

**UG DEPARTMENT OF COMMERCE(CA)**

**SYLLABUS 2023 – 2026 BATCH**

(Outcome-Based Education)

**BOARD OF STUDIES 2023**

I to VI SEMESTER



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
(AUTONOMOUS)**

Re-Accredited by NAAC  
An ISO 9001:2015 Certified Institution

**POLLACHI - 642 001**

# UG Department of Commerce with Computer Applications

**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:

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

## Program Outcomes:

<b>PO1</b>	<b>Disciplinary Knowledge:</b> To intensify the knowledge in the fields of accounting by applying the concepts and techniques of Commerce to meet out Industrial expectations
<b>PO2</b>	<b>Professional Skills:</b> To enrich the acquaintanceship in various business related amendments
<b>PO3</b>	<b>Value Education:</b> To refine the personal, interpersonal, intellectual and societal skills for career upliftment
<b>PO4</b>	<b>Information/Digital Literacy:</b> To magnify the technical skill set of Computer in the field of Information Technology
<b>PO5</b>	<b>Application Skills:</b> To empower the employability skills through design and development of applications through software

<b>PO6</b>	<b>Decision Making Skills:</b> To train with necessary competencies and decision making skills for a successful Entrepreneurship career option
<b>PO7</b>	<b>Lifelong Learning:</b> To integrate the latest trends in Computer application software and packages
<b>PO8</b>	<b>Experiential Learning:</b> To replicate theoretical concepts in real time situations
<b>PO9</b>	<b>Moral and Ethical Awareness:</b> To build ethical values and principles of Business to meet the expectations of the society
<b>PO10</b>	<b>Self Directed Learning:</b> To nurture the interest to gain advanced knowledge through Higher Education

### **Program Specific Outcomes:**

<b>PSO - 01</b>	<b>Interdisciplinary Expertise:</b> Enhance knowledge to expertise in various fields of Commerce and Computer arena
<b>PSO - 02</b>	<b>Digital Skills:</b> Equip the technical skills to meet out the local and global challenges

## MAPPING

<b>PEOs POs \PSOs</b>	<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>	<b>PEO4</b>	<b>PEO5</b>
<b>PO1</b>	H	H	M	H	H
<b>PO2</b>	H	H	H	H	H
<b>PO3</b>	H	H	H	H	H
<b>PO4</b>	H	H	M	H	H
<b>PO5</b>	M	H	H	M	H
<b>PO6</b>	H	M	H	H	M
<b>PO7</b>	H	H	H	M	H
<b>PO8</b>	H	M	H	H	H
<b>PO9</b>	M	H	H	M	H
<b>PO10</b>	H	H	M	H	M
<b>PSO1</b>	H	H	H	H	H
<b>PSO2</b>	H	H	H	H	H

**L-Low M-Medium H-High**

**N.G.M College - Curriculum Development Cell**  
**Scheme of Examination For 2023 - 2026**  
**Choice Based Credit System & OBES**

**For Part I and Part II in First, Second, Third & Fourth 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	23UTL1C1	Tamil Paper-I	5	-	-	3	25	75	100	3
	23UHN1C1	Hindi Paper-I								
	23UFR1C1	French Paper- I								
II	23UEN101/ 23UEN102	Communication Skills – I (Level I) / Communication Skills – I (Level II)	5	-	-	3	25	75	100	3
III	23UCC101	<b>CC - I:</b> Financial Accounting	5	-	4	3	25	75	100	4
	23UCC1A1/ 23UCC1A2	<b>GE I - Allied:</b> Business Economics / Managerial Economics	5	-	-	3	25	75	100	4
	23UCC102	<b>CC - II :</b> Executive Communication (Practical)	4	-	-	3	20	30	50	2
	23UCC103	<b>CC Lab - I :</b> Office Automation	-	4	-	3	40	60	100	2
IV	23HEC101	<b>AECC- I:</b> Environmental Science	1	-	-	-	-	-	-	-
		Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	20	30	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
EC		Online Course (Optional) (MOOC / NPTEL / SWAYAM )	-	-	-	-	-	-	-	Grade
<b>Total</b>			<b>26</b>	<b>4</b>	<b>4</b>		<b>180</b>	<b>420</b>	<b>600</b>	<b>19</b>

EC – Extra Credit Course / Certificate Course / Co-Scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course

SEMESTER - II										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
I	23UTL2C2	Tamil Paper-II	5	-	-	3	25	75	100	3
	23UHN2C2	Hindi Paper-II								
	23UFR2C2	French Paper-II								
II	23UEN202 / 23UEN203	Communication Skills – II (Level I) / Communication Skills – II (Level II)	5	-	-	3	25	75	100	3
III	23UCC204	CC – III : Higher Financial Accounting	6	-	4	3	25	75	100	5
	23UCC2A1 / 23UCC2A2	GE II - Allied : Business Mathematics / Operations Research - I	5	-	4	3	25	75	100	4
	23UCC205	CC Lab - II : Web Designing	1	4		3	40	60	100	2
	23UCC2S1/ 23UEL2S2	SEC – I : Naan Mudhalvan : Basics of Finance & Fintech2 / Professional Skills	2				12	38	50	2
IV	23EVS201	AECC I : Environmental Studies	1	-	-	2	-	50	50	2
	23HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	23CMM201	Manaiyiyal Mahathuvam - I	15 Hrs			2	-	50	50	Grade
	23CUB201	Uzhavu Bharatham - I	15 Hrs			2	-	50	50	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM )								Grade
<b>Total</b>			<b>26</b>	<b>4</b>	<b>8</b>		<b>172</b>	<b>478</b>	<b>650</b>	<b>22</b>

EC – Extra Credit Course / Certificate Course / Co-Scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course;

SEC – Skill Enhancement Course

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		
I	23UTL3C3	Tamil Paper - III	3	-	-	3	25	75	100	3
	23UHN3C3	Hindi Paper - III								
	23UFR3C3	French Paper – III								
II	23UEN3C3	Communication Skills – III	3	-	-	3	25	75	100	3
III	23UCC306	CC - IV : Corporate Accounting	6	-	4	3	25	75	100	5
	23UCC307	CC- V : RDBMS	6	-	-	3	25	75	100	5
	23UCC3A1/ 23UCC3A2	GE III - Allied: Principles of Management / Business Organisation and Office Management	6	-	-	3	25	75	100	5
	23UCC308	CC Lab - III : RDBMS	-	4	-	3	20	30	50	2
IV	23UCC3N1/ 23UCC3N2	Non Major Elective - I : Customer Relationship Management / Supply Chain Management	1	-	-	2	-	50	50	2
	23HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	23CMM302	Manaiyiyal Mahathuvam - II	15 Hrs			2	-	50	50	Grade
	23CUB302	Uzhavu Bharatham - II	15 Hrs			2	-	50	50	Grade
	23UCC3VA	VAC – I : Introduction to Entrepreneurship	30 Hrs							2*
<b>Total</b>			<b>26</b>	<b>4</b>	<b>4</b>		<b>165</b>	<b>485</b>	<b>650</b>	<b>26</b>

EC – Extra Credit Course / Certificate Course / Co-Scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; VAC – Value Added Course

\*Extra Credits;

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		
I	23UTL4C4	Tamil Paper - IV	3	-	-	3	25	75	100	3
	23UHN4C4	Hindi Paper - IV								
	23UFR4C4	French Paper – IV								
II	23UEN4C4	Communication Skills – IV	3	-	-	3	25	75	100	3
III	23UCC409	CC - VI : Cost Accounting	5	-	4	3	25	75	100	4
	23UCC4A1 / 23UCC4A2	GE IV - Allied: Business Statistics / Operations Research - II	5	-	5	3	25	75	100	4
	23UCC410	CC Lab - IV : Visual Basic	1	4	-	3	20	30	50	2
	23UCC411	CC Lab – V : Tally	1	4	-	3	20	30	50	2
	23UCC4S1 / 23UCC4S2	SEC II: Naan Mudhalvan: Securities Markets / Mutual Funds Foundation	2				12	38	50	2
IV	23UCC4N1/ 23UCC4N2	Non Major Elective - II : Commerce & Computer Application Practical / Retail Management	1	-	-	2	-	50	50	2
	23HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	50	50	1
	23CMM403	Manaiyiyal Mahathuvam - III	15 Hrs			2	-	50	50	Grade
	23CUB403	Uzhavu Bharatham - III	15 Hrs			2	-	50	50	Grade
	23UCC4VA	VAC – II : Personality Development	30 Hrs							2*
<b>Total</b>			<b>22</b>	<b>8</b>	<b>9</b>		<b>172</b>	<b>528</b>	<b>700</b>	<b>24</b>

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; SEC – Skill Enhancement Course; VAC-Department Specific Value Added Course;

\*Extra Credits;



SEMESTER - 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	23UCC512	CC- VII : Income Tax	6	-	4	3	25	75	100	5	
	23UCC513	CC - VIII : Programming in C & Python	4	-		3	25	75	100	3	
	23UCC514	CC - IX : Institutional Training	-	-	-	-	40	60	100	2	
	23UCC5E1/ 23UCC5E2/ 23UCC5E3	DSE - I : #	5	-	-	3	25	75	100	4	
	23UCC5E4/ 23UCC5E5/ 23UCC5E6	DSE - II : ##	5	-	-	3	25	75	100	4	
	23UCC515	CC Lab - VI : C & Python	-	6	-	3	40	60	100	2	
	23UCC516	CC – X - Project	-	-	-	-	25	75	100	4	
IV	23UCC5S1 / 23UCC5S2	SEC - III : Commerce and Computer Application Practical / Investment Management	1	2	-	2	-	50	50	3	
	23HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	20	30	50	1	
EC	23GKL501	General Knowledge– Self Study	SS	-	-	2	-	50	50	Grade	
	23CSD501	Soft Skills Development -I	-	-	-	-	-	-	-	Grade	
	23UCC5AL	ALC – I : International Marketing (Optional) - Self Study	SS	-	-	-	50	50	100	2**	
<b>Total</b>			<b>22</b>	<b>8</b>	<b>4</b>	<b>-</b>	<b>225</b>	<b>575</b>	<b>800</b>	<b>28</b>	
<b>Discipline Specific Elective (DSE) – I<sup>#</sup></b> 23UCC5E1: Principles of Marketing 23UCC5E2: Entrepreneurial Development 23UCC5E3: Internet of Things			<b>Discipline Specific Elective (DSE) – II<sup>##</sup></b> 23UCC5E4: Legal Aspects in Business 23UCC5E5: Goods and Service Tax 23UCC5E6: ERP and Industry 4.0								

