UNDER GRADUATE PROGRAMME: COMMERCE (E-COMMERCE)

CHOICE BASED CREDIT SYSTEM

For the students admitted from 2021-2024 Batch

DEPARTMENT OF B.COM (E-COMMERCE)

NGM COLLEGE

(An *autonomous college Affiliated to BharathiarUniversity, Coimbatore)*

POLLACHI - 642 001

REVISED SCHEME OF EXAMINATIONS AND SYLLABUS

Department of Commerce (E-Commerce)

Vision

- To make the students well versed in the domain of Electronic Commerce
- To enrich the communicative ability of the students
- To increase the employability skills

Mission

The curriculum is qualitatively outstanding and innovative. Theory and application oriented E-Commerce Technology papers are offered which is directed at the present and – as far as it is foreseeable – future requirement of the business to pursue knowledge through Academic, Co-curricular and extra-curricular activities.

Program Educational Objectives:

PEO1	Students will be able to understand the concepts of Commerce with E-Commerce
PEO2	Programme aims to develop professional knowledge which is required for Commerce graduates
PEO3	Students will acquire necessary skills to work in E-Commerce Industry
PEO4	Students will be able to get trained in various programming languages
PEO5	Students can do Commerce and E-commerce operations simultaneously. They can become entrepreneurs in E-Commerce Sector or become highly valued industrial experts in this digital era

Program Outcomes:

PO1	To replicate the concepts, principles and theories in the field of Commerce, E-Commerce, Accounting, Finance, Law and Taxation with necessary technical skills which promote the growth of their professional career and entrepreneurship
PO2	To qualify the students to meet the requirements of the society and enlightening the education of global standards
PO3	To enable to students to acquaint knowledge by applying Information Technology in order to meet the future challenges of Business with Zeal and Confident.
PO4	To nurture the students in intellectual, personal, interpersonal and social skills with a

PO5	focus on relevant professional career particularly, to maximize professional growth.
PO5	To Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
PO6	To equip the students with the skills required to lead top managerial position
PO7	To create awareness among the students about the emerging trends in the digital era
PO8	To infuse skills relating to Electronic business and to enable students to become E-Entrepreneurs

Program Specific Outcomes:

PSO - 01	To develop the conceptual knowledge and application skills in the domain of Commerce and E-Commerce
PSO - 02	To expose the students knowledge in various provisions of Law, computer practical's, e-filing and preparation of project reports

N.G.M College - Curriculum Development Cell
B.Com (E-Commerce)
Scheme of Examination For 2021 - 2022
Choice Based Credit System & OBES

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

SEMESTER - I

Part	Subject Code	Title of the Paper	L	P	T	Exam Hrs.	Internal	External	Total Marks	Credits
I	21UTL101 / 21UHN101/ 21UFR101	Tamil Paper - I /	6	-	-	3	30	70	100	3
		Hindi Paper - I /	6	-	-					
		French Paper - I	6	-	-					
II	21UEN101	English Paper - I (Level I)	5	-	-	3	30	70	100	3
	21UEN102	English Paper - I (Level II)	5	-	-					
III	21UEC101	**Core - I :** Principles of Accounting	5	-	-	3	30	70	100	4
	21UEC102	**Core - II :** Business Application Software	4	-	-	3	30	70	100	4
	21UEC1A1	**Allied - I :** Business Economics	4	-	-	3	30	70	100	4
	21UEC103	**Core Lab - I :** Programming Laboratory – I : MS – Office	-	4	-	3	40	60	100	2
IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice- I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
VI	21VAD101	Communicative English (Fluency) - I	-	-	-	-	-	-	-	Gr
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
		Total	26	4	-	-	215	485	700	23

Part	Subject Code	Title of the Paper	L	P	T	Exam Hrs.	Internal	External	Total Marks	Credits
		SEMESTER - II								
I	21UTL201 / 21UHN201/ 21UFR201	Tamil Paper - II /	6	-	-	3	30	70	100	3
		Hindi Paper - II /	6	-	-					
		French Paper - II	6	-	-					
II	21UEN201	English Paper - II (Level I)	5	-	-	3	30	70	100	3
	21UEN201	English Paper - II (Level II)	5	-	-					
III	21UEC204	**Core - III :** Business Communication	4	-	-	3	30	70	100	4
	21UEC205	**Core - IV :** Fundamentals of E-commerce	4	-	-	3	30	70	100	4
	21UEC2A2	**Allied - II :** Principles of Management	4	-	-	3	30	70	100	4
	21UEC206	**Core Lab - II :** Programming Laboratory – II : Accounting Package Tally	-	4	-	3	40	60	100	2
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
VI	21VAD201	Communicative English (Fluency) - II	-	-	-	-	-	-	-	Gr
	21VAD202	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50*	50*	Gr
	21VAD203	Uzhavu Bharatham - I	1*	-	-	2	-	50*	50*	Gr
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
		Total	26	4	-	-	215	485	700	23

SEMESTER - III

Part	Subject Code	Title of the Paper	L	P	T	Exam Hrs.	Internal	External	Total Marks	Credits
III	21UEC307	**Core - V :** Modern Marketing	6	-	-	3	30	70	100	4
	21UEC308	**Core - VI :** Object Oriented Programming with C++	5	-	-	3	30	70	100	4
	21UEC309	**Core - VII :** Advanced Accounting	7	-	-	3	30	70	100	4
	21UEC3A3	**Allied - III :** Business Mathematics and Statistics	6	-	-	3	30	70	100	4
	21UEC310	**Core Lab - III :** Programming Laboratory – III: Object oriented programming with C ++	-	4	-	3	40	60	100	2
IV	21UEC3N1/ 21UEC3N2	Non Major Elective - I : Dynamics in E-commerce Non Major Elective - I : E-Banking	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
VI	21VAD301	Communicative English (Fluency) - III	-	-	-	-	-	-	-	Gr
	21VAD302	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	50*	50*	Gr
	21VAD303	Uzhavu Bharatham - II	1*	-	-	2	-	50*	50*	Gr
	21UEC304	Business Ethics for Young Entrepreneurs	1*							Gr
	Total		**26**	**4**	**-**	**-**	**185**	**415**	**600**	**21**

			SEMESTER - IV								
Part	Subject Code	Title of the Paper	Hrs / Week			Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T			Internal	External		
III	21UEC411	**Core - IX :** Financial Markets and Institutions	6	-			3	30	70	100	5
	21UEC412	**Core - X :** Software Development with Visual Basics	5	-			3	30	70	100	4
	21UEC413	**Core - XI :** Cost Accounting	7	-			3	30	70	100	4
	21UEC4A4	**Allied - IV :** Banking and Insurance	6	-			3	30	70	100	4
	21UEC414	**Core Lab - IV :** Programming Laboratory – IV : Software Development with Visual Basics	-	4			3	40	60	100	2
IV	21 UEC4N21/ 21UEC4N22	**Non-Major Elective – II** Applications of E-commerce **Non-Major Elective – II** E-Commerce	1	-	-		2	-	50	50	2
	21HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-		2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-		-	-	-	-	1
VI	21VAD401	Communicative English (Fluency) - IV	-	-	-		-	-	-	-	Gr
	21VAD402	Manaiyiyal Mahathuvam - III	1*	-	-		2	-	50*	50*	Gr
	21VAD403	Uzhavu Bharatham - III	1*	-	-		2	-	50*	50*	Gr
	21UEC404	E-Business for Young Graduates	1*								Gr
		Total	26	4	-	-		185	415	600	23

CDC / 21 – R 1.2

Part	Subject Code	Title of the Paper	L	P	T	Exam Hrs.	Internal	External	Total Marks	Credits
		SEMESTER - V								
III	21UEC515	**Core - XII :** Income Tax Law and Practice	5	-	-	3	30	70	100	5
	21UEC516	**Core - XIII :** Skill Enhanced Course: Research Methods	5	-	-	3	30	70	100	4
	21UEC517	**Core - XIV :** Internet & Web Designing	5	-	-	3	30	70	100	4
	21 UEC 5E11	**Core Elective - I** : Information Security & E-commerce Technology	5	-	-	3	30	70	100	5
	21 UEC5E12	**Core Elective - I** : Software Engineering								
	21 UEC5E13	**Core Elective - I** : Industrial Relations								
	21UEC518	**Core Lab - V :** Programming Laboratory – V: Internet & Web Designing	-	4	-	3	40	60	100	2
	21UEC519	Software Project Viva – Voce	2	-	-	3	20	80	100	2
	21UEC5AL1	**Advanced Learner Course - I :** Organisational Behaviour	-	-	-	3	30	70	100*	5*
IV	21 UEC 5S11	**Skill Based Elective I:** Commercial law/	3 Hours	-	2	-	50	50	3
	21 UEC 5S12	**Skill Based Elective I:** Fundamentals of Entrepreneurship							
	21HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
	21GKL501	General Awareness - Self Study	SS		2	-	50*	50*	Gr
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
VI	21VAD501	Communicative English (Fluency) - V	-	-	-	-	-	-	-	Gr

	21VAD502	Soft Skills Development - I	-	-	-	-	-	-	-	Gr
		Total	**26**	**4**	**-**	**-**	**205**	**495**	**700**	**26**

			Hrs / Week			Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits

SEMESTER - VI												
Part	Subject Code	Title of the Paper	L	P	T		Exam Hrs.	Internal	External	Total Marks	Credits
III	21UEC620	**Core - XV : Skill Enhanced Course** Investment Management	6	-	-		3	30	70	100	5
	21UEC621	**Core - XX :** Java Programming	5	-	-		3	30	70	100	4
	21 UEC 6E21	**Core Elective - II :** Management Accounting/									
	21 UEC 6E22	**Core Elective - II :** Corporate Accounting	6	-	-		3	30	70	100	5
	21 UEC 6E23	**Core Elective - II :** Customer Relationship Management									
	21 UEC 6E31	**Core Elective - III :** E-Commerce Strategy and Applications									
	21 UEC 6E32	**Core Elective - III :** Open Source Technologies	6	-	-		3	30	70	100	5
	21 UEC 6E33	**Core Elective – III :** Corporate Governance									
	21UEC622	**Core Lab - VI:** Programming Laboratory – VI: Java	-	4	-		3	40	60	100	2
	21 UEC 6AL2	**Advanced Learner Course – II:** Digital Marketing	-	-	-		3	30	70	100	5*
IV	21 UEC 6S21	**Skill Based Elective - II :** Company Law	2 Hours	-			2	-	50	50	2
	21 UEC 6S22	**Skill Based Elective - II :** Project management									
	21HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	-		2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-	-
VI	21VAD601	Communicative English (Fluency) - VI	-	-	-	-	-	-	-	-	Gr

CDC / 21 – R 1.2

21VAD602	Soft Skills Development - II	-	-	-	-	-	-	-	Gr
	Total	**26**	**4**	**-**	**-**	**185**	**415**	**600**	**24**
	Grand Total							**3900**	**140**

ALC - Advanced Learner Course (Optional)   *Extra Credits

Grand Total = 3900; Total Credits = 140

Question Paper Pattern
(Based on Bloom's Taxonomy)

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

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

(i) Test- I & II, ESE:

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

2. Theory Examinations: 50 Marks (Part IV)

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

3. Practical Examinations: 100/50 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	60/40	100
K4			
K5		30/20	50

4. Components of Continuous Assessment

Components		Calculation	CIA Total
Test 1	70	$\dfrac{70+70+20+20+20+10}{7}$	30
Test 2 (Model)	70		
Seminar	20		
Assignment / Digital Assignment	20		
Group Task : GD, Role Play, APS	20		
Information Acquisition	10		

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

D	C	B	A
01 - 05	06 - 10	11 - 15	16 - 20

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

	difficult to hear	difficult to hear at times	can hear well most of the time	can hear well at all times	

WRITTEN ASSIGNMENT GRADING RUBRIC

Grading Scale:

F	D	C	B	A
01 - 04	05 - 08	09 - 12	13 - 16	17 - 20

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

			late		

Guidelines for Project / Internship – Commerce, Management & Social Work

The final year Commerce, Management & social work students should undergo a project work during V / VI semester

- ❖ The period of study is for 4 weeks.
- ❖ Project/Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a mentor.
- ❖ The group should not exceed four students, also interested student can undergo individually.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an external examiner and concerned mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 40 is internal and 60 is external marks.

Mark Split UP

Internal	External	Total
20	80	100

S. No	Internal Components	Marks
1	Review - I	05
2	Review - II	05
3	Review - III	05
4	Rough Draft Submission	05
	Total	**20**

S. No	External Components	Marks
1	Originality of Idea	10
2	Relevance to Current Trend	10
3	Candidate Involvement	10
4	Thesis Style / Language	10

5	Presentation of Report	10
6	Viva-Voce	30
Total		**80**

Annexure – I: List of Part – V Subjects

S.No	Subject Code	Subjects
1.	21 UNC 401	NCC
2.	21 UNS 402	NSS
3.	21 USG 403	Sports and Games
4.	21 URO 404	Rotract Club
5.	21 URR 405	Red Ribbon Club
6.	21 UYR 406	Youth Red Cross
7.	21 UCA 407	Consumer Awareness Club
8.	21 UED 408	Entrepreneurship Development Cell
9.	21 UCR 409	Center for Rural Development
10.	21 USS 410	Student Guild of Service
11.	21 UGS 411	Green Society
12.	21 UEO 412	Equal Opportunity Cell
13.	21 UFA 413	Fine Arts Club
14.	21 UAM 414	Arutchelvar Students Thinkers Forum
15.	21 USV 415	Swami Vivekanandar Students Thinkers Forum

List of Part III Subjects (Core Elective Papers)

S.No	Subject Code	Subjects
1	21 UEC 5E11	**Core Elective - I** : Information Security & E-commerce Technology
	21 UEC5E12	**Core Elective - I** : Software Engineering
	21 UEC5E13	**Core Elective - I** : Industrial Relations
2	21 UEC 6E21	**Core Elective - II :** Management Accounting/
	21 UEC 6E22	**Core Elective - II :** Corporate Accounting
	21 UEC 6E23	**Core Elective - II :** Customer Relationship Management
	21 UEC 6E31	**Core Elective - III :** E-Commerce Strategy and Applications
	21 UEC 6E32	**Core Elective - III :** Open Source Technologies
	21 UEC 6E33	**Core Elective – III :** Corporate Governance

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC101		Title	Batch:	2021 - 2024
				Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem. 65	Principles of Accounting	Credits:	04

Course Objective

To impart the students to learn principles, concepts and conventions of accounting frame work.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To acquire fundamental knowledge about the concepts and conventions of accounting.	K1
CO2	To understand the various methods of depreciation.	K2
CO3	To execute the knowledge about bank reconciliation statement.	K3
CO4	To acquire knowledge on hire purchase system and bill of exchange.	K4
CO5	To gain knowledge about preparation of final Accounts	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments	13
Unit II	Depreciation – Meaning – Causes – features, Methods of depreciation – Straight line method-Written down value method-Annuity method – Sinking fund method – Insurance Policy method.	13
Unit III	Bank reconciliation Statement - rectification of errors.	13
Unit IV	Hire purchase and Installment system – Computation of interest – Repossession –Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)	13
Unit V	Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills – Accommodation (Simple problems only)	13
	Total Contact Hrs	65

Pedagogy and Assessment Methods:

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

Text Book   **21UEC101**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Chennai Margham Publication	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain .S.P and Narang K.L	Advanced Accounting	Kalyani Publishers, New Delhi.	2014
2	Dr.Maheshwari S.N	Financial and Management Accounting	Sultan Chand and Sons-New Delhi.	2014
3	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand & Company Ltd.,	2012
4	T.S.Grewal	Introduction to Accountancy	S.Chand & Company Ltd.,	2012

5	R.L.Gupta, V.K.Gupta, M.C.Shukla	Financial Accounting	Sultanchand & sons	2011

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC102			**Title**	**Batch:** 2021 - 2024
				Business Application Software	**Semester:** I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52		**Credits:** 04

Course Objective

To impart the students about MS office in business decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	K2
CO5	Understand the database using Ms-Access	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	Introduction to computers – Introduction to windows - Introduction to word – Editing a document – Move and copy text –Formatting text and paragraph – finding and replacing text- spelling and grammar checking.	10
Unit II	Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge **– *miscellaneous features of word***.	12
Unit III	Introduction to worksheet and excel - Getting started with excel - Editing cells and using commands and functions – Moving and copying inserting and deleting rows and columns – Formatting a worksheet - Printing the worksheet - Creating charts - using date and time – naming ranges and using simple statistical and mathematical functions – additional formatting commands and drawing toolbars – miscellaneous commands and functions.	10
Unit IV	Access-Databases and tables-Creating Tables for storing data – Relationship between tables– Selection with queries - ***Building user interface with forms*** – Displaying data with reports.	10
Unit V	Introduction to power point – Creating a presentation different views in power point – Running a slide show – Animation and sound – Importing objects from other applications Automated presentations – Printing the presentations – Modifying and integrating presentations.	10
	Total Contact Hrs	**52**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC102**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nellai Kannan	MS Office	Nels Publications, New Delhi	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dorling Kindersky	MS.Office-2007	Seventh Edition, Pearsons (India)pvt Ltd.,New Delhi.	2012
2	Taxalli.R.K	PC Software for windows made simple	2nd Edition,The Mc Graw Hill Co	2014
3	Russell Stultz.A	Learn Microsoft Office 97	Wordware; Pap/Dis Edition	1997
4	Wallace Wang	Microsoft Office 2019	Wiley	2019
5	Scott Basham	Word 2019	Kindle Edition	2019

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC1A1			Title	Batch:	2021 - 2024
					Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52	Business Economics	Credits:	04

Course Objective

To enable students to examine the importance of economic analysis for business decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To apply an ethical understanding and perspective to business situations.	K1
CO2	To understand marginal analysis for decision making.	K2
CO3	To keep in mind the various concepts of cost and its relationship with output.	K3
CO4	To analyses various pricing policy method.	K4
CO5	To evaluate the techniques of national income and capital budgeting operations.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	Economics – Definition – Micro and Macro Economics – Business Economics –Definition Scope of Business Economics – Economic Concepts Applied in Business Economics – *Role and Responsibilities of a Business Economist.*	10
Unit II	Law of Demand – *Determinants of Demand* – Indifference Curve Analysis – Consumer's Equilibrium – Elasticity of Demand – Types – Demand Forecasting – Methods of Demand Forecasting - Consumer Surplus –Measurement of Consumer Surplus.	12
Unit III	Cost Concepts – Cost – Output Relationship –Production-Function–Isoquants – Law of variable Proportions – Returns to Scale –Producer's Equilibrium.	10
Unit IV	Market Structure – Price and Output Determination under Perfect Competition – Monopoly Discrimination Monopoly–Monopolistic Competition – Oligopoly: Cartels, Price Leadership and Price Rigidity.	10
Unit V	Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting –Importance – Evaluation techniques National Income – Definition - Concepts Methods.	10
	Total Contact Hrs	**52**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC1A1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy P.N and Appanniah H.R	Principles of Business Economics	S.Chand & Company Ltd. New Delhi	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Andrew Prentice Lara Bryan	Economics for Beginners	Kindle Edition	2020
2	V.C.Sinha	Business Economics	SBPD Publishing House	2020
3	Shankaran.S	Business Economics	Progressive Corporation Private Ltd	2019
4	S K Agarwal	Business Economics	S. Chand Publishing	2018
5	Mankar V.G	Business Economics	Chennai, McMillan Publishers	2013

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika Signature:	Name: Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC103			Title	Batch:	2021 - 2024
					Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52	Programming laboratory-I:MS- Office	Credits:	02

Course Objective

To enable the students to gain adequate knowledge on MS Word, MS Excel, MS Power point, MS Access.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	K2
CO5	Understand the database using Ms-Access	K2

Mapping

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

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

MS Word
1. Document with Alignment – Header and Footer
2. Document with Special Effects – Insert Pictures
3. Creation of Table
4. Resume using Templates
5. Mail Merge
6. Macro

MS Excel
1. Increment Abstract and Inventory Control
2. Salary Abstract
3. Individual Mark sheet
4. Sales Budget
5. Break Even Chart
6. Sub Total
7. Auto Filter
8. Advance Filter
9. Pivot Table
10. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.

MS Power Point
1. Sales Slide and Graphical Presentation
2. Advertisement Slide
3. Design a college day invitation using PowerPoint
4. Create different slides in PowerPoint with organizational chart and present a slideshow using Custom animation
5. Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition

MS Access
1. Table and Records
2. Employees Salary using Table and Queries
3. Employees Salary using Reports and forms

Pedagogy and Assessment Methods:

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

Course Designed by	**Verified by Module Coordinator**
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC204			Title	Batch:	2021 - 2024
					Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52	Business Communication	Credits:	4

Course Objective

To impart the students to demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamentals understanding of business communication.	K1
CO2	To get the idea about various formats and purpose of business communication.	K2
CO3	To apply the knowledge about the correct format, style and tone for various business letters.	K3
CO4	To analyze and define basic rules for correct sentence and paragraph formation .	K4
CO5	To evaluate the objectives and techniques of various types of interview	K5

Mapping

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

Units	Content	Hrs
Unit I	Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters : Need – Functions – Kinds – *Essentials Of Effective Business Letters* – Lay out.	10
Unit II	Trade Enquiries – Orders and their Execution – Credit and Status enquiries	10
Unit III	Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)	12
Unit IV	Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)	10
Unit V	Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –*Individual Report-* Business Reports Presentations.	10
	Total Contact Hrs	

Pedagogy and Assessment Methods:

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

Text Book   **21UEC204**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal, & Korahalli J.S	Essentials of Business Communications	Sultan Chand & Co. New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, & C.C.Pattanshetti	Business Communications	S..Chand& Co, New Delhi.	2017
2	R. K. Madhukar	Essentials of Business Communications	Vikas Publishing Company.	2016
3	Lesikar,R.V.& Flatley, M.E.	Basic Business Communication Skills	Tata McGraw Hill Publishing Company Ltd. New Delhi.	2003
4	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2003
5	Adair J.	Effective Communication	Pan Mcmillan	2003

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC205		Title	Batch:	2021 - 2024
			Fundamentals of E-Commerce	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52		Credits:	04

Course Objective

To impart the students about the conceptual and theoretical knowledge of E – Commerce, mechanisms involved in the models of E-commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental understanding of Information Technology	K1
CO2	To understand the basic concept of E- Commerce and its applications	K2
CO3	To understand the difference between traditional commerce and e-commerce	K2
CO4	To apply the acquired knowledge about various models of e-commerce	K3
CO5	To analyse the legal provisions relating to internet security	K4

Mapping

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

Units	Content	Hrs
Unit I	Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories.	10
Unit II	Internet and Extranet: Definition of Internet-Advantages and Disadvantages of the Internet-Component of a Internet Information technology structure - Development of a Intranet & Extranet and Intranet Difference.	10
Unit III	Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce – History of E- Commerce – features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – *Applications of E- commerce*.	10
Unit IV	Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee– Influencing factors of successful E- Commerce – E- Business – Introduction – Meaning & definition – E-Business Architecture.	12
Unit V	Internet Security: Secure Transaction -Computer Monitoring -Privacy on Internet - Corporate Email privacy -Computer Crime(Laws , Types of Crimes – Threats - Attack on Computer System - Hacking- *Computer Virus-* Software Packages for privacy .	10
	Total Contact Hrs	**52**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC205**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Sushila Madan	E-Commerce	Scholar Tech Press	2020
2	Sanjeeb Kumar Dey	Introduction to E-Commerce	VK Global Publications Pvt. Ltd	2020
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2014
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2012

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: B.Indirapriyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC2A2				Title	Batch:	2021 - 2024
						Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.		52	Principles of Management		04
						Credits:	

Course Objective

To make the students to understand the conceptual framework of business management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental understanding of management.	K1
CO2	To get the idea to implement the planning strategy in management.	K2
CO3	To apply the management concepts by students in business.	K3
CO4	To interpret the students to develop the management etiquette.	K4
CO5	To apply various techniques of control in business	K2

Mapping

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

Units	Content	Hrs
Unit I	Management – Meaning and Definition-Nature and Scope – Importance – Functions of Management – Management as an Art, Science and Profession – Contributions of FW Taylor, Fayol, Management by Objectives (MBO) – Management by Exception (MBE)	12
Unit II	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages –Process – Types of Planning.	10
Unit III	Organization – Meaning and Definition – Formal and informal Organization – Importance – Principles of Sound Organization – Departmentation – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.	10
Unit IV	Staffing – Sources of recruitment – Maslow's Theory of Motivation-Leadership – Functions and Types – X, Y and Z Theories – Qualities of a Good Leader –Decision Making – Traditional and Modern Techniques **–** *Steps Involved in Decision Making.*	10
Unit V	Control –Process of Control – Techniques of Control Communication–Types, *Channels of Communication* – Barriers of Communication.	10
	Total Contact Hrs	**52**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC2A2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Principles of Management	New Delhi: Sultan Chand & Sons.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta C.B	Business Management	Sultan Chand & Sons.	2020
2	Atreyee Ganguly and Joyeta Bhadury	Principles of Management	Cengage Learning India Pvt. Ltd.	2019
3	Vibrant-Publishers	Principles of Management	Vibrant-Publishers	2018
4	RN Gupta	Principles of Management	Sultan Chand & Sons.	2015
5	P.C.Tripatti & P.N.Reddy	Principles of Management	New Delhi: Tata McGraw Hill Publishing Company Ltd	2014

