

**UNDER GRADUATE PROGRAMME: COMMERCE (E-COMMERCE)**

**CHOICE BASED CREDIT SYSTEM**

**For the Students Admitted from 2022-2025 Batch**



**DEPARTMENT OF B.COM (E-COMMERCE)**

**NGM COLLEGE**

*(An autonomous college Affiliated to Bharathiar University, Coimbatore)*

POLLACHI - 642 001

**REVISED SCHEME OF EXAMINATION 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.

### Programme Educational Objectives:

<b>PEO1</b>	Students will be able to understand the concepts of Commerce with E-Commerce
<b>PEO2</b>	Programme aims to develop professional knowledge which is required for Commerce graduates
<b>PEO3</b>	Students will acquire necessary skills to work in E-Commerce Industry
<b>PEO4</b>	Students will be able to get trained in various programming languages
<b>PEO5</b>	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

### Programme Outcomes:

<b>PO1</b>	<b>Disciplinary Knowledge:</b> 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
<b>PO2</b>	<b>Reflective Thinking:</b> To Qualify the students to meet the requirements of the society and enlightening the education of global standards
<b>PO3</b>	<b>Information and Communication Technology Digital Literacy:</b> To Enable to students to acquaint knowledge by applying Information Technology in order to meet the future challenges of Business with Zeal and Confident.
<b>PO4</b>	<b>Analytical Reasoning:</b> To Nurture the students in intellectual, personal, interpersonal and social skills with a focus on relevant professional career particularly, to maximize professional growth.

<b>PO5</b>	<b>Multicultural Competence:</b> To Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
<b>PO6</b>	<b>Leadership Readiness/ Qualities:</b> To Equip the students with the skills required to lead top managerial position
<b>PO7</b>	<b>Moral and Ethical Awareness:</b> To Create awareness among the students about the emerging trends in the digital era
<b>PO8</b>	<b>Employability:</b> To Infuse skills relating to electronic business and to enable students to become E-Entrepreneurs

**Programme Specific Outcomes:**

<b>PSO - 01</b>	<b>Programme Skill Development:</b> To Develop the conceptual knowledge and application skills in the domain of Commerce and E-Commerce
<b>PSO - 02</b>	<b>Modern Technology Usage:</b> To Expose the student's knowledge in various provisions of Law, computer practical's, e-filing and preparation of project reports

**Mapping**

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

**N.G.M College - Curriculum Development Cell**  
**B. Com (E-Commerce)**  
**Scheme of Examination For 2022 - 2025**  
**Choice Based Credit System & OBES**

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

**SEMESTER – I**

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	22UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3
	22UHN101/	Hindi Paper - I /	6	-	-					
	22UFR101	French Paper – I	6	-	-					
II	22UEN101	Communication Skills- I (Level I)	5	-	-	3	50	50	100	3
	22UEN102	Communication Skills - I (Level II)	5	-	-					
III	22UEC101	<b>Core - I : Principles of Accounting</b>	5	-	-	3	50	50	100	4
	22UEC102	<b>Core - II : Business Application Software</b>	4	-	-	3	50	50	100	4
	22UEC1A1	<b>Allied - I : Business Economics</b>	4	-	-	3	50	50	100	4
	22UEC103	<b>Core Lab - I : Programming Laboratory – I : MS – Office</b>	-	4	-	3	50	50	100	2
IV	22UHR101	Human Rights	1	-	-	2	-	50	50	2
	22HEC101	Human Excellence - Personal Values & SKY Yoga Practice- I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
EC	22CFE101	Fluency in English – I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>325</b>	<b>375</b>	<b>700</b>	<b>23</b>

**SEMESTER – II**

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	22UTL202/	Tamil Paper - II /	6	-	-	3	50	50	100	3
	22UHN202/	Hindi Paper - II /	6	-	-					
	22UFR202	French Paper – II	6	-	-					
II	22UEN202	Communication Skills - II (Level I)	5	-	-	3	50	50	100	3
	22UEN203	Communication Skills - II (Level II)	5	-	-					
III	22UEC204	<b>Core - III</b> : Business Communication	4	-	-	3	50	50	100	4
	22UEC205	<b>Core - IV</b> : Fundamentals of E-commerce	4	-	-	3	50	50	100	4
	22UEC2A2	<b>Allied - II</b> : Principles of Management	4	-	-	3	50	50	100	4
	22UEC206	<b>Core Lab - II</b> : Programming Laboratory – II : Accounting Package Tally	-	4	-	3	50	50	100	2
IV	22EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	22HEC202	Human Excellence - Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	22CFE202	Fluency in English – II	-	-	-	-	-	-	-	-
	22CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50*	50*	Gr
	22CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	50*	50*	Gr
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	-
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>325</b>	<b>375</b>	<b>700</b>	<b>23</b>

SEMESTER – III										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	22UEC307	<b>Core - V : Modern Marketing</b>	6	-	-	3	50	50	100	4
	22UEC308	<b>Core - VI : Object Oriented Programming with C++</b>	5	-	-	3	50	50	100	4
	22UEC309	<b>Core - VII : Advanced Accounting</b>	7	-	-	3	50	50	100	4
	22UEC3A3	<b>Allied - III : Statistics for Business</b>	6	-	-	3	50	50	100	4
	22UEC310	<b>Core Lab - III : Programming Laboratory –III: Object Oriented Programming with C++</b>	-	4	-	3	50	50	100	2
IV	22UEC3N1/ 22UEC3N2	<b>Non Major Elective - I : Dynamics in E-Commerce / Non Major Elective - I : E-Banking</b>	1	-	-	2	-	50	50	2
	22HEC303	<b>Human Excellence - Professional Values &amp; Ethics – III</b>	1	-	-	2	25	25	50	1
V		<b>Extension Activities - Annexure I</b>	-	-	-	-	-	-	-	-
EC	22CFE303	<b>Fluency in English – III</b>	-	-	-	-	-	-	-	-
	22CMM302	<b>Manaiyiyal Mahathuvam - II</b>	1*	-	-	2	-	50*	50*	Gr
	22CUB302	<b>Uzhavu Bharatham – II</b>	1*	-	-	2	-	50*	50*	Gr
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>275</b>	<b>325</b>	<b>600</b>	<b>21</b>

**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	22UEC411	<b>Core - IX</b> : Financial Markets and Institutions	6	-	-	3	50	50	100	5
	22UEC412	<b>Core - X</b> : Software Development with Visual Basics.Net	5	-	-	3	50	50	100	4
	22UEC413	<b>Core - XI</b> : Cost Accounting	7	-	-	3	50	50	100	4
	22UEC4A4	<b>Allied - IV</b> : Business Mathematics	6	-	-	3	50	50	100	4
	22UEC414	<b>Core Lab - IV</b> : Programming Laboratory – IV : Software Development with Visual Basics.Net	-	4	-	3	50	50	100	2
IV	22UEC4N3/ 22UEC4N4	<b>Non-Major Elective – II</b> Applications of E-Commerce/ <b>Non-Major Elective – II</b> E-Commerce	1	-	-	2	-	50	50	2
	22HEC404	Human Excellence - Social Values & SKY Yoga Practice – IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
EC	22CFE404	Fluency in English – IV	-	-	-	-	-	-	-	-
	22CMM403	Manaiyiyal Mahathuvam – III	1*	-	-	2	-	50*	50*	Gr
	22CUB403	Uzhavu Bharatham – III	1*	-	-	2	-	50*	50*	Gr
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>275</b>	<b>375</b>	<b>650</b>	<b>23</b>

SEMESTER – V										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
III	22UEC515	<b>Core - XII : Income Tax Law and Practice</b>	5	-	-	3	50	50	100	5
	22UEC516	<b>Core - XIII : Skill Enhanced Course: Information Security &amp; E-Commerce Technology</b>	5	-	-	3	50	50	100	4
	22UEC517	<b>Core - XIV : Internet &amp; Web Designing</b>	5	-	-	3	50	50	100	4
	22UEC5E1	<b>Core Elective - I : Advertising and Sales Promotion/</b>	5	-	-	3	50	50	100	5
	22UEC5E2	<b>Core Elective - I : Retail Business Management/</b>								
	22UEC5E3	<b>Core Elective - I : Services Marketing</b>								
	22UEC518	<b>Core Lab - V : Programming Laboratory – V: Internet &amp; Web Designing</b>	-	4	-	3	50	50	100	2
	22UEC519	Project Work and Viva – Voce	2	-	-	3	25	25	50	2
	22UEC5AL	<b>Advanced Learner Course - I : Organizational Behavior</b>	-	-	-	3	50*	50*	100*	2*
	22UEC5VA	Web Advertising	2*	-	30	2	-	50*	50*	2*
IV	22UEC5S1	<b>Skill Based Elective I: Commercial Law/</b>	3 Hours		-	2	25	25	50	3
	22UEC5S2	<b>Skill Based Elective I: Fundamentals of Entrepreneurship</b>								
	22HEC505	Human Excellence - National Values & SKY Yoga Practice – V	1	-	-	2	25	25	50	1
CC	22CFE505	Fluency in English – V	-	-	-	-	-	-	-	-
	22CSD501	Soft Skills Development – I	-	-	-	-	-	-	-	Gr
	22GKL501	General Awareness - Self Study	SS			2	-	50*	50*	Gr
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>325</b>	<b>325</b>	<b>650</b>	<b>26</b>

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



SEMESTER – VI										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	22UEC620	<b>Core - XV : Skill Enhanced Course : Management Accounting</b>	6	-	-	3	50	50	100	5
	22UEC621	<b>Core - XX : Java Programming</b>	5	-	-	3	50	50	100	4
	22UEC6E4	<b>Core Elective - II : Investment Management /</b>	6	-	-	3	50	50	100	4
	22UEC6E5	<b>Core Elective - II : Human Resource Management/</b>								
	22UEC6E6	<b>Core Elective - II : Customer Relationship Management</b>								
	22UEC6E7	<b>Core Elective - III : Cyber Security</b>	6	-	-	3	50	50	100	5
	22UEC6E8	<b>Core Elective - III : Social Networking Services /</b>								
	22UEC6E9	<b>Core Elective – III : Open Source Technologies</b>								
	22UEC622	<b>Core Lab - VI: Programming Laboratory – VI: Java</b>	-	4	-	3	50	50	100	2
	22UEC6AL	<b>Advanced Learner Course – II: Digital Marketing</b>	-	-	-	3	50*	50*	100	2**
22UEC6VA	<b>Fundamentals of Research Methodology</b>	2	-	30	2	-	50*	50*	2*	
IV	22UEC6S3	<b>Skill Based Elective - II : Company Law</b>	2		-	2	25	25	50	3
	22UEC6S4	<b>Skill Based Elective - II : Project Management</b>								
	22HEC606	<b>Human Excellence - Global Values &amp; SKY Yoga Practice – VI</b>	1	-	-	2	25	25	50	1
EC	22CFE606	<b>Fluency in English – VI</b>	-	-	-	-	-	-	-	-
	22CSD602	<b>Soft Skills Development – II</b>	-	-	-	-	-	-	-	Gr
<b>Total</b>			<b>26</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>300</b>	<b>350</b>	<b>600</b>	<b>24</b>
<b>Grand Total</b>									<b>3900</b>	<b>140</b>

AL-Advanced Learner Course (Optional); VA-Department Specific Value Added Course \*Extra Credits

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

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

Grand Total = 3900; Total Credits = 140

## Question Paper Pattern (Based on Bloom's Taxonomy)

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

### 1. Theory Examinations: 50 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	50
K3 (Q 11-15)	B (Either or pattern)	5 x 3 = 15	Short Answers	
K4 & K5 (Q 16 – 20)	C (Either or pattern)	5 x 5 = 25	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	25/25	50
K4			
K5			

# Components of Continuous Assessment

## THEORY

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Test 1	$(50 / 3.33) = 15$	15+15+10+05+05	50
Test 2 / Model	$(50 / 3.33) = 15$		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

**Maximum Marks: 50; CIA Mark: 50**

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

## PRACTICAL

**Maximum Marks: 50; CIA Mark: 25**

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

**Maximum Marks: 100; CIA Mark: 50**

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

**Maximum Marks: 200; CIA Mark: 100**

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

**PROJECT****Maximum Marks: 100; CIA Mark: 50**

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

**Maximum Marks: 200; CIA Mark: 100**

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

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

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

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

# STUDENT SEMINAR EVALUATION RUBRIC

**Grading Scale:**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>5</b>	<b>4</b>	<b>2 - 3</b>	<b>0 - 1</b>

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

# WRITTEN ASSIGNMENT RUBRIC

**Grading Scale:**

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

<b>CRITERION</b>	<b>A - Excellent</b>	<b>B - Good</b>	<b>C - Average</b>	<b>D - Below Average</b>	<b>F - Inadequate</b>
<b>Content &amp; Focus</b>	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
<b>Sentence Structure &amp; Style</b>	<ul style="list-style-type: none"> <li>* Word choice is rich and varies</li> <li>* Writing style is consistently strong</li> <li>* Students own formal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is clear and reasonably precise</li> <li>* Writing language is appropriate to topic</li> <li>* Words convey intended message</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is basic</li> <li>* Most writing language is appropriate to topic</li> <li>* Informal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is vague</li> <li>* Writing language is not appropriate to topic</li> <li>* Message is unclear</li> </ul>	* Not adequate
<b>Sources</b>	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
<b>Neatness</b>	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
<b>Timeliness</b>	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

# Continuous Internal Assessment for Project / Internship

## **For Commerce, Management & Social Work Programme**

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

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

### Mark Split UP

<b>Internal</b>	<b>External</b>	<b>Total</b>
50	50	100

<b>S. No</b>	<b>Internal Components</b>	<b>Marks</b>
1	Review – I	10
2	Review – II	10
3	Review – III	10
4	Rough Draft Submission	20
<b>Total</b>		<b>50</b>

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

**\*\*This is applicable only B.Com E-Commerce**

**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 50 marks, out of which 25 are internal and 25 is external marks.

**Mark Split UP**

<b>Internal</b>	<b>External</b>	<b>Total</b>
25	25	50

<b>S. No</b>	<b>Internal Components</b>	<b>Marks</b>
1	Review – I	05
2	Review – II	05
3	Review – III	05
4	Rough Draft Submission	10
<b>Total</b>		<b>25</b>

<b>S. No</b>	<b>External Components</b>	<b>Marks</b>
1	Originality of Idea	03
2	Relevance to Current Trend	03
3	Candidate Involvement	03
4	Thesis Style / Language	03
5	Presentation of Report	03
6	Viva-Voce	10
<b>Total</b>		<b>25</b>



### Annexure – I: List of Part – V Subjects

S.No	Subject Code	Subjects
1.	22 UNC 401	NCC
2.	22 UNS 402	NSS
3.	22 USG 403	Sports and Games
4.	22 URO 404	Rotract Club
5.	22 URR 405	Red Ribbon Club
6.	22 UYR 406	Youth Red Cross
7.	22 UCA 407	Consumer Awareness Club
8.	22 UED 408	Entrepreneurship Development Cell
9.	22 UCR 409	Center for Rural Development
10.	22 USS 410	Students Guild of Service
11.	22 UGS 411	Green Society
12.	22 UEO 412	Equal Opportunity Cell
13.	22 UFA 413	Fine Arts Club
14.	22 UAM 414	Arutchelvar Students Thinkers Forum
15.	22 USV 415	Swami Vivekanandar Students Thinkers Forum

### List of Part III Subjects (Core Elective Papers)

S.No	Subject Code	Subjects
1	22 UEC 5E1	<b>Core Elective - I</b> : Advertising and Sales Promotion
	22 UEC5E2	<b>Core Elective - I</b> : Retail Business Management
	22 UEC5E3	<b>Core Elective - I</b> : Services Marketing
2	22 UEC 6E4	<b>Core Elective - II</b> : Investment Management
	22 UEC 6E5	<b>Core Elective - II</b> : Human Resource Management
	22 UEC 6E6	<b>Core Elective - II</b> : Customer Relationship Management
3	22 UEC 6E7	<b>Core Elective - III</b> : Cyber Security
	22 UEC 6E8	<b>Core Elective - III</b> : Social Networking Services
	22 UEC 6E9	<b>Core Elective – III</b> : Open Source Technologies

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC101</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>05</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Principles of Accounting</b>	<b>Semester:</b>	<b>I</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember fundamental knowledge about the concepts and conventions of accounting.	K1
CO2	To understand the various methods of depreciation.	K2
CO3	To understand the knowledge about bank reconciliation statement.	K2
CO4	To apply knowledge on hire purchase system and bill of exchange.	K3
CO5	To analyze about the preparation of final Accounts	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments	15
<b>Unit II</b>	Depreciation – Meaning – Causes – features, Methods of depreciation – Straight line method-Written down value method- Annuity method – Sinking fund method – Insurance Policy method.	15
<b>Unit III</b>	Bank reconciliation Statement - rectification of errors.	15
<b>Unit IV</b>	Hire purchase and Installment system – Computation of interest –Repossession – Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)	15
<b>Unit V</b>	Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills Accommodation (Simple problems only)	15
<b>Total Contact Hrs</b>		<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Chalk and talk, Assignments.

### **Text Book**

**22UEC101**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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 NarangK.L	Advanced Accounting	Kalyani Publishers, New Delhi.	2020
2	Dr.Maheshwari S.N	Financial and ManagementAccounting	Sultan Chand and Sons- New Delhi.	2018
3	T.S.Grewal	Introduction to Accountancy	S.Chand &Company Ltd.,	2017
4	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand & Company Ltd.,	2012
5	R.L.Gupta, V.K.Gupta,M.C.Shukla	Financial Accounting	Sultanchand & sons	2011

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC102</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Business Application Software</b>	<b>Semester:</b>	<b>I</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	12
<b>Unit II</b>	Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge – miscellaneous features of word.	12
<b>Unit III</b>	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.	12
<b>Unit IV</b>	Access-Databases and tables-Creating Tables for storing data – Relationship between tables– Selection with queries - Building user interface with forms – Displaying data with reports.	12
<b>Unit V</b>	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.	12
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC102**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Nellai Kannan	MS Office	Nels Publications, New Delhi	2020

## Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Scott Basham	Word 2019	Kindle Edition	2019
2	Wallace Wang	Microsoft Office 2019	Wiley	2019
3	Taxalli.R.K	PC Software for windows made simple	2nd Edition,The Mc Graw Hill Co	2014
4	Dorling Kindersky	MS.Office-2007	Seventh Edition, Pearsons (India)pvtLtd.,New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC1A1</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Business Economics</b>	<b>Semester:</b>	<b>I</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the various economic concepts applied in business.	K1
CO2	To understand marginal analysis for decision making.	K2
CO3	To apply the various concepts of cost and its relationship with output.	K3
CO4	To analyses price and output determination under various market competition	K4
CO5	To evaluate the techniques of national income and capital budgeting operations.	K5

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	12
<b>Unit II</b>	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
<b>Unit III</b>	Cost Concepts – Cost – Output Relationship –Production-Function–Isoquants – Law of variable Proportions – Returns to Scale –Producer’s Equilibrium.	12
<b>Unit IV</b>	Market Structure – Price and Output Determination under Perfect Competition – Monopoly Discrimination Monopoly–Monopolistic Competition – Oligopoly: Cartels, Price Leadership and Price Rigidity.	12
<b>Unit V</b>	Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting –Importance – Evaluation techniques National Income – Definition - Concepts Methods.	12
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC1A1**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Shankaran.S	Business Economics	Progressive Corporation Private Ltd	2019

## 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	S K Agarwal	Business Economics	S. Chand Publishing	2018
4	Reddy P.N and Appanniah H.R	Principles of Business Economics	S.Chand & Company Ltd. New Delhi	2013
5	Mankar V.G	Business Economics	McMillan Publishers Chennai	2013

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC103</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming laboratory-I:MS- Office</b>	<b>Semester:</b>	<b>I</b>
					<b>Credits:</b>	<b>2</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

### Mapping

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

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

### 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. AutoFilter
8. Advance Filter
9. PivotTable
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 presentation 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

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC204</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Business Communication</b>	<b>Semester:</b>	<b>II</b>
					<b>Credits:</b>	<b>4</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 understand about the correct format, style and tone for various business letters.	K2
CO4	To apply and define basic rules for correct sentence and paragraph formation.	K3
CO5	To analyze the objectives and techniques of various types of interview	K4

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

### Mapping

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

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

Units	Content	Hrs
<b>Unit I</b>	Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters: Need – Functions – Kinds – Essentials Of Effective Business Letters – Layout.	12
<b>Unit II</b>	Trade Enquiries – Orders and their Execution – Credit and Status enquiries	12
<b>Unit III</b>	Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)	12
<b>Unit IV</b>	Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)	12
<b>Unit V</b>	Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –Individual Report- Business Reports Presentations.	12
	<b>Total Contact Hrs</b>	<b>60</b>

#### Pedagogy

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

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.
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**Text Book****22UEC204**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Rajendra Pal, & Korahalli J.S	Essentials of Business Communications	Sultan Chand & Co. New Delhi.	2020

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Ramesh, MS, & C.C.Pattanshetti & Madumati M	Business Communications	S Chand & Co, NewDelhi.	2019
2	R. K. Madhukar	Essentials of Business Communications	Vikas Publishing Company.	2018
3	Lesikar,R.V.& Flatley, M.E.	Basic Business Communication Skills	Tata McGraw Hill Publishing Company Ltd. New Delhi.	2016
4	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2013
5	Ramesh, MS, & C.C.Pattanshetti	Business Communications	R Chand & Co, New Delhi.	2011

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC205</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Fundamentals of E-Commerce</b>	<b>Semester:</b>	<b>II</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 analyze the legal provisions relating to internet security	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories.	12
<b>Unit II</b>	Internet and Extranet: Definition of Internet-Advantages and Disadvantages of the Internet-Component of an Internet Information technology structure - Development of a Intranet & Extranet and Intranet Difference.	12
<b>Unit III</b>	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.	12
<b>Unit IV</b>	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
<b>Unit V</b>	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.	12
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC205**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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,Newdelhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,NewDelhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC2A2</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Principles of Management</b>	<b>Semester:</b>	<b>II</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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	K3

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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
<b>Unit II</b>	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages –Process – Types of Planning.	12
<b>Unit III</b>	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.	12
<b>Unit IV</b>	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.	12
<b>Unit V</b>	Control –Process of Control – Techniques of Control Communication– Types, Channels of Communication – Barriers of Communication.	12
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC2A2**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC206</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming Laboratory-II:Accounting Package Tally</b>	<b>Semester:</b>	<b>I1</b>
					<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To recollect the usage of computers and why tally is essential components in business and society.	K1
CO2	To understand the importance of inventory status using Tally	K2
CO3	To gain the technical knowledge on preparation of final accounts	K2
CO4	To understand the method of preparation of stock summary	K2
CO5	To attain knowledge on cost categories and cost center	K2

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

### Mapping

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

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



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 Godown summary
10. Bill wise Statement
11. Cost Categories and Cost Center

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC307</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Modern Marketing</b>	<b>Semester:</b>	<b>III</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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	K4
CO5	Explaining the emerging trends in marketing and the regulatory mechanisms	K3

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

### Mapping

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

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

Units	Content	Hrs
<b>Unit I</b>	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.	18
<b>Unit II</b>	Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.	18
<b>Unit III</b>	Pricing – Definition – Objectives –Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.	18
<b>Unit IV</b>	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.	18
<b>Unit V</b>	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.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### Pedagogy

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

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

## Text Book

22UEC307

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 PVLtd.	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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Mrs.M.Ragaprabha			
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC308</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>05</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Object Oriented Programming with C++</b>	<b>Semester:</b>	<b>III</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To keep in mind the various concepts of object-oriented programming.	K1
CO2	To comprehend the procedures and associative 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**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

### Mapping

<b>PO /PSO</b> <b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
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	L	H	H	H	H	H	M	H
CO4	M	H	H	H	H	M	L	M	H	M
CO5	M	H	H	H	H	H	H	H	H	H

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	C Programming Basic Concepts-Introduction to C- History of C- Applications of C- Features of C. 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.	15
<b>Unit II</b>	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.	15
<b>Unit III</b>	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.	15
<b>Unit IV</b>	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.	15
<b>Unit V</b>	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.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

## Assessment Methods

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

### Text Book

22UEC308

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy. E	Object Oriented Programming with C++	Delhi: Tata McGraw Hill Publishing Company Ltd, Eighth Edition	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++ (4 <sup>th</sup> edition)	Tata McGraw Hill publishing Company Ltd	2017
4	Savitch Walter	Problem Solving with C++	Pearson Education India, Ninth Edition	2017
5	Yedidyah Langsam, Moshe J.Augenstein, Aaron M.Tenenbaum	Data Structures using C & C++	Pearson Education India. Second Edition.	2015

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC309</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>07</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Advanced Accounting</b>	<b>Semester:</b>	<b>III</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 apply the adjustments in profit sharing ratio and methods valuation of goodwill.	K3
CO4	To apply the knowledge of company accounts.	K3
CO5	To analyze the companies final accounts and marginal of remuneration.	K4

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).	22
<b>Unit II</b>	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.	22
<b>Unit III</b>	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.	22
<b>Unit IV</b>	Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares	22
<b>Unit V</b>	Company Final Accounts– Managerial Remuneration-Perquisites to be Included In Managerial Remuneration.	22
	<b>Total Contact Hrs</b>	<b>105</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Chalk and talk, Assignments.

### **Text Book**

**22UEC309**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	ReddyT.S. and Murthy.A	Financial Accounting	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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC3A3</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Statistics</b>	<b>Semester:</b>	<b>III</b>
				<b>For Business</b>	<b>Credits:</b>	<b>04</b>

### Course Objective

To enable the students to learn the Statistical methods and their applications in Commerce

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand various types of sampling and the importance of randomization.	K1
CO2	To understand overall process and particular steps in collecting, analyzing, interpreting and presenting results	K2
CO3	To apply the concept of correlation and regression analysis in business	K3
CO4	To apply statistical tool for statistical decision making in a business context	K3
CO5	To understand the usage of Index numbers in business forecasting	K2

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation - Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems	18
<b>Unit II</b>	Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation.	18
<b>Unit III</b>	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	18
<b>Unit IV</b>	Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression	18
<b>Unit V</b>	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).	18
<b>Total Contact Hrs</b>		<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Chalk and talk, Assignments.

### **Text Book**

**22UEC3A3**

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

## Reference Books

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Gupta S.P. and Gupta M.P	Business Statistics	Sultan Chand & Sons, New Delhi	2020
2	R.S.N. Pillai and V.Bagavathi	Statistics	S Chand & Company 8 <sup>th</sup> Edition	2019
3	D.C. Sancheti and V.K. Kapoor	Statistics: Theory, Methods & Application	Sultan Chand & Sons, New Delhi 8 <sup>th</sup> Edition	2019
4	Gupta S.P.	Statistical methods	Sultan Chand & Sons, New Delhi	2017
5	Dr. S.M. Shukla and Dr. K.L. Gupta	Business Statistics	Shahithya Bhavan Publication	2017

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC310</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming Laboratory: III: Object Oriented Programming with C++</b>	<b>Semester:</b>	<b>III</b>
					<b>Credits:</b>	<b>02</b>

### Course Objective

To equip the students to understand how C++ improves C with object-oriented features

To understand the concept of data abstraction and encapsulation.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the C language and 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- Understanding; K3- Apply; K4-Analyze; K5- Evaluate**

### Mapping

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

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

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”

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC3N1</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Non Major Elective Subject 1:Dynamics in E-Commerce</b>	<b>Semester:</b>	<b>III</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>01</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>		<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 understand online share transaction	K2

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	E-Commerce- Scope of E-Commerce – Definition of E-commerce-Framework of e-commerce – Advantages and disadvantages.	3
<b>Unit II</b>	E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.	3
<b>Unit III</b>	E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies- Electronic newspapers.	3
<b>Unit IV</b>	Online share trading – Online ticketing- Railway and airway ticket reservation	3
<b>Unit V</b>	E-Filing – Profile creation – Online PAN application – ITR validation – ITR submission –ITR acknowledgement.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC3N1**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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	Bajaj & Nag	E-commerce	Tata Mc Graw Hill ,New Delhi.	2020
2	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,Newdelhi.	2020
3	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2019
4	Gurvider Singh and Rachhpal Singh	A Text book of information Technology in Business	1 <sup>st</sup> Edition 2004,Kalyani Publishers. NewDelhi.	2019
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,NewDelhi.	2018

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC3N2</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>01</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Non Major Elective Subject – 1</b>	<b>Semester:</b>	<b>III</b>
				<b>E-Banking</b>	<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 understand the wallet application	K2

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.	3
<b>Unit II</b>	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	3
<b>Unit III</b>	Software: Need for software – What is software? Types of software – wallet application.	3
<b>Unit IV</b>	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	3
<b>Unit V</b>	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC3N2**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Abha Singh	E-banking	ABD Publishers New Delhi	2019

## 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	(3rd Edition) Vijay Nicole Imprints Private Ltd.	2019
3	Reddy & Appanniah.	Banking Theory Law and Practice ,	Himalaya Publications, Mumbai	2018
4	Reddy & Appanniah	Banking Theory Law and Practice	Himalaya Publications, Mumbai.	2018
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd.	2018

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22 UEC 411</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Financial Markets and Institutions</b>	<b>Semester:</b>	<b>IV</b>
					<b>Credits:</b>	<b>05</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 understand the merchant banking operations	K2

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

### Mapping

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Financial Markets -Meaning- Classification of Financial Market-Financial Instruments-features-Development of financial system in India - Weaknesses of Indian Financial System.	18
<b>Unit II</b>	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.	18
<b>Unit III</b>	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.	18
<b>Unit IV</b>	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.	18
<b>Unit V</b>	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.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Quiz, Assignments.

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	2022
2	Khan.M.Y	Financial Services	Tata McGraw Hill Publishing Company Ltd, NewDelhi.	2020
3	Sandeep Goel	Financial Services	New Delhi: PHI Learning Private Limited.	2014
4	Santhanam.B	Financial Services	Margham Publishers. Chennai	2014
5	Boominathan V.K	Financial Services	New Delhi: Sultan Chand Publishers.	2014

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC412</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>05</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Software Development with Visual Basics.net</b>	<b>Semester:</b>	<b>IV</b>
					<b>Credits:</b>	<b>04</b>

### Course Objective

To provide knowledge about the implementation of vb.net concepts into programming and to enlighten about prominent commands used in visual basic language

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Interpret visual basic.net concepts	K2
CO2	Identify Visual basic .net Programming controls	K2
CO3	Define and explain the settings of Properties window	K3
CO4	Analyze the concepts of Built-in functions	K3
CO5	Examine the concepts of ActiveX Data Object.Net	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Introduction – Evolution of .NET - Starting Visual Basic .NET – Creating and Running the Very First Application – Using the Command Window – Setting in the Start Page – Creating a shortcut to Start VB.NET – IDE – Opening an Existing Project – Using the Auto Hide Facility – Resizing a Window – Creating a Useful Application – Placing the Controls on a form – Selecting a form and the Controls – Resizing a form the Controls – Using the Properties Window – Setting the Properties of Form and Controls Using the Solution Explorer – Setting the Startup Object – Writing an Event Procedure – Executing the Project Using Explorer – The Standard Toolbar	15
<b>Unit II</b>	Visual Basic .NET Programming Controls – Text Box Control –Command Button - Radio Button Control – List Box Control – Check Box Control – Timer Control – Picture Box Control – Group Box Control – Combo – Box Control – Horizontal Scrollbar and Vertical Scrollbar Controls – Numeric Up Down, Track bar, Progress bar Controls.	15
<b>Unit III</b>	Setting Properties Using the Properties Window: Classification of Properties – Various Properties of Form – Various Properties of Label. Setting Properties Using Event Procedures: Introduction – Setting the Text Property of Label and Button – Infinite Loop – Do while – Do loop while – Do Until – Do loop until – For next statement, For each statement – Nesting for loop – Arrays –Control Arrays.	15
<b>Unit IV</b>	Visual Basic .NET Programming Language: Variables and Data Types – Using Imports Statements – Functions – The Msg Box() Function – Text Editor Toolbar – The Input Box() Function – MDI forms-Basic Elements of Menu – Creating a simple Menu Application – Enhancing a simple Menu Application – Modifying the Exiting Menu – Assigning and Removing Shortcut Keys – Pop Up Menus – Using Dialog Boxes., Built-in Functions: Mathematical functions – Strings functions – Date & Time function – Data type conversion functions – Financial functions – Option statements	15
<b>Unit V</b>	Overview of ADO.NET - Connection Object - Command Object - Data Readers - Data set & Data Adapters – Execute Non Query, Execute Scalar – Execute Reader – Data Grid View Control	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

**Text Book**

22UEC412

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Shirish Chavan	Visual Basic .Net	Pearson Education,Pvt. Ltd 4th Edition	2010

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Jeremy Shapiro	Visual Basic .Net: The Complete Reference Paper	McGraw Hill Education	2017
2	Thearon Willis, Bryan Newsome	Beginning Microsoft Visual Basic 2010	Wrox	1 <sup>st</sup> Edition, 2011
3	Kogent Solutions Inc	Visual Basic 2008 In Simple Steps	Dreamtech Press	2009
4	Steven Holzner	Visual Basic .NET Programming Black Book	Dreamtech Press	2005
5	Clayton Crooks	Learning Visual Basic .Net Through Applications	Laxmi Publications	First edition (2013)



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC413</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>07</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Cost Accounting</b>	<b>Semester:</b>	<b>IV</b>
					<b>Credits:</b>	<b>04</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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	21
<b>Unit II</b>	Materials – Meaning – Techniques of material control – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.	21
<b>Unit III</b>	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.	21
<b>Unit IV</b>	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.	21
<b>Unit V</b>	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)	21
<b>Total Contact Hrs</b>		<b>105</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Chalk and talk, Assignments.

### **Text Book**

**22UEC413**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Jain. S.P & Narang. K.C	Cost Accounting	Kalyani Publishers, Chennai	2019

## 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, Newdelhi.	2015
5	Pillai. R.S.N & Bagavathi	Cost Accounting	SAP (Student Aid Publications)	2015

Course Designed by	HOD	CDC	COE
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Dr.B.Indira Priyadharshini	Signature	Signature	Signature
Signature			

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC4A4</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Business Mathematics</b>	<b>Semester:</b>	<b>IV</b>
					<b>Credits:</b>	<b>04</b>

### Course Objective

To enable students to understand the applications of business mathematics in business decision

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand the important role math plays in all facets of the business world.	K2
CO2	To apply the principles of simple interest to solve relevant problems in financial applications such as simple-interest-based loans.	K3
CO3	To apply principles of matrix algebra to linear transformations.	K3
CO4	To understand the concept of business calculus.	K2
CO5	To analyze mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions, and descriptive statistics and their applications.	K4

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Set Theory: Definition - Notation - Methods of description of sets - Types of sets - Venn diagram - Set operations - Laws and properties of sets - Number of elements - Cartesian product.	18
<b>Unit II</b>	Mathematics of finance: Simple Interest - Compound Interest –Depreciation.	18
<b>Unit III</b>	Matrix Algebra – Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	18
<b>Unit IV</b>	Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.	18
<b>Unit V</b>	Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC4A4**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Asim Kumar	Business Mathematics	McGraw Hill	2019

	Manna	and Statistics	Education	
2	J.K. Sharma	Business Mathematics	Dream tech Press	2019
3	Dr.S.M. Shukla	Business Mathematics	Shahithya Bhavan Publications	2019
4	Ranganath G K, Sampangiram C S and Rajaram Y	Text Book of Business Mathematics	Himalaya Publishing House	2019
5	Rangaraj G., Mallieswari R. and Rema V.	Business Mathematics	Cengage Learning India Pvt. Ltd.	2019

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indira Priyadharshini  Dr.T.Kiruthika  Signature	Dr.M.V.Sathiyabama   Signature	Thiru.K.Srinivasan   Signature	Dr.R.Manicka Chezian   Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC414</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>4</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming Lab.-IV: Software Development with Visual Basics.net</b>	<b>Semester:</b>	<b>IV</b>
					<b>Credits:</b>	<b>02</b>

### Course Objective

To enhance practical knowledge in Visual Basic.Net

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Identify the VB.Net controls and their applications	K1
CO2	Utilize the various control structures in VB. Net	K2
CO3	Apply Menu Editor for displaying different types of shapes	K3
CO4	Construct the database in VB. Net	K3
CO5	Connect the database with records and display using Data grid view	K4

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

### Mapping

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

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

1. Write a program to generate prime numbers.
2. Write a program for calculator using VB.net
3. Write a VB.net application to calculate Simple Interest
4. Write a VB.net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.
5. Write a VB.net program to implement For...Next loop for displaying only even numbers from n given numbers
6. Write a VB.net program to implement do ... while loop for validating the age of vote for given number of persons
7. Write a VB.net program to implement Menu Editor for displaying different types of shapes and its formulas
8. Write a VB.net program to implement String Functions
9. Write a VB.net program to display the given date with different format
10. Create an Electricity Bill using VB.net

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC4N3</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>01</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Non Major Elective Subject – 2</b>	<b>Semester:</b>	<b>IV</b>
				<b>Applications of E-Commerce</b>	<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 analyze E-Commerce opportunities in India.	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	E-Commerce – Definition – Features of E-Commerce – Need for E- Commerce – Essential requirements of E-commerce.	3
<b>Unit II</b>	E-Commerce opportunities in India – teleshopping – E-commerce education and training– Advantages and disadvantages.	3
<b>Unit III</b>	Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols (WAP) - Advantages and limitations.	3
<b>Unit IV</b>	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	3
<b>Unit V</b>	E-Commerce security – Need for security – Cyber crimes – E-commerce – SSL – Digital certificates – Firewalls – Software.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC4N3**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Ravi Kalakota & Andrew B. Whinston	Frontiers of Electronic Commerce	Pearson Publication Ltd 2013, V Edition.	2019

## 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	CSV Murthy	E-Commerce – Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019
3	Chaffey.D	E- Business and E-commerce	3rd Edition, Pearson,	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook ,	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC4N4</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Non Major Elective</b>	<b>Semester:</b>	<b>IV</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>01</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Subject – 2 E-Commerce</b>	<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 apply Business to Business model	K3

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Foundation of electronic Commerce: - Definition and content of the field –Benefits and Limitations of EC Retailing in EC	3
<b>Unit II</b>	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	3
<b>Unit III</b>	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	3
<b>Unit IV</b>	Intranet and Extranet - Architecture of Intranet and Extranet- Applications of Intranet and Extranet.	3
<b>Unit V</b>	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC4N4**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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	Dr.C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House New Delhi.	2020
2	CSV Murthy	E-Commerce- Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019
3	Chaffey.D	E- Business and E-commerce	Pearson 3rd Edition	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha  Signature	Dr.M.V.Sathiyabama  Signature	Thiru.K.Srinivasan  Signature	Dr.R.Manicka Chezian  Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC515</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>05</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Income Tax Law and Practice</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>05</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 analyze the various online tax filing system	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	15
<b>Unit II</b>	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.	15
<b>Unit III</b>	Income from House Property– Annual Value Computation - Let out House and Self-Occupied House - 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.	15
<b>Unit IV</b>	Capital Gains – Mode of Computation – Exemption -Short -term and long- term Capital Gain– Exempted Capital Gains. Income from Other Sources- General Income-Specific Income.	15
<b>Unit V</b>	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.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

Seminar, Power Point Presentation, Chalk and talk, Assignments.

**Text Book**

22UEC515

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	2022

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Government of India	Income Tax	Edu Creation Publishers	2022
2	J.K.Lasser Institute	Income Tax 2022	Willey	2022
3	Taxmann	Income Tax Act	Taxmann	2020
4	Dr.T.S.Srinivasan & Dr.S.Mayilvaganan	Income Tax Law & Practice	Schitech Publications (India) Pvt Ltd, Chennai	2016
5	T.S Reddy & Y.Hari Prasad Reddy	Income Tax Law and Practice	Margham Publishers, Chennai.	2016

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC516</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Skill</b>	<b>Semester:</b>	<b>V</b>
				<b>Enhanced Course: Information Security &amp; E- Commerce Technology</b>	<b>Credits:</b>	<b>4</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 technology behind Mobile commerce	K2
CO5	To analyze the various methods of Electronic Payment Systems	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	15
<b>Unit II</b>	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.	15
<b>Unit III</b>	Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- Internet marketing techniques. Electronic data interchange – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	15
<b>Unit IV</b>	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. E-Banking- Changing dynamics in e-banking-Advantages of e-banking-Limitations of e- banking-Transaction Processing.	15
<b>Unit V</b>	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS. <b>Crypto Currency – History, A basic crypto currency, Creation of coins, Payments and double spending, Bit coin.</b>	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

**Text Book****22UEC516**

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

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	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,Newdelhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic Commerce	Tata McGraw Hill Publishing Company Ltd,NewDelhi.	2012

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC517</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Internet and Web Designing</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>4</b>

### 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

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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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- Content Management System.	15
<b>Unit II</b>	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.	15
<b>Unit III</b>	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.	15
<b>Unit IV</b>	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.	15
<b>Unit V</b>	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.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Flipped Class, Digital Presentation, Direct Instruction

### **Assessment Methods**

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

**Text Book**

22UEC517

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	S.Imtiyaz Hassan	Internet Technology and Web designing	Gold books India	2020
2	T.Balaji	Internet Technology and Web designing	T.Balaji	2020
3	Group ISRD	Internet Technology and Web designing	McGraw Education	2019
4	Eric Ladd, Jim O' Donnel	Using HTML 4, XML and JAVA	Prentice Hall of India QUE, Platinum Edition	2012
5	Ramesh Bangia	Web Technology (including HTML ,CSS,XML,ASP,JAVA)	Firewall Media	2008

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC5E1</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Advertising and Sales Promotion</b>	<b>Semester:</b>	<b>V</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>		<b>Credits:</b>	<b>5</b>

### Course Objective

To make the students understand the importance of advertising and Medias role in advertising and sales promotion

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the elements of advertising and sales promotion	K2
CO2	To understand how advertisement is used as a tool to achieve marketing objectives.	K1
CO3	To implement advanced theories of communication relating to advertising.	K3
CO4	To analyze sales promotion planning	K2
CO5	To evaluate an advertising campaign.	K3

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Introduction to Advertisement-Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.	15
<b>Unit II</b>	Advertisement Media -Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.	15
<b>Unit III</b>	Design and Execution of Advertisements-Message development – different types of advertisements – layout – design appeal – copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.	15
<b>Unit IV</b>	Promotion – Significance – Promotion Mix - Introduction to Sales Promotion - Scope and role of sale promotion – Objective of Sales Promotion- Sales Promotion Techniques – Trade Oriented and Consumer Oriented.	15
<b>Unit V</b>	Sales Promotion Campaign - Sales promotion – Requirement identification – designing of sales promotion campaign – involvement of salesmen and dealers – out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – online sales promotions.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

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

Seminar, Power Point Presentation
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**Text Book****22 UEC 5E1**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	S.H.H.Kazmi, Satish K Batra	Advertising & Sales Promotion	Excel Books, New Delhi	2012

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Rajan Saxena	Marketing Management	Mcgraw Hill Publishing	2019
2	Dr.Rajan Nair	Marketing management	NewDelhi, Sultan Chand & Sons.	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

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC5E2</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Retail Business Management</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>5</b>

### Course Objective

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

To knows the functioning of retail market.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To recollect business management theories, principles and practices and understand the terminologies related to various functional areas of retail business	K1
CO2	To apprehend the flow of goods and services in retail environment.	K2
CO3	To implement the technologies to support retail business.	K3
CO4	To analyze buyer decision making	K4
CO5	To understand the international retailing and recent developments of retail channels	K2

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

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Definition, importance and scope of Retailing; Evolution of Retail Competition- The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats.	15
<b>Unit II</b>	Information Gathering in Retailing; Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays.	15
<b>Unit III</b>	Merchandise Planning, Buying and Handling; Merchandise Pricing; Retail communication Mix; Promotional Strategy; Retail Human Resources Management; Customer Service, The GAPs Model, Customer Relationship Management.	15
<b>Unit IV</b>	Retail Selling Skills -Pre-check, Opening the Sale, Probing, Demonstration, Trial Close Handling Objections, Closing, Confirmations & Invitations	15
<b>Unit V</b>	Retail Management Information Systems; Retail Audits; Online Retailing; Global Retailing; Legal and Ethical Issues in Retailing	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC5E2**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Bajaj C, Tuli R., Srivastava N.V.	Retail Management	Oxford University	2012



			Press, Delhi.	
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### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Retail management: A strategic approach	Barry Berman; Joel R Evans; Patrali Chatterjee	Pearson	2018
2	Dr.Rajan Nair	Marketing management	NewDelhi, Sultan Chand & Sons.	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	HOD	CDC	COE
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC5E3</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Services</b>	<b>Semester:</b>	<b>V</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Marketing</b>	<b>Credits:</b>	<b>5</b>

### Course Objective

To expose the students on the field of real world of Service Marketing.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the fundamentals of Service Marketing	K1
CO2	To understand the service marketing mix and its growth	K2
CO3	To understand the service quality in the area of service marketing	K2
CO4	To apply the strategies of service marketing in the real world scenario	K3
CO5	To analyze the marketing of financial services	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Services – Introduction – Meaning – Characteristics – Importance – Classification – Players in Service Sector - Service Sectors in Indian Economy – Components of Service Economy – Evolution and Growth of Service Sector	15
<b>Unit II</b>	Service Marketing System – Importance – Service Marketing Mix – Service Product Planning – Service Pricing Strategy – Service Distributions – Employees’ and Customers’ Role in Service Delivery– Service Promotion – Physical Evidence – Role of Technology in Service Marketing	15
<b>Unit III</b>	Service Quality – Understanding Customer Expectations and Perceptions – Measuring Service Quality – Gap Model of Service Quality – Service Quality Function Development – Service Quality Management – Quality Function Deployment for Services.	15
<b>Unit IV</b>	Services from Sector Perspective – Hospitality – Travel and Tourism – Financial Logistics – Educational - Entertainment – Healthcare and Medical – Telecom Services	15
<b>Unit V</b>	Marketing the Financial Services – Devising of Strategies in Financial Services – Marketing Mix – Education as Service – Marketing of Educational Services–Strategies for Educational Marketing.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC5E3**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Private Ltd	2014

## Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wirtz Jochen , Lovelock Christopher ,Chatterjee Jayanta	Services Marketing	Pearson	2018
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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mrs.M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC518</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming Laboratory –</b>	<b>Semester:</b>	<b>V</b>
				<b>V : Internet and Web Designing</b>	<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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.	K1
CO3	To remember the various HTML tags for creating different lists in a web page	K6
CO4	To apply the various HTML tags for internal link and external link.	K3
CO5	To create various HTML tags	K6

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

### Mapping

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

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

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 –UGCOURSE

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.T.Kiruthika  Signature	Dr.M.V.Sathiyabama  Signature	Thiru.K.Srinivasan  Signature	Dr.R.Manicka Chezian  Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC519</b>			<b>Title</b>	<b>Batch:</b>	<b>2022 – 2024</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>02</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Project Work and Viva-Voce</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>02</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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

## **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 50 is internal and 50 is external marks.

### **Mark Split UP**

<b>Internal</b>	<b>External</b>	<b>Total</b>
25	25	50

<b>S. No</b>	<b>Internal Components</b>	<b>Marks</b>
1	Review – I	10
2	Review – II	10
3	Review – III	10
4	Rough Draft Submission	20
<b>Total</b>		<b>25</b>

<b>S. No</b>	<b>External Components</b>	<b>Marks</b>
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05



4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
<b>Total</b>		<b>25</b>

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.Com E-Commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC5AL</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	-	<b>Tutorial Hrs./Sem.</b>	-	<b>Organisational Behaviour</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>2*</b>

### Course Objective

To expose the students to understand the organization structure and maintain relationships for advanced learners

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember 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 analyze the factors leading to change in organization	K4
CO5	To apply leadership styles in organization	K3

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

### Mapping

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

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

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

#### **Text Book**

**22UEC5AL**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Dr.J.Jayashankar	Organisational Behaviour	Margham Publishers	2020

#### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Paul Smith, Marilyn Farmer, Wendy Yellowley	Organisational Behaviour	Routledge	2020
2	Robbins, P. Stephen	Organisational Behaviour – Concepts Controversies and Applications,	Prentice Hall of India Ltd., New Delhi.	2018

3	Aswathappa	Organisational Behaviour	Himalaya Publishing House	2018
4	Sarah Sabir	Organisational Behaviour	Oxford Fajar Sdn.	2017
5	Khanna, S.S	Organisational Behaviour	S Chand &Co. Ltd., New Delhi	2017

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC5VA</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>1</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Web Advertising</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>2</b>

### Course Objective

Online advertising is a data-driven, targeted marketing activity conducted through digital platforms. It can be highly customized, allowing businesses to reach more specific audiences that have a higher chance of engaging with their products and services.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To know the difference between traditional advertising vs web advertising	K1
CO2	To impart the knowledge on how to reach the consumers at the right time and in the right place in order to meet their needs.	K2
CO3	To enrich the students knowledge in Internet advertising because it offers a world of opportunity for every type of business.	K3
CO4	To analyze the various Online advertisements	K4
CO5	To evaluate the internet advertising in various domains.	K5

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

### Mapping

CO \ PSO	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	H	M	H	H
<b>CO2</b>	H	M	H	H	H
<b>CO3</b>	M	H	H	M	M
<b>CO4</b>	M	H	H	M	H
<b>CO5</b>	H	H	H	H	M

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Web advertising</b> Web advertising-Definition- Concept -Overview-History-Features-Characteristics-Functions- importance of web advertising- advantage and disadvantage of web advertising -Web advertising vs Traditional advertising-blogs, banners and forums in digital marketing-do's and don'ts of blogs, banners and forums.	10
<b>Unit II</b>	<b>Web Advertising Strategies</b> Types of web Advertising- advantages and disadvantages- Digital Advertising Challenges -Web advertising Strategies- Methods with example - Growing ethical issues in online marketing -Mobile Ad Platforms for Digital Marketers - E-commerce Management-Online reputation management (ORM)	10
<b>Unit III</b>	<b>Web Advertising Impact</b> Impact of web advertising- Laws governing online advertisement-Advertising sales and delivery models-Search engine marketing (SEM)-Video ads and email ads -Website Planning and Creation-Search Engine Optimization (SEO)-Search Engine Marketing-Social Media Marketing-Content Marketing & Strategy -Web Analytics - Digital Media Planning and Buying.	10
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

**Text Book**

22UEC5VA

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	P.P.Singh & Sandhir Sharma	Web Advertising and Online Marketing	Pearson Education	2020

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Perry Marshall, Mike Rhodes, Bryan Todd	Ultimate Guide to Google Ads	Pearson India	2020
2	Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education (India) Private Ltd	2018
4	Kotler	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
5	Mario Pricken	Creative Advertising : ideas and techniques from the worlds best campaigns	Koganpage	2016

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Sirnivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC5S1</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>3</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Skill based elective subject – 1: Commercial law</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>3</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	9
<b>Unit II</b>	Consideration –Essentials of Valid Consideration – Stranger to Consideration- No Consideration No Contract – Exceptions	9
<b>Unit III</b>	Capacity to Contract–Law Relating To Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.	9
<b>Unit IV</b>	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.	9
<b>Unit V</b>	Contract of indemnity and Guarantee – Rights of indemnity holder –Rights and liabilities of surety – Bailment and pledge- Contract of Agency –Rights and duties	9
	<b>Total Contact Hrs</b>	<b>45</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC5S1**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
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 law	S.Chand Publishers	2019

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indira priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC5S2</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>3</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Fundamentals of Entrepreneurship</b>	<b>Semester:</b>	<b>V</b>
					<b>Credits:</b>	<b>3</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Entrepreneur-Entrepreneurship-Meaning-Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.	9
<b>Unit II</b>	Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-EDP in India-Phases of EDP.	9
<b>Unit III</b>	Institutional support to Entrepreneurs-National Small Industries Corporation (NSIC)-District Industries Centre (DIC)-Small Industries Development Corporation (SIDCO).	9
<b>Unit IV</b>	Source of Finance-Own Fund-Lease-Venture Capital.	9
<b>Unit V</b>	Institutional Finance-IFCI-SFC-EXIM Bank.	9
<b>Total Contact Hrs</b>		<b>45</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC5S2**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Dr. Mintu Gogoi , Anil Tanti, Gautom Hazarika	Entrepreneurship Development	Mahaveer Publications	2022
2	Robert D Hisrich; Michael P Peters; Dean A Shepherd	Entrepreneurship	McGraw-Hill/Irwin.	2019

3	Dr. D. Kesavan and N. Vivek	Entrepreneurship Development	Notion Press	2019
4	Gupta CB & Khanka SS	Entrepreneurship & Small Business Management	Sultan Chand & Sons, NewDelhi.	2014
5	Gupta S	Entrepreneurship Development	Abd Publishers	2011

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC620</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Skill</b>	<b>Semester:</b>	<b>VI</b>
				<b>Enhanced Course:</b>	<b>Credits:</b>	<b>5</b>
				<b>Management Accounting</b>		

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting.	18
<b>Unit II</b>	Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet	18
<b>Unit III</b>	Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.	18
<b>Unit IV</b>	Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing –Significance and limitations of Marginal Costing	18
<b>Unit V</b>	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
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC620**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Dr.S.N.Maheswari	Cost and Management Accounting	Sultan Chand & Sons, New Delhi	2021

## 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, NewDelhi	2014
4	Jain.S.P and Narang. K L	Cost and Management Accounting	Kalyani Publishers, NewDelhi	2014
5	Bhattacharya.S.K	Accounting and Management	Vikas PublishingHouse	2010

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Ms.M.Ragaprabha			
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC621</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>5</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Java</b>	<b>Semester:</b>	<b>VI</b>
				<b>Programming</b>	<b>Credits:</b>	<b>4</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the design and concept of OOPs in java programming	K1
CO2	To understand the decision making in java programmes	K2
CO3	To apply the various data types in java program coding	K3
CO4	To analyze the multiple threading and interface concepts in java	K4
CO5	To evaluate the concepts of application programming, applet programming & android application in java	K5

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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
<b>Unit II</b>	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
<b>Unit III</b>	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
<b>Unit IV</b>	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
<b>Unit V</b>	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. Android Application: Android development Fundamentals - Working with Android Layouts and Views and handling user interactions-Android App Development.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

## Assessment Methods

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

### Text Book

22UEC621

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

### Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cay.S.Horstmann	Java Volume I – Fundamentals	Pearson Publishing	2020
2	Joshua Loch	Effective Java	Addison Wesley	2018
3	Liang	Introduction to Java Programming	Pearson Publishing House, London	2014
4	Sachin Malhotra and Saurabh Choudhary	Programming in Java	Oxford University Press India	2013
5	Cay.S.Horstmann	Java	Pearson Publishing House, London	2013

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC6E4</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Investment Management</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>5</b>

### Course Objective

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

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the various categories of investment media.	K1
CO2	To understand the concepts of fundamental and technical analysis.	K2
CO3	To apply the Charts as a Technical Tool	K3
CO4	To analyze the basic principles of portfolio theory	K4
CO5	To Evaluate the assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.	K5

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
Unit I	Investment- Meaning- Nature and Scope- Investment Media- Investment Vs. Gambling Vs Speculation- Investment Process- Risks of Investment- Types of Risks.	18
Unit II	Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.	18
Unit III	Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.	18
Unit IV	Portfolio Management- Meaning and Objectives- Scope- Principles of Portfolio Decision- Portfolio Construction.	18
Unit V	Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC6E4**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Preeti Singh	Investment Management security Analysis and Portfolio Management	Himalaya PublishingHouse	2018

## Reference Books

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

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6E5</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Human Resource Management</b>	<b>Semester:</b>	<b>VI</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>		<b>Credits:</b>	<b>4</b>

### Course Objective

To expose the students to the Human Resource Management.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the importance of human resource management in organizations.	K1
CO2	To understand the idea about training and development needed to the human resource.	K2
CO3	To apply different strategies and approaches to resolve the conflict	K3
CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.	K4
CO5	To evaluate the impact of Causes and Remedies of Conflict	K5

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Human Resource Management- Meaning and Scope – Importance - Evolution of Human Resource Management – HR Policies – HR Information System – International HRM – HRM vs. IHRM - Human Resource Function.	18
<b>Unit II</b>	Manpower Planning - Importance – Factors governing Human Resource Planning. Recruitment – Factors Governing Recruitment - Recruitment Process - Sources of Recruitment - Selection Process – Tests – Interviews - Placement – Induction - Evaluation of Recruitment Methods.	18
<b>Unit III</b>	Concept and Importance - Identifying Training and Development needs - Methods of Training – Evaluating Training effectiveness – Training Process Outsourcing - Management and career development	18
<b>Unit IV</b>	Performance Appraisal - Objectives – Importance – Modern techniques of performances appraisal – Compensation: Concepts and Policies – Methods of wage Payment and incentive plans – Fringe benefits – Performance linked compensation.	18
<b>Unit V</b>	Employee relations - An overview – Grievances handling and redressal - Conflict Management- Types of Conflict- Stages of Conflict - Causes and Remedies of Conflict – Measures to Stimulate Conflicts.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

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

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.
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**Text Book****22UEC6E5**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Aswathappa.K.	Human Resources and Personnel Management- Text and Cases.	7th Edition, New Delhi, Tata MC.Graw- Hill Publishing Ltd	2017

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Shashi K Gupta and Rosy Joshi	Human Resource Management Text and Cases	Kalyani Publishers	2019
2	Verma N	Human Resource Management	Published by Vayu Education of India.	2018
3	Subba Rao. P.	Personal and Human Resources Management- Text and Cases,	4th Edition, Mumbai, Himalaya Publishing House.	2017
4	Tripathi.P.C	Human Resource Development.	7th Edition, New Delhi, Sultan Chand & Sons.	2016
5	Decenzo D A	Human Resource Management	John Wley, 11 Edition	2015

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6E6</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Customer Relationship Management</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>5</b>

### Course Objective

To demonstrate and understand the terms and benefits of CRM on Company's bottom-line

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To 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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Relationship Marketing- Overview, Meaning- Basis of Building Relationships Customer Lifetime Value- Conflict Management and Customer Retention.	18
<b>Unit II</b>	CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM& Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies Types of CRM.	18
<b>Unit III</b>	Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.	18
<b>Unit IV</b>	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.	18
<b>Unit V</b>	CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC6E6**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2019

## 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	2018
2	S. Shajahan	Relationship Marketing	McGraw Hill	2018
3	Paul Green Breg	Customer Relationship Management	Tata McGraw hill	2016
4	Alok Kumar, Chhabisinba, RakeshSharama	Customer Relationship Management concepts and Application	Biztantra Publication	2014
5	Francis Buttleand Stan Maklan	Customer Relationship Management	Routledge	2014

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-commerce</b>	
<b>Course Code:</b>	<b>22UEC6E7</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Cyber Security</b>	<b>Semester:</b>	<b>VI</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>		<b>Credits:</b>	<b>5</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand the basics of Cyber security	K1
CO2	To apply the appropriate security over internet and mobile devices	K2
CO3	To understand the legal frame work of Cyber security and different security threats	K3
CO4	To analyze and adopt the required firewall and security details	K4
CO5	To examine the method and procedure for cryptography	K4

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	History of Internet – Overview of Cyber Security – The Security Environment –Threats: Cyber Crime, Warfare, terrorism and Espionage. Vulnerabilities: vulnerabilities in software, System administration, Network Architectures, Open Access Data, Weak Authentication.	18
<b>Unit II</b>	Cyber space – web browsing and browser security – Email security, firewall in browsers, security certificate – basic security for HTTP applications and services. Password security – guidelines to choose a password – two steps authentication – WiFi security. Securing social media – social media secure networking – smart phone security –Android, iOS	18
<b>Unit III</b>	Cyber Intrusion, Abuse of Privileges, Unauthorized Access, Malware infection, Intrusion detection and Prevention Techniques: Network based and hostbased, Anti-Malware software. Cyber Security Regulations – Government and Private organizations in Cyberspace – Cyber Security Standards – National Cyber Security Policy 2013.	18
<b>Unit IV</b>	Introduction to Cryptography, Classifications of Cryptography: Symmetric key and Asymmetric key Cryptography, Applications of Cryptography. Firewalls- Types of Firewalls, VPN Security Security Protocols: - Application Layer security - PGP and S/MIME, ransport Layer security – SSL and TLS, Network Layer Security -IPSec.	18
<b>Unit V</b>	Introduction to Cyber Forensics, Preliminary Investigations procedure and methods, Conducting disk-based analysis, Tracing Internet access, Tracing memory. Recovering from Information Loss – Destroying Sensitive Information – Cleaner for Windows – Defensive Programming – Emerging Cyber Security Threats.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

**Text Book****22UEC6E7**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael E Whitman and Herbert J Mattord	Principles of Information Security	Vikas Publishing House 4 <sup>th</sup> Edition	2011

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cyber Security	Rahul Sahu	Blue Rose Publishers	2020
2	William Stallings	Cryptography and Network Security Principles and Practices	7th Edition, Pearson	2017
3	Atul Kahate	Cryptography and Network Security	Tata Mc Graw Hill New Delhi.	2013
4	Man Young Rhee	Internet Security: Cryptographic Principles	Wiley Publications	2003
5	Nelson, Phillips, Enfinger, Steuart	Computer Forensics and Investigations	Cengage Learning, India Edition	2008

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.Com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6E8</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Social Networking Services</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>5</b>

### Course Objective

To inculcate knowledge on social media – social networking websites, blogging and micro blogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand the concept of social networking services	K2
CO2	To remember the various Social Networking Apps	K1
CO3	To apply practical insights on Facebook	K3
CO4	To understand the comprehensive framework of Twitter and LinkedIn	K2
CO5	To analyze the presentation skills required for social networking.	K3

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Social Networking Service –Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.	18
<b>Unit II</b>	Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm -Tumblr -Flickr- Google+ - LinkedIn – Pinterest –VK- ClassMates -Meetup	18
<b>Unit III</b>	Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY	18
<b>Unit IV</b>	Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings	18
<b>Unit V</b>	Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **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	Michael Branding	Social Media Marketing and Facebook Marketing	Createspace Independent Pub	2022

## Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pam Dsouza	Social Networking Sites: Various Social Networking	Createspace Independent Pub	2019
2	Gerardus Blokdyk	Social Networking Service	Createspace Independent Pub	2018
3	Tara Hunt	The Power of Social Networking: Using the Whuffie Factor to Build Your Business	Crown Business	2018
4	Valerio Arnaboldi Andrea Passarella Marco Conti Robin Dunba	Online Social Networks	Elsevier	2018
5	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indirapriyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.Com E-Commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6E9</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Open Source Technologies</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>5</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 understand the database connectivity using PHP MySQL/MySQLi/SQLite extensions	K2

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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
<b>Unit II</b>	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.	18
<b>Unit III</b>	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.	18
<b>Unit IV</b>	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.	18
<b>Unit V</b>	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.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation.

### **Assessment Methods**

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

**Text Book**

22UEC6E9

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	2018

**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	O'ReillyMedia 2 <sup>nd</sup> Edition	2018
3	Luke Welling; Laura Thomson	PHP and MySQL-WebDevelopment	4 <sup>th</sup> Edition	2018
4	P.Rizwan Ahmed	Open source software	Margham Publication	2015
5	Steve Holzner	HTML Black book	Dream Tech Press	2017

Course Designed by	HOD	CDC	COE
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indirapriyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC622</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Programming Lab.VI: Java Programming</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>2</b>

### Course Objective

To learn why java is useful for the design of desktop and web applications.

To identify java language components and how they work together in applications.

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To recollect the concepts of java programming	K1
CO2	To understand the application programming in java	K2
CO3	To implement the programs to generate a solution in real life problems.	K3
CO4	To figure out the results in risky tasks and interpret the concepts to produce output.	K4
CO5	To create an applet for developing Android c App Applications	K6

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

### Mapping

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

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

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 inheritances.
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 displays 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.
14. Create an Android App Applications.

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6AL</b>			<b>Title</b>	<b>Batch:</b>	<b>2022 – 2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	-	<b>Tutorial Hrs./Sem.</b>	-	<b>Digital Marketing</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>2</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 analyze the concepts of interactive marketing	K4
CO5	To understand the ethical issues and legal challenges in digital marketing	K2

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

### Mapping

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

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



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	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.	-
<b>Unit II</b>	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.	-
<b>Unit III</b>	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.	-
<b>Unit IV</b>	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.	-
<b>Unit V</b>	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	-
	<b>Total Contact Hrs</b>	-

**Text Book**

**22UEC6AL**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Neeru Kapoor	Fundamentals of E-Marketing	Pinnacle learning	20

## 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	Pearson India	2018
2	Frost, Raymond D., Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education (India) Private Ltd	2018
4	Kotler, Philip, HermawanKartajaya, and Iwan Setiawan	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
5	Ryan, Damian and Jones Calvin	Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.	Koganpage	2016

Course Designed by	HOD	CDC	COE
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M.V.Sathiyabama  Dr.B.Indira Priyadharshini  Signature	Dr.M.V.Sathiyabama    Signature	Thiru.K.Srinivasan    Signature	Dr.R.Manicka Chezian    Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6VA</b>			<b>Title</b>	<b>Batch:</b>	<b>2022 – 2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>1</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Fundamentals of Research Methodology</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>2</b>

### Course Objective

To inculcate basic concepts of research and its methodologies among students

To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem

### Course Outcomes

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To remember the fundamentals of research and its implications	K1
CO2	To understand the methods involved in data collection	K2
CO3	To summarize various methods of sampling	K3
CO4	To analyze the overall process and particular steps in collecting, analyzing, interpreting and presenting results	K4
CO5	To apply statistical tool for statistical decision making in a business context	K2

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

### Mapping

<b>PO /PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	H	M	H	M	L	H	M	H	H	H
<b>CO2</b>	H	H	H	M	H	M	M	L	H	H
<b>CO3</b>	H	H	L	H	H	H	M	H	H	H

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<p><b><u>RESEARCH METHODOLOGY</u></b></p> <p>Research – Meaning – Definition – Objectives of Research – Types of Research – Descriptive v/s Analytical research - Applied v/s Fundamental research - Quantitative v/s Qualitative research - Conceptual v/s Empirical research - Other types of research: Significance of Research – Research Process.</p>	10
<b>Unit II</b>	<p><b><u>SAMPLING</u></b></p> <p>Meaning of Sample- Concepts used in Sample and Sample Design Steps in Sample Design – Types of Sampling – Probability and Non-Probability Sampling</p> <p><b><u>DATA COLLECTION</u></b></p> <p>Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, Pilot Study and Secondary Data</p>	10
<b>Unit III</b>	<p><b><u>ANALYSIS OF DATA</u></b></p> <p>Processing and Analysis of data – Editing - Coding –Tabulation – Test of Significance ‘T’ Test – F Test - Chi-Square test (Simple Problems only)</p> <p><b><u>INTERPRETATIONS AND REPORT WRITING</u></b></p> <p>Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – Steps in Writing Report – Layout of Research Report.</p>	10
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

**Text Books****22UEC6VA**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Kothari C.R.	Research Methodology, Methods and Techniques	New Age International Publication Second edition	2008

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Gupta S.P. and Gupta M.P	Business Statistics	Sultan Chand & Sons, New Delhi	2020
2	R.S.N. Pillai and V.Bagavathi	Statistics	S Chand & Company 8 <sup>th</sup> Edition	2019
3	D.C. Sancheti and V.K. Kapoor	Statistics: Theory, Methods & Application	Sultan Chand & Sons, New Delhi. 8 <sup>th</sup> Edition	2019
4	Gupta S.P.	Statistical methods	Sultan Chand & Sons, New Delhi	2017
5	Dr. S.M. Shukla and Dr. K.L. Gupta	Business Statistics	Shahithya Bhavan Publication	2017

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Dr.T.Kiruthika			
Signature	Signature	Signature	Signature

<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6S3</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>02</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>Skill Based Elective Subject -2 Company Law</b>	<b>Semester:</b>	<b>VI</b>
					<b>Credits:</b>	<b>3</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 analyze 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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.	6
<b>Unit II</b>	Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultra virus – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management.	6
<b>Unit III</b>	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Kinds of Shares and Debentures.	6
<b>Unit IV</b>	Director and Secretary ,Board of Directors– Qualification and Disqualification – Appointment – Removal –Remuneration – Powers, Duties and Liabilities	6
<b>Unit V</b>	Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.	6
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

### **Text Book**

**22UEC6S3**

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

### **Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	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	2014
4	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi	2014
5	Avtar Singh	Company Law	Eastern Book Company	2018

<b>Course Designed by</b>	<b>HOD</b>	<b>CDC</b>	<b>COE</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
Dr.M. V.Sathiyabama	Dr.M. V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature



<b>Programme Code:</b>	<b>B.com E-commerce</b>			<b>Programme Title:</b>	<b>Bachelor of Commerce with E-Commerce</b>	
<b>Course Code:</b>	<b>22UEC6S4</b>			<b>Title</b>	<b>Batch:</b>	<b>2022-2025</b>
				<b>Skill Based Elective Subject Project Management</b>	<b>Semester:</b>	<b>VI</b>
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>2</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>-2</b>	<b>Credits:</b>	<b>3</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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

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

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Project-Meaning-Project Identification-Selection-Network Planning Techniques-PERT-CPM.	6
<b>Unit II</b>	Project Formulation-Significance-Stages in Project Formulation-Feasibility Analysis-Project Report.	6
<b>Unit III</b>	Project Appraisal-Methods-Payback Period- Average rate of return- Discount cash flow techniques.	6
<b>Unit IV</b>	Plant Location - Importance- Factors affecting Location- Factory Design- Types of Factory.	6
<b>Unit V</b>	Micro and Small Scale Industries-Definition-Features-Role of SSI in Economic Development-Problems of SSI-Tax Concessions.	6
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

### **Assessment Methods**

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

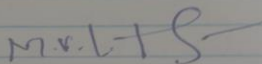
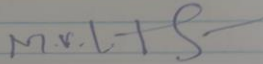
### **Text Book**

**22UEC6S4**

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

## Reference Books

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

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
 Dr. M.V. SATHIYABAMA, M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D., Head, Department of Commerce (E-Commerce), N.G.M. College, POLLACHI - 642 001.	 Dr. M.V. SATHIYABAMA, M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D., Head, Department of Commerce (E-Commerce), N.G.M. College, POLLACHI - 642 001.	Signature	Signature
Signature	Signature		

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