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

\*Extra Credits; \*\*Credits – Based on course content maximum of 4 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	23UCC617	CC - XI : Management Accounting	6	-	4	3	25	75	100	5
	23UCC6E7/ 23UCC6E8/ 23UCC6E9	DSE - III : ###	6	-		3	25	75	100	4
	23UCC618	CC - XII : Programming in Java	6		-	3	25	75	100	4
	23UCC619	CC Lab - VII : JAVA	-	4	-	3	20	30	50	3
	23UCC620	CC Lab – VIII : Multimedia	1	4	-	3	20	30	50	2
	23UCC6S1/ 23UCC6S2	SEC - IV : Interview Readiness / Aptitude for Placements	2	-	-	3	12	38	50	2
IV	23HEC606	Human Excellence - Global Values & SKY Yoga Practice – VI	1		-	2	20	30	50	1
EC	23CSD602	Soft Skills Development - II	-		-	-	-	-	-	Grade
	23UCC6AL	ALC - II : Basic of Research Techniques (Optional) - Self Study					50	50	100	2**
<b>Total</b>			<b>22</b>	<b>8</b>	<b>4</b>		<b>147</b>	<b>353</b>	<b>500</b>	<b>21</b>
<b>Grand Total</b>									<b>3900</b>	<b>140</b>
<b>Discipline Specific Elective (DSE) – III ###</b>										
23UCC6E7: E-Commerce and Information Security										
23UCC6E8: Financial Markets and Services										
23UCC6E9: Banking and Insurance Law										

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course  
 CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course;  
 ALC-Advanced Learner Course (Optional)

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

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC101			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	4	<b>CC - I : Financial Accounting</b>	<b>Semester:</b>	I
					<b>Credits:</b>	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

CO \ PO / PSO	PO / PSO											
	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
<b>Unit – 1</b>	Accounting: Basics - Principles - Types of Accounts – Accounting Rules - Journal - Ledger - Trial Balance - Subsidiary Books – Cash Book. Single Entry (Theory only). Accounting Standards (Basic concepts).	15
<b>Unit – 2</b>	Final Accounts of a Sole Trader with Simple Adjustments. Depreciation Accounting – Methods - Straight Line and Diminishing Balance Methods including Changeover Method and Machine Hour Rate Method (Problems).	16

<b>Unit – 3</b>	Bank Reconciliation Statement – Pass Book – Cash Book – Preparation of Bank Reconciliation Statement – Rectification of Errors including Suspense Account (Simple Problems only).	14
<b>Unit – 4</b>	Branch Accounts: Meaning – Types of Branches - Preparation of Branch Accounts (Excluding Foreign Branch).	15
<b>Unit – 5</b>	Departmental Accounting – Meaning – Need for Departmental Accounting – Advantages - Methods and Techniques of Departmental Accounting. Hire Purchase and Instalments. Repossession: Meaning – Partial and Complete.	15
	<b>Total Contact Hrs</b>	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	Reddy, T.A. and A. Murthy	Financial Accounting	8 <sup>th</sup> 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	13 <sup>th</sup> Revised Edition, New Delhi: Sultan Chand Company Limited	2018
2	Shukla, M.C. and T.S. Grewal	Advanced Accounts-I	48 <sup>th</sup> Edition, New Delhi: Sultan Chand Company Limited.	2017
3	Vinayagam. N. and B. Charumathi	Financial Accounting	1 <sup>st</sup> Edition, New Delhi Sultan Chand Company Limited.	2013

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.Nirmala	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC1A1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>GE – I :Allied : Business Economics</b>	<b>Semester:</b>	I
					<b>Credits:</b>	4

### Course Objective

To enrich the students' knowledge in the area of 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 existing economic condition.	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

CO \ PO / PSO												
	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 – Differences between Economics and Business Economics – Relationship of Business Economics with other Disciplines - Recent Trends in Business Economics - Roles and Responsibilities of Business Economist	15

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	Supply Analysis: Supply – Supply Function – Law of Supply – Market Equilibrium – Elasticity of Supply – Types. Indifference Curve Analysis: Properties - Price, Income and Substitution Effects - Consumer Surplus.	15
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.R. Appanniah	Principles of Business Economics	3 <sup>rd</sup> Edition, New Delhi: 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	6 <sup>th</sup> Edition, New Delhi: Kalyani Publishers	2014
2	Leki R. K. Agarwal	Business Economics	3 <sup>rd</sup> Edition, Bangalore, Kalyani Publishers.	2010

3	Chaudry Rimu	Business Economics	1 <sup>st</sup> Edition, Chennai: Kalyani Publishers	2012
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<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.T.Muthukannu	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC1A2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>GE I - Allied : Managerial Economics</b>	<b>Semester:</b>	I	
					<b>Credits:</b>	4	

### Course Objective

To impart the knowledge of economic principles in management decisions.

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts of managerial economics	K1
CO2	Understand the production function and its law	K2
CO3	Apply the output and price considering the various market situations	K3
CO4	Analyze the capital budgeting and demand & supply of capital.	K4
CO5	Evaluate the concept, measurement and significance of national income	K5

### Mapping

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

Unit	Content	Hours
<b>Unit – 1</b>	Managerial Economics: Meaning - Nature and Scope – Role and Responsibilities of Managerial Economist - Relationship between Managerial Economics and Other Subjects.	15
<b>Unit – 2</b>	Production Analysis: Production function- Isoquants--Producers Equilibrium – Law of production-law of supply.	15
<b>Unit – 3</b>	Pricing Decision: Pricing and Output Decisions in Different Market Situations - Pricing under Perfect Competition.	15



<b>Unit - 4</b>	Capital budgeting: Meaning- Need for capital budgeting-forms of capital budgeting- Demand for capital- supply of capital.	15
<b>Unit - 5</b>	National Income: Elements of National Income – National Income Concepts - Measurement of National Income – Difficulty of Measurement – Significance of National Income.	15
	<b>Total</b>	75

### Pedagogy and Assessment Methods:

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

### Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.Cauvery, Dr.U.K.Sudha Nayak	Managerial Economics	19 <sup>th</sup> Edition, Sultan Chand Sons, New Delhi	2018
2	Dr. S. Sankaran	Managerial Economics	2 <sup>nd</sup> Edition, Margham Publications, New Delhi	2018

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mithani D.M	Principles of Economics	1 <sup>st</sup> Edition, Himalaya publishing house	2018
2	Mehta. P.L	Managerial Economics	19 <sup>th</sup> Edition, New Delhi: Sultan Chand and Sons	2014
3	Gupta. G.S	Managerial Economics	3 <sup>rd</sup> Edition, New Delhi: 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.D.Saranya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr. R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC102			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>CC II : Executive Communication (Practical)</b>	<b>Semester:</b>	I
					<b>Credits:</b>	2

### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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
<b>Unit – 1</b>	<b>Part – A (Oral Communication)</b> 1. Listening 2. Self- Introduction 3. Group Discussion 4. Public Speaking 5. Telephonic Conversation 6. Mock Interview	30

	7. Business Presentation 8. Role Play 9. Reading <b>Part – B (Written Communication)</b> 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 13. Preparation of Resume	30
	<b>Total Contact Hrs</b>	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 Pal Korahill	Essentials of Business Communication	9 <sup>th</sup> 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	Business Communication	28 <sup>th</sup> Edition, New Delhi: Chand & Company.	2011

	and Madhumati M. Kulkarani			
2	Rodriquez, M.V.	Effective Business Communication Concept	13 <sup>th</sup> Edition, Mumbai: Vikas Publishing Company.	2003

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr. T. Vijaya Chithra	Dr.P.Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC103			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week And Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - I : Office Automation</b>	<b>Semester:</b>	I	
					<b>Credits:</b>	2	

### Course Objective

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

### Course Outcomes (CO)

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Remember the various features of Word	<b>K1</b>
<b>CO2</b>	Understand the several functions of Excel	<b>K2</b>
<b>CO3</b>	Apply the creativity in business presentation	<b>K3</b>
<b>CO4</b>	Analyze the basic knowledge in database	<b>K4</b>
<b>CO5</b>	Evaluate the creation of database system	<b>K5</b>

### Mapping

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

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
<b>Word</b>	<ol style="list-style-type: none"> <li>Design a MS-Word document with all basic features.</li> <li>Design the front page of a Magazine in MS Word.</li> <li>Build a table in MS Word projecting the details of the student's in our department</li> <li>Using Mail Merge concept send invitation for Board Meeting to all the members of the company.</li> </ol>	15

<b>Excel</b>	<p>5. 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          Medical Allowance – Rs.100          Provident Fund – 12% on Basic Pay + Dearness Allowance</p> <p>6. Design the Electricity Bill in MS Excel by considering the following conditions:  <u><b>Unit Consumed Rate Per Unit (Rs.)</b></u></p> <table data-bbox="399 548 997 716"> <tr> <td>Up to 100 Units</td> <td>NIL</td> </tr> <tr> <td>101 to 200 Units</td> <td>3.50</td> </tr> <tr> <td>200 to 500 Units</td> <td>4.60</td> </tr> <tr> <td>Above 500 Units</td> <td>6.60</td> </tr> </table> <p>7. Create a Student’s Mark List in MS Excel by considering the following conditions:  <u><b>Percentage Class Conditional Formatting (Font Color)</b></u></p> <table data-bbox="399 851 957 974"> <tr> <td>40 – 49</td> <td>III</td> <td>Blue</td> </tr> <tr> <td>50 – 59</td> <td>II</td> <td>Brown</td> </tr> <tr> <td>0 &amp; Above</td> <td>I</td> <td>Green</td> </tr> </table> <p><b>Subject Score</b></p> <table data-bbox="359 1030 973 1108"> <tr> <td>Score &lt;40</td> <td>Underline with Red Color</td> </tr> <tr> <td>Score &gt;80</td> <td>Underline with Green Color</td> </tr> </table> <p><b>Result</b></p> <table data-bbox="399 1164 798 1243"> <tr> <td>Pass</td> <td>Black</td> </tr> <tr> <td>Fail</td> <td>Red</td> </tr> </table> <p>8. Prepare the Student’s details and view the records by using the AutoFilter Option.</p> <p>9. Design a Chart in MS Excel to show the sales performance of the Company.</p> <p>10. Develop a Pivot Table expressing the sales performance of salesmen for 3 months.</p>	Up to 100 Units	NIL	101 to 200 Units	3.50	200 to 500 Units	4.60	Above 500 Units	6.60	40 – 49	III	Blue	50 – 59	II	Brown	0 & Above	I	Green	Score <40	Underline with Red Color	Score >80	Underline with Green Color	Pass	Black	Fail	Red	15
Up to 100 Units	NIL																										
101 to 200 Units	3.50																										
200 to 500 Units	4.60																										
Above 500 Units	6.60																										
40 – 49	III	Blue																									
50 – 59	II	Brown																									
0 & Above	I	Green																									
Score <40	Underline with Red Color																										
Score >80	Underline with Green Color																										
Pass	Black																										
Fail	Red																										
<b>Power Point</b>	<p>11. Design presentation slides for our College. The slides must include the history of various UG and PG courses offered by the college.</p> <p>12. Design an Organization Chart for a Company to show the levels of hierarchy.</p>	15																									
<b>Access</b>	<p>13. Create the following Tables:</p> <ol style="list-style-type: none"> <li>Student’s Personal Details</li> <li>Student’s Mark Details.</li> </ol> <p>Perform the following</p> <ol style="list-style-type: none"> <li>Relate the Tables</li> <li>Show the details of students who passed in all subjects.</li> <li>Show the details of students whose subject score in all subjects are above 60.</li> </ol>	15																									

	4. Create a Form and Report for the Tables.	
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy and Assessment Methods:**

Power point Presentations, Assignment, Experience Discussion

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Sandra Cable, Steven M. Freund, Ellen Monk, Susan L. Sebok, Joy L. Starks, and Misty E. Vermaat	Microsoft Office 365& Office 2019- An Introductory	CENAGE	2020
2	Matt vic	Microsoft Office 365	Independently Published	2021

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.Deepa	Dr.P.Archanaa	Prof. K. Srinivasan	Dr.R. ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC204			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem</b>	4	<b>CC - III : Higher Financial Accounting</b>	<b>Semester:</b>	II	
					<b>Credits:</b>	5	

### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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 – Interest on Drawings - Profit and Loss Appropriation Account – Capital accounts of Partners - Capital Ratio - Past Adjustments and Guarantees.	18
Unit – 2	Admission of a Partner – Calculation of Sacrificing Ratio – Valuation of Goodwill (Simple Problems) - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.	18



<b>Unit – 3</b>	Retirement of a Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities-Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only.	18
<b>Unit – 4</b>	Settlement of Accounts - Retiring Partner’s Loan Account – Admission cum Retirement – Death of a Partner.	18
<b>Unit – 5</b>	Dissolution of a Firm - Insolvency of Partners - Garner Vs Murray - Piecemeal Distribution (Proportionate Capital Method only).	18
	<b>Total Contact Hrs</b>	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	Reddy, T.A. and A. Murthy	Financial Accounting	8 <sup>th</sup> 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	13 <sup>th</sup> Revised Edition, Sultan Chand Company Limited, New Delhi	2018
2	Shukla, M.C. and T.S. Grewal	Advanced Accounts-I	48 <sup>th</sup> Edition, Sultan Chand Company Limited, New Delhi.	2017
3	Vinayagam. N. and B. Charumathi	Financial Accounting	1 <sup>st</sup> Edition, Sultan Chand Company Limited, New Delhi	2013

Course Designed by	Head of the Department	Curriculum Development Cell	Control Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Ms.M.Gayathri	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC2A1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>GE II - Allied : Business Mathematics</b>	<b>Semester:</b>	II	
					<b>Credits:</b>	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 <i>theory</i> which helps to improve ability of <i>mathematical</i> thinking.	K4
CO5	Evaluate the knowledge of both present and future value by using annuity	K5

### Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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
<b>Unit – 1</b>	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
<b>Unit – 2</b>	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

<b>Unit – 3</b>	Set theory: Definition – types of sets – set operations - Laws and properties of sets (without proofs) -Verification using Venn diagram only	15
<b>Unit – 4</b>	Matrices: Definition of matrix – types of matrix – matrix operations Determinants: Solving simultaneous equations in 3 variables using Cramer’s rule.	14
<b>Unit – 5</b>	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
	<b>Total Contact Hrs</b>	75

### **.Pedagogy and Assessment Methods:**

Power point Presentations, Assignment and Brain storming

### **Text Book**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.Deepa	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.RManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC2A2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>GE II - Allied : Operations Research - I</b>	<b>Semester:</b>	II	
					<b>Credits:</b>	4	

### Course Objective

To enable the students to apply the 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 the basic concepts in Operations Research	K1
CO2	Understand the concepts of decision making theory	K2
CO3	Apply the knowledge of queueing theory in solving business problems	K3
CO4	Analyse the information which helps to improve the ability of <i>decision taking</i>	K4
CO5	Evaluate the concepts of inventory to solve the business problems	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	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	Basics – Definition – Characteristics - Scientific methods – Necessary of operation research in Industry - Scope of operation research in Modern Management – Uses and limitations of operation research	15
Unit - 2	Decision Making –Decision Making environment – Decisions under uncertainty – Decision under risk – Decision – Tree Analysis (Theory only)	14
Unit - 3	Queueing Theory – Introduction – Queueing system – Characteristics of Queueing system – Symbols and Notations – Classifications of queues (Theory only)	15
Unit - 4	Information Theory: Introduction- A measure of Information-Axiomatic Approach to Information- Entropy-The expected information- Some properties of entropy function-Joint and conditional entropies	16
Unit - 5	Inventory control – Types of inventories – Inventory costs – EOQ Problem with no shortages – Production problem with no shortages.	15
	<b>Total Contact Hrs</b>	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	P.K.Gupta & D.S. Hira	Problems in Operations Research	New Delhi: S. Chand & Company Ltd.,	2013

### **Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vittal P.R & V. Malini	Operations Research	1 <sup>st</sup> Edition, Chennai, Margham Publications	2012

2	Kanti Swarup, P.K. Gupta & Manmohan	Problems in Operations Research	12 <sup>th</sup> Edition, New Delhi, S.Chand & Sons	2019
3	Paneerselvam. R	Operations Research	2 <sup>nd</sup> Edition, New Delhi, Prentice Hall of India Pvt., Ltd.,	2016

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.M.Shanmugapriya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.RManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC205			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
				<b>CC Lab - II : Web Designing</b>	<b>Semester:</b>	II	
<b>Lecture Hrs./ Week And Practical Hrs./Week</b>	5 (1+4)	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	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	Keep in mind the fundamental knowledge of internet and web designing	K1
CO2	Understand the concept of designing web pages in web sites using various HTML tags	K2
CO3	Apply the practical knowledge in creating HTML files	K3
CO4	Analyze and develop website designing skill in real business world	K4
CO5	Evaluate the creation of links between web pages	K5

### Mapping

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

Content	Hours
<ol style="list-style-type: none"> <li>Write a HTML code for designing a web page for system configuration</li> <li>Create a HTML document to show the important HTML tags</li> <li>Design a web page to show the subject covered in the first year</li> <li>Create a web page to list out the features of mobile phones using DIV element</li> <li>List out the names of software companies using ordered list</li> </ol>	75

6. List out the educational website using unordered list 7. Design a web page using Nested list. 8. Develop a web page to show the definition list using HTML tags 9. Create an advertisement of a product using HTML tags 10. Generate a web page using link within a web page 11. Develop a web page for NGM College using links for another web page 12. Generate a web page to display the weather report using table 13. Construct a HTML document to display mark statement using nested table 14. Prepare a resume using forms 15. Create a website for a College using frames	
<b>Total Contact Hrs</b>	75

### 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	Jo Foster	Learn HTM for Beginner	Elluminet Press	2019
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
Ms.D.Saranya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC2S1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC – I: Naan Mudhalvan:</b>	<b>Semester:</b>	II
				Basics of Finance & Fintech2	<b>Credits:</b>	2

### Course Objective

To prepare the students to improve the skills in finance

### 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 fundamental knowledge of Finance	K1
CO2	Understand the concept of financial eco system	K2
CO3	Apply the practical knowledge of technology in finance	K3
CO4	Analyze and develop financial designing skill in real business world	K4
CO5	Evaluate the creation of links between technology and organization	K5

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

Unit	Content	Hours
Unit - 1	Introduction to Finance – Types of Finance	6
Unit - 2	Financial Ecosystem – Players of Financial Ecosystem	6
Unit - 3	Challenges of Financial Services Industry – Financial Technology (FinTech)	6
Unit - 4	FinTech Architecture - Applications of FinTech	6
Unit - 5	FinTech Technologies - Fintech startups	6
	<b>Total Contact Hrs</b>	30

### **Pedagogy and Assessment Methods:**

Power point Presentations, Assignment, Experience Discussion
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### **Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shashi K Gupta, R.K. Sharma	Financial Management Theory and Practice	Kalyani Publisher	2015
2	Dr. Komal Mistry	FinTech in India	Book Rivers Publication	2023

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.S.Rajagopalan	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC306			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	4	<b>CC - IV: Corporate Accounting</b>	<b>Semester:</b>	III
					<b>Credits:</b>	5

### 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

CO \ PO /PSO												
	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
<b>Unit – 1</b>	Shares – Meaning – Types of Shares – Issue of Shares - Forfeiture and Reissue. Issue of Debentures – Redemption of Debentures.	18
<b>Unit – 2</b>	Preparation of Company Final Accounts.	18

<b>Unit – 3</b>	Amalgamation and Absorption of Companies (excluding Inter-Company Owings and Holdings) - External Reconstruction of Companies.	18
<b>Unit – 4</b>	Holding Company Accounts: Meaning – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus Issue and Payment of Dividend - Preparation of Consolidated Balance Sheet (Inter Company and Multiple-holdings excluded).	18
<b>Unit – 5</b>	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
	<b>Total Contact Hrs</b>	90

### 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 A. Murthy	Corporate Accounting	7 <sup>th</sup> 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)	21 <sup>st</sup> Edition, New Delhi: Kalyani Publications.	2017
2	Gupta. R.L. and M. Radhaswamy	Advanced Accountancy	Theory, Method and Application-Vol.-1, 1 <sup>st</sup> Edition, Sultan Chand & Sons, New Delhi	2015
3	Arulanandam, M.A. and K.S. Raman	Advanced Accountancy	6 <sup>th</sup> Revised Edition, New Delhi: Himalaya Publications.	2019

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Mr. S. Rajagopalan	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC307			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
				<b>CC - V : RDBMS</b>	<b>Semester:</b>	III
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	5

### 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 various models	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

CO \ PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
	CO1	M	M	H	M	M	H	L	M	H	M	M
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 Concept – Purpose of Database – Disadvantages of File Based Data Management System – Advantages of having data in a database. DBMS: Meaning – Benefits of using DBMS – Functions of DBMS – Data Dictionary : Meaning – Benefits – Types. Transaction Management –	18