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC206			Title	Batch:	2021 - 2024
				Programming Laboratory-II:Accounting Package Tally	Semester:	I1
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52		Credits:	02

Course Objective

To enable the students to gain adequate knowledge on Tally. It helps to know how to create vouchers, Cost categories and cost centers and preparation of final accounts.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the usage of computers and why tally is essential components in business and society.	K1
CO2	To get the idea of work with voucher creation	K2
CO3	To gain the technical knowledge on preparation of final accounts	K2
CO4	To understand the method of preparation of stock summary	K1
CO5	To attain knowledge on cost categories and cost center	K3

Mapping

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

1. Company Creation & Alteration
2. Creating and Displaying Ledger
3. Voucher Creation
4. Voucher Alteration and Deletion
5. Final Accounts without Adjustments
6. Final Accounts with Adjustments
7. Inventory Information
8. Bank Reconciliation Statement
9. Creating and Displaying Godowns
10. Bill wise Statement
11. Cost Categories and Cost Center

Pedagogy and Assessment Methods:

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

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC307			Title	Batch:	2021 - 2024
					Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	78	Modern Marketing	Credits:	04

Course Objective

To endow students with the knowledge of Marketing. To endure the concepts and conventions of Modern marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the modern marketing concepts	K1
CO2	To understand the marketing strategy in achieving firm's goals	K2
CO3	To implement and evaluate trends, changes and opportunities presented in the promotions field for product and service, consumer and industrial markets	K5
CO4	To analyze the consumer rights and consumer exploitation	K3
CO5	Explaining the emerging trends in marketing and the regulatory mechanisms	K3

Mapping

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

Units	Content	Hrs
Unit I	Market – Marketing – Definition – Objectives and Importance of Marketing – Modern Marketing Concept – Global Marketing – Telemarketing –Recent Development in Marketing Concept – Marketing Functions - *Career Opportunities in Marketing.*	16
Unit II	Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.	15
Unit III	Pricing – Definition – Objectives –Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.	16
Unit IV	Sales Promotion – Objectives and Importance of Sales Promotion – Distribution Channels- Types of Channels – Factors affecting Choice of Distribution - Personal Selling – Advertising– Meaning – Objectives – Functions and Importance – Kinds of Media – Direct Marketing – Multi-level marketing.	15
Unit V	Marketing Ethics- Consumerism – Meaning – Evolution – Types of Exploitation – Consumer Rights –Laws protecting the consumer interest - Consumer Protection Act – Consumer Courts. E-marketing-traditional marketing vs. e-marketing - Internet marketing-e - advertising-new trends in internet marketing.	16
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R.S.N &Bagavathi	Modern Marketing Principles and Practice	New Delhi S. Chand& co PV Ltd.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajan Saxena	Marketing Management	Mcgraw Hill Publishing	2019
2	Dr.Rajan Nair	Marketing management	NewDelhi, Sultan Chand & Son.	2016
3	PhilipKotler,	Principles of Marketing ,	New Delhi, Prentice Hall of India.	2014
4	William Stanton	Fundamentals of Marketing	Mcgraw Hill Publishing	2012
5	Pingali Venugopal	Marketing management	SAGE Publication,New Delhi.	2010

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC308			Title	Batch:	2021 - 2024
					Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	65	Object Oriented programming with C++	Credits:	04

Course Objective

To promote the knowledge of OOPs Concepts with applications in business such as structure of C++, Array of Object, Inheritance and managing console I/O Operations through C++.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the various concepts of object oriented programming.	K1
CO2	To comprehend the procedures and associatively of operators.	K2
CO3	To execute the deterministic and in-deterministic loops.	K3
CO4	To analyze the numerical methods and functions.	K4
CO5	To evaluate the file stream operations in OOPs	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Units	Content	Hrs
Unit I	OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Encapsulation and Data Abstraction – Inheritance – Dynamic Binding – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology – Application of OOPs.	13
Unit II	Introduction To C++-Application Of C++ -Structure Of C++ Program-Tokens, Expression- Basic Data Types- Symbolic Constants-Declaring Data types- Reference Variables-Operator in C++-Scope Resolution Operator-Expressions And Implicit Conversions-Control Structures – Function in C++-Call By Reference-Call By Value- Inline Functions-Default Arguments- Constant Arguments-Classes And Objects-Defining Member Functions- Nesting Member Function-Private Member Function-Static Member Function.	13
Unit III	Array of Object – Friend Function – Returning Object – Constant Member Function – Pointed to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.	13
Unit IV	Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function –Pointer to Derived Classes.	13
Unit V	*Managing Console I/O Operations* – C++ Streams – Stream Classes – Input stream- Output stream – f stream, if stream, of stream, file buff, istr stream, ostr stream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.	13
	Total Contact Hrs	**65**

Mapping

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

Pedagogy and Assessment Methods:

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

Text Book   **21UEC308**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy.E	Object Oriented Programming with C++ (8th edition)	Delhi: Tata McGraw Hill Pulishing Company Ltd	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamthane	Programming in C++	Pearson Education India Publication	2018
2	Mike Mcgrath	C++ Programming in Easy Steps	BPB Publishers	2017
3	Herbert Schildt	The complete reference C++ (4th edition)	Tata McGraw Hill Pulishing Company Ltd	2017

4	Ravichandran.D	Programming with C++	Tata McGraw Hill Pulishing Company Ltd	2012
5	Govindaraj.K	Object Oriented Programming with C++	New Century Book House Pvt Ltd, Chennai.	2011

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC 309		Title	Batch:	2021 - 2024
				Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	91	Advanced Accounting	Credits:	04

Course Objective

This course emphasizing various aspects of accounting Partnership accounts and Company accounts.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the fundamentals of partnership.	K1
CO2	To understand the admission and retirement of partnership accounts for critical thinking and problem solving.	K2
CO3	To implement the adjustments in profit sharing ratio and methods valuation of goodwill.	K3
CO4	To analyze knowledge of company accounts.	K4
CO5	To evaluate the companies final accounts and marginal of remuneration.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).	18
Unit II	Admission of Partner: Adjustment in profit sharing Ratio – calculation of sacrificing Ratio – Goodwill – Methods of valuation of goodwill – treatment of Goodwill at the time of Admission.	18
Unit III	Retirement of Partner: Adjustment in profit Sharing Ratio – Calculation of Gaining ratio – distinction between Sacrificing ratio and Gaining ratio – treatment of Goodwill at the time of retirement – Revaluation of Assets and Liabilities settlement to the retiring partner.	19
Unit IV	Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares	18
Unit V	Company Final Accounts– Managerial Remuneration-Perquisites to be Included In Managerial Remuneration.	18
	Total Contact Hrs	**91**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC309**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	ReddyT.S. and Murthy.A	Financial Accounting	Chennai Margham Publication,Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain .S.P and Narang.K.L	Advanced Accounting	Publishers,New,Delhi.	2018
2	Guptha.R.L and Radhaswamy M.	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2016
3	S.Anil Kumar,V.Rajesh Kumar andB.Mariyappa	Advanced Accountancy	Himalaya Publishing House, New Delhi.	2016
4	M.C Shukla	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014
5	T.S. Grewal	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC3A3				Title	Batch:	2021 - 2024
					Business Mathematics and Statistics	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	78			Credits:	04

Course Objective

It enable students to understand the applications of business mathematics and statistics in business decision

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind how to arrive logical conclusions to common business maths problems.	K1
CO2	To understand the problem in the area of business finance and matrix.	K2
CO3	To implement appropriate statistical methods in various data analysis problems.	K2
CO4	To apply the concept of correlation in business	K3
CO5	To understand the usage of Index numbers in business forecasting	K2

Mapping

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

Units	Content	Hrs
Unit I	Mathematics of finance: Simple Interest - Compound Interest –Depreciation	15
Unit II	Matrix Algebra – Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	15
Unit III	Meaning and Scope of Statistics - Characteristics and Limitation - Measures of central tendency – Mean, Median, Mode, Geometric mean, Harmonic mean. Measures of Dispersion– Range, Quartile deviation, Standard deviation & Mean Deviation.	18
Unit IV	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	15
Unit V	Index numbers (Price index only) – Method of consumption – Wholesale and Cost of living indices, weighted index number – Lasperes Method, Paasches Method, Fishers Ideal Index (excluding tests of adequacy of index number formulae).	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC3A3**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thirchy	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sanchetti.D.C & Kapoor. V.K	Business Mathematics	Sultan Chand & Sons, New Delhi	2020
2	Gupta S.P. and Gupta M.P	Business Statistics	Sultan Chand & Sons, New Delhi	2020
3	Hazarika Padmalochan	A Textbook of Business Mathematics	S Chand & Company	2016
4	Gupta S.P.	Statistical methods	Sultan Chand & Sons, New Delhi	2014
5	Sundaresan & Jayaseelan	Introduction to Business Mathematics	Jai Publishers ,Trichy	2014

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.B.Indirapriyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC310			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52	Programming Laboratory – III: Object Oriented programming with C++	Semester:	III
					Credits:	02

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the Oops concepts	K1
CO2	To understand the various member function operations	K2
CO3	To apply the object oriented programming in various real life situations.	K3
CO4	To analyze the quality techniques in terms of experience.	K4
CO5	To evaluate the functions and concepts in object oriented programming.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

1. Write a program to display the "Sum of two numbers".

2. Write a program to display the "Default Argument".

3. Write a program to display the "Calculating of Class Object".

4. Write a program to display the "Counting the number of Vowels in given String".

5. Write a program to display the "Constructor with Destructor".

6. Write a program to display the "Call by Reference".

7. Write a program to display the "Inline Function".

8. Write a program to display the "Nesting Member Function".

9. Write a program to display the "Array of an Object".

10. Write a program to display the "Operator Overloading".

11. Write a program to display "Friend Function".

12. Write a program to display the "Calculating of Class Object"

Pedagogy and Assessment Methods:

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

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC3N1		Title	Batch:	2021 - 2024
			Non Major Elective Subject – 1 Dynamics in ECommerce	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem. 13		Credits:	02

Course Objective

To enable students to understand the current scenario about E-commerce business models, online share trading and e-filing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the scope of E-Commerce.	K1
CO2	To understand the models of E-Commerce.	K2
CO3	To implement electronic business.	K3
CO4	To analyze the knowledge acquired to filing online PAN application and E-Filing.	K4
CO5	To evaluate online share transaction	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H

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

Units	Content	Hrs
Unit I	E-Commerce- Scope of E-Commerce – Definition of E-commerce-Framework of e- commerce – Advantages and disadvantages.	3
Unit II	E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.	3
Unit III	E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies- Electronic newspapers.	3
Unit IV	Online share trading – Online ticketing- Railway and airway ticket reservation	2
Unit V	E-Filing – Profile creation – Online PAN application – ITR validation – ITR submission –ITR acknowledgement.	2
	Total Contact Hrs	**13**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC3N1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota&Andrew B.Whinston	Frontiers of Electronic Commerce	Dorling Kindersley(India) Pvt.Ltd.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.C.S.Rayudu	E-Commerce &E-Business	Himalaya Publishing House New Delhi.	2020
2	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
3	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook ,	TataMcGraw Hill Publishing, New Delhi.	2012
4	CSV Murthy	E-Commerce – Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2011
5	Intel Kamlesh K Bajaj and Debjani Nag	e-Commerce the cutting edge of business	Tata McGraw Hill Sixth reprint	2008

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce		
Course Code:	21UEC3N2	Title	Batch:	2021 - 2024	
		Non Major Elective Subject – 1 E-Banking	Semester:	III	
Lecture Hrs./Week or Practical Hrs./Week	01 Tutorial Hrs./Sem. 13		Credits:	02	

Course Objective

To enhance students knowledge about the computer technology in banks.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the computer technology used in banks.	K1
CO2	To get an idea to differentiate traditional banking and e-banking.	K2
CO3	To apply electronic funds transfer in business.	K3
CO4	To analyze the security considerations in internet banking.	K4
CO5	To evaluate the wallet application	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.	3
Unit II	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	3
Unit III	Software: Need for software – What is software? Types of software – wallet application.	3
Unit IV	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	2
Unit V	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.	2
	Total Contact Hrs	**13**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC3N2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Abha Singh	e-banking	ABD Publishers,New Delhi	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications,Mumbai.	2020
2	Gurusamy S	Banking Theory Law and Practice	(3rdEdition) Vijay Nicole Imprints Private Ltd.	2014
3	Reddy & Appanniah.	Banking Theory Law and Practice ,	Himalaya Publications,Mumbai	2012
4	Reddy & Appanniah	Banking Theory Law and Practice	Himalaya Publications,Mumbai.	2012
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd.	2011

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha Signature:	Name: Signature:

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC304	Title	Batch:	2021 - 2024
			Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	30	Business Ethics for Young Entrepreneurs	Credits:	Grade

Course Objective

To expose the students to the contemporary theory and practice of Indian financial services

sector and create awareness on the functioning of various finance regulating organizations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of business ethics	K1
CO2	To acquaint the knowledge on ethical decision making	K2
CO3	To analyze the importance of social responsibility in business	K3
CO4	To evaluate the CSR Practices	K4
CO5	To intrude the ethical dilemmas in organisation	K5

Mapping

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

Units	Content	Hrs
Unit I	Ethics – Meaning – Definition - Business Ethics – Meaning - Definition –Concepts - Ethical values-Ethical models-Benefits of business ethics between morals, values and ethics- Influencing factors – Importance – Code of Ethics, Practice and Conduct – Unethical Practices in Business – Ethical practices in Business	10
Unit II	Social responsibility of business – Definition – Meaning – Need for Social responsibility in business – Responsibility towards Competitors – Responsibility towards Employees – Responsibility towards Suppliers – Responsibility towards Government – Responsibility towards Community. Corporate Social Responsibility – Introduction – CSR Framework – Benefits of CSR – Barriers to CSR – Critics of CSR – CSR Practices – Case study.	10
Unit III	Ethical decision making – Ethical decision making frameworks - Ethical dilemmas in organization - Personal ethics - Professional ethics. Ethical issues in the functional areas – Ethics in marketing – Ethical issues in advertising – Ethical issues in takeovers and mergers- Ethics in finance –Ethics in human resource management (HRM)- Ethics in information technology.	10
	Total Contact Hrs	30

Pedagogy and Assessment Methods:

Seminar and Assignment

Text Book   **21UEC304**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.D.Balaji	Business Organisation and Management	Margham Publication, Chennai	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ronald D Francis and Mukthi Mishra	Business Ethics : An Indian Perspective	Tata Mc Graw Hill Publishing Company Ltd.New Delhi	2015
2	Joseph Desjardins	An Introduction to Business Ethics	Tata Mc Graw Hill Publishing Company Ltd.New Delhi	2015
3	La Rue tone Hormer	The Ethics of Management	Universal Book Stall	2012
4	R.V. Badi and N.V.Badi	Business Ethics	Vrinda Publication	2013
5	C.D Balaji and G.Prasad	Priniciples of Commerce	Margham Publications	2015

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.M.V.Sathiyabama Dr.R.Vidwakalyani Signature:	Name: Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21 UEC 411				Title	Batch:	2021 - 2024
						Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	78		Financial Markets and Institutions	Credits:	05

Course Objective

To expose the students to the contemporary theory and practice of Indian financial services sector and create awareness on the functioning of various finance regulating organizations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the significance of financial markets.	K1
CO2	To understand of new issue market and stock exchanges in this scenario.	K2
CO3	To implement the current trends in capital and money markets.	K3
CO4	To analyze the theory and practice of Indian financial services.	K4
CO5	To evaluate the merchant banking operations	K5

Mapping

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

Units	Content	Hrs
Unit I	Financial Markets -Meaning- Classification of Financial Market-Financial Instruments- features-Development of financial system in India - Weaknesses of Indian Financial System.	15
Unit II	New Issue Market - Meaning- Functions of New Issue Market - Distinctions between New Issue Market and Stock Exchange - Methods of floating New Issues- Guidelines for IPO - Players in the New Issue Management - Advantages and Disadvantages.	15
Unit III	Secondary Markets - Meaning – Functions/Services of Stock Exchanges - Listing of Securities - Registration of Stock Brokers- Functions of Brokers – Kinds of Brokers and their assistants- Methods of trading in a Stock Exchange.	16
Unit IV	Money Market: Meaning - Segments of Money Markets: Call Money Markets, Repos and Reverse Repo Concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit - Characteristics features of Developed Money Market - Importance of money market - Difference between Money Market and Capital Market - Causes - Steps taken by the Government for development.	16
Unit V	Merchant Banking: Meaning and Functions - Regulatory role of SEBI. Credit Rating: Meaning - Functions – Advantages-Agencies of Credit Rating: CRISIL, ICRA, CARE- Types of Credit Rating - Steps in Credit Rating Process - Limitations.	16
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC411**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Financial Services	Himalaya Publishing Company Limited, Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Vinoth Kumar	Financial markets and institutions	Taxmenn	2021
2	Khan.M.Y	Financial Services	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2020
3	Sandeep Goel	Financial Services	New Delhi: PHI Learning Private Limited.	2014
4	Santhanam.B	Financial Services	Chennai: Margham Publishers.	2014
5	Boominathan V.K	Financial Services	New Delhi: Sultan Chand Publishers.	2014

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21 UEC412				Title	Batch:	2021 - 2024
						Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	65		Software Development with Visual Basics	Credits:	04

Course Objective

To enable the students to develop a front end tool for customer interaction in business.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental concepts of object-oriented programming.	K1
CO2	To understand Visual Basic's Integrated Development Environment (IDE).	K2
CO3	To Impart the knowledge of various data types used in visual basic.	K3
CO4	To analyze various data controls used in visual basic for creating reports.	K4
CO5	To evaluate the DAO and to create the data reports	K5

Mapping

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

Units	Content	Hrs
Unit I	Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.	13
Unit II	Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – Data Types.	13
Unit III	Functions – Procedures – Control Structure: If - Switch – Select – For – While – Do While –Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions	13
Unit IV	Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – Drive List Box – Directory List Box - Time Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.	13
Unit V	Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – record set – Types of record set – Creating a record set – Modifying, Deleting records – Finding records - Data Report – Data Environment – Report Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Noel Jerke	The Complete Reference VB	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Krishnan.N & Saravanan.N	Visual Basic 6.0 in 30 days	Scitech Publications, (India) Pvt Ltd., Chennai.	2010
2	Steven Holzner	VB 6 Programming Black Book	Dream Tech Press, New Delhi.	2013
3	Gary Cornell	VB 6 Programming	Indian Edition	2017
4	Byron S. Gottfried	Outline of Programming with Visual Basic	Schaums	2020
5	Mike McGrath	Visual Basic in easy steps	Kindle Edition	2020

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC413		Title	Batch:	2021 - 2024
				Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	91	Cost Accounting	Credits:	04

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC413	Title	Batch: 2021 - 2024
		Cost Accounting	Semester: IV
Lecture Hrs./Week or Practical Hrs./Week: 07	Tutorial Hrs./Sem. 91		Credits: 04

Course Objective

This course aims to enlighten the students about conceptual framework of cost accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the basic concepts and principles of cost accounting.	K1
CO2	To provide knowledge to study the effective control of cost.	K2
CO3	To apply various methods of labour wage payment	K2
CO4	To gain knowledge on classification of overheads	K2
CO5	To analyze the process costing and treatment of normal loss, abnormal loss and gain.	K4

Mapping

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

Units	Content	Hrs
Unit I	Cost Accounting – Definition, Meaning, Objectives & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing– Elements of Cost, Preparation of Cost Sheet and Tender(Simple problems only) – Costing as an Aid to Management – Limitations of Cost Accounting	19
Unit II	Materials – Meaning – Techniques of material control – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.	18
Unit III	Labour – methods of remuneration – Time rate system – Piece rate system– Straight piece rate, Taylor piece rate, Merricks multiple piece rate systems – Premium & Bonus plan – Halsey and Rowan plan – Comparison between Halsey & Rowan plan.	18
Unit IV	Overheads – Classification on the basis of elements - Basis of Behaviour – Basis of function– Allocation & Apportionment – Methods of Absorption – Direct material cost, Prime cost , Direct labour , Direct labour hour, Machine hour rate methods.	18
Unit V	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)	18
	Total Contact Hrs	**91**

Pedagogy and Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain. S.P & Narang. K.C	Cost Accounting	Kalyani Publishers, Chennai	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
2	Dr.S.N.Maheshwari	Cost Accounting and Management accounting	Sultan Chand & Sons Publishers, New Delhi.	2016
3	Jain. S.P and Narang	Advance Cost and Management accounting	Chennai,Kalyani publishers.	2015
4	Chan. M.Y & Jain. P.K,	Cost Account and Financial Management	Tata MC Graw hill education private Ltd,New delhi.	2015
5	Pillai. R.S.N & Bagavathi	Cost Accounting	SAP (Student Aid Publications)	2015

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama Name:B.Indirapriyadharshini Signature:	Name: Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC4A4			Title	Batch:	2021 - 2024
					Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	78	Banking and Insurance Law	Credits:	04

Course Objective

To enrich and enlighten the students knowledge about the ingredients of the banking sector.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of banking system.	K1
CO2	To understand about various types of banks and its activities.	K2
CO3	To implement Banking Regulation Act and its functions.	K3
CO4	To analyze the Principles of Insurance and Classification	K4
CO5	To evaluate legal dimension of insurance	K5

Mapping

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

Units	Content	Hrs
Unit I	Indian Banking system Introduction: Meaning and Definition- Functions- Classifications of Banks- Commercial Banks and rural financing – Regional Rural Banks – Role of Co- operative banks in the Indian Banking scene. Development Banking – IDBI – ICICI.	15
Unit II	Banker and Customer – Definition – Relationship - Deposits: Savings Deposits, Current Deposits, Fixed Deposits - Loans And Advances: Principles of Sound Lending- Secured and Unsecured Loan-Bank customers – Minor, Married Women, Partnership Firm, Joint Stock Company.	18
Unit III	Banking Regulation Act 1949 - RBI constitution – Functions – Credit control measures,Recent Developments in Banking	15
Unit IV	Insurance: Meaning – Function – Principles : General, Specific and Miscellaneous – Classification of insurance: Based on Nature, Business and Risk – Impact of LPG on Indian Insurance Industry.	15
Unit V	Legal dimension of Insurance: Insurance Act, 1938 – Life insurance Act, 1956- General Insurance Business Act, 1932 – Consumer Protection Act, 1986.	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC4A4**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications,Mumbai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.P.Periyasamy	Principle and Practice of Insurance	Himalaya Publishing House	2014
2	Gurusamy S	Banking Theory Law and Practice	(3rd Edition) Vijay Nicole Imprints Private Ltd.	2014
3	M.N. Mishra	Principles of Insurance,	Sultan Chand & Company	2013
4	Reddy & Appanniah	Banking Theory Law and Practice	Himalaya Publications,Mumbai.	2012
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd.	2011

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC414		Title	Batch:	2021 - 2024
			Programming Lab.-IV: Software Development with Visual Basics	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem. 52		Credits:	02

Course Objective

To develop the business applications software using front end and back end tool.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind how to design, create, build, and debug Visual Basic applications.	K1
CO2	To understand the basic VB operations	K2
CO3	To apply the file edit and format menu operations+	K3
CO4	To analyses the designing of calculator	K4
CO5	To evaluate the data control operations in VB form	K5

Mapping

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

1. Develop an application to perform simple arithmetic operations.

2. Create a VB application to calculate simple and compound interest.

3. Develop a quiz application in Visual Basic.

4. Create a VB application with File, Edit and Format Menus and perform its operations.

5. Develop a VB program to count number of words in a text.

6. Create a program to select, add and delete a place in the List Box.

7. Design a simple calculator.

8. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations.

9. Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations

Pedagogy and Assessment Methods:

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

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika Signature:	Name: Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	21UEC4N21			Title	Batch:	2021 - 2024
				Non Major Elective Subject – 2 Applications of E-Commerce	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	13		Credits:	02

Course Objective

To enable the students to understand the technology of E-Commerce opportunities in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the essential requirements of E-Commerce.	K1
CO2	To understand the wireless application and technologies for M-Commerce.	K2
CO3	To implement EDI in business.	K3
CO4	To analyze the need for security in E-Commerce.	K4
CO5	To evaluate E-Commerce opportunities in India.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

Units	Content	Hrs
Unit I	E-Commerce – Definition – Features of E-Commerce – Need for E-Commerce – Essential requirements of E-commerce.	2
Unit II	E-Commerce opportunities in India – teleshopping – E-commerce education and training– Advantages and disadvantages.	3
Unit III	Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols (WAP) - Advantages and limitations.	2
Unit IV	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	3
Unit V	E-Commerce security – Need for security – Cyber crimes – E-commerce – SSL – Digital certificates – Firewalls – Software.	3
	Total Contact Hrs	**13**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC4N21**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota &Andrew B.Whinston	Frontiers of Electronic Commerce	Pearson Publication Ltd 2013, V Edition.	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr..Rayudu.C.S	E-Commerce &E-Business	Himalaya Publishing House, New Delhi.	2019
2	Bharat Bhasker	Electronic Commerce	Tata MCGraw Hill ,New delhi.	2014
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2014
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2012

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha Signature:	Name: Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC4N22			Title	Batch:	2021 - 2024
				Non Major Elective Subject – 2 ECommerce	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	13		Credits:	02

Course Objective

To enrich the students about the basics of E-Commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the foundation of e-commerce.	K1
CO2	To understand about business models of e-marketing and advertising	K2
CO3	To implement intranet and extranet technology.	K3
CO4	To analyze the importance of electronic commerce on retailing system.	K4
CO5	To evaluate Business to Business model	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping

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

CO5	H	H	H	H	M	M	M	H	H	H

Units	Content	Hrs
Unit I	Foundation of electronic Commerce: - Definition and content of the field – Benefits and Limitations of EC Retailing in EC	2
Unit II	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	3
Unit III	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	3
Unit IV	Intranet and Extranet - Architecture of Intranet and Extranet- Applications of Intranet and Extranet.	2
Unit V	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace.	3
	Total Contact Hrs	**13**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC4N22**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota & Andrew B.Whinston,	Frontiers of Electronic Commerce	Dorling Kindersley (India) Pvt Ltd.	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd	2018
2	C.S.Rayudu	E-Commerce & E-Business,	Himalaya Publishing House, New Delhi	2018
3	Gurvider Singh and Rachhpal Singh	A Text book of information Technology in Business (Gauhati)	Kalyani Publishers. New Delhi. 1st Edition 2004,	2014
4	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2012
5	Bajaj & Nag	E-commerce	Tata MCGraw Hill ,New delhi.	2012

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: M.Ragaprabha Signature:	Name: Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC404				Title	Batch:	2021 - 2024
					E-Business	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	30		Opportunities For Young Graduates	Credits:	Grade

Course Objective

To impart the basic principles of e-business concepts, applications and technology. In addition, after understanding the main concepts, students will understand how to initiate and launch online business.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of e-Business	K1
CO2	To analyze the various models of e-business implementation and requirements for starting online business	K2
CO3	To impart practical knowledge about EPS	K3
CO4	To acquaint the knowledge about security in e-business and cyber law	K4
CO5	To understand various laws relating to Intellectual property and E-Business	K2

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	…	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H

CO5	H	H	H	H	M	M	M	H	H	H

Units	Content	Hrs
Unit I	E-Business: Introduction - Definition of Electronic Business - Application of E-commerce in difference sector - Service, Industry and Domestic-Pros & Cons of E-Business – Indian scenario for electronic business. E – Business initiatives - Dotcom companies – Opening the doors for virtual business-Electronic business Architecture – Evolution of electronic business applications.	10
Unit II	Electronic business implementation - Barriers to E-business implementation - Success of Electronic business - Business to business e-commerce -Benefits of B2B E-commerce - Limitations of B2B – Business to business applications –Basic models of B2B business models –Indian scenario on B2B electronic commerce.	10
Unit III	Online payment – E-Security – Security Protocols – How sites are hacked? – Internet Governance – Firewall. Legal issues: Software Intellectual Property Law – Contract Law for E-Business – Contract law for business- Cyber law issues.	10
	Total Contact Hrs	**30**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC404**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.V.Murthy.	E-commerce: Concepts, Models & Strategies,	Himalaya Publishing House, Chennai	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chaffey	E-Business and E-Commerce Management: Strategy, Implementation and Practice	Pearson Education India	2020
2	Dr. Sudeshna Chakraborty and Priyanka Tyagi	E Commerce for Entrepreneurs: Launch your E-commerce startup with strong technology and digital marketing	BPB Publishers	2020
3	Bajaj K.K and Nag.D	E-commerce,	2nd edition, Tata MC Graw- Hill Education	2017
4	Chaffey.D	E- Business and E-commerce	3rd edition, Pearson,	2018
5	Joseph.P.T,	E-Commerce: An Indian Perspectives	4th edition.PHI	2017

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.B.Indira Priyadharshini Signature:	Name: Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC515			Title	Batch:	2021 - 2024
				Income Tax Law and Practice	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	65		Credits:	05

Course Objective

To enable the students to gain adequate knowledge on Business Taxation and familiarize the students with present tax system.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the basic concepts of income tax.	K1
CO2	To understand the computation of income under various heads.	K2
CO3	To apply the income related theories and practical's	K3
CO4	To analyze the deductions and exemptions in the income tax.	K4
CO5	To evaluate the preparation of gross total income	K5

Mapping

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

Units	Content	Hrs
Unit I	Tax System in India – Definitions under Income Tax Act – Agricultural Income – Person –Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year– Residential Status – Scope of Total Income on the basis of residential status- Exempted income under section 10.	13
Unit II	Income from Salary – Computation of Income from Salary– Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary.	13
Unit III	Profits and Gains of Business or Profession – Computation of Profits and Gains of Business or Profession and Computation of Professional Income – Doctors, Chartered Accountant and Lawyer - Income from House Property– Annual Value Computation - Let out House and Self- Occupied House.	13
Unit IV	Capital Gains – Mode of Computation – Exemption -Short -term and long- term Capital Gain– Exempted Capital Gains. Income from Other Sources- General Income-Specific Income.	13
Unit V	Set off and Carry forward - Set off Losses - Exempted Income – debate of Tax - Theoretical aspects of reduction from the Gross Total Income- 80C to 80GG, 80QQB and 80U – e- filing - Concept of e-filing – GST fundamental concepts.	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC515**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur.V.P, Narang, Pujaghai.D.B, Rajeev Puri	Income Tax Law and Practice	Kalyani Publishers	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.T.S.Srinivasan & Dr.S.Mayilvaganan	Income Tax Law & Practice	Schitech Publications (India) Pvt Ltd, Chennai	2016
2	T.S Reddy & Y.Hari Prasad Reddy	Income Tax Law and Practice	Margham Publishers, Chennai.	2016
3	Government of India	Income Tax	Edu Creation Publishers	2021
4	Taxmann	Income Tax Act	Taxmann	2020
5	J.K.Lasser Institute	Income Tax 2021	Willey	2021

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani Signature:	Name: Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC516		Title	Batch:	2021 - 2024
			Skill Enhanced Course: Research Methodology	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem. 65		Credits:	4

Course Objective

To acquaint the students with the tools and techniques of international research

To scrutinize the research problem by applying various analysis

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of research	K1
CO2	To get the idea about data collection and sampling	K2
CO3	To execute the statistical inference for the collected data through interpretation	K3
CO4	To evaluate interpretation and report writing mechanism	K4
CO5	To apply various statistical tools in business	K3

Mapping

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

Units	Content	Hrs
Unit I	Research & Problem - Research – meaning – purpose - types – research problem –identification of the research problem – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	13
Unit II	Data & Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – sampling errors – Non- sampling Errors.	13
Unit III	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars - editing – coding – tabulation – processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – Trend analysis.	13
Unit IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - report writing – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	13
Unit V	Online course teaching for Introduction to Research & Research Writing,	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC516**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.R.Kothari	Research Methodology	Revised Edition, New Age International P Ltd	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.P.Gupta	Statistical Methods	Fourth Edition, Sultan Chand & Sons	2013
2	Dr.Shamthi Bushan And Dr. Sashi Alok	Handbook of research methodology	Edu Creation	2017
3	C.R.Kothari And Gaurav Garg	Research Methodology Methods and Techniques	New Age International Publishers	2019
4	Deepak Chawla and Neena Sondhi	Research Methodology : concepts and cases	Vikas Publication	2016
5	D N Sasanwat	Research Methodology and Applied statistics	Shipra	2020

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC517			Title	Batch:	2021 - 2024
				Internet and Web Designing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	65		Credits:	4

Course Objective

To make the students expertise in Creating Web Page

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand fundamental tools and technologies for internet Service Feature.	K1
CO2	To comprehend web Search Engine Function.	K2
CO3	To impart the knowledge regarding Hypertext Mark-up Language (HTML) for designing a web page.	K3
CO4	To apply various tags used to link an image, sound and video to a web page.	K4
CO5	To analyse the forms and frames	K3

Mapping

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

Units	Content	Hrs
Unit I	Introduction to Internet – Internet Access/dialer - connection – Internet services features – TCP/IP Vs Shell Accounts – Configure the machine for TCP/IP Account – Configuring Shell Account – Telnet – (WWW) World Wide Web– Web Page – Hyper Text – HTML Tags – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols- TCP/IP – FTP – HTTP –Telnet-Gopher – WAIS.	13
Unit II	Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher Function – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail(E- Mail) – E- Mail Message – Customizing E- Mail Programs – Managing Mails – Address Book – Signature Features – File Attachment Facility – Setting Priority – Advantages and Disadvantages of E-Mail.	13
Unit III	Introduction to HTML- HTML Code for the Web Page – Web Page Basics – Set up a Web Page – Display a Web Page in a Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript - Subscript – Font Style and Size Color – Ordered List – Unordered list – Nested list – Definition list – Images- Added Image – Background – Border– Wrap Text - Around an Image – Aligning the Image – Horizontal Role - Image List –Convert an Image to GIF or JPEG.	13
Unit IV	Links – Link to another Web – Link within a page - Link to an image – Link to an File – E- Mail Link- Link to an FTP Site – Change in color – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create Table – Add a Border – Caption – Column Groups – Row Groups – Color- Background Images – Aligning Data – Size of the Table – Size of the cell – Span cells – Cell Spacing and Padding – Borders – Text Wrapping – Nested Wrapping – Nested Tables – Wrap Text around a Table.	13
Unit V	Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended video – video Consideration – internal Video – introduction to Forms – Set up the Form and reset button –– Hidden File – Organize Form Elements – Label from Elements – introduction to Frames – hyper creative frame- frame consideration - Wide alternative information – Link to a Frame – Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Frame sets – In line Frame.	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC517**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas A Powell	The complete Reference HTML & CSS	Mc Graw Hill Publishers, London	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Eric Ladd, Jim O' Donnel	Using HTML 4, XML and JAVA	Prentice Hall of India QUE,Platinum Edition	2012
2	Ramesh Bangia	Web Technology (including HTML ,CSS,XML,ASP,JAVA)	Firewall Media	2008
3	S.Imtiyaz Hassan	Internet Technology and Web designing	Gold books India	2020
4	T.Balaji	Internet Technology and Web designing	T.Balaji	2020
5	Group ISRD	Internet Technology and Web designing	McGraw Education	2019

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	20UEC5E11			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	65	Information Security & E-Commerce Technology	Semester:	V
					Credits:	5

Course Objective

To enable the students to understand the technology of e-Commerce for Business Application.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the Components of communication systems	K2
CO2	To remember the information security threats and how to overcome the threats.	K1
CO3	To apply knowledge on internet marketing and advertising.	K3
CO4	To understand electronic data interchange in the business.	K2
CO5	To analyze the legal provisions relating to Cyber Law and the concept of cyberspace.	K3

Mapping

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

Units	Content	Hrs
Unit I	Components of communication systems – 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.	13
Unit II	Authentication- Password management – E-Commerce security – windows security- Network security: Network intrusion detection 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.	13
Unit III	Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- The PROS and CONS of online shopping-The cons of online shopping- Justify an Internet business-Internet marketing techniques.	13
Unit IV	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	13
Unit V	Introduction- Computer crimes and cyber crimes – distinction between cyber crimes and conventional crimes ; cyber forensics ; kinds of cyber crimes – cyber stalking – cyber terroriosm, forgery and fraud.	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Sushila Madan	E-Commerce	Scholar Tech Press	2020
2	Sanjeeb Kumar Dey	Introduction to E-Commerce	VK Global Publications Pvt. Ltd	2020
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2014
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2012

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.B.Indira Priyadharshini Signature:	Name: Signature:

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5E12				Title	Batch:	2021 - 2024
						Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	65		Software Engineering	Credits:	5

Course Objective

To facilitate the students to understand the discipline of software engineering and encompasses with a detailed knowledge of techniques for the analysis and design of complex software intensive systems and to get success in their chosen profession.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the software models, techniques and technologies	K1
CO2	To identify the issues affecting the organization planning and control of software based systems development.	K2
CO3	To apply the end user requirements into system and software requirements.	K3
CO4	To analyze, formulate and solve the problems as well as the computing requirements.	K4
CO5	To evaluate the transform mapping transaction	K5

Mapping

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

Units	Content	Hrs
Unit I	System Concepts and the Information Systems Environment: System Definition- Characteristics of System Elements of a System- Types of System- The System Development Life Cycle: Recognition of Need - Feasibility Study – Analysis – Design – Implementation - Post implementation and Maintenance- Consideration for Candidate System.	13
Unit II	Software-Software Characteristics-Software Components-Software Applications-The Process-Software Engineering a Layered Technology-The Process, Methods, Tools-A Generic View of Software Engineering - The Software Process-The topics given in Italics are noted as Self-Study topics.	13
Unit III	An Agile view of Process-Agility-Agility Process The Politics of Agile Development-Human Factors-Agile Process Models-Extreme Programming-Adoptive Software Development – Dynamic System Development Method Scrum-Crystal-Feature Driven Development-Agile Modeling. Analysis Concepts and Principles-Requirement Analysis-Communication Techniques-Initiating the Process FAST-QFD-Analysis Principles-Information Domain Modeling.	13
Unit IV	Design Concepts and Principles-The Design Process Design Principles-Design Concepts- Abstraction, Refinement, Modularity, Software Architecture, Control Hierarchy, Structured Partitioning, Software Procedure, Information Hiding-Effective Modular Design-Functional Independence Cohesion-Coupling-Design Documentation.	13
Unit V	Design Method-Data Design-Architectural Design Architectural Design Process-Transform Mapping Transaction Mapping- Interface Design - Human Computer Interface Design – Interface Design Models-Task Analysis and Models-Design Issues-Implementation Tools- Design Evaluation-Tabular Design Notation-Program Design Notation-Program Design Languages.	13
	Total Contact Hrs	**65**

Pedagogy and Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias M.Award	System Analysis and Design	Galgotia Publications (P) Ltd, Second Edition	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Roger Pressman	Software Engineering	A Practioner's Approach, Fourth Edition	2018
2	Roger Pressman	Software Engineering	Sixth Edition	2014
3	Sommerville	Software Engineering	Pearson education, Sixth Edition.	2016
4	Dr.K.V.K.K Prasad	Software testing Tools	Dream Tech Press	2007
5	Rajib Mall	Fundamentals of software engineering	PHI Learning PVT Ltd	2010

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: B.Indirapriyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5E13			Title	Batch:	2021 - 2024
					Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	65	Industrial Relations	Credits:	5

Course Objective

     To establish knowledge about company's act and to acquaint the basic concepts of Industrial Relations and to identify, Legal Framework of Trade Union.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental concepts of industial relations	K1
CO2	To understand the industrial relation concept, roll and functional requirements	K2
CO3	To apply the theoretical aspects, problems and issues in arbitration	K3
CO4	To apply the models of bargaining and arbitration	K3
CO5	To analyse the solutions to industrial relations problems based on research and assessment of current practices..	K4

Mapping

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

Units	Content	Hrs
Unit I	Industrial Relations:- Introduction – Definition of Industrial Relations – Content of Industrial Relations – Objectives of Industrial Relations – Participants in Industrial Relations – change in the Role of the Three Actors – Functional Requirement for Successful IR Programme – Industrial Relations Perspectives – The Nature of Employment Organisations – The Hawthorne studies.	13
Unit II	Trade Unionism: - Definition- Principles- Significance- Objectives and FunctionsHistory- Principal- Recognition- Multiplicity- Features and Weaknesses- Essentials of a successful Trade Union- What a trade union should do – Recommendations of the National Commission on Labour. Collective Bargaining:- Definition- features- significance and objectives -Extent and scope – The Bargaining Area – Coverage of Issues – Prerequisites – Hindrances – Practices and Procedures – Bargaining Procedure – Labor Agreement – Process – Work in India – Types of Agreements – Arbitration and Collective Bargaining.	13
Unit III	Participative Management:-Meaning – Difference - Managerial Philosophy – Decision Making – Forms – Evolution – Objectives – Workers participation in India – Government Approaches – Hurdles. Employee Grievance:- Definition – Approaches – Causes – Effects – handling Grievance – Discovery – Process – Steps – Do's and Don'ts – Grievance and Industrial Relations.	13
Unit IV	Industrial Disputes: Prevention: - Forms – Types – Causes – Conflict Resolution – Preventive Process – Labour Administration Machinery. Disciplinary Proceedings: - Statutory set up before 1971 – ID(Amendment) Act, 1982 – Principles of Natural justice – steps.	13
Unit V	Industrial Relations: Settlement – process – Reference of Disputes to Boards, Courts, or Tribunals – Other Statutory Measures – Role of Players. Future Scenario of Union-Management Relationship:-Concepts and values – Industrial Relations Environment in India – Upcoming Challenges – HRD Dimension – Managing for Good Industrial Relations.	13
	Total Contact Hrs	**65**

Pedagogyand 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	Monal Arora	Industrial Relations	Excel Books	2005

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain And Bhola	Modern Industrial Relations And Labour Laws	Regal Publication - New Delhi	2009
2	Sivarethinamohan,R	Industrial Relations And Labour Welfare	Phi Learning Private Limited	2010
3	P.R.N. Sinha and Sinha Indu Bala	Industrial Relations, Trade Unions and Labour Legislation	Pearson Education	2017
4	R.c. Sharma	Industrial Relations and Labour Legislation	PHI Publishers	2021
5	Sharad d. Prof. Geet	Industrial Relations And Labour Law	Nirali Prakashan	2014

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC518		Title	Batch:	2021 - 2024
			Programming Laboratory – V : Internet and Web Designing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	52	Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember how to combine basic HTML elements to create Web pages.	K1
CO2	To understand how to use HTML tags and attributes to design Web page appearance.	K2
CO3	To access through web page using internal link and external link.	K3
CO4	To analyze the web page using a HTML documents	K4
CO5	To evaluate the designing the designing of the HTML documents	K5

Mapping

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

CO5	H	M	H	H	H	M	M	H	H	H

1. Write a HTML code for designing a web page for system configuration.

2. Create a HTML to show the web page for the list of elements.

3. Design a HTML document to show a web page for semester paper title.

4. List out the names of software companies using Ordered List.

5. List out the Educational website using Unordered List.

6. Create a web page using Definition List to prepare definitions for tags in the HTML document.

7. Create a HTML documents to show a web page for the syllabus of B.Com, E-com II Year third semester.

8. Design a table to show the time table for II B.com E-Commerce.

9. Create a web page using a HTML document to show a weather report.

10. Create a HTML document to link files internally.

11. Create a HTML document to show a web page for external link.

12. Design a HTML document to show a web page for FRAME –UG COURSE

Pedagogy and Assessment Methods:

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

Course Designed by	**Verified by Module Coordinator**
Name and Signature	**Name and Signature**
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC519			Title	Batch:	2021 - 2024
				Software	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	26	Project & Viva Voce	Credits:	02

Course Objective

This course would create interest in the minds of students to undergo the research in computer application and share the analytical skill of the students in the field of research.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the techniques involved in website development for business.	K1
CO2	To understand plan, calculate and adjust project variables.	K2
CO3	To apply forms and access in creation of software	K3
CO4	To interpret the software project estimation and assurance	K4
CO5	To Apply knowledge of software development models.	K5

Mapping

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

1. Commerce/Computer Application based projects are permitted.

2. Group (Two members per group) Project under a Supervisor/Guide

3. Students have to carry out the project during V Semester.

4. Viva-voce PPT presentation will be conducted in the V Semester.

5. The Project Report Evaluation and Viva-voce Examination will carried out jointly by internal (Supervisor/Guide) and external examiner.

6. Distribution of Marks:
   Project Report Evaluation: 10 marks
   Viva Voce Examination   : 40 marks
                           ----

                           50 Marks

Pedagogy and Assessment Methods:

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

Course Designed by	**Verified by Module Coordinator**
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5AL1		Title	Batch:	2021 - 2024
			Organisational Behaviour	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Credits:	5*

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the structure of organization	K1
CO2	To understand the various stages in personality development and theories of group dynamics	K2
CO3	To deploy leadership styles and motivational theories in real business	K3
CO4	To analyse the factors leading to change in organization	K4
CO5	To apply leadership styles in organsisation	K3

Mapping

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

Units	Content	Hrs
Unit I	Organisational Behaviour – Meaning - Importance- Organisation as a Social System – Socio - Technical System- Constraints over Organisation and Managerial Performance.	-
Unit II	Stages of Personality Development - Determinants of Personality-Learning-Perception-Factors Influencing Perception-Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status	-
Unit III	Group and Group Dynamics- Reasons for the Formations of Groups-Characteristics of Groups - Theories of Group Dynamics - Types of Groups in Organisations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making	-
Unit IV	Leadership - Characteristics- Leaderships Styles –. Motivation – Concepts and Importance Theories of Motivation.	-
Unit V	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organisational Change- Factors Contributing to Organisational Change.	-
	Total Contact Hrs	-

Pedagogy and Assessment Methods:

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

Text Book **21UEC**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanna, S.S	Organisational Behaviour	S Chand &Co. Ltd., New Delhi	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Paul Smith, Marilyn Farmer, Wendy Yellowley	Organisational Behaviour	Routledge	2020
2	Dr.J.Jayashankar	Organisational Behaviour	Margham Publishers	2020
3	Robbins, P. Stephen	Organisational Behaviour – Concepts Controversies and Applications,	Prentice Hall of India Ltd., New Delhi.	2018
4	Aswathappa	Organisational Behaviour	Himalaya Publishing House	2018
5	Sarah Sabir	Organisational Behaviour	Oxford Fajar Sdn.	2017

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5S11			**Title**	Batch:	2021 - 2024
				Skill based elective subject – 1	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	39	Commercial law	Credits:	3

Course Objective

To make the students to understand the fundamental provisions of Indian Contract Act on commercial activities.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the general legal environment impacts on commercial activities	K1
CO2	To implement basic knowledge about considerations.	K2
CO3	To apply provisions of capacity to Contract Act and performance of contract.	K3
CO4	To analyze the legal provisions relating to contract of Indemnity and guarantee	K4
CO5	To understand various Modes of performance of contract	K2

Mapping

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

CO4	H	H	M	H	M	M	H	H	M	H
CO5	H	M	H	H	H	M	M	H	H	H

Units	Content	Hrs
Unit I	Introduction and meaning of Indian Contract –Contract Act-Definition-Classification of contracts – Essential elements of valid contract. Offer and acceptance-Essential of Valid offer and Acceptance.	8
Unit II	Consideration –Essentials of Valid Consideration – Stranger to Consideration- No Consideration No Contract – Exceptions	8
Unit III	Capacity to Contract–Law Relating To Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.	8
Unit IV	Performance of contract – Modes of performance – By whom must be contract performed- Demand performance - Quasi contract - Types of quasi contracts. Modes of discharge of contract – Remedies for breach of contract.	8
Unit V	Contract of indemnity and Guarantee – Rights of indemnity holder – Rights and liabilities of surety – Bailment and pledge- Contract of Agency –Rights and duties	7
	Total Contact Hrs	39

Pedagogy and Assessment Methods:

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

Text Book 21UEC5S11

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Business Law	Sultan Chand & Sons New Delhi	2020

Reference Books

S.no	Author	Title of the book	Publishers \ edition	Year of publication
1	Dr.D. Sasikala devi	Basics of mercantile law	New win technoloiges	2020
2	Pillai.r.s.n&bagavathi	Business law	S.chand& company ltd .new delhi	2018
3	Arun kumar sen	Commercial law	The world press pvt ltd , kolkatta	2018
4	M.c.kuchhal and vivek kuchhal	Commercial law	Vikas publishers	2019
5	P. P. S. Gogna	Business laws	S.chand publishers	2019

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name:	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5S12		Title	Batch:	2021 - 2024
			Fundamenta ls of Entrepreneu rship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	39	Credits:	3

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the entrepreneurial process.	K1
CO2	To understand the need for EDP in India.	K2
CO3	To apply knowledge acquired on various institutional support	K3
CO4	To analyze the legal provisions for formation of business.	K4
CO5	To understand the needs of institutional finance	K2

Mapping

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

Units	Content	Hrs
Unit I	Entrepreneur-Entrepreneurship-Meaning-Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.	8
Unit II	Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-EDP in India-Phases of EDP.	8
Unit III	Institutional support to Entrepreneurs-National Small Industries Corporation(NSIC)-District Industries Centre(DIC)-Small Industries Development Corporation(SIDCO).	8
Unit IV	Source of Finance-Own Fund-Lease-Venture Capital.	8
Unit V	Institutional Finance-IFCI-SFC-EXIM Bank.	7
	Total Contact Hrs	**39**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC5S12**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SS Khanka	Entrepreneurship Development	S Chand & Co. New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Mintu Gogoi (Author), Anil Tanti (Author), Gautom Hazarika (Author)	Entrepreneurship Development	Mahaveer Publications	2021

2	Robert D Hisrich; Michael P Peters; Dean A Shepherd	Entrepreneurship, Boston	McGraw-Hill/Irwin.	2018
3	Dr. D. Kesavan and N. Vivek	Entrepreneurship Development	Notion Press	2019
4	Gupta CB & Khanka SS	Entrepreneurship & Small Business Management	Sultan Chand & Sons , New Delhi.	2014
5	Gupta S	Entrepreneurship Development	Abd Publishers	2011

Course Designed by	**Verified by Module Coordinator**
Name and Signature	**Name and Signature**
Name: Dr.B.Indira priyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC620		Title	Batch:	2021 - 2024
			Skill Enhanced Course:	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem. 78	Investment Management	Credits:	5

Course Objective

This course aims at imparting basic knowledge about analysis and investment portfolio management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the various categories of investment media.	K1
CO2	To understand the concepts of fundamental and technical analysis.	K2
CO3	To apply the basic principles of portfolio theory.	K3
CO4	To analysis assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.	K4
CO5	To evaluate the various Portfolio management models	K5

Mapping

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

CO5	H	M	H	H	H	M	M	H	H	H

Units	Content	Hrs
Unit I	Investment- Meaning- Nature and Scope- Investment Media- Investment Vs. Gambling Vs Speculation- Investment Process- Risks of Investment- Types of Risks.	15
Unit II	Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.	15
Unit III	Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.	15
Unit IV	Portfolio Management- Meaning and Objectives- Scope- Principles of Portfolio Decision- Portfolio Construction.	15
Unit V	Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.	18
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh	Investment Management security Analysis and Portfolio Management	, Himalaya Publishing House	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhalla V.K.	Investment management (Security Analysis and Portfolio Management),	S.Chand and Sons, New Delhi	2011
2	Gopalakrishnan .V	Investment Management	S.Chand and sons, New Delhi	2005
3	Dr.Avadhani.V.A	Security Analysis andPortfolio Management	Himalaya Publishning House, New Delhi.	2016
4	Geradus Blokdyk	Investment management	5 star cooks	2020
5	SIA Publishers	Investment management	SIA Publishers	2020

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: T.Kiruthika	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC621		Title	Batch:	2021 - 2024
			Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem. 65		Credits:	4

Course Objective

To enable the students for application oriented programming using Java and to upgrade them in developing net based business applications.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the design and concept of java programming.	K1
CO2	To understand the decision making in java programmes.	K2
CO3	To apply Java language for creating technological skills.	K3
CO4	To analyze the use of packages and applets in java.	K4
CO5	To evaluate the stream concepts in java	K5

Mapping

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

Units	Content	Hrs
Unit I	Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting – Operators **:** Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special.	15
Unit II	Decision Making and Branching statements – Decision Making and Looping Statements – Classes, Objects and Methods **:** Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – Method Overloading – Inheritance – Overriding of Methods – Final Variables, Methods and Class – Abstract Methods and Class – Visibility Control **:** Public – Friendly – Protected – Private (Simple Concepts).	15
Unit III	Arrays **:** One-Dimensional Array – Two-Dimensional Array – String **:** String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance)**:** Defining Interfaces – Extending Interfaces – Implementing Interface – Packages **:** System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.	15

Unit IV	Multithreaded Programming: Creating Threads – Extending the Thread Class –Stopping and Blocking Thread – Life Cycle of a Thread – Using Thread Methods – Implementing the 'Runnable' Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code.		15
Unit V	Applet Programming **:** Applets – Difference between Applet and Application Preparing to Write Applets – Building Applet Code – Applet Life Cycle – Creating Executable Applet – Applet Tag – Adding Applet to HTML File – Running the Applet – Aligning the Display – Getting Input from User - *Managing Input/Output Files in Java* : Stream Concept – Stream Classes – Other I/O Classes – Creating Files – Reading/Writing Characters, Bytes. (Only Simple Concepts)		15
	Total Contact Hrs		**65**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy.E	Programming with Java - A Primer.	New Delhi: Tata McGraw Hill Publishing Company Ltd	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Liang	Introduction to Java Programming	Pearson Publishing House, London	2014

2	Cay.S.Horstmann	Java	Pearson Publishing House, London	2013
3	Cay.S.Horstmann	Java Volume I - Fundamentals	Pearon Publishing	2020
4	Joshua Loch	Effective Java	Addison Wesley	2018
5	Sachin Malhotra and Saurabh Choudhary	Programming in Java	Oxford University Press India	2013

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E21			Title	Batch:	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	78	Management Accounting	Credits:	5

Course Objective

To acquaint the students about the management accounting techniques that facilitates managerial decision-making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember how management accounting plays important roles for decision- making.	K1
CO2	To understand ratio analysis and balance sheet	K2
CO3	To understand management accounting ideas and practices for making long - term business decision.	K2
CO4	To implement managerial applications of marginal costing.	K3
CO5	To analyze budget management ideas, methods and their uses in business decision.	K4

Mapping

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

Units	Content	Hrs
Unit I	Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting.	15
Unit II	Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet	15
Unit III	Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.	15

Unit IV	Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing –Significance and limitations of Marginal Costing	15
Unit V	Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation cash budget, sales budget, purchase budget- Raw material budget and flexible budget- Zero base budgeting.	18
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC6E21**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.S.N.Maheswari	Cost and Management Accounting	Sultan Chand & Sons, New Delhi	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chinmoy Bhattacharyya	Cost & Management Accounting	B.C. Publication	2020
2	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
3	Sharma and Gupta. S.K	Management Accounting	Kalyani Publishers, New Delhi	2014
4	Jain.S.P and Narang. K L	Cost and Management Accounting	Kalyani Publishers, New Delhi	2014

5	Bhattacharya.S.K	Accounting and Management	Vikas Publishing House	2010

Course Designed by		Verified by Module Coordinator	
Name and Signature		**Name and Signature**	
Name: Dr.M.V.Sathiyabama		Name:	
Signature:		Signature:	

Programme Code:	**B.com E-commerce**		**Programme Title:**	**Bachelor of Commerce with E-commerce**	
Course Code:	**21UEC6E22**		**Title**	**Batch:**	**2021 - 2024**
Lecture Hrs./Week or Practical Hrs./Week	**6**	**Tutorial Hrs./Sem.** **78**	**Corporate Accounting**	**Semester:**	**VI**
				Credits:	**5**

Course Objective

To inculcate knowledge among the students about corporate accounting and its
implication

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts and terms of the corporate accounting.	K1
CO2	To familiarize students with the accounting treatment adopted for raising funds and redeeming them	K2
CO3	To understand the basis in preparing financial statements of joint stock company.	K3
CO4	To apply the knowledge in evaluating goodwill & share of a company	K4
CO5	To evaluate the final statements of accounts	K5

Mapping

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

Units	Content	Hrs
Unit I	Share – Meaning – Types – Share Vs Stock - Issue of Shares- at Par, Premium, Discount – Allotment of Shares on Pro-rata Basis - Forfeiture and Reissue of Shares- Full and Partial Re-issue-Capital Reserve on Forfeiture.	15
Unit II	Preference shares- Meaning –Types- Methods of Redemption of Preferences Shares -Capital Redemption Reserve- Conditions of redemption of Preference share. Debentures-Meaning–Types- Issue-	18

	Redemption (Sinking Fund Method only) .	
Unit III	Financial Statement of Companies - Statement of profit and loss - Statement of Balance Sheet (Vertical Form) Calculation of Managerial Remuneration (Basic adjustments).	15
Unit IV	Valuation of Shares – Need – Methods of Valuing Shares. Valuation of Goodwill – Need –Methods of Valuing Goodwill	15
Unit V	Liquidation of Companies - Preparation of Statement of Affairs and Deficiency Accounts –Preparation of Liquidators Final Statement of Account.	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book **21UEC6E22**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain S.P and Narang K.L	Advanced Accountancy	New Delhi, Kalyani Publications	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta R.L and Radha Swamy. M	Corporate Accounts, Theory Method and Applications	13th edition, New Delhi ,Sultan Chand and Company.	2017
2	Reddy and Murthy	Corporate Accounting	Chennai, Margham Publications.	2017
3	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand & Company Ltd.,	2012
4	T.S.Grewal	Introduction to Accountancy	S.Chand & Company Ltd.,	2012
5	R.L.Gupta, V.K.Gupta, M.C.Shukla	Financial Accounting	Sultanchand & sons	2011

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E23			Title	Batch:	2021 - 2024
				Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	78		Credits:	5

Course Objective

To demonstrate and understand the terms and benefits of CRM on Company's bottomline

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of Customer relationship management.	K1
CO2	To understand marketing aspects of Customer relationship management	K2
CO3	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used.	K3
CO4	To analyze the different components of a CRM plan	K4
CO5	Evaluate various technological tools for data mining and also successful implementation of CRM in the Organizations.	K5

Mapping

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

Units	Content	Hrs
Unit I	Relationship Marketing- Overview, Meaning- Basis of Building	15

	RelationshipsCustomerLifetime Value- Conflict Management and Customer Retention.		
Unit II	CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM& Technology- Creating a CRM culture- Building blocks of CRM- CRM StrategiesTypesof CRM.	15
Unit III	Planning CRM Project- General Business Goals and Objectives- Framework of SuccessfulCRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, WayForward.	15
Unit IV	Call centre - Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps, Collecting payments over the telephone, Converting Customer Enquiries into sales, make outbound telesales calls, Information Processing- Data Mining Technology and Process.	15
Unit V	CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference betweenCRM and ECRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls.	18
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC6E23**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. K. GovindaBhat	Customer Relationship Management	Himalaya PublishingHouse,	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shraddha M. Bhome, Dr.Amarpreet Singh Ghura	Customer Relationship Management a theory and Practice to manage and retain customers	International book house	2014
2	S. Shajahan	Relationship Marketing	McGraw Hill	2018
3	Paul Green Breg	Customer Relationship Management	Tata McGraw hill	2002
4	Alok Kumar, Chhabisinba, RakeshSharama	Customer Relationship Management concepts and application	Biztantra Publication	2007
5	Francis Buttle And Stan Maklan	Customer Relationship Management	Routledge	2019

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E31	Title	Batch:	2021 - 2024
		E-	Semester:	VI

Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	78	Commerce Strategy & Application	Credits:	5

Course Objective

To enable the students to be aware of various E-Commerce strategy and its Applications.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the framework and anatomy of E-Commerce.	K1
CO2	To understand the Electronic payment systems and its types	K2
CO3	To analyse the effectiveness of mobile computing applications.	K3
CO4	To figure out the provisions of e-banking and analyse the use of E- Commerce.	K4
CO5	To analyse the steps involved in online banking transactions and EPS	K5

Mapping

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

Units	Content	Hrs

Unit I	Why study e-commerce? Seven unique features of e-commerce technology-Framework of E-Commerce – Anatomy of E-Commerce. E-Commerce in India – E-Commerce and the future. Network security and firewalls - Data and message security- Technology behind the web- Security and the web.	15
Unit II	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS.	15
Unit III	M-Commerce – Introduction – Mobile Computing Applications – Advantages and Disadvantages. E-Learning - Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning.	15
Unit IV	E-Banking- changing dynamics in e-banking-advantages of e-banking-limitations of e-banking-Transaction Processing - Online Purchases-Online share trading –Railway/air ticket reservation. The Information Technology Act 2000-Definitions-Authentication Of Electronic Records- Electronic Governance-Digital Signature - & Digital Certificates.	18
Unit V	E-commerce computer practical's: Online shopping – Online share trading – Online ticket reservation – Electronic payment systems – Online employment registration.	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC6E31**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, NewDelhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE	PUBLISHERS \	YEAR OF

		BOOK	EDITION	PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018
2	Gurvider Singh and Rachhpal Singh	A Text book of information Technology in Business	(Gauhati) 1st Edition 2004,Kalyani Publishers. New Delhi.	2019
3	Bajaj & Nag	E-commerce	Tata Mc Graw Hill ,New Delhi.	2020
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2020
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2018

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.B.Indirapriyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E32	Title	Batch:	2021 - 2024
		Open	Semester:	VI

Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	78	Source Technologies	Credits:	5

Course Objective

To learn the process of executing a PHP-based script with MySQL on a web server

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind PHP basic syntax and PHP object-oriented classes	K1
CO2	To understand functions available to deal with file and directory operations	K2
CO3	To implement cookies, sessions and headers	K3
CO4	To figure out the error handling methods	K4
CO5	To evaluate the database connectivity using PHP MySOL/MySQLi/SQLite extensions	K5

Mapping

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

Units	Content	Hrs

Unit I	Introducing PHP: History – Unique features – Basic Development Concepts – Creating your First PHP Script – Sample Applications. Using Variables and Operators: Storing Data in Variables – Understanding PHP's Data types – Setting and Checking Variable Data Types – Using Constants – Manipulating Variables with Operators* – Handling Form Input.	18
Unit II	Controlling Program Flow: Writing Simple Conditional Statements – Writing More Complex Conditional Statements – Repeating Actions with Loops – Working with String and Numeric Functions. Working with Arrays: Storing Data in Arrays – Processing Arrays with Loops and Iterations – Using Arrays with Forms – Working with Array Functions – Working with Dates and Times.	15
Unit III	Using Functions and Classes: Creating User-Defined Functions – Creating Classes – Using Advanced OOP Concepts. Working with Files and Directories: Reading Files – Writing Files– Processing Directories – Performing Other File and Directory Operations.	15
Unit IV	Working with Databases and SQL: Introducing Databases and SQL – Creating and Populating a Database – Using PHP's MySQLi Extension – Adding or Modifying Data – Handling Errors. Using PHP's SQLite Extension – Using PHP's PDO Extension – Using a MySQL Database – Switching to a different Database.	15
Unit V	Working with Cookies, Sessions and Headers: Working with Cookies – Saving and Restoring User Preferences – Working with Sessions – Using HTTP Headers. Handling Errors: Handling Script Errors – Using Exceptions – Validating form Input – Logging Errors – Debugging Errors.	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vikram Vaswani	PHP: A Beginner's Guide	Second Reprint, Tata McGraw Hill Publications,	2009

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Tim Converse	PHP 4 Bible	IDG Books Worldwide, INC, An International Data Group Company	2018
2	Rasmus Lerdorf, Kevin Tatroe	Programming PHP	2 nd Edition, O'Reilly Media	2014
3	Luke Welling; Laura Thomson	PHP and MySQL- Web Development	4 th Edition,	2018
4	P.Riawan Ahmed	Open source software	Margham Publication	2015
5	Steve Holzner	HTML Black book	Dream Tech Press	2017

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: B.Indirapriyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce	Programme	Bachelor of Commerce

Course Code:	21UEC6E33			Title:	with E-commerce	
				Title	Batch:	2021 - 2024
				Corporate Governance	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	78		Credits:	5

Course Objective

To analyse corporate governance mechanism and principles

To understand the code and guidelines of corporate governance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember definitions of corporate governance	K1
CO2	To understand the issues usually addressed by corporate governance structures	K2
CO3	To apply recent scandals and abuses and the regulatory reaction	K3
CO4	To analyse the other drivers of corporate governance, such as capital markets, shareholders and rating agencies.	K4
CO5	To evaluate various models and mechanisms of corporate governance	K5

Mapping

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

Units	Content	Hrs
Unit I	Corporate Governance – Introduction – People Orientation of Public GovernanceDifferent Systems in Public Governance- Structure of Public and Corporate GovernanceComparison between Corporate Governance and Public Governance- History of Corporate Governance – Concept of Corporate Governance & Stakeholder.	15
Unit II	Corporate Governance Mechanism and Overview – 4 P's of Corporate GovernanceWealth Creation, Management and Distribution – Disclosure in Offer Documents- Clause 49.Principles of Corporate Governance – Introduction – OECD Principles of Corporate Governance – Annotations to the OECD Principles of Corporate Governance. – Issues Related to Corporate Governance- Introduction – Need for Good Corporate Governance- Role and Responsibilities of Investors- Competency and Training.	18
Unit III	Decision System- Role of the Directors and Management – The Board Performs its Oversight Function- Relationships with Stockholders and other Constituencies-Corporate capital and its property rights- Mechanism and control -Systemic Problem of Corporate GovernanceIntroduction and History- Code of Business Conduct- Code of Business Ethics. – Corporate Social Responsibility- Introduction – Implementation Generate Business Benefits.	15
Unit IV	Codes and Guidelines- Guidelines for Person in charge – Duties and Responsibilities of Person in charge- General Code of Corporate Governance- Guidelines- Rules and Regulations – Enforcement of Regulations- e-Governance.	15
Unit V	International Corporate Governance –Germany – France- United Kingdom- USA Corporate Governance in leading Indian Companies.	15
	Total Contact Hrs	**78**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC6E33**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	AIMA	Corporate Governance and Business Ethics.	Excel Books.	2018

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Arora, Ramesh K and Tanjul Saxena	Corporate Governance: Issues and Perspectives	Janur: Mangaldeep.	2017
2	Joseph Desjardins	An Introduction to Business Ethics	Tata Mc Graw Hill Publishing Company Ltd.New Delhi	2015
3	La Rue tone Hormer	The Ethics of Management	Universal Book Stall	2012
4	R.V. Badi and N.V.Badi	Business Ethics	Vrinda Publication	2013
5	C.D Balaji and G.Prasad	Priniciples of Commerce	Margham Publications	2015

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC622		Title	Batch:	2021 - 2024
			Programming Lab.VI: Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem. 52		Credits:	2

Course Objective

To develop the business application oriented programme relating multithreading, multiple inheritance and applet viewer programmes.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To implement the programs for generate a solutions in real life problems.	K1
CO2	To interpret the concepts to produce output.	K2
CO3	To figure out the results in risky tasks.	K3
CO4	To understand the concepts of java	K4
CO5	To evaluate and generate the applets	K5

Mapping

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

1. Program to generate a Pascal Triangle.

2. Program for roots of a Quadratic Equation.

3. Program for merging two sorted arrays.

4. Program for counting letter frequencies in a given string.

5. Program for Multithreading

6. Program for preparing mark list using inheritance.

7. Program for Multiple inheritance.

8. Program for creating your own package.

9. Program that counts the number of lines, words and characters in a given text file.

10. Program that right-justifies a text file.

11. Program that display a digital clock using applet.

12. Program that generates a human face using applet.

13. Create an applet containing three buttons labeled red, green and blue. Depending on the button pressed, the background color of the applet should change.

Pedagogy and Assessment Methods:

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

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.R.Vidwakalyani	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6AL2			Title	Batch:	2021 - 2024
				Digital Marketing	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	5*

Course Objective

To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of digital marketing	K1
CO2	To understand the concepts, levels and strategies in a digital environment	K2
CO3	To apply the various online marketing techniques	K3
CO4	To analyse the concepts of interactive marketing	K4
CO5	To understand the ethical issues and legal challenges in digital marketing	K2

Mapping

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

Units	Content	Hrs
Unit I	Concept- scope and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.	-
Unit II	Digital - Marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer - relationship management. Digital consumers and their buying decision process.	-
Unit III	Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies**.**	-
Unit IV	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	-
Unit V	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	-
	Total Contact Hrs	-

Pedagogy and Assessment Methods:

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

Text Book   21UEC

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeru Kapoor	Fundamentals of E-Marketing	Pinnacle learning	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston	Internet Marketing: Strategy, Implementation, and Practice	PearsonIndia	2018
2	Frost, Raymond D., Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education (India) PrivateLtd	2018
4	Kotler, Philip, HermawanKartajaya, and Iwan Setiawan	Digital Marketing: 4.0 Moving from Traditional to Digital	PearsonIndia	2017
5	Ryan, Damian and Jones Calvin	Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.	Koganpage	2016

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.B.Indira priyadharshini	Name:
Signature:	Signature:

Course Code:	21UEC6S21				Title	Batch:	2021 - 2024
					Skill Based Elective Subject -2 Company Law	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	26			Credits:	2

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the major topics in Company Law.	K1
CO2	To understand the contents in memorandum of association and articles of association.	K2
CO3	To figure out prospectus, shares and debentures of a company.	K3
CO4	To analyse the appointment, qualification and removal of director and company secretary	K4
CO5	To analyze the requisites of a valid meeting, types and winding up procedures, modes of winding up.	K4

Mapping

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

Units	Content	Hrs
Unit I	Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.	5
Unit II	Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management.	6
Unit III	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Kinds of Shares and Debentures.	5
Unit IV	Director and Secretary – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities	5
Unit V	Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.	5
	Total Contact Hrs	**26**

Pedagogy and Assessment Methods:

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

Text Book   **21UEC6S21**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law	Sultan Chand & Sons, New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law and Secretarial Practice	Sultan Chand & Sons, New Delhi	2020
2	Corporate Professionals	Handbook of Company Law Procedures	Corporate Professionals	2020
3	Bagrial A.K	Company Law	Vikas Publishing House, New Delhi	2009
4	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi	2014
5	Avtar Singh	Company Law	Eastern Book Company	2018

Course Designed by	Verified by Module Coordinator
Name and Signature	Name and Signature
Name: Dr.B.Indira Priyadharshini	Name:
Signature:	Signature:

Programme Code:	B.com E-commerce	Programme	Bachelor of Commerce

			Title:	with E-commerce
Course Code:	**21UEC6S22**		**Title**	**Batch:**	**2021 - 2024**

				Skill Based	**Semester:**	VI
Lecture Hrs./Week or Practical Hrs./Week	**2**	**Tutorial Hrs./Sem.**	**26**	Elective Subject -2 Project Management	**Credits:**	**2**

Course Objective

To enable the students to apply the significance of project formulations and tax concessions.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts used in identification and selection of network planning techniques.	K1
CO2	To understand the fundamentals of PERT,CPM, and Project Report.	K2
CO3	To apply feasibility analysis.	K3
CO4	To analyze the effectiveness of small scale industries in economic development.	K4
CO5	To understand the Role of SSI in Economic Development	K2

Mapping

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

Units	Content	Hrs
Unit I	Project-Meaning-Project Identification-Selection-Network Planning Techniques-PERT- CPM.	5
Unit II	Project Formulation-Significance-Stages in Project Formulation-Feasibility Project Report.	5
Unit III	Project Appraisal-Methods-Payback Period- Average rate of return- Discount cash flow techniques.	5
Unit IV	Plant Location - Importance- Factors affecting Location- Factory Design- Types of Factory.	5
Unit V	Micro and Small Scale Industries-Definition-Features-Role of SSI in Economic Development-Problems of SSI-Tax Concessions.	6
	Total Contact Hrs	**26**

Pedagogy and Assessment Methods:

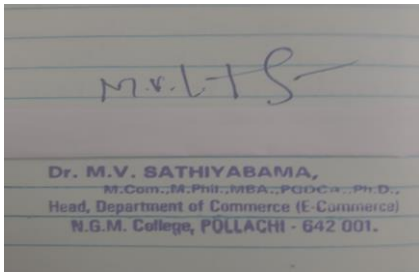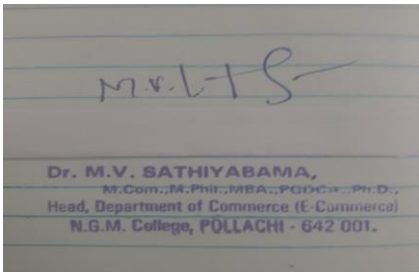Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book   **21UEC6S22**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SS Khanka	Entrepreneurship Development	S Chand & Co.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta CB & Khanka SS	Entrepreneurship & Small Business Management	Sultan Chand & Sons , New Delhi	2005
2	Robert D Hisrich; Michael P Peters; Dean A Shepherd	Entrepreneurship	BostonMcGraw-Hill/Irwin.	2008
3	Heagney	Fundamentals of Project Management	AMACOM	2016
4	Harold Kerzner	Project Management: A Systems Approach to Planning, Scheduling, and Controlling	Wiley	2018
5	David L. Cleland and Lewis R. Ireland	Project Managers Portable Handbook	McGraw-Hill Education	2010

Course Designed by	Verified by Module Coordinator
Name and Signature	**Name and Signature**
Name: Dr.M.V.Sathiyabama	Name:
Signature:	Signature: