

VISION , MISSION AND QUALITY POLICY OF THE COLLEGE

VISION

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

MISSION

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

QUALITY POLICY

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

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

VISION

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

MISSION

1. To enable the students to play a vital role in the fields of commerce by continuously updating their knowledge
2. To make the students to meet the competitive challenges in Banking and Finance Sector.
3. To provide practical exposure in computer applications which would enable the students to be successful in Business Process Services for the public and private sector industries.
4. To promote leadership qualities and to develop entrepreneurial skills among the students.
5. To inculcate moral values and social values in the minds of the students in order to extend the services of the department for the betterment of the society.

OBJECTIVES OF THE DEPARTMENT

1. To cater to the manpower needs of companies in Accounting, Taxation, Auditing and Financial Analysis.
2. To develop business analysts for companies, capital markets and commodity markets.
3. To motivate the students to become entrepreneurs.
4. To build competencies for research activities.
5. To equip the students with professional skills and inter-personal skills.

GRADUATE ATTRIBUTES OF THE COLLEGE

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

PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES

PROGRAMME EDUCATIONAL OBJECTIVES

The Graduates of Commerce with computer application would be

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

PROGRAMME OUTCOMES

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

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

MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES

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

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous Institute Affiliated to Bharathiar University)

Re - accredited with “A” grade by NAAC

Regulations for Undergraduate Programmes

(Under Choice Based Credit System)

(Effective from 2019 – 2020)

1. REGULATIONS

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

1.1. Eligibility for Admission

Course	Eligibility Condition
B.Com (CA)	A pass in higher secondary course with preferably Commerce as one of the subjects

1.2. Duration and Course of Study

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

1.3. The Medium of Instruction and Examinations

The medium of instruction and examinations shall be English.

1.4. Requirements for Attendance

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

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

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

examination in the papers of both the semester together .

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

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

1.5 Restriction to take the Examinations

- Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.
- Candidates who fail in any of the papers shall pass the paper(s) concerned within five years from the date of admission to the said course. If they fail to do so, they shall take the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

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

1.6 The Evaluation System

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

1.6.1. Break Up of Continuous Internal Assessment (CIA) Marks

Theory (Languages, English, Core, Allied and Elective)

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

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

Content	Marks Awarded
Continuous Internal Assessment Test I	25*
Continuous Internal Assessment Test II	
End Semester Assessment	25
Total	50

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

Internal Evaluation Only

Practical

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

Project Viva Voce

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

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 all the courses will be set by the external examiners.
- d) The exams for Languages, English, Core, Allied and Elective will be conducted for a maximum of 75 marks for three hours. The passing minimum is 40% (30 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 40%.
- e) Question Paper Pattern: (**Languages, English, Core, Allied and Elective**)

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

- f) The exams for Value Based Education And Non Major Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum is 40% (20 out of 50 marks).

g) Question Paper Pattern: (**Value Based Education & Non Major Elective**)

Part A	Marks	Questions - either or type of question - 10 Marks each
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h) Question paper pattern : (**Extra Credit Courses**)

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

- i) The mark secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 40% marks and above.
- j) The students will be allowed to choose only two papers per semester under the extra credit courses from third semester onwards.
- k) **Job Oriented Courses** : Every student should complete one job oriented course of minimum 20 hrs duration .The student may register in PMKVY (supported by the central government) or other external agency .They should submit a certificate for the successful completion of the training programme from the agency concerned at the end of the third semester
- l) **Online Course** :Students have to register online courses like NPTEL /SWAYAM /MOOC / COURSERA /EDX etc and can appear for the exam in same web portal or through End Assessment Examinations in our College.
- m) Question paper pattern : (**Self Study -Gandhian Thoughts and Women Rights**)

Part A	50 Marks	5 Questions -10 Marks each – either or type.
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n) Question paper pattern : (Self Study -General Awareness)

Part A	100 Marks	100 Questions -1 Marks each – objective type
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o) Practical

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

p) Extra-Curricular Activities

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

q) Co-curricular Activities

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

r) Internship

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

Evaluation:

Content	Marks Awarded
Attendance	10
Work diary	15

Report	50
Viva Voce	25
TOTAL	100

This course carries 3 credit

s) Project Viva Voce

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

Content	Marks Awarded
Viva Voce	20
Total	20

- t) The students who have opted for the languages other than Tamil in part-I should undergo basic Tamil Course during the 2nd year of the study as a non-credit course for which there would be only Internal Evaluation .
- u) For all the non-credit courses result would be indicated as "Pass" or "Re-Appearance" and not by marks or grades secured in the grade sheet.
- v) There will be one independent valuation for all theory papers of UG courses by external examiner except for self study subjects , Value Based subjects & Non-Major Electives.
- w) A candidate may request for re-totalling/revaluation of his/her answer script by submitting an application addressing to the Controller of Examination through the Principal, paying the prescribed fee. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of Practical papers.
- x) Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.
- y) Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any semester subject to a maximum of three papers can appear for the supplementary exam conducted after the final semester.

1.7 Grading

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate. Conversion of Marks to Grade Points and Letter Grades

(Performance in a Course/Paper)

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Above Average
40-49	4.0-4.9	C	Average
00-39	0.0	U	Re - Appearance
ABSENT	0.0	AB	Absent

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

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

For a Semester:

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

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

$$\text{GPA} = \frac{\text{-----}}{\text{Sum of the credits of the courses in a semester}}$$

For the Entire Programme:

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

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

$$\text{CGPA} = \frac{\text{-----}}{\text{Sum of the credits of the courses of the entire programme}}$$

Classification of Successful candidates

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

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-Appearance

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE

B.Com.(Computer Applications) (2019 – 2022)

Part	Course Code	Study Components	Ins. hours per week	CIA	Exam	Total	Credits
SEMESTER – I							
I	19U1TALT01/ 19U1HILT01/ 19U1FRLT01/ 19U1MLLT01	Language 1 : Paper I Tamil I / Hindi I / French I / Malayalam I	5	25	75	100	3
II	19U1ENLT01	Language 2: Functional English I	5	25	75	100	3
III	19U1CCCT01	Core 1 : Fundamentals of Organisation and Management	5	25	75	100	3

	19U1CCCT02	Core 2: Financial Accounting	5	25	75	100	4
	19U1CCCP03	Core 3: Business Application Software I - Practical	2	40	60	100	2
	19U1CCAT01	Allied 1: Business Economics	4	25	75	100	3
IV	19U1VBET01	Value Based Education 1: Environmental Studies*	2	-	50	50	1
	19U1VBET02	Value Based Education 2: Yoga for Youth Empowerment*	2	-	-	-	-
	19U1SBST01	Skill Based Subject 1 : Mathematics for Competitive Examinations I	2	50	-	50	1
	19U1SBST02	Skill Based Subject 2 : Communication skills-I	2	50	-	50	1
	-	Sports	2	-	-	-	-
Total						750	21
SEMESTER – II							
I	19U2TALT02/ 19U2HILT02/ 19U2FRLT02/ 19U2MLLT02	Language 1 : Paper II Tamil II / Hindi II / French II / Malayalam II	5	25	75	100	3
II	19U2ENLT02	Language 2: Functional English II	5	25	75	100	3
III	19U2CCCT04	Core 4: Principles of Marketing	5	25	75	100	3
	19U2CCCT05	Core 5: Higher Financial Accounting	5	25	75	100	4
	19U2CCCP06	Core 6: Business Application Software II - Practical	3	40	60	100	2
	19U2CCAT02	Allied 2: Computer and Information System	3	25	75	100	2
IV	19U2VBET02	Value Based Education 2: Yoga for Youth Empowerment*	2	-	50	50	4
	19U2VBET03	Value Based Education 3: Ethics and Culture*	2	-	50	50	1
	19U2SBST03	Skill Based Subject 3: Mathematics for Competitive Examinations II	2	50	-	50	1
	19U2SBST04	Skill Based Subject 4 : Communication skills-II	2	50	-	50	1
	-	Sports	2	-	-	-	-
Total						800	24

SEMESTER – III							
III	19U3CCCT07	Core 7: Cost Accounting	5	25	75	100	4
	19U3CCCT08	Core 8: Commercial Law	5	25	75	100	3
	19U3CCCT09	Core 9: Data Base Management System	4	25	75	100	3
	19U3CCCP10	Core 10: Oracle - Practical	4	40	60	100	3
	19U3CCCP11	Core 11: Banking Theory	3	25	75	100	2
	19U3CCAT03	Allied 3: Business Mathematics	6	25	75	100	4
IV	19U3SBST05	Skill Based Subject 5 : Mathematics for Competitive Examinations III	2	50	-	50	1
	19U3SBST06	Skill Based Subject 6: Communication Skill III	2	50	-	50	1
	19U3NMET01	Non- Major Elective 1: Food Science and Nutrition	2	-	50	50	2
	19U3BTLT01 / 19U3ATLT01	Non Credit Course 1: Basic Tamil-I / Advance Tamil I #	-	-	-	-	-
	-	Job Oriented Courses	-	-	-	-	1
	19U3SSCT01	Self Study Course 1 : Gandhian Thoughts *	-	-	50	50	1
	-	Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
Total						800	25
SEMESTER – IV							
III	19U4CCCT12	Core 12: Corporate Accounting	5	25	75	100	4
	19U4CCCT13	Core 13: Company Law and Secretarial Practice	5	25	75	100	3
	19U4CCCT14	Core 14: Object Oriented Programming with C++	5	25	75	100	3
	19U4CCCP15	Core 15: Object Oriented Programming with C++ -Practical	3	40	60	100	2
	19U4CCCP16	Core 16: Executive business Communication	3	25	75	100	2
	19U4CCAT04	Allied 4: Business Statistics	6	25	75	100	4
IV	19U4SBST07	Skill Based Subject 7: Mathematics for Competitive Examinations IV	2	50	-	50	1
	19U4SBST08	Skill Based Subject 8: Communication Skill IV	2	50	-	50	1
	19U4NMET02	Non- Major Elective 2: Floriculture	2	-	50	50	2

	19U4BTLT02/ 19U4ATLT02	Non Credit Course 2: Basic Tamil-II / Advance Tamil II #	-	-	-	-	-
	19U4SWCT01	Online Course (SWAYAM/NPTEL)	-	-	-	-	1
	19U4SSCT02	Self Study Course 2: Women Rights *	-	-	50	50	1
	-	Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
		Total				800	24
SEMESTER – V							
III	19U5CCCT17	Core 17: Financial Markets and Institutions	5	25	75	100	4
	19U5CCCT18	Core 18: Taxation I	6	25	75	100	4
	19U5CCCT19	Core 19: Visual Basic	5	25	75	100	4
	19U5CCCP20	Core 20: Visual Basic - Practical	4	40	60	100	3
	19U5CCET1A 19U5CCET1B 19U5CCET1C	Elective 1 : Principles of Auditing Principles and Practices of Insurance Management Information System	5	25	75	100	3
	19U5CCET2A 19U5CCET2B 19U5CCET2C	Elective 2 : E – Commerce Cyber Law Financial Management	5	25	75	100	3
	IV	19U5NCCT03	Non Credit Course 3 : Aptitude and Soft Skills I	3	-	-	-
19U5SSCT03		Self Study Course 3 : General Awareness	-	-	100	100	1
19U5INTRT01		Internship(15 Days)	-	-	-	-	3
-		Co-Curricular Activities (Participation in Seminar / Conference/ Workshop) Outside the College	-	-	-	-	1
-		Sports	2	-	-	-	-
-		Library Work	1	-	-	-	-
		Total Credits					26
SEMESTER – VI							
III	19U6CCCT21	Core 21: Internet and Web Design	5	25	75	100	3
	19U6CCCT22	Core 22: Taxation II	5	25	75	100	4

	19U6CCCP23	Core 23: HTML – Practical	4	40	60	100	2
	19U6CCCP24	Core 24: Management Accounting	6	25	75	100	4
	19U6CCET3A 19U6CCET3B 19U6CCET3C	Elective 3 : Project Viva voce Entrepreneurial Development Consumer Marketing	5	25	75	100	3
	19U6CCET4A 19U6CCET4B 19U6CCET4C	Elective 4 : Human Resource Management Customer Relationship Management Business Research Methods	5	25	75	100	3
IV	19U6NCCT04	Non Credit Course 4: Aptitude and Soft Skills II	3	-	-	-	-
	-	Extension Activity (NSS/RRC/YRC /Sports & Games/Yi NET/Clubs)	-	-	-	-	1
	-	Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
	Total Credits						21
	Total		216			4450	140

* Answers to the questions may also be given in Tamil.

The Students who have not studied Tamil in Higher Secondary Course and not opted for Tamil under Language I in the Degree programme have necessarily to study Basic Tamil for 2 hours/week during III & IV Semesters after their regular College working hours.

EXTRA CREDIT COURSES		
Course Code	Subjects	Credits
2019ECC001	சுற்றுலா வளர்ச்சி	2
2019ECC002	இதழியல் கலை	2
2019ECC003	நாட்டுப்புறவியல்	2
2019ECC004	கணிப்பொறியில் தமிழ்	2
2019ECC005	தமிழக வரலாறும் மக்கள் பண்பாடும்	2
2019ECC006	தமிழ் இலக்கிய வரலாறு	2
2019ECC007	New Media	2
2019ECC008	Proofreading And Copyediting	2
2019ECC009	Personality Development	2

2019ECC010	Technical Writing	2
2019ECC011	An Introduction To Psychology	2
2019ECC012	Astronomy	2
2019ECC013	Fuzzy Mathematics	2
2019ECC014	Operation Research	2
2019ECC015	Mathematics For Professional Courses	2
2019ECC016	Multimedia And Its Applications	2
2019ECC017	Management Information System	2
2019ECC018	Theory Of Computation	2
2019ECC019	Oops With Java Programming	2
2019ECC020	Programming in C	2
2019ECC021	Internet of Things	2
2019ECC022	Web Technology And Its Applications	2
2019ECC023	Network Security	2
2019ECC024	Mobile And Wireless Technology	2
2019ECC025	Cloud Computing	2
2019ECC026	Cross Culture Management	2
2019ECC027	Indian Economy And Trade Dependencies	2
2019ECC028	Export Marketing	2
2019ECC029	International Trade & Forex	2
2019ECC030	Brand Management	2
2019ECC031	Stress Management	2
2019ECC032	Risk And Insurance In International Trade	2
2019ECC033	Retail Marketing	2
2019ECC034	Export And Import Procedures	2
2019ECC035	Logistics And Supplychain Management	2
2019ECC036	Quality Management	2
2019ECC037	Management of Small And New Enterprises	2
2019ECC038	Tourism Management	2
2019ECC039	Event Management	2
2019ECC040	Hospitality Management	2
2019ECC041	Consumer Behaviour	2

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

CURRICULUM STRUCTURE

S.No.	Courses	No.of.Papers	Credits
1	Language 1:Tamil/Hindi/Malayalam/French	02	06
2	Language 2: English	02	06
3	Core	24	76
4	Allied	04	13
5	Elective	04	12
6	Value Based Education	03	06
7	Skill Based Subject	08	08
8	Non Major Elective	02	04
9	Non Credit Course	04	-
10	Job Oriented Courses	01	01
11	Online Courses	01	01
12	Self Study Report	03	03
13	Internship (15 Days)	01	03
14	Extra Circular Activities	01	01
Total Credits			140

SEMESTER I

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U1TALT01	Language 1 : Tamil - I	Batch	2019-2022
Hrs/week	5 Hrs		Semester	I
			Credits	3

நோக்கம்

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

C02	-	-	-	-	✓	✓	-	✓	-	-	✓	-
C03	-	-	-	-	✓	✓	-	-	✓	-	-	-
C04	-	-	-	-	✓	-	-	-	-	✓	-	-
C05	✓	-	-	-	-	-	-	-	✓	-	-	-

பாடத்திட்டம்

அலகு 1

10 மணி நேரம்

- பாரதியார் - புதுமைப்பெண் (பாரதியார் கவிதைகள்)
- பாரதிதாசன் - புத்தகக்கலை (பாரதிதாசன் கவிதைகள்)
- கவிமணி - புத்தரும் ஏழைச் சிறுவனும் (கவிமணி கவிதைகள்)
- கண்ணதாசன் - பிறப்பில் வருவது (கண்ணதாசன் கவிதைகள்)

அலகு 2

13 மணி நேரம்

- புவியரசு – ரகசியம் (ஒரு முக்கிய அறிவிப்பு)
- சிற்பி – தெற்கு வளைவு பாட்டையா (ஒரு கிராமத்து நதி)
- அப்துல் ரகுமான் - மாதிரி (ஆலாபனை)
- வைரமுத்து – மரங்களைப் பாடுவேன் (வைரமுத்து கவிதைகள்)
- கனிமொழி – என் வீடு (கருவறை வாசனை)
- முத்துக்குமார் - தூர் (பட்டாம்பூச்சி விற்பவன்)
- திலிப் குமார் - எனது மௌனங்கள் (ஒத்திகை)
- சுடலைமணி – பிறந்தநாள் பூங்கா (நட்சத்திரக்கிழவி)

அலகு 3

சிறுகதை

13 மணி நேரம்

- புதுமைப்பித்தன் - காஞ்சனை.
- ராஜம்கிருஷ்ணன் - சூரியக்கதிர்கள். (பெண்ணியச் சிறுகதைகள்)
- தி.ஜானகிராமன் - சிலிர்ப்பு. (கொட்டுமேளம்)
- பிரபஞ்சன் - எனக்கும் தெரியும் (நேற்று மனிதர்கள்).
- முத்துலிங்கம் - தாத்தா விட்டுப்போன தட்டச்சு மிசின் (கொழுத்தாடு பிடிப்பேன்)
- வேணுகோபால் - தாய்மை (வெண்ணிலை)
- வெ. சுப்ரமணியபாரதி – மயங்கும் மனங்கள் (மரணித்த கணவனின் டைரி)
- தாமரை – பசுத்தோல் (சந்திரக் கதிரிகள்)

அலகு 4 இலக்கணம், பயன்பாட்டுத்தமிழ்

12 மணி நேரம்

- நிறுத்தற் குறிகள் இடும் இடங்கள் - காற்புள்ளி, அரைப்புள்ளி, முக்காற்புள்ளி,

முற்றுப்புள்ளி, புள்ளி, உணர்ச்சிக்குறி, கேள்விக்குறி, இரட்டை மேற்கோள்குறி, ஒற்றைமேற்கோள் குறி.

- ஒருமை, பன்மை பிழைகளை நீக்குதல், மரபு பிழைகள், வழுவச்சொற்களை நீக்குதல், பிறமொழிச் சொற்களை நீக்குதல்.
- சொற்களை சேர்த்தும் இடம் விட்டும் எழுதுதல் - பெயர், பெயர், பெயர், வினை, வினை, வினை, இரட்டைச் சொற்கள், இடைச்சொற்கள்

அலகு 5 இலக்கிய வரலாறு

12 மணி நேரம்

- சிறுகதையின் தோற்றமும் வளர்ச்சியும்.
- புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்.
- இலக்கணம் தோற்றமும் வளர்ச்சியும்.

தன்முயற்சி படிப்பு : தெரிந்த கோவை தெரியாத கதை
ஆசிரியர் : கவியன்பன். கே.ஆர் பாபு

பாடநூல் - செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறை வெளியீடு 2019

பார்வை நூல்கள்

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
1	புலவர் வெற்றியழகன் (தொ.ஆ)	பாரதியார் கவிதைகள்	ராமையா பதிப்பகம், சென்னை.
2	தொ.பரமசிவன் (ப.ஆ)	பாரதிதாசன் கவிதைகள்	நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை.
3	வித்துவான் சிவ கன்னியப்பன்	மலரும் மாலையும்	பூம்புகார் பதிப்பகம், சென்னை.
4	கவியரசு கண்ணதாசன்	கண்ணதாசன் கவிதைகள்	கலைக்காவிரி பதிப்பகம், திருச்சி.
5	புவியரசு	ஒரு முக்கிய அறிவிப்பு	விஜயா பதிப்பகம், கோவை.
6	சிற்பி	ஒரு கிராமத்து நதி	கவிதா பதிப்பகம் சென்னை.
7	அப்துல் ரகுமான்	ஆலாபனை	நேசனல் பப்ளிஷர்ஸ், சென்னை.
8	வைரமுத்து	வைரமுத்து கவிதைகள்	சூர்யா வெளியீடு, சென்னை.
9	கனிமொழி	கருவரை வாசனை	திருமகள் நிலையம்
10	முத்துக்குமார்	பட்டாம்பூச்சி விற்பவன்	வங்கி கிராபிக்ஸ்
11	திலிப் குமார்	ஓத்திகை - எனது மௌனங்கள்	--
12	ப.சுடலைமணி	நட்சத்திரக்கிழவி (கவிதைத் தொகுப்பு)	--
13	புதுமைப்பித்தன்	புதுமைப்பித்தன் கதைகள்	பூம்புகார் பதிப்பகம், சென்னை.
14	தி. ஜானகிராமன்	(கொட்டுமேளம்)	ஐந்திணைப் பதிப்பகம்
15	பிரபஞ்சன்	நேற்று மனிதர்கள்	கவிதா பப்ளிகேசன்
16	முத்துலிங்கம்	கொழுத்தாடு பிடிப்பேன்	காலச்சுவடு பதிப்பகம்
17	வேணுகோபால்	ஒரு துளி துயரம்	விஜயா பதிப்பகம், கோவை.
18	வெ. சுப்ரமணியபாரதி	மரணித்த கணவனின் டைரி	டிஸ்கவரி புக் பேலஸ்
19	தாமரை	சந்திரக் கதிரிகள்	குமரன் பதிப்பகம்
20	வல்லிக்கண்ணன்	புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்	அகரம் பதிப்பகம், கும்பகோணம்.
21	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.

22	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை.
23	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.
24	கவியன்பன். கே.ஆர் பாபு	தெரிந்த கோவை தெரியாத கதை	விஜயா பதிப்பகம் கோயம்புத்தூர்.

SEMESTER I

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U1HILT01	Language 1 : Hindi I	Batch	2019-2022
Hrs/week	5 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-

CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	<p>1. PROSE : NUTHAN GADYA SANGRAH (12 Hours)</p> <p>Editor : Jayaprakash (Prescribed Lessons – only 6) Lesson 1 – Bharathiya Sanskurthi Lesson 3 – Razia Lesson 4 – Makreal Lesson 5 – Bahtha Pani Nirmala. Lesson 6 – Rashtrapitha Mahathma Gandhi Lesson 9 – Ninda Ras. Publisher : Sumitra Prakashan Sumitravas, 16/4, Hastings Road, Allahabad – 211 001.</p>
Unit-II	<p>2. NON DETAILED TEXT : KAHANI KUNJ (12 Hours)</p> <p>Editor : Dr. V.P. Amithab. (Stories 1-6 only) Publisher : Govind Prakashan Sadhar Bagaar, Mathura Uttar Pradesh – 281 001.</p>
Unit-III	<p>3. GRAMMAR : SHABDHA VICHAR ONLY (12 Hours)</p> <p>(NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS)</p> <p>Theoretical & Applied. Book for Reference : Vyakaran Pradeep by Ramdev Publisher : Hindi Bhavan,</p>

	36, Tagore Town Allahabad – 211 002.
Unit-IV	4. TRANSLATION: English – Hindi only. (12 Hours) ANUVADH ABHYAS – III (1-15 lessons only) Publisher : DAKSHIN BHARAT HINDI PRACHAR SABHA CHENNAI – 17.
Unit-V	(12 Hours) 5. COMPREHENSION : 1 Passage from ANUVADH ABHYAS – III (16-30) Publisher : DAKSHIN BHARATH HINDI PRACHAR SABHA CHENNAI-17.

SEMESTER I

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U1FRLT01	Language 1 : French I	Batch	2019-2022
Hrs/week	5		Semester	1
			Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

Question Paper Pattern**Semester I****Maximum Marks: 75****Time: 3 hrs.****(All questions to be set only from the prescribed text)****Section A (10)**

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

Section B (25)

2. Dites vrai ou faux (5X1=5)
3. Traduisez les textes suivants en anglais:(4/5) (4X5=20)

Section C (40)

4. Compréhension (5x1=5)
5. Exercices de grammaire:(5X5=25) (**either/or**)
6. Remplissez le dialogue:(5X1=5)
7. Associez :(5X1=5)

SEMESTER I

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

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

This paper will have the following five units:

Unit I & II

Novel

Unit III & IV

Short story

Unit V

Composition & Translation

Text books prescribed:

Unit I & II

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

Unit III & IV

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

Unit V

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

Reference Books:

- 1.Malayala Novel Sahithya Charitram-K.M.Tharakan (N.B.S.Kottayam)
- 2.Chelukatha Innale Innu-M.Achuyuthan (D.C Books, Kottayam)

3.Sahithya Charitram Prasthanangalilude- Dr.K.M George,

(D.C.Books Kottayam)

4. Malayala Sahithya vimarsam-Sukumar Azhee kode (D.C.books)

SEMESTER-I

Programme Code	B.COM (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1ENLT01	Language 2: Functional English – I	Batch	2019-2022
			Semester	I
Hrs/ Week	5 Hrs		Credits	3

COURSE OBJECTIVES:

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

COURSE OUTCOMES (CO):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	POETRY (12 Hours) 1. The Lotus Eaters - Alfred Lord Tennyson 2. Menelaus and Helen - Rupert Brooke 3. Night of the Scorpion - Nizzim Ezekiel
Unit-II	PROSE (12 Hours) 1. My Vision for India - Abdul Kalam 2. A Speech by N. R. Narayana Murthy - N. R. Narayana Murthy 3. A Little Bit of what You Fancy - Desmond Morris
Unit-III	Short Story (12 Hours) 1. The Happy Prince - Oscar Wilde 2. An astrologer's day - R. K. Narayan 3. The Blue Bouquet - Octavio Paz
Unit-IV	Grammar and Composition (12 Hours) 1. Modals 2. Verbs

	3. Pronoun 4. Letter Writing 5. Reading Comprehension
Unit- V	Dialogue Writing (CONVERSATION EXERCISES) (12 Hours) 1. Greeting , Introducing , Requesting, Inviting & Congratulating

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

Classroom.**SEMESTER - I**

Programme Code:	B.COM (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1CCCT01	Core 1: Fundamentals of Organisation and Management	Batch	2019-2022
Hrs/week:	5 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES:

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

COURSE OUTCOMES :

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

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

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO2	-	✓	✓	✓	-	-	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO4	-	✓	✓	✓	-	-	-	-	-	✓	-	-
CO5	-	✓	✓	✓	-	-	-	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	<p style="text-align: right;">(12 Hours)</p> Business:Meaning-Definition-Nature and scope of business - objectives – characteristics.Profession : Meaning-Definition-scope - difference between business and profession. Trade – meaning-defintion- types of trade Commerce- Meaning-Defintion-Features-Difference between trade and commerce.
Unit-II	<p style="text-align: right;">(12 Hours)</p> Forms of business organisation – sole trader -Features-Advantages-Disadvantages. partnership firms –Features- Advantages-Disadvantages- Types of Partners -Difference between Sole Trader and Patnership .Limited Liability Partnership(LLP) - joint stock company -Features- Advantages-Disadvantages.Co-operative societies -Features- Advantages-Disadvantages- Government Enterprises -Features- Advantages-Disadvantages. comparative study on various forms of business organisation.
Unit-III	<p style="text-align: right;">(12 Hours)</p> Management – Meaning- definition - nature - levels of management - principles of management - functions of management - contribution of F.W.Taylor and Henry Fayol. Planning: definition -

	nature - importance - steps - types.
Unit-IV	(12Hours) Organising - definition - importance - principles - process - types. Directing: definition - characteristics - importance - principles. Leadership: meaning – definitions - leadership Styles. MBO - MBE.
Unit-V	(12 Hours) Staffing: Definition- Importance. Controlling: definition - nature - process. Co-ordination - definition - nature - need - principles – techniques. Decision making: definition – characteristics – steps – types. Motivation: definition – needs – Maslow's Need Hierarchy theory.

TEXT BOOKS

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	RajendraP. Maheshwari, J.P. Maharajan	Business organisation and Management	InternationalBook House
2.	L.M.Prasad	Principlesof Management	Sultan Chand & Sons

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher
1.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons
2.	Y.K.Bhushan	Business Organisation & Management	Sultan Chand & Son

WEBSITE REFERENCE1.[https:// www.charteredclub.com](https://www.charteredclub.com) - Limited liability partnership(LLP)

2. <https://www.scribd.com/document/223740553/Principles-of-Management-and-Organisation-Behaviour-Bharathiar-University-Distance-Education-Paper-1>
3. https://drive.google.com/file/d/0B_V4Kkm2koFqTzdxMjBiWGRvOWs/view
4. www.charteredclub.com - Limited liability partnership(LLP)

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

SEMESTER – I

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1CCCT02	Core 2: Financial Accounting	Batch	2018-2021
			Semester	I
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

- To make the students to understand the basic accounting concepts and Computerised accounting.
- To enable the students to prepare the final accounts of a sole trader.
- To Provide adequate knowledge on Accounting of Non-Trading Concerns.
- To impart knowledge on Hire Purchase system.
- To gain knowledge about the various methods of calculating depreciation and single entry system.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain the basic Accounting concepts and Computerised accounting.

CO2	Prepare Final Accounts of sole trading concern.
CO3	Evaluation of Accounting of Non-Trading Concerns.
CO4	Discuss on Hire Purchase system.
CO5	Calculate the value of depreciation by using different methods of depreciation.

MAPPING WITH PROGRAMME OUTCOMES:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	✓	✓	✓	-	✓	-	-	-	-	-	-
CO2	-	✓	✓	✓	-	✓	-	-	-	-	-	-
CO3	-	✓	✓	✓	-	✓	-	-	-	✓	-	-
CO4	-	✓	✓	✓	-	✓	-	-	-	✓	-	-
CO5	-	✓	✓	✓	-	✓	-	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Fundamentals of Book Keeping- Accounting Concepts and Convention – Objectives of Accounting – Advantages of Accounting – Limitations of Accounting - Journal-Ledger -Subsidiary books. Computerized accounting – meaning -features – advantages- disadvantages – Computerized Vs Manual accounting.
Unit-II	(12 Hours) Trial balance-Errors and Rectification-Final Accounts of a sole trader with adjustments - Trading Account – Profit and Loss Account – Balance sheet .
Unit-III	(12Hours) Accounts of Non Trading Concerns - Receipts and Payments Account - Income and Expenditure Accounts and Balance Sheet - Bank Reconciliation Statement.
Unit-IV	(12Hours) Hire purchase and instalment system – Distinction between Higher Purchase and Instalment System – Accounting treatment for Hire Purchase System – Default and Repossession –

	Instalment purchase System – Accounting Treatment.
Unit-V	(12 Hours) Accounting for depreciation –Methods of depreciation - Straight line method, Diminishing balance method, Annuity method – Single entry system – Single entry system Vs. Double entry system – Statement of Affairs method – Conversion method - Total Debtors – Total Creditors – Bills Receivable – Bills Payable.

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

TEXT BOOKS:

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	T.S.Reddy and Dr.A. Murthy:	Financial Accounting	Margham Publication, Chennai
2.	S.P.Jain and K.L.Narang	Advanced Accountancy	Kalyani Publishers, New Delhi

REFERENCE BOOKS:

S.No.	Author Name	Title of the Book	Publisher
1.	T.S. Grewal	Introduction to Accountancy	Sultan Chand & Co., New Delhi
2.	K.L.Nagarajan, N.Vinayakamand P.L.Mani	Principles of Accountancy	Euroasia Publishing House (Pvt) Ltd., New Delhi,
3.	R.L.Gupta and M.Radhaswamy	Advanced Accountancy	Sultan Chand & Sons, New Delhi,

WEBSITE REFERENCE

- 1.http://www.opentextbooks.org.hk/system/files/export/19/19324/pdf/Accountancy_19
- 2.www.accountingexplanation.com
- 3.<http://www.accountingexplanation.com/ledger.html>
- 4.<http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
- 5.<https://smallbusiness.chron.com/advantages-disadvantages-computerized-accounting-4911.html>

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

SEMESTER – I

Programme Code:	B.COM (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1CCCP03	Core 3: Business Application Software I- Practical	Batch	2019-2022
Hrs/week:	2 Hrs		Semester	I
			Credits	2

COURSE OBJECTIVE :

- To make the students know how to prepare the chairman's speech, Auditors report, minutes of a meeting, invitation, invoice, class time table etc., using word processing.
- To make the students understand the method of preparing marklist final accounts, different types of charts, bank customers account etc., using spreadsheet.

COURSE OUTCOMES :

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

CO	CO Statement
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Number	
CO1	Create a new document, work with a document and display documents using various views.
CO2	Send letters to multiple recipients using mail merge.
CO3	Do calculations and prepare charts in Excel.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

I – WORD PROCESSING

1. Agenda and Invitation - Perform the following operations: Bold, Underline, Font Size, Style, Background Color, Text Color, Line Spacing, Spell Check, Alignment, Header and Footer, Inserting Pages and Page Numbers, Find and Replace.
2. Design an invoice and Account sales by using Drawing toolbar, Clip art, word art, Symbols, borders and shading.
3. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
4. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
5. Prepare Bio-Data by Using Wizard/Templates.

II- SPREADSHEET

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following

Operations: Data Entry, Total Average, Result and Ranking by using arithmetic and Logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by Using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year – wise Performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.
5. Prepare a Employee Pay roll (Minimum five Employee)

SEMESTER-I

Programme Code:	B.COM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1CCAT01	Allied 1: Business Economics	Batch	2019-2022
Hrs/week:	4 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES:

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

COURSE OUTCOME:

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

CO Number	CO Statement
CO1	Detail the Economic Principles in Business .
CO2	Identify the Demand and Supply through various analyse.
CO3	Determine Production and Cost Estimates .
CO4	List out Market Structure and Pricing Practices .
CO5	Explain about the various methods of Price Determination.

MAPPING WITH PROGRAMME OUTCOME:

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

SYLLABUS

Unit	Content
Unit-I	(10 Hours) Business economics - meaning and definition - nature and scope - economic analysis -micro and macro economics - economic concepts applied in business economics - goals of a firm.
Unit-II	(10 Hours) Demand analysis - meaning, determinants of demand - law of demand, elasticity of demand - concept and measurement of elasticity of demand - price, income and cross elasticity - determinants of elasticity of demand - demand estimation and demand forecasting. supply analysis - law of supply - elasticity of supply - factors influencing supply
Unit-III	(10 Hours) Production function - meaning and definition - law of variable proportions - isoquants economic region and optimum factor combination - expansion path - returns to scale - internal and external economies and diseconomies - theory of costs: short-run and long-run cost curves - traditional and modern approaches - average revenue and marginal revenue.
Unit-IV	(10 Hours) Market structures - characteristics of different market structures, pricing methods - objects of pricing policies - practices - government regulation in market.
Unit-V	(10 Hours)

	Price determination under perfect competition – monopoly - monopolistic competition – monopsony - duopoly - duopsony and oligopoly.
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TEXT BOOKS:

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	R.L. Varshney and K.L.Maheshwar	Managerial Economics	Sulthan Chand and Sons,
2.	S.Sankaran	Managerial Economics	Margham Publications

REFERENCE BOOKS:

S.No.	Author Name	Title of the Book	Publisher
1.	D. Gopalakrishna	Managerial Economics	Himalaya Publishing House, Mumbai
2.	Joel Dean	Managerial Economics	Phi Learnig Pvt Ltd,
3.	G.S. Gupta.G.S	Managerial Economics	Tata McGraw – Hill Publications

WEBSITE REFERENCE

[1.https://drive.google.com/file/d/1phvFHmAKftSew4tfzADMgHq0dCVxngGQ/view](https://drive.google.com/file/d/1phvFHmAKftSew4tfzADMgHq0dCVxngGQ/view)

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

SEMESTER - I

Programme Code:	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1VBET01	Value Based Education 1: Environmental Studies	Batch	2019-2022
			Semester	I
			Credits	1
Hrs/ Week	2 Hrs			

COURSE OBJECTIVES:

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

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	understand the interdisciplinary nature of environmental issues.
CO2	understand the core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO3	develop a sense of community responsibility by becoming aware of scientific issues in the larger social context.
CO4	develop the sense on ethical, cross cultural and historical context of environmental issues and the links between human and natural systems.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(5 Hours) The Multidisciplinary Nature of Environmental Studies - Definition, Scope and Importance; Need for public awareness, Natural resources - Forest resources, Mineral resources, Food resources, Energy resources and Land resources. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style.
Unit-II	(5 Hours) Ecosystems - Concept of ecosystem, Structure and Functions of an ecosystem. Producer, Consumer, Decomposers, Energy flow in ecosystem, Ecological succession, food chain, food webs and ecological pyramids. Introduction, types, characteristics, features, structure and functions of forest ecosystem, grass land, desert and Aquatic Ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).
Unit-III	(5 Hours) Biodiversity and its Conservation – Introduction - Definitions: Genetic, Species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at Global, National and local levels. India as a mega-biodiversity nation. Hot spots of

	biodiversity. Threats of biodiversity: habitat loss, poaching of wild life. Man wild life conflicts. Endangered and endemic species of India. Conservation of biodiversity-insitu and Exsitu conservation of biodiversity.
Unit-IV	(5 Hours) Environmental Pollution - Definitions, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution and Thermal pollution. Solid waste management: causes, effects and control measures of Urban and Industrial wastes. Role of an individual in prevention of pollution. Pollutions case studies. Disaster management: Floods, Earthquake, Cyclone and Landslides.
Unit-V	(5 Hours) Social issues and the Environment - Sustainable development, urban problems related to energy, water conservation, rain water harvesting, water shed management. Resettlement and rehabilitation of people. Environmental ethics: issues and possible solution. Climate change, global warming, ocean layer depletion, acid rain, nuclear accident and holocaust, case studies. Consumerism and waste product. Environmental protection Act. Air (prevention and control of pollution) Act. Wild life protection act. Forest conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human population and the environment.

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Prof R. Ranganathan	Environmental Studies.	Bharathiar University Publications

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	Ritu Bir	Environmental Studies	Vayu Education of India
2	Erach Bharucha	Textbook for Environmental Studies	University Press India Pvt. Ltd
3	Anubha Kaushik &	Perspectives in Environmental Studies	New Age International Publishers

	C.P.Kaushik		
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Means of Curriculam Delivery: Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.

SEMESTER - I

Programme Code	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U1VBET02	Value Based Education 2: Yoga for Youth Empowerment	Batch	2019-2022
			Semester	I
Hrs/ Week	2 Hrs		Credits	-

Course Objective :

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

SYLLABUS

Unit	Content
Unit-I	<p>Philosophy of life science (5 Hours) Life – purpose of life – philosophy of life – Law of Nature – Kindness towards living belongs preserving Naturals Resources.</p> <p>அலகு 1: வாழ்வியல் தத்துவம் வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்</p>
Unit-II	<p>Human values (5 Hours) Culture – Analysis of Thought – Moralization of Desire – Neutralization of Anger – Eradication of worry – Blessings and Benefits – Harmonious Friendship – Love and Compassion – Individuals peace.</p> <p>அலகு 2: தனிமனித பண்புகள் பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்த்தல் -கவலை ஒழித்தல் -வாழ்த்தும் பயனும் - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.</p>
Unit-III	<p>Social Values (5 Hours) Family – family peace – Society – Life Style – vworld Brotherhood – Greatness of women – Five Duties – Economics – Hygiene and Health Care – Education – politics – Responsibilities of people.</p> <p>அலகு 3: சமுதாய மதிப்புகள் குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஐவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி -அரசியல் -மக்களின் பொறுப்பு -உலக அமைதி</p>
Unit-IV	<p>Development of Mental Prosperity (5 Hours) Prosperity of Mind – Life force – Bio-magnetism and mind – Functions of mind mental frequency – Ten stages of mind – genetic centre – Meditation – value of spirituality – universal Magnetism and Bio- Magnetism.</p> <p>அலகு 4 : மனிதவள மேம்பாடு மனவளம் - உயிரும் மனமும் - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள் - மன அலைச்சுழல் - மன இயக்கப் படி நிலைகள் - கருமையம் - தவம்(தியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்</p>
Unit-V	<p>Maintenance of physical Health (5 Hours) Structure of Human Body – Three Functional Bodies – Harmony between Body and LifeForce – Pain, Diseasesand Death – Reasons for Disease – Limit and Method in FiveFactors – Simplified physical Exercises – Practice for simplified Physical Exercises.</p> <p>அலகு 5 :உடல் நலம் பேணல் உடலமைப்பு உடலின் மூவகை இயக்க மையங்கள் உலுக்கும் உயிருக்குமான ஊவு நோய்க்கான காரணங்கள் ஐந்தில் அளவு முறை எளியமுறை உற்பயிற்சி யோகாசனங்கள் கதிரவன் வணக்கம் தண்டாசனம் சக்கராசனம் பக்கவாட்டில் விருச்சாசனம் ஏகபாத ஆசனம் திரிகோணாசனம் வஜ்ராசனம் பத்மாசனம் யோக முத்ரா மகா முத்ரா உஸ்தராசனம் வக்ராசனம் சவாசனம் .</p>

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1.	Vethathiri maharishi	Journey of consciousness	Vethathiri publications,Erode.
2.	Vethathiri maharishi	Simplifiedphysical exercises	Vethathiri publications,Erode.
3.	Vethathiri maharishi	Unified force	Vethathiri publications,Erode.
4.	Thathuvagnani Vethathiri maharishi	Yoga for modern age	-
5.	Dr.Chandrasekaran	Sound Health through yoga	Prem Kalyani publications, madurai

SEMESTER I

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U1SBST01	Skill Based Subject 1: Mathematics for Competitive Examinations I	Batch	2019-2022
			Semester	I
Hrs/week	2 Hrs		Credits	1

COURSE OBJECTIVES

To enable the Students

- To understand the fundamental arithmetic skills and problem solving.
- To learn about the average and Problems on numbers.
- To solve problem related to Ages and Calander and Clocks.
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COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOK

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

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

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

SEMESTER I

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U1SBST02	Skill Based Subject 2: Communication Skills- I	Batch	2019-2022
			Semester	I
Hrs/week	2 Hrs		Credits	1

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	<ul style="list-style-type: none"> • What's a sentence • Types of Sentences • Articles • Preposition <p style="text-align: right;">(9 Hours)</p>
Unit-II	<ul style="list-style-type: none"> • Homophones- An Introduction • Homonyms • One Word Substitution • Cloze Test <p style="text-align: right;">(9 Hours)</p>
Unit-III	<ul style="list-style-type: none"> • Communication – An Introduction <p style="text-align: right;">(9 Hours)</p>

	<ul style="list-style-type: none"> • E- Mail Drafting and Etiquette • Interviews
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TEXT BOOK

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

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

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

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2TALT02	Language 1 : Tamil - II	Batch	2019-2022
			Semester	II
Hrs/week	5 Hrs		Credits	3

நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- இலக்கியங்கள், உரைநடைகள் ஆகியவற்றை வாசிக்க வைத்தல் மற்றும் விழிப்புணர்வை ஏற்படுத்துதல்.
- அடிப்படைத் தமிழ் இலக்கணத்தையும், பயன்பாட்டுத் தமிழான மொழிபெயர்த்தல், கடிதம் மற்றும் மடல்கள் எழுதுதல் பற்றியும் மாணவர்களை

அறியச் செய்தல்.

- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வு மையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணர்ச்செய்தல்

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

அலகு 1 நீதி நூல்கள்

13 மணி நேரம்

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

அலகு 2 சிற்றிலக்கியம் பக்தி இலக்கியம்

15 மணி நேரம்

- குறவஞ்சி – குறத்தி மலைவளம் கூறல் 62 – 63 (6 பாடல்கள்)

- அபிராமி அந்தாதி – தனம் தருத் கல்வி தரும், பதினாறு பேறுகள் (2 பாடல்)
- தேவாரம் - பொது – நின்ற திருத்தாண்டகம் - 670 (திருநாவுக்கரசு சுவாமிகள்)
- நாலாயிரத்திவ்ய பிரபந்தம் - ஊனேறு செல்வத் துடற்பிறவி யான் வேண்டேன் (குலசேகராழ்வார் - 10 பாடல்).

- திருமந்திரம் - கல்வி (10 பாடல்)

அலகு 3 உரைநடைத்தொகுப்பு

10 மணி நேரம்

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

அலகு 4 இலக்கணம்

10 மணி நேரம்

- சொல் வகைகள் - பெயர், வினை, இடை, உரி
- வாக்கியம், வாக்கிய வகைகள், வினை வகைகள் (செய்வினை, செயப்பாட்டுவினை, தன் வினை, பிற வினை, உடன்பாட்டுவினை, எதிர்மறைவினை)
- விண்ணப்பம், மடல்கள்

அலகு 5 இலக்கிய வரலாறு

12 மணி நேரம்

- உரைநடையின் தோற்றமும் வளர்ச்சியும்
- சிற்பிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்.
- நாயன்மார்கள், ஆழ்வார்கள்
- நீதி நூல்கள்

தன்முயற்சிப் படிப்பு : பேசும் கலை
முனைவர் கு.ஞானசம்பந்தன்
விஜயா பதிப்பகம், கோயம்புத்தூர்.

பாடநூல் - செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறை வெளியீடு 2019

பார்வை நூல்கள்

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
1	உ.வே சாமிநாதையர்	குறுந்தொகை	கழக வெளியீடு
2	புலவர் நா.இராமையாபிள்ளை (உ.ஆ.)	நற்றிணை	வர்த்தமானன் பதிப்பகம், சென்னை.
3	இ.வை அனந்தராமையர்	கலித்தொகை,	கழக வெளியீடு
4	டாக்டர் உ.வே.வெ சாமிநாதையர்	புறநானூறு,	கழக வெளியீடு
5	புலியூர்கேசிகள்	திருக்குறள்	பூம்புகார் பதிப்பகம்
6	மதுரைக் கூடலூர்க் கிழார்	முதுமொழிக்காஞ்சி	தமிழ் இணையப் பல்கலைக்கழகம்
7	முன்றுறையரையனார்	பழமொழி நானூறு	தமிழ் இணையப் பல்கலைக்கழகம்
8	குமரகுருபரர்	நீதிநெறி விளக்கம்	தமிழ் இணையப் பல்கலைக்கழகம்
9	திரிகூடராசப்பக் கவிராயர் (புலியூர் கேசிகள் உரை)	திரு குற்றாலக் குறவஞ்சி	பாரி நிலையம் வெளியீடு
10	அபிராமிபட்டர்	அபிராமி அந்தாதி	தமிழ் இணையப் பல்கலைக்கழகம்
11	திருநாவுக்கரசு சுவாமிகள்	தேவாரம் - 6 ஆம் திருமுறை (பொது -	கழக வெளியீடு

		நின்றதிருத்தாண்டகம்)	
12	குலசேகராழ்வார்	நாலாயிரத்திவ்ய பிரபந்தம்	லிட்டில் ப்ளவர் கம்பெனி – சென்னை
13	திரு.அ. சிதம்பரனார்	திருமந்திரம்	தென்னிந்திய சைவசித்தாந்த நூற்பதிப்புக் கழகம், சென்னை.
14	நாஞ்சில்நாடன்	திகம்பரம்	விஜயா பதிப்பகம்
15	டாக்டர் இரா. மோகன்	சிற்பியின் கட்டுரைகள்	மணிவாசகர் பதிப்பகம்
16	டாக்டர் அ. தட்சிணாமூர்த்தி	தமிழர் நாகரிகமும் பண்பாடும்	யாழ் வெளியீடு
17	மஞ்சை வசந்தன்	பலமொழி வழங்கும் பத்துறைச் சிந்தனைகள்	விஜயா பதிப்பகம்
18	டாக்டர் எம்.ஆர் விஜயகுமார்	பிரபஞ்ச ரகசியம்	ருக்மணி ஆப்செட் பிரஸ்
19	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.
20	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை
21	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.
22	வெங்கட்ராவ் பாலு	கடிதம் எழுதும் கலை	புதிய புத்தக உலகம்
23	முனைவர் கு.ஞானசம்பந்தன்	பேசும் கலை	விஜயா பதிப்பகம்

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2HILT02	Language 1 : Hindi II	Batch	2019-2022
Hrs/week	5 Hrs		Semester	II
			Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1. MODERN POETRY : BHOOMIJA by NAGARJUN

Publishers : Rajkamal Prakashan
1B Nethaji Subash Marg,
New Delhi.

2. ONE ACT PLAY : NAVEEN EKANKI SANGRAH

By Dr. Smt. MALATI THIVARI
SUMITHRA PRAKASHAN
ASHOK NAGAR
ALLAHABAD – 1.

3. TRANSLATION : HINDI-ENGLISH ONLY

(ANUVADH ABYAS-III)

Lessons – 1-15 only

PUBLISHER : DAKSHIN BHARATH HINDI PRACHAR SABHA

CHENNAI – 600 017.

4. LETTER WRITING : (Leave Letter, Job Application, Ordering Books, Letter to Publisher, Personal Letter)
5. CONVERSATION : (Doctor & Patient, Teacher & Student, Storekeeper & Buyer, Two Friends, Booking Clerk & Passenger at Railway Station, Autorickshaw driver and Passenger)
- Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan
Vani Prakashan, New Delhi.

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2FRLT02	Language 1 : French II	Batch	2019-2022
Hrs/week	5 Hrs		Semester	II
			Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

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

Question Paper Pattern
Semester II

Maximum Marks: 75

Time: 3 hrs.

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

Section A (10)

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

Section B (25)

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

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

Section C (40)

4. Compréhension (5x1=5)

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

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

7. Associez :(5X1=5)

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2MLLT02	Language 1: Malayalam II	Batch	2019-2022
Hrs/week	5 Hrs		Semester	II
			Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

CO3	help the learners to have a good critical thinking.
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MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

This paper will have the following five units:

Unit I & II

Autobiography

Unit III, IV & V

Travelogue

Text Books prescribed:

Unit I & II

Vazhithiruvukal-Dr.A.P.J.Abdulkalam (D.C.Books, Kottayam)

Unit III,IV & V

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

Reference books:

1. Athmakathasahithyam Malayalathil-Dr.Vijayalam Jayakumar (N.B.S.Kottayam)

2. Sancharasahithyam Malayalathil –Prof.Ramesh chandran. V,(Kerala Bhasha Institute,Trivandrum)

SEMESTER-II

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

COURSE OBJECTIVES:

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

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	Develop an interest in the minds of the students to enjoy and appreciate the literary works in English.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	-	-	✓	-	✓	-	-	-	-	-
CO2	✓	-	-	-	✓	-	✓	-	-	-	-	-
CO3	-	-	-	-	✓	-	✓	-	-	-	-	-

SYLLABUS

Unit	Content
Unit-I	POETRY (12 Hours) 1.La Belle Dame Sans Merci - John Keats 2.The Ballad of Father Gilligan - William Butler Yeats 3.The Daffodils - William Wordsworth
Unit-II	PROSE (12 Hours) 1. At School - Gandhi 2. My lost Dollar - Stephen Butler Leacock 3. On The Rule of The Road- A.G. Gardiner
Unit-III	ONE – ACT PLAY (12 Hours) 1. A Meeting in a Forest - G. B. Shaw 2. The Dear Departed - Stanley Houghton

Unit-IV	GRAMMAR AND COMPOSITION (12 Hours) 1. Sentence Structure 2. Wh- Questions 3. Question Tag 4. Advertisement 5. Hints Developmen
Unit-V	DIALOGUE WRITING (CONVERSATION EXERCISES) (12 Hours) Suggestions , Sympathy, Complaining, Agreement & Apologising

TEXT BOOKS

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited

2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications
3	Adibah Amin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press

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

SEMESTER – II

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U2CCCT04	Core 4: Principles of Marketing	Batch	2019-2022
Hrs/week:	5 Hrs		Semester	II
			Credits	3

COURSE OBJECTIVES:

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

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	Discuss the key concepts and principles of marketing.
CO2	Explain the main factors involved in marketing functions.
CO3	Recall the components of the marketing mix.
CO4	Detail the importance of consumer behavior as it relates to buying behavior.
CO5	Present their views about advertising media and advertising agencies.

MAPPING WITH PROGRAMME OUTCOMES:

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Marketing - definition of market and marketing - classification of marketing - marketing and selling, Difference Between Selling and Marketing-objectives - importance of marketing - modern marketing concepts -E-marketing - tele marketing - green marketing - mobile marketing.
Unit-II	(12 Hours) Marketing function – buying – selling – transportation – storage – financing – risk bearing – standardisation – marketing information system.
Unit-III	(12 Hours) Marketing Mix – 7 P's marketing mix-product mix – product life cycle – branding – labelling –

	price mix-importance - pricing objectives – pricing strategies – personal selling - channels of distribution-functions of middlemen-
Unit-IV	(12 Hours) Consumer Behaviour -meaning- need for studying consumer behaviour - factors influencing consumer behaviour - market segmentation – customer relationship marketing-consumerism-rights of consumerism - consumer protection council- bureau of indian standards – AGMARK.
Unit-V	(12 Hours) Sales promotion- Meaning-Importance-Types. Advertising - meaning and definition - objectives - advantages of advertising - classification of advertisement copy-advertising media-advertising agencies .

TEXT BOOKS:

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	R.S.N. Pillai and Bagavathi:	Modern Marketing Principles and Practices	S.Chand & Co.,New Delhi,
2.	Philip Kotler and Gary Armstrong	Principles of Marketing	Pearson Education Pvt., Ltd., New Delhi

REFERENCE BOOKS:

S.No.	Author Name	Title of the Book	Publisher
1.	S.A. Sheleka	Marketing Management	Himalaya Publishing House, New Delhi.
2.	Dr.C.B. Gupta and	Marketing Management	S.Chand & Sons, New Delhi

	Dr.N, Rajan Nair		
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WEBSITE REFERENCE

1. www.professionalacademy.com/blogs-and-advice/marketing-theories-the- marketing mix-from-4-p-s
2. https://open.lib.umn.edu/principlesmarketing
3. smallbusiness.chron.com
4. www.professionalacademy.com/blogs-and-advice/marketing-theories-the- marketing-mix-7 P's of Marketing Mix.

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

SEMESTER – II

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U2CCCT05	Core 5: Higher Financial Accounting	Batch	2019-2022
			Semester	II
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES :

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

accounting.

COURSE OUTCOMES(CO):

On Successful Completion of the course, students should be able to achieve the following outcomes

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

MAPPING WITH PROGRAMME OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO5	-	✓	✓	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Partnership Accounts – Fixed Capital Method – Fluctuating Capital Method - Admission of a partner – Profit sharing ratio - Treatment of Goodwill, Methods of valuation of Goodwill - Revaluation of Assets and Liabilities – Adjustment of Reserves and other Accumulated Profit – Adjustment for Capital.
Unit-II	(12 Hours) Retirement of Partner - Calculation of Gaining Ratio – Revaluation of Assets and Liabilities - Settlement of Accounts - Retirement cum Admission of partner - Death of a partner.
Unit-III	(12 Hours) Dissolution of a Partnership Firm – Settlement of Accounts-Insolvency of a Partner - Garner

	Vs Murray - Insolvency of all Partners - Piecemeal Distribution - Proportionate Capital Method only.
Unit-IV	(12 Hours) Insolvency of individual (Excluding Insolvency of firms) – Statement of Affairs and Deficiency Accounts of sole trader -
Unit-V	(12 Hours) Fire Insurance Claims: Normal loss -Abnormal loss. Human Resources Accounting- Objective-Valuation of Human Resources-Advantage of Human Resource Accounting and Limitation of Human Resource Accounting- Inflation Accounting – Different Methods of Inflation Accounting-Inflation Accounting at International and National Levels .(Theory only).

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

TEXT BOOKS:

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	T.S.Reddy and Dr.A. Murthy	Financial Accounting	Margham PublicationsChennai,
2.	R.L.Gupta and M.Radhaswamy	Advanced Accountancy	Sultan Chand & Sons, New Delhi

REFERENCE BOOKS:

S.No.	Author Name	Title of the Book	Publisher
1.	S.P.Jainand K.L.Narang	Advanced Accountancy	Kalyani Publishers, New Delhi

2.	Dr.M.A.Arulanandam	Advanced Accountancy	Himalaya Publications
3.	S.N.Maheswari:	Advanced Accountancy	Volume 2, Vikas Publishing House Private Limited,

WEBSITE REFERENCE

- 1.<http://www.accaglobal.com/in/en/student/exam-support-resources/foundation-level-study-resources/fa2/fa2-technical-articles/accounting-for-partnerships.html>
- 2.<http://www.ncert.nic.in/ncerts/l/leac105.pdf>

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

SEMESTER – II

Programme Code:	BCOM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U2CCCP06	Core 6: Business Application Software II - Practical	Batch	2019-2022
Hrs/week:	3 Hrs		Semester	II
			Credits	2

COURSE OUTCOMES (COs) :

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

CO Number	CO Statement
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CO1	Create e-mail id, attach documents, forward and download attachments .
CO2	Collect details through various search engines.
CO3	Create Effective power point Presentation.
CO4	Apply designs to enhance the quality of the Presentation.
CO5	Create Tables and Queries,Sorts,edit and Filter a database.

MAPPING WITH PROGRAMME OUTCOMES:

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

SYLLABUS**INTERNET**

- 1.To create an email-id.
- 2.To compose and send a mail.
- 3.To forward a mail and to reply for a mail.
- 4.To send a mail with an attachment.
- 5.To download the attached document of a mail received.
- 6.To send a mail to a large number of recipients using cc and bcc options.
- 7.To search a thing using a search engine.
- 8.To open and read newspaper sites, TV programmes schedules using Internet.
- 9.To verify a university /college details by opening their websites.
- 10.To upload your resume with any one job portal.

POWERPOINT PRESENTATION

1. Design presentation slides for a product of your choice .The Slides Must include name, brand name, type of product, characteristics, special features, price, special offer etc.
- 2.Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
- 3.Design slides for the headlines News of a popular TV Channel. The Presentation Should contains the following transactions: Top Down, Bottom Up, Zoom in and Zoom Out-The presentation should work in custom mode.

DATABASE DESIGNING

1. Payroll for employee database of an organization with the following details:
Employee id, Employee name, Date of Birth, Department and Designation, Date of Appointment, Basic Pay, Dearness Allowance, House Rent Allowance and Other Deductions if any. erform queries for different categories.
2. Create mailing labels for student database which should include atleast three Table must have atleast two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.

SEMESTER – II

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U2CCAT02	Allied 2: Computer and Information System	Batch	2019-2022
Hrs/week:	3 Hrs		Semester	II
			Credits	2

COURSE OBJECTIVES:

- To provide basic conceptual knowledge about the computer and informationsystem.
- To inculcate the knowledge about the Hardware and Software Systems.
- To enable the students to learn the functional aspects of Operating System.
- To make the students to understand about data processing.

- To Provide thorough knowledge on system Analysis and Design.

COURSE OUTCOMES :

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

CO Number	CO Statement
CO1	Explain computer-based information systems and technologies applied in business problems.
CO2	Describe an information system for an organization and steps to develop programs.
CO3	Know fully about hardware and compare different softwares that make networks more efficient and effective.
CO4	Explain the current techniques, skills and tools necessary for computing.
CO5	Give in detail the process of system Analysis and Design.

MAPPING WITH PROGRAMME OUTCOMES:

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

SYLLABUS

Unit	Content
Unit-I	Computer: Introduction- Meaning- History- Generations - Types of Computer System- Laptop or Notebook computers - Computer Applications in Business. (8 Hours)
Unit-II	Computer System: Hardware- Input Devices - Output devices - Memory unit- Types of Memory - Software - Types of Software- Programming- Programming tools – Flowcharts - Steps in developing a computer program. (8 Hours)
Unit-III	Operating System: Functions of Operating System – Types of Operating System - DOS, Windows, UNIX, LINUX, Windows NT, Windows 98, Windows XP. (8 Hours)
	Data Processing System- Methods of data processing - Networking: Local Area Network (8 Hours)

Unit-IV	(LAN) – Metropolitan Area Network (MAN) - Wide Area Network (WAN) – Internet – Intranet - Extranet - E-Mail and its user - Mobile Computers – Advantages – Limitations.
Unit-V	(8 Hours) System Analysis and Design, Computer Based Information System - Transaction Processing Office Automation - Management Information System - Decision Support System -Expert System.

TEXT BOOKS:

Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1.	R.Saravanakumar, R.Parameswaran, and T. Jayalakshmi	Introduction to Information Technology”	S. Chand & Co. Ltd, New Delhi
2.	V.K.Kapoor	Information Technology and Computer Application	Sultan chand and Sons, New Delhi

REFERENCE BOOKS:

S.No.	Author Name	Title of the Book	Publisher
1.	Sunil K. Malhotra Sangita Sardana	Computer Applications in Business	Kalyani Publishers, New Delhi
2.	Alexis Leon and Mathews Leon	Introduction to Computers	Vikas Publishing House Pvt., Ltd., New Delhi

WEBSITE REFERENCE

- [1.http://www.umsl.edu/~joshik/msis480/chapt05.htm](http://www.umsl.edu/~joshik/msis480/chapt05.htm)
- [2.http://www.guru99.com/rol-component-mis.html](http://www.guru99.com/rol-component-mis.html)

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

Programme Code	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U2VBET02	Value Based Education 2: Yoga for Youth Empowerment	Batch	2019-2022
			Semester	II
			Credits	4
Hrs/ Week	2 Hrs			

Course Objective :

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

Understanding the law of nature and yogaasanas.

SYLLABUS

Unit	Content
Unit-I	<p>Philosophy of life science (5 Hours) Life – purpose of life – philosophy of life – Law of Nature – Kindness towards living belongs preserving Naturals Resources. அலகு 1: வாழ்வியல் தத்துவம் வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்</p>
Unit-II	<p>Human values (5 Hours) Culture – Analysis of Thought – Moralization of Desire – Neutralization of Anger – Eradication of worry – Blessings and Benefits – Harmonious Friendship – Love and Compassion – Individuals peace. அலகு 2: தனிமனித பண்புகள் பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்ந்தல் -கவலை ஒழித்தல் -வாழ்த்தும் பயனும் - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.</p>
Unit-III	<p>Social Values (5 Hours) Family – family peace – Society – Life Style – vworld Brotherhood – Greatness of women – Five Duties – Economics – Hygiene and Health Care – Education – politics – Responsibilities of people. அலகு 3: சமுதாய மதிப்புகள் குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஐவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி -அரசியல் -மக்களின் பொறுப்பு -உலக அமைதி</p>
Unit-IV	<p>Development of Mental Prosperity (5 Hours) Prosperity of Mind – Life force – Bio-magnetism and mind – Functions of mind mental frequency – Ten stages of mind – genetic centre – Meditation – value of spirituality – universal Magnetism and Bio- Magnetism. அலகு 4 : மனிதவள மேம்பாடு மனவளம் - உயிரும் மனமும் - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள் - மன அலைச்சுழல் - மன இயக்கப் படி நிலைகள் - கருமையம் - தவம்(தியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்</p>
Unit-V	<p>Maintenance of physical Health (5 Hours) Structure of Human Body – Three Functional Bodies – Harmony between Body and LifeForce – Pain, Diseases and Death – Reasons for Disease – Limit and Method in Five Factors – Simplified physical Exercises – Practice for simplified Physical Exercises. அலகு 5 :உடல் நலம் பேணல் உடலமைப்பு உடலின் மூவகை இயக்க மையங்கள் உலுக்கும் உயிருக்குமான உறவு நோய்க்கான காரணங்கள் ஐந்தில் அளவு முறை எளியமுறை உற்பயிற்சி யோகாசனங்கள் கதிரவன் வணக்கம் தண்டாசனம் சக்கராசனம் பக்கவாட்டில் விருச்சாசனம் ஏகபாத ஆசனம் திரிகோணாசனம் வஜ்ராசனம் பத்மாசனம் யோக முத்ரா மகா முத்ரா உஸ்ட்ராசனம் வக்ராசனம் சவாசனம்</p>

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1.	Vethathiri maharishi	Journey of	Vethathiri publications,Erode.

		consciousness	
2.	Vethathiri maharishi	Simplified physical exercises	Vethathiri publications, Erode.
3.	Vethathiri maharishi	Unified force	Vethathiri publications, Erode.
4.	Thathuvagnani Vethathiri maharishi	Yoga for modern age	-
5.	Dr.Chandrasekaran	Sound Health through yoga	Prem Kalyani publications, madurai

SEMESTER II

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

அறவியலும் பண்பாடும் - (தனிமனித விழுமியங்கள்இ குடும்ப விழுமியங்கள், சமுதாய விழுமியங்கள், பணிசார்ந்த விழுமியங்கள், தேசிய விழுமியங்கள், உலகளாவிய விழுமியங்கள்)

நோக்கம்

- ஒவ்வொருவரும் தன்னை உயர்த்திக் கொண்டுஇ சமுதாய மக்களுடன் இணக்கமாக வாழ்ந்து சமுதாயத்தை உயர்த்த வேண்டும். உன்னத இலட்சியத்திற்காக தமது வாழ்க்கையை அர்த்தமுள்ளதாக ஆக்கிக் கொள்ள வேண்டும்.
- குடும்ப அமைதி, ஐந்தொழுக்கப் பண்பாடு, உணவே மருந்து, ஆளுமைப்பண்பு,

தலைமைப்பண்பை மாணவர்களிடம் உருவாக்குதல்.

- உலக நாடுகளுடன் ஒற்றுமை, புரிந்துணர்வு ஆகியவற்றின் மூலம் இந்தியாவின் வலிமையை உணரச்செய்தல்.
- வளர்ந்துவரும் இந்தியா, உலகிற்கு வழங்கும் செய்தி, வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும், பற்றி மாணவர்களை உணரச்செய்தல்.

COURSE OUTCOME (CO) :

CO Number	CO Statement
CO1	தன்னை, உள்நோக்க அறிவால் ஆராய்ந்து தன்னிடமுள்ள உணர்ச்சி வயப்பட்ட குணங்களை எல்லாம் மாற்றியமைத்துக் கொள்ளச் செய்தல்.
CO2	குடும்ப அமைதி, ஐந்தொழுக்கப் பண்பாட்டை அறிந்து, அதன்படி வாழ்ந்து தன்னை உயர்த்திக் கொள்ளச் செய்தல்.
CO3	வாழ்க்கையின் இலக்கை அடையத் தேவையான தகுதியை வளர்த்துக் கொள்ளல்.
CO4	பிற நாடுகளோடு இந்தியா கொண்டுள்ள தொடர்பின் மூலம் நமது நாட்டினுடைய கலாச்சாரம், பண்பாட்டினை உணரச்செய்தல்.
CO5	வளர்ந்துவரும் இந்தியா, உலகிற்கு வழங்கும் செய்தி, வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும் பற்றி மாணவர்களை உணரச்செய்தல்.

MAPPING WITH PROGRAMME OUTCOMES

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

பாடத்திட்டம்

அலகு - 1

மனித வள மாண்பின் அவசியம் - மனித வாழ்வின் நோக்கமும் தத்துவமும் - தன்னிலை அறிதல் - வாழ்த்தும் பயனும் - அன்பும் கருணையும்

6 மணி நேரம்

அலகு - 2

குடும்ப அமைதி - இல்லறமே நல்லறம் - ஐந்தொழுக்கப் பண்பாடு - பாலுணர்வும் ஆன்மீக மேம்பாடும் - உணவே மருந்து .

6 மணி நேரம்

அலகு - 3

6 மணி நேரம்

ஆளுமை மேம்பாட்டுக் கூறுகள் - சுயமுன்னேற்றமும் தலைமைப் பண்பும் மனித வேறுபாட்டிற்கான காரணங்கள் - மனத்தூய்மை தரும் சமுதாய நலன் .

அலகு - 4

6 மணி நேரம்

செம்மாந்த குடியரிமை - வளர்ந்து வரும் இந்தியா - வெளிநாட்டவர் பார்வையில் இந்தியா -இந்திய கலாச்சாரத்தின் மேன்மை

அலகு - 5

6 மணி நேரம்

இந்தியா உலகிற்கு வழங்கும் செய்தி - வேற்றுமையில் ஒற்றுமை - இந்தியாவும் ஆன்மீகமும் - கலாச்சார சீரழிவும் தீர்வு - செயலும் மனிதனே தீர்வு மனிதனே .

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher
1	-	தனிமனித விழுமியங்கள்	என்.ஜி.எம். கல்லூரி. பொள்ளாச்சி.
2	-	சமுதாய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	-	வாழ்வியல் விழுமியங்கள்,	வேதாத்திரி பதிப்பகம் , ஈரோடு.
2	-	மனவளக்கலை யோகா	வேதாத்திரி பதிப்பகம் , ஈரோடு.

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2SBST03	Skill Based Subject 3: Mathematics for Competitive Examinations II	Batch	2019-2022
			Semester	II
			Credits	1
Hrs/week	2 Hrs			

COURSE OBJECTIVES

To enable the Students

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

COURSE OUTCOMES (CO)

On successful completion of the course, students should be able to achieve the following outcomes.

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Profit and Loss – Ratio and Proportion (6 Hours)
Unit-II	Partnership – Chain Rule (6 Hours)
Unit-III	Time and Distance – Time and work (6 Hours)
Unit-IV	Permutation & Combinations (6 Hours)
Unit-V	True Discount- Bankers Discount (6 Hours)

(Simple Problems only)

TEXT BOOKS

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

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

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

SEMESTER II

Programme Code :	B.Com (CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U2SBST04	Skill Based Subject 4 : Communication skills-II	Batch	2019-2022
			Semester	II
Hrs/week	2 Hrs		Credits	1

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

On successful completion of the course, students will be able to achieve the following outcomes.

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS**UNIT –I**

1. Parts of Speech
2. Tenses
3. Active voice and passive voice
4. Phrasal Verbs

UNIT- II

1. Confusable Words
2. Jumbled Sentences
3. Synonyms
4. Antonyms

UNIT- III

1. Reading Techniques (Skimming and Scanning)

2. Types of Reading - Intensive Reading and Extensive Reading
3. Brain Storming
4. Role Play

TEXT BOOKS

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

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

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

SEMESTER - III

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3CCCT07	Core 7 : Cost Accounting	Batch	2019-2022
			Semester	III
			Credits	4
Hrs/week:	5 Hrs			

COURSE OBJECTIVES:

To enlighten the students on various methods of Costing.

- 1.To make the students to calculate the stock level and Pricing of Material issues.
- 2.To enable the students to compute the labour turnover and know about distribution summary.
- 3.To understand the methods of costing adopted by different types of industries.
- 4.To make the students to reconcile cost and Financial statement.

COURSE OUTCOMES :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(15 Hours) Cost Accounting - Scope – Merits and Demerits of Cost accounting – Difference between Cost Accounting and Financial Accounting - Concepts and Classifications -Methods of Costing – Elements of Cost – Preparation of cost sheet – Tender and Quotation.
Unit-II	(15 Hours) Material Control – need – advantages of material control -Purchase Procedure – Inventory Control and its techniques : Stock Level – EOQ – ABC Analysis - Perpetual inventory systems – Material Records – Pricing of Material Issues – Methods of Pricing of Material Issues : LIFO ,FIFO, Simple Average Rate, Weighted Average Rate, Standard price Methods.

Unit-III	(15 Hours) Labour – Labour Turnover – Methods –Labour Costs - Timekeeping & Time Booking – Ideal Time – Overtime – Remuneration and Incentives – Methods of Remuneration – Time Rate – Piece rate -Single Piece rate – Differential Piece rate – Taylor's Differential piece rate system, Merrick Differential piece rate system, Gantt's Task Plan – Premium and Bonus Plan. Overhead – Classification of overheads – Allocation and Absorption of overhead- Primary and Secondary Distribution Summary.
Unit-IV	(15 Hours) Process Costing – Features of Process costing –Difference between job and process costing- Process losses, Normal loss, Abnormal loss - Abnormal gain- Waste, Scrap, (except Inter- process profit and equivalent production)- Operating Costing.
Unit-V	(15 Hours) Job Costing - Standard Costing - Contract Costing – Reconciliation of cost and financial accounts.

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

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	S.P Jain and K.L Narang	Cost Accounting	Kalyani Publications

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Dr.Ramachandran & Dr. Srinivasan	Cost Accounting	Sriram publications
2	R.S.N Pillai & V Bagavathi	Cost Accounting	Sultan Chand and Sons Publications.

WEBSITE REFERENCE

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

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

SEMESTER – III

Programme Code:	BCOM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3CCCT08	Core 8 : Commercial Law	Batch	2019-2022
			Semester	III
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES:

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

COURSE OUTCOMES(CO)

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

outcomes

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(15 Hours) Law – Meaning and object – Commercial law- meaning – sources of law –Essentials of Contract – Classification of contracts – Offer and acceptance – Legality of object – Consideration - Void agreement - Concept of Build Operate Transfer(BOT)
Unit-II	(15 Hours) Capacity to contract – free consent – Quasi contracts – Quantum Meruit - Contingent contracts – Performance of Contract - Discharge of Contract – Breach of contract – Remedies for breach of contract.
Unit-III	(15 Hours) Contract of agency – Creation of agency – classification of agents – relations of principal and agent – relation of principal with third parties – personal liability of agent – Agency by ratification –conditions and effects – Termination of agency.
Unit-IV	(15 Hours) Contract of indemnity and guarantee – rights – liabilities of surety – Discharge of surety –

	bailment – Types of Bailment – Bailment vs Pledge - rights and duties of bailer and bailee – pledge by non-owners. Difference between Guarantee and indemnity - Difference between Guarantee and Warranty
Unit-V	(15 Hours) Law of Sale of Goods: Distinction between sale and agreement to sell – Sales Vs Bailment - Sales Vs Hire Purchase – Conditions and Warranties – Transfer of ownership – Transfer to title by non-owners –Performance of Contract of Sale – Rights and Duties of buyer and seller- auction sale – rights of unpaid seller.

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	N.D. Kapoor	Elements of Mercantile Law	Sultan Chand publications.

REFERENCE BOOKS

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

WEBSITE REFERENCE

1. https://www.icai.org/post.html?post_id=15532

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

SEMESTER - III

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3CCCT09	Core 9 : Database Management system	Batch	2019-2022
			Semester	III
Hrs/week:	4 Hrs		Credits	3

COURSE OBJECTIVES:

- To make the students to understand
- basic concepts of Database,its system and Evolution.
 - database development life cycles, Various Data models,types and their comparison.
 - Implemenation of Relational Database.
 - Physical database system and managing the database,enrollment and functions of Database administration control.
 - Interaction to Structured Query Language using oracle and its uses.

COURSE OUTCOMES :

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

CO Number	CO Statement
CO1	To analyse Data Base design methodology.
CO2	Acquire knowledge in fundamentals of Data Base Management System.
CO3	Be able to analyse the difference between traditional file system and DBMS.
CO4	Able to handle with different Data Base languages.
CO5	Draw various data models for Data Base and Write queries mathematically.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	PO11	PO12
CO1	-	✓	✓	-	-	-	-	-	-	-	-	-
CO2	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO3	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	-	-	-	-	-	-	✓
CO5	-	✓	✓	-	-	-	-	-	-	-	-	✓

SYLLABUS

Unit	Content
Unit-I	(10 Hours) Database System and Evolution of Database technology: Evolution of Database technology – File Oriented System - Database System - Three Levels of Architecture - Client Server Platforms. Database System in the Organization: Databases and Data sharing - Risks and cost of database.
Unit-II	(10 Hours) Database Design: Database Development Life Cycle (DDLC) - Data Models- types and their comparison- Entity Relationship Model- Entity Types- Entity Sets- Attributes and its types- Keys- E-R Diagram - Normalization process (1NF, 2NF, 3NF, BCNF, 4NF), Transforming Conceptual Model to a Relational Model.
Unit-III	(10 Hours) Relational Database Implementation: Relational Algebra - Relational implementation with SQL – Introduction - Data Definition language (DDL) - Data Manipulation Language (DML) - Data Control Language (DCL) - Transaction Control Language (TCL) - SQL functions: Mathematical functions - Group functions - Aggregate functions.

Unit-IV	Physical Database System- Physical storage media - Disk performance factors - Data storage format file organization and addressing methods implementing - Managing the Data base environment - Database administration and Control - DBA functions – goals – integrity - security and recovery.	(10 Hours)
Unit-V	Introduction to PL/SQL (blocks of PL/SQL- Variables- constants) - Structured query language using ORACLE – Create Tables - Manipulate Tables - Database Query processing – Functions – Integrity – Indexing - View's.	(10 Hours)

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

S.No.	Author Name	Title of the Book	Publisher
1	C.J.Date	An Introduction to Database Systems	Narosa Publishing House, New Delhi
2	Gerald V. Post	Database Management System	Tata Mc-Grew Hill Publication, New Delhi

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher
1	Arun K. Majumdar	Database Management System	Tata Mc-Grew Hill Publication, New Delhi
2	S.P.S. Saini	Database Management System	Vayu Education of India

WEBSITE REFERENCE :

- 1.<https://beginnersbook.com>, 2.<https://www.javatpoint.com>

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

SEMESTER – III

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3CCCP10	Core 10 : Oracle Practical	Batch	2019-2022
			Semester	III
Hrs/week:	4 Hrs		Credits	3

COURSE OUTCOMES :

On Successful Completion of the course, students should be able to understand about ,

CO Number	CO Statement
CO1	Brief knowledge about SQL Fundamentals.

CO2	Unary & Binary table operations.
CO3	Handle with different Data Base languages.
CO4	Table View, Log & Triggers.
CO5	Alter, Update, Manipulate the table content

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO2	-	-	✓	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO4	-	-	✓	-	-	✓	-	-	-	-	-	-
CO5	-	-	✓	-	-	✓	-	-	-	-	-	✓

SYLLABUS

1	Queries Using DDL- DML commands.
2	Queries Using DML commands
3	Queries Using DCL commands.
4	Queries Using TCL commands.
5	SQL Commands using Keys.
6	SQL Commands using Aggregate Functions.
7	SQL Commands using Arithmetic Functions.
8	Write a PL/SQL program to add two numbers.
9	Write a PLSQL program to accept a string from user and print reverse of accept string.
10	Write a program in PL/SQL to find the given number is odd or even.

SEMESTER-III

Programme Code:	B. Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U3CCCP11	Core 11 : Banking Theory	Batch	2019-2022
			Semester	III
Hrs/week	3 Hrs		Credits	2

COURSE OBJECTIVE

- ✓ To know the importance of banking in economic development and functions of commercial banks.
- ✓ To know about the relationship between various types of customer and banker. Also know about bill of exchange and its characteristics.
- ✓ To know fully about the negotiable instruments.

- ✓ To know clearly about RBI, Commercial banks and their functions.
- ✓ To understand clearly about demonetization and various forms of cashless transactions.

COURSE OUTCOMES (Cos):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(8 Hours) Meaning and definition of banking - Characteristics of Banking - Classification of Banking-Types of Bank - Importance of Banking in Economic Development - Commercial Bank and its functions.
Unit-II	(8 Hours) Banker and Customer – Definition – General relationship- Special relationship, Different types of Bank Accounts- Opening of new account - Special types of customers – Closure of Accounts. Bill of Exchange: Definition, Characteristics and Parties involved-Difference Between Bill and Cheque.
Unit-III	(8 Hours) Negotiable Instruments – Bills of Exchanges – Promissory Note – Demand Draft - Cheques - Features – Crossing of cheques- Kinds and Significance. Endorsement –Kinds;

	Holder and Holder in Due course; Paying Banker – Meaning – Duties and Responsibilities - Precautions to be taken before honouring a cheque- Refusal of payment-Statutory protection – Payment in due course. Collecting Banker – Duties - Statutory Protection.
Unit-IV	(8 Hours) RBI-Functions of RBI -Credit control measures--Commercial Bank & its Functions - Central Banks, Key Roles played by central bank, needs & Principles of Central Bank - Difference between Central & Commercial bank
Unit-V	(8 Hours) Demonitization and Cashless Transactions: E-Banking- Forms of E-Banking- Credit cards, Debit cards and Electronic Fund Transfer- NEFT and RTGS – E-Wallet - Impact of Demonitization in Indian Economy. Non Performing Assests (NPA) - Definition and Meaning - Types of NPAs-Causes- Remedies.

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	E.Gordon and K.Natarajan:	Banking Theory law and Practice	Himalaya Publishing House, Mumbai

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher
1	K.P.M. Sundaram and P.N.Varshney	Banking Law and Practice	Sultan Chand and Sons Publishing House, New Delhi
2	S.Natarajan and Dr.R.Paremeswaran	Indian Banking	S.Chand and Co.Pvt ltd, New Delhi.

WEBSITE REFERENCE

1 .http://164.100.230.217/web_material/Curriculum/Vocational/2018/Banking%20and%20Insurance/Banking_and_Insurance_updated_IX.pdf

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

SEMESTER - III

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3CCAT03	Allied 3 : Business Mathematics	Batch	2019-2022
			Semester	III
			Credits	4
Hrs/week:	6 Hrs			

COURSE OBJECTIVES

To enable the Students

- To understand the basic concepts of set theory, Simple Interest and Compound Interest
- To know the basic concepts of Matrices and Solution of Linear Equations using matrices
- To learn the concept of differentiation of algebraic functions and its uses in business

- problems
- To Evaluate of definite and Indefinite integrals applicable to business problems.

COURSE OUTCOMES (CO)

On successful completion of the course, students should be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Study the concepts of set theory and solving problems in sequence and series
CO2	Apply the concepts of simple interest and compound interest in real life problems
CO3	Recollect the basic definition and types of matrices and solving linear equations using matrix method
CO4	Analyse the meaning of derivatives and applying in business problems
CO5	Acquire the knowledge of Integral Calculus.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Set Theory – definitions – set operations – Venn diagrams – laws and properties – number of elements –Cartesian Products- Arithmetic and Geometric Series. (15 Hours)
Unit-II	Simple and Compound Interest. Discounting – True Discount – Banker's Discount – Banker'sGain. (15 Hours)
Unit-III	Matrix: Basic definitions and types – Addition, Subtraction and Multiplication of Matrices Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equations – Matrix method and Cramer's rule . (15 Hours)
Unit-IV	(15 Hours)

	Differentiation of Algebraic Functions – Meaning of Derivations – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems.
Unit-V	Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts. (15 Hours)

Questions in problems carry 100% marks.

TEXT BOOK

Recent editions of the following books only are recommended

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

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Sundaresan and Jayaseelan	Introduction to Business Mathematics	Sultan Chand & Co
2	Sanchetti, D.C and Kapoor, V.K.	Business Mathematics,	Sultan chand and Sons company
3	P.R.Vittal	Business Mathematics	Margham Publications
4	S.C.Gupta and V.K.Kapoor	Elements of Mathematical Statistics	Sultan Chand & Co

WEBSITE REFERENCE

- <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065>
- www.mypolyuweb.hk/machanck/lectnotes/c1_des.pdf
- www.abs.gov.au/websitedbs/.../statistical+language+-+measures+of+central+tendency

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

SEMESTER - III

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3SBST05	Skill Based Subject 5: Mathematics for Competitive Examinations III	Batch	2019-2022
			Semester	III
Hrs/week:	2 Hrs		Credits	1

COURSE OBJECTIVE :

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

and distance, odd man out series.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Several tricks and formulas for pipes and cisterns are available which reduces the effort to solve the problem.
CO2	Solve the problems on time and distance train, boats and stream.
CO3	Apply the concept of Alligation and height & distance to solve problem.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Pipes and cistern – Probability (5Hrs)
Unit-II	Problems on trains (5Hrs)
Unit-III	Problems on Boats and Streams (5Hrs)
Unit-IV	Alligation or mixture (5Hrs)
Unit-V	Heights & Distance- Odd Man Out & Series (5Hrs)

(Simple Problems only)

TEXT BOOKS:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

WEBSITE REFERENCE

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

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

SEMESTER - III

Programme Code:	B.Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3SBST06	Skill Based Subject 6: Communication Skill III	Batch	2019-2022
			Semester	III
Hrs/week:	2 Hrs		Credits	1

COURSE OBJECTIVE :

- ✓ To make the students to understand the barriers in their communication and the ways to overcome the same
- ✓ To make the students to know various types of listening and the effect of enhancing the

listening skills

- ✓ To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	COMMUNICATION (8 hrs) 1. Verbal and Non-Verbal Communication 2. Barriers to Communication
Unit-II	LISTENING SKILLS (8 hrs) 1. Types of Listening 2. Tips for Effective Listening 3. Traits of Good Listening

Unit-III	SPEAKING (8 hrs)
	1.Group Discussion
	2.Speaking at Different Types of Interviews
	3.Making Effective Telephone Calls
	4.Telephone Etiquette

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Krishna Mohan	Developing Communication Skills	(Macmillan)

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

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

SEMESTER - III

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U3NMET01	Non Major Elective 1 : Food Science and Nutrition	Batch	2019-2022
			Semester	III
			Credits	2
Hrs/week:	2 Hrs			

COURSE OBJECTIVE

- ✓ To understand the importance of Nutrition and the role of food in the maintenance of good health.
- ✓ To know about the functions, deficiency and toxicity of nutrients.

- ✓ To understand Malnutrition and its prevention
- ✓ To know about various adulterants in food and the methods of detecting them.
- ✓ To have an awareness on the prevailing laws, hygiene and sanitation relating to food safety.
- ✓

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(5 Hours) Introduction to Nutrition: Terms used in Nutrition and Health. Definitions - Health, Nutrition, Nutrients, Foods, Diet, R.D.A., Balanced diet, Malnutrition, Under nutrition, Over nutrition, Optimum nutrition. Five Food Groups and Food guide, relationship between food and nutrition, functions of food, classification of nutrients, factors affecting food consumption and food acceptance. Elementary idea of probiotics, prebiotics and organic food.
Unit-II	(5 Hours) Basic Nutrition: WATER- Functions, sources, requirements, water balance, dehydration (ORS) and toxicity. CARBOHYDRATE - Composition and classification, source,

	functions, requirements. LIPIDS- composition, sources, functions, requirements, deficiency and excess; fatty acids- essential and non-essential, SFA, USFA, MUFA, PUFA, significance of fatty acids, Rancidity. PROTEINS- composition, classification sources, functions, requirements, deficiency. ENERGY- unit of energy, food as a source of energy, definition of calorie and joules, energy requirement and factors affecting it- BMR, RMR, SDA.
Unit-III	(5 Hours) VITAMINS- classification, sources, functions, requirements, deficiency and excess of the following: Vitamin A, D, E, K, C, Thiamin, Riboflavin, Niacin and B Complex. MINERALS - distribution in body, functions and sources, requirement, deficiency and excess of the following. Calcium, Phosphorus, Iron and Iodine. FIBRE- definition, types, sources, functions, importance in disease prevention
Unit-IV	(5 Hours) Ecology of malnutrition- Definition, causes and consequences of malnutrition Ecological factors leading to malnutrition such as income, family size, dietary pattern, occupation, customs, food fads, fallacies and other factors. Measures to overcome malnutrition (only introduction)- Increased agricultural production through food technology, food fortification and enrichment, Nutrition education, Nutrition intervention programme genesis, objectives and operation of school lunch programme and ICDS, Organizations that combat malnutrition- International organization – FAO, WHO, UNICEF National Organizations – ICMR, NIN, CFTRI, DFRL, ICAR
Unit-V	(5 Hours) Food Adulteration and Food Laws- Definition, Types, Common adulterants and home scale methods of detecting adulterants; Food Laws (only introduction) – PFA, BIS, AGMARK, FPO, HACCP. Food toxicants- Naturally occurring toxicants in canned foods, Alcoholic and non alcoholic beverages Sugars, preservatives, mushrooms Carcinogens in heated foods.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Dr.A.Indhuleka	Healthy Vittles and Bits	-	2016

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	Guthrie Helen.	Introductory Nutrition	Mirror/ Mosby College Publishing Times	-
2	Mudambi, S.R.,	Fundamentals of	NewAge International	-

Rajgopal, M.V.	Foods and Nutrition	Pvt. Ltd	
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Means of Curriculam Delivery: *Lecture, Group Discussion, Seminar, Assignment, Google Classroom*

SEMESTER III

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U3BTLT01	அடிப்படைத் தமிழ் 1	Batch	2019-2022
			Semester	III

நோக்கம் :

1. தமிழ் எழுத்துக்களை எழுத, படிக்க தெரிந்து கொள்ளுதல்.
2. சொற்களின் வகைகளைத் தெரிந்து கொள்ளுதல்.
3. தொடர் அமைப்புகளைத் தெரிந்து கொள்ளுதல்.
4. வாக்கியங்களைப் பிழையின்றி எழுதக் கற்றுக் கொள்ளுதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு – Course Outcome (CO)

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

தமிழ் மொழியின் அடிப்படைக் கூறுகள்.

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

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

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

SEMESTER III

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with ComputerApplications	
Course Code :	19U3ATLT01	சிறப்புத் தமிழ் 1	Batch	2019-2022
			Semester	III

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

அகமதிப்பீட்டுத் தேர்வு மட்டும்

நோக்கம்:

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

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

கூறு - 1 : பாரதியார் கவிதைகள்
கண்ணன் என் சேவகன்

பாரதிதாசன் - அழகின் சிரிப்பு (முழுவதும்)
மீரா (கவிஞர்) - குக்கூ (புதுக்கவிதை)

கூறு - 2 மொழித்திறன்

பிழைநீக்கி எழுதுதல் - றன, ரண வேறுபாடு அறிதல்
ளன, ழன, லன வேறுபாடு அறிதல்
ன, ண, ந வேறுபாடு அறிதல்
குறில் நெடில் வேறுபாடு அறிதல்

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

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

கூறு - 5 பாடந்தழுவிய வரலாறு.

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

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

SEMESTER - III

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U3SSCT01	Self Study Courses 1: மனித வாழ்வும் காந்தியடிகளும்	Batch	2019-2022
			Semester	III
			Credits	1

நோக்கம்

1. மானிட வாழ்வில் பின்பற்ற வேண்டிய நடைமுறைச் செயல்பாடுகளை உணர்த்துதல்.
2. இன்றைய நவீன வாழ்க்கைச் சூழலில் ஏற்படும் சிக்கல்கள், பிரச்சனைகளை காந்திய தீர்வுகளை அறியச் செய்தல்.
3. மகாத்மாவின் வாழ்க்கை முறை, கல்வி, வாழ்வு பற்றிய கருத்துக்களை கற்று உணர்தல்.
4. நடைமுறை வாழ்வில் அகிம்சையைப் பின்பற்றுவதால் ஏற்படும் நன்மைகளைப் புரிந்து கொள்ளச் செய்தல்.

5. காந்தியடிகள் இந்திய விடுதலைக்காகப் பின்பற்றிய கொள்கைகளை மாணவர்கள் கற்று அறிதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

பாடத்திட்டம் : மனித வாழ்க்கையும் காந்தியடிகளும்

அலகு 1

பக்க எண் (1 – 40)

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

அலகு 2

பக்க எண் (41 – 73)

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

முதலியோர் - இயற்கையறம் சத்தியாகிரகம், சாதுநிலை - சாது எவன்.

அலகு 3

பக்க எண் (75 - 200)

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

அலகு 4

பக்க எண் (200 - 257)

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

அலகு 5

பக்க எண் (257 - 364)

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

பாடநூல்

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

பார்வை நூல்

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு - பதிப்பு
1	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம்-ரா.வேங்கடராஜ்லு)	மகாத்மா காந்தியின் சுய சரிதை	நவஜீவன் பிரசுராலயம் அகமதாபாத் - 380014	ஜூலை - 2000
2	தொகுப்பு - பேராசிரியர்	முகாத்மா நூல்கள்	வர்த்தமானர் பதிப்பகம்	2005

	முனைவர் மா.ரா.போ. குருசாமி	(காந்தி முன்னோடிகள்)	-சென்னை - 17	
3	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம் - தி.சு. ஆவினாசிலிங்கம்)	முகாத்மா நூல்கள் (தென்னாப்பிரிக்காவில் சத்தியாகிரகம்)	வர்த்தமானர் பதிப்பகம் -சென்னை - 17	2005

SEMESTER - IV

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCCT12	Core 12 : Corporate Accounting	Batch	2019-2022
Hrs/week	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVE :

- To enable the students to be aware of shares issues and underwriting of shares.
- To make the students to know how to prepare journal entries in issue of preference shares and debentures.

- To prepare the final accounts of a company.
- To make the students to know various methods of valuation of goodwill and shares.
- To make the students know about liquidation of companies and Accounting standard for reporting.

COURSE OUTCOME (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Company – Definition – Share Capital – Shares - Issue of shares: par, premium and Discount – forfeiture and reissue – Surrender of Shares – Rights Issue – Bonus Share - Underwriting – Types of Underwriting (12 Hours)
Unit-II	Issue of preference shares and debentures – Redemption of preference shares and debentures – Sinking Fund Method. (12 Hours)
Unit-III	Preparation of final accounts – Trading and Profit and loss a/c- Balance sheet – Vertical (12 Hours)

	and Horizontal - Calculation of Managerial Remuneration.
Unit-IV	Valuation of Goodwill and shares – Need – Methods of valuation of Goodwill and shares. (12 Hours)
Unit-V	Liquidation of Companies – liquidator’s final statement of account - statement of affairs – Deficiency A/c – Accounting standard for reporting. (12 Hours)

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

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	Reddy & Murthy	Corporate Accounting	Margham Publications

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1.	Jain and Narang	Advanced Accountancy-II	Kalyani Publishers
2	R.L.Guptha and Rathaswamy	Advanced Accounting – II	Sultan Chand & sons

WEBSITE REFERENCE:

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

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

SEMESTER- IV

Programme Code:	B.Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCCT13	Core 13 : Company Law and Secretarial Practice	Batch	2019-2022
			Semester	IV
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOME(CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	<p style="text-align: right;">(12 Hours)</p> Company -Meaning, Definition, Nature/Features of Company and Kinds of Companies-company law and company law board - functions, powers-Formation of companies-Promotion- Promoters and their functions - Duties of Promoters-Incorporation - Certification of Incorporation - Memorandum of Association - Purpose-Alteration of Memorandum - Doctrine of Ultravires - Articles of Association-Forms-Contents-Alteration of Article-Relationship between Articles and Memorandum-Doctrine of Indoor Management-Exceptions to Doctrine of Indoor Management-Prospectus-Definitions-Contents-Deemed Prospectus-Misstatement in Prospectus.
	(12Hours)

Unit-II	Directors-Director's Identification Number (DIN)-Qualification and Disqualification of Directors- Appointment of Directors- Removal of Directors-Director's Remuneration-Powers of Directors-Duties of Directors-Liabilities of Directors.
Unit-III	(12 Hours) Company Secretary - Types-Positions-Qualities-Qualifications-Appointments and Dismissals-Power-Rights -Duties-Liabilities of a Company Secretary-Role of a Company Secretary-(1) As a statutory officer (2) As a Co-Ordinator (3) As an Administrative officer-Latest Amendments as per Companies Act 2013, 2015 & 2018.
Unit-IV	(12 Hours) Kinds of Company Meetings- Board of Directors Meeting-Statutory Meeting-Annual General Meeting-Extra Ordinary General Meeting-Duties of a Company Secretary to all the company meetings-Drafting of Correspondence-Relating to the meetings-Notices-Agenda-Chairman's speech-Writing of minutes.
Unit-V	(12 Hours) Winding up- Modes of Winding up -Compulsory winding up by the court-Voluntary winding up- Types of Voluntary Winding up- members Voluntary winding up-Creditors Voluntary winding up -Winding up subject to supervision of the court -Consequences of winding up (General)-Latest Amendments as per Companies Act 2013,2015 & 2018.

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	G K Kapoor	Company Law and Practice	Margham Publications

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	MC Kuchhal	Modern Indian Company Law	LexisNexis publication
2	P.P.S. Gogna	corporate law	Himalaya Publications

WEBSITE REFERENCE

1.<http://kamarajcollege.ac.in/Department/Corporate/II%20Year/005%20Allied>
Means of Curriculum Delivery: Lecture, Seminar, Assignment, Google classroom.

SEMESTER- IV

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCCT14	Core 14 : Object Oriented Programming with C++	Batch	2019-2022
			Semester	IV
			Credits	3
Hrs/week	5 Hrs			

COURSE OBJECTIVE

To make the students to understand

- Evaluation of Programming language,structure of 'C' Programming basic concepts of

OOPS, difference between C and C++ Programming.

- Identifiers, Data types ,operators , Control structures and branching in C++ Programming.
- Classes ,objects and functions in C++.
- Constructor and Destructor and their functions also about inheritance and its types.
- Principles for operator and function overloading also about files and their corresponding operation.

COURSE OUTCOME

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

CO Number	CO Statement
CO1	Explain basic knowledge on Object Oriented concepts.
CO2	Discuss on small/medium scale C++ programs with simple graphical user interface. Understand the file handling and error handling mechanisms in C++
CO3	Ability to develop applications using Object Oriented Programming Concepts using C++
CO4	Elaborate the concept of data abstraction, encapsulation and overload functions.
CO5	Understand the role of inheritance, polymorphism, dynamic binding and generic structures in building reusable code.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Basic concepts of programming – Structured and Procedure oriented programming – Evolution of Programming language – Difference between C and C++ - Introduction to C – printf and scanf – Char of C – Structure of C programming with example – Datatypes in C - Why C++ ? – Why OOP ? –Basic concepts of OOP - Characteristics of OOP – Structure of C++ program with example.
Unit-II	(12 Hours) Identifiers – Tokens – Variables – Keywords – Constants – Primitive and Non Primitive datatypes – Basic and derived datatypes – Type conversion - Arrays – Single and multi-dimensional array - Operators: Arithmetic, Relational, Logical, Bitwise, Assignment, Shift

	– Operator precedence - Control structures : Selection(If, If else, If else ladder, Switch statement) – Branching (For, While, Do while, break, goto)
Unit-III	(12 Hours) Classes and Objects – Access specifiers: Public, Private, Protected – Structure of a function – Member function in C++ - Defining a member function – Function prototyping – Function declaration – Function definition – Function examples: Call by value and call by reference with swapping numbers program - Difference between Built-in and user defined functions – Functions: String functions
Unit-IV	(12 Hours) Constructors and Destructors – characteristics of Constructors and destructors – Copy constructors – constructor with definition arguments – Over loading constructor – Calling constructor and – Destructor - Inheritance and its types – Polymorphism.
Unit-V	(12 Hours) Overloading: Function and operator overloading – Principles and rules for Operator Overloading – Principles and rules for function overloading – Overloading binary operators. Introduction to files – File stream classes – File operations – File opening modes – sequential file read and write operations.

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	E. Balaguruswamy	Object Oriented Programming with C++	Tata McGraw Hill Publishing Company Limited

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	K.S.Manjunath a	Object Oriented Programming with C++	PHI Learning, NewDelhi
2	RohitKhurana	Object Oriented Programming with C++	Vikas Publishing House

WEBSITE REFERENCE:1. <https://www.javatpoint.com/cpp-tutorial>Means of Curriculum Delivery: Lecture, Seminar, Assignment, Google classroom**SEMESTER - IV**

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCCP15	Core 15 : Object Oriented Programming with C++- Practical	Batch	2019-2022
			Semester	IV
Hrs/week	3 Hrs		Credits	2

COURSE OUTCOME

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

outcomes

CO Number	CO Statement
CO1	Apply object-oriented programming features to program design and implementation
CO2	Implement the object oriented concepts in developing application using C++.
CO3	Develop applications using Inheritance and polymorphism in C++.
CO4	Write, compile and execute programs using appropriate predefined functions in C++.
CO5	Understand object-oriented concepts and how they are supported by C++

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1	Program to calculate Economic Order Quantity
2	Program to print the Employees' payroll statement
3	Program to calculate the Labour wages.
4	Program to calculate simple Interest and compound Interest
5	Program to check whether the given string is Palindrome or not.
6	Program to Check whether a number is prime or not
7	Program to find Largest Number Among Three Numbers

8	Program to calculate the valuation of Good will.
9	Program to calculate factorial of the given number.
10	Program to Swap Two Numbers
11	Program to check whether the number is even or odd using ternary operator.
12	Program to create the student mark sheet and find total and average.

SEMESTER - IV

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCCP16	Core 16: Executive Business Communication	Batch	2019-2022
			Semester	IV
Hrs/week	3 Hrs		Credits	2

COURSE OBJECTIVE

- To familiarise the essentials of effective business letters.

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

COURSE OUTCOMES (C):

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

CO Number	CO Statement
CO1	Write various business letters.
CO2	Make trade enquires, write collection & sales letter and make complaints .
CO3	To explain how to make Correspondence, with banks, insurance companies and various agencies.
CO4	To prepare varioius reports such as reports by individuala, Committees Secretary, Executive Heads, officers including the press reports.
CO5	To make use of various electronic devices for effective communication.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(8 Hours) Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.
Unit-II	(8 Hours) Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.

Unit-III	Banking Correspondence-Insurance Correspondence -Agency Correspondence. (8 Hours)
Unit-IV	Communication through reports – reports by Individuals -Report of Committee Secretarial Reports – Reports of Executive Heads – Officers of Company – Sales and Production Reports- Press Reports. (8 Hours)
Unit-V	ICT: General abbreviations and terminology - Basics of Internet, Intranet, E-mail, Audio and Video-Conferencing - Digital initiatives in higher education - ICT and Governance. (8 Hours)

TEXT BOOKS

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	C.B.Gupta	Business Communication & customer Relations	Sultan Chand & Co
2	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company

WEBSITE REFERENCE:1.<https://ugcnetpaper1.com/basics-of-internet/>Means Of Curriculum Delivery: *Lecture, Seminar, Assignment, Google classroom***SEMESTER - IV**

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U4CCAT04	Allied 4: Business Statistics	Batch	2019-2022
			Semester	IV
Hrs/week	6 Hrs		Credits	4

COURSE OBJECTIVES

To enable the Students

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

COURSE OUTCOMES (CO)

On successful completion of the course, students should be able to achieve the following outcomes.

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Meaning and Definition of Statistics – Importance, Advantages, Limitations – Collection of data – Primary and Secondary data – Classification and Tabulation – Diagrammatic and Graphical presentation. (15Hrs)
Unit-II	Measures of Central Tendency – Mean, Median and Mode, Geometric Mean and Harmonic Mean – Simple Problems. Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. (15Hrs)

Unit-III	Correlation – Meaning and Definition – Scatter Diagram, Karl pearson’s Co-efficient of Correlation, Spearman’s Rank Correlation. Regression Analysis – Meaning of Regression and linear prediction – Regression in two variables – Uses of Regression. (15Hrs)
Unit-IV	Time Series – Meaning, Components and Models – Business Forecasting – Methods of Estimating Trend – Graphic, Semi-average, Moving average and Method of Least Squares – Seasonal Variation – Method of Simple Average. (15Hrs)
Unit-V	Index Numbers – Meaning, Uses and Methods of Construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number. (15Hrs)

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

TEXT BOOK

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

1. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065>

2. www.mypolyuweb.hk/machanck/lectnotes/c1_des.pdf

3. www.abs.gov.au/websitedbs/.../statistical+language+-+measures+of+central+tendency

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

SEMESTER - IV

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U4SBST07	Skill Based Subject 7 : Mathematics For Competitive Examinations -IV	Batch	2019-2022
			Semester	IV
			Credits	1
Hrs/week	2 Hrs			

COURSE OBJECTIVE :

- To make the students to know the concept of Problems of Interest and Venn Diagrams
- To solve problem related to Problems on Sequence and series.
- To develop the skills in solving problems in Mental Ability and Logical reasoning.

COURSE OUTCOME :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Simple Interest-Compound Interest -Logical Venn Diagram (5 Hours)
Unit-II	Logarithms – Sequence and series (5 Hours)

Unit-III	Area-Volume and Surface areas	(5 Hours)
Unit-IV	Tabulation-Bar Graphs-Puzzles	(5 Hours)
Unit-V	Pie Charts-line Graphs- Mental Ability and Logical reasoning	(5 Hours)

(Simple Problems only)

TEXT BOOK:

R. S. Agarwal : Quantitative Aptitude (for Competitive Examinations), S. Chand and Company Limited, 7th Revised Edition -2007.

Unit 1: Chapter 21 and 22

Unit 2: Chapter 23

Unit 3: Chapter 24 and 25

Unit 4: Chapter 36 and 37

Unit 5: Chapter 38 and 39

Reference Books:

- ✓ *Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.*
- ✓ *R.V.Praveen: Quantitative Aptitude and Resoning, PHI Learning pvt. Ltd-2012.*
- ✓ *Abhijit Guha : Quantitative Aptitude for Competitive Examinations, Tata Mc-Graw Hill Publishing Company, 7th reprint-2003.*

SEMESTER - IV

Programme Code :	B.Com CA	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U4SBST08	Skill Based Subject 8: Communication Skills- IV	Batch	2019-2022
Hrs/week	2 Hrs		Semester	IV
			Credits	1

COURSE OBJECTIVE

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

COURSE OUTCOME:

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	READING & WRITING 1.Resume Preparation 2.Report Writing 3.Minutes of a Meeting 4.Data Representation and Interpretation

	5.Memos
Unit-II	SOUNDS & SYMBOLS 1.Vowels 2.Consonants 3.Diphthongs 4.Stress and Intonation

TEXT BOOKS:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

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

SEMESTER-IV

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

COURSE OBJECTIVE :

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

COURSE OUTCOME:

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

CO Number	CO Statement
CO1	Identify the basic classification of floricultural crops.
CO2	Understand the techniques and practices of production and use of floricultural crops.
CO3	Implement the techniques in gardening, arranging bouquets and shipping the cut flowers in Export & Import marketing

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Floriculture – Definition, Introduction and Scope of Floriculture. Status of floriculture in India. Development of Floriculture (3 Hours)
Unit-II	(3 Hours)

	Cut Flowers- Types of cut flowers, Arranging bouquets, Using floral design tools. Loose Flowers- Scope of loose flower trade, Significance in the domestic market/export,	(3 Hours)
Unit-III	Design- Types of design Flower choice for design, Corsages/Boutonnieres, Vase design, Basket/mug design.	
Unit-IV	Propagation-Types of propagation, Annuals & Perennials, Varieties, Growing seasons, Potting techniques.	(3 Hours)
Unit-V	Careers in Floriculture. Export/Import and marketing in floriculture. Government Incentives and Schemes. The role of supporting agencies.	(3 Hours)

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	Dr.S.N.Suresh	Introduction to Floriculture	2016

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publishers
1	Jacob Varghese Kunthara	Know your Garden Plants	-
2	Dr.B.Hemlanaik	Production Technology of Ornamental Crops and Landscape Gardening	-

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.

SEMESTER -IV

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U4BTLT02	அடிப்படைத் தமிழ் 2	Batch	2019-2022
			Semester	IV

நோக்கம்:

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

பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)

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

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

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

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

திருக்குறள் (5)

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

எளிய நீதிக் கதைகள்-(தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப்கதைகள்)

தமிழ் இலக்கியங்கள் : வரலாறு – குறிப்பு – அறிமுகம் எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம் தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்

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

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

SEMESTER -IV

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with ComputerApplications	
Course Code :	19U4ATLT02	சிறப்புத் தமிழ் 2	Batch	2019-2022
			Semester	IV

நோக்கம்:

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

பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)

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

- கூறு – 1 திருக்குறள் - ஒழிபியல் முதல் 5 அதிகாரங்கள் மட்டும்.
- கூறு – 2 உரைநடை : (கட்டுரை)
(இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு – கு.வெ.பாலசுப்பிரமணியம்)
- கூறு – 3 எழுத்துப்பிழை நீக்க வழிகள் - பிழையும் திருத்தமும், சொற்களைச் சரியாகப் பயன்படுத்தும் பாங்கு – வினைச்சொற்கள் துணை வினைகள் (எடுத்துக்காட்டுகளுடன் விளக்குதல்)
- கூறு – 4 வழக்கறிதல் : மரபு வழக்கு - இயல்பு வழக்கு – தகுதி வழக்கு அறிதல்
- கூறு – 5 படைப்பாற்றல் பயிற்சி – கட்டுரை எழுதுதல்.

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

மொத்த மதிப்பெண்கள்	50
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குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

SEMESTER- IV

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce with Computer Applications	
Course Code :	19U4SSCT02	Self Study Course 2 : Women Rights	Batch	2019-2022
			Semester	IV
			Credits	1

COURSE OBJECTIVES:

- To make the women students understand the legal systems, constitutional frame work and human rights in India.

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

COURSE OUTCOMES (CO):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS**UNIT I**

Laws, Legal Systems and Change :Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.

UNIT II

Politics of land and gender in India :Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities –Women’s Claims to Land – Right to Property - Case Studies.

UNIT III

Women’s Rights: Access to Justice :Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape –Loopholes in Practice – Law Enforcement Agency.

UNIT IV

Women’s Rights :Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961

UNIT V

Special Women Welfare Laws :Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

REFERENCE BOOKS:

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

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCCT17	Core 17 : Financial Markets and Institutions	Batch	209-2022
Hrs/week	5 Hrs		Semester	V
			Credits	4

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

On successful completion of the course, students will be able to achieve the following outcomes.

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Financial Market -An overview of Financial Markets in India: Money Market: Call money market, Discount Bill Market, Commercial Bill Market, Treasury Bill Market, Government Securities - Acceptance house - Discount house -Recent trends in Indian money market.
Unit-II	(12 Hours) Capital Market: Security market – New issue market - Secondary markets - Functions and role. Stock exchange: Listing procedure and legal requirements - Public issue – – National Stock Exchange and over –the – counter Exchange of India (OTCEI).
Unit-III	(12 Hours) Investment Information and Credit Rating Agency of India Limited (ICRA) - Credit Rating and Information Service of India Limited (CRISIL) - Discount and Finance House of India (DFHIL).
Unit-IV	(12 Hours) Functionaries on Stock Exchange: Brokers - Sub brokers – Jobbers -Underwriter-Portfolio Consultants - Institutional Investors – NRIs.
Unit-V	(12 Hours) Financial Services: Merchant Banking – Functions and roles - SEBI guidelines – Credit Rating – Concept – functions - types.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	L.M. Bhole	Financial Markets and Institutions	Tata, McGraw Hill New Delhi	5 th Edition, 2012.
2	S.Gurusamy	Financial Market and Institution	Tata McGraw-Hill publications	3 rd Edition, 2011

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	M.Y. Khan	Indian Financial System	Tata McGraw Hill, New Delhi,	7 th Edition, 2013
2	Gorden	Financial Market and Services	Himalaya Publishing Co., Ltd	9 th Edition, 2014
3	D.Joseph Anbarasu	Financial Services	Sultan Chand and Sons, New Delhi	2 nd Edition 2013

WEB SITE REFERENCE:

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

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCCT18	Core 18: Taxation I	Batch	2019-2022
Hrs/week	6 Hrs		Semester	V
			Credits	4

COURSE OBJECTIVE

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

COURSE OUTCOME

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

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

TEXT BOOKS

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

REFERENCE 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	Reprint 2017.
2	C.A Raj K. Agarwal-	Income Tax and Service tax and VAT	Shuchita prakashan (P) Ltd,	Edition 2012.

WEBSITE REFERENCE:

1. http://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/822%20Taxation%20%20.pdf

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCCT19	Core 19: Visual Basic	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	4

COURSE OBJECTIVE

To make the students to know clearly about

- Front end tool for Customer Interaction in Business.
- Visual Basic Tool Box.
- Data and Variables and control flow statements.
- Menu Editor and Common Dialog control
- Database connecting tools and updating a database file

COURSE OUTCOME

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

CO Number	CO Statement
CO1	Understanding Graphical User Interface and Event-driven Programming, Properties
CO2	Concept of Windows Forms, common controls, design-view, code view, class diagram view.
CO3	Understand the concept of Control Structures, elementary data structures, and collection classes
CO4	To Know the procedures, sub-procedures, and functions to create manageable code.
CO5	Understanding Database connectivity.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Introduction to Programming -Modular Programming - Object Oriented Programming - Event Driven Programming: About Visual Basic (Object Based Programming Language) - Rapid Application Development using Visual Basic - Getting Familiar with Visual Basic User Interface -Pull-Down menus – Toolbar – Toolbox - Project Explorer - Properties Window - Form Layout Window - Form Immediate window - Opening and Closing window - Resizing and moving windows - Quitting Visual Basic.
Unit-II	(12 Hours) Visual Basic Tool Box (Standard Window Controls) – Pointer - Picture Box – Label - Text Box – Frame - Command Button - Check Box - Option Button - Combo Box - List Box - Horizontal Scrollbar - Vertical Scrollbar – Timer – Shape – Line - Image Box - msgbox and input box.
Unit-III	(12 Hours) Data Types: Integer, Long, Single, Double, Currency, String, Byte, Boolean, Date, Object, Variant; Variables: Need to use variable - Declaring Variables - Variable Naming Convention - Assigning value to Variables - Data Types of variable - Scope and lifetime of Variables (Public and Private); Control Flow statements (Decision and looping).
Unit-IV	(12 Hours) Menu Editor: Concept of menus - Shortcut menus and Popup menus Designing Menu System - Menu Editor Dialog Box Options - drop-down menu and popup menu. Multiple Document Interface - Creating and MDI form - Setting up MDI child Form, Creating Procedures – passing parameters - other built-in functions,General Controls (Advance): Common Dialog control (color, font,open,save and save as).
Unit-V	(12 Hours) Introduction to database connecting tools (ADO, DAO, ADODC, ADODB), Creating the database file for use by Visual Basic (Using MS-Access), Using the Data control, Setting its property, Using Data control with forms, using list boxes & combo boxes as data bound controls, updating a database file (adding, deleting records).

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	N.Krishnan and N.Sarvanan	Visual Basic 6.0 in 30 days”,	Scitech Publications (India) Pvt Ltd.,	1 st Edition, 2001.
2	Steven Holzner:	VB 6 Programming Black Book”	Dream Tech Press, New Delhi,	1 st Edition, 2002.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Gary Cornell	Visual Basic-6	Tata MC-Grew Hill Publication, New Delhi	1 st Edition, 1999.
2	Byron S. Gottfried	Visual Basic	Tata MC-Grew Hill Publication, New Delhi	2 nd Edition, 2002

Website Reference :

1. <https://www.vbtutor.net/>
2. <http://www.tutorialspoint.com/listtutorials/visual-basic/1>

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCCP20	Core 20 :Visual Basic - Practical	Batch	2019-2022
Hrs/week	4 Hrs		Semester	V
			Credits	3

COURSE OUTCOMES :

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

CO Number	CO Statement
CO1	Design, create, build, and debug Visual Basic applications.
CO2	Apply arithmetic operations for displaying numeric output.
CO3	Apply decision & loop structures for determining different operations.
CO4	Create one and two dimensional arrays for sorting, calculating, and displaying of data.
CO5	Write and apply procedures, sub-procedures, and functions to create manageable code.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1	Write a program in which accept numbers from the user and returns add, subtraction and multiplication results.
2	Design a form with text box to perform the alignment and format function.
3	Design a form to display the list of products by declaring array function.
4	Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Check box).
5	Design a form to display an advertisement banner using image box control with string function.
6	Design a form to compute cost of capital using finance function in visual basic using check box.
7	Design a form to perform working capital analysis by declaring finance function using flex grid control.
8	Design a form to display Break-even analysis using line and chart controls, by declaring variables.
9	Design a form to display Product Life Cycle using slider control.
10	Design a Pay Slip for an organization and create a data base using SQL and Data Control.

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET1A	Elective 1: Principles of Auditing	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVE:

- 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:

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Auditing: Introduction – Meaning - Definition – Objectives – Differences between Accountancy and Auditing –Types of Audit - Advantages of Auditing – Preparation before commencement of new Audit – Audit Notebook – Audit Working Papers – Audit Program, Recent Trends in Auditing: Nature & Significance of Tax Audit – Cost Audit - Management Audit.
Unit-II	(12 Hours) Internal Control: Meaning and objectives. Internal Check: Meaning, objectives and fundamental principles. Internal Check as regards: Wage Payments, Cash Sales, Cash Purchases. Internal Audit: Meaning - Advantages and Disadvantages of Internal Audit – Differences between Internal Check and Internal Audit.
Unit-III	(12 Hours) Vouching: Meaning - Definition – Importance. Voucher -Types of Vouchers-Vouching of Receipts: Cash Sales, Receipts from debtors, Proceeds of the sale of Investments. Vouching of Payments: Cash Purchases, Payment to Creditors, Deferred Revenue Expenditure.
Unit-IV	(12 Hours) Verification and Valuation of Assets and Liabilities :Meaning and Objectives – Position of an Auditor as regards the Verification and Valuation of different Items: Assets: Land & Building, Plant &Machinery, Goodwill, Investments and Stock in Trade. Liabilities: Bills Payable - Sundry Creditors –Contingent Liabilities. Auditor's duties as regards depreciation, reserves and provision.
Unit-V	(12 Hours) Company Auditor – Appointment – Qualification - Powers - Duties and Liabilities – Professional Ethics of an Auditor. Audit of Educational Institutions – Audit of Insurance Companies- Audit of Co-operative societies. Audit report and its types.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Pardeep Kumar, Baldev Sachdeva, Jagwant Singh	Principles of Auditing	Kalyani Publishers,	Edition 2014
2	B.S.Raman	Auditing	United Publishers	Edition 2012

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	S.Vengadamani	Practical Auditing	Margham Publications	Edition 2012
2	Ravinder Kumar, Virender Sharma	Auditing Principles and Practices	PHI Learning Pvt Ltd	Edition 2011.
3	P.Kumar	Auditing	Kalyani Publishers	Edition 2012

WEBSITE REFERENCE

1. http://archive.mu.ac.in/myweb_test/study%20TYBCom%20Accountancy%20AuditingI.pdf

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET1B	Elective 1: Principles and Practices of Insurance	Batch	2019-2022
			Semester	V
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVE:

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

COURSE OUTCOMES :

On successful completion of the course, students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Discuss the recent development in the Insurance Sector.
CO2	Explain the classification of life Insurance Policies.
CO3	Describe the types of General Insurance.
CO4	Enumerate the Principles and Procedures for Motor Vehicle Insurance.
CO5	Define Fire Insurance and Marine Insurance.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Insurance-meaning-Purpose and need of insurance- Nature, Significance- Principles -Re-Insurance- Double insurance-Definition of Risk & Uncertainty – Classification of risk -Privatization of Insurance in India. IRDA Act- Recent Development in the Insurance Sector.
Unit-II	(12Hours) Life Insurance: Features of life insurance contract – Classification of policies – Calculation of Premium and Surrender value – bonus option – policy condition – annuity contract.
Unit-III	(12 Hours) General Insurance - types of General Insurance- General Insurance Vs Life Insurance-Types of fire policies – Subrogation- Contribution - Proximate cause - Claim of recovery.
Unit-IV	(12 Hours) Accident & Motor Insurance – Principles – Kinds of Policies - Terms and Condition – Procedure for Insurance - Settlement of Claims - Third party insurance- Compulsory Motor Vehicle Insurance.
Unit-V	(12 Hours) Fire Insurance – features of fire insurance – kinds of policies – policy conditions - Payment of claims – reinsurance. Marine Insurance – Nature - Types – Principles – Significance.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	M.N.Mishra	Insurance Principles and Practice	Sulthan chand & Company ltd	Edition 2004.
2	Dr. P.Periyasamy	Principles and Practice of Insurance	Himalaya Publishing Delhi,	1 st edition,2011.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	G.S.Panda-2.	Principles and Practice of Insurance	Kalyani Publishing house	Edition,2005
2	Neelam C.Gulati	Principles of Insurance Management	Excel Books New Delhi	First Edition 2007.

WEBSITE REFERENCE

https://www.academia.edu/4671057/Auditing_notes

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

SEMESTER-V

Programme Code:	B. COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET1C	Elective 1 : Management Information System	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVE

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

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Gorden B.Davis and Margrethe H.Olson	Management Information System	Tata McGraw Hill Publication, New Delhi	1 st Edition, 2005.

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Aman Jindal	Management Information System	Kalyani Publishers, New Delhi	1 st Edition, 2004.
2.	Kenneth C. Laudon	Management Information System	Pearson Education, New Delhi	1 st Edition, 2004

WEBSITE REFERENCE

- <https://www.sigc.edu/department/mba/studymet/ManagmentInformationSystem.pdf>
- https://www.tutorialspoint.com/management_information_system/management_information_system.htm

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

SEMESTER – V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET2A	Elective 2: E- Commerce	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVE

To make the students to know clearly about

- Framework , Classification and applications of E-Commerce.
- Benefits, Legal security and Privacy issues of Electronic Data Interchange.
- Network security and firewalls, data and message security and web and security.
- Consumer oriented electronic Commerce and Mercantile Models.
- Types of Electronic payment systems, risks involved, E-advertising ,E-Marketing and Carrier Opportunities in electronic Commerce..

COURSE OUTCOMES :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology
Unit-II	(12 Hours) Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.
Unit-III	(12 Hours) Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.
Unit-IV	(12 Hours) Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer’s perspective – mercantile models from the merchant’s perspective.
Unit-V	(12 Hours) Electronic payment systems – types – digital token based electronic payment system – smart cards and credit card electronic payment systems – risk designing electronic payment - E-Advertising – E-Marketing - Carrier Opportunities in E-commerce.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic Commerce	Pearson Education	1 st Edition, 2006.
2	Elias M Awand:	Electronic Commerce	PHI Learning Pvt., Ltd	3 rd Edition, 2007

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	1 st Edition, 2006
2	Efrain Turban and David King	Electronic Commerce	Pearson Education	1 st Edition 2009.
3	Pete Loshin:	Electronic Commerce	Firewall Media	4 th Edition, 2005.

WEBSITE REFERENCE

1. <https://www.slideshare.net/kamalgulati7/full-notes-on-ecommerce-study-material-for-ecommerce>

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

SEMESTER – V

Programme Code:	BCOM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET2B	Elective 2: Cyber Law	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVE:

To make the students to know clearly about ,

- Cyber law and concepts of cyber space.Cyber law in E-Commerce.
- Various security aspects, intellectual property aspects, Indian copy rights and Indian Patents Act.
- Evidence aspects and their applicability ,criminal aspect and its prevention.
- Legal framework for Electronic Data Interchange.
- Information Technology Law.

COURSE OUTCOMES :

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

CO Number	CO Statement
CO1	Understand about the concepts of cyber law.
CO2	Outline about the Security Aspects.
CO3	Describes about the Computer Crime.
CO4	Discuss about EDI.
CO5	Acquire a knowledge on Electronic Governance.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-cyber law in E-Commerce-Contract Aspects.
Unit-II	(12 Hours) SecurityAspects:Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works Indian Patents act on soft propriety works.
Unit-III	(12 Hours) Evidence Aspects: Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime-Amendments to Indian Penal code 1860.
Unit-IV	(12 Hours) Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India
Unit-V	(12 Hours) The Information Technology Act 2000-Definitions-Authentication Of Electronic Records-Electronic Governance-Digital Signature Certificates.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Suresh T.Viswanathan Bharat	The Indian Cyber Law	Law House, New Delhi	2 nd Edition, 2001
2	Harish Chander	Cyber Law & IT Protection	PHI Learning Pvt Ltd	1 st Edition, 2012

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Kiruvashini B	Cyber Law	Nandhini Pathipagam	1 st Edition 2013
2	Avi Kalakota & Andrew b.Whinston	Frontiers of Electronic Commerce	Pearson Education	1 st Edition 2006
3	Elias M Awand:	Electronic Commerce	Phi Learning Pvt Ltd	3 rd Edition 2007

WEBSITE REFERENCE

1. <https://vikaspedia.in/education/digital-literacy/information-security/cyber-laws>
2. https://lawpage.in/cyber_laws/home

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

SEMESTER-V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U5CCET2C	Elective 2: Financial Management	Batch	2019-2022
Hrs/week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES (Cos):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOKS

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

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	S.N.Maheswari	Financial Management	S.Chand & Sons Publisher, New Delhi.	10th Edition 2012.
2.	Khan, M.Y. and Jain P.K	Financial Management	Tata McGrawHill New Delhi.	8th Edition 1997

WEBSITE REFERENCE

1. <https://www.businessmanagementideas.com/notes/financial-management-notes>

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

SEMESTER-V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U5NCCT03	Aptitude & Soft Skills- I	Batch	2019-2022
			Semester	V
Hrs/ Week	3 Hrs		Credits	-

COURSE OBJECTIVE

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

COURSE OUTCOMES (Cos):

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

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

SYLLABUS

UNIT I: SOFT SKILLS

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

UNIT II: APTITUDE

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

TEXT BOOKS:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

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

SEMESTER-V

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U5SSCT03	Self Study Course III: General Awareness	Batch	2019-2022
Hrs/ Week	-		Semester	V
			Credits	1

COURSE OBJECTIVES :

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

COURSE OUTCOMES (CO) :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS**Unit I**

- Verbal Aptitude
- History and Freedom Struggle

Unit II

- Abstract Reasoning
- Tamil and other Literature

Unit III

- General Science and Technology
- Computer

Unit IV

- Economics and Commerce
- Social Studies

Unit V

- Sports
- Current Affairs

TEXT BOOKS:

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

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

SEMESTER – VI

Programme Code:	B. COM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code	19U6CCCT21	Core 21 : Internet And Web Design	Batch	2019-2022
			Semester	VI
Hrs/week:	5 hrs		Credits	3

COURSE OBJECTIVES:

To make the students to know clearly about ,

- Evolution of Internet, applications of Internet, transmission Protocols and their uses.
- HTML and Creating web pages using HTML tags.
- List and uses of Special tags.
- Preparing tables and linking documents.
- Forms used by the websites, dynamic HTML, features, advantages and disadvantages of VB script.

COURSE OUTCOMES (Cos):

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

CO Number	CO Statement
CO1	understand concepts of static web pages through HTML and JavaScript.
CO2	Explain about Creating web pages using HTML tags.
CO3	Explain about List and uses of Special tags.
CO4	Elaborate about Preparing tables and linking documents..
CO5	Explain about features, advantages and disadvantages of VB script

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Internet–Evolution – Protocols - Interface concept - Internet – History & World Wide Web - Web Browser and its functions -Internet Application - E-mail - Advantages of E-mail - URL parts- Basics of Sending and Receiving E-mail - Transmission Protocols and its uses - Client/Server Architecture and its Characteristics -Telnet & Remote Login.
Unit-II	(12 Hours) Introduction to Web pages - Browser and HTML - HTML tags - paired tags - singular tags. Structure of an HTML: Document Head and Document Body - Titles and Footers - using <Meta> in Document Head. Basic Text formatting: Paragraph breaks - Line breaks - heading styles - drawing lines. Text styles: Bold – Italics - Underlines. Other text effects: Centering - Spacing.
Unit-III	(12 Hours) List: Unordered List - Ordered List - Definition Lists. Using special tags: <Marquee>, <Block quote> and <Address> Using common character entities starting with & Adding graphics to HTML documents: using the attributes – Border - Width - Height attribute - align and ALT attribute.
Unit-IV	(12 Hours) Tables: Introduction - using the width – border - cell padding - cell spacing - BGcolor, colspan - rowspan attributes. Linking documents: Links - External and Internal Documents References - Hyper linking to a HTML file - linking to a particular location in a separate document - Images as hyperlinks - Image Maps. Frames: Introduction - frameset - frame tag.
Unit-V	(12 Hours) Forms used by a website: Form object - Form object’s methods - properties and methods of Form elements – Form Elements. Dynamic HTML: Cascading Style Sheets: Font attribute – Color – background – Text VB SScript-Overview: features of VB Script, Advantages and disadvantages,VBScriptandbrowsers.Variables, constants, operators, decisionmaking,Loops,Events, Conversion functions ,string functions, Date & Time Functions, Procedures.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Alexis Leon, Leon	Internet for Everyone	Vikas Publication	1 st Edition, 2012

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Maureen Adams	Internet Complete	BPB publication,	2 nd Edition, 2000
2.	Rajkamal	Internet Web Technology	Tata MC-graw Hill Publication	1 st Edition, 2011

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

SEMESTER-VI

Programme Code:	B.COM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCCT22	Core 22: Taxation -II	Batch	2019-2022
			Semester	VI
Hrs/week	5 Hrs		Credits	4

COURSE OBJECTIVE

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

COURSE OUTCOMES (Cos):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOKS

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

1.http://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/822%20Taxation%20XI%20.pdf

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

SEMESTER – VI

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCCP23	Core 23: HTML-Practical	Batch	2019-2022
			Semester	VI
Hrs/week	4 Hrs		Credits	2

COURSE OUTCOMES (Cos):

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

CO Number	CO Statement
CO1	Understand relationship of HTML, CSS & JavaScript
CO2	Use critical thinking skills to design and create websites.
CO3	Usage of frames and forms.
CO4	To know the use and creation of CSS.
CO5	To implement different constructs and programming techniques provided by Java Script.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1	Create a table to display list of products using HTML tag.
2	Create a Program using HTML to display the list of products using Ordered List and Unordered List.
3	Create web page for a company advertisement using HTML frames.
4	Program to display image and text using HTML tag for an advertisement of a company product.
5	Create a document using Formatting and Alignment to display sales letter.
6	Create a Resume using HTML tag.
7	Create a Website of your department with minimum five links using HTML.
8	Create a document using Form to support local processing of Order form.
9	Create a Form of the customer survey for the user to enter general name and address information.
10	Create a Frame to display a multiform document.

SEMESTER – VI

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCCP24	Core 24 - Management Accounting	Batch	2019-2022
			Semester	VI
Hrs/week	6 Hrs		Credits	5

COURSE OBJECTIVE

- To develop an understanding of the conceptual framework of Management Accounting.
- To make the students understand about the ratio analysis, its merits & demerits and preparation of balance sheet.
- To make the students to know clearly about working capital, its sources and determinants, fund flow and cash flow analysis.
- To make the students to know how to find out marginal costing.
- To provide knowledge about budgeting & budgetary control, its importance and preparation of various types of budgets.

COURSE OUTCOME :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(15 Hours) Management Accounting – Meaning, Objectives, Scope, Merits and Demerits - Difference between Management Accounting, Financial Accounting and Cost Accounting – Relationship between Management Accounting, Financial Accounting and Cost accounting - Financial Statement analysis – Comparative financial statements – Common size financial statements – Trend Analysis.
Unit-II	(15 Hours) Ratio Analysis : Objectives-Merits and Demerits – Types - Analysis of Liquidity, Solvency and Profitability - Construction of Balance sheet.
Unit-III	(15 Hours) Fund Flow Analysis – Schedule of Changes in Working Capital – Fund from operations – Fund Flow Statements. 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
Unit-IV	(15 Hours) Marginal costing and Break-even Analysis – PV Ratio - Managerial applications of marginal costing – Significance and limitations of marginal costing..
Unit-V	(15 Hours) Budgeting and Budgetary Control – Definition – Importance, Essentials - Classification of Budgets-Purchase budget, Production Budget,Material Budget, Sales Budget, Cash Budget, Flexible Budget, Zero Base Budget and Master Budgets..

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

TEXT BOOKS

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

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

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

SEMESTER-VI

Programme Code:	B. COM CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET3A	Elective 3 : Project Viva Voce	Batch	2019-2022
Hrs/week	5 Hrs		Semester	VI
			Credits	3

1. A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2. CIA Marks Distribution:

A minimum of two reviews have to be done, one at the time of finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

Content	Marks Awarded
Review	10
Record	05
Power Point Presentation	05
Content	05
Total	25

3. End Semester Examination:

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

Content	Marks Awarded
Report	15
Power Point Presentation	20
Viva Voce	40
Total	75

SEMESTER-VI

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET3B	Elective 3 : Entrepreneurial Development	Batch	2018-2021
			Semester	VI
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES (Cos):

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	C.B.Gupta and N.P.Srinivasan	Entrepreneurial Development	Sultan Chand & Sons	5th Edition, 2008

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	S.S.Khanka	Entrepreneurial Development	S.Chand and Company Limited, New Delhi.	Edition 2001
2.	P.Saravanavel	Entrepreneurial Development	Ess Pee Kay Publishing House, Chennai.	Edition 1997

WEBSITE REFERENCE

- [http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneurship %20Development%20Notes.pdf](http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneurship%20Development%20Notes.pdf)
- http://14.139.185.6/website/SDE/Entrepreneurship_Development_on25Feb2016.pdf

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

SEMESTER-VI

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET3C	Elective 3 : Consumer Marketing	Batch	2019-2022
Hrs/week	5Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOME (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories-- Content theories- Personality and Self Concept- Theories of Personality – Trait Theory
Unit-II	(12 Hours) 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	(12 Hours) Learning Theories and their application- Brand Loyalty- Brand Extension- Conditioning Theories- Cognitive Learning Theory- Attitude and Attribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption.
Unit-IV	(12 Hours) Perception- Threshold of perception- Sub lineal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries.
Unit-V	(12 Hours) 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

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Schiffman L.G and Kanuk L	Relationship Marketing	Tata MC Graw Hill	12th edition 2009
2.	R.S.N Pillai and Bhagavathi	Modern Marketing principles and practices	S.Chand & Co., Ltd Newdelhi	Seventh Edition 2011

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Philip Kotler and Gray Armstrong	Principles of marketing	Pearson Educatio Pvt Ltd	7th Edition Reprinted 2011
2.	Dr.Rajan Nair	Marketing Management	Sulthan Chand & Sons NewDelhi	11th Edition
3.	Paul green Berg	Customer relationship management	Tata MC Graw Hill	7th Edition 2009

WEBSITE REFERENCE:

1.<https://www.marketingtutor.net/what-are-consumer-markets/>

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

SEMESTER – VI

Programme Code:	B.COM(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET4A	Elective 4: Human Resource Management	Batch	2019-2022
Hrs/week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES :

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

	Job Satisfaction – Concept –Measurement – Determinants. Quality of work life – Concept – Measure–Dimension – Principles. Management of Stress – Concept – Sources – Consequences –Coping with stress – Methods of stress management..
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TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	P.C.Tirupathi	Personal Management and Industrial Relations	Sultan Chand& Sons	1 st Edition 1997.
2	L.M.Prasad	Organisation Behaviour	Sultan & Sons	1 st Edition 2008

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	K.Aswathappa	HumanResource Management	MC Graw Hill Education	7 th Edition 2013.
2	P.Subba Roa	Personal and Human Resource Management”,	Himalaya Publication	1 ^s Edition 2005.
3	Vaishali K Shah	Human Resource Management	Global Book Publication Company	1 st Edition 2007.

WEBSITE REFERENCE:

1. <https://www.slideshare.net/MDSALMANANJUM/human-resource-management-notes-93801756>

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

SEMESTER-VI

Programme Code :	B.Com CA	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET4B	Elective 4 : Customer Relationship Management	Batch	2019-2022
Hrs/week	5Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES(CO's)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

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

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Philip Kotler	Marketing Management	Prentice Hall of India	11th Edition-2003
2.	C.B. Gupta and Dr. Rajan Nair	Marketing Management	Sulthan and sons Ltd New Delhi	5th Edition
3.	R.S.N Pillai and Bhavathi	Modern Marketing principles and practices	S.Chand & Co Ltd., New Delhi	2011

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	Philip Kotler and Gray Armstrong	Principles of marketing	Pearson Education Pvt Ltd	7th Edition
2.	Dr.Rajan Nair	Marketing Management	S.Chand & Sons, Pvt Ltd.,NewDelhi	11th Edition

WEBSITE REFERENCE:

- 1.<https://www.businessmanagementideas.com/crm/customer-relationship-management/customer-relationship-management>

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

SEMESTER-VI

Programme Code :	B.Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code :	19U6CCET4C	Elective 4 : Business Research Methods	Batch	2019-2022
			Semester	VI
Hrs/week	5Hrs		Credits	3

COURSE OBJECTIVES

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

COURSE OBJECTIVE

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	(12 Hours) Business Research- Meaning - Scope and significance - Utility of Business research – qualities of good researcher - Types of research - Research process -Identification, selection and formulation of research problems – Hypothesis - Research design.
Unit-II	(12 Hours) Sampling - Methods and techniques - sample size - sample error - Field work and data collection. Tools of data collection-Interview schedule- Questionnaire - Observation, interview and mailed questionnaire - pilot study and final collection of data.
Unit-III	(12 Hours) Measurement and scaling techniques - Processing and analysis of data - editing and coding - Transcription and Tabulation - Statistical tools used in research - .
Unit-IV	(12 Hours) Test of significance – Large Sample, t and F Test of significance, Test for attributes - Chi-square test - Analysis of variance (One way & Two way classification)
Unit-V	(12 Hours) Interpretations and report writing – types and contents and style of reports – steps in drafting reports.

The question paper shall cover 60% theory and 40% problem.

TEXT BOOKS

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

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1.	P. Saravanavel	Research Methodology	KitabMahal	16 th Edition, 2008
2.	Bill Taylor	Research Methodology	PHI Learning Pvt Ltd	1 st Edition, 2011

WEBSITE REFERENCE

- [https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20\(Business%20Research%20Methods\)Research%20Methodology%20C%20R%20Kothari.pdf](https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research%20Methodology%20C%20R%20Kothari.pdf)

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

SEMESTER-VI

Programme Code:	B.Com(CA)	Programme Title	Bachelor of Commerce With Computer Applications	
Course Code:	19U6NCCT04	Aptitude & Soft Skills- II	Batch	2019-2022
			Semester	VI
Hrs/ Week	3 Hrs		Credits	-

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

SYLLABUS**UNIT I: E- MATERIALS**

1. Interactive Exercises for Grammar and Vocabulary
2. Audio/Video Excerpts of different Accents
3. Interpreting Posters

UNIT II: APTITUDE

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

TEXT BOOKS

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

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

சுற்றுலா வளர்ச்சி

Subject Code: 2019ECC001

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,

இதழியல் கலை

Subject Code: 2019ECC002

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 ஐஏ 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 .:பைன் ஆர்ட்ஸ்
சிவகாசி

நாட்டுப்புறவியல்

Subject Code: 2019ECC003

No. of Credits: 2

அலகு 1

நாட்டுப்புற இயல் என்றால் என்ன?

நாட்டுப்புற இயலின் வரலாறு

நாட்டுப்புற அயல் கல்வி – ஒரு விளக்கம்

அலகு 2

நாட்டுப்புற ஆடல்கள்

நாட்டுப்புற கூத்துகள்

நாட்டுப்புற கைவினைக் கலைகள்

அலகு 3

நாட்டுப்புற விளையாடல்கள்

நாட்டுப்புற மருத்துவம்

நாட்டுப்புற நம்பிக்கைகள்

அலகு 4

நாட்டுப்புற வழிபாடுகள்

நாட்டுப்புறக் கதைகள்

நாட்டுப்புறப் பாடல்கள்

கதைப்பாடல்கள்

அலகு 5

விடுகதைகள்

பழமொழிகள்

புராணங்கள்

பாடநூல் : நாட்டுப்புறவியல்

ஆசிரியர் : ச. கண்முக சுந்தரம்

காவ்யா பதிப்பகம்,

கணிப்பொறியில் தமிழ்

Subject Code: 2019ECC004

No. of Credits: 2

அலகு 1

கணிப்பொறியில் தமிழ்

விசைப்பலகை அமைப்பு முறைகள்

எழுத்துருவின் வகைகள்

அலகு 2

தமிழ் எழுத்துருக்கள்

எழுத்துரு ∴ விசைப்பலகை இயக்கியை நிறுவுதல்

அலகு 3

தமிழில் தட்டச்சு செய்யும் முறை

சிக்கல்களும் தீர்வுகளும்

அலகு 4

இணையத்தில் தமிழ்

தமிழ் இணையப் பல்கலைக்கழகம்

மின்னஞ்சல்

அலகு 5

யூனிக் கோடு

விண்டோஸ் எக்ஸ்பீயில் தமிழ்

தமிழ் இணையதளங்கள்

ஆசிரியர் : த. பிரகாஷ்

பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2019ECC005

No. of Credits:2

அலகு 1

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

அலகு 2

1. பண்டைய தமிழரின் அயல்நாட்டு தொடர்புகள்

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

அலகு 3

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

அலகு 4

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

அலகு 5

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

பாடநூல் : தமிழக வரலாறும் மக்கள் பண்பாடும்

ஆசிரியர் : கே. கே. பிள்ளை. உலகத் தமிழாராய்ச்சி நிறுவனம்.

தமிழ் இலக்கிய வரலாறு

Subject Code: 2019ECC006

No. of Credits: 2

அலகு 1

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

அலகு 2

1. இரட்டைக் காப்பியங்கள்
2. நாயன்மார்கள்

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

அலகு 3

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

அலகு 4

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

அலகு 5

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

பாடநூல் : தமிழ் இலக்கிய வரலாறு

ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்
முல்லைநிலையம்,
சென்னை

NEW MEDIA

Subject Code: 2019ECC007

No. of Credits: 2

Objectives :

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Jagdish Chakravarthy, Net, Media and the Mass Communication, Authors press, New Delhi.
2. Gopal Bhargava, Mass Media and Information Revolution, Isha Books, New Delhi .

REFERENCE BOOKS:

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

PROOF READING AND COPY EDITING

Subject Code: 2019ECC008

No. of Credits: 2

Objectives:

To enable the students to proofread and edit texts.

UNIT I:

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

UNIT II:

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

UNIT III:

How to proofread, Proofreading practice.

UNIT IV:

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

UNIT V:

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

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Laura Anderson ,Proofreading Handbook ,McGraw-Hill .
2. Elsie Myers Stainton, The Fine Art of Copyediting ,Columbia University Press.

REFERENCE BOOKS:

1. Suzanne Gilad ,Copyediting and Proofreading For Dummies .
2. Peter Ginna ,What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) ,University of Chicago Press.

PERSONALITY DEVELOPMENT

Subject Code: 2019ECC009

No. of Credits: 2

Objectives :

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

UNIT I:

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

UNIT II:

Attitude & Motivation, Factors affecting attitudes-Positive attitude, Advantages, Negative

attitude- Disadvantages - Concept of motivation - Significance – Internal and external motives -Importance of self- motivation-Factors leading to de-motivation

UNIT III:

Term self-esteem, Symptoms, Advantages - Do's and Don'ts to develop positive self-esteem, Low 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, New Delhi.
2. Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall.

REFERENCE BOOKS:

1. Sudhir Andrews , How to Succeed at Interviews, New Delhi.Tata McGraw-Hill.
2. Heller, Robert., Effective leadership, Essential Manager series. Dk Publishing.

TECHNICAL WRITING

Subject Code: 2019ECC010

No. of Credits: 2

Objectives:

To enable the students to practice professional writing.

UNIT I:

Technical Writing Basics, Technical Communication: Definition & Purpose.

UNIT II:

Characteristics of Technical Communication, Audience, Centered Communication.

UNIT III:

Legal and Ethical Communication: Description & Importance, Implicit and Explicit Rules of Communication: Definitions & Examples.

UNIT IV:

Types of Technical Documents.

UNIT V:

The Technical Writing Process: Prewriting, Writing & Rewriting, Spread of Internet; Salient features and advantage over traditional media.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Kieran Morgan , Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures , Better on paper publications.
2. Thomas Arthur Rickard ,A Guide to Technical Writing ,Bibliolife.

REFERENCE BOOKS:

1. Gerald J. Alfred, Charles T. Brusaw & Walter E. Oliu , Handbook of Technical Writing ,Bedford/St. Martin's.
2. Mike Markel, Technical Communication, Palgrave MacMillan.

AN INTRODUCTION TO PSYCHOLOGY

Subject Code: 2019ECC011

No. of Credits: 2

Objectives :

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

UNIT I:

Introducing Psychology, Psychological Science, Brain, Body and Behavior.

UNIT II:

Sensing and Perceiving Remembering and Judging, Intelligence and Language.

KKCAS (Autonomous)

UNIT III:

States of Consciousness, Growing and Developing, Learning.

UNIT IV:

Emotions and Motivation, Personality

UNIT V:

Defining Psychological Disorders, Treating Psychological Disorders, Psychology in Our Social Lives.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. David Myer , David Myer's Psychology , Worth Publishers .
2. Daniel Kahneman, Thinking Fast and Slow , Farrar , Straus and Giroux.

REFERENCE BOOKS:

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall.
2. Robert Feldman, Understanding psychology, McGraw Hill Educatio.
- 3.Thomas E. Ludwig , Psychsims , WortSh Publishers.

ASTRONOMY

Subject Code: 2019ECC012

No. of Credits: 2

Objectives:

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

UNIT I:

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

UNIT II:

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

UNIT III:

Dip – Twilight – Geocentric parallex.

UNIT IV:

Refraction – Tangent formula – Cassinis formula.

UNIT V:

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

Text Book

Recent editions of the following books only are recommended

“ASTRONOMY” by S.Kumaravelu and Susheela Kumaravelu.

FUZZY MATHEMATICS

Subject Code: 2019ECC013

No. of Credits: 2

Objective:

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

UNIT I:

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 II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Text Book:

Recent editions of the following books only are recommended

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

UNIT I: Page no: 1-30

UNIT II: Page no: 35-48

UNIT III: Page no: 50-96

UNIT IV: Page no: 97-102

UNIT V: Page no: 119-135

Reference Book:

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

OPERATION RESEARCH

Subject Code: 2019ECC014

No. of Credit :2

Objectives:

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

UNIT I:

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

UNIT II:

Transportation (Non- degenerate only) - Assignment problems - Problems.

UNIT III:

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT IV:

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

UNIT V:

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - problems . Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

Text Book:

Recent editions of the following books only are recommended

Prof. V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan: Resource Management Techniques (Operations Research) A.R.Publications- 2002

Unit I : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5

Unit II : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5

Unit III: Chapter 15 – Section 15.1,15.2,15.5,15.8

Unit IV: Chapter 15 – Section 15.6

Unit V : Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2

Reference:

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

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2019ECC015

No. of Credits: 2

OBJECTIVES

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

UNIT I:

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

UNIT II:

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

UNIT III:

Limits – Basic concepts of Differentiation - Integration

UNIT IV:

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

UNIT V:

Correlation and Regression.

Text Book:

Recent editions of the following books only are recommended

1. Discrete Mathematics, B.S. Vatsa, Wishwa Prakashan Private Limited.
2. Business Mathematics and Statistics, P.A. Navanitham, Jai Publisher.

Reference Book:

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

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

Unit II : Chapter 1 and 2 (Text Book 2, Part 1)

Unit III : Chapter 5, 6 and 8 (Text Book 2, Part 1)

Unit IV : Chapter 7 (Text Book 2, Part 2)

Unit V : Chapter 12 and 13 (Text Book 2, Part 2)

Chapter 3 , Section 3.1-3.4 and Chapter 6, Section 6.1-6.3 (Text Book 3)

MULTIMEDIA AND ITS APPLICATIONS

Subject Code: 2019ECC016

No.of Credits: 2

Objectives:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT VI:

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

UNIT V:

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

Reference Books:

Recent editions of the following books only are recommended

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

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2019ECC017

No. of Credits: 2

Objectives:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

Database management systems – conceptual presentation – client server architectures networks.

UNIT V:

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

Text Books:

Recent editions of the following books only are recommended

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

Reference Books:

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

THEORY OF COMPUTATION

Sub Code: 2019ECC018

No. of Credits: 2

Objectives:

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

UNIT- I:

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

UNIT -II:

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

UNIT -III:

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

UNIT- IV:

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

UNIT- V:

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

Text Books:

Recent editions of the following books only are recommended

1. Theory of Computing-A Gentle Introduction, Efm Kinber, Carl Smith, published by Pearson Education.(UNIT 1)
2. Theory of Automata, Language & Computation, Rajendra Kumar, Tata McGraw Hill Education Private Limited, New Delhi. (UNIT 1to 5)

Reference Book:

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

UNIT 1: Chapter 1: Section 1.1, 1.2 (Text Book 1)

Chapter 1: Section 1.1-1.6 (Text Book 2)

UNIT 2: Chapter 2: Section 2.1-2.11

UNIT 3: Chapter 3: Section 3.1-3.10

UNIT 4: Chapter 4: Section 4.1-4.5, 4.6, 4.6.1, 4.6.2

Chapter 6: Section 6.1-6.10

UNIT 5: Chapter 7: Section 7.1-7.10

OOPS WITH JAVA PROGRAMMING

Subject Code: 2019ECC019

No. of Credits: 2

Objectives :

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

UNIT I:

Introduction to Object-Oriented Programming : Fundamentals – Object oriented Paradigm –Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy – Concurrency-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: 2019ECC020**No. of Credits: 2****Objectives:**

To enable the students

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

UNIT I:

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

UNIT II:

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

UNIT III:

Arrays - One Dimensional - Two Dimensional - Multidimensional arrays - Character string Handling - Declaring and initializing string variables - String:Introduction- Standard Functions. 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:**Recent editions of the following books only are recommended**

1. E. Balagurusamy: “Programming in ANSI C” , Tata Mc. Graw Hill, 5thEdition (reprint), 2011. (Unit II, Unit III, Unit IV, Unit V)
2. R.G.Dromey: ”How to Solve it by Computer”, Prentice Hall of India, Delhi,2000 (Unit-I)

Reference Books:

1. Byron Gottfried: “Programming with C”(Schaum's Outline Series), Tata Mc.Graw Hill.
2. Ashok. N. Kamathane: “Programming with ANSI and Turbo C”, Pearson Education Asia.
3. Yeswanth Kanethkar: “Let us C” Tata Mc. Graw Hill.

INTERNET OF THINGS

Subject Code: 2019ECC021

No. of Credits: 2

Objectives:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Text Book:

Recent editions of the following books only are recommended

1. Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stefan Avesand, Stamatis Karnouskos, David Boyle: “From Machine-to-Machine to the Internet of Things: Introduction to a New Age of Intelligence”, First Edition, Academic Press, 2014.

Reference Books:

1. Vijay Madiseti and Arshdeep Bahga: “Internet of Things (A Hands-on-Approach)”.
2. Francis daCosta: “Rethinking the Internet of Things: A Scalable Approach to Connecting Everything”, First Edition, Apress Publications.
- 3.Hakima chaouchi, ”The Internet Of Things Connecting Objects.

WEB TECHNOLOGY AND ITS APPLICATIONS

Subject Code: 2019ECC022**No. of Credits: 2****Objectives:** To enable the students

- a) To learn about the basic concepts of various networking model and its layers.
- b) To learn about the concepts of protocol and its architecture.
- c) 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”, McGraw Hill Education India Private Limited.

Reference Books:

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

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

Objectives:To enable the students

- 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:

Recent editions of the following books only are recommended

1. Charlie Kaufman, Radia Perlman and MikeSpeciner : “Network Security Private Communication in a Public World”, Pearson Education, New Delhi .
2. Stallings William : “Cryptography and Network Security Principles and Practices”, Prentice Hall India, New Delhi.
3. Stallings William : “ Network Security Essentials Applications and Standards “ Prentice Hall India.
4. Atul Kahate : “Cryptography and Network Security “ Tata Mc.Graw Hill.

MOBILE AND WIRELESS TECHNOLOGY

Subject Code: 2019ECC024

No. of Credits: 2

Objectives:

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

UNIT – I:

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

UNIT -II:

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

UNIT -III:

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

UNIT -IV:

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

UNIT -V:

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

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Asoke K Talukder and Roopa R Yavagal ,Mobile Computing,Tata McGraw-Hill.
2. John Schiller , Mobile communication, Pearson Edition.

REFERENCE BOOKS:

1. William C.Y.Lee, Mobile Communication Design Fundamentals ,John Wiley,Ivan Stojmenoric , Wireless network & Mobile communication.

CLLOUD COMPUTING

Subject Code: 2019ECC025

No. of Credits: 2

Objectives:

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

UNIT – I:

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

UNIT -II :

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

UNIT -III:

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

UNIT -IV:

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

UNIT -V:

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

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Michael Miller, Cloud Computing, Pearson Education, New Delhi.
2. Anthony T. Velte, Cloud Computing A Practical Approach, Tata Mcgraw Hill Education Private Limited.

REFERENCE BOOKS:

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

CROSS CULTURE MANAGEMENT

Subject Code: 2019ECC026**No. of Credits: 2****Objective:** To provide a thorough understanding

- ✓ The impact of an international context on management practices based on culture.
- ✓ Frameworks for guiding cultural and managerial practice in international business.

UNIT-I:

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

UNIT-II:

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

UNIT-III:

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

UNIT-IV:

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

UNIT-V:

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

TEXT BOOK:**Recent editions of the following books only are recommended**

1. Jean-Francois Chanlat, Cross Culture Management, T&F publication.

REFERENCE BOOKS:

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

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code: 2019ECC027**No. of Credit :2****Objectives:** On successful completion of the course, the students should have understood

- ✓ The diversity of issues prevalent in the Indian Economy.
- ✓ Trade related issues of the Indian Economy.
- ✓ The importance of trade in the present globalized era.

UNIT- I:

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

UNIT-II:

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

UNIT-III:

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

UNIT-IV:

Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991.

Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

UNIT-V:

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

TEXT BOOK:**Recent editions of the following books only are recommended**

1. Ramesh Singh, Indian Economy, Mcgraw Hill Education.

REFERENCE BOOKS:

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

EXPORT MARKETING

Subject Code: 2019ECC028

No. of Credits: 2

Objectives:

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

UNIT I:

Export marketing – an overview -export marketing – meaning difference between export marketing and domestic marketing – basic function of export marketing.

UNIT II:

Export distribution channels – direct export – indirect export – channel; small manufacturer.

UNIT III:

Export promotion – characteristics of foreign buyers – forms of export promotion- importance of Promotional Activities.

UNIT IV:

Export and Import Procedure Documents used in Foreign Trade.

UNIT V:

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

Text Book

Recent editions of the following books only are recommended

- 1.Rathor. BS-Export Marketing - Himalaya publishing House.

Subject Code: 2019ECC029

No. of Credits: 2

Objectives:

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

UNIT I:

International trade- Meaning- Scope- 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.

BRAND MANAGEMENT

Sub Code: 2019ECC030

No. of Credits: 2

Objective:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

TEXT BOOK:

Recent editions of the following books only are recommended

1. Keller/ Parameswaran & Jacob, Strategic Brand Management: Building, Measuring, and
- 2.Managing Brand Equity, Pearson Education India; 4 Edition 2015.

REFERENCE BOOKS:

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

STRESS MANAGEMENT

Subject Code: 2019ECC031

No. of Credits: 2

Objectives:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Text Book:

Recent editions of the following books only are recommended

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

Reference Books:

1. Kamlesh Jani, Ratish Kakkad, Stress Management, Pothi Publishers.
2. Aarti Gurav , Time Management , Buzzing stock Publishing House.
3. Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press.
4. Barun Mitra, Personality Development and Soft Skills, Oxford University Press.

RISK AND INSURANCE IN INTERNATIONAL TRADE

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

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

- Basic principles of insurance and risk management
- Understanding contemporary issues related to insurance

UNIT-I:

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

UNIT-II:

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Clause - 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.
- 2.Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers.
3. Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis.
4. S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis.

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

Objective:

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

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

TEXT BOOK:

Recent editions of the following books only are recommended

1. A.Sivakumar, Retail Marketing, Excel Books.
- 2.David Gilbert, Retail Marketing Management, Pearsons Education.

REFERENCE BOOKS:

1. Dr.L.Natarajan, Retail Marketing, Margham Publications.
2. S.Banumathi, Retail Marketing, Himalaya Publishing House.
3. B.B.Mishra, Retail Marketing, Vrinda Publication.

EXPORT AND IMPORT PROCEDURES

Subject Code: 2019ECC034

No.of Credits: 2

Objective:

- ✓ To enable the students to understand about export and import procedures
- ✓ To provide adequate knowledge on export and import documentation.
- ✓ To impart 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.
2. Francis Cherunilam,”International Trade & Export Management”, Himalaya Publication House, Mumbai.

References Books:

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

LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 2019ECC035

No. of Credits: 2

Objective: The objective of the subject is to explore

- 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 BOOK:

Recent editions of the following books only are recommended

1. Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education.

REFERENCE BOOKS:

1. Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications.
2. Janat Shah, Supply Chain Management, Pearson Education.
3. Ballou, Business Logistics/Supply Chain Management, Pearson Education India.
4. Chopra & Kalra, Supply Chain Management, Pearson Education India.

QUALITY MANAGEMENT

Sub Code : 2019ECC036

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- To introduce the fundamental concepts of total quality management, statistical process control, six sigma and the application of these concepts
- To provide a basic understanding of "widely-used" quality analysis tools and techniques.

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

TEXT BOOK:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications.
2. L.Suganthi Anand Samuel, Total Quality Management, PHI learning,
3. Joseph M.Juran, Quality Handbook, Mc Grawhill .
4. Bell Desmond Heivemann, Managing Quality, Butterworth Publications.

MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code : 2019ECC037

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- Identification, organization and building of new enterprise
- To prepare, analyze and execute business plan
- The logical decision making in business

UNIT I :

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

UNIT II :

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

UNIT III :

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

UNIT IV:

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

UNIT V:

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

TEXT BOOK:

Recent editions of the following books only are recommended

1. Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications.

REFERENCE BOOKS:

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

TOURISM MANAGEMENT

Sub Code : 2019ECC038

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- . The handling of human resource in the context of complex work situations of the tourism industry.
- . The complexities of marketing the tourism product
- . The challenges and rewards of Tourism industry

UNIT I:

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

UNIT II :

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

UNIT III:

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

UNIT IV:

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

UNIT V:

Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TEXT BOOK:

Recent editions of the following books only are recommended

1.Rajan chauhan, Tourism Management, APH Publishing Corporation.

REFERENCE BOOKS:

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

EVENT MANAGEMENT

Sub Code: 2019ECC039

No. of Credits: 2

Objective:

- 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 BOOK:

Recent editions of the following books only are recommended

1.Sita Ram Singh , Event Management, Aph Publishing Corporation.

REFERENCE BOOKS:

1.Wagen, Event Management, Pearson.

2.C.P. Harichandan, Event Management, Global Vision Publishing House.

3.Tony Rogers, A Global Industry (Events Management), S.Chand (G/L) & Company Ltd.

4. D. G. Conway, The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event, Viva Books.

HOSPITALITY MANAGEMENT

Sub Code: 2019ECC040

No. of Credits: 2

Objective :

On successful completion of the course the students should have understood

- . To plan and execute hospitality events in coordination with back-of-the-house managers
- . To Design and evaluate a hospitality operations plan, employing control systems and Technologies, with guest preferences
- . To Supervise and coordinate personnel, demonstrating clear communication and cultural Sensitivity.

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V :

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

TEXT BOOK:

Recent editions of the following books only are recommended

1. Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

REFERENCE BOOKS:

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

CONSUMER BEHAVIOUR

Sub Code : 2019ECC041

No. of Credits: 2

Objective:

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

UNIT-I:

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

UNIT –II:

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III:

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV:

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

UNIT-V:

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

TEXT BOOK:

Recent editions of the following books only are recommended

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication.

REFERENCE BOOKS:

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

HUMAN RESOURCE MANAGEMENT

Subject Code: 2019ECC042

No. of Credits: 2

Objectives:

- To understand the nature of human resources and its significance to the organization

- To familiarise students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- To bring the attention of the students on the latest trends in managing human resources in an organization.

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Text Books:

Recent editions of the following books only are recommended

1. Tripathi: “Personnel Management”, Sultan Chand & Sons, New Delhi.
2. L M Prasad: “Human Resource Management”, Sultan Chand & Sons, New Delhi.

References Books:

1. Aswathappa: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi.
2. Davis and Werther: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi.

PRINCIPLES AND PRACTICE OF MARKETING SERVICES

Subject Code: 2019ECC043

No. of Credits: 2

Objectives:

- To enable the students to gain knowledge on marketing of various services.

- . To enlighten the students' knowledge on marketing services.
- . To make the students understand about practice of marketing services.

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Reference Books:

Recent editions of the following books only are recommended

1. S.M.Jha,; “Services Marketing”, Himalaya Publication House, Mumbai.
2. Christopher love lock: “Services Marketing”, Person Education Chennai.
3. Philip Kotler: “Marketing Management”, Person Education Chennai.
4. S.Sherlekar: “Marketing Management”, Himalaya Publication House, Mumbai.

CONSUMER MARKETING

Subject code: 2019ECC044

No. of Credits: 2

Objectives:

- ✓ To make the students to understand the concepts of consumer marketing and the

motivation theories.

- ✓ To understand the customer value chain and their demography.
- ✓ To understand market segmentation and their uses.

UNIT I:

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

UNIT II:

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

UNIT III :

Learning Theories and their application- Brand Loyalty- Brand Extention- Conditioning Theories- Cognitive Learning Theory- Attitude and Atttribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption

UNIT IV :

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

UNIT V :

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

Text Books:

Recent editions of the following books only are recommended

1. Schiffman L.G and Kanuk L: “Relationship Marketing”, Tata MC Graw Hill.
2. R.S.N Pillai and Bhavathi : “Modern Marketing Principles and Practices”, S.Chand & Co., Ltd., New Delhi.
3. Paul green Berg: “Customer Relationship Management”, Tata MC Graw Hill.

Reference books:

1. Philip Kotler and Gray Armstrong: “Principles of Marketing”, Pearson Education Pvt Ltd..
2. Dr.Rajan Nair: ”Marketing Management”, Sulthan Chand & Sons, NewDelhi

MARKETING OF HEALTH SERVICES

Subject Code: 2019ECC045

No. of Credits: 2

Objectives:

- ✓ To enable the students understand about health services.

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

UNIT – I :

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

UNIT – II :

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

UNIT – III :

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV :

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

UNIT – V:

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

Note: Question paper shall cover 100% Theory

REFERENCE BOOKS:

Recent editions of the following books only are recommended

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide.
2. Zeithaml, Services Marketing, Mcgraw Hill Education.
3. Lovelock, Services Marketing, Pearson India.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning.

INTERNATIONAL BANKING

Subject Code: 2019ECC046

No. of Credits: 2

Objectives:

The course aims to provide the students with

- ✓ A sound grasp of the practices of modern international banking
- ✓ The central themes and issues will be examined in an international and comparative context.

UNIT-I:

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

UNIT-II:

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

UNIT-III:

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

UNIT-IV :

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

UNIT-V:

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

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Indian Institute of Banking and Finance, International Banking, Macmillan.

REFERENCE BOOKS:

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

E-COMMERCE

Subject Code: 2019ECC047

No. of Credits: 2

Objectives:

- . To provide knowledge about Electronic Commerce.

- . To enable the students understand the technology of e-Commerce for Business Application.
- . To make the student aware of the Techniques in the Application of e-Commerce.

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

Text Books:

Recent editions of the following books only are recommended

1. Ravi Kalakota and Andrew B. Whinston: “Frontiers of Electronic Commerce”, Pearson Education.
2. Elias M Awand: “Electronic Commerce”, Phi Learning Pvt Ltd.

Reference Books:

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

INTERNATIONAL ACCOUNTING

Subject Code: 2019ECC048

No. of Credits: 2

Objective:

To make the students understand

- ✓ The concept and nuances of international accounting standards and practices for

- International business firms
- ✓ The importance of financial reporting in international environment.

UNIT-I:

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

UNIT-II:

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

UNIT-III:

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

UNIT-IV:

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

UNIT-V:

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

TEXT BOOK:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

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

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Subject Code: 2019ECC049

No. of Credits: 2

Objectives:

- . To make the students to understand the concepts of corporate governance
- . To gain knowledge on legislative framework of corporate governance and Corporate Social

Responsibility and good corporate citizenship.
To understand the Business Ethics and Genesis.

UNIT-I:

Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

UNIT-II:

Legislative framework of corporate governance: UK, USA, India-Corporate communication-Art and Craft of investor's relation-Shareholders activism-Investor protection-changing role of Institutional Investors

UNIT-III:

Corporate social responsibility and good corporate citizenship:Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG)

UNIT-IV:

Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership

UNIT-V:

Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability.Legal framework -conventions and treaties on environmental- Health and safety-Social security issues.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books.

ENTERPRISE RESOURCE PLANNING

Subject Code: 2019ECC050

No.of Credits: 2

Objectives:

- To enable the students 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 Systems - Characteristics of ERP – Process Intergration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems. ERP Market and Vendors: ERP Market – ERP Vendors – Service Oriented Architecture - ERP Package features.

UNIT II

Extended ERP Services: Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. Business Process Re-engineering And ERP: Defining Business Process Reengineering- Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementaion – Methodology for BPR Implementaion – Role of IT in BPR – BPR and EPR Systems – BPR sucess / failure factors.

UNIT III

Planning for ERP – Planning for ERP Implementaion – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determing Resources – Creating Budget for ERP Implementaion – Selecting the Right ERP Package- Preparing Organizations for ERP Implementaion. Implementation of ERP: Designing for ERP systems – ERP implementaion approaches – ERP implementaion Life cycle.

UNIT IV

Managing ERP Projects: Risk Failure factors in ERP Implementaion – Examples of ERP Failure- Mitigating implementaion risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projets.

UNIT V

ERP Going live and post implementaion: Preparing to go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems. Expanding ERP Boudaries: Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementaion.

TEXT BOOKS:

Recent editions of the following books only are recommended

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