	Storage Management – DBA – Database Users.	
<b>Unit – 2</b>	Database Architecture – Database Abstraction – Data Independence – Classes & Entities – Database Relationship and Associations : One to one relationship, One to many, Many to Many – Data Types. Data Models : Conceptual, Physical & Logical database models – Network model – Hierarchical Data Model – Relational Model – E-R Model : Components of an E-R model – E-R Diagram Conventions.	18
<b>Unit – 3</b>	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.	18
<b>Unit – 4</b>	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.	18
<b>Unit – 5</b>	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.	18
	<b>Total Contact Hrs</b>	90

### 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	Mathu Krithigha Venkatesh. L	Database Management Systems	Margham Publications, Chennai	2012

2	Ivan Bayross	SQL, PL/SQL the Programming Language of ORACLE	4th Edition, BPB Publications.	2017
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## Reference Books

23UCC307

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 <sup>st</sup> Edition, New Delhi:BPB Publications.	2007
3	Naphtali Rische	Database Fundamentals Design	1 <sup>st</sup> 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. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC3A1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>GE III – Allied: Principles of Management</b>	<b>Semester:</b>	III	
					<b>Credits:</b>	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

CO \ PO / PSO												
	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

<b>Unit – 2</b>	Planning - Meaning and Definition – Nature and purpose of Planning – Objectives - Process of Planning –types of planning - Advantages and Disadvantages Planning - MBO (Management by objective strategies) - Decision Making- Types of Decision Making	23UCC3A1 18
<b>Unit – 3</b>	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, Career planning and performance appraisal	19
<b>Unit – 4</b>	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
<b>Unit – 5</b>	Controlling: Process of control - Types of control – budgetary and non-budgetary control- Leadership - Type of leadership styles – Qualities of a Good Leader.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### 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	6 <sup>th</sup> Edition, New Delhi: Sultan Chand & Son	2018

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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1	Jayashankar, J.	Principles of Management	3 <sup>rd</sup> Edition, Chennai: Margham Publications	23UCC3A1
2	Tripathi, P.C. and P.N. Reddy	Principles of Management	Revised Edition, New Delhi: Tata McGraw Hill Publishing Co. Pvt. Ltd.	2021
3	Prasad, L.M.	Principles and Practice of Management	10 <sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.	2021

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr. R. Ramya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC3A2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>GE III – Allied: Business Organization and Office Management</b>	<b>Semester:</b>	III
					<b>Credits:</b>	5

### Course Objective

To enable the students to develop a basic knowledge on business and office management

### 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.	18

<b>Unit – 2</b>	Forms of Organisation: Sole Proprietorship, Partnership, Joint Stock Company and Co-operative Society	18
<b>Unit – 3</b>	Rationalisation: Features – Measures. Combinations: Causes – Forms. Government & Business: New Industrial Policy – Social Responsibilities of a business Firm	18
<b>Unit – 4</b>	Office Management – Elements – Functions – Office Manager – Characteristics – Qualification – Functions. Organisation: Principles – Forms. Centralization and Decentralization.	18
<b>Unit – 5</b>	Office Accommodation: Location – Office Building – Office Layout – Office Environment.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### 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	19 <sup>th</sup> 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	T.K. Sharama, Sashi.K.Gupta & Rahul Sharma	Business Organisation and Management	Kalyani Publication – 1 <sup>st</sup> Edition	2021
2	Dr. S.C. Saxena	Business Organisation and Management	Sahithya Bhawan Publications – 1 <sup>st</sup> Edition	2019

3	Sherlekar. S. A and Sherlekar. V. S	Modern Business Organisation and Management Systems Approach	Reprint, Mumbai: Himalaya Publishing House	2018
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<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr. T. Vijaya Chithra	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC308			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - III : RDBMS</b>	<b>Semester:</b>	III
					<b>Credits:</b>	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

CO \ PO / PSO	PO / PSO											
	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
<p style="text-align: center;"><b><u>SQL</u></b></p> <ol style="list-style-type: none"> <li>Create a table for employee details using DDL Commands.</li> <li>Create a table for sales details using DML Commands.</li> <li>Create a table for item details using DCL &amp; TCL Commands.</li> <li>Create a table for student details and verify the following data constraints.</li> </ol>	30

(a) Primary Key      (b) Reference Key      (c) Default Key	
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	
<b><u>PL / SQL</u></b>	
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.	
11. Develop PL/SQL block to check the availability of stock for the given product	
12. Create a PL/SQL program to display the multiplication table	
13. Create a table for student mark details by using percentage type under PL/SQL attribute concept.	
14. Generate a program in PL/SQL to calculate the simple interest.	
15. Write a program to calculate the discount on sales in PL/SQL.	
<b>Total Contact Hrs</b>	<b>60</b>

### 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	1 <sup>st</sup> 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	1 <sup>st</sup> 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. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan



Signature:	Signature:	Signature:	Signature:
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<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC3N1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-	<b>Non Major Elective - I : Customer Relationship Management</b>	<b>Semester:</b>	III	
					<b>Credits:</b>	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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

<b>Unit – 2</b>	Customer Profile – Customer Values – Customer Life Cycle – Characteristics of Outstanding Customer Service – Managing Customer Satisfaction	3
<b>Unit – 3</b>	Customer centric business - Customer Centric Marketing – Bonding of Customer Relationship.	3
<b>Unit – 4</b>	Customer defection – Contact centre’s for CRM – CRM strategy	3
<b>Unit – 5</b>	Client Retention Programmes – Reorganization – Customer Loyalty – Customer Rewards Programmes – e-Solution	3
	<b>Total Contact Hrs</b>	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	2 <sup>nd</sup> Edition, New York, Springer Publishing Company	2012

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

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC3N2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-	<b>Non Major Elective - I : Supply Chain Management</b>	<b>Semester:</b>	III
					<b>Credits:</b>	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	Remember 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
<b>Unit – 1</b>	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
<b>Unit – 2</b>	Designing the Distribution Network in Supply Chain - Network Design in the Supply Chain - Network Design in an Uncertain Environment.	3
<b>Unit – 3</b>	Demand Forecasting in a Supply Chain - Aggregate Planning in the Supply Chain.	3

<b>Unit – 4</b>	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
<b>Unit – 5</b>	Sourcing Decisions in a Supply Chain - Transportation in a Supply Chain - Information Technology and Supply Chain - E-business and Supply Chain.	3
	<b>Total Contact Hrs</b>	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	6 <sup>th</sup> 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	2 <sup>nd</sup> Edition, New Delhi: Macmillan India Limited.	2015
2	Sunil Chopra	Supply Chain Management: Strategy, Planning and Operation	5 <sup>th</sup> Editon, New Delhi: Pearson Education Limited.	2015
3	Sahay B.S	Emerging Issues in Supply Chain Management	5 <sup>th</sup> Edition, New Delhi, Macmillan India Limited.	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b> Ms.M.Gayathri	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC3VA			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs.</b>	30	<b>Tutorial Hrs./Sem.</b>	-	<b>Introduction to Entrepreneurship</b>	<b>Semester:</b>	III
					<b>Credits:</b>	2*

### Course Objective

To encourage the students to start a new business and to identify the financial support given by various institutions for startups and existing business

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the various concepts of entrepreneurs	K1
CO2	Identify the various steps for starting a Small Industry	K2
CO3	Deploy the various financial institutions to support the entrepreneurs.	K3
CO4	Analyze the various startups schemes	K4
CO5	Evaluate the knowledge of trading techniques	K5

### Mapping

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

Unit	Content	Hours
Unit – 1	Introduction: Entrepreneurship - Introduction – Factors – Barriers - Entrepreneurial Traits and Types Steps for starting a Small Industry- MSMEs – Social entrepreneurship.	10
Unit – 2	Entrepreneurship Development Programmes - Institutional Framework - Role of Incentives and Subsidies	10

<b>Unit – 3</b>	Innovation - Types –Role- Creative Problem Solving - Venture Capital. Startups: Meaning - Registration - Schemes	10
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<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Gupta. C.B and Srinivasan.N. P	Entrepreneurial Development	Sultan Chand and Sons	2020
2	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.Deepa	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC409			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	4	<b>CC- VI : Cost Accounting</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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
<b>Unit – 1</b>	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.	15
<b>Unit – 2</b>	Inventory Control Techniques – Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average	15
<b>Unit – 3</b>	Labour – Methods of Payment Systems: Time Rate and Piece Rate System.	15

	Incentive Systems: Halsey and Rowan. Overheads: Meaning - Classification – Allocation, Apportionment & Absorption of Overheads – Computation of Labour Cost.	
<b>Unit – 4</b>	Process Costing – Meaning - Features - General Principles - Process Losses - Normal Loss-Abnormal Loss - Abnormal Gain. (Excluding Equivalent Production) Service costing (Simple Problems only).	15
<b>Unit – 5</b>	Contract and Job Costing – Reconciliation of Cost and Financial Accounts	15
	<b>Total Contact Hrs</b>	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	Jain, S.P. and K Narang	Cost Accounting and Principles and Practice	23 <sup>rd</sup> Edition, New 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	5 <sup>th</sup> 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	2 <sup>nd</sup> Edition, New Delhi: Sult Chand & Sons.	2014

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b> Dr. P. Gomathi Devi	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4A1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	5	<b>GE IV - Allied : Business Statistics</b>	<b>Semester</b>	IV
					<b>Credits:</b>	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

PO /PSO CO	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).	15
Unit – 2	Methods of Finding Median : Discrete series – Continuous series . Mode: Discrete series – continuous series - Harmonic Mean - Geometric Mean	15
Unit – 3	Measures of Dispersion : Range – Quartile Deviation – Average Deviation - Standard Deviation : Discrete series – continuous series – combined standard	15

	deviation . Co – efficient of Variation : Variance – Discrete series – continuous series	
<b>Unit – 4</b>	Correlation: Definition Types of correlation, Karl Pearson’s correlation. Rank correlation – Definition - Spearman’s rank correlation coefficient .	15
<b>Unit – 5</b>	Regression: Definition – Uses – Difference between Correlation and Regression – Regression lines - simple problems	15
	<b>Total Contact Hrs</b>	75

### 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	42 <sup>nd</sup> 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	Sivathanu Pillai, M	Economic and Business Statistics	Chennai: Progress 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	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4A2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	5	<b>GE IV - Allied : Operations Research - II</b>	<b>Semester</b>	IV
					<b>Credits:</b>	4

### Course Objective

To impart knowledge in Simplex Method, Assignment Problems, Sequencing Problems and Transportation Problem

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Construct linear integer programming models and discuss the solution techniques	K1
CO2	Apply techniques constructively to make effective decisions in business and solve problems in industry.	K2
CO3	Apply transportation and assignment problems in making business decisions	K3
CO4	Analyze the skills to achieve their objective using sequencing models.	K4
CO5	Appreciate the mathematical basis for business decision making	K5

### Mapping

CO \ PO / PSO	PO / PSO										PSO 1	PSO 2
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
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	Operations Research: Introduction – Definition - LPP : Graphical Solution Method – General Linear Programming Problem	15
Unit - 2	Simplex Method: Basic Solutions and Degenerate Solutions to Linear Equation – Simplex Method (Simple Problems)	15
Unit - 3	Assignment Problem: Definition – Assignment Algorithm – Hungarian Assignment – Unbalanced Assignment Method.	14
Unit - 4	Sequencing Problems: Introduction – Problem with ‘n’ Jobs and 2 Machines – Problems with ‘n’ Jobs & ‘3’ Machines - Problems with ‘n’ Jobs & ‘k’ Machines (Simple Problems only).	16
Unit - 5	Transportation Problem: Row Minimum – Column Minimum – North West Corner Rule – Least Cost Method	15
	<b>Total Contact Hrs</b>	75

**Note:**

The question paper shall cover 20% theory and 80% problems

**Pedagogy and Assessment Methods:**

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

**Text Book**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vittal, P.R. & V. Malini,	Operations Research	1 <sup>st</sup> Edition, Chennai: Margham Publications.	2012

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Kanti Swarup, P.K. Gupta & Manmohan	Problems in Operations Research	12 <sup>th</sup> Edition, New Delhi: S. Chand & Sons	2019
2	Panneerselvam, R	Operations Research	2 <sup>nd</sup> Edition, New Delhi: Prentice Hall of India Pvt. Ltd	2016
3	S. Dharani Venkata Krishnan	Operations Research Principles and Problems-	Keerthi publishing house PVT Ltd.	2014

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.M.Shanmugapriya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC410			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5 (1+4)	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - IV : Visual Basic</b>	<b>Semester:</b>	IV	
					<b>Credits:</b>	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.	75

6. Design a form to show the employee pay slip using if statement.
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	3 <sup>rd</sup> Edition, New Delhi: Dream Tech Press	2012

## Reference Books

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Gary Cornell	Visual Basic-6	2 <sup>nd</sup> 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

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b> Dr.T.Vijaya Chithra	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC411			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5 (1+4)	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - V : Tally</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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	75

4. Record the transactions of sample data for Trial Balance 5. Display a cash book 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	
<b>Total Contact Hrs</b>	<b>75</b>

### 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
2	Dr.Namrata Agrawal Sh.Sanjay Kumar	Tally ERP 9	Dream Tech 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
Dr.R.Ramya	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4S1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC II: Naan Mudhalvan: Securities Markets</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	2

### Course Objective

To prepare the students to improve the knowledge in securities 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 fundamental knowledge of securities market	K1
CO2	Understand the concept of technological concepts in securities market	K2
CO3	Apply the practical knowledge of Asset Allocation and Diversification	K3
CO4	Analyze the Regulatory Framework in business	K4
CO5	Evaluate the Market Structure	K5

### Mapping

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

Unit	Content	Hours
Unit - 1	Securities Market – Participants and Structure	6
Unit - 2	Role of Securities Markets - Technological advancements in the securities market	6

<b>Unit - 3</b>	Securities available in the securities market - Asset Allocation Diversification	23UCC4S1
<b>Unit - 4</b>	Primary Market: Definition and Functions - Regulatory Framework	6
<b>Unit - 5</b>	Role and Function of the Secondary Market - Market Structure and Participants	6
	<b>Total Contact Hrs</b>	30

### 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	Balachandran V	Securities Market & Regulations	Publisher: Sultan Chand & Sons	2023
2	V. A. Avadhani	Securities Analysis And Portfolio Management	Himalaya Publishing House	2023

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b> Mr.S.Rajagopalan	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4S2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC II: Naan Mudhalvan: Mutual Funds Foundation</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	2

### Course Objective

To prepare the students to improve the knowledge in mutual funds

### 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 fundamental knowledge of mutual funds	K1
CO2	Understand the concept of Mutual Fund Structure	K2
CO3	Apply the practical knowledge of Performance of Mutual fund Products	K3
CO4	Analyze the Schemes of MF	K4
CO5	Evaluate the Fund Distribution.	K5

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	M	H
CO2	M	H	M	H	M	H	H	M	M	H	H	H
CO3	H	H	H	H	H	H	H	M	H	H	H	H
CO4	H	H	H	H	M	H	H	H	H	H	H	H
CO5	M	M	M	H	M	M	H	H	M	H	M	H

Unit	Content	Hours
Unit - 1	Concept of Mutual Fund - Role of Mutual Fund in Economy.	6
Unit - 2	Mutual Fund Structure - Constituents.	6
Unit - 3	Mutual Fund Products – Performance of Products	6
Unit - 4	Returns of MF – Schemes of MF	6
Unit - 5	Fund Distribution - Sales Practices.	6
	<b>Total Contact Hrs</b>	30

### 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	Balachandran V	Securities Market & Regulations	Publisher: Sultan Chand & Sons	2023
2	V. A. Avadhani	Securities Analysis And Portfolio Management	Himalaya Publishing House	2023

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b> Mr.S.Rajagopalan	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4N1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
				<b>Non Major Elective - II : Commerce &amp; Computer Application Practical</b>	<b>Semester:</b>	IV
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	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

CO \ PO / PSO	PO / PSO											
	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	
<b>Computer Application Practical</b>	<b>Hours</b>
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
<b>Total Contact Hrs</b>	15

### **Pedagogy and Assessment Methods:**

Power point Presentations, Assignment, Experience Discussion and Activity

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Mr.S.Rajagopalan	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC4N2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-	<b>Non Major Elective - II : Retail Management</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	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
<b>Unit – 1</b>	Retailing: Meaning, Importance-Risk of Retailers- Challenges facing Global Retailers-Retail in India: Drivers of Retail changes-Challenges for Retail Development.	3
<b>Unit – 2</b>	Customer Decision Making Process- Retail Strategy: Meaning – Steps involved in Developing Strategy- Choosing a Retail Location.	3
<b>Unit – 3</b>	Retail Marketing Mix- STP Approach-Retail Communication Mix-Customers Service: GAP Model.	3

<b>Unit – 4</b>	Retail Merchandising: Meaning- Process of Merchandise Planning –Methods of Procuring Merchandise –Retail Pricing Policies/ Strategies.	3
<b>Unit – 5</b>	HRM in Retail – Measuring Retail Store, Spare Performance and Employee Productivity- Importance and Applications of Information Technology in Retail.	3
	<b>Total Contact Hrs</b>	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	6 <sup>th</sup> 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	2 <sup>nd</sup> Edition, New Delhi: Oxford University Press.	2005
3	Barry Berman and Joel R. Evans	Retail Management - A Strategic Approach	12 <sup>th</sup> 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
Ms.M.Gayathri	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC4VA			<b>Course Title</b>	<b>Batch :</b>	2023-2026	
				VAC - II – Personality Development	<b>Semester:</b>	IV	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	30	<b>Tutorial Hrs./ Sem</b>	-		<b>Credits:</b>	2*	

### Course Objective

To instil the awareness about the Personality Development

### Course Outcomes (CO)

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

CO	Course Statement	Knowledge Level
CO1	Remember the framework of Personality Development	K1
CO2	Understand the ways to success	K2
CO3	Apply the factors affecting the attitudes	K3
CO4	Analyze the Internal and external motives	K4
CO5	Evaluate the Positive and negative self-esteem	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	The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analyses.	10

<b>Unit - 2</b>	Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation	10
<b>Unit - 3</b>	Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking	10

**Pedagogy and Assessment Methods:**

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

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Barun. K Mithra	Personality Development and Soft skills	Oxford University Press	2016
2	Rithupoorna Raj	Personality Development	Paulin Publications	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. Vijaya Chithra	Dr.P.Archanaa	Prof. K. Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC512			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	4	<b>CC - VII : Income Tax</b>	<b>Semester:</b>	V
					<b>Credits:</b>	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	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	18

<b>Unit – 2</b>	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	. 18
<b>Unit – 3</b>	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.	18
<b>Unit – 4</b>	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.	18
<b>Unit – 5</b>	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
	<b>Total Contact Hrs</b>	90

### 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	48 <sup>th</sup> 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	60 <sup>th</sup> 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

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.T.MohanaSundari	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC513			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>CC -VIII: Programming in C &amp; Python</b>	<b>Semester:</b>	V
					<b>Credits:</b>	3

### Course Objective

To promote the students' knowledge in 'C' and python

### 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	Develop python programs for data types using objects and functions.	K4
CO5	To learn how to use lists, tuples, and dictionaries in Python programs.	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. 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.	12



<b>Unit – 2</b>	Arrays: One Dimensional Arrays – Two Dimensional Arrays – Multi Dimensional Arrays – Structures – Arrays within Structures – Structures within Structures – Structures and Functions - Union – Size of Structures.	12
<b>Unit – 3</b>	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 .	12
<b>Unit – 4</b>	Python: Introduction-features-Comparative Study-Comments-Variables and Assignments. Python Objects: Standard types-Built-in-type Internal type-Standard type operator and Built-in functions-Categorizing standard type Unsupported type. Numbers: Introduction- Integer-Floating Point-Complex numbers-Operators-Built-in and factory functions. Sequences- Strings-Strings and Operator-String only operator- Built-in-Functions-Built-in-Methods-String Features-Unicode.	12
<b>Unit – 5</b>	Python: LISTS: List-list slices-list methods-list loop–mutability–aliasing-cloning lists list parameters. TUPLES: Tuple assignment, tuple as return value-Sets– Dictionaries. Functions Definition - Passing parameters to a Function - Built-in functions- Variable Number of Arguments – Scope – Type conversion-Modules - Standard Modules – sys – math – time - dir -help Function.	12
	<b>Total Contact Hrs</b>	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	Balagurusamy, .E	Programming in Ansi C	8 <sup>th</sup> Edition, NOIDA, McGraw-Hill Education, India Pvt. Ltd.	2019

2.	Aditya Kanetkar,	Programming in Python	BPB publications	2020
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### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Herbert Schildt	C- The Complete Reference	4 <sup>th</sup> Edition, NOIDA, Tata McGraw Hill Education, Pvt. Ltd	2017
2	Yashavant Kanetkar	Let Us C	17 <sup>th</sup> Edition, New Delhi, BPB Publication	2020
3.	Harsh Bhasin	Python for Beginners	New Age International (P) Ltd Publishers	2018
4.	O'Reilly	Media, Learning Python,	5th Edition Fifth Edition	2013

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b> Ms.D.Saranya	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC514			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	-	<b>Tutorial Hrs./Sem.</b>	-	<b>CC - IX : Institutional Training</b>	<b>Semester:</b>	V
					<b>Credits:</b>	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
<ol style="list-style-type: none"> <li>The student has to undergo training in financial institutions / companies for a period of 30 days in the fourth semester vacation</li> <li>Work Diary should be maintained with Attendance Certificate</li> <li>Maximum of two students are permitted to undergo training in the same institution.</li> <li>Student Evaluation: Internal and External Examiner</li> </ol>	

## Pedagogy and Assessment Methods:

Experience Discussion and Activity

23UCC514

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
All Staff Members	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title:</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC5E1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE -I : Principles of Marketing</b>	<b>Semester:</b>	V
					<b>Credits:</b>	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 market segmentation and retail marketing in India	K4
CO5	Analyse the pros and cons of various online marketing methods	K4

### Mapping

CO \ PO /PSO												
	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	Market – Meaning - Classification of Market - Marketing – Meaning – Difference between Marketing and Selling – Objectives of Marketing – Importance of Marketing – Evolution of Concepts of Marketing – Functions of Marketing.	16

<b>Unit – 2</b>	Product Policy - Product Planning and Development - Product Life Cycle – Product Mix. Pricing: Importance – Objectives – Factors affecting Pricing Decisions - Types of Pricing. <i>Branding: Features – Types – Functions.</i> <i>Packaging: Features – Types – Advantages – Brand Name and Trademark</i>	14
<b>Unit – 3</b>	Distribution Channels- Types of Channels – Factors Affecting Choice of Distribution. Personal Selling – Objectives – Features – Process of Personal Selling – Recruitment and Selection of Sales Force. Training - Methods of Training – Advertisement – Functions – Advantages.	15
<b>Unit – 4</b>	Market Segmentation – Basis of Market Segmentation – Benefits of Market - Segmentation. Retail Marketing: Methods – Problems – Retail Marketing in India.	14
<b>Unit – 5</b>	Modern Marketing Concept: Online marketing- Meaning – Importance – Advantages – Disadvantages. Global Marketing –Tele marketing- Viral Marketing- Green Marketing – E-Marketing Ethics.	16
	<b>Total Contact Hrs</b>	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	S.Chand & Company Limited. New Delhi	Reprint 2019

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip Kotler and Gray Armstrong	Principles of Marketing	18 <sup>th</sup> Edition, Pearson Education Limited	2020
2	Kavita Sharma	Principles of Marketing	2 <sup>nd</sup> Edition , Taxmann Publications	2021

3	Rajan Nair, N. and C.B. Gupta	Marketing Management	Text and Cases, 19 <sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.	2018
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<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.T.MuthuKannu	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC5E2			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - I : Entrepreneurial Development</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	4	

### Course Objective

To encourage students to become an entrepreneur.

### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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.	15



<b>Unit – 2</b>	Entrepreneurship Development Programme (EDP) – Need – Objectives – Course contents – Curriculum of EDPs – phases – Evaluation Agencies involved: IDBI – IRBI – IFCI – ICICI – LIC – UTI – SFCs- SIDBI- EXIM – DIC – TIIC – SIDCO. Start ups and Funding Options: Definition. Start ups ecosystem: Support organizations, big companies, universities. Business Incubation: Definition and Principles.	15
<b>Unit – 3</b>	Project Identification and Selection – Meaning of project – Classification – Identification – Selection – Project Formulation. Project Report : Meaning – Significance – Contents – Formulation – Guidelines – Network Analysis –Project Appraisal.	15
<b>Unit – 4</b>	Plant Layout & Process Planning: Definition – Types of Plant Layout – Applicability- Objectives – Process Planning. Quality Assurance – Definition – Total Quality Management (TQM) – Benefits – Techniques.	15
<b>Unit – 5</b>	Women Entrepreneurship: Concept – Functions – Growth of Women Entrepreneurship – Problems – Recent Trends. Rural Entrepreneurship: Meaning – Need – Problems – Measures.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### 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

23UCC5E2

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Gupta C.B, Srinivasan, N.P	Entrepreneurship Development	Sultan Chand & Sons, New Delhi	2015
2	Saravanel P	Entrepreneurial Development	Ess Pee Kay Publishing House	2009
3	Saravanel P and P. Sumathi	Entrepreneurial Development	Margham Publications	2020

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.P.Archanaa	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC5E3			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - I :Internet Of Things</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	4	

**Course Objective**

Students will be explored to the interconnection and integration of the physical world and the cyber space.

**Course Outcomes (CO)**

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

CO Number	CO Statement	Knowledge Level
CO1	Recall IOT Concepts and Requirements.	K1
CO2	Understand IOT Applications & IOT communication.	K2
CO3	Make use of IOT Data Acquisition and Platform.	K3
CO4	Analyze IOT Data Analytics & Visualization.	K4
CO5	Determine IOT Security Protocols.	K5

**Mapping**

PQ/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	<b>IOT Introduction</b> - Concepts and Definitions of the Internet of Things (IOT) -History of IOT- Requirements, Functionalists, and structure of IOT- IOT enabling technologies- IOT Architecture - The major component of IOT (Hardware & Software).	15

<b>Unit – 2</b>	<b>IOT Case Studies</b> - Project Case Study- Project Requirements (hardware & software) - Design IOT Applications (Web, Mobile, Device)- Projects on every technology (At least 4 Projects)- Data Generator - IOT communication and networking protocols, Role of wired and wireless communication.	15
<b>Unit – 3</b>	<b>IOT Data Acquisition &amp; Platform</b> - Micro Controllers - Real-time systems, and embedded software- OS and Drivers (End Device Program)- Hardware & Software Requirements.	16
<b>Unit – 4</b>	<b>IOT Data Communication</b> - IOT Data Storage & Retrieval- Overview and Role of Storage in Cloud / Server /In house Storage- Databases Connectivity with IOT and uses - <b>IOT Data Analytics &amp; Visualization.</b>	14
<b>Unit – 5</b>	IOT Security - Attack, Defense, and Network Robustness of Internet of Things - Malware Propagation and Control in the Internet of Things - Privacy Preservation Data Dissemination - Trust and Trust Models for the IOT - Authentication in IOT - Computational Security for the IOT- Security Protocols for IOT Access Networks- Security Testing.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### 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	Vijay Madiseti, Arshdeep Bahga	Internet of Things A Hands-On-Approach	Orient Balckswan Private Limited - New Delhi / 1 <sup>st</sup>	2015
2.	Donald Norris	The Internet of Things	McGraw-Hill Education/1 <sup>st</sup>	2015

### Reference Books

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Adrian McEwen	Designing the Internet of Things	Wiley Publishers/ 1 <sup>st</sup>	2013
2	Daniel Kellmerein	The Silent Intelligence: The Internet of Things	Lightning Source Inc / 1 <sup>st</sup>	2014
3	Dr. Gopala Krishna Behara	A Reference Guide to IOT: a Step – by- step Guide to Enterprise Transformation using IOT.	Notion press / 1 <sup>st</sup>	2022

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.T.Mohana Sundari	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC5E4			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE – II: Legal Aspects in Business</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	4	

### Course Objective

To provide basic knowledge on the provisions of the Indian Contract Act and 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 fundamentals of Contract Act	K1
CO2	Assess the knowledge about different aspects of Goods Act	K2
CO3	Understand the basic characteristics and legal structure and nature of a company	K3
CO4	Analyse about the shares and company meetings	K4
CO5	Evaluate 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	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	Business Law : Law – Meaning - Indian Contract Act, 1872 – Contract – Definition – Classification of Contracts – Essential Elements of Valid Contract.	15

	Offer – Types – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Communication of Offer and Acceptance – Revocation of Offer and Acceptance. Consideration – Essentials of a Valid Consideration	
<b>Unit – 2</b>	Capacity to Contract – Law relating to Minor, Unsound Mind Person – Persons Disqualified by Law – Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation. Contract of Sale of Goods Act 1930 – Rules regarding Delivery of Goods – Rights and Duties of a Buyer and Seller	15
<b>Unit – 3</b>	Company Law: 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.	15
<b>Unit – 4</b>	Memorandum of Association – Meaning and Importance – Alteration – Doctrine of Ultravires – Effects – Articles of Association – Alteration 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
<b>Unit – 5</b>	Share Capital – Kinds of Shares – Transfer and Transmission of Shares – Company Meetings – Statutory Meeting – Annual General Meetings – Extraordinary General Meetings Winding up of Companies – Modes of winding up – Powers and Duties of Liquidator – National Company Law Tribunal Act (NCLT) – Functions – Advantages.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy and Assessment Methods:**

Power Point Presentations, Seminar, Assignment and Case study

### **Text Book**

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

2	N.D. Kapoor	Company Law and Secretarial Practice	Sultan Chand and Sons publications, 34 <sup>th</sup> Edition	2020
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### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai, R.S.N. and Bagavathi	Business Law	3 <sup>rd</sup> Edition, New Delhi: Sultan Chand & Company Limited.	2011
2	Tulsian, P.C.	Business Law	3 <sup>rd</sup> Edition, New Delhi: Sri Vishnu Publication	2018
3	Prof. Anil Kumar	Company Law	5 <sup>th</sup> Edition, Taxmann's Publications Private Limited New Delhi.	2021
4	Dr.G.K.Kapoor, Dr.SanjayDhamija	Company Law	24 <sup>th</sup> Edition, Taxmann's Publications Private Limited.	2022

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms. M.Shanmugapriya	Dr. P. Archanaa	Prof.K.Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC5E5			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - II :</b> Goods and Service Tax	<b>Semester:</b>	V
					<b>Credits:</b>	4

### Course Objective

To impart basic knowledge about Indirect 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 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
<b>Unit-1</b>	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
<b>Unit-2</b>	Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy and Collection from Customs duty- Exemption from Customs	16

	duty- Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost, Destroyed or Abandoned Goods- Customs Duty Draw Back.	
<b>Unit-3</b>	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
<b>Unit-4</b>	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
<b>Unit-5</b>	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
	<b>Total Contact Hrs</b>	<b>75</b>

### 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
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1	Balachandran, V	Indirect Taxation	New Delhi, Sultan Chand and Sons	2019
2	C.A. Raj Agarwal	Indirect Taxation	Bharat Law House – 1 <sup>st</sup> Edition	2018
3	Mittal, J.K.	Law Practice and Procedures of Service Tax	New Delhi, Jain Book Agency	2017

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr. T. Vijaya Chithra	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC5E6			<b>Course Title</b>	<b>Batch:</b>	2023- 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - II : ERP and Industry 4.0</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	4	

### 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

CO \ PO /PSO												
	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
<b>Unit – 1</b>	Enterprise Resource Planning: Meaning – Common Myths in ERP – History – Reasons for Growth of ERP in Market – Advantages – ERP architectures.	15
<b>Unit – 2</b>	Risks of ERP: People risks – Process risks – Technological risks - Implementation issues – Operation and Maintenance issues – Unique risks of ERP projects – Managing Risks.	15

<b>Unit – 3</b>	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
<b>Unit – 4</b>	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
<b>Unit – 5</b>	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
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy and Assessment Methods:**

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

### **Text Book**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Alexis Leon	Enterprise Resource Planning	4 <sup>th</sup> Edition Tata McGraw Hill, Uttar Pradesh.	2020
2.	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Auerbach Publications, Bharathiar University	2022

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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, 2 <sup>nd</sup> Edition Prentice Hall of India,	20114
3	Alasdair Gilchrist	Industry 4.0 (The Industrial Internet of Things)	Apress Media	2017

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.R.Subha Sangeetha	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC515			<b>Course Title</b>	<b>Batch:</b>	2023 – 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - VI : C &amp; Python</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	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 python	K4
CO5	Execute the ability of developing applications in python using the theoretical exposure of the language	K5

### Mapping

CO \ PO / PSO	PO / PSO											
	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.	75
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.	
<b>Python</b>	15
1. Write a Program to find prime numbers between 1 to n.	
2. Design a Program to check given number is Armstrong or not.	
3. Write a Program to create a List and split it into two lists for odd and even numbers.	
4. Demonstrate various List operations	
5. Develop a program to accept a line of text and find the number of characters, number of vowels and number of blank spaces in it.	
<b>Total Contact Hrs</b>	<b>90</b>

### 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	17 <sup>th</sup> Edition, New Delhi, BPB Publication	2020
2	Stephen G. Kochan	Programming in C	4 <sup>th</sup> Edition, Pearson Education India	2015

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
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Name and Signature	Name and Signature	Name and Signature	Name
<p data-bbox="231 197 419 235">Ms.D.Saranya</p> <p data-bbox="256 383 394 421">Signature:</p>	<p data-bbox="539 197 753 235">Dr. P. Archanaa</p> <p data-bbox="579 383 713 421">Signature:</p>	<p data-bbox="858 197 1102 235">Prof.K. Srinivasan</p> <p data-bbox="914 383 1048 421">Signature:</p>	<p data-bbox="1289 150 1442 197">23UCC515</p> <p data-bbox="1185 197 1465 235">Dr. R. ManickaChezhian</p> <p data-bbox="1257 383 1391 421">Signature:</p>

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC516			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	-	<b>Tutorial Hrs./Sem.</b>	-	<b>CC – X : Project</b>	<b>Semester:</b>	V
					<b>Credits:</b>	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	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

CO \ PO / PSO												
	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
<p>1. The student has to complete project work in which they will learn various aspects of Commerce and Computer Applications, such as Financial statements analysis, Web page designing, Website development and so on. By undertaking the project work, the students will be able:</p> <ul style="list-style-type: none"> <li>To experiment the concepts learnt.</li> <li>To apply the concepts practically</li> <li>To identify the problems associated</li> <li>To provide solutions to the identified problems</li> </ul>	

<ul style="list-style-type: none"> <li>To understand the economic, business and technological environment.</li> </ul> <p>2. Group of four members has to do the project work.</p>	
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### **Pedagogy and Assessment Methods:**

Experience Discussion and Activity

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
All Staff Members	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC5S1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	3 (1+2)	<b>Tutorial Hrs. / Sem.</b>	-	<b>SEC - III : Commerce and Computer Application Practical</b>	<b>Semester:</b>	V
					<b>Credits:</b>	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	30

6. RTGS and NEFT 7. DD Challan 8. Filling of Post Office RD Form 9. Share Application Form 10. Demat Account Opening Form 11. GST Registration	
<b>Computer Application Practical</b>	<b>Hours</b>
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
<b>Total Contact Hrs</b>	45

### Pedagogy and Assessment Methods:

Power point Presentations, Assignment, Experience Discussion and Activity

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Mr.S.Rajagopalan	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA		<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC5S2		<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	3	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC - III : Investment Management</b>	<b>Semester:</b> V
				<b>Credits:</b>	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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
	<b>Total Contact Hrs</b>	15

**Pedagogy and Assessment Methods:**

Power point Presentations, Seminar and Assignment
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**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	5th 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.R.Subhasangeetha	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC5AL			<b>Course Title</b>	<b>Batch :</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	SS	<b>Tutorial Hrs./Sem.</b>	-	<b>ALC – I: International Marketing (Optional)</b>	<b>Semester:</b>	V	
					<b>Credits:</b>	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

CO \ PO / PSO												
	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
<b>Unit - 1</b>	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research	
<b>Unit - 2</b>	International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing	



<b>Unit - 3</b>	International Marketing Mix - stages of Internationalization - Global marketing - Barriers to global marketing.	
<b>Unit - 4</b>	Channels of Distribution - International Retailing - Sales Promotion - Distribution Structure and pattern - Middleman	
<b>Unit - 5</b>	. 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
Dr.M.Nirmala	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R. Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC617			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	4	<b>CC - XI : Management Accounting</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	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
<b>Unit – 1</b>	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.	18

<b>Unit – 2</b>	Ratio analysis: Ratio Analysis – Meaning – Uses – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements	18
<b>Unit – 3</b>	Funds Flow and Cash Flow Statement: Funds Flow Analysis – Cash Flow Analysis (New format) (AS-03).	18
<b>Unit – 4</b>	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
<b>Unit – 5</b>	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)	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods:**

Group discussions, Seminar and Assignment

### **Text Book**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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	4 <sup>th</sup> Edition, New Delhi, Vikas Publishing House	2018
3	M Y Khan, P K Jain	Management Accounting	7 <sup>th</sup> Edition, McGraw-Hill Education.	2017

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.R.Ramya	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC6E7			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - III: E-Commerce and Information Security</b>	<b>Semester:</b>	VI	
					<b>Credits:</b>	4	

### 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	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

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
<b>Unit – 1</b>	Introduction to E-Commerce – Meaning – Definition – Perspectives of E-Commerce – History of E-Commerce – Framework and Classification of E-Commerce– E-Commerce Drivers – Adoption of E-Commerce – Traditional Vs Electronic Commerce – Advantages and Disadvantages of E-Commerce.	18
<b>Unit – 2</b>	Models of E-Commerce: B2B - B2C – C2B – C2C – B2G. EDI – Meaning – Definition – Components – Future of EDI - EDI Legal, Security & privacy issues. EDI Standards: Data Standard in EDI. Mobile Commerce – Meaning – Definition – Architecture – Application – Advantages and Disadvantages.	18
<b>Unit – 3</b>	Electronic Payment System (EPS) – Meaning – Problems with Traditional Payment Systems – Features – Types of Electronic Payment Systems – Advantages and Disadvantages- Designing electronic payment system. Online Banking: Core Banking Solution (CBS) – Advantages and Disadvantages.	17
<b>Unit – 4</b>	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.	18
<b>Unit – 5</b>	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.	19
	<b>Total Contact Hrs</b>	<b>90</b>

### **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	Ravi Kalakota Andrew, B.Whiston	E-Commerce	Darling Kindersly (India) Pvt. Ltd.	2014

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamalesh N. Agarwala, Amitlal Beeksha Agarwala	Business on the Net - An Introduction to the 'What's' and 'Hows' of E-Commerce	2 <sup>nd</sup> Edition, New Delhi: Macmillan India Limited.	2005
2	Dr. C.S. Reyudu	E-Commerce & E- Business	Himalaya Publishing House, New Delhi	2020
3	Kenneth C.Laudon and Carol Guercio Traver	E-Commerce	Business Technology, 4 <sup>th</sup> Edition, Dorling Kindersley (India) Private Limited.	2011
4	Dr. SushilaMadan	E-Commerce	Scholar Tech Press	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.Nirmala	Dr. P. Archanaa	Prof. K. Srinivasan	Dr.R.ManickaCezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC6E8			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - III : Financial Markets and Services</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	4

### Course Objective

To enable the students to understand various financial services and make them familiar with the Indian capital market, its operations, instruments, regulations etc.,.

### 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

CO \ PO / PSO	PO / PSO											
	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
<b>Unit – 1</b>	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.	18



	Call Money Market. Capital Market - Meaning - Importance - Difference between Money Market and Capital Market.	
<b>Unit – 2</b>	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
<b>Unit – 3</b>	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
<b>Unit – 4</b>	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
<b>Unit – 5</b>	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
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods:**

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

### **Text Book**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	E.Gordon and K.Natarajan	Financial Markets and Institutions	Himalaya Publishing House Private Limited. Mumbai	2021

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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1	Anthony Saunders, Marcia Million Cornett, Anshul Jain	Financial Markets and Institutions	7 <sup>th</sup> Edition, McGraw Hill Education(India) Private Ltd, Nodia	2021
2	Dr.Vinod Kumar, Prof Atul Gupta and Manmeet Kaur	Financial Markets & Institutions	Taxmann's Publications Private Limited, New Delhi	2021
3	Bimal Jaiswal, Bhuvana Venkatraman and Richa Banerjee	Financial Markets, Institutions and Financial Services	Sathiya Bhawan Publications, Agra	2019

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.M.Gayathri	Dr. P. Archanaa	Prof.K.Srinivasan	Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC6E9			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>DSE - III : Banking and Insurance Law</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	4

### Course Objective

To enrich the students' knowledge on the various provisions of banking and insurance law

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Gain knowledge about Banking systems	K1
CO2	Know about the Cheque and other banking terms	K2
CO3	Remember the concepts of loans	K3
CO4	Understand the duties and liabilities of paying and collecting banker	K4
CO5	Analyse the various principles of insurance and its classifications	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
<b>Unit – 1</b>	Banking – Definition - Relationship between Banker and Customer – Special Types of Customers – Minor, Married Women, Lunatic and Partnership Firms and Companies. Meaning of Banking Terms: Cash Reserve Ratio[CRR] – Statutory Liquidity Ratio[SLR] – Bank Rate – Prime Lending	18

	Rate[PLR] – Repo Rate[RR] – Reverse Repo Rate[RRR] – Marginal Standing Facility[MSF].	
<b>Unit – 2</b>	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.	18
<b>Unit – 3</b>	Paying and Collecting Banker – Duties and Liabilities – Circumstances for refusing Payment of Cheques – Consequences of Wrong Dishonour – Statutory Protection for Paying and Collecting Banker.	18
<b>Unit – 4</b>	Insurance: Meaning – Functions – Nature - Principles – Classification- Evolution-Purpose and need of insurance-Role of insurance in the development of the economy	18
<b>Unit – 5</b>	Insurance Regulatory and Development Authority Act (1999): Meaning – Importance. Types of Insurance: LIC, GIC, Marine – Merits and Demerits of Insurance	18
	<b>Total Contact Hrs</b>	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	Gordon, E. and K. Natarajan	Banking Theory, Law and Practice	28 <sup>th</sup> Revised Edition, Chennai: Himalaya 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	16 <sup>th</sup> Edition, New Delhi: Deepa and Deepa Publications Private Limited.	2013

3	Dr. P. Periyasamy	Principles and Practice of Insurance,	Mumbai:Himalaya Publishing House	2019
4	Mishra M.N. & Mishra S.B	Insurance Principles and Practice	22 <sup>nd</sup> Edition, S. Chand Publications.	2016

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.R.Subha Sangeetha	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC618			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>CC – XII : Programming in Java</b>	<b>Semester:</b>	VI	
					<b>Credits:</b>	4	

### Course Objective

To upgrade the students in the Programming Language to develop Net Based Business Applications in recent IT Technology.

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	The competence and the development of small to medium sized application programs that demonstrate professionally acceptable coding	K1
CO2	Demonstrate the concept of object oriented programming through Java	K2
CO3	Apply the concept of Inheritance, Modularity, Concurrency, Exceptions handling and data persistence to develop java program	K3
CO4	Develop java programs for applets and graphics programming	K4
CO5	Understand the fundamental concepts of AWT controls, layouts and events	K5

### Mapping

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

Unit	Content	Hours
Unit – 1	<b>Fundamentals Of Object-Oriented Programming:</b> Object-Oriented Paradigm – Basic Concepts of Object-Oriented Programming – Benefits of	18

	Object-Oriented Programming –Application of Object-Oriented Programm	23UCC618
	Java Evolution: History – Features – How Java differs from C and C++ – Java and Internet – Java and www –Web Browsers. Overview of Java: simple Java program – Structure – Java Tokens – Statements – Java Virtual Machine.	
<b>Unit – 2</b>	<b>Branching And Looping :</b> Constants, Variables, Data Types - Operators and Expressions – Decision Making and Branching: if, if...else, nested if, switch, ? : Operator - Decision Making and Looping: while, do, for – Jumps in Loops - Labelled Loops – Classes, Objects and Methods.	18
<b>Unit – 3</b>	<b>Arrays And Interfaces:</b> Arrays, Strings and Vectors – Interfaces: Multiple Inheritance – Packages: Putting Classes together – Multithreaded Programming.	18
<b>Unit – 4</b>	<b>Error Handling:</b> Managing Errors and Exceptions – Applet Programming – Graphics Programming.	18
<b>Unit – 5</b>	<b>Managing Input / Output Files In Java:</b> Concepts of Streams- Stream Classes – Byte Stream classes – Character stream classes – Using streams – I/O Classes – File Class – I/O exceptions – Creation of files – Reading / Writing characters, Byte-Handling Primitive data Types – Random Access Files.	18
	<b>Total Contact Hrs</b>	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	E. Balagurusamy	Programming with Java - A Primer	Tata McGrawHill Education (India) Private Limited, New Delhi\ 5th Edition	2014

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Herbert Schildt	Java: The Complete Reference	Tata McGraw Hill Education, Oracle Press\ 10th Edition	2018

2	Patrick Naughton & Hebert Schildt	The Complete Reference Java 2	Tata McGraw Hill Education\ 3rd Edition	2014
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<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.R.Subha Sangeetha	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC619			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - VII : JAVA</b>	<b>Semester:</b>	VI	
					<b>Credits:</b>	3	

### Course Objective

To promote the students Programming Language Skills in the Net Based Business Applications.

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of Java Programming with emphasis on ethics and principles of professional coding	K1
CO2	Demonstrate the creation of objects, classes and methods and the concepts of constructor, methods overloading, Arrays, branching and looping	K2
CO3	Create data files and Design a page using AWT controls and Mouse Events in Java programming Implement the concepts of code reusability and debugging.	K3
CO4	Develop applications using Strings, Interfaces and Packages and applets	K3
CO5	Construct Java programs using Multithreaded Programming and Exception Handling	K3

### Mapping

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

Programs	Hours
<ol style="list-style-type: none"> <li>Write a java program to print the Multiplication Table by getting the input as Command Line Arguments.</li> <li>Write a java program with multiple classes to find the length and breadth of room area.</li> <li>Write a java program to check whether the given number is Prime or not.</li> <li>Write a java program to check whether the given number is Armstrong or not.</li> </ol>	60

5. Write a java program to find the number of digits of a given number.
6. Write a java program to reverse the digits of a given number.
7. Write a java program to calculate the discount on sale of the products A and B with the given price and discount rates.

Price of Product A is Rs.100/- per unit

Price of Product B is Rs.150/- per unit

**Discount Rate**

0-100	--	5%
101-200	5%	10%
201-300	12%	15%
Above 300	20%	25%

8. Create a program using nested for loops statement.
9. Write a java program to get a string and check whether it is a palindrome or not.
10. Develop a java program to get the user's choice to perform the respective string functions from the menu displayed.
11. Write a java program to get the students mark details and printing it in the form of mark sheet using inheritance concept.
12. Develop a simple java program to sort the given numbers.
13. Develop a program using text applets to print whether the given number is odd or even.
14. Draw a face using applets.
15. Using an applet program, design the model of a car.
16. Develop an applet program to add the given numbers

### Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	E. Balagurusamy	Programming with Java - A Primer	Tata McGrawHill Education (India) Private Limited, New Delhi\ 5th Edition	2014

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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1	Herbert Schildt	Java: The Complete Reference	Tata McGraw Hill Education, Oracle Press\ 10th Edition	2018
2	Patrick Naughton & Hebert Schildt	The Complete Reference Java 2	Tata McGraw Hill Education\ 3rd Edition	2014

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Ms.R.Subha Sangeetha	Dr. P. Archanaa	Prof.K. Srinivasan	Dr.R.Manicka Chezian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC620			<b>Course Title</b>	<b>Batch:</b>	2021 - 2024
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	5 (1+4)	<b>Tutorial Hrs./Sem.</b>	-	<b>CC Lab - VIII : Multimedia</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	2

### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
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
<b>Photoshop</b>  17. Reduce Picture Size 18. Replace colour in an Image 19. Merging of two Images 20. Add a pattern as background 21. Make a simple book cover by using basic functionalities 22. Panning shot of an image	45

23. Halloween Effect of an image <b>Flash</b>	
24. Raining Effect	
25. Logo	
26. Bouncing ball	
27. Drawing and creating text with effects	30
28. Transforming a shape into another Shape (Circle, Square and Triangle)	
<b>Total Contact Hrs</b>	<b>75</b>

### 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/ 1 <sup>st</sup> 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 / 2 <sup>nd</sup> 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
<b>Name and Signature</b> Dr.T. Vijaya Chithra	<b>Name and Signature</b> Dr. P. Archanaa	<b>Name and Signature</b> Prof. K. Srinivasan	<b>Name and Signature</b> Dr.R.ManickaChezhian
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications		
<b>Course Code:</b>	23UCC6S1			<b>Course Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC IV : Interview Readiness</b>	<b>Semester:</b>	VI	
					<b>Credits:</b>	2	

### Course Objective

To prepare the students to excel in interviews.

### 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 for preparing for interview	K1
CO2	Understand the concept of Company Research	K2
CO3	Apply the practical knowledge in Verbal and Non-verbal communication	K3
CO4	Analyze the Etiquettes in interviews	K4
CO5	Execute the patterns of Group Discussion	K5

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

Unit	Content	Hours
Unit - 1	Introduction to Interviews – Effective Resume	6
Unit - 2	Company Research – Preparation and Self-grooming	6
Unit - 3	Verbal and Non-verbal communication – Strategies of Answering to Interview Questions	6
Unit - 4	Mock Interviews & Phone Interviews - Etiquettes	6
Unit - 5	Group Discussion – Technical Round.	6
	<b>Total Contact Hrs</b>	30

### 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	Capt. Satabdi Chatterjee	Interview.in : A Complete Interview Manual	Notion Press; 1st edition	2022

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

<b>Programme Code:</b>	BCCA		<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC6S2		<b>Course Title</b>	<b>Batch:</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	<b>SEC IV : Aptitude for Placements</b>	<b>Semester:</b> VI
				<b>Credits:</b>	2

### Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To have fundamental <b>knowledge</b> of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To <b>understand</b> the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To <b>apply</b> the formulae to real time problems on probability, Areas of surfaces and <b>apply</b> data visualization tool for any data set.	K3
CO4	To <b>analyze</b> the problems solving related to Age, Time and Distance and Time and Work etc. To <b>examine</b> their employability skills.	K4



CO5	Use their logical thinking and analytical abilities to <b>evaluate</b> puzzle and decision making related questions from company specific and other competitive tests / To critically <b>evaluate</b> numerous possibilities related to puzzles.	K5
	To <b>develop</b> their Competitive skills and <b>improve</b> the decision-making skills. To <b>generate</b> analytical reports and presentations using Data Interpretation.	K6

### Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO 9	PO 10	PSO1	PSO2
CO												
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

\*H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
Unit II	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6
Unit IV	Permutation and Combination - Probability, Height and Distances - Boats and Streams - Odd Man Out &Series.	6
Unit V	Interpretation: Tabulation, Bar Graphs, Pie Chart, Line Charts.	6
	<b>Total Contact Hrs</b>	<b>30</b>

### Pedagogy

Direct Instruction, Flipped Class, Digital Presentation
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## Assessment Methods

Seminar, Quiz, Assignments, GroupTask.

## Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	<b>Quantitative Aptitude for Competitive Examinations</b>	S.Chand & Company Ltd., New Delhi.	2018

## Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \EDITION	YEAR OF PUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2 <sup>nd</sup> Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3 <sup>rd</sup> Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant Publications India Limited, New Delhi	2018
4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7 <sup>th</sup> Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant Publications India Limited, New Delhi; Twelve edition	2022

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	Prof. K. Srinivasan	Dr.R. Manicka Chezhan
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCCA			<b>Programme Title</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	23UCC6AL			<b>Course Title</b>	<b>Batch :</b>	2023 - 2026
<b>Lecture Hrs./ Week Or Practical Hrs./Week</b>	SS	<b>Tutorial Hrs./Sem</b>	-	<b>ALC II – Basics of Research Techniques</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	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
<b>Unit – 1</b>	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.	
<b>Unit – 2</b>	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.	

<b>Unit – 3</b>	Collection of Data: Primary – Secondary – Methods – Questionnaire – Types – Pre test – Pilot study – Testing and Validating Questionnaire.	
<b>Unit – 4</b>	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.	
<b>Unit – 5</b>	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**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.P.Gomathi Devi	Dr. P. Archanaa	Prof.K.Srinivasan	Dr.R.Manicka Chezhan
Signature:	Signature:	Signature:	Signature: