capital (weighted) - Cost of Equity and CAPM. Operating and Financial Leverage: Measurement of Leverages; Effects of Operating and Financial Leverage on profit - Analysing alternate financial plans - Combined Financial and Operating Leverage. <span style="float:right"><b>(15 Hours)</b></span>
<b>Unit-III</b>	<b>Capital Structure:</b> Capital Structure Theories: Traditional and M.M. Hypotheses – without taxes and with taxes - Determining capital structure in practice. Management of Working Capital: Determinants of Working Capital - Significance and Types of Working Capital - Calculating Operating Cycle Period - Computation of Working Capital. <span style="float:right"><b>(15 Hours)</b></span>
<b>Unit-IV</b>	<b>Capital Budgeting:</b> Capital Budgeting: Nature of investment decisions - Investment evaluation criteria – Net Present Value. Internal Rate of Return - Profitability Index - Payback period - Accounting Rate of Return - NPV and IRR comparison – Capital rationing - Risk analysis in capital budgeting <span style="float:right"><b>(15 Hours)</b></span>
<b>Unit-V</b>	<b>Dividend Policies:</b> Dividend Policies: Issues in dividend decisions - Walter’s Model - Gordon’s Model, MM Hypothesis - dividend and uncertainty - Relevance of Dividend - Dividend Policy in practice - Forms of dividends - Stability in dividend policy - Corporate dividend behaviour. <span style="float:right"><b>(15 Hours)</b></span>

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

**WEBSITE REFERENCE :** <https://efinancemanagement.com>



**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCCT20</b>	<b>Core 20 : Java Programming and HTML</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>4 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES(COs)**

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

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

**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>	L	H	H	L	L	M	M	M	M	M	M	H
<b>CO2</b>	L	H	M	M	H	M	L	L	L	M	L	H
<b>CO3</b>	L	H	M	M	M	M	M	M	M	M	M	H
<b>CO4</b>	L	H	L	M	M	M	M	M	M	L	M	H
<b>CO5</b>	L	H	L	M	M	M	M	M	M	M	M	H

**SYLLABUS**

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

S.No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Patrick Naughton	Java HandBook	Tata McGraw Hill, Chennai	5 th Edition,2001

S.No.	Author Name	Title of the Book	Publisher	Year / Edition
2	C.Xavier	Programming With JAVA 2	SciTech Publications	2 nd Edition,2000

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

**Website Reference :** 1.<https://www.tutorialspoint.com/java/index.htm>  
2. <https://www.tutorialspoint.com/html/index.htm>

#### SEMESTER – IV

Programme Code	M.COM(CA)	Programme Title	Master of Commerce with Computer Applications	
Course code	23P4CCCV21	Core 21 : Project and Viva Voce	Batch	2022-2024
Hrs/Week	8 Hrs		Semester	IV
			Credits	6

#### COURSE OBJECTIVES:

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

#### GUIDELINES FOR PROJECT WORK

1. Project work carries 200 marks with 6 credits.
2. Internal Assessment : 160 marks (Review & Content Presentation (3 Reviews 3 \*40=120), Record 40 marks and External Assessment : 40 Marks .( Report 10 ,Power Point Presentation 10 and Viva-Voce 20 )
3. For awarding a pass, a candidate should have obtained 50 % of the total 200 marks.The evaluation would be done jointly by both the examiners (Internal and External) . Students who fail in the project work and viva-voce examination or who are absent for the project viva voce or who fail to submit the project report before the due date will have to re-submit the project work and appear for the Viva-Voce examination during the subsequent year.

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCET2A</b>	<b>Elective 2 : Auditing</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</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 OUTCOMES(COs)**

On successful completion of the course, the student 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>	M	H	L	M	M	M	L	L	L	L	M	H
<b>CO2</b>	M	H	M	M	M	M	M	M	M	M	M	H
<b>CO3</b>	M	H	M	M	M	M	M	M	M	M	M	H
<b>CO4</b>	M	H	M	M	M	M	M	M	M	M	M	H
<b>CO5</b>	M	H	M	M	M	M	M	M	M	M	M	H

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**SYLLABUS**

Unit	Content
<b>Unit-I</b>	<b>(12 Hours)</b> <b>Introduction:</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> <b>Internal Control ,Check and Internal audit:</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> <b>Vouching:</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> <b>Verification and Valuation:</b> Verification and Valuation of Assets and Liabilities :Meaning and Objectives – Position of an Auditor as regards the Verification and Valuation of different Items: Assets: Land & Building, Plant &Machinery, Goodwill, Investments and Stock in Trade. Liabilities: Bills Payable - Sundry Creditors –Contingent Liabilities. Auditor's duties as regards depreciation, reserves and provision.
<b>Unit-V</b>	<b>(12 Hours)</b> <b>Company Auditor:</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 BOOKS:**

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

**REFERENCE BOOKS**

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

3	P.Kumar	Auditing	Kalyani Publishers	2002
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**Means of Curriculum Delivery:** Lecture, Seminar, Assignment, Google classroom

**Website Reference :** [https://www.tutorialspoint.com/auditing/auditing\\_verification.htm](https://www.tutorialspoint.com/auditing/auditing_verification.htm)

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCET2B</b>	<b>Elective 2: Banking and Insurance</b>	<b>Batch</b>	<b>2023-2025</b>
			<b>Semester</b>	<b>IV</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 & functions of commercial banks
- To know fully about the negotiable instruments.
- To know about meaning, purpose, need of insurance, IRDA Act and recent development.
- To Know about the life insurance policies, calculation of premium and surrender value.
- To know about general insurance and its types.

**COURSE OUTCOMES(COs)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<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>	M	H	M	M	M	M	M	M	M	M	M	H
<b>CO2</b>	M	H	L	M	M	M	L	M	L	M	M	H
<b>CO3</b>	M	H	L	M	M	M	L	M	L	M	M	H
<b>CO4</b>	M	H	L	M	M	M	L	M	L	M	M	H
<b>CO5</b>	M	H	L	M	M	M	L	M	L	M	M	H

**SYLLABUS**

<b>CONTENT</b>	
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Unit-I	<p align="right"><b>(12 Hours)</b></p> <p><b>Introduction:</b>                      Meaning and definition of banking - characteristics of Banking – banking system-Types of Bank – Commercial Bank and its functions. Banker and Customer – Definition – General relationship- Special relationship, Different types of Bank Accounts- - Special types of customers .Central bank – meaning- functions of Central bank–E-Banking- meaning benefit of e- banking- internet banking- tele banking- E – banking in India - modern banking operations..</p>
Unit-II	<p><b>(12Hours)</b></p> <p><b>Negotiable Instrument:</b>                      Bill of Exchange: Definition, Characteristics and Parties involved-Difference Between Bill and Cheque. Negotiable Instruments – Bills of Exchanges – Promissory Note – Demand Draft - Cheques - Features – Crossing of cheques- Kinds and Significance. Endorsement –Kinds; Holder and Holder in Due course; Paying Banker – Meaning – Duties and Responsibilities - Precautions to be taken before honouring a cheque- Refusal of payment-Statutory protection – Payment in due course. Collecting Banker – Duties - Statutory Protection.</p>
Unit-III	<p align="right"><b>(12 Hours)</b></p> <p><b>Introduction to Insurance:</b>                      Insurance-meaning-classification of insurance –principles of contract of insurance Purpose and need of insurance- Nature, Significance- Re-Insurance- Double insurance-Definition of Risk &amp; Uncertainty – Classification of risk – Privatization of Insurance in India. IRDA Act.</p>
Unit-IV	<p align="right"><b>(12 Hours)</b></p> <p><b>Life Insurance &amp; Motor Insurance:</b>                      Life Insurance : Features of life insurance contract – Classification of policies – policy condition Assignment of life insurance policies.                      Accident &amp; Motor Insurance – Principles – Kinds of Policies - Terms and Condition –Procedure for Insurance - Settlement of Claims - Third party insurance- Compulsory Motor Vehicle Insurance.</p>
Unit-V	<p align="right"><b>(12 Hours)</b></p> <p><b>General Insurance:</b>                      General Insurance - types of General Insurance- General Insurance Vs Life Insurance-Types of fire policies – Subrogation- Contribution - Proximate cause - Claim of recovery.                      Fire Insurance – features of fire insurance – kinds of policies – policy conditions - Payment of claims – reinsurance. Marine Insurance – Nature - Types – Principles – Significance.</p>

**TEXT BOOKS**

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



1	E.Gordon & K.Natarajan	Banking Theory law & Practice	Himalaya Publishing House, Mumbai	27th Edition 2009
2	M.N.Mishra	Insurance Principles & Practice	Sulthan chand & Company ltd	6th edition 2016

**REFERENCE BOOKS**

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

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

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

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCET2C</b>	<b>Elective 2 : E-Commerce and Information Technology</b>	<b>Batch</b>	<b>2023-2025</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

- To make the students to know clearly about Framework , Classification and applications of E-Commerce.
- To Provide knowledge on Benefits, Legal security and Privacy issues of Electronic Data Interchange.
- To impart knowledge about Network security and firewalls, data and message security and web and security.
- To provide knowledge about Consumer oriented electronic Commerce and Mercantile Models.
- To enable the students knowledge on Types of Electronic payment systems, risks involved, E-advertising ,E-Marketing and Carrier Opportunities in electronic Commerce.

**COURSE OUTCOMES(COs)**

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

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

**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>	M	H	H	M	M	M	M	L	L	L	M	H
<b>CO2</b>	M	H	H	M	M	M	M	M	M	M	M	H
<b>CO3</b>	M	H	M	L	L	L	L	L	L	L	L	H
<b>CO4</b>	M	H	M	M	L	M	L	L	L	L	L	H
<b>CO5</b>	M	H	M	M	M	M	M	M	M	M	M	H

**SYLLABUS**

<b>CONTENT</b>	
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<b>Unit-I</b>	<b>Introduction:</b> E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology	(12 Hours)
<b>Unit-II</b>	<b>Electronic Data Interchange:</b> 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.	(12 Hours)
<b>Unit-III</b>	<b>Network security and firewalls:</b> 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.	(12 Hours)
<b>Unit-IV</b>	<b>Consumer oriented electronic commerce:</b> Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer’s perspective – mercantile models from the merchant’s perspective.	(12 Hours)
<b>Unit-V</b>	<b>Electronic payment systems:</b> Electronic payment systems – types – digital token based electronic payment system – smart cards and credit card electronic payment systems – risk designing electronic payment - E-Advertising – E-Marketing - Carrier Opportunities in E-commerce. Management Information System-Evolution, Characteristics, Background of MIS, Characteristics of System approach to management, Designing, Benefits of MIS.	(12 Hours)

**TEXT BOOKS**

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

**REFERENCE BOOKS**

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

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

**Website Reference :** <https://www.grin.com/document/28049>

**SEMESTER – IV**

<b>Programme Code</b>	<b>M.COM(CA)</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course code</b>	<b>23P4CCET2D</b>	<b>Elective 2: Indirect Taxation</b>	<b>Batch</b>	<b>2023-2025</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/Week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

- To Understand the Concept of indirect taxes emphasizing GST, CGST/IGST/SGST/UTGST and customs law.
- To learn and compute the GST liabilities
- To know how to register GST and apply the GST provisions.
- To communicate orally and in written form the indirect taxations concepts and provisions
- To be familiar with the standards and laws pertaining to the GST and customs and utilize for lifelong practical application.

**COURSE OUTCOMES(COs)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the Concept of indirect taxes emphasizing GST, CGST/IGST/SGST/UTGST and customs law.
<b>CO2</b>	Comprehend and compute GST liabilities
<b>CO3</b>	Explain the procedure to register GST and apply GST provisions to business situations.
<b>CO4</b>	Familiar with the standards and laws pertaining GST and customs and utilize for lifelong practical application
<b>CO5</b>	Know the concept of input tax credit mechanism

**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>	M	H	H	H	H	M	L	L	M	L	L	H
<b>CO2</b>	M	H	M	H	M	M	L	L	L	M	M	H
<b>CO3</b>	M	H	M	H	M	M	L	M	M	L	M	H
<b>CO4</b>	M	H	H	H	H	M	L	M	M	M	M	H
<b>CO5</b>	M	H	H	H	M	M	L	M	M	M	M	H

**SYLLABUS**

<b>CONTENT</b>	
<b>Unit-I</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Introduction:</b> Indirect Taxes – Introductory Concept: Introduction -Importance -Meaning –General Characteristics - Objectives -Canons of Taxation -Impact Shifting and Incidence of Tax - Classification of Taxes– Comparison-Merits and Demerits of direct and indirect tax - Advalorem and Specific Duties - Constitutional basis of taxation- GST in India. Goods and Service tax council..</p>
<b>Unit-II</b>	<p><b>(12Hours)</b> <b>Basics of Goods and Services Tax:</b> Introduction –Object and Subject of GST- GST Law – GST Levy -Features of GST -Taxes Subsumed under Goods and Services -Benefits of Goods and Services Tax -GST Rate Structure -Types of Supplies under GST in India . Levy and Collection of GST: Introduction – Taxable event under GST – Supply - Levy and Collection under GST - Composite and Mixed Supplies - Composition Levy- Reverse Charge Mechanism</p>
<b>Unit-III</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Place of Supply of Goods and Services:</b> Introduction-Importance Place of Supply of Goods- Place of supply of Services. Time of Supply of Goods and Services: Introduction - Importance of time of supply in GST - Determination of Time of Supply in GST- Rules for Determination of Time of Supply -Time of Supply of goods -Time of Supply of services. Valuation of Supply of Goods and Services: Valuation of supply -Transaction value -Inclusion in value of supply -Exclusion in value of supply -Valuation Rules.</p>
<b>Unit-IV</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Input Tax Credit under GST: -</b> Introduction -GST – Solution for Double Taxation and Cascading -Input Tax Credit – Salient Features of GST-Methods - Mechanism -Framework under GST regime – Availability of Input Tax Credit in Special Circumstance- Documents Required for Claiming -Utilization - Recovering Input Credit Distributed in Excess (Including Simple Problems). Procedures under GST- Introduction - Registration under GST - Tax Invoice, Credit and Debit Notes- Accounting and Records- Filling of Returns.</p>
<b>Unit-V</b>	<p align="right"><b>(12 Hours)</b></p> <p><b>Integrated Goods and Services Tax Act 2017 :</b> Introduction – Scope – Levy and Collection – Power to Grant Exemption – Determination of Nature of Supply – Inter State Supply – Intra State Supply – Place of Supply. Introduction to Customs Law: - Introduction – Constitutional basis for the Levy of Customs duty- Objectives – Scope of Customs law in India Customs act 1962 – legal structure- Definition under Customs act - Prohibitions on Importation and Exportation of goods - Levy and Collection of Customs Duty -Taxable Event -Types of Customs Duties -Computation of Customs Duty- Classification and Valuation of Goods Under Customs Law: Classification of Goods - Customs Valuation</p>

**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.Balachandran.	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%200.pdf](http://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/822%20Taxation%20XI%200.pdf)

**Means of Curriculum Delivery:** [Lecture, Seminar, Assignment, Google classroom](#)

## EXTRA CREDIT COURSES

சுற்றுலா வளர்ச்சி

Subject Code: 2023ECC001

No. of Credits: 2

அலகு ஐ

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

அலகு ஐஐ

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

அலகு ஐஐஐ

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

அலகு ஐஐ

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

அலகு ஏ

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: 2023ECC002

No. of Credits: 2

அலகு ஐ 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 ஐஐ இதழியல் தோற்றமும் வளர்ச்சியும்**

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

**அலகு ஐஐஐ இதழ்களின் அமைப்பு முறை**

1. இதழ்கள் தொடங்குவதற்கான வழிமுறைகள்
2. செய்தித்தாள் நிர்வாக அமைப்பு

**அலகு ஐஐ 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 ஏ 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: 2023ECC003**

**No. of Credits: 2**

**அலகு ஐ**

நாட்டுப்புற இயல் என்றால் என்ன?

நாட்டுப்புற இயலின் வரலாறு

நாட்டுப்புற அயல் கல்வி – ஒரு விளக்கம்

**அலகு ஐஐ**

நாட்டுப்புற ஆடல்கள்

நாட்டுப்புற கூத்துகள்



நாட்டுப்புற கைவினைக் கலைகள்

அலகு ஐஐஐஐ

நாட்டுப்புற விளையாடல்கள்

நாட்டுப்புற மருத்துவம்

நாட்டுப்புற நம்பிக்கைகள்

அலகு ஐஐ

நாட்டுப்புற வழிபாடுகள்

நாட்டுப்புறக் கதைகள்

நாட்டுப்புறப் பாடல்கள்

கதைப்பாடல்கள்

அலகு ஏ

விடுகதைகள்

பழமொழிகள்

புராணங்கள்

பாடநூல் : நாட்டுப்புறவியல்

ஆசிரியர் : ச. கண்முக சுந்தரம்  
காவ்யா பதிப்பகம்,  
ஏப்ரல் - 2017.

கணிப்பொறியில் தமிழ்

Subject Code: 2023ECC004

No. of Credits: 2

அலகு ஐ

கணிப்பொறியில் தமிழ்

விசைப்பலகை அமைப்பு முறைகள்

எழுத்துருவின் வகைகள்

அலகு ஐஐ

தமிழ் எழுத்துருக்கள்

எழுத்துரு ∴ விசைப்பலகை இயக்கியை நிறுவுதல்

அலகு ஐஐஐஐ

தமிழில் தட்டச்சு செய்யும் முறை

சிக்கல்களும் தீர்வுகளும்

அலகு ஐஏ

இணையத்தில் தமிழ்  
தமிழ் இணையப் பல்கலைக்கழகம்  
மின்னஞ்சல்

அலகு ஏ

யூனிக் கோடு  
விண்டோஸ் எக்ஸ்பீயில் தமிழ்  
தமிழ் இணையதளங்கள்

ஆசிரியர் : த. பிரகாஷ்  
பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை  
ஆகஸ்டு – 2007.

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2023ECC005

No. of Credits: 2

அலகு ஐ

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

அலகு ஐஐ

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

அலகு ஐஐஐ

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

**அலகு ஐஏ**

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

**அலகு ஏ**

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: 2023ECC006**

**No. of Credits: 2**

**அலகு ஐ**

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

**அலகு ஐஐ**

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

**அலகு ஐஐஐ**

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

**அலகு ஐஏ**

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

**அலகு ஏ**

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

பாடநூல் : தமிழ் இலக்கிய வரலாறு  
ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்  
முல்லைநிலையம்,  
சென்னை, 2018

### **NEW MEDIA**

**Subject Code: 2023ECC007**

**No. of Credits: 2**

**Objectives :**

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

**UNIT I:**

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

**UNIT II:**

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

**UNIT III:**

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

**UNIT IV:**

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

**UNIT V:**

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

**TEXT BOOKS:**

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

1. Jagdish Chakravarthy, Net, Media and the Mass Communication, Authors press, New Delhi, 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: 2023ECC008**

**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 Edition 2006.
  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: 2023ECC009**

**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: 2023ECC010**

**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: 2023ECC011**

**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 , Psychsims ,WortSh Publishers ,2004

**ASTRONOMY**

**Subject Code: 2023ECC012**

**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 anomolies.

**TEXT BOOK**

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

“ASTRONOMY” by S.Kumaravelu and Susheela Kumaravelu.

**FUZZY MATHEMATICS**

**Subject Code: 2023ECC013**

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

**OPERATION RESEARCH**

**Subject Code: 2023ECC014**

**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 –  $m \times n$  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 Subramanian ., 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: 2023ECC015**

**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. Vatsa, Wishwa Prakashan Private Limited, 3<sup>rd</sup> Edition.
2. Business Mathematics and Statistics, P.A. Navanitham, Jai Publisher, June 2004.

**Reference Book:**

1. Dr. M.K. Venketaramen, Dr. N. Sridharan, N. Chandarasekaran: Discrete Mathematics  
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: 2023ECC016**

**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: 2023ECC017

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: 2023ECC018**

**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: 2023ECC019**

**No. of Credits: 2**

**Objectives :**

- To Understand fundamentals of object – oriented programming in Java, including defining classes,invoking methods,using class libraries,etc.
- To be able to use the Java SDK enviroment to create, debug and run simple Java programs.
- To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

**UNIT I**

Introduction to Object-Oriented Programming : Fundamentals – Object oriented Paradigm Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy –Concurrency 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 – Decesion making and looping : while,do,for – Jumps in Loops – Labeled loops – Classes, Objects and Methods.

Arrays, Strings and vectors - Interfaces :Multiple Inheritance – Packages : Putting classes together – Multithreaded programming – Thread exceptions – Life cycle of Thread - Thread priority – Synchronization.

#### **UNIT IV**

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

#### **UNIT V**

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

#### **TEXT BOOKS:**

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

1. Grady Booch: “Object Oriented Analysis & Design with Applications”, Second Edition, Pearson Education.
2. E.BalaGurusamy: “Programming with Java”, Third edition, Tata McGraw Hill Pvt Ltd.

#### **Reference Books:**

1. Patrick Naughton & Hebert Schildt: “The Complete Reference Java 2”, Third edition, Tata McGraw Hill Pvt Ltd.
2. Programming with Java – John R.Hubbard, Second Edition, Tata McGraw

## **PROGRAMMING IN C**

**Subject Code: 2023ECC020**

**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: 2023ECC021**

**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 Model**IoT 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: 2023ECC022

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: 2023ECC023**

**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: 2023ECC024

No. of Credits: 2

Objectives:

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

### UNIT - I

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

### UNIT -II

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

DECT: System Architecture – Protocol Architecture – TETRA.

### UNIT -III

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

### UNIT -IV

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

### UNIT -V

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

### TEXT BOOKS:

Recent editions of the following books only are recommended

1. Asoke K Talukder and Roopa R Yavagal ,Mobile Computing,Tata McGraw-Hill,,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: 2023ECC025

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: 2023ECC026**

**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: 2023ECC027**

**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: 2023ECC028**

**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: 2023ECC029**

**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: 2023ECC030**

**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: 2023ECC031**

**No. of Credits: 2**

**Objectives:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOK:**

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

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

**REFERENCE BOOKS:**

- 1.Kamlesh Jani, Ratish Kakkad, Stress Management, Pothi Publishers, 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: 2023ECC032**

**No. of Credit :2**

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

- ✓ basic principles of insurance and risk management
- ✓ Understanding contemporary issues related to insuran

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

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

**TEXT BOOK:**

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

1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

**REFERENCE BOOKS:**

- 1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private Limited 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: 2023ECC033**

**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: 2023ECC034**

**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 : 2023ECC035

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 : 2023ECC036

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 : 2023ECC037**

**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 : 2023ECC038**

**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**

1. 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, John Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishers, 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: 2023ECC039**

**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: 2023ECC040**

**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 : 2023ECC041**

**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 : 2023ECC042

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: 2023ECC043

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: 2023ECC044**

**No. of Credits: 2**

**Objectives:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

Learning Theories and their application- Brand Loyalty- Brand Extention- Conditioning Theories- Cognitive Learning Theory- Attitude and Attitribute 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, NewDelhi

## **MARKETING OF HEALTH SERVICES**

**Subject Code: 2023ECC045**

**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: 2023ECC046**

**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. Indaian 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: 2023ECC047**

**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: 2023ECC048**

**No. of Credits: 2**

**Objective:** To make the students understand

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

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

#### **UNIT-V**

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

#### **TEXT 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 Douplik,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: 2023ECC049**

**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-Stakeholder'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: 2023ECC050**

**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 EPR 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 – Determine 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 Projets.

**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:**

1.Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008

**கல்வியும் சமுதாயமும்**

Subject Code: 2023ECC051

No.of Credits: 2

**நோக்கம் ;**

1. கல்வி வாழ்க்கைக்கு இன்றியமையாத தேவை என்பதை உணர்த்துதல்.
2. கல்வியின் குறிக்கோள்கள், கல்வி நிறுவனங்களைப் பற்றி அறிதல்.
3. இந்தியக் கல்வியாளர்களின் கல்விக் கொள்கைகளை அறியச் செய்தல்.
4. கல்வி கற்பிக்கும் முறைகள், பெண் கல்வி, வயது வந்தோர் கல்வி, அமைதி, நன்னெறிக் கல்விகளை அறியச் செய்தல்.
5. தாய்மொழி வழிக்கல்வி, உலகமயமாதலின் குறிக்கோள்கள், தரமான கல்வியின் அளவுகோல்களை அறிதல்.

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

CO Number	CO Statement
CO1	கல்வி ஒரு சமூகத் தேவை, தத்துவத்திற்கும் கல்விக்கும் உள்ள உறவு, வேதகாலக் கல்விமுறை, குறிக்கோள்கள், ஆசிரியர் மாணவர் உறவு முறைகளை அறிந்து கொள்ளல்.
CO2	மெக்காலேயின் கல்வி குறிப்புகள், ஹண்டர் கல்விக்குழு, மரியா மாண்டிசோரி, பெர்ட்ரண்ட் ரஸ்ஸல் கல்வி முறைகளை தெரிந்து கொள்ளல்.
CO3	விவேகானந்தர், இரவீந்திரநாத் தாகூர், அரவிந்தர், வினோபாபாவே, ஜெ. கிருஷ்ணமூர்த்தி, காந்தியடிகள் போன்றோரின் கல்வி முறைகளை அறிந்து கொள்ளல்.
CO4	பெண் கல்வி, வயது வந்தோர் கல்வி, அறிவுசார் மனித சமுதாயத்தை நோக்கி, சுற்றுச்சூழல், இயற்கைக் கல்வி பற்றி அறிந்து கொள்ளல்.

CO5	தாய்மொழி வழிக்கல்வி, தேசிய மதிப்பீடு மற்றும் தரநிருணய குழுமம், கட்டட வசதி மற்றும் தளவாடங்கள், கல்வி நிறுவனங்களுக்கிடையே ஆரோக்கியமான போட்டிகளைப் பற்றி தெரிந்து கொள்ளல்.
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### கல்வியும் சமுதாயமும்

#### அலகு - 1

கல்வி - ஒரு விளக்கம் - கல்வி ஒரு மும்முனைப் பயிற்சி - கல்வியின் முக்கியத்துவம் - கல்வி வாழ்க்கைக்கு இன்றியமையாதது - கல்வி ஒரு சமூகத்தேவை - கற்றல் ஒரு தனித்தன்மை - குழந்தையின் நுண் உணர்வுப் பருவம் - தத்துவம் - கல்வி கோட்பாடுகளின் வகைகள் - தத்துவத்திற்கும் கல்விக்கும் உள்ள உறவு - வேதகாலக் கல்வி முறை - வேதகாலக் கல்வியின் குறிக்கோள்கள் - பாடத்திட்டம் - கற்பிக்கும் முறைகள் - ஆசிரியர் - மாணவர் உறவு - குருகுலத்தில் மாணவர்கள் வாழ்க்கை - பெண்கல்வி. (3 - 61)

#### அலகு - 2

கல்வியின் குறிக்கோள் - கல்வி நிறுவனங்கள் - மெக்காலேயின் குறிப்புகள் - ஹண்டர் கல்விக்குழு - கல்வி குறிக்கோள்கள் - இயற்கையான வளர்ச்சி - உடல்வளர்ச்சி - எதிர்மறைக் கல்வி - குழந்தையின் வளர்ச்சிப் படிகளும் கலைத்திட்டமும் - டூயிமின் தத்துவம் - மரியா மாண்டிசோரி - பெர்ட்ரண்ட் ரஸ்ஸல் (64- 111)

#### அலகு - 3

இந்தியக் கல்வியாளர்கள் - விவேகானந்தர் - இரவீந்தரநாத் தாகூர் - அரவிந்தர் - வினோபாவு - குருகுலக் கல்வி முறை - ஜெ.கிருஷ்ணமூர்த்தி - கல்வியின் குறிக்கோள்கள் - கல்வியில் ஒழுக்கமும் கட்டுப்பாடும் - கல்விக் கொள்கையின்படி ஆசிரியர் பணி - ஜாகீர் உசேன் குழு அறிக்கை - கல்வியின் படிகள் - காந்தியக் கல்விக் கொள்கை - காந்தியடிகளின் கல்வித் தத்துவம் - காந்தியடிகளும் பெண்கல்வியும். (112 - 162)

#### அலகு - 4

பல்கலைக்கழகக் கல்விக் குழு அறிக்கை - கல்வியின் குறிக்கோள்கள் - கற்பிக்கும் முறைகள் - கோத்தாரிக் கல்விக் குழு அறிக்கை - தேசியக் கல்விக் கொள்கை - பெண்கல்வி - வயது வந்தோர் கல்வி - கல்வி நிலைகள் - அறிவுசார் மனித சமுதாயத்தை நோக்கி - கிராமத்தை மையமாகக் கொண்ட திட்டம் - சுற்றுச் சூழல் கல்வி - இயற்கையை காப்பதில் கல்வியின் பங்கு - பெண்கல்வியும் தேசிய வளர்ச்சியும் - அமைதிக்கல்வி - நன்னெறிக் கல்வி. (163 - 196)

#### அலகு - 5

மனித உரிமைக் கல்வியின் அவசியம் - தாய்மொழி வழிக்கல்வி - உலகமயமாதலின் குறிக்கோள்கள் - அனைவருக்கும் கல்வி - ஆசிரியர் திறன் மேம்பாடு - கல்வியும், தேசிய நிறுவனங்களும் - தொலை நோக்குப் பார்வை - தேசிய மதிப்பீடு மற்றும் தரநிருணய குழுமம் - தரமான கல்வியின் அளவுகோல் - கட்டட வசதி மற்றும் தளவாடங்கள் - கல்வி நிறுவனங்களுக்கிடையே ஆரோக்கியமான போட்டி.

**பாடநூல் :** கல்வியும் சமுதாயமும், டாக்டர் ஜி. பங்ககஜம் - சுரதா பதிப்பகம், ஜி4 காந்தி

அடுக்ககம் ராயப்பேட்டை சென்னை.

## அறிவியல் தமிழ்

Subject Code: 2023ECC052

No.of Credits: 2

நோக்கம் :

1. தமிழ்மொழி அறிவியல் துறையில் சிறப்பிடம் பெற்ற பாங்கை உணர்த்துதல்.
2. தமிழ்மொழி வளர்ச்சி, தாய்மொழிக் கல்வியின் பயன்களை அறிதல்.
3. அறிவியல் துறையில் கலைச்சொற்களின் பங்கினை அறியச் செய்தல்.
4. தமிழ் ஆட்சிமொழியாகவும், சட்டத் தமிழாகவும் சிறப்பிடம் பெற்றமையை அறிதல்.
5. தாய்மொழி வழிக் கல்வியால் அறிவுத்திறன் மேம்பாடும் என்ற நோக்கில் மொழிபெயர்ப்பு அவசியம் என்பதை அறிதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	தமிழ்மொழியின் தொன்மை, அறிவியல் கணினி,உளவியல், தாவரவியல், வானியல் போன்ற துறைகளில் தமிழ்மொழி இடம்பெறும் தன்மையினை அறிந்து கொள்ளல்
CO2	தமிழ்வழிக்கல்வி சிக்கல்களும் சில தீர்வுகளும், தமிழ் இலக்கியங்களில் அறிவியல், தமிழில் புனைகதைகள், புதுக்கவிதைகள் முதலிய கருத்துக்களை தெரிந்து கொள்ளல்
CO3	கலைச் சொற்கள், மூலச்சொற்கள், வட்டார வழக்கு, அறிவியல் வாக்கிய அமைப்பு முறைகளை அறிதல்
CO4	ஆட்சி மொழி வரலாறு, ஆட்சிமொழிச் சட்டம், தமிழில் கையொப்பம், சொற்களின் செறிவும், செறிவின்மையும் பற்றி அறிந்து கொள்ளல்.
CO5	அறிவியல் தமிழ் மொழிபெயர்ப்பு மற்றும் சொல்லாக்கம், சொல்லாக்க விதிகள், அறிவியல் தமிழும் இதழ்களும், அறிவியல் தமிழ் முயற்சியும் பயிற்சியும் பற்றி தெரிந்து கொள்ளல்.

### பாடத்திட்டம் - அறிவியல் தமிழ்

#### அலகு - 1

தொன்மை மொழிகள் - தமிழ்மொழி - முத்தமிழ் - இலக்கியமும் அறிவியலும் - ஐரோப்பியர் வருகை - நியூட்டனின் இயக்க விதிகள் - சார்புக் கொள்கை - உளவியல் - உயிரியல் - தாவரவியல் - வானியல் கருத்துக்கள் - அறிவியல் கூறுகள் - அறிவியல் தமிழ் வரலாறு - தோற்றமும் வளர்ச்சியும் - அறிவியல் தமிழ் ஆக்கம் வழிமுறைகள் - தமிழில் அறிவியல் நூல்கள் - அறிவியல் பார்வை அன்றும் இன்றும் - மண்ணில் விண்ணைக் காணுதல் - அறிவியல் மறுமலர்ச்சி - அறிவியல் இயக்கங்கள். (1-47)

**அலகு – 2 தமிழ்மொழி வளர்ச்சி நிலை**

தமிழில் பிறமொழிச் சொற்கள் – பயிற்றுமொழி – தமிழ்வழிக்கல்வி சிக்கல்களும் சில தீர்வுகளும் – தமிழில் அறிவியலைக் கூறுதல் – ஆசிரிய, மாணவ மனப்பாங்கு – மருத்துவ, பொறியியல் துறையில் தமிழ் – அறிவியல் நூல்கள் – தமிழ் இலக்கியங்களில் அறிவியல் – தமிழில் அறிவியல் புனைகதைகள் – புதுக்கவிதையில் அறிவியல். (48 – 92)

**அலகு – 3**

கலைச்சொல்லாக்கம் – பயன் – கோட்பாடுகள் – புதுமையாக்கம் – ஒலிபெயர்ப்பு – கிரந்த எழுத்துக்கள் – புதிய குறியீடு மொழிபெயர்ப்பு மூலச்சொல்லறிதல் – புதுச்சொல் – தொகைச் சொற்கள் – பொது வழக்குச் சொற்கள் – வட்டார வழக்கு – கலைச்சொல் வரைவு – கணினியின் பங்கு – கலைச்சொல் வங்கி அறிவியல் வாக்கிய அமைப்பு முறைகள் – தரவுரு நோக்கமும் – கொள்கை. (92 – 127)

**அலகு -4 ஆட்சி மொழியும் சட்டத்தமிழும்**

அரசமைப்பும் ஆட்சிமொழியும் – ஆட்சிமொழிச் சட்டம் – சட்டமன்றத்தில் தமிழ் – நீதிமன்ற மொழி – நீர்ப்பு மொழி – தமிழ் ஆட்சிமொழி வரலாறு – ஆட்சி மொழித் திட்டம் செயலாக்கமும் – பணிப் பதிவேடுகள் தமிழில் பேணுதல் – தமிழில் கையொப்பம் – சட்டத்தமிழை – சட்டத்தமிழ் இலக்கியம் – சட்டத்தமிழ் நூல்தொகுப்பு – சட்டத்தமிழ் கலைச் சொற்கள் – சொற்களின் செறிவும் செறிவின்மையும் – சட்டக் கலைச் சொல்லாக்கங்கள். (128 – 165)

**அலகு – 5 அறிவியல் தமிழ் மொழி பெயர்ப்பு**

அறிவியல் தமிழ் மொழிநடை – மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்க நெறிமுறைகள் – மூன்று வழிகள் – கலைச் சொல்லாக்கம் – மொழிபெயர்ப்பும் சொல்லாக்கமும் – சில அடிப்படைக் கூறுகள் – சொல்லாக்க விதிகள் – அறிவியல் தமிழும் இதழ்களும் – கலைக்கதிர் – 20 ஆம் நூற்றாண்டு – அறிவியல் தமிழ் முயற்சியும் வளர்ச்சியும். (166 – 204)

**பாடநூல்**

அறிவியல் தமிழ் – முனைவர் ச. ஈஸ்வரன்

**வெளியீடு :** சாரதா பதிப்பகம், ஜி4 சாந்தி அருக்ககம், 3, மரு கிருஷ்ணாபுரம் தெரு,

ராயப்பேட்டை, சென்னை – 600014.

**பெண்ணியம்**

**Subject Code: 2023ECC053**

**No.of Credits: 2**

**நோக்கம் :**

1. பெண்ணியம் தோன்றுவதற்குரிய காலச்சூழல், பெண்களின் வாழ்க்கை முறையில் விழிப்புணர்வை ஏற்படுத்துதல் பற்றி அறிதல்.
2. பெண் விடுதலை பெறுவதற்குரிய இயக்கங்கள், அமைப்புகள் முன்னேற்றத்திற்குரிய வழிமுறைகள், அடிமைத்தனத்திற்குரிய காரணங்களை அறிதல்.
3. இந்தியாவில் பெண்களுக்கு இழைக்கப்பட்ட அநீதிகள், சமூக நிலை, சமூக மாற்றங்களுக்கான வழி முறைகளை அறிதல்.
4. சுதந்திரப் போராட்டத்தில் பெண்களின் பங்கு, இந்திய சட்டத் திருத்தம், பெண்கள் மறுமலர்ச்சிக்காக ஏற்படுத்தப்பட்ட அமைப்புகள் பற்றி அறிதல்.
5. பெண்களுக்குரிய சட்டங்கள், வாரியங்கள், பெண்களின் வாழ்வை மேம்படுத்தும் அமைப்புகள், சிக்கல்கள், பெண்ணின் வாழ்வை உயர்த்தும் வழிமுறைகள் பற்றி அறிதல்.

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

CO Number	CO Statement
CO1	பெண்ணியம் என்பதற்குரிய விளக்கம், தொழில் புரட்சியினால் ஏற்பட்ட சக மாற்றம், பெண்ணியம் சார்ந்த பல்வேறு கருத்துக்கள் விழிப்புணர்வு ஏற்படுத்துதல்.
CO2	தேசியப் பெண்கள் அமைப்பின் மூலம் ஏற்பட்ட, தீவிரவாதப் பெண்ணியம், மிதவாதப் பெண்ணியம் வகைப்பாடுகள், முன்னே பற்றியும், பெண்ணடிமையின் காரணங்களையும் உணர்ந்து கொள்ளல்.
CO3	இந்தியாவில் தோன்றிய பெண்ணிய இயக்கத்தினால் ஏற்பட்ட சமூக மாற்றங்களும், பெண்களின் முன்னேற்றத்திற்காக செய்யப்பட்ட முயற்சிகள் பற்றி அறிதல்.
CO4	சுதந்திரப் போராட்டத்தில், பெண்களின் பங்களிப்பு பற்றியும், இந்திய சட்டத்திருத்தம், மகளிர் தற்சார்பு அமைப்புகள் பற்றி தெரிந்துகொள்ளல்.
CO5	விடுதலைக்கு பின் பெண்களுக்காக ஏற்படுத்தப்பட்ட சட்டங்கள், வாரியங்கள், மகளிர் அமைப்புகளின் பிரச்சனைகள், பெண்களின் நிலையை உயர்த்துகின்ற வழிமுறைகளை அறிந்துகொள்ளல்.

**பாடத்திட்டம் : பெண்ணியம்**

**அலகு – 1**

பெண்ணியம் – விளக்கம் - மேலை நாடுகளில் பெண்ணியத்தின் தோற்றம் – தொழில் புரட்சியின் விளைவுகளில் பெண்ணியத்தின் தோற்றம் – தொழில் புரட்சியின் விளைவுகள் – பெண்ணியம் மிதவாதக் கருத்துக்கள் – சோஷலிசக் கருத்துக்கள் – வாக்குரிமை – பெண்ணியத்தின் தேக்கநிலை – பெண்களின் வாழ்க்கை வாய்ப்புகள். (1 – 58)

**அலகு – 2**

பெண் விடுதலை இயக்கம் – தேசியப் பெண்கள் அமைப்பு – தீவிரவாதப் பெண்ணியத்தின் தோற்றம் – பெண்ணியத்தின் வளர்ச்சி – மிதவாதப் பெண்ணியம் – முன்னேற்ற வழி முறைகள் – பெண்ணடிமையின் காரணங்கள் – பழமைவாதக் குடும்பம் சார்ந்த பெண்ணியம் (59 – 106)

**அலகு – 3**

இந்தியப் பெண்ணியம் அறிமுகம் – 19 – 20 ஆம் நூற்றாண்டுகளில் இந்தியப் பெண்களின் வாழ்க்கையில் இழைக்கப்பட்ட கொடுமைகள் சமூகநிலை – சமூக மாற்றங்களும் இந்தியப் பண்பாட்டின் மறுமலர்ச்சிக்காக உருவாக்கிய நிறுவனங்கள்.( 106 – 146)

**அலகு – 4**

காந்தியடிகளும் இந்திய சுதந்திரப் போராட்டத்தில் பெண்களின் பங்கும் – தலைமைப் பொறுப்பேற்ற இந்தியப் பெண்கள் – இந்தியச் சட்டத்திருத்தம் – மகளிர் தற்சார்பு அமைப்புகள் – இந்தியப் பெண்களின் வாழ்க்கையில் இழைக்கப்பட்ட கொடுமைகளை மாற்ற எடுக்கப்பட்ட முயற்சிகள் ( 146 – 180)

**அலகு – 5**

பெண்களும் சட்டங்களும் – திருமணச் சட்டங்கள் – மணவிலக்குச் சட்டங்கள் – வாரிசுரிமை – இந்திய அரசுத் திட்டங்களும் பெண்களும் – பெண்களுக்காக அமைக்கப்பட்டிருக்கும் வாரியங்கள் – உழைக்கும் பெண்களின் வாழ்வை மேம்படுத்துதல் – மகளிர் தற்சார்பு அமைப்புகளின் பிரச்சனைகள் – மேலைநாட்டுப் பெண்ணியமும் – இந்தியப் பெண்ணியமும் இந்தியப் பெண்களின் நிலையை உயர்த்தும் வழிமுறைகள். (180 – 244)

**பாட நூல்** – பெண்ணியம் தோற்றமும் வளர்ச்சியும் ந. முத்துச் சிதம்பரம்.

வெளியீடு – தமிழ் புத்தகாலயம், சென்னை

**பார்வை நூல்** - பெண்ணியம் - பிரேமா

**தமிழக வரலாறு – 1**

**Subject Code: 2023ECC054**

**No.of Credits: 2**

**நோக்கம் :**

1. தமிழகத்தின் புவியியல் கூறுகள், வரலாற்றுக்கு முந்திய கால தமிழகம், சங்ககால மக்களின் வாழ்க்கை முறை, மூவேந்தர்கள், களப்பிரர்களின் ஆட்சி, அரசியல், பண்பாட்டு மாற்றங்கள் பற்றி அறிதல்.
2. பல்லவ மன்னர்களின் ஆட்சிமுறை, சமுதாய பொருளாதார பண்பாட்டு நிலை, பக்தி இயக்கம், முற்கால பாண்டியர்கால சமுதாயப் பொருளாதார பண்பாட்டு மாற்றங்கள் பற்றி அறிதல்.
3. பிற்காலச் சோழ மன்னர்களின் மைய, மாநில, கிராம ஆட்சி முறை – கலை இலக்கிய வளர்ச்சி, சமுதாய பொருளாதார பண்பாட்டு மாற்றம் பற்றி அறிதல், பிற்கால பாண்டியர் வரலாறு பற்றி அறிதல்.
4. முஸ்லீம்களின் வருகை – விஜய நகரப் பேரரசின் ஆட்சி – சமுதாய, பொருளாதார பண்பாடு, நாயக்க மன்னர்கள் கால அரசியல், சமுதாயம், சமயம், இலக்கியம் பற்றி அறிதல்.

5. பாளையக்காரர் ஆட்சி முறை, தமிழகத்தில் மராட்டியர் ஆட்சி, அரசியல், சமுதாய, பொருளாதார சமயம், சேதுபதிகளின் ஆட்சி, கர்நாடக நவாப்புகள் தமிழகத்தில் ஆட்சி செய்த மறை பற்றி அறிதல்.

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

CO Number	CO Statement
CO1	தமிழகத்தின் புவியியல் கூறுகள், மன்னர்களின் ஆட்சி, வாழ்க்கை முறை – சமுதாய, பொருளாதார, பண்பாட்டு மாறுதல்களை மாணவர்கள் அறிந்து கொள்ளல்.
CO2	பல்லவ மன்னர்கள் ஆட்சி, சமுதாய மாற்றம் – பக்தி இயக்கம் மறுமலர்ச்சி முற்கால பாண்டிய மன்னர்களின் அரசாட்சி முறை பற்றி அறிந்து கொள்ளுதல்.
CO3	சோழ மன்னர்களின் பொற்கால ஆட்சி – இலக்கிய வளர்ச்சி, பிற்கால பாண்டிய மன்னர்களின் வரலாறு தெரிந்துகொள்ளுதல்.
CO4	தமிழகத்தில் முஸ்லீம்களின் படையெடுப்பு – விஜய நகரப் பேரரசு நாயக்க மன்னர்களின் ஆட்சி – சமுதாய மாற்றங்கள் பற்றி அறிந்துகொள்ளல்.
CO5	பாளையக்காரர், மராட்டியர்களின் ஆட்சிக்காலம் – சேதுபதிகள் – கர்நாடக நவாப்புகள் தமிழகத்தில் ஆட்சிமுறை – சமுதாயத்தில் ஏற்பட்ட பொருளாதார, இலக்கிய மாற்றங்கள் குறித்து மாணவர்கள் தெரிந்து கொள்ளல்.

**பாடத்திட்டம் – தமிழக வரலாறு -1**

**அலகு -1**

தமிழக வரலாற்றில் புவியியல் கூறுகளின் தாக்கம் – வரலாற்றுக்கு முந்தைய கால தமிழகம் – தமிழக வரலாற்றுச் சான்றுகள் – சங்ககாலம் – கால வரையறை - சங்க காலச் சான்றுகள் – அரசியல் நிலை – பொருளாதார நிலை – சமுதாய நிலை – சேர, சோழ, பாண்டிய மன்னர்கள் – சங்ககால குறுநில மன்னர்கள் – களப்பிரர்கள் (1 – 83)

**அலகு -2**

பல்லவர்களின் தோற்றம் – முதலாம் மகேந்திரவர்மன் – முதலாம் நரசிம்மவர்மன் – முதலாம் பரமேஸ்வரன் – இரண்டாம் நரசிம்மவர்மன் – இரண்டாம் நந்திவர்மன் – பல்லவர் கால ஆட்சிமுறை – பல்லவர் கால சமுதாயம் – பொருளாதாரம் – பண்பாட்டு நிலை – பக்தி இலக்கியம் – முதலாம் பாண்டியப் பேரரசு – திருப்புறம்பியம் போர் – முற்காலப் பாண்டியர் கால சமுதாயப் பொருளாதார பண்பாட்டு நிலை (84 – 150)

**அலகு -3**

பிற்காலச் சோழர்கள் – முதலாம் இராஜராஜ சோழன், முதலாம் இராஜேந்திரச் சோழன் – முதலாம் குலோத்துங்கச் சோழன் – மூன்றாம் குலோத்துங்கச் சோழன், சோழர் கால மைய, மாநில, கிராம ஆட்சி முறை – சோழர்கால கலை, இலக்கிய வளர்ச்சி – சோழர் கால சமுதாய பொருளாதார பண்பாட்டு நிலை – இரண்டாம் பாண்டியப் பேரரசு – பிற்கால பாண்டியர் கால சமுதாயப் பொருளாதார பண்பாட்டு நிலை (151 – 250)

**அலகு - 4**

தமிழகத்தில் முஸ்லீம் படையெடுப்புகள் – விஜயநகர ஆட்சியின் கீழ் தமிழகம் – தமிழகத்தில் விஜய நகர ஆட்சிமுறை – விஜய நகர ஆட்சியின் போது தமிழகத்தின் சமுதாய, பொருளாதார பண்பாட்டு நிலை – மதுரை நாயக்கர்கள் – செஞ்சி நாயக்கர்கள் – தஞ்சை நாயக்கர்கள் – நாயக்கர் கால அரசியல் நிலை ( 233 – 323)



## அலகு - 5

பாளையக்காரர் முறை - நாயக்கர்கால சமுதாய, பொருளாதார பண்பாட்டுநிலை - தமிழகத்தில் மராட்டியர் ஆட்சி - தஞ்சை மராட்டியக் கால அரசியல், சமுதாய, பொருளாதார பண்பாட்டு நிலை - இராமநாதபுரம் சேதுபதிகள் - கர்நாடக நவாபுகளின் காலம் ( 324 - 399).

## தமிழகவரலாறு -2

Subject Code: 2023ECC055

No.of Credits: 2

## நோக்கம் :

1. தமிழகத்திற்கு ஐரோப்பியர்களின் வருகை - உள்நாட்டு பூசல், கர்நாடகப்போர்கள், மைசூர் போர்கள் ஏற்படக் காரணம், பூலித்தேவன், வீரபாண்டிய கட்டபொம்மன், ஊமைத்துரை போன்றவர்களின் எழுச்சி, தென்னிந்திய புரட்சி பற்றி அறிதல்.
2. வேலூர் புரட்சி ஆங்கிலேயரின் நிர்வாகம், மேற்கத்திய கல்வி முறையின் தாக்கம் - கிறிஸ்துவர்களின் மதமாற்ற முயற்சியின் விளைவுகள், சீர்திருத்த இயக்கங்கள் பற்றி அறிதல்.
3. பெரியாரின் நீதிக்கட்சி, சுயமரியாதை இயக்க ஆதரவாளர்கள், காமராசரின் பணி, மொழி வழி மாநில மறுசீரமைப்பு போன்ற செய்திகள் அறிதல்.
4. தமிழகத்தை ஆட்சி செய்த இராஜாஜி, காமராசர், பக்தவத்சலம், இந்தி எதிர்ப்பு போராட்டம், தி.மு.கவின் எழுச்சி, நிர்வாக முறை, ஆட்சியாளர்களின் பங்களிப்பு - மாற்றங்கள் பற்றி அறிதல்.
5. இன்றைய தமிழகத்தின் பொருளாதாரம், தொழில் வளர்ச்சிக்கு சமுதாய நலத்திட்டங்கள் - பத்திரிக்கைகளின் பங்களிப்பு - சட்டமன்ற வரலாறு - கருணாநிதியின் ஆட்சிக்காலம் பற்றிய சமகால நிகழ்வுகளை அறிதல்.

## பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	ஐரோப்பியர்கள் வருகை, தமிழகத்தில் ஏற்பட்ட உள்நாட்டு குழுப்பம்,நடைபெற்ற போர்களின் விளைவுகள், தென்னிந்தியாவில் ஏற்பட்ட புரட்சி மாற்றங்கள் பற்றி மாணவர்கள் தெரிந்து கொள்ளல்.
CO2	வேலூர் புரட்சி, ஆங்கிலேயர்களின் நிர்வாக முறை, கல்வி முறையில் ஏற்பட்ட மாற்றங்கள், கிறித்துவர்களின் சமய மதமாற்றம், மதமாற்றத்தால் ஏற்பட்ட விளைவுகள், சமூக, சமய சீர்திருத்த இயக்கங்கள் தோன்றியது பற்றி அறிந்து கொள்ளல்.
CO3	அரசியலில் ஏற்பட்ட மாற்றங்கள் நீதிக்கட்சி சுயமரியாதை இயக்கம், தலைவர்களிடையே

	ஏற்பட்ட கருத்து வேறுபாடுகள், காமராசர் நிர்வாகம், மொழி வழி மாநில மறு சீரமைப்பு போன்ற பல்வேறு நிகழ்வுகளை தெரிந்து கொள்ளுதல்.
CO4	தமிழகத்தின் அரசியல் நிலை – நிர்வாகமுறை – இந்தி எதிர்ப்பு போராட்டம் – தி.மு.கவின் வளர்ச்சி, சமுதாய பொருளாதார மாற்றங்கள் குறித்து அறிதல்.
CO5	இன்றைய தமிழகத்தின் பொருளாதாரம், தொழில் வளர்ச்சி, நலத்திட்ட உதவிகள், சட்டமன்ற நிகழ்வுகள், அரசியல் நிகழ்வுகள் பற்றி அறிந்து கொள்ளல்.

### பாடத்திட்டம் – தமிழக வரலாறு -2

#### அலகு – 1

தமிழகத்தில் ஐரோப்பியர்கள் – கர்நாடகப்போர் – மைசூர் போர்கள் – காஞ்சாகிப் – பூலித்தேவன் – வீரபாண்டிய கட்டபொம்மன் – ஊமைத்துறை – தென்னிந்தியப் புரட்சி (399 – 468)

#### அலகு -2

வேலூர் புரட்சி – ஆங்கிலேயரின் நிலவருவாய் நிர்வாகம் – நீதித்துறை நிர்வாகம் – மேற்கத்திய கல்வி முறையின் வளர்ச்சி – கிறிஸ்தவ சமயப் பரப்பாளர்கள் – சமூக சமய சீர்திருத்த இயக்கங்கள் – ஆலய நுழைவு இயக்கம் (469 – 542).

#### அலகு -3

நீதிக்கட்சி – சுய மரியாதை இயக்கம் – வ.உ.சிதம்பரனார் – சுப்பிரமணிய பாரதி – வீரவாஞ்சி – சுப்பிரமணிய சிவா – இராஜாஜி – தீரர் சத்திய மூர்த்தி – பெருந்தலைவர் காமராசர் – மொழிவழி மாநில மறு சீரமைப்பு (543 – 612)

#### அலகு – 4

இராஜாஜியின் நிர்வாகம் – காமராசரின் நிர்வாகம் – பக்தவத்சலத்தின் நிர்வாகம் – இந்தி எதிர்ப்புப் போராட்டம் – தி.மு.கவின் எழுச்சி – அண்ணாத்துரையின் நிர்வாகம் – கருணாநிதியின் நிர்வாகம் – எம்.ஜி.ஆரின் நிர்வாகம் – ஜெயலலிதாவின் நிர்வாகம் ( 613 – 677)

#### அலகு – 5

தமிழகத்தில் பொருளாதார வளர்ச்சி – தமிழகத்தில் தொழில் வளர்ச்சி – தமிழகத்தில் சமுதாய நலத்திட்டங்கள்-பத்திரிக்கைகளின் தோற்றமும் வளர்ச்சியும் – தமிழக சட்டமன்ற வரலாறு – தமிழ்நாட்டில் விடுதலைப் போராட்டம் – கருணாநிதியின் ஐந்தாவது ஆட்சிக் காலம் – ஜெயலலிதாவின் ஆட்சிக்காலம் – தமிழகத்தைப் பற்றிய சில தகவல்கள். (678 – 740)