PG Department of Commerce with Computer Applications

B.Com(CA)

Vision : To provide quality education in Commerce with immense Computer background and to make the Students face the ever growing corporate challenges with moral values.

Mission : To empower the students by instilling the latest knowledge and skills in their study area and thereby make them not only employable but also socially, culturally and ethically a rich citizen.

Program Educational Objectives:

PEO1	Development of professional progression of the graduates
PEO2	Attainment of professional certification by seeking Higher Education
PEO3	Participation of graduates ethically in career and socialistic activities
PEO4	Positioning of graduates as a successful team leader in an organization
PEO5	Possession of technical competency in solving complex problems in specialized field of graduation

Program Outcomes:

PO1	To intensify the knowledge in the fields of accounting by applying the concepts and techniques of Commerce to meet out Industrial expectations
PO2	To enrich the acquaintanceship in various business related amendments
PO3	To refine the personal, interpersonal, intellectual and societal skills for career upliftment
PO4	To magnify the technical skillset of Computer in the field of Information Technology
PO5	To empower the employability skills through design and development of applications through software
PO6	To train with necessary competencies and decision making skills for a successful Entrepreneurship career option
PO7	To integrate the latest trends in Computer application software and packages
PO8	To replicate theoretical concepts in real time situations
PO9	To build ethical values and principles of Business to meet the expectations of the society
PO10	To nurture the interest to gain advanced knowledge through Higher Education

Program Specific Outcomes:

PSO - 01	Enhance knowledge to expertise in various fields of Commerce and Computer arena
PSO - 02	Equip the technical skills to meet out the local and global challenges

N.G.M College - Curriculum Development Cell
Scheme of Examination For 2021 - 2022
Choice Based Credit System & OBES

For Part I and Part II in First & Second Semesters Only

SEMESTER - I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL101 / 21UHN101 / 21UFR101	Tamil Paper - I /	6	-	-	3	50	50	100	3
		Hindi Paper - I /	6	-	-					
		French Paper - I	6	-	-					
II	21UEN101	Communication Skills – I (Level I)	5	-	-	3	50	50	100	3
	21UEN102	Communication Skills – I (Level II)	5	-	-					
III	21UCC101	Core - I : Financial Accounting	5	-	4	3	50	50	100	4
	21UCC102	Core – II : Fundamentals of Information Technology	3	-	-	3	50	50	100	3
	21UCC1A1	Allied - I :Business Economics	5	-	-	3	50	50	100	4
	21UCC103	Core Lab -I : Office Automation and Web Designing	-	4	-	3	50	50	100	2
IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
CC	21CFE101	Fluency in English - I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Grade
Total			**26**	**4**	**4**		**325**	**375**	**700**	**22**

SEMESTER - II										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
I	21UTL202 / 21UHN202 / 21UFR202	Tamil Paper - II /	6	-	-	3	50	50	100	3
		Hindi Paper - II /	6	-	-					
		French Paper - II	6	-	-					
II	21UEN202	Communication Skills – II (Level I)	5	-	-	3	50	50	100	3
	21UEN203	Communication Skills - II (Level II)	5	-	-					
III	21UCC204	Core - III : Higher Financial Accounting	6	-	4	3	50	50	100	4
	21UCC2A2	Allied - II : Business Mathematics	5	-		3	50	50	100	4
	21UCC205	Core Lab - II : Tally	1	4		3	25	25	50	2
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE202	Fluency in English - II	-	-	-	-	-	-	-	-
	21CMM201	Manaiyiyal Mahathuvam - I	1	-	-	2	-	50	50	Grade
	21CUB201	Uzhavu Bharatham - I	1	-	-	2	-	50	50	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			**26**	**4**	**4**		**250**	**300**	**550**	**19**

SEMESTER - III										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UCC306	Core - IV : Corporate Accounting	6		4	3	50	50	100	4
	21UCC307	Core - V : Principles of Marketing	5			3	50	50	100	4
	21UCC308	Core - VI : RDBMS	4			3	50	50	100	4
	21UCC309	Core - VII : Company Law	5			3	50	50	100	4
	21UCC3A3	Allied - III : Executive Communication (Practical)	4			3	50	50	100	4
	21UCC310	Core Lab - III : Oracle	-	4	-	3	50	50	100	2
IV	21UCC3N1/ 21UCC3N2	Non Major Elective - I : Customer Relationship Management / Non Major Elective - I : Supply Chain Management	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE303	Fluency in English - III	-	-	-	-	-	-	-	-
	21CMM302	Manaiyiyal Mahathuvam - II	1	-	-	2	-	50	50	Grade
	21CUB302	Uzhavu Bharatham - II	1	-	-	2	-	50	50	Grade
Total			**26**	**4**	**4**		**325**	**375**	**700**	**25**

SEMESTER - IV										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UCC411	Core - VIII : Cost Accounting	6		4	3	50	50	100	4
	21UCC412	Core - IX : Visual Basic	6			3	50	50	100	4
	21UCC413	Core - X : Business Law	6			3	50	50	100	4
	21UCC4A4	Allied - IV :Business Statistics	6			3	50	50	100	4
	21UCC414	Core Lab - IV : Visual Basic	-	4		3	50	50	100	2
IV	21UCC4N1/ 21UCC4N2	Non Major Elective - II : Commerce & Computer Application Practical / Non Major Elective - II : Retail Management	1	-	-	2	-	50	50	2
	21HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	50	50	1
CC	21CFE404	Fluency in English - IV	-	-	-	-	-	-	-	-
	21CMM403	Manaiyiyal Mahathuvam -III	1	-	-	2	-	50	50	Grade
	21CUB403	Uzhavu Bharatham - III	1	-	-	2	-	50	50	Grade
Total			**26**	**4**	**4**		**275**	**375**	**650**	**22**

EMESTER - V										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UCC515	Core - XI : Income Tax	6	-	4	3	50	50	100	5
	21UCC516	Core - XII :Banking and Insurance Law	5	-		3	50	50	100	4
	21UCC517	Core - XIII : Programming in C (Skill Enhanced Course)	5	-		3	50	50	100	4
	21UCC518	Core - XIV : Institutional Training	-	-	-	-	50	50	100	2
	21UCC5E1/ 21UCC5E2 21UCC5E3	Core Elective - I : Financial Markets and Services/ Core Elective - I : Principles of Management / Core Elective - I : Entrepreneurial Development	6	-		3	50	50	100	5
	21UCC519	Core Lab - V : C	-	4	-	3	50	50	100	2
	21UCC5AL	Advanced Learner Course - I International Marketing (Optional) - Self Study					50	50	100	2**
	21UCC5VA	Department Specific Value Added Course – Goods and Services Tax (Mandatory)	30	-	-	-	-	-	-	2*
IV	21UCC5S1 / 21UCC5S2	Skill Based Elective - I : Commerce and Computer Application Practical / Skill Based Elective - I : Investment Management	3 Hours			2	25	25	50	3
	21HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
CC	21CFE505	Fluency in English - V	-		-	- -	-	-	-	-
	21CSD501	Soft Skills Development -I	-		-	- -	-	-	-	Grade
	21GKL501	General Awareness – Self Study	SS		-	2	-	50	50	Grade
Total			**26**	**4**	**4**		**350**	**350**	**700**	**26**

**Credits – Based on course content, maximum of 4 Credits; *Extra Credits

SEMESTER – VI										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UCC620	Core - XV : Management Accounting	6	-	4	3	50	50	100	5
	21UCC621	Core - XVI : Auditing and Corporate Governance	6	-		3	50	50	100	4
	21UCC6E1/ 21UCC6E2/ 21UCC6E3	Core Elective - II : Indirect Taxation / Core Elective - II : Stock Market Operation / Core Elective - II : ERP and Industry 4.0	5	-		3	50	50	100	5
	21UCC6E4/ 21UCC6E5/ 21UCC6E6	Core Elective - III : Business Organisation and Office Management Core Elective - III : Legal Aspects of Marketing and Advertising / Core Elective – III : E-Commerce and Information Security	5	-		3	50	50	100	5
	21UCC622	Core Lab - VI : Multimedia (Skill Enhanced Course)	1	4	-	3	50	50	100	3
	21UCC6AL	Advanced Learner Course - II Basic Research Techniques (Optional) - Self Study					50	50	100	2**
	21UCC6VA	Department Specific Value Added Course – Business Correspondence and Report Writing	30	-	-	-	-	50	50	2*
IV	21UCC6S1/ 21UCC6S2	Skill Based Elective - II : Practical Marketing/ Organisational Behaviour	2 Hours			2	25	25	50	3
	21HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1		-	2	25	25	50	1
CC	21CFE606	Fluency in English - VI	-		-	-	-	-	-	-
	21CSD602	Soft Skills Development - II	-		-	-	-	-	-	Grade
Total			**26**	**4**	**4**		**300**	**300**	**600**	**26**

ALC - Advanced Learner Course (Optional); VA – Department Specific Value Added Course;
*Extra Credits; CC – Certificate Course

Grand Total = 3900; Total Credits = 140

Question Paper Pattern
(Based on Bloom's Taxonomy)

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

1. Theory Examinations: 70 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

0	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	70 **(Reduced to 50 for ESE)**
K3 (Q 11-15)	B (Either or pattern)	5 x 4 = 20	Short Answers	
K4 & K5 (Q 16 – 21)	C (Q -16 is Compulsory and Q 17 – 21 answer any 3)	4 x 10 = 40	Descriptive/ Detailed	

2. Theory Examinations: 50 Marks (Part IV except Self - study)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50 **(Reduced to 25 for ESE)**
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

3. Practical Examinations: 100/50 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	50/50	100
K4			
K5		25/25	50

***** In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation.

Components of Continuous Assessment

THEORY

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test 1	(70 / 4.67) = 15	15+15+10+05+05	50
Test 2 / Model	(70 / 4.67) = 15		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	10	10+5+5+5	25
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

PRACTICAL

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	15	15+5+5	25
Observation Note	5		
Record	5		

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Test / Model	60	60+10+30	100
Observation Note	10		
Record	30		

PROJECT

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Review I	20	20+20+20+40	100
Review II	20		
Review III	20		
Report Submission	40		

** Components for 'Review' may include the following:*

Originality of Idea, Relevance to Current Trend, Candidate Involvement and Presentation of Report for Commerce, Management & Social Work.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration **&** Material sufficient for clear understanding **AND** exceptionally presented	At ease; answered all questions **but** failed to elaborate **&** Material sufficient for clear understanding **AND** effectively presented	At ease with information; answered most questions **&** Material sufficient for clear understanding **but** not clearly presented	Does not have grasp of information; answered only rudimentary Questions **&** Material not clearly related to topic **OR** background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
Eye Contact	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear

WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D	F
09 - 10	07- 08	05 - 06	03 - 04	01 - 02

CRITERION	A - Excellent	B - Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	∗ Word choice is rich and varies ∗ Writing style is consistently strong ∗ Students own formal language	∗ Word choice is clear and reasonably precise ∗ Writing language is appropriate to topic ∗ Words convey intended message	∗ Word choice is basic ∗ Most writing language is appropriate to topic ∗ Informal language	∗ Word choice is vague ∗ Writing language is not appropriate to topic ∗ Message is unclear	∗ Not adequate
Sources	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
Neatness	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
Timeliness	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

Continuous Internal Assessment for Project / Internship

For Commerce, Management & Social Work Programme

The Final year Commerce, Management & Social Work students should undergo a project work during (V/VI) semester

- The period of study is for 4 weeks.
- Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a Mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

Mark Split UP

Internal	External	Total
50	50	100

S. No	Internal Components	Marks
1	Review - I	10
2	Review - II	10
3	Review - III	10
4	Rough Draft Submission	20
Total		**50**

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
Total		**50**

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC101			Course Title	Batch:	2021 - 2024
				Core - I : Financial Accounting	Semester:	I
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4		Credits:	4

Course Objective

To enrich the students' knowledge in basic financial accounting

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect knowledge on the fundamentals of accounting	K1
CO2	Understand the preparation of final accounts and depreciation accounting	K2
CO3	Implement the knowledge in rectifying accounting errors	K3
CO4	Analyze the bank reconciliation statement and preparation of branch and departmental accounting	K4
CO5	Evaluate the critical thinking with problem solving skills while preparing the accounting statement of Hire purchase and instalments.	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	H	L	L	M	L	H	H	M	H	M
CO2	H	H	H	M	L	H	M	H	H	H	H	M
CO3	H	H	H	M	M	M	M	H	H	H	H	H
CO4	M	M	H	H	L	M	M	H	H	H	L	M
CO5	H	H	H	L	L	M	H	H	H	H	H	M

Unit	Content	Hours
Unit – 1	Accounting: Basics - Principles - Types of Accounts – Accounting Rules - Journal - Ledger - Trial Balance - Subsidiary Books. Single Entry (Theory only)	14
Unit – 2	Final Accounts of a Sole Trader with Simple Adjustments. Depreciation Accounting – Methods (Theory only) - Straight Line and Diminishing Balance Methods including Changeover Method and Machine Hour Rate Method (Problems).	15
Unit – 3	Bank Reconciliation Statement – Pass Book – Cash Book – Preparation of Bank Reconciliation Statement – Rectification of Errors including Suspense Account (Simple Problems only).	14

Unit – 4	Branch Accounts: Meaning – Types of Branches - Preparation of Branch Accounts (Excluding Foreign Branch).	14
Unit – 5	Departmental Accounting – Meaning – Need for Departmental Accounting – Advantages - Methods and Techniques of Departmental Accounting. Hire Purchase and Instalments. Repossession: Meaning – Partial and Complete.	14
	Total Contact Hrs	71

Pedagogy and Assessment Methods:

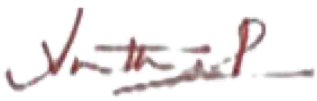
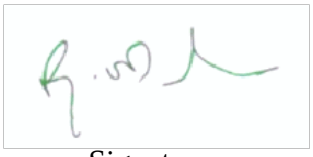
Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, T.A. and Murthy	Financial Accounting	8th Edition, Chennai: Margham Publications.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta, R.L. and M. Radhaswamy	Advanced Accounting	13th Revised Edition, New Delhi: Sultan Chand Company Limited	2018
2	Shukla, M.C. and T.S. Grewal	Advanced Accounts-I	48th Edition, New Delhi: Sultan Chand Company Limited.	2017
3	Vinayagam. N. and B. Charumathi	Financial Accounting	1st Edition, New Delhi Sultan Chand Company Limited.	2013

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.M.Nirmala Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian  Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC102			Course Title	Batch:	2021 - 2024
				Core - II : Fundamentals of Information Technology	Semester:	I
Lecture Hrs./ Week Or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-		Credits:	3

Course Objective

To enrich students knowledge by applying information Technology in real world.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the concepts of System Hardware and Software	K1
CO2	Understand the ethical usage of internet	K2
CO3	Deploy the knowledge of network and security system in various fields	K3
CO4	Analyse about search engine	K4
CO5	Assess about the creation of webpage	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	H	L	L	M	L	H	H	M	H	M
CO2	H	H	H	M	L	H	M	H	H	H	H	M
CO3	H	H	H	M	M	M	M	H	H	H	H	H
CO4	M	M	H	H	L	M	M	H	H	H	L	M
CO5	H	H	H	L	L	M	H	H	H	H	H	M

Unit	Content	Hours
Unit – 1	Informatics - Introduction -Information Systems - Hardware and Software - Types of software: System Software and Application Software – Operating System: Types of operating system.	9
Unit – 2	Information Technology and Society - IT Applications in Business and Industry, Education and Hospitals – Ethical Usage of Computers and Internet - Cyber Ethics - Cyber Addiction - Cyber Crime - E-waste and Green Computing	9
Unit – 3	Network and Communications - Computer Networks – Types of Networks: WAN, MAN, LAN, PAN, CAN Benefits of Networks, Network -	9

	Telecommuting & Virtual Offices - Network Security –Firewalls. Communication Medium: Wired and Wireless.	
Unit – 4	Internet – Introduction - Internet Protocols: TCP/IP, FTP, HTTP. IP Address-Domain Name System (DNS), URL, Web Browsers, Search Engines – Types, Academic Search Techniques - Business Applications of Internet - Intranet and Extranet	9
Unit – 5	Webpage –Structure of a Web Page – HTML Code for Web Page- Web Page Basics- Setup a Web Page- Display a Web Page in a Web Browser. Link: Link to another Web Page- Link within a Web Page- Link to an Image- Link to a File- E-mail Link.	9
	Total Contact Hrs	45

Pedagogy and Assessment Methods:

Power point Presentations, Seminar and Assignment

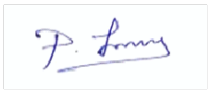
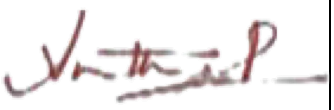
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Alexis Leon A Mathews Leon	Alexis Leon And Mathews Leon	Vikas Publishing House Pvt. Ltd	2009.
2	Thomas A Powell	The complete Reference HTML & CSS	Mc Graw Hill Publishers, London	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dennis P. Curtin ,Kim foley, KunalSen and Cathleen Morin,	Information Technology - The Breaking Wave	Tata-McGraw Hill Publications	2005
2	Rexane Antequetil	Fundamental Concepts for Web Development	Published Independently	2019

www.W3schools.com.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr. P. Jayanthi  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC1A1			**Course Title**	**Batch:**	2021 - 2024
				Allied - I : Business Economics	**Semester:**	I
Lecture Hrs./ Week Or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To enrich the students' knowledge in basic financial Allied- I: Business Economics

Course Outcomes (CO)

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

CO Number	**CO Statement**	**Knowledge Level**
CO1	Recollect the basic concepts of business economics	**K1**
CO2	Understand the demand and supply analysis with relevant economic problems	**K2**
CO3	Apply the law of variable proportions and economies of scale to an ing	**K3**
CO4	Analyse the importance of consumer sovereignty and know the indifference curve analysis.	**K4**
CO5	Evaluate the various markets structures and know the differences prevailing in each of them	**K5**

Mapping

PO /PSO / CO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PSO1**	**PSO2**
CO1	L	H	M	M	H	H	L	H	H	H	M	M
CO2	H	H	H	M	H	H	M	H	H	M	H	H
CO3	M	H	M	M	H	H	L	H	H	H	M	H
CO4	M	H	M	M	M	H	L	H	H	H	H	H
CO5	H	H	H	M	M	H	L	M	H	H	M	M

Unit	**Content**	**Hours**
Unit – 1	Business Economics: Meaning - Definition- Objectives- Concepts Nature and Scope – Recent Trends in Business Economics - Roles and Responsibilities of Business Economist	16
Unit – 2	Demand Analysis: Demand Determinants - Law of Demand – Exceptions to Law of Demand – Factors affecting Demand Schedule - Demand Distinctions - Elasticity of Demand: Types and Measurement. Demand Forecasting: Market and Company Demand Forecasting- Purpose - Essentials of Good Forecasting - Method of Demand Forecasting.	15

Unit – 3	Consumption: Importance - Consumer Sovereignty - Factors Affecting Consumer Sovereignty in the Modern World. Indifference Curve Analysis: Properties - Price, Income and Substitution Effects - Consumer Surplus.	14
Unit – 4	The Law of Variable Proportions: Increasing, Diminishing and Constant Returns - Economies of Scale: Internal and External Economies. Cost Analysis: Meaning - Cost Concepts - Cost Output Relationship: Total Cost, Average Cost and Marginal Cost.	16
Unit – 5	Market Structure: Market Forms - Time Elements in Price Fixation - Equilibrium of Firm and Industry. Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Discrimination Monopoly and Oligopoly.	14
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

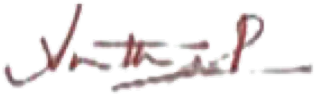
Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion and Brain storming

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, P.N. and H Appanniah	Principles of Business Economics	3rd Edition, New Del Sultan Chand & Company Limited.	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chopra, P.N.	Business Economics	6th Edition, New Delhi: Kalyani Publishers	2014
2	Leki R. K. Agarwal	Business Economics	3rdEdition, Bangalo Kalyani Publishers.	2010
3	Chaudry Rimu	Business Economics	1st Edition, Chennai: Kalyani Publishers	2012

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.R.Ramya Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC103			Course Title	Batch:	2021 - 2024
				Core Lab - I : Office Automation and Web Designing	Semester:	I
Lecture Hrs./ Week And Practical Hrs./Week	4	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To prepare the students for document preparation, business calculations, presentation of information, database management and designing website

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the various features of MS-Word and functions of MS-Excel	K1
CO2	Understand the concept of designing web pages in web sites using various HTML tag	K2
CO3	Apply creativity in business presentation and to evaluate basic knowledge in database	K3
CO4	Analyze and develop website designing skill in real business world	K4
CO5	Evaluate through practical knowledge in creating HTML files	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	H	H	M	M	H	M	M	H		
CO2	M	H	M	H	M	H	H	M	M	H		
CO3	H	H	H	H	H	H	H	M	H	H		
CO4	H	H	H	H	M	H	H	H	H	H		
CO5	M	M	M	H	M	M	H	H	M	H		

Unit	Content	Hours
Office Automation	1. Design a MS-Word document with all basic features. 2. Using Mail Merge concept send invitation for Board Meeting to all the members of the company. 3. Design the Pay Roll of a company in MS Excel by considering the following conditions: Dearness Allowance - 40% on Basic Pay House Rent Allowance – Rs.400	35

Medical Allowance – Rs.100

Provident Fund – 12% on Basic Pay + Dearness Allowance

4. Design the Electricity Bill in MS Excel by considering the following conditions:

Unit Consumed	**Rate Per Unit (Rs.)**
Up to 100 Units	NIL
101 to 200 Units	3.50
200 to 500 Units	4.60
Above 500 Units	6.60

5. Create a Student's Mark List in MS Excel by considering the following conditions:

Percentage	**Class**	**Conditional Formatting (Font Color)**
40 – 49	III	Blue
50 – 59	II	Brown
0 & Above	I	Green

Subject Score	
Score <40	Underline with Red Color
Score >80	Underline with Green Color

Result	
Pass	Black
Fail	Red

6. Prepare the Student's details and view the records by using the AutoFilter Option.
7. Design presentation slides for our College. The slides must include the history, various UG and PG courses offered by the college.
8. Design an Organization Chart for a Company to show the levels of hierarchy.
9. .Create the following Tables:
   a) Student's Personal Details
   b) Student's Mark Details.

   Perform the following
   1. Relate the Tables
   2. Show the details of students who passed in all subjects.
   3. Show the details of students whose subject score in all subjects are above 60.
   4. Create a Form and Report for the Tables.

Web Designing	1. List out the various programmes offered in our college using Nested list. 2. Develop a web page to show the definition list using HTML tags 3. Generate a web page to display the weather report using table 4. Create a web page to display the mark statement of students using nested table 5. Develop a web page for NGM College using links for another web page 6. Create a website for a College using frames.	25
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sandra Cable, Steven M. Freund, Ellen Monk, Susan L. Sebok, Joy L. Starks, and Misty E. Vermaat	Microsoft Office 365& Offic 2019- An Introductory	CENAGE	2020
2	Jennifer Niederst Robbins	Learning Web Designing	O'Reilly	2012

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.S.Poongodi Signature:	Dr. P. Anitha Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC204			Course Title	Batch:	2021 - 2024
				Core - III : Higher Financial Accounting	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem	4		Credits:	4

Course Objective

To expose to the students the accounting procedure of partnership firms

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remembering the essentials of partnership accounting	K1
CO2	Understand the accounting treatments for admission, retirement and death of a partner	K2
CO3	Apply the accounting treatments in settlement of partnership accounts	K3
CO4	Analyze the relevant cases and the accounting treatment for dissolution of a firm	K4
CO5	Evaluate partnership account from admission to insolvency in real time	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	H	M	L	M	H	M	H	M	L	M
CO2	H	H	M	M	M	M	M	M	H	H	M	M
CO3	H	M	H	M	H	M	M	M	H	H	H	M
CO4	H	M	H	M	H	M	M	H	H	H	H	H
CO5	H	H	L	H	M	M	H	H	H	H	H	H

Unit	Content	Hours
Unit – 1	Introduction to Partnership – Interest on Capital – Profit and Loss Appropriation Account – Capital Ratio - Past Adjustments and Guarantees.	17
Unit – 2	Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.	18
Unit – 3	Retirement of a Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities-Treatment of Goodwill – Adjustment of Goodwill	17

	through Capital A/c only.	
Unit – 4	Settlement of Accounts - Retiring Partner's Loan Account – Admission cum Retirement.	17
Unit – 5	Death of a Partner - Dissolution of a Firm - Insolvency of Partners - Garner Vs Murray - Piecemeal Distribution (Proportionate Capital Method only).	17
	Total Contact Hrs	86

Pedagogy and Assessment Methods:

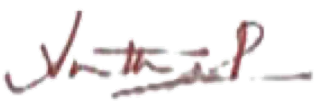
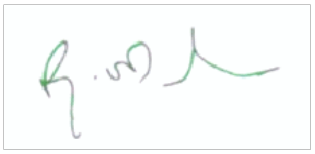
Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, T.A. and A. Murthy	Financial Accounting	8th Edition, Chenn Margham Publications.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta, R.L. and M. Radhaswamy	Advanced Accounting	13th Revised Editi New Delhi: Sultan Cha Company Limited.	2018
2	Shukla, M.C. and T.S. Grewal	Advanced Accounts-I	48th Edition, New Del Sultan Chand Compa Limited.	2017
3	Vinayagam. N. and B. Charumathi	Financial Accounting	1st Edition, New De : Sultan Chand Compa Limited	2013

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.M.Gayathri Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R. Manicka Chezhian  Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC2A2			**Course Title**	**Batch:**	2021 - 2024
				Allied - II : Business Mathematics	**Semester:**	II
Lecture Hrs./ Week Or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To enable the students to apply the basic mathematical knowledge to solve the real life business problems

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember to calculate simple linear equations for a set of data.	**K1**
CO2	Understand the concepts of mathematics in finance	**K2**
CO3	Apply the knowledge in mathematics in solving business problems	**K3**
CO4	Analyse the gained knowledge of set theory which helps to improve ability of mathematical thinking.	**K4**
CO5	Evaluate the knowledge of both present and future value by using an annuity	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	H	H	H	H	H	H	M	M	H
CO5	H	H	M	M	M	H	H	H	H	H	M	H

Unit	Content	Hours
Unit – 1	Mathematics of Finance: Simple Interest and Compound Interest: Basic concept – calculation of simple interest and compound interest- Effective Rates and Nominal rate of interest.	16
Unit – 2	Depreciation – Annuities – Present Value of an Immediate Annuity – Present Value of an Annuity Due – Amount of an Immediate Annuity – Amount of an Annuity Due – Discounting (problems only)	14

Unit – 3	Set theory: Definition – types of sets – set operations - Laws and properties of sets (without proofs) -Verification using Venn diagram only	15
Unit – 4	Matrices: Definition of matrix – types of matrix – matrix operations Determinants: Solving simultaneous equations in 3 variables using Cramer's rule.	14
Unit – 5	Inverse of a matrix: Definition- Inverse of a matrix- finding inverse of 3x3, 2x2 non-singular matrices- solving simultaneous linear equations by inverse matrix – Elementary transformation of matrix – Rank – Consistency of a system of Simultaneous Linear Equation.	16
	Total Contact Hrs	75

.Pedagogy and Assessment Methods:

Power point Presentations, Assignment and Brain storming

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navaneetham, P.A	Business Mathematics & Statistics	Jai Publishers, Trichy	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dharmapadam	Business Mathematics	Visvanathan.S Ltd.,	2016
2	Dr.P.R.Vittal	Business Mathematics and Statistics	Margham Publications	2018
3	Sanchetti.D.C & Kapoor. V.K	Business Mathematics	Sultan Chand & Sons, New Delhi	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.Deepa Signature:	Dr. P. Anitha Signature:	Prof. K. Srinivasan Signature:	Dr.RManickaChezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC205			Course Title	Batch:	2021 - 2024
				Core Lab - II : Tally	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	5 (1+4)	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enrich students' practical knowledge in accounting package and to prepare them for job market

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the main features of Tally ERP.9 software	K1
CO2	Understand the steps in preparation of various accounting vouchers	K2
CO3	Apply the knowledge in preparing stock summary, ratio analysis and bank statements	K3
CO4	Analyse the preparation of bill wise statement	K4
CO5	Evaluate the knowledge in preparing final accounts	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	M	M	M	H	H	M	H	M	M	H
CO2	M	H	H	M	M	H	H	M	M	M	M	H
CO3	M	H	H	H	M	H	H	M	H	M	M	H
CO4	M	H	H	M	H	M	H	M	H	M	H	M
CO5	M	H	M	M	H	M	H	H	H	M	H	M

Content	Hours
1. Create a Company and display ledgers 2. Prepare the following Accounting Vouchers: a) Payment Voucher b) Receipt Voucher c) Purchase Voucher d) Sales Voucher e) Contra Voucher f) Journal Voucher 3. Make voucher alteration and deletion 4. Record the transactions of sample data for Trial Balance 5. Display a cash book	75

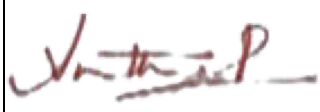
6. Prepare stock summary 7. Create godown summary 8. Display Bank Reconciliation Statement 9. Prepare cost centre and cost category 10. Display bill-wise statements 11. Calculation of interest 12. Display final accounts of a Company 13. Computation of ratio analysis 14. Display foreign gain or loss 15. Print a Bill with GST	
Total Contact Hrs	75

Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajesh Chheda	Learn Tally ERP9 with GST & E Way Bill	Ane Books Publications	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mr.A.Prakalathan Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC306			Course Title	Batch:	2021 - 2024
				Core - IV: Corporate Accounting	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4		Credits:	4

Course Objective

To develop the students' knowledge on corporate accounting in conformity with the provision of the Companies Act 2013

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts and the treatment of shares and debentures.	K1
CO2	Understand the principles of preparing final accounts of a company.	K2
CO3	Apply the accounting concepts for the companies undergoing Amalgamation and Absorption.	K3
CO4	Analyse the consolidated balance sheet of holding company accounts.	K4
CO5	Evaluate the accounting requirements of banking and insurance company	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	L	L	H	L	M	M	L	M	H
CO2	H	M	H	L	L	H	L	M	H	M	M	H
CO3	H	M	M	L	L	H	M	H	H	H	M	H
CO4	H	H	M	M	L	M	L	H	H	M	M	M
CO5	H	H	H	L	M	M	M	M	H	M	M	H

Unit	Content	Hours
Unit – 1	Shares – Meaning – Types of Shares – Issue of Shares - Forfeiture and Reissue. Issue of Debentures – Redemption of Debentures.	17
Unit – 2	Preparation of Company Final Accounts.	17

Unit – 3	Amalgamation and Absorption of Companies (excluding Inter-Company Owings and Holdings) - External Reconstruction of Companies.	17
Unit – 4	Holding Company Accounts: Meaning – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus Issue and Payment of Dividend - Preparation of Consolidated Balance Sheet (Revised Format) (Inter Company and Multiple-holdings excluded).	17
Unit – 5	Banking Company Accounts – Rebate on Bills Discounted – Treatment - Preparation of Profit and Loss Account and Balance Sheet. Insurance Company Accounts**:** Life Insurance – Calculation of Life Assurance Fund - General Insurance (Fire and Marine Insurance only).	18
	Total Contact Hrs	86

Pedagogy and Assessment Methods:

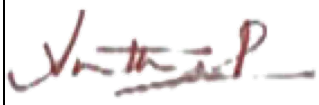
Power point Presentations, Assignment, Brain storming and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy	Corporate Accounting	7th Edition, Chennai: Margham Publications.	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain, S.P. and K.L. Narang	Advanced Accountancy (Corporate Accounting)	21st Edition, New Delhi: Kalyani Publications.	2017
2	Gupta, R.L. and M. Radhaswamy	Advanced Accountancy	Theory, Method and Application-Vol.-1, 1st Edition, New Delhi: Sultan Chand & Sons.	2015
3	Arulanandam, M.A. and K.S. Raman	Advanced Accountancy	6th Revised Edition, New Delhi: Himalaya Publications.	2019

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.M.Nirmala Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title:**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC307			**Course Title**	**Batch:**	2021 - 2024
				Core - V : Principles of Marketing	**Semester:**	III
Lecture Hrs./ Week Or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To endow students with the knowledge of principles of marketing

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic principles of marketing	**K1**
CO2	Understand the idea about new product designing, branding, packing and pricing	**K2**
CO3	Apply the distribution strategy in marketing and to expose the concepts of personal selling, recruitment, selection and training of sales force	**K3**
CO4	Analyze the standardization, trading and agricultural marketing in India	**K4**
CO5	Analyse the pros and cons of various online marketing methods	**K4**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	H	M	M	H	L	M	H	M	M	H
CO2	M	H	M	H	M	H	L	M	H	H	H	H
CO3	M	H	L	H	M	H	L	M	H	M	M	M
CO4	M	H	M	H	H	H	M	M	H	H	M	H
CO5	H	M	H	M	H	H	M	M	M	M	H	H

Unit	Content	Hours
Unit – 1	Introduction to Marketing: Marketing – Meaning – Definition – Evolution of Marketing - Importance – Functions of Marketing – Marketing Mix - Introduction to 4 Ps. Market Segmentation: Basis of Market Segmentation – Benefits of Market Segmentation.	16

Unit – 2	Product: Features – Classification of products – Product Planning and Development – Product Line and mix – Product Life cycle - Product Branding; Packaging and Containerisation. Pricing: Meaning – objectives – Factors influencing pricing –Procedure of price determination – Methods and Types of Pricing.	14
Unit – 3	Advertisement: Meaning– Kinds – Advertising Media. Personal Selling: Meaning - Personal selling – kinds – Functions – Qualities of a good salesman – Personal selling Vs. Sales promotion – Market research.	15
Unit – 4	Channels of Distribution: Definition- Functions- Importance – Types of Channels –Transportation- Meaning – Types Transportation –Storage and Warehousing.	14
Unit – 5	Online marketing: Meaning – Importance – Kinds–Advantages – Disadvantages. Modern Marketing concept-Global Marketing –E-marketing – Tele marketing- Viral Marketing- Green Marketing – Social Marketing- Services Marketing – Viral Marketing - Customer Relationship Marketing – Global Marketing	16
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity and Case study

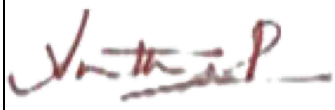
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai, R.S.N. and Bagavathi	Modern Marketing Principles and Practices	14th Editon, New Delhi: Chand & Company Limited.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajan Nair, N. and C.B. Gupta	Marketing Management	Text and Cases, 19th Edition, New Delhi: Sultan Chand & Sons.	2018
2	Philip Kotler and Kevin Lane Keller	Marketing Management	14th Global Edition, New Delhi: Prentice Hall of India	2012

3	Ravilochanan. P	Principles of Marketing	2nd Reprint, New Delhi: Vrinda Publications (P) Limited.	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.Gomathidevi Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC308			**Course Title**	**Batch:**	2021 - 2024
				Core - VI : RDBMS	**Semester:**	III
Lecture Hrs./ Week Or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To enrich the knowledge on relational database management system

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the fundamentals of database management system	**K1**
CO2	Understand the relational database implementation using E-R model	**K2**
CO3	Interpret the divisions of SQL commands	**K3**
CO4	Analyze different forms of sub queries using SQL commands	**K4**
CO5	Execute PL/SQL architecture and to construct a simple form	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	H	M	M	H	L	M	H	M	M	H
CO2	M	H	M	H	M	H	L	M	H	H	H	H
CO3	M	H	L	H	M	H	L	M	H	M	M	M
CO4	M	H	M	H	H	H	M	M	H	H	M	H
CO5	H	M	H	M	H	H	M	M	M	M	H	H

Unit	Content	Hours
Unit – 1	Database Systems: Introduction – Purpose – View of Data – Data Abstraction – Instances and Schemas – Data Independence. Data Models: Object based Logical Models, Physical Data Models and Record based Logical Models –Transaction Management – Storage Management – DBA – Database Users.	13
Unit – 2	Entity: Relational Model – Basic Concepts – Entity Relationship Diagram – Structure of Relational Database – Relational Algebra – Extended Relational Algebra Operations – Modification of the Database – Integrity Constraints.	11

Unit – 3	Oracle: Introduction – Tools of Oracle – Introduction to SQL – Oracle Internal Data Types – Divisions of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transaction Control Language. Keys: Primary Key, Foreign Key and Referential Key. SQL * Plus Functions: Date, Character, Numeric, Conversion, Miscellaneous and Group Functions. Set Operators – Relating Data through Join Concept.	13
Unit – 4	Sub-Queries: Meaning - Usage of Sub-Queries. Database Objects: Table, View – Synonym – Sequences – Index. Concept of Locking – Types of Locks. SQL * Plus Formatting Commands: Compute Commands, Title Commands, Setting Page Dimensions and Storing and Printing Query Results.	11
Unit – 5	PL/SQL: Introduction - Advantages – Architecture of PL/SQL Block – Introduction to PL/SQL Block – Attributes. Control Structures – Concept of Error Handling, Cursor Management. Basic Concept of SQL* FORM – Components of an Oracle Form – Simple Form Construction.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ivan Bayross	SQL, PL/SQL the Programming Language of ORACLE	4th Edition, BPB Publications.	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nilesh Shah	Database System Using Oracle-A Simplified Guide to SQL and PL/SQL	2nd Edition, Pearson Education.	2009
2	Jose A. Ramalho	Learn Oracle 8i	1 st Edition, New Delhi:BPB Publications.	2007

3	Naphtali Rishe	Database Design Fundamentals	1 st Edition, New Delhi: Prentice Hall of India Private Ltd.	2007

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.GomathiDevi	Dr. P. Anitha	Prof. K. Srinivasan	Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC309			Course Title	Batch:	2021 - 2024
				Core - VII : Company Law	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To provide basic knowledge on the provisions of the Companies Amendment Act, 2013

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic characteristics of a company form of business	K1
CO2	Understand the legal structure and nature of a company	K2
CO3	Implement the basic requirements of conducting company meetings	K3
CO4	Analysis about the share capital and Company Meetings	K4
CO5	Estimate the process followed in winding up of companies	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	H	M	M	H	L	M	H	M	M	H
CO2	M	H	M	H	M	H	L	M	H	H	H	H
CO3	M	H	L	H	M	H	L	M	H	M	M	M
CO4	M	H	M	H	H	H	M	M	H	H	M	H
CO5	H	M	H	M	H	H	M	M	M	M	H	H

Unit	Content	Hours
Unit – 1	Company– Meaning and Definition – Characteristics – Kinds – Privileges of Private Company – Conversion of a Private Company into a Public Company – Formation of a Company – Difference Between Companies Act 1956 and 2013	16
Unit – 2	Memorandum of Association – Meaning and Importance – Alteration – Doctrine of Ultravires – Effects – Articles of Association – Alteration – Doctrine of Indoor Management – Differences between Memorandum and Articles. Prospects – Meaning – Contents – Misstatements in the Prospects –	14

	Remedies for Misstatement.	
Unit – 3	Management of a Company – Appointment of Directors – Removal of Directors – Legal Position of Directors – Powers, Duties and Liabilities of Directors – Managing Director – Manager – Independent Director.	15
Unit – 4	Share Capital – Kinds of Shares – Transfer and Transmission of Shares – Company Meetings – Statutory Meeting – Annual General Meetings – Extra-ordinary General Meetings – Requisition of a Valid Meeting: Notice, Quorum, Chairman, Proxy, Voting, Resolutions and Minutes.	16
Unit – 5	Winding up of Companies – Modes of winding up – Powers and Duties of Liquidator – National Company Law Tribunal Act (NCLT) – Functions – Advantages	14
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

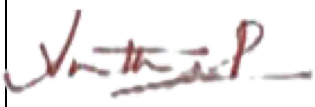
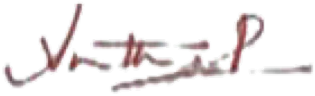
Power point Presentations, Group discussions, Seminar, Assignment and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D. Kapoor	Company Law	33rd Edition, Sultan Chand Sons	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kapoor, G.K. and Sanjay Dhamija	Company Law and Practice	24th Edition, Mumb Taxmann Publications Private Limited.	2019
2	PM S Abdul Gafoor & S. Thothadri	Company Law	2nd Edition, Vijay Nicole Imprints Priv Limited, Chennai	2016
3	Ashok K. Bakerial	Company Law	12th Edition, New Delhi: Vikas Publication Hou Private Limited.	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr. P. Anitha  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC3A3			**Course Title**	**Batch:**	2021 - 2024
				Allied - III : Executive Communication (Practical)	**Semester:**	III
Lecture Hrs./ Week Or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To develop the oral and written communication skills of the students

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the structure of trade letters	**K1**
CO2	Understand the format of preparing resume, agenda and minutes	**K2**
CO3	Implement assignments for developing oral communication skills	**K3**
CO4	Analyze the students' communication skills in real world situation	**K4**
CO5	Evaluate students professional writing skill	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	H	H	H	H	H	H	M	M	H
CO5	H	H	M	M	M	H	H	H	H	H	M	H

Unit	Content	Hours
Unit – 1	**Part – A (Oral Communication)** 1. Listening 2. Self- Introduction 3. Group Discussion 4. Public Speaking 5. Telephonic Conversation 6. Mock Interview 7. Business Presentation	30 30

	8. Role Play 9. Reading **Part – B (Written Communication)** 1. Trade Letters : Enquiries - Orders and Execution 2. Credit and Status Enquiries 3. Claims and Adjustments 4. Collection Letters 5. Sales Letters 6. Complaint Letters 7. Circular Letters 8. Drafting Agenda and Minutes 9. Bank Correspondence 10. Insurance Correspondence 11. Agency Correspondence 12. Application Letters Preparation of Resume	
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

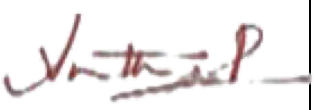
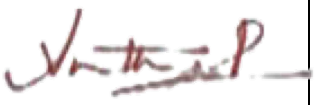
Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Korahill	Essentials of Business Communication	9th Edition, New Delhi: Sultan Chand & Sons.	2012

Reference Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, M.S., C.C. Pattanshetti and Madhumati M. Kulkarani	Business Communication	28th Edition, New Delhi: Chand & Company.	2011
2	Rodriquez, M.V.	Effective Business Communication Concept	13th Edition, Mumb Vikas Publishi Company.	2003

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr. P. Anitha  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC310			**Course Title**	**Batch:**	2021 - 2024
				Core Lab - III : Oracle	**Semester:**	III
Lecture Hrs./ Week Or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To develop and manage the relational database design

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the various SQL commands in table creation	**K1**
CO2	Understand the usage of different DML & DCL commands	**K2**
CO3	Apply the database objects using SQL commands	**K3**
CO4	Analyse a database design using SQL and PL/SQL commands	**K4**
CO5	Evaluate the PL/SQL blocks in creating an oracle application	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	H	H	H	H	H	H	M	M	H
CO5	H	H	M	M	M	H	H	H	H	H	M	H

Content	Hours
SQL 1. Create a table for employee details using DDL Commands. 2. Create a table for sales details using DML Commands. 3. Create a table for item details using DCL & TCL Commands. 4. Create a table for student details and verify the following data constraints. (a) Primary Key (b) Reference Key (c) Default Key	30

5. Create a table for employee details and verify the following data constraints. (a) Not Null (b) Unique Key (c) Check 6. Create a table for student attendance and mark details and combine the results of two queries using the set operators. 7. Create a table and perform SQL * Plus functions – Group and single row functions 8. Create a table and display the database objects in partition view	
PL / SQL 9. Create a PL/SQL block and retrieve the records stored in the employee table. 10. Create a PL/SQL program to calculate the bonus of employees based on their salary. 7. Develop PL/SQL block to check the availability of stock for the given product 8. Create a Pl/SQL program to display the multiplication table 9. Create a table for student mark details by using percentage type under PL/SQL attribute concept. 10. Generate a program in PL/SQL to calculate the simple interest. 15. Write a program to calculate the discount on sales in PL/SQL.	30
Total Contact Hrs	60

Pedagogy and Assessment Methods:

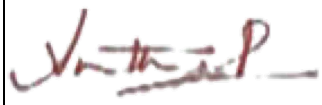
Power point Presentations, Experience Discussion, Brain storming and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jose A. Ramalho.	Learn Oracle 8i	1st Edition, New Delhi: BPB Publications.	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William G.Paye Jr	Oracle 8i	Prentice Hall of India Private Ltd, New Dehi, 1999	2011
2	Naphtali Rishe	Database Design Fundamentals	1st Edition, New Delhi: Prentice Hall of India Private Ltd.	2007

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.GomathiDevi Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC3N1			**Course Title**	**Batch:**	2021 - 2024
				Non Major Elective - I : Customer Relationship Management	**Semester:**	III
Lecture Hrs./ Week Or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To develop an understanding in the application of customer relationship management in real business world

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the fundamentals of CRM	**K1**
CO2	Point out the consumer's future needs and expectations	**K2**
CO3	Implement the bonding of customer relationship through application of CRM strategy	**K3**
CO4	Analyse the impact of customer relationship and improve the relationships to maintain the CRM strategy	**K4**
CO5	Design a mechanism for enhancing customer retention	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	H	H	H	H	H	H	M	M	H
CO5	H	H	M	M	M	H	H	H	H	H	M	H

Unit	Content	Hours
Unit – 1	Concept of CRM - Characteristics and Peculiarities of CRM – Steps in CRM - Relevance of CRM –	3
Unit – 2	Customer Profile – Customer Values – Customer Life Cycle — Characteristics of Outstanding Customer Service – Managing Customer Satisfaction	3

Unit – 3	Customer centric business - Customer Centric Marketing – Bonding of Customer Relationship.	3
Unit – 4	Customer defection – Contact centre's for CRM – CRM strategy	3
Unit – 5	Client Retention Programmes – Reorganization – Customer Loyalty – Customer Rewards Programmes – e-Solution	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Alok Kumar Rai	Customer Relationship Management	Concepts and Cases, New Delhi, PHI Learning Pvt. Ltd	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shanmuga Sundaram. S	Customer Relationship Management	Modern Trends and Perspectives, New Delhi, Prantice Hall of India Pvt. Ltd.	2008
2	V.Kumar & Werner Reinartz	Customer Relationship Management – Concept Strategy and Tools	2nd Edition**,** New York, Springer Publishing Company	2012

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms. D. Saranya	Dr. P. Anitha	Prof. K. Srinivasan	Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC3N2			Course Title	Batch:	2021 - 2024
				Non Major Elective - I : Supply Chain Management	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To improve the knowledge of students in the areas of product delivery system

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remeber the significance of supply chain	K1
CO2	Understand the various distribution networks	K2
CO3	Apply the forecasting methods in supply chain	K3
CO4	Analyse the use of information technology in supply chain management.	K4
CO5	Decide the planning and sourcing decision in supply chain	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	H	H	H	H	H	H	M	M	H
CO5	H	H	M	M	M	H	H	H	H	H	M	H

Unit	Content	Hours
Unit – 1	Supply Chain – Introduction – Meaning – Definition - Decision Phases in a Supply Chain - Process View of Supply Chain – Importance - Supply Chain Performance - Supply Chain Drivers and Obstacles.	3
Unit – 2	Designing the Distribution Network in Supply Chain - Network Design in the Supply Chain - Network Design in an Uncertain Environment.	3
Unit – 3	Demand Forecasting in a Supply Chain - Aggregate Planning in the Supply Chain.	3

Unit – 4	Planning and Managing Inventories in a Supply Chain - Managing Economies of Scale in the Supply Chain - Managing Uncertainty in the Supply Chain: Safety Inventory.	3
Unit – 5	Sourcing Decisions in a Supply Chain - Transportation in a Supply Chain - Information Technology and Supply Chain - E-business and Supply Chain.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

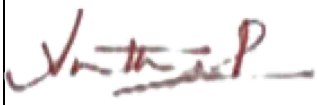
Power point Presentations, Group discussions, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sunil Chopra and Peter Meindl.	Supply Chain Management	6th Edition, New Delhi: Prentice Hall.	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Raghuram, G. and N. Rangaraj	Logistics and Supply Chain Management Cases and Concepts	2nd Edition, New Delhi: Macmillan India Limited.	2015
2	Sunil Chopra	Supply Chain Management: Strategy, Planning and Operation	5th Editon, New Delhi: Pearson Education Limited.	2015
3	Sahay, B.S	Emerging Issues in Supply Chain Management	5th Edition, New Delhi, Macmillan India Limited.	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.M.Kesavy Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC411			**Course Title**	**Batch:**	2021 - 2024
				Core - VIII : Cost Accounting	**Semester:**	IV
Lecture Hrs./ Week Or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	4		**Credits:**	4

Course Objective

To expose the students the basic concepts and tools used in cost accounting

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the basics of cost accounting	**K1**
CO2	Understand the various types of inventory and costing	**K2**
CO3	Apply the various methods in calculation of labour and overheads	**K3**
CO4	Analyse the general principles used in process costing.	**K4**
CO5	Evaluate the contract costing, job costing and reconciliation of cost and financial accounts used in managerial capacity.	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	H	M	H	M	L	H	H	M	M
CO2	H	M	H	H	M	H	M	L	M	M	M	M
CO3	H	L	M	H	M	H	M	M	H	H	M	M
CO4	H	H	H	M	H	M	H	H	H	H	H	H
CO5	M	H	L	M	H	M	H	H	M	M	H	M

Unit	Content	Hours
Unit – 1	Cost Accounting: Definition - Meaning and Scope - Relationship of Cost Accounting with Financial Accounting and Management Accounting - Costing as an Aid to Management – Limitations and Objections against Cost Accounting - Elements of Cost - Cost Sheet.	18
Unit – 2	Inventory Control Techniques – Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average	16
Unit – 3	Labour – Methods of Payment Systems: Time Rate and Piece Rate System. Incentive Systems: Halsey and Rowan.	17

	Overheads: Meaning - Classification – Allocation, Apportionment & Absorption of Overheads – Computation of Labour Cost.	
Unit – 4	Process Costing – Meaning - Features - General Principles - Process Losses - Normal Loss-Abnormal Loss - Abnormal Gain. (Excluding Equivalent Production) Service costing (Simple Problems only).	17
Unit – 5	Contract and Job Costing – Reconciliation of Cost and Financial Accounts	18
	Total Contact Hrs	86

Pedagogy and Assessment Methods:

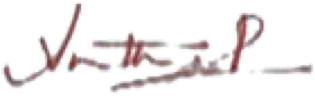
Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain, S.P. and K Narang	Cost Accounting Principles and Practice	23rd Edition, N Delhi, Kalyani Publishers.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai, R.S.N. and V. Bagavathi	Management Accounting	5th Revised Edition, New Delhi: S. Chand Company Limited.	2015
2	Khan. M.Y and Jain. P.K	Cost Accounting and Financial Management	New Delhi ,Tata MC Graw Hill Education Private Ltd.	2017
3	Saxena, V.K. and C.D. Vashist	Essentials of Cost Accounting	2nd Edition, New Delhi: Sult Chand & Sons.	2014

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.R.Ramya Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC412			**Course Title**	**Batch:**	2021 - 2024
				Core - IX : Visual Basic	**Semester:**	IV
Lecture Hrs./ Week Or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To enable the students to develop an application oriented software

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the fundamentals of client / server architecture	**K1**
CO2	Understand the concepts of Integrated Development Environment	**K2**
CO3	Apply the procedures and functions to create application software	**K3**
CO4	Analyse SDI and MDI applications while using forms, dialogs and other types of GUI components.	**K4**
CO5	Assess the Data Access Objects and generate data reports	**K5**

Mapping

CO / PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	H	H	H	L	M	M	M	H	H	H
CO2	M	H	M	H	H	L	H	H	L	H	H	L
CO3	M	H	M	H	H	H	H	H	H	H	H	H
CO4	M	H	M	H	H	H	H	H	H	H	H	H
CO5	H	M	H	H	H	M	H	H	M	H	H	M

Unit	Content	Hours
Unit – 1	Client/Server Architecture**:** Benefits – Downsizing – Upsizing – Right sizing – Models – Architecture**:** Technical Architecture, Application Architecture, Two Tier Architecture, Three Tier Architecture, OLTP & n Tier Architecture.	18
Unit – 2	Visual Basic**:** Introduction – Steps in VB Application – Integrated Development Environment (IDE) - Properties, Methods and Events – Event Driven Programming - Variables – Scope of Variables – Constants – Data Types.	18
Unit – 3	Control Functions**:** Procedures – Control Structure: If - Select – For – While	18

	– Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.	
Unit – 4	Tools: Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – File List Box - Drive List Box – Directory List Box - Timer Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.	18
Unit – 5	Data Controls**:** Data Access Objects (DAO) – Accessing and Manipulating Databases – Record set – Methods of Record set – Creating a Record set – Modifying, Deleting Records – Finding Records - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.	18
	Total Contact Hrs	**90**

Pedagogy and Assessment Methods:

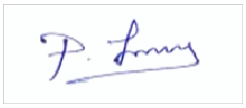
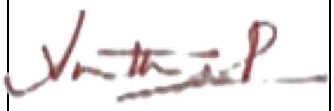
Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Krishnan, N. And N. Saravanan	Visual Basic 6.0 in 30 Days	2nd Edition, Chennai: SciTe Publications (Ind Private Limited.	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Steven Holzner	VB 6 Programming Black Book	3rd Edition, New Delhi: Dre Tech Press	2012
2	Gary Cornell	Visual Basic-6	2nd Edition, New Delhi: Tata McGraw Hill.	2017
3	Michael Halvorson	Microsoft Visual Basic 6.0 Professional	Revised Edition, New Delhi: PHI Learning Private Limited.	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.Jayanthi  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC413			Course Title	Batch:	2021 - 2024
				Core - X : Business Law	Semester:	IV
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To provide basic knowledge on the provisions of the Indian Contract Act

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the fundamentals of Contract Act	K1
CO2	Understand the rights and duties of various persons involved in contract	K2
CO3	Apply the provision of Contract Act in real business	K3
CO4	Analyze the various provisions of Contract Act	K4
CO5	Assess the knowledge about different aspects of Goods Act	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	H	H	L	H	H	H	H	M	M	H
CO2	H	M	H	H	H	H	H	M	M	M	M	M
CO3	H	M	H	H	H	M	M	H	M	L	H	H
CO4	H	M	H	H	M	H	H	H	H	L	H	M
CO5	M	M	H	H	L	H	H	H	H	L	H	H

Unit	Content	Hours
Unit – 1	Law – Meaning - Indian Contract Act, 1872 – Contract – Definition – Classification of Contracts – Essential Elements of Valid Contract. Offer – Types – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Communication of Offer and Acceptance – Revocation of Offer and Acceptance.	19
Unit – 2	Consideration – Essentials of a Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions.	17

	Capacity to Contract – Law relating to Minor, Unsound Mind Person – Persons Disqualified by Law – Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation.	
Unit – 3	Contingent Contract – Rules regarding Contingent Contract – Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.	18
Unit – 4	Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety - Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.	17
Unit – 5	Contract of Agency – Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Contract of Sale of Goods Act 1930 – Rules regarding Delivery of Goods – Rights and Duties of a Buyer and Seller.	19
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Power Point Presentations, Seminar, Assignment and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kapoor, N.D.	Elements of Mercantile Law	38th Edition, New Del Sultan Chand & Sons Compa Limited.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai, R.S.N. and Bagavathi	Business Law	3rd Edition, New Delhi: Sultan Chand Company Limited.	2011
2	Tulsian, P.C.	Business Law	3rd Edition, New Delhi: Sri Vishnu Publication	2018

3	Jane Mallor, A. James Barnes, L. Thomas Bowers	Business Law	16th Edition, New Delhi: McGraw Hill / Irwin Publication.	2015

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Nameand Signature**	**Name and Signature**	**Name and Signature**
Ms. R.SubhaSangeetha	Dr. P. Anitha	Prof.K.Srinivasan	Dr.R.Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC4A4			Course Title	Batch:	2021 - 2024
				Allied - IV : Business Statistics	Semester	IV
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To enable the students to apply statistical tools in business analysis

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic terms and concepts in statistics	K1
CO2	Acquire knowledge on methods to calculate median, Harmonic mean and Geometric mean.	K2
CO3	Apply basic statistical calculations in business problems	K3
CO4	Analyse the range of problems using the statistical techniques	K4
CO5	Determine the business conditions using correlation and regression analysis	K5

Mapping

CO / PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	H	L	M	M	H	H	M	H	M	H
CO2	H	M	M	L	M	M	H	H	M	M	M	H
CO3	H	H	H	M	M	H	M	H	M	H	H	H
CO4	H	H	H	M	L	M	L	H	L	H	H	M
CO5	H	H	H	L	L	L	M	H	L	H	H	M

Unit	Content	Hours
Unit – 1	Statistics: Meaning and Definition – Function – Characteristics - Scope and Uses – Limitations . Measures of Central Tendency : Arithmetic Mean : Raw Data – Discrete series – continuous series (Exclusive and inclusive class intervals).	18
Unit – 2	Methods of Finding Median : Discrete series – Continuous series . Mode: Discrete series – continuous series - Harmonic Mean - Geometric Mean	18
Unit – 3	Measures of Dispersion : Range – Quartile Deviation – Average Deviation - Standard Deviation : Discrete series – continuous series – combined standard	18

	deviation . Co – efficient of Variation : Variance – Discrete series – continuous series	
Unit – 4	Correlation: Definition Types of correlation, Karl Pearson's correlation. Rank correlation – Definition - Spearman's rank correlation coefficient .	18
Unit – 5	Regression: Definition – Uses – Difference between Correlation and Regression – Regression lines - simple problems	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

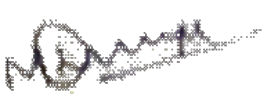
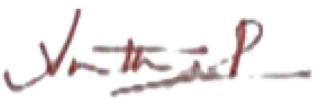
Power Point Presentations, Group discussions, Assignment, Experience Discussion, Brain storming and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navaneetham, P.A	Business Mathematics & Statistics	Jai Publishers, Trichy	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta, S.P.	Statistical Methods	42nd Revised Edition, New Delhi: Sultan Chand & Sons Company Limited	2017
2	Pillai, R.S.N and Bagavathi	Statistics Theory and Practice	New Delhi: Sultan Chand & Sons Private Limited	2013
3	SivathanuPillai, M	Economic and Business Statistics	Chennai: Progressi Corporation Ltd.	2017

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.Deepa  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC414			**Course Title**	**Batch:**	2021 - 2024
				Core Lab - IV : Visual Basic	**Semester:**	IV
Lecture Hrs./ Week Or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To develop the business application software using Visual Basic

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the fundamental concepts of visual basic programming	**K1**
CO2	Understand the significance of visual basic programming for software development	**K2**
CO3	Deploy multiple forms and arrays in generating VB applications.	**K3**
CO4	Analyse the integration of back end with front end tool using DAO control	**K4**
CO5	Execute the various control structures to create application software	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	L	M	H	H	H	H	H	M	M	H	M	H
CO2	L	M	H	H	H	M	H	L	M	H	M	H
CO3	L	M	H	H	H	M	H	L	M	H	M	H
CO4	M	M	M	H	H	H	H	M	M	H	M	H
CO5	M	M	H	H	H	H	H	L	M	H	M	H

Programs	Hours
1. Create a VB application to calculate simple and compound interest 2. Develop a quiz application in Visual Basic. 3. Create a VB application with File, Edit and Format Menus and perform its operations. 4. Develop a VB program to count number of words in a text. 5. Create a Program to select, add and delete a place in the List Box. 6. Design a form to show the employee pay slip using if statement.	60

7. Design a simple calculator.
8. Design a student Login Form using Functions
9. Prepare an advertisement banner using VB application.
10. Develop an Application to move an object using Timer Control
11. Design a super market bill using VB application
12. Create a VB application to prepare inventory control.
13. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations.
14. Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations.

15. Design a Electricity Bill using DAO / ADO Control by considering the following conditions:

Unit Consumed	Rate Per Unit (Rs.)
Up to 100 Units	NIL
101 to 200 Units	3.50
200 to 500 Units	4.60
Above 500 Units	6.60

Pedagogy and Assessment Methods:

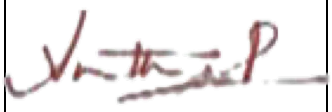
Power point Presentations, Assignment, Experience Discussion and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Steven Holzner	VB 6 Programming Black Book	3rd Edition, New Delhi: Dream Tech Press	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gary Cornell	Visual Basic-6	2nd Edition, New Delhi: T McGraw Hill.	2017
2	Michael Halvorson	Microsoft Visual Basic 6.0 Professional	Revised Edition, New Delhi: PHI Learning Private Limited	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P. Jayanthi Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC4N1			**Course Title**	**Batch:**	2021 - 2024
				Non Major Elective - II : Commerce & Computer Application Practical	**Semester:**	IV
Lecture Hrs./ Week Or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To enrich the students' knowledge in basic form filling and to develop their skills in utilizing various online applications

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the filling of various forms in business	**K1**
CO2	Understand the new concepts used in Commerce and Computer arena	**K2**
CO3	Apply practical experience in business transactions	**K3**
CO4	Analyse the knowledge of computer in various online business applications	**K4**
CO5	Assess the students' knowledge on real business operations	**K5**

Mapping

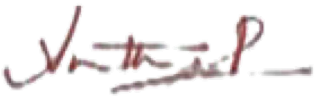
PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	L	M	H	M	H	H	M	L	H	M	H	M
CO2	L	M	H	H	H	L	M	L	H	M	H	M
CO3	L	H	M	M	H	L	M	M	H	H	L	H
CO4	H	M	H	H	H	M	H	H	L	H	L	H
CO5	H	M	H	M	H	H	H	H	L	L	H	M

Commerce Practical	Hours
1. Preparation of application form for PAN Card 2. Pay roll & Pay slip 3. Fixing brand name 4. Pay-in-Slip 5. Withdrawal Slip and Cheque	10

6. RTGS and NEFT 7. DD Chalan 8. Filling of Post Office RD Form 9. Share Application Form 10. Demat Account Opening Form 11.GST Registration	
Computer Application Practical	**Hours**
1. Preparation of Resume with and without using resume wizard 2. Invite board members for annual meeting using mail merge concept 3. Create students mark list with necessary information using access 4. Online insurance premium payment 5. Online employment registration and renewal	5
Total Contact Hrs	15

Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion and Activity

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.D.Saranya Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC4N2			**Course Title**	**Batch:**	2021 - 2024
				Non Major Elective - II : Retail Management	**Semester:**	IV
Lecture Hrs./ Week Or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To expose the students in the area of retail marketing management

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the essentials of retailing	**K1**
CO2	Understand the retail strategy and retail marketing mix	**K2**
CO3	Apply the pricing policies in retail market	**K3**
CO4	Analyse the benefits of retail sectors in the society to the learners.	**K4**
CO5	Judge the need of HRM and IT in retail market	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	L	M	H	H	L	H	L	M	H	L
CO2	H	M	L	H	H	L	M	H	M	M	H	M
CO3	L	H	M	L	L	M	H	H	M	M	H	H
CO4	L	L	H	M	L	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Retailing: Meaning, Importance-Risk of Retailers- Challenges facing Global Retailers-Retail in India: Drivers of Retail changes-Challenges for Retail Development.	3
Unit – 2	Customer Decision Making Process- Retail Strategy: Meaning – Steps involved in Developing Strategy- Choosing a Retail Location.	3
Unit – 3	Retail Marketing Mix- STP Approach-Retail Communication Mix-Customers Service: GAP Model.	3

Unit – 4	Retail Merchandising: Meaning- Process of Merchandise Planning –Methods of Procuring Merchandise –Retail Pricing Policies/ Strategies.	3
Unit – 5	HRM in Retail – Measuring Retail Store, Spare Performance and Employee Productivity- Importance and Applications of Information Technology in Retail.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

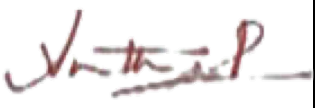
Power point Presentations, Group discussions, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Swapna Pradhan	Retailing Management	6th Reprint, New Delhi: Tata McGraw Hill Education.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Levin, I.M. and B.A. Weitz	Retailing Management	New Delhi: Tata Mc Graw Hill Publishing Company Limited.	2019
2	Chetan Bajaj, Rajnish Tuli and Nidhi V. Srivastava	Retail Management	2nd Edition, New Delhi: Oxford University Press.	2005
3	Barry Berman and Joel R. Evans	Retail Management - A Strategic Approach	12th Edition, Prentice Hall. Chennai	2012

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Mr.A.Prakalathan Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC515			Course Title	Batch:	2021 - 2024
				Core - XI : Income Tax	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4		Credits:	5

Course Objective

To facilitate the students to gain adequate knowledge in Income-Tax

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the fundamental concepts used in Income Tax	K1
CO2	Get an idea of residential status of assesses and incomes exempted from tax	K2
CO3	Apply the procedure in computation of income from salaries and house property	K3
CO4	Analyse the skills in computation of income from business or profession, capital gains and income from other sources	K4
CO5	Measure the skills in set off and carry forward of losses and to analyse tax liability of an individual	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	L	M	H	H	L	H	L	M	H	L
CO2	H	M	L	H	H	L	M	H	M	M	H	M
CO3	H	H	M	L	L	M	H	H	M	M	H	H
CO4	H	L	H	M	L	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Income Tax – Introduction –Definitions under Income Tax Act – Person – Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Exception to General Rule – Residential Status – Scope of Total Income	17
Unit – 2	Income from Salaries - Computation of Income from Salary – Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary	. 17

Unit – 3	Income from House Property – Annual Value Computation - Let out House and Self-Occupied House- Income from Capital Gains- Short -term and long- term Capital Gains – Exempted Capital Gains.	17
Unit – 4	Profits and Gains of Business and Profession – Business Vs Profession - Computation of Profits and Gains of Business and Computation of Professional Income – Doctors, Chartered Accountant and Lawyer.	17
Unit – 5	Income from other Sources-General Income-Specific Income – Carry Forward and Set off of Losses. Exempted Incomes- Deductions from Gross Total Income - 80C to 80GG, 80QQB and 80U (Theory only). Calculation of Tax Liability of Individual	18
	Total Contact Hrs	86

Pedagogy and Assessment Methods:

Group discussions, Seminar and Assignment

Text Book

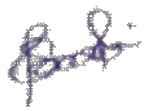
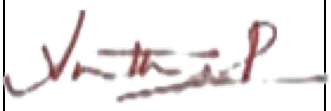
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	V.P.Gaur, D.B. Narang, Puja Gaur and Rajeev Puri	Income Tax Law and Practice	48th Edition, New Delhi, Kalyani Publishers.	2020 – 21

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	H,C, Mehrotra and S.P. Goyal	Income-tax Law and Account	60th Edition, New Delhi, Sahithya Bhavan Publisher	2020 – 21
2	Bhagawathi Prasad	Law & Practice of Income Tax in India	New Delhi, Current Edition, Navman Prakashan Aligarh.	2020

Note:

Problems shall be confined to Residential Status, Income from Salaries- Profits and Gains of Business or Profession, Income from House Property and Capital Gains, Other sources, Set Off, Carry Forward and Set Off of Losses and deductions applicable to individuals only

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.S.Poongodi  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC516			Course Title	Batch:	2021 - 2024
				Core - XII : Banking and Insurance Law	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To enable the students to develop an application oriented software

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the basic law relating to banking and insurance	K1
CO2	Understand the functions of a banker	K2
CO3	Deploy the statutory protection for paying and collecting banker	K3
CO4	Analyse the various principles of insurance and its classification	K4
CO5	Determine the contribution of insurance industry to the development of Economy, and to acquire knowledge of IRDA.	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	M	M	M	M	H	H	M	H	M
CO2	H	H	M	L	M	M	L	H	H	M	M	M
CO3	H	H	M	L	M	M	L	H	H	M	M	M
CO4	H	H	M	L	H	H	M	H	H	M	H	M
CO5	H	H	M	L	H	H	M	H	H	M	H	H

Unit	Content	Hours
Unit – 1	Banking – Definition - Concepts of Banking Terms: Cash Reserve Ratio[CRR] – Statutory Liquidity Ratio[SLR] – Bank Rate – Prime Lending Rate[PLR] – Repo Rate[RR] – Reverse Repo Rate[RRR] – Marginal Standing Facility[MSF] - Relationship between Banker and Customer – Special Types of Customers .	16

Unit – 2	Cheque: Material Alteration – Crossing – Endorsement. Loans - Precautions while Lending Loans against Document of Title to Goods, Shares, Insurance Policies and Bank Receipts, Land and Buildings.	14
Unit – 3	Paying and Collecting Banker – Duties and Liabilities – Circumstances for refusing Payment of Cheque – Consequences of Wrong Dishonor – Statutory Protection for Paying and Collecting Banker.	15
Unit – 4	Insurance: Definition – Functions – Nature – Principles – Classification - Evolution of Insurance – Purpose & Need of Insurance – Role of Insurance in the development of Economy	15
Unit – 5	Insurance Contract – Utmost Good Faith – Insurable Interest - Types of Insurance: LIC, GIC, Marine – Merits and Demerits of Insurance - Insurance Regulatory and Development Authority Act (1999): Meaning – Importance.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar, Quiz and Assignment

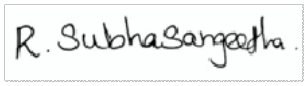
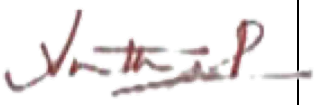
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon, E. and K. Natarajan	Banking Theory, Law and Practice	28th Revised Edition, Chennai: Himala Publishing House.	2020
2	Dr. A. Murthy	Elements of Insurance	Chennai:Margham Publications	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta. O.P and Sudhir Kumar Sharma	Banking & Insurance	Sahitya Bhawan Publications.	2019
2	Sharma and Shashi K. Gupta	Banking Theory, Law and Practice	16th Edition, New Delhi: Deepa and Deepa Publications Private Limited.	2013
3	Dr. P. Periyasamy	Principles and Practice of Insurance,	Mumbai:Himalaya Publishi House	2019

4	Mishra M.N. & Mishra S.B	Insurance Principles and Practice	22nd Edition, S. Chand Publications.	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Nameand Signature**	**Name and Signature**	**Name and Signature**
Ms.R.Subha Sangeetha  Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC517			Course Title	Batch:	2021 - 2024
				Core - XIII : Programming in C (Skill Enhanced Course)	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To promote the students' knowledge in 'C' programming language

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts of C language	K1
CO2	Apprehend the knowledge on loop structures and arrays	K2
CO3	Implement the concept of functional events and arguments in running a program	K3
CO4	Review the C program that uses pointers and files.	K4
CO5	Determine the practical exposure in developing C programming using the various input / output operations	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	L	H	H	H	H	M	H	H	H	H	M	H
CO2	L	H	H	H	H	M	H	H	M	H	M	H
CO3	M	H	H	H	H	M	H	H	M	H	M	H
CO4	L	H	H	H	H	H	M	H	H	H	M	L
CO5	M	H	H	H	H	H	M	H	H	H	M	L

.

Unit	Content	Hours
Unit – 1	Introduction to C**:** 'C' Character Set – Tokens – Keywords – Identifiers – Constants – Variables – Rules for Defining Variables - Data Types – Declaring and Initializing Variables – Type Conversion– Operators and Expressions – Input / Output Operations. Decision Making and Branching –Decision making and Looping: If, If….else Statements, Else...if Ladder – Switch Statement – Go to Statement – While Statement – Do Statement – For Statement – Jumps in Loops.	16

Unit – 2	Arrays**:** One Dimensional Arrays – Two Dimensional Arrays – Multi Dimensional Arrays – Structures – Arrays within Structures – Structures within Structures – Structures and Functions - Union – Size of Structures. Characteristics of Arrays & String Manipulation: Introduction - Declaring & Initializing Variables – Reading String from Terminal, Writing String to Screen – Arithmetic Operations and Characters – String Handling Functions.	14
Unit – 3	Functions**:** User-defined Functions- A-Multi-function Programme - Elements of User Defined Function, Definition of Function - Return Value &their Types, Function Calls & Declarations - Category of Functions: No Arguments & No Return Values - Arguments that No Return Values – Arguments with Return Values - No Arguments that Return a Value - Nesting of Functions - Recursion & Passing Arrays & Strings to Functions. The scope, Visibility and Lifetime of Variables in Functions.	16
Unit – 4	Pointers**:** Introduction - Accessing, Declaring & Initializing Pointer Variables - Chain of Pointers - Pointer Expression, Increments - Pointer Arrays - Pointers and Character Strings - Array of Pointers - Pointers as Function arguments.	14
Unit – 5	Files**:** Defining and Opening a File – Closing a File –I/O Operations of File – Error Handling during I/O Operations – Random Access Files – Command Line Argument.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Power point Presentations, Seminar and Assignment

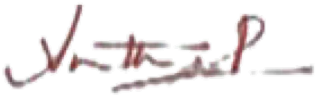
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy, .E	Programming in Ansi C	8th Edition, NOIDA, McGraw-Hill Education, India Pvt. Ltd.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Herbert Schildt	C- The Complete Reference	4th Edition, NOIDA, Tata McGraw Hill Education, Pvt. Ltd	2017

2	Yashavant Kanetkar	Let Us C	17th Edition, New Delhi, BPB Publication	2020
3	Stephen G. Kochan	Programming in C	4th Edition, Pears Education India	2015

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.R.Ramya Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC518			Course Title	Batch:	2021 - 2024
				Core - XIV : Institutional Training	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enable the students to develop an application oriented software

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the practical knowledge in real business applications	K1
CO2	Understand the real applications in business	K2
CO3	Apply the theoretical knowledge in practical business	K3
CO4	Analyse the outside business exposure	K4
CO5	Evaluate the business process	K5

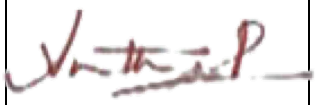
Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	M	M	M	H	H	M	M	H	H
CO2	H	H	H	L	L	H	H	H	M	M	H	H
CO3	H	H	H	L	M	H	H	H	H	M	H	H
CO4	M	H	H	L	M	H	M	H	H	M	M	H
CO5	H	H	H	L	M	H	M	H	H	M	L	H

Content	Hours
1. The student has to undergo training in financial institutions / companies for a period of 30 days in the fourth semester vacation 2. Work Diary should be maintained with Attendance Certificate 3. Maximum of two students are permitted to undergo training in the same institution. 4. Student Evaluation: Internal and External Examiner	

Pedagogy and Assessment Methods:

Experience Discussion and Activity

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Nameand Signature**	**Name and Signature**	**Name and Signature**
All Staff Members Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5E1			Course Title	Batch:	2021 - 2024
				Core Elective - I : Financial Markets and Services	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To inculcate the knowledge about the qualities and dynamics of consumers in the real world.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the different financial system and financial markets in India	K1
CO2	Understand the new issue and secondary market structure in India.	K2
CO3	Apply the concepts of financial services in real situation	K3
CO4	Analyse the financial services offered by merchant banking.	K4
CO5	Determine the performance of venture capital and factoring services	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	M	M	M	M	H	L	M	M	H
CO2	H	H	M	L	H	H	M	H	M	M	M	H
CO3	H	H	M	L	H	H	M	H	H	H	M	H
CO4	H	H	M	L	H	H	M	H	M	H	H	H
CO5	M	H	H	M	H	H	M	H	L	H	H	M

Unit	Content	Hours
Unit – 1	The Financial System In India - Functions of the Financial System - Financial Concepts - Financial Assets - Financial Intermediaries - Financial Markets - Importance of Capital Market - Money Market - Foreign Exchange Market - Financial Rates of Return - Financial Instruments - Development of Financial System in India. Financial Markets: Money Markets - Meaning - Advantages. Call Money Market. Capital Market - Meaning - Importance - Difference between Money Market and Capital Market.	18

Unit – 2	New Issue Market - Meaning - Stock Exchange - Distinction between New Issue Market and Stock Exchange - Relationship between New Issue Market and Stock Exchange - Functions of New Issue Market. Secondary Market: Introduction - Functions/Services of Stock Exchanges - Recognition of Stock Exchanges - Procedure - Organization of Stock Exchanges in India	17
Unit – 3	Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Framework of Financial Services – Growth of Financial Services in India –Mutual Funds: Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India.	19
Unit – 4	Merchant Banking: Introduction – Definition – Origin – Merchant Banking in India Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India..	18
Unit – 5	Venture Capital: Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital, Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing, Credit Rating – Meaning & Functions, Insurance Services,– Factoring – Forfaiting - Discounting.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity

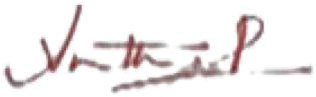
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Financial Markets and Services	11th Edition, Mumbai: Himalaya Publishing House Private Limited.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Avadhani.V.A.	Marketing of Financial Services	Himalaya Publishing House: 3rd Edition	2018

2	Dr. Gurusamy S	Financial Markets and Institutions	New Delhi: Tata McGraw Hill Company	2015

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.P.Divyabharathi Signature:	Dr. P. Anitha  Signature:	Prof.K.Srinivasan Signature:	Dr.R.ManickaChezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5E2			Course Title	Batch:	2021 - 2024
				Core Elective – I: Principles of Management	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To familiarize the students with concepts and principles of management

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the fundamentals of management	K1
CO2	Comprehend about the various functions of management	K2
CO3	Apply the decision making principles in business	K3
CO4	Analyse the various motivational theories	K4
CO5	Evaluate and develop the various leadership qualities in real time	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	M	M	H	M	M	H	M	H	M
CO2	H	H	L	M	M	H	M	M	H	H	H	M
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	H	H	M	H	H	M	L	H
CO5	H	M	H	H	H	H	M	H	H	M	L	M

Unit	Content	Hours
Unit – 1	Management - Meaning and Definition – Nature and Scope of Management - Importance – Functions of Management – Management as an Art, Science and Profession - Role of manager.	17
Unit – 2	Planning - Meaning and Definition – Nature and purpose of Planning – Objectives - Process of Planning –types of planning - Advantages and Disadvantages of Planning - MBO (Management by objective strategies) - Decision Making- Types of Decision Making	18

Unit – 3	Organising – Meaning and Definition - Importance –Nature and Purpose of Organisation- Formal and Informal Organisation – Organization structure – Types - Line and Staff Authority – Departmentalization - Span of Control – Delegation of authority –Selection and Recruitment, Training, Carrier planning and performance appraisal	19
Unit – 4	Staffing – Sources of Recruitment - Merits and Demerits of Internal and External Sources - Motivation – Needs of Motivation – Maslow's Theory of Motivation – Motivation Theories in Management – X, Y and Z theories - Communication – Types – Importance of Communication in an Organization- Barriers to effective communication	18
Unit – 5	Controlling: Process of control - Types of control – budgetary and non-budgetary control- Leadership - Type of leadership styles – Qualities of a Good Leader.	18
	Total Contact Hrs	**90**

Pedagogy and Assessment Methods:

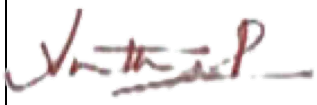
Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Business Management	6th Edition, New Delhi: Sultan Chand & Son	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jayashankar, J.	Principles of Management	3rd Edition, Chennai: Margham Publications	2016
2	Tripathi, P.C. and P.N. Reddy	Principles of Management	Revised Edition, New Delhi: Tata McGraw Hill Publishing Co.y Ltd.	2017
3	Prasad, L.M.	Principles and Practice of Management	8th Edition, NewDelhi: Sultan Chand & Sons.	2015

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Mr.A.Prakalathan Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5E3			Course Title	Batch:	2021 - 2024
				Core Elective - I : Entrepreneurial Development	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To encourage students to become entrepreneurs.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the various techniques and process for entrepreneurship	K1
CO2	Understand the importance of becoming entrepreneurs	K2
CO3	Apply the knowledge on various agencies involved in entrepreneurship and formulating a Project	K3
CO4	Analyse and equip to write a business plan.	K4
CO5	Estimate the concepts about women entrepreneurship and rural entrepreneurship	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	M	M	H	M	M	H	M	H	M
CO2	H	H	L	M	M	H	M	M	H	H	H	M
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	H	H	M	H	H	M	L	H
CO5	H	M	H	H	H	H	M	H	H	M	L	M

Unit	Content	Hours
Unit – 1	Introduction – Concept of Entrepreneur- Characteristics – Qualities – Difference between an entrepreneur and a manager – Functions – Types of entrepreneurs. Entrepreneurship: Nature and characteristics of entrepreneurship – Scope – Factors affecting Entrepreneurial growth.	17
Unit – 2	Entrepreneurship Development Programme (EDP) – Need – Objectives – Course contents – Curriculum of EDPs – phases – Evaluation Agencies involved: Commercial Banks – IDBI – IRBI – IFCI – ICICI – LIC	19

	– UTI – SFCs- SIDBI- EXIM. Start ups and Funding Options: Definition. Start ups ecosystem: Support organizations, big companies, universities. Business Incubation: Definition and Principles.	
Unit – 3	Project Identification and Selection – Meaning of project – Classification – Identification – Selection – Project Formulation. Project Report : Meaning – Significance – Contents – Formulation – Guidelines – Network Analysis –Project Appraisal.	18
Unit – 4	Plant Layout & Process Planning: Definition – Types of Plant Layout – Applicability- Objectives – Process Planning. Quality Assurance – Definition – Total Quality Management(TQM) – Benefits – Techniques.	18
Unit – 5	Women Entrepreneurship: Concept – Functions – Growth of Women Entrepreneurship – Problems – Recent Trends. Rural Entrepreneurship: Meaning – Need – Problems – Measures.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar ,Quiz and Assignment

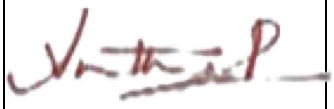
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanka. S.S	Entrepreneurial Development, Revised Edition	S.Chan&Company Limited,New Delhi	2020
2.	Anil Kumar S, Poornima S.C, Mini K Abraham Jayashree. K	Entrepreneurial Development	New Age International (P) Limited, Publishers, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta C.B, Srinivasan, N.P	Entrepreneurship Development	Sultan Chand & Sons, New Delhi	2015
2	Saravanavel P	Entrepreneurial Development	Ess Pee Kay Publishing House	2009

3	Saravanavel P and P. Sumathi	Entrepreneurial Development	Margham Publications	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.Archanaa Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC519			Course Title	Batch:	2021 – 2024
				Core Lab - V : C	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To equip the students to write programming language for developing a system based computer project for the business

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the usage of basic concepts of C	K1
CO2	Understand the loop structures and arrays in application development	K2
CO3	Implement pointers and file concepts to solve the given problem	K3
CO4	Analyse the functions and argument events in generating the applications	K4
CO5	Execute the ability of developing applications in C using the theoretical exposure of the language	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	M	M	H	M	M	H	M	H	M
CO2	H	H	L	M	M	H	M	M	H	H	H	M
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	H	H	M	H	H	M	L	H
CO5	H	M	H	H	H	H	M	H	H	M	L	M

Content	Hours
1. Generate a program to calculate simple interest 2. Develop an application to find out the compound interest for the given data. 3. Create a program to get the percentage of depreciation for a machine using C Program. 4. Generate a program to calculate the electricity bill. 5. Write a program to find the greatest number among three numbers. 6. Create a program to find the given number is palindrome or not.	60

7. Write a program to demonstrate the bitwise operator. 8. Construct a program to find number of days in a month using switch case. 9. Build a program to sort the numbers in ascending and descending order. 10. Design a program to find the square root of a given number using function. 11. Write a program to calculate factorial of a number using recursive. 12. Generate a program to find students average using structure. 13. Write a program to calculate the size of memory using union. 14. Create a program to find the length of a string using pointer. 15. Design a program to find the sum of all elements stored in an array using pointer.	
Total Contact Hrs	**60**

Pedagogy and Assessment Methods:

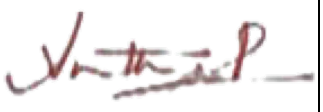
Power point Presentations, Assignment and Activity

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Herbert Schildt	C- The Complete Reference	4 th Edition, NOIDA, Tata McGraw Hill Education, Pvt. Ltd	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Yashavant Kanetkar	Let Us C	17th Edition, New Delhi, BPB Publication	2020
2	Stephen G. Kochan	Programming in C	4th Edition, Pearson Education India	2015

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.R.Ramya Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr. R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5AL			Course Title	Batch :	2021-'24
				Advanced Learner Course I- International Marketing (Optional)	Semester:	V
Lecture Hrs./ Week Or Practical Hrs./Week	SS	Tutorial Hrs./Sem.	-		Credits:	2**

Course Objective

To enrich students' knowledge in Global Marketing

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the importance of doing business abroad and Strategies	K1
CO2	Understand the kinds of MNC's	K2
CO3	Figure out the recent trends in global marketing.	K3
CO4	Put into practice the global level Branding and pricing.	K4
CO5	Analyse the Channels of Distribution in Global level	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	M	M	H	M	M	H	M	H	M
CO2	H	H	L	M	M	H	M	M	H	H	H	M
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	H	H	M	H	H	M	L	H
CO5	H	M	H	H	H	H	M	H	H	M	L	M

Unit	Content	Hours
Unit - 1	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research	
Unit - 2	International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing	
Unit - 3	International Marketing Mix - stages of Internationalization - Global marketing - Barriers to global marketing.	

Unit - 4	Channels of Distribution - International Retailing - Sales Promotion - Distribution Structure and pattern - Middleman	
Unit - 5	. International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies.	

TextBook

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip R. Camera, R.Bruce Money Mary C.Gilly, John L.Graham	International Marketing	McGraw Hill Publication	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mahalingam Dutta	International Marketing	Dreamtech Press	2020
2	S.A.Sherlekhar	Marketing Management	Himalaya Publications	2014
3	NargundkarRajendra	International Marketing	Excel Books	2014

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.M.Kesavy	Dr. P. Anitha	Prof. K. Srinivasan	:Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5VA			**Course Title**	**Batch :**	2021-2024
				Value Added Course – Goods and Services Tax	**Semester:**	V
Lecture Hrs./ Week Or Practical Hrs./Week	30	**Tutorial Hrs./Sem**	-		**Credits:**	2*

Course Objective

To impart the basic knowledge about Goods and Services Tax.

Course Outcomes (CO)

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

CO	Course Statement	Knowledge Level
CO1	Remember the Basic concepts of Good and Services Tax	**K1**
CO2	Understand the structure of GST.	**K2**
CO3	Assess the knowledge on levying and collection of tax	**K3**
CO4	Apply the basic knowledge of goods and supply	**K4**
CO5	Analyze the procedure for registration and exemption for GST	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO5	M	L	M	M	H	H	H	H	L	M	H	M
CO5	H	M	M	H	H	M	M	H	M	M	M	H

Unit	Content	Hours
Unit - 1	Basic Concepts: Concept and Features of Indirect Taxes – Genesis of GST in India – Need for GST in India – Benefit of GST - Structure of GST – CGST, SGST, UTGST & IGST.	10
Unit - 2	GST Council: Changes of GST – GST council and its Structure- Levy of GST on Intra-State Supply (CGST/SGST/UTGST) – Levy of GST on Inter-State Supply (IGST) - Time of Supply of Goods and Place of Supply.	10

Unit - 3	Registration: Introduction – Person liable for Registration - Person not liable for Registration – Compulsory Registration - Procedure for Registration – Effective date of Registration Exemption: Goods Exempt from GST – List of Services Exempt from Tax.	10

Pedagogy and Assessment Methods:

Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.V.Vijayaganesh	A Text Book of Indirect Tax	Shree Mahalakshmi Publishers, Coimbatore	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	H.C Mehrotra	Indirect Taxes	SahityaBhavan Publications, New Delhi	2018
2	Vinod K Singania	Indirect Taxes	Taxmann's Publications, New Delhi	2018
3	Rakesh Kumar	Indirect Taxes	Goods and Services Tax, Diamond Pocket Books Pvt Ltd	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr. M. Deepa	Dr. P. Anitha	Prof. K. Srinivasan	Dr.R.Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5S1			**Course Title**	**Batch:**	2021 - 2024
				Skill Based Elective - I : Commerce and Computer Application Practical	**Semester:**	V
Lecture Hrs./ Week Or Practical Hrs./Week	3	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To enrich the students' knowledge in basic form filling and to develop their skills in utilizing various online applications

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the filling of various forms in business	**K1**
CO2	Understand the new concepts used in Commerce and Computer arena	**K2**
CO3	Apply the knowledge of computer in various online business applications	**K3**
CO4	Analyse the practical experience in business transactions	**K4**
CO5	Assess knowledge on real business operations	**K5**

Mapping

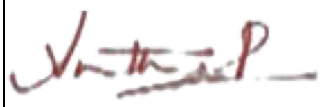
PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO 2
CO1	H	M	H	M	H	M	H	M	H	M	M	H
CO2	H	L	H	M	H	M	M	L	H	M	M	H
CO3	H	M	M	L	H	M	M	M	M	L	L	H
CO4	H	L	M	L	M	L	L	L	M	L	L	M
CO5	H	M	M	H	L	H	H	M	M	M	H	L

Commerce Practical	Hours
1. Preparation of application form for PAN Card 2. Pay roll & Pay slip 3. Fixing brand name 4. Pay-in-Slip 5. Withdrawal Slip and Cheque 6. RTGS and NEFT	30

7. DD Challan 8. Filling of Post Office RD Form 9. Share Application Form 10. Demat Account Opening Form 11. GST Registration	
Computer Application Practical	**Hours**
1. Preparation of Resume with and without using resume wizard 2. Invite board members for annual meeting using mail merge concept 3. Create students mark list with necessary information using access 4. Online insurance premium payment 5. Online employment registration and renewal	15
Total Contact Hrs	45

Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion and Activity

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.D.Saranya Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC5S2			**Course Title**	**Batch:**	2021 - 2024
				Skill Based Elective - I : Investment Management	**Semester:**	V
Lecture Hrs./ Week Or Practical Hrs./Week	3	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To make the students to understand the fundamentals of investment management

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the idea about investments and its various alternatives	**K1**
CO2	Understand the alternative forms of investment	**K2**
CO3	Implement the knowledge about fundamental Analysis.	**K3**
CO4	Analyse the various process involved in technical Analysis.	**K4**
CO5	Determine the level of awareness regarding investment Risk and Return.	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	H	M	H	M	H	M	H	M	M	H
CO2	M	L	H	H	H	L	M	L	H	M	M	H
CO3	H	M	L	L	H	M	M	M	H	H	L	H
CO4	M	L	M	L	M	L	H	L	M	L	H	M
CO5	H	M	M	H	L	H	H	M	H	M	H	L

Unit	Content	Hours
Unit – 1	Investment – Meaning – Investment and Speculation – Investment and Gambling – Source of Investment – Investment Media	3
Unit – 2	Alternative forms of investment–Primary Market–Secondary Market–NSE.	3
Unit – 3	Risk and Return concepts–Systematic Risk–Unsystematic Risk–Credit Rating.	3
Unit – 4	Fundamental Analysis– Economic–Industry–Company–Financial Statement Analysis	3
Unit – 5	Technical Analysis–Dow Theory–Eliot Wave–Theory–Types of Charts	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Power point Presentations, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh	Investment Management	5th Revised Edition, Mumbai: Himalaya Publishing House.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Avadhani, V.A.	Investment Management	8 th Revised Edition, NewDelhi, Himalaya Publishing House	2019
2	Prasanna Chandra	Investment Analysis and Portfolio Management	5 th Edition, NewDelhi, Tata McGraw Hill Education PrivateLimited	2017
3	Frank J. Fabozzi	Investment Management	5 th Edition, Chennai, Prentice Hall	2012

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.D.Saranya	Dr. P. Anitha	Prof. K. Srinivasan	Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC620			Course Title	Batch:	2021 - 2024
				Core - XV : Management Accounting	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4		Credits:	5

Course Objective

To enlighten the students on the different concepts of management accounting

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the conceptual knowledge of the fundamentals of management Accounting	K1
CO2	Get the idea about various ratios and its applications.	K2
CO3	Apply the preparation of statements like cash flow and funds flow in business	K3
CO4	Analyse the significance of budget preparation in business	K4
CO5	Interpret the marginal costing techniques	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	L	M	H	H	L	H	L	M	H	L
CO2	H	M	L	H	H	L	M	H	M	M	H	M
CO3	H	H	M	L	L	M	H	H	M	M	H	H
CO4	H	L	H	M	L	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Basis of Management Accounting: Management Accounting – Meaning – Definition – Objectives – Nature and Scope –Functions of Management Accounting - Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting –Tools of Management Accounting –Limitations of Management Accounting.	17
Unit – 2	Ratio analysis: Ratio Analysis – Meaning – Uses – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements	17

Unit – 3	Funds Flow and Cash Flow Statement: Funds Flow Analysis – Cash Flow Analysis (New format) (AS-03).	17
Unit – 4	Budgetary Control: Budgetary Control – Flexible Budget – Sales Budget – Cash Budget – Production Budget – Purchase Budget. Working Capital – Sources of Working Capital – Estimation of Working Capital Requirements.	18
Unit – 5	Marginal Costing Techniques: Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only)	17
	Total Contact Hrs	**86**

Pedagogy and Assessment Methods:

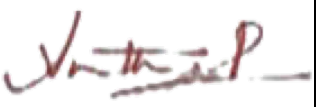
Group discussions, Seminar and Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shashi K Gupta, Rk Sharma, Neeti Gupta	Management Accounting Principles & Practice	14th Edition, New Delhi, Kalyani Publishers	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R.S.N. & Bhagavathy	Management Accounting	Revised Edition, New Delhi, S.Chand & Company.	2015
2	Dr S N. Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari,	Accounting for Management	4th Edition, New Delhi, Vikas Publishing House	2018
3	M Y Khan, P K Jain	Management Accounting	7th Edition, McGraw-Hill Education.	2017

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.P.Divyabharathi Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC621			Course Title	Batch:	2021 - 2024
				Core - XVI : Auditing and Corporate Governance	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To inculcate the students about auditing and corporate governance

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the knowledge of auditing principles, procedures and techniques in accordance with current legal requirements.	K1
CO2	Understand the duties of Auditor	K2
CO3	Deploy about Corporate Governance	K3
CO4	Analyse the audit documentation and audit report as per the companies' act 2013.	K4
CO5	Criticise Business Ethics and Corporate Social Responsibility.	K5

Mapping

CO / PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	H	M	H	H	L	H	L	M	H	L
CO2	H	H	H	H	L	L	M	H	M	M	L	M
CO3	M	H	M	M	M	M	H	M	M	L	H	H
CO4	H	M	H	M	L	M	M	H	L	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Introduction to Auditing: Definition - Basic Principles of Auditing - Objectives of Auditing - Types of Auditing -. Advantages of Auditing - Audit Planning - Audit Programme- Audit Procedure	18
Unit – 2	Concept of Auditing: Audit Notebook - Audit working papers - Internal Control – Internal Check - Distinction between Internal Check and Internal Control - Internal Audit - Vouching - Verification and Valuation of Assets & Liabilities.	18

Unit – 3	Audit of Limited Companies: Company Auditor - Qualification - Disqualification – Appointment –Removal – Remuneration - Rights - Duties and Liabilities of Statutory Auditors under the Companies Act 2013 - Audit Report- Types.	18
Unit – 4	Corporate Governance: Meaning - Need - Concept - Benefits - Elements - Theories - Models - Broad Committees - Corporate Governance Reforms in India - Factors Influencing Quality of Corporate Governance.	18
Unit – 5	Business Ethics: Business Values and Ethics - Approaches and Practices of Business Ethics - Corporate Ethics - Codes of Ethics. Corporate Social Responsibility (CSR): Meaning - Corporate Philanthropy - The Pyramid of CSR - Corporate Governance vs Corporate Social Responsibility - Corporate Social Responsibility (CSR) vs Business Ethics	18
	Total Contact Hrs	**90**

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar ,Quiz and Assignment.

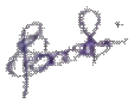
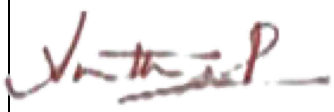
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	B.N.Tandon , S.Sudharsanam and S. Sundharabahu	Corporate Governance	A Handbook of Practical Auditing	2018
2	Sharma, J.P	Corporate Governance, Business Ethics and CSR	Ane Books Pvt Ltd, New Delhi.	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Anil Kumar, Lovleen Gupta and Jyotsna Rajan,	Auditing and Corporate Governance	Taxmann's Publications.	2020
2	Biswa Mohana Jena Braja Kishore Das	Auditing And Corporate Governance	First Edition Himalaya Publishing House Pvt. Ltd.,	: 2019
3	D. Geeta Rani and R.K. Mishra	Corporate Governance- Theory and Practice	Excel Books, New Delhi.	2008

21UCC621

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.S.Poongodi  Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr. R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E1			Course Title	Batch:	2021 - 2024
				Core Elective - II : Indirect Taxation	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To impart basic knowledge about major Indirect Taxes.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the rules and regulation of indirect taxation.	K1
CO2	Understand the rules for registrations and its exemptions in taxation.	K2
CO3	Implement GST and its working mechanisms.	K3
CO4	Analyze and resolve tax problems.	K4
CO5	Assess the knowledge on levying and collection of tax	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	L	M	H	H	L	H	L	M	H	L
CO2	H	L	L	H	H	L	M	M	M	M	M	M
CO3	M	H	M	L	L	H	H	H	M	H	H	H
CO4	H	L	H	M	L	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit-1	Indirect Taxes- Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- Direct Taxes Vs. Indirect Taxes -Contribution to Government Revenues- Taxation under the Constitution- Advantages and Disadvantages of Indirect Taxes	15
Unit-2	Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy and Collection from Customs duty- Exemption from Customs duty- Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost,	16

	Destroyed or Abandoned Goods- Customs Duty Draw Back.	
Unit-3	Goods and Service Tax-Introduction-Meaning-Need for GST-Features of GST- Advantages and Disadvantages 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	14
Unit-4	Levy and Collection under SGST/CGST Acts- Meaning of Important Term: 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- Registration procedure under GST- Filing of Returns	.16
Unit-5	Levy and Collection under the Integrated Goods and Service Tax Act 2017- Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services, Output Tax. Levy and Collection of Tax- Determination of Nature of supply- Inter-State Supply and Intra-State Supply- Place of Supply of Goods or Services- Zero-Rated Supply.	14
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity

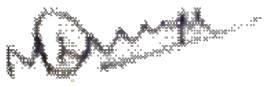
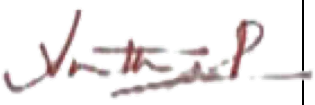
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Datey, V.S.	Indirect Taxes	Mumbai, Taxmann Publications Private Limited	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balachandran, V	Indirect Taxation	New Delhi, Sultan Chand and Sons	2019

2	Mittal, J.K.	Law Practice and Procedures of Service Tax	New Delhi, Jain Book Agency	2017
3	RadhaKrishnan, R	New Delhi, Kalyani Publishers	New Delhi, Kalyani Publishers	2017

Course Designed by	**Head of the Department**	**Curriculum Development Cell**	**Controller of the Examination**
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.Deepa  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E2			Course Title	Batch:	2021 - 2024
				Core Elective - II : Stock Market Operations	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To inculcate the proficiency in building career opportunities in stock market

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the basic operations of stock market	K1
CO2	Comprehend the overview of stock exchange frame work	K2
CO3	Deploy the steps in listing and trading of securities	K3
CO4	Analyse the risk management system in stock exchanges	K4
CO5	Criticise the practicality of stock market operations	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	M	H	H	L	H	L	M	H	L
CO2	H	M	L	H	H	L	M	M	H	M	H	M
CO3	M	H	M	L	L	M	M	H	M	M	H	H
CO4	H	L	H	M	L	M	H	H	M	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Indian Securities Market - Meaning, Functions, Intermediaries - Role of Primary Market –New Issues Market – IPO's – Investor protection in primary market – Recent trends in primary market –SEBI measures for primary market. Current status of Indian securities market – perspective on market growth and technology	15
Unit – 2	Secondary Market - Meaning, Nature, Functions – Organisation and Regulatory framework for stock exchanges in India – Defects in working of Indian stock exchanges – secondary market intermediaries -stock brokers, advisors - regulations and code of conduct framed by SEBI-	15

	Dematerialisation.	
Unit – 3	Listing of Securities – Meaning, Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting	15
Unit – 4	BSE, NSE & MCX – Different trading systems – Different types of settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – Market types, Order types and books – De-mat settlement – Physical settlement – Practical sessions on stock market operations	15
Unit – 5	Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in – Circuit breakers - Inside Trading, Circular Trading, Price Rigging – market indices	15
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

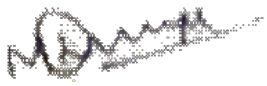
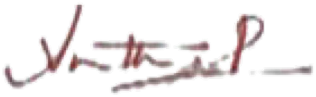
Group discussions, Seminar and Assignment.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Punithavathy Pandian	Security Analysis and Portfolio Management	New Delhi, Vikas Publishing House	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Avadhani	Investment and Securities Market in India	Himalaya Publishing House	2017
2	Prasanna Chandra	Security Analysis and Portfolio Management	New Delhi, Tata McGraw Hill Publishing Company Limited	2017
3	Sanjeev Agarwal	A Guide to Indian Capital Market	Bharat Publishers	2020

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.Deepa  Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr. R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E3			Course Title	Batch:	2021 - 2024
				Core Elective - II : ERP and Industry 4.0	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To prepare the students to develop the basic understanding of how ERP enriches the business organization in achieving a multidimensional growth and to have knowledge on Industry 4.0

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of ERP	K1
CO2	Understand the risks involved in ERP	K2
CO3	Make use of various ERP related technologies	K3
CO4	Analyze the necessity of Industry 4.0	K4
CO5	Determine the applications of IoT in various sectors	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	M	H	H	L	H	L	M	H	M
CO2	M	M	H	H	H	H	M	H	M	M	H	M
CO3	H	H	M	H	H	M	M	L	M	M	H	H
CO4	L	L	H	M	H	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	H	M

Unit	Content	Hours
Unit – 1	Enterprise Resource Planning: Meaning – Common Myths in ERP – History – Reasons for Growth of ERP in Market – Advantages – ERP architectures.	15
Unit – 2	Risks of ERP: People risks – Process risks – Technological risks - Implementation issues – Operation and Maintenance issues – Unique risks of ERP projects – Managing Risks.	15

Unit – 3	ERP and Related Technologies : Business process reengineering – business analytics – E-Commerce - M-Commerce – data warehousing – data mining – online analytical processing – intranets and extranets – technological advancements – computer crimes – ERP and security – computer and security – crime and security	16
Unit – 4	Industry 4.0 - Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cloud – Augmented Reality	14
Unit – 5	Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics	15
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

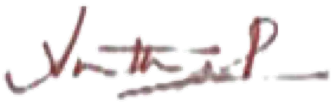
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Alexis Leon	Enterprise Resource Planning	4th Edition Tata McGraw Hill, Uttar Pradesh.	2019
2.	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Bharathiar University	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sinha P. Magal and Jeffery Word	Essentials of Business Process and Information System	Wiley India.	2009
2	. Vinod Kumar Garg and N.K. Venkitakrishnan	ERP	Concepts and Practice, 2nd Edition Prentice Hall of India,	2004

3	Alasdair Gilchrist	Industry 4.0 (The Industrial Internet of Things)	Apress Media	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.P.Archanaa Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E4			Course Title	Batch:	2021 - 2024
				Core Elective - III : Business Organization and Office Management	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enable the students to develop an application oriented software

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the essentials of a Business	K1
CO2	Understand the different forms of organisation	K2
CO3	Implement Government policies and analyse the social responsibilities of a Business Concern.	K3
CO4	Analyse the structure of office layout and office environment features.	K4
CO5	Assess the elements of office management	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	L	M	H	H	L	H	L	M	H	L
CO2	H	M	L	H	H	L	M	H	M	M	H	M
CO3	H	H	M	L	L	M	H	H	M	M	H	H
CO4	H	L	H	M	L	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Business: Meaning - Characteristics of Business – Divisions– Objectives– Requisites for success in Modern Business – Qualities of a business man. Industrial Revolution – Industrialization in India – Problems in Launching an Enterprise.	15
Unit – 2	Forms of Organisation: Sole Proprietorship, Partnership, Joint Stock Company and Co-operative Society	15

Unit – 3	Rationalisation: Features – Measures. Combinations: Causes – Forms. Government & Business: New Industrial Policy – Social Responsibilities of a business Firm	16
Unit – 4	Office Management – Elements – Functions – Office Manager – Characteristics – Qualification – Functions. Organisation: Principles – Forms. Centralization and Decentralization.	14
Unit – 5	Office Accommodation: Location – Office Building – Office Layout – Office Environment.	15
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

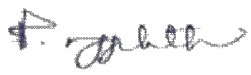
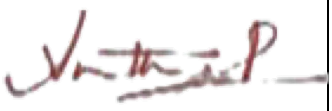
Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhushan.Y.K.	Fundamentals of Business Organisation and Management	19th Edition, New Delhi: Sultan Chand & Sons.	2020
2.	Kathiresan. S and Dr.V.Radha	Office Management	Reprint, Chennai: Prasanna Publishers.	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy.P.N.	Principles of Business Organisation and Management	2nd Reprint, New Delhi: S.Chand & Company	2010
2	Kumar. N and Mittal. R	Office Organisation and Management	Edition, New Delhi: Anmol Publications Pvt., Ltd.,	2002
3	Sherlekar. S. A and Sherlekar. V. S	Modern Business Organisation and Management Systems Approach	Reprint, Mumbai: Himalaya Publishing House	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.T.Vijayachithra  Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R.ManickaChezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E5			Course Title	Batch:	2021 - 2024
				Core Elective - III : Legal Aspects of Marketing and Advertising	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enrich the students' knowledge on the Laws governing marketing and advertising of products and services.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the Laws governing consumer protection and grievances redressal in real time	K1
CO2	Understand the remedies and safety measures for adulterations in essential commodities	K2
CO3	Implement rules adhered in patenting and trademarking of products and inventions.	K3
CO4	Analysis the regulatory framework of Standard Weights and Measures Act and Competition Act	K4
CO5	Determine the legal and ethical aspects governing advertising and sales promotion.	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	M	H	H	M	H	H	M	H	M
CO2	H	M	H	H	H	H	M	H	M	M	H	M
CO3	H	H	M	M	L	M	H	H	M	M	H	H
CO4	H	H	H	M	H	M	H	H	H	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Consumer Protection Act 2019: Consumer: Definition - Characteristics, Rights and Responsibilities of Consumers, Redressal and Remedies. Environment Protection Act 1986: Objectives, Prevention and Control of Environmental Pollution. Essential Commodities Act 1955: Essential Commodities, Features of Essential Commodities (Amendment) Act 2020 - Control of Production, Supply and Distribution of Commodities.	15

Unit – 2	Food Safety and Standards Act 2006 – Statutory Powers, Objectives, Functions, Offences and Penalties. Drugs and Magic Remedies Act 1954: Objectives, Prohibitions. The Bureau of Indian Standards Act 2016: Functions, Procedure for BIS Standards, Offences and Penalties. The Agricultural Produce (Grading and Marking) Act 1937: Features, Offences and Penalties.	16
Unit – 3	The Trademarks Act 1999: Features, Objectives, Registration, Offences, Penalties and Legal Consequences. The Patents Act 1970: Salient Features, Offences, Penalties and reliefs. The Information Technology (Amendment) Act 2008: Rules, Features, Provisions.	14
Unit – 4	The Standards of Weights and Measures Act 1976: Features, Rules, Objectives, Penal Provisions. The Competition Act 2002: Features, Importance and Regulatory Framework.	15
Unit – 5	Legal and Ethical Aspects: Sales Promotion, Considerations in Public Relations, Advertising Ethics and Social Responsibility, Overview on Indian and Global Advertising Regulations.	15
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Power point Presentations, Seminar and Assignment

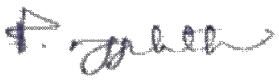
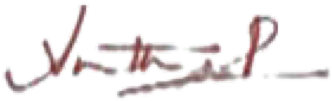
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D. Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi/ 38th Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dean K. Fueroghne	Law & Advertising: A Guide to Current Legal Issues	Rowman & Little field, 4th Edition	2017
2	Mohammed Kamalun Nabi, Mohammed Irshadun Nabi, Kishore C. Raut	Consumer Rights & Protection in India	New Century Publications	2015

3	K.B.Agrawal, Neha Dixit	Commercial and Economic Law in India	Kluwer Law International B.V	2018
4	Abir Roy, Jayant Kumar	Competition Law in India	Eastern Law House	2018

Course Designed by	**Head of the Department**	**Curriculum Development Cell**	**Controller of the Examination**
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.T.Vijayachithra  Signature:	Dr. P. Anitha  Signature:	Prof.K. Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6E6			Course Title	Batch:	2021 - 2024
				Core Elective – III : E-Commerce and Information Security	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To expose the students' on fundamentals of e-commerce and need for information security

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the basics of E-Commerce	K1
CO2	Understand the electronic data interchange and electronic payment systems	K2
CO3	Implement the various models of e-commerce in real business	K3
CO4	Analyse the need for information security and existence of various network securities	K4
CO5	Determine the components Modern Technologies	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	M	M	H	H	M	H	L	M	H	L
CO2	H	L	M	H	H	M	M	H	M	H	H	M
CO3	H	H	M	H	M	M	M	H	M	H	H	H
CO4	M	M	H	L	M	M	H	H	M	H	M	H
CO5	M	H	M	H	M	H	M	M	H	H	L	M

Unit	Content	Hours
Unit – 1	Introduction to E-Commerce – Meaning – Definition – Perspectives of E-Commerce – History of E-Commerce – Framework of E-Commerce – E-Commerce Drivers – Adoption of E-Commerce – Traditional Vs Electronic Commerce – Advantages and Disadvantages of E-Commerce.	15
Unit – 2	Models of E-Commerce: B2B - B2C – C2B – C2C – B2G. EDI – Meaning – Definition – Components – Future of EDI. EDI Standards: Data Standard in EDI. Mobile Commerce – Meaning – Definition – Architecture – Application – Advantages and Disadvantages.	15

Unit – 3	Electronic Payment System (EPS) – Meaning – Problems with Traditional Payment Systems – Features – Types of Electronic Payment Systems – Advantages and Disadvantages. Online Banking: Core Banking Solution (CBS) – Advantages and Disadvantages.	14
Unit – 4	Components of Communications System – Transmission Media. Protocol – Definition – Introduction to TCP / IP – Wireless Network – Basics of Internet. Types of Attack: Phishing, Spoofing, Impersonation, Dumpster diving – Information Security Goals. Information Security Threats and Vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege.	16
Unit – 5	Authentication – Password Management – E-Commerce Security – Windows Security. Network Security: Network Intrusion and Prevention Systems – Firewalls – Software Security. Web Security: User authentication, Authentication – Secret and Session Management, Cross Site Scripting, Cross Site Forgery, SQL Injection. Computer Forensics – Steganography.	15
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

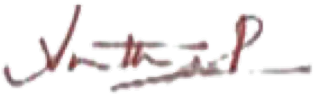
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamalesh N. Agarwala, Amit Beeksha Agarwala	Business on the Net - An Introduction to the 'What's' and 'Hows' of E-Commerce	2nd Edition, New Delhi: Macmillan India Limited.	2005

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bharat Bhaskar	E-Commerce	3rd Edition, New Delhi: McGraw Hill / Irwin Publication	2008
2	Kamlesh K. Bajaj	E-Commerce	3rd Edition, New Delhi: Tata McGraw Hill Publishing Company Limited.	2008

3	Kenneth C.Laudon and Carol Guercio Traver	E-Commerce	Business Technology, 4th Edition, Dorling Kindersley (India) Private Limited.	2011
4	Michael E. Whitman, Herbert J. Mattord	Principles of Information Security	Cenage Learning, 4th Edition.	

Course Designed by	**Head of the Department**	**Curriculum Development Cell**	**Controller of the Examination**
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Mr.A.Prakalathan Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R.ManickaCezhian Signature:

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC622			Course Title	Batch:	2021 - 2024
				Core Lab - VI : Multimedia (Skill Enhanced Course)	Semester:	VI
Lecture Hrs./ Week Or Practical Hrs./Week	5 (1+4)	Tutorial Hrs./Sem.	-		Credits:	3

Course Objective

To promote the students' designing skills in multimedia application

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the application of multimedia concepts	K1
CO2	Point out the effects of picturaization on Photoshop and flash applications	K2
CO3	Implement the multimedia effects in developing applications	K3
CO4	Analyse the tools in flash to generate image, shape and text effects	K4
CO5	Create all application with audio, video and graphical representation practically	K5

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	M	M	L	H	H	L	H	H	H	L
CO2	M	H	H	H	M	M	M	H	H	H	H	M
CO3	M	H	L	H	H	L	H	L	H	H	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Content	Hours
Photoshop 1. Reduce Picture Size 2. Replace colour in an Image 3. Merging of two Images 4. Add a pattern as background 5. Make a simple book cover by using basic functionalities 6. Panning shot of an image 7. Hallowen Effect of an image	45

Flash 8. Raining Effect 9. Logo 10. Bouncing ball 11. Drawing and creating text with effects 12. Transforming a shape into another Shape (Circle, Square and Triangle)	30
Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

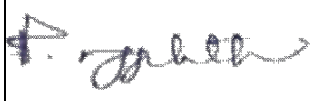
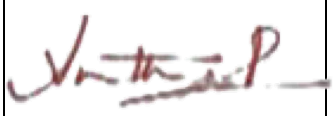
Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prabhat K Andleigh, Kiran Thakrar	Multimedia Systems Design	Pearson Education India/ 1st Edition	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ze-Nian Li and Mark S. Drew	Fundamentals of Multimedia	Pearson Education	2003
2	Ranjan Parekh	Principles of Multimedia	McGraw Hill Education / 2nd Edition	2017
3	Udit Agarwal	Computer Graphics and Multimedia	S.K.Kataria & Sons / Reprint 2013 Edition	2013

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.T. Vijayachithra  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan Signature:	Dr.R.ManickaChezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6AL			**Course Title**	**Batch :**	2021-2024
				Advanced Learner Course II – Basics of Research Techniques	**Semester:**	VI
Lecture Hrs./ Week Or Practical Hrs./Week	SS	**Tutorial Hrs./Sem**	-		**Credits:**	2**

Course Objective:

To understand some basic concepts of research and its methodologies

Course Outcomes (CO)

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

CO	**Course Statement**	**Knowledge Level**
CO1	Understand the basic concepts of research.	**K1**
CO2	Identify research problems and to formulate research design	**K2**
CO3	Implement suitable method of source data collection and frame questionnaire.	**K3**
CO4	Apply statistical tools for analysis	**K4**
CO5	Infer and interpret data appropriately and research report	**K5**

Mapping

PO /PSO CO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PSO1**	**PSO2**
CO1	M	H	M	M	L	H	H	L	H	H	H	L
CO2	M	H	H	H	M	M	M	H	H	H	H	M
CO3	M	H	L	H	H	L	H	L	H	H	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Unit	**Content**	**Hours**
Unit – 1	Research: Meaning – Objectives – Significance and types – Research process – Criteria of good research – Formulation of research problem – Selecting the research problem – Techniques involved in defining a research problem.	
Unit – 2	Research Design - Meaning - Need for Research design - Features of a good design - Important concepts of research design - Types of Research Designs - Hypothesis- Types of hypotheses - Framing of hypotheses.	

Unit – 3	Collection of Data: Primary – Secondary – Methods – Questionnaire – Types – Pre test – Pilot study – Testing and Validating Questionnaire.	
Unit – 4	Data Editing - data validation -Tabulation - Types of Tables. Data processing, analysis and presentation - Testing of hypotheses - Use of Statistical Packages - Entering data using Spreadsheet - Functions and Formulae.	
Unit – 5	Interpretation and Report Writing: Meaning of Interpretation – Why interpretation – Techniques of interpretation – Report writing – Mechanics of writing a Research report.	

Pedagogy and Assessment Methods:

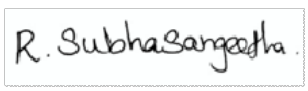
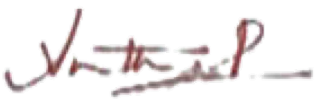
Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kothari, C.R, and Gaurav Gar	Research Methodology Methods and Techniques	**New Age International, New Delhi.**	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Devendra Thakur,	Research Methodology in Social Sciences,	Deep and Deep, New Delhi.	2017
2	Gopal Lal Jain	Mangal Deep, Jaipur.	Mangal Deep, Jaipur.	2014
3	Bhome Sharadha	Research Methodology	Himalaya publication house Pvt.Ltd, New Delhi	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Ms.R.Subha Sangeetha  Signature:	Dr. P. Anitha  Signature:	Prof.K.Srinivasan Signature:	Dr.R.Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6VA			**Course Title**	**Batch :**	2021-2024
				Value Added Course – Business Correspondence and Report Writing	**Semester:**	VI
Lecture Hrs./ Week Or Practical Hrs./Week	30	**Tutorial Hrs./Sem**	-		**Credits:**	2*

Course Objective

To inculcate the technique of writing Business Correspondence and Report Writing Styles

Course Outcomes (CO)

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

CO	Course Statement	Knowledge Level
CO1	Recall the principles behind letter writing	**K1**
CO2	Comprehend the steps involved in Business Correspondence	**K2**
CO3	Apply the technique in preparation of Sales Correspondence	**K3**
CO4	Analyze the Structure of E-mail Correspondence	**K4**
CO5	Evaluate the various styles of Report Writing	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Unit	Content	Hours
Unit - 1	Principles of Letter Writing: Nature, Principles and Functions – Structure and Planning of Letters: Elements of Structure, Steps in Planning – Quotation, Orders and Tender Correspondence.	10
Unit - 2	Sales and Circular Letters – Claims and Adjustment Letters – Credit and Collection Letters – Banking and Insurance Correspondence – E-Mail Correspondence.	10

Unit - 3	Report Writing – Structure and Layout of Reports – Planning and Preparation – Elements of Style – Writing the Report	10

Pedagogy and Assessment Methods:

Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.C.Sharma, Krishna Mohan and Virendra Singh Nirban	Business Correspondence and Report Writing – A Practical Approach to Business and Technical Communication	6th Edition, McGraw Hills Publication India (Pvt Ltd), Noida,	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.Marwah	Business Correspondence and Report Writing	First Edition, Anmol Publications Pvt.Ltd	2010
2	Dr.C.B.Gupta	Business Correspondence and Reporting	Taxamann Publisher	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.T.Vijayachithra	Dr. P. Anitha	Prof.K. Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

Programme Code:	BCCA			**Programme Title**	Bachelor of Commerce withComputer Applications	
Course Code:	21UCC6S1			**Course Title**	**Batch :**	2021-2024
				Skill Based Elective II: Practical Marketing	**Semester:**	VI
Lecture Hrs./ Week Or Practical Hrs./Week	2	**Tutorial Hrs./Sem**	-		**Credits:**	3

Course Objective

To enable the students to enhance the marketing scenario

Course Outcomes (CO)

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

CO	**Course Statement**	**Knowledge Level**
CO1	Recollect the fundamentals of Marketing	**K1**
CO2	Understand about Marketing Segmentation	**K2**
CO3	Analyze about proper Distribution channels	**K3**
CO4	Review the media of Advertisement	**K4**
CO5	Determine the marketing mix strategy to be adopted in marketing services.	**K5**

Mapping

PO /PSO CO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PSO1**	**PSO2**
CO1	M	H	M	M	L	H	H	L	H	H	H	L
CO2	M	H	H	H	M	M	M	H	H	H	H	M
CO3	M	H	L	H	H	L	H	L	H	H	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Practical Marketing	**Hours**
1. Prepare and Present the Development of Market Segmentation for any FMCG products 2. Give a presentation of the selection and distribution channel for Coconut Products 3. Present about the media of Advertisement for Agricultural products 4. How to develop online marketing for Agricultural Products? Present and Defend 5. Give a Brief Account on Social Marketing 6. Give a Presentation on the following	

a. Green Marketing b. Rural Marketing c. Service Marketing 7. Design a presentation on Consumer Exploitation – Food Products 8. Discuss in Group – "The Impact of Covd19 in India"	30

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Quiz, Assignment, Experience Discussion and Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajan Nair, N. and C.B. Gupta	Marketing Management – Text and Cases	19th Edition, New Delhi: Sultan Chand & Sons	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip Kotler and Kevin Lane Keller	Marketing Management	14th Global Edition, New Delhi: Prentice Hall of India.	2012
2	Ravilochanan.P	Principles of Marketing	1.2nd Reprint, New Delhi: Vrinda Publications (P) Limited.	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.P.Archanaa Signature:	Dr. P. Anitha Signature:	Prof. K. Srinivasan Signature:	Dr.R. Manicka Chezhian Signature:

Programme Code:	BCCA			**Programme Title :**	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6S2			**Course Title**	**Batch :**	2021-2024
				Skill Based Elective II: Organizational Behaviour	**Semester:**	VI
Lecture Hrs./ Week Or Practical Hrs./Week	2	**Tutorial Hrs./Sem**	-		**Credits:**	3

Course Objective

To expose the students to understand the organization structure and maintain relationships

Course Outcomes (CO)

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

CO	Course Statement	Knowledge Level
CO1	Keep in mind the structure of organization	**K1**
CO2	Understand the various stages in personality development and theories of group dynamics	**K2**
CO3	Deploy leadership styles and motivational theories in real business	**K3**
CO4	Analyse the factors leading to change in organization	**K4**
CO5	Give a light on the concept of different theories on motivation	**K5**

Mapping

PO /PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	M	M	L	H	H	L	H	H	H	L
CO2	M	H	H	H	M	M	M	H	H	H	H	M
CO3	M	H	L	H	H	L	H	L	H	H	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Unit	Content	Hours
Unit – 1	Organisational Behaviour – Meaning and Definition - Importance- Organisation as a Social System –Socio -Technical System- Constraints over Organisation and Managerial Performance.	6
Unit – 2	Stages of Personality Development - Determinants of Personality-Learning – Perception – Factors - Influencing Perception - Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status.	6

Unit – 3	Group and Group Dynamics- Reasons for the Formations of Groups-Characteristics of Groups-Theories of Group Dynamics-Types of Groups in Organisations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making.	6
Unit – 4	Leadership – Characteristics - Leaderships Styles –. Motivation – Concepts and Importance Theories of Motivation.	6
Unit – 5	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organisational Change- Factors Contributing to Organisational Change.	6

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Quiz, Assignment, Experience Discussion .

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa, K.	Organisational Behaviour	10th Edition, Mumbai: Himalaya Publishing House Private Limited.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Udai Pareek and Sushama Khanna	Understanding Organisational Behaviour	3rd Edition, New Delhi: Oxford University Press.	2011
2	Stephen P. Robbins	Organisational Behaviour	11th Edition, New Delhi: Prentice Hall of India	2011
3	Khanka, S.S	Organisational Behaviour	11th Edition, New Delhi: S Chand & Co. Ltd., New Delhi	2011

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.T. Vijayachithra	Dr. P. Anitha	Prof. K. Srinivasan	Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature: