

# Department of Commerce

## Vision

The Department of Commerce aims at being a Centre with

- A passion for academic excellence
- Uncompromising human values
- A desire to make the students of this institution worthy citizens of our glorious motherland.

## Mission

To make the vision materialize, the Department focuses special attention on the following:

- Maintenance of a progressive outlook towards development
- Updating the curriculum periodically to meet the dynamic global demands
- Training in soft skills to complement the hard skills
- Identifying the learner-needs and preparing them for a rewarding career
- Helping the youth realize their spirit of adventurism.

## Program Educational Objectives

<b>PEO1</b>	To provide conceptual knowledge and application skills in commerce domain
<b>PEO2</b>	To facilitate students with skills and abilities to be competent, creative and highly valued professionals in industry, academia, or government
<b>PEO3</b>	To develop entrepreneurship and managerial skills in students so as to enable them to establish and manage their business effectively.
<b>PEO4</b>	To prove the proficiency with the ability to engage exams like CA, CS and CMA
<b>PEO5</b>	To adopt a rapidly changing environment with learned and applied new skills become socially responsible and value driven citizens, committed to sustainable development.

## Program Outcomes

On successful completion of the programme, the students would be able to

<b>PO1</b>	<b>Disciplinary knowledge:</b> Enhance their qualification in Commerce and the related areas like accounting, Auditing, taxation, management, economics, finance, marketing, human resource management and business communication.
<b>PO2</b>	<b>Professional skills:</b> Inculcate the students to nurture their skills in personal, interpersonal, intellectual and other skills to develop their professional career and growth to join either corporate sector, public sector, government organizations as entry level executives or pursue higher studies in commerce, management, economics, law and professional courses like CA,ICMA,CS.
<b>PO3</b>	<b>Analytical reasoning:</b> Analyze the financial statements and find out necessary data for solving business problems and managerial decision making.
<b>PO4</b>	<b>Leadership readiness/qualities:</b> Build a good inter-personal relationship while working with other firms and exhibit leadership qualities in their future endeavors.
<b>PO5</b>	<b>Information/Digital literacy:</b> Work in digitalized environment.
<b>PO6</b>	<b>Application skills:</b> Face the modern-day challenges in commerce and business.
<b>PO7</b>	<b>Life-long learning:</b> Develop the self-confidence and attitude for lifelong learning.
<b>PO8</b>	<b>Values for life and character building:</b> Prepare to be competent and socially responsible citizens of India.

## Program Specific Outcomes

<b>PSO - 01</b>	To Enhance knowledge and skills among students which built confident to identify their career opportunities in multiple dimensions.
<b>PSO - 02</b>	To Empower the students with necessary competencies and decision-making skills to foster the innovative thinking to become an entrepreneur.

## Mapping

PEOs / POs/PSOs	PEO 1	PEO2	PEO3	PEO4	PEO5
<b>PO1</b>	H	M	H	M	M
<b>PO2</b>	H	H	M	H	M
<b>PO3</b>	H	M	H	M	M
<b>PO4</b>	H	H	H	M	H
<b>PO5</b>	M	H	M	M	M
<b>PO6</b>	H	H	M	M	M
<b>PO7</b>	H	H	H	M	H
<b>PO8</b>	H	H	H	M	H
<b>PSO1</b>	H	H	H	H	M
<b>PSO2</b>	H	H	H	M	M

H- High; M-Medium; L-Low

### List of Part V Subjects to be included in Semester I, II, III & IV

S. No	Subject Code	Subjects
1	23 UNC 401	NCC
2	23 UNS 402	NSS
3	23 USG 403	Sports and Games
4	23 URO 404	Rotract Club
5	23 URR 405	Red Ribbon Club
6	23 UYR 406	Youth Red Cross
7	23 UCA 407	Consumer Awareness Club
8	23 UED 408	Entrepreneurship Development Cell
9	23 UCR 409	Center for Rural Development
10	23 USS 410	Student Guild of Service
11	23 UGS 411	Green Society
12	23 UEO 412	Equal Opportunity Cell
13	23 UFA 413	Fine Arts Club
14	23 UAM 414	Arutchelvar Students Thinkers Forum
15	23 USV 415	Swami Vivekanandar Students Thinkers Forum

## COMMERCE

**(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2023 - 2024 ONWARDS)**

**I to VI SEMESTERS**

### SCHEME OF EXAMINATIONS

<b>SEMESTER - I</b>										
<b>Part</b>	<b>Subject Code</b>	<b>Title of the Paper</b>	<b>Hrs. / Week</b>		<b>Hrs. / Sem.</b>	<b>Exam Hrs.</b>	<b>Maximum Marks</b>		<b>Total Marks</b>	<b>Credits</b>
			<b>L</b>	<b>P</b>	<b>T</b>		<b>Internal</b>	<b>External</b>		
I	23UTL1C1	Tamil Paper-I	5	-	-	3	25	75	100	3
	23UHN1C1	Hindi Paper-I								
	23UFR1C1	French Paper-I								
II	23UEN101 / 23UEN102	Communication Skills – I (Level I) / Communication Skills – I (Level II)	5	-	-	3	25	75	100	3
III	23UCO101	<b>CC I:</b> Financial Accounting	6			3	25	75	100	5
	23UCO102	<b>CC II:</b> Principles of Management	6			3	25	75	100	4
	23UCO1A1/ 23UCO1A2	<b>GE I – Allied:</b> Business Economics / Agriculture and Rural Development	6			3	25	75	100	5
IV		<b>AECC I:</b> Environmental Studies	1	-	-	-	-	-	-	-
	23HEC101	Human Excellence: Personal Values & SKY Yoga Practice - I	1	-	-	2	20	30	50	1
V		Extension Activities –Annexure I	-	-	-	-	-	-	-	-
EC		Online Course(Optional) (MOOC / NPTEL / SWAYAM)								Grade
<b>Total</b>			<b>30</b>				<b>145</b>	<b>405</b>	<b>550</b>	<b>21</b>

#### **List of Abbreviations:**

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

SEMESTER - II											
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits	
			L	P	T		Internal	External			
I	23UTL2C2	Tamil Paper-II	5	-	-	3	25	75	100	3	
	23UHN2C2	Hindi Paper-II									
	23UFR2C2	French Paper-II									
II	23UEN202 / 23UEN203	Communication Skills – II (Level I) / Communication Skills – II (Level II)	5	-	-	3	25	75	100	3	
III	23UCO203	CCIII: Higher Financial Accounting	6			5	3	25	75	100	4
	23UCO204	CC IV: Commercial Law	5				3	25	75	100	3
	23UCO2A1 / 23UCO2A2	GE II – Allied: Business Application Software and Internet / Google Apps Fundamentals	3				3	25	75	100	3
	23UCO2A3/ 23UCO2A4	GE III Allied Lab I: Programming Lab in Business Application Software and Internet / Google Apps Fundamentals Lab	2				3	20	30	50	2
	23UEL2S1/ 23UCO2S2	SEC I: Naan Mudhalvan : Professional Skills / Commerce Practical	2				2	12	38	50	2
IV	23EVS201	AECC I: Environmental Studies	1				2	-	50	50	2
	23HEC202	Human Excellence: Family Values & SKY Yoga Practice - II	1				2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-	-
EC	23CMM201	Manaiyiyal Mahathuvam - I	(15Hrs)				2	-	(50)	(50)	Grade
	23CUB201	Uzhavu Bharatham– I	(15 Hrs)				2	-	(50)	(50)	Grade
		Online Course (Optional) (MOOC/NPTEL/SWAYAM)									Grade
<b>Total</b>			<b>30</b>				<b>177</b>	<b>523</b>	<b>700</b>	<b>23</b>	

### List of Abbreviations:

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

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

SEC – Skill Enhancement Course

SEMESTER - III										
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
I	23UTL3C3	Tamil Paper- III	3	-	-	3	25	75	100	3
	23UHN3C3	Hindi Paper- III								
	23UFR3C3	French Paper- III								
II	23UEN3C3	Communication Skills – III	3	-	-	3	25	75	100	3
III	23UCO305	<b>CCV</b> : Corporate Accounting	6		5	3	25	75	100	5
	23UCO306	<b>CC VI</b> : Income Tax	6		10	3	25	75	100	5
	23UCO307	<b>CC VII</b> : Company Law	4			3	25	75	100	3
	23UCO308	<b>CC VIII</b> : : Banking and Insurance	4			3	25	75	100	3
	23UCO3A1 / 23UCO3A2	<b>GE IV – Allied Lab II</b> : Programing Lab in Advanced Excel / Practical Digital Marketing	2				20	30	50	2
IV	23UCO3N1/ 23UCO3N2	<b>Non-Major Elective I</b> : Practical Banking / Fundamentals of Accounting	1			2	-	50	50	2
	23HEC303	Human Excellence Paper: Professional Values & SKY Yoga Practice - III	1			2	20	30	50	1
V		Extension Activities -Annexure I	-	-	-	-	-	-	-	-
EC	23CMM302	Manaiyiyal Mahathuvam - II	(15Hrs)			2	-	(50)	(50)	Grade
	23CUB302	Uzhavu Bharatham– II	(15Hrs)			2	-	(50)	(50)	Grade
	23UCO3VA	<b>VAC I</b> : Tally ERP 9 With GST Practitioner / Introduction to Research	(45 Hrs) (30Hrs)							3** 2**
<b>Total</b>			<b>30</b>				<b>190</b>	<b>560</b>	<b>750</b>	<b>27</b>

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

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

\*\*Extra Credits;

SEMESTER - IV											
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits	
			L	P	T		Internal	External			
I	23UTL4C4	Tamil Paper - IV									
	23UHN4C4	Hindi Paper - IV	3	-	-	3	25	75	100	3	
	23UFR4C4	French Paper-IV									
II	23UEN4C4	Communication Skills – IV	3	-	-	3	25	75	100	3	
III	23UCO409	CC XI: Higher Corporate Accounting	6			5	3	25	75	100	4
	23UCO410	CC X: Indirect Taxation	6				3	25	75	100	3
	23UCO411	CC XI - Lab I: Programming Lab in Accounting and Inventory Management	2				3	20	30	50	1
	23UCO4A1 / 23UCO4A2	GE V – Allied: Business Mathematics and Statistics / Elements of Operation Research	6				3	25	75	100	5
	23UCO4S1/ 23UAP4S1	SEC II: Naan Mudhalvan: Mutual Fund Foundation / Quantitative Aptitude	2				2	12	38	50	2
IV	23UCO4N1/ 23UCO4N2	Non-Major Elective II: Consumer Affairs / Fundamentals of Marketing	1				2	-	50	50	2
	23HEC404	Human Excellence Paper: Social Values & SKY Yoga Practice -IV	1				2	20	30	50	1
V		Extension Activities -Annexure I	-	-	-	-	-	50	50	1	
EC	23CMM403	Manaiyiyal Mahathuvam-III	(15Hrs)				2	-	(50)	(50)	Grade
	23CUB403	Uzhavu Bharatham– III	(15Hrs)				2	-	(50)	(50)	Grade
	23UCO4VA	VAC II: Consumer Protection, Waste Management, Impact on Environment and RTI Act/ New Product Development	(45 Hrs) (30Hrs)								3** 2**
<b>Total</b>			<b>30</b>				<b>177</b>	<b>573</b>	<b>750</b>	<b>25</b>	

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

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

\*\*Extra Credits;

SEMESTER - V										
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
III	23UCO512	<b>CC XII:</b> Cost Accounting	6		8	3	25	75	100	5
	23UCO513	<b>CCXIII:</b> Auditing Principles and Practice	5			3	25	75	100	3
	23UCO5E1/ 23UCO5E2	<b>DSE-I :</b> Financial Services / Modern Marketing	6			3	25	75	100	5
	23UCO514	<b>CC XIV:</b> E-Commerce and Information Security	6			3	25	75	100	3
	23UCO515	<b>CC XV:</b> Internship					20	30	50	2
	23UCO5S1/ 23UCO5S2	<b>SEC III:</b> Business Communication / Export Trade Procedures	6			3	25	75	100	3
IV	23HEC505	Human Excellence: National Values & SKY Yoga Practice-V	1			2	20	30	50	1
EC	23CSD501	Soft Skills Development – I	-		-	-	-	-	-	Grade
	23GKL501	General Awareness - Self Study	SS		-	2	-	(50)	(50)	Grade
	23UCO5AL	<b>Advanced Learner Course (ALC) –I</b> (Optional)-Self Study: Introduction to Foreign Trade	SS					(100)	(100)	Credits **
<b>Total</b>			<b>30</b>				<b>165</b>	<b>435</b>	<b>600</b>	<b>22</b>
<b>Discipline Specific Elective (DSE) – I</b>										
23UCO5E1: Financial Services / 23UCO5E2: Modern Marketing										

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

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

ALC- Advanced Learner Course (Optional)

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



SEMESTER - VI										
Part	Subject Code	Title of the Paper	Hrs. / Week		Hrs. / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
III	23UCO616	CC XVI : Management Accounting	6		8	3	25	75	100	4
	23UCO6E3/ 23UCO6E4	DSE–II: Financial Management / Service Marketing and Customer Relationship Marketing	6			3	25	75	100	5
	23UCO6E5/ 23UCO6E6	DSE–III: Financial Markets / Business Ethics	6			3	25	75	100	5
	23UCO617	CC XVII: Entrepreneurial Development	6			3	25	75	100	3
	23UCO618	CC XVIII: Case Analysis	3			2	20	30	50	2
	23UCO6S1/ 23UCO6S2	SEC IV: Naan Mudhalvan: Introduction to Industry 4.0 / Intellectual Property Rights	2			2	12	38	50	2
IV	23HEC606	Human Excellence Paper :Global Values & SKY Yoga Practice- VI	1			2	20	30	50	1
EC	23CSD602	Soft Skills Development–II	-		-	-	-	-	-	Grade
	23UCO6AL	Advanced Learner Course (ALC) –II (Optional)-Self Study: Advertisement and sales promotion	SS					(100)	(100)	(3**)
			<b>30</b>				<b>152</b>	<b>398</b>	<b>550</b>	<b>22</b>
<b>Grand Total</b>									<b>3900</b>	<b>140</b>
<b>Discipline Specific Elective (DSE) – II</b> 23UCO6E3: Financial Management / 23UCO6E4: Service Marketing and Customer Relationship Marketing					<b>Discipline Specific Elective (DSE) – III</b> 23UCO6E5: Financial Markets / 23UCO6E6: Business Ethics					

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

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

ALC- Advanced Learner Course (Optional)

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

#### List of Abbreviations:

CC	– Core Course
GE	– Generic Elective
AECC	–Ability Enhancement Compulsory Course
SEC	– Skill Enhancement Course
DSE	– Discipline-Specific Elective
VAC	–Value Added Course
ALC	– Advanced Learner 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: 75 Marks (Part I, II, & III)

Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	$10 * 1 = 10$	MCQ / Define	<b>75</b>
K3 (Q11-15)	B (Either or pattern)	$5 * 5 = 25$	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

### 2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	$10 * 1 = 10$	MCQ	<b>50 (Reduced to 38)</b>
K3 (Q11 – 15)	B (Either or pattern)	$5 * 3 = 15$	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	$5 * 5 = 25$	Descriptive/ Detailed	

### 3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	$10 * 1 = 10$	MCQ / Define	<b>50 (Reduced to 38)</b>
K3, K4 & K5 (Q11-15)	B (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

#### 4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

#### 5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

\* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

## **Components of Continuous Internal Assessment (CIA)**

### **THEORY**

**Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;**

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10) / 7$	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

\*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

**Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)**

Components		Calculation	CIA Total
Test 1	50	$(50+50+10+10)/10$	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

## PROJECT

**Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;**

Components		Calculation	CIA Total
Review I	5	5+5+5+10	25
Review II	5		
Review III	5		
Report Submission	10		

**Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;**

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

*\* 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.

# **Continuous Internal Assessment for Project**

## **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 25 is CIA and 75 is CEE Marks.

### **Mark Split UP**

<b>CIA</b>	<b>CEE</b>	<b>Total</b>
25	75	100

<b>S. No</b>	<b>Components for CIA</b>	<b>Marks</b>
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
<b>Total</b>		<b>25</b>

\* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

<b>S. No</b>	<b>Components for CEE</b>	<b>Marks</b>
1	Evaluation*	50
2	Viva-Voce	25
<b>Total</b>		<b>75</b>

\* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

# STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>8-10</b>	<b>5-7</b>	<b>3-4</b>	<b>0-2</b>

<b>CRITERIA</b>	<b>A - Excellent</b>	<b>B - Good</b>	<b>C - Average</b>	<b>D - Inadequate</b>
<b>Organization of presentation</b>	Information presented as an interesting story in a logical, easy-to-follow sequence	Information presented in logical sequence; easy to follow	Most of the information is presented in sequence	Hard to follow; sequence of information jumpy
<b>Knowledge of the subject &amp; References</b>	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions <b>but</b> failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding <b>but</b> not clearly presented	Does not have a grasp of information; answered only rudimentary Questions & Material not clearly related to the 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 the 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 the audience	Refers to slides to make points; eye contact the majority of the 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 The voice is clear and steady; the audience can hear well at all times	Incorrectly pronounces a few terms Voice is clear with few fluctuations; the 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>13-15</b>	<b>10-12</b>	<b>7-9</b>	<b>4-6</b>	<b>0-3</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 the writing is interesting	Hits in basic content and writing are 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 the 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 the 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 the 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 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



<b>Programme Code</b>	B.Com			<b>Programme Title</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code</b>	23UCO101			<b>Title</b>	<b>Batch</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	<b>5</b>	<b>FINANCIAL ACCOUNTING</b>	<b>Semester</b>	<b>I</b>
					<b>Credits</b>	<b>5</b>

### Course Objective

To impart knowledge to the students for the preparation of various accounting statements

### 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	Recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	*K1
CO2	Get the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.	*K2
CO3	Determine the accounting treatments in the books of hire purchase and Installment accounting.	*K3
CO4	Enhance the skills in critical-thinking and problem-solving.	*K4
CO5	Evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	*K5

### 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	M	H	M	H	H	H	H	H
<b>CO2</b>	H	H	H	M	H	H	H	M	H	H
<b>CO3</b>	H	H	H	H	M	M	L	H	M	H
<b>CO4</b>	H	H	H	M	H	M	H	H	H	H
<b>CO5</b>	M	H	H	H	H	M	H	M	H	H

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to Accounting Cycle</b> Accounting – Definition –Concepts and Conventions (AS-09) – Accounting Standards – Meaning – Final Accounts of a Sole Trader (AS-04) - IFRS- Meaning- Uses and Importance.	18
<b>Unit II</b>	<b>Depreciation Accounting and Single Entry System</b> Depreciation Accounting – Methods of Depreciation- Straight Line and Diminishing Balance Methods – Annuity Method. Single Entry system – Meaning and Salient Features – Statement of Affairs Method- Conversion Method.	18
<b>Unit III</b>	<b>Branch Accounting</b> Branch Accounts- Dependent Branch-Stock and Debtors System (Excluding Foreign Branch) – Departmental Accounts –Inter-Departmental Transfer.	18
<b>Unit IV</b>	<b>Hire Purchase and Installment accounting</b> Hire Purchase and Installment- Hire Purchase Accounting – Default and Repossession- Installment Accounting.	18
<b>Unit V</b>	<b>Royalty Accounting</b> Royalty Accounting (Excluding Sub-Lease) – -Minimum Rent, Short working, Recoupment of short working, Methods of recoupment, Short working written off- Accounting treatment –Journal entries and ledger accounts in the books of Lessee and Landlord-Adjustment of minimum rent due to Strike and Lock out	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks:** 20% Theory and 80% Problems.

**23UCO101**

## Text Book

1. Radha .V revised edition (2019), Financial Accounting, Prasanna Publishers and Distributors, New Delhi.

## Reference Books

1. Jain S.P. and Narang K.L. (2019), Financial Accounting. Kalyani Publishers, Chennai.
2. Vinayakam. N and Charumathi,B. (2023), Financial Accounting. Sultan Chand and Sons, New Delhi.
3. Gupta. R.L and Radhaswamy.M. (2022), Financial Accounts, Theory Methods and Applications,13<sup>th</sup> Revised Edition, Sultan Chand and Sons, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.R.Manikandan</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO102			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	-	PRINCIPLES OF MANAGEMENT	<b>Semester:</b>	I
					<b>Credits:</b>	4

#### Course Objective

To make the students understand the conceptual framework of Business Management.

#### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the general framework and understand the key functions in Management as applied in practice.	*K1
CO2	Understand the managerial performance of an organization.	*K2
CO3	Execute the strength, weakness, opportunities and challenges of business Management.	*K3
CO4	Evaluate organizational decision with consideration of the political, legal and ethical aspects of business.	*K4
CO5	Assess the importance of the management process, management functions and several importance skills required to the contemporary management practice.	*K5

#### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	<p><b>Management-An Introduction</b></p> <p>Management-Meaning-Definition-Administration Vs Management -Nature and Scope of Management -Functions of Management-Principles of Management - Contribution of F.W.Taylor -Henry Fayol.</p> <p>Management By Objectives (MBO) - Process-Benefits and Limitations of MBO- Management By Exceptions -Process of Management By Exceptions.</p>	18
Unit II	<p><b>Planning and Decision Making</b></p> <p>Meaning - Definition-Nature of Planning-Objectives-Importance-Process of Planning - Types of Planning-Advantages and Limitations of planning.</p> <p>Decision Making-Meaning-Definition- Characteristics- Nature and Importance - Process of Decision Making-Types of Managerial Decisions.</p>	18
Unit III	<p><b>Organisation and Delegation</b></p> <p>Meaning-Nature and Importance -Process of Organisation - Principles of Sound Organisation -Organisation Structure - Organisation Charts-Types, Merits and Demerits.</p> <p>Delegation of Authority- Meaning and Definition-Process Delegation-Principles of Delegation-Benefits of delegation.</p>	18
Unit IV	<p><b>Motivation and Leadership</b></p> <p>Motivation - Meaning - Need - Methods of Motivation-Theories of Motivation- Maslow's Need Hierarchy theory- Herzberg's theory-Douglas Mcgregor's Theory X and Theory Y -Morale -Factors determining the Morale.</p> <p>Leadership- Importance of Leadership-Types of Leader-Qualities of a leader-Leadership Styles.</p>	18
Unit V	<p><b>Communication and Control</b></p> <p>Communication - Meaning and Definition-Nature-Principles-Elements-Importance of Communication in Management-Types of Communication-Barriers of Communication.</p> <p>Control-Meaning and Definition- Characteristics - Importance-Process of Control- Techniques of Control.</p>	18
	<b>Total Contact Hrs</b>	<b>90</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

23UCO102

### Text Book

1. Dinkar Pagare (2018), Business Management, Sultan Chand and Sons, New Delhi.

### Reference Books

1. Gupta,C.B (2022),Business Management, Sultan Chand &Sons, New Delhi.
2. Ramasamy ,T(2019),Principles of Management, Himalaya publishing house, New Delhi.
3. Padmakar Asthana, (2019), Business Organization and Management, Sahithya Bhawan, Agra,  
New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.T.S.Kavitha</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.P.Karthika</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO1A1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	-	<b>BUSINESS ECONOMICS</b>	<b>Semester:</b>	I
					<b>Credits:</b>	5

### Course Objective

To make the students understand the importance and application of economic analysis to 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	Recollect the meaning of Business Economics and basic tools applied in the business economics.	*K1
CO2	Understand objectives of pricing policy, methods of pricing and concepts of National Income	*K2
CO3	Observe and analyse production function and its various theories and cost functions	*K3
CO4	Analyse the equilibrium of the firm under Different Market Structure	*K4
CO5	Evaluate the Law of Demand, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium and Consumer's Surplus.	*K5

### 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	M	M
<b>CO2</b>	H	H	H	H	H	H	H	H	H	H
<b>CO3</b>	H	M	H	H	M	H	M	M	H	H
<b>CO4</b>	H	H	H	M	H	M	H	H	M	M
<b>CO5</b>	H	M	H	H	H	H	H	H	H	H

H- High; M-Medium; L-Low

<b>Unit1</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to Economics</b> Definition of Business Economics - Nature and Scope of Business Economics – Basic Tools in Business Economics.	18
<b>Unit II</b>	<b>Law of Demand</b> Determinants of Demand – Demand Distinction – Law of Demand – Elasticity of Demand – Types – Measurement – Demand Forecasting – Methods – Indifference Curve Analysis – Consumer’s Equilibrium - Consumer’s Surplus.	18
<b>Unit III</b>	<b>Production and Cost Function</b> Production Function- Meaning- The Law of Variable Proportions-The Law of returns Producer’s Equilibrium through Iso-quants –Cost Function: Types of cost – Total Marginal Cost Functions- AC & MC relationships-Characteristics of Costs in the Long run- Cost Control and Cost reduction methods.	18
<b>Unit IV</b>	<b>Pricing Under Different Market Structure</b> Perfect Competition - Meaning- Definition - Characteristics – Price and Output Determination Monopoly - Characteristics – Price and Output Determination- Monopolistic Competition – Characteristics – Price and Output Determination - Oligopoly- Types-Characteristics – Price and Output Determination.	18
<b>Unit V</b>	<b>Pricing Policy and National Income</b> Objectives of Pricing Policy – Pricing Methods. National Income – Definition – Concepts of National Income – Methods of Calculating National Income – Uses – Limitations.	18
	<b>Total Contact Hrs</b>	<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

23UCO1A1

## **Text Book**

1.Ahuja H.L. (2019) Business Economics, Sultan Chand and Sons, New Delhi.



## Reference Books

1. Jame L. Pappas, Evene F. ( 2012) Managerial Economics, Holt Sundars International Edition, Japan.
2. Sankaran (2012) Business Economics, Margham Publications, Chennai.
3. Sundharam K.P. M. and Sundharam E. N (2018) Business Economics, Sultan Chand & Co., New Delhi.
4. Reddy P. N. and Appanniah H. R (2018) Business Economics, Sultan Chand & Co., New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.Nirmala Satish</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO1A2			<b>Title</b>	<b>Batch:</b>	2023– 2026
				<b>AGRICULTURE AND RURAL DEVELOPMENT</b>	<b>Semester:</b>	I
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>6</b>	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	5

### Course Objective

Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agriculture policies.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep basic knowledge about agriculture in the minds of learners	*K1
CO2	To understand various agricultural problems	*K2
CO3	To implement various suggestion for further improvement of agriculture	*K3
CO4	To review rural industry poverty and unemployment	*K4
CO5	To prepare on proactive attitude towards the internal and external changes in the agricultural sector	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to agriculture in India</b> Agriculture ; Definition- Peculiar Features - Relation to Non-Agriculture Sector -Role of Agriculture in Indian Economy -Long Term Problems of Agricultural Development- New Agricultural Policy 2000	18
<b>Unit II</b>	<b>Agricultural production</b> Agriculture Resources in India- Land Utilization and Cropping Pattern – Irrigation: Types of Irrigation- Trends in Agricultural Growth and Agricultural Productivity - Pattern of Agricultural Development in Regional Variation - Organic Farming in India	18
<b>Unit III</b>	<b>Technological changes in agriculture</b> Technology Change in Agriculture: Tradition Techniques and Practices, HYV Seeds - Chemical Fertilizers, Water Technology -Green Revolution -Emerging Trends in Agricultural Technology-Dry Land Farming-Use of Bio -Technology Techniques	18
<b>Unit IV</b>	<b>Agricultural finance and marketing</b> Agriculture Finance: Importance -Sources of Credit -Institutional Finance: Government, Cooperative, Commercial Banks, The Regional Rural Banks, NABARD and Non-Institutional Finance: Landlords, Village Traders and Money Lender, Agricultural Marketing: Problems in Marketing and Measures -Agricultural Price Policy in India.	18
<b>Unit V</b>	<b>Agribusiness</b> Introduction to Agribusiness - Scope for Agribusiness in India -Types - Agribusiness Opportunities and Challenges in India-Agribusiness Management - Core Industries of Agribusiness-New Development and Trends in Agribusiness - Job Roles in Agribusiness Industry.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar,PowerPointPresentation,DirectInstruction,Quiz,Assignments,GroupTask

23UCO1A2

### **Textbook**

1. Ruddar Datt & Sundaram KPM (2019) ,"Indian Economy", Sultana Chand Company, New Delhi

## Reference Books

1. Misra & Puri ,(2019),”Indian Economy”,Himalaya publishing house ,Mumbai
2. Murthy & Nagaraja ,H.,(2017),”Agricultural Business Management “,Himalaya publishing house Mumbai
3. Venkat Reddy,K.,(2017)”Agricultural and Rural development” Himalaya publishing house,Mumbai.
4. Desai R. G.(2015)”Agricultural Economics “ ,Himalaya publishing house,New Delhi

### E- Reference

1. [www.foodproductindaily.com](http://www.foodproductindaily.com)
2. [www.india.gov.in](http://www.india.gov.in)
3. [www.icar.gov.in](http://www.icar.gov.in)

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.Nirmala Satish</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO203			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	5	<b>HIGHER FINANCIAL ACCOUNTING</b>	<b>Semester:</b>	II
					<b>Credits:</b>	4

### Course Objective

To familiarize the fundamental concepts of higher financial Accounting.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the rules for admission, retirement and death of a partner in a firm.	*K1
CO2	Get the idea about computation of various methods of goodwill and settlement of accounts to retiring partners.	*K2
CO3	Apply the relevant rule for settlement of accounts among partners after dissolution.	*K3
CO4	Examine the difference between joint venture and partnership account.	*K4
CO5	Compare the procedures involved in accounting processes and its application.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Admission of a Partner</b> Partnership- Introduction- Types – Admission of a Partner – Methods of valuation of Goodwill – Treatment for Goodwill – Revaluation of Assets and Liabilities – Calculation of Ratios for Distribution Profits – Capital Adjustments.	18
<b>Unit II</b>	<b>Retirement and Death of a partner</b> Retirement of Partner – Calculation of Gaining Ratio – Revaluation of Assets and Liabilities–Treatment of Goodwill – Treatment of Undistributed Profits or losses- Settlement of the total amount due to the Retiring partner. Death of a Partner –Calculation of amount due to Deceased partner -Methods of calculating deceased Partner’s share of profit – On the basis of time – on the basis of Turnover	18
<b>Unit III</b>	<b>Dissolution and Insolvency of a partner</b> Dissolution of firm – Modes of Dissolution of Firm – Settlement of accounts- Insolvency of a Partner – Garner Vs Murray – Insolvency of two partners.	18
<b>Unit IV</b>	<b>Insolvency of all Partners and Sale of firm</b> Insolvency of all Partners –Deficiency Account – Piecemeal Distribution of cash (Proportionate Capital Method only).	18
<b>Unit V</b>	<b>Joint Venture Account (AS-11)</b> Joint Venture Account – Meaning- Features- Distinction between Joint Venture and Partnership-Accounting for Joint Venture- Separate set of books-Separate set of books is not kept.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO203**

**Distribution of Marks:** 20% Theory and 80% Problems

### **Text Book**

1,Jain S.P. and Narang K.L. (2019) Advanced Accounting, Kalayani Publishers, Chennai.

## Reference Books

1. Reddy and Murthy (2023), Financial Accounting, Margham Publications, Chennai.
2. Shukla, M.C, Grewal, T.S and Gupta, S.L. (2022), Advanced Accountancy, S.Chand and Company, New Delhi.
3. Tulsian P.C. (2019), Financial Accounting, S.Chand and Company, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.R.Manikandan</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Course Code:</b>	23UCO204			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	05	<b>Tutorial Hrs. / Sem.</b>	-	COMMERCIAL LAW	<b>Semester:</b>	II
					<b>Credits:</b>	3

### Course Objective

To make the students to understand the fundamentals of Commercial Laws.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember rules and issues relating to the business.	*K1
CO2	Understand the fundamentals of commercial law.	*K2
CO3	Apply the knowledge and skills in the elective area of the business law.	*K3
CO4	Analyze the skills to initiate entrepreneurial ventures in LLP.	*K4
CO5	Evaluate the principles and legal techniques to resolve practical problems in the area of commercial law.	*K5

### Mapping

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

H- High; M-Medium; L-Low



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Indian contract act 1872</b> Contract – Definition – Classification of Contracts – Essential elements of a Valid Contract – Offer – Acceptance- Types – Legal Requirements- Legal Rules Relating to Offer and Acceptance – Essentials of Valid Acceptance –Communication of Offer and Acceptance – Revocation of Offer and Acceptance.	15
<b>Unit II</b>	<b>Consideration and Capacity to Contract</b> Essentials of Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions. Law Relating to Minor, Unsound Mind – Persons Disqualified by Law - Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation.	15
<b>Unit III</b>	<b>Performance of Contract</b> Performance of Contract-Modes of Performance – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract - Essentials of Valid Tender – Quasi Contract – Features- Types of Quasi - Rules Regarding Contingent Contract.	15
<b>Unit IV</b>	<b>Contract of Indemnity and Guarantee</b> Rights of Indemnity Holder – Rights and Liabilities of Surety – Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawn and Pawnee.	15
<b>Unit V</b>	<b>Contract of Agency and Sale of Goods Act 1930</b> Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Termination of Agency Limited Liability Partnership act 2008 -Salient Features of LLP- Difference between LLP and Partnership – Merits and demerits Contract of Sale – Essentials – Sale and Agreement to Sell - Performance of contract of sales –Rules regarding deliveryof goods- Rights of unpaid seller.	15
<b>Total Contact Hrs</b>		<b>75</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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## **Text Book**

**23UCO204**

1. Kapoor. N.D. (2020), Business Law, Sultan Chand and Sons, New Delhi.

## Reference Books

1. Pillai and Bagavathi, R.S.N (2017), Business Law, Sultan Chand and Company, New Delhi.
2. Arun Kumar Sen. (2018), Commercial Law, The world press Pvt Ltd, Kolkata.
3. Bharath N. Basrani, Chandresh B. Mehta (2019), Business Law, Himalaya Publishing House, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.N.Bagyalakshmi</b>  <b>Ms.P.Anitha</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO2A1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>3</b>	<b>Tutorial Hrs./Sem.</b>	<b>-</b>	<b>BUSINESS APPLICATION SOFTWARE AND INTERNET</b>	<b>Semester:</b>	<b>II</b>
					<b>Credits:</b>	<b>3</b>

### Course Objective

To make the students understand the application of computer in business.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the document format by reference to the file extension.	*K1
CO2	Understand the concept in word processing sheet.	*K2
CO3	Execute the knowledge relating to create effective presentation of data	*K3
CO4	Analyze the designs to enhance the looks of the presentation.	*K4
CO5	Evaluate the applications of internet resources and web based contents.	*K5

### Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
<b>CO1</b>	H	H	H	H	H	M	M	H	H	H
<b>CO2</b>	M	H	H	H	H	M	M	H	H	H
<b>CO3</b>	M	H	H	H	M	H	H	H	M	H
<b>CO4</b>	H	H	H	M	H	H	H	H	H	H
<b>CO5</b>	H	M	H	M	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>	<b>Introduction to Windows</b> Introduction to Word–Editing a Document–Moving and Copying a Text– Text and Paragraph Formatting–Finding and Replacing Text–Spell and Grammar Check–File Export and Import.-Columns, Tables–Using Graphics, Templates–Using Mail Merge- 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 Work sheet–Printing the Worksheet–Creating Charts–Using Date and Time–Naming ranges and Using Simple Statistical and Mathematical functions –Additional Formatting Commands and Drawing Toolbar–Multiple Worksheet	9
<b>Unit II</b>	<b>Introduction to PowerPoint</b> Creating a Presentation–Different Views in PowerPoint–Running a Slide Show–Animation and Sound – Importing Objects from other Applications– Automating Presentations– Printing Presentations-Modifying and Integrating Presentations.	9
<b>Unit III</b>	<b>Access</b> Databases and Tables–Creating Tables for Storing Data –Relationship Between Tables and Queries–Building User Interface with Forms–Displaying Data with reports.	9
<b>Unit IV</b>	<b>Introduction to Internet</b> Resources of Internet–Hardware and Software Requirements to connect to the Internet–Uses of Internet– Internet Service Provider–IP Address–Domain Naming System - Internet Protocols–IP/TCP–FTP–HTTP –Internet Clients and Internet Servers–Uniform Resource Locator(URL)	9
<b>Unit V</b>	<b>World Wide Web</b> Web Page – Web Browsing Software–Browser Search Engines–Electronic Mail (E-Mail) – E-Mail Message–Customizing-Email Programmes – Address Book–Signature Feature– File Attachment Facility–Advantages and Disadvantages of Email–Telnet–Gopher–WAIS- Important HTML Tags-Creation of Simple Web Page.	9
	<b>Total Contact Hrs</b>	<b>45</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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## Text Book

1. Taxali.R.K (Taxali.R.K) PC Software Made Simple, Mc Graw Hill India.

## Reference Books

1. Alexis Leon & Mathews Leon (2017) Internet for Everyone, Vikas Publishing House, New Delhi.
2. Nellai Kannan.C (2017) MS Office, NEIS Publications.

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

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (Aided and Self Financing)		
<b>Course Code:</b>	23UCO2A2			<b>Title</b>	<b>Batch:</b>	2023 - 2026	
<b>Lecture Hrs./Week</b>	3	<b>Tutorial Hrs./Sem.</b>	-	<b>GE-Allied IV : GOOGLE APPS FUNDAMENTALS</b>	<b>Semester:</b>	II	
					<b>Credits:</b>	03	

### Course Objective

This course is learning how to set up an account, work with the ins and outs of the Drive organizational tools, and control your files.

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the core to provide a conceptual understanding of the basics of Google Apps.	K1
CO2	To understand the Drive organizational tools.	K2
CO3	To use Google Apps to promote, support, and model creative thinking and inventiveness.	K3
CO4	To creating new folders to securely collaborating with others and working when you don't have Wi-Fi.	K4
CO5	To learn how to use and optimize Drive, Docs, Sheets, Slides, and Forms, and how to use these tools on the run via Google Mobile Apps.	K5

### Mapping

POs, PSOs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
	CO1	H	H	H	H	H	H	H	H	H	H	H
CO2	H	M	H	H	H	M	H	H	M	H	M	H
CO3	H	H	H	H	H	H	H	H	H	H	H	H
CO4	M	H	M	M	M	H	M	M	H	H	H	M
CO5	H	H	M	H	H	H	M	H	H	M	H	M

H – High; M: Medium L: Low

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit I</b>	<p><b>Introduction:</b> Acquire the essentials for using Google apps: Drive, Docs, Sheets, Slides, and Forms.</p> <p><b>Google Drive:</b> Move through the basics of setting up a Google Drive account complete with personalized folders, helpful apps, file conversion, sharing, and even editing offline.</p>	9
<b>Unit II</b>	<p><b>Google Docs:</b> Work with the specifics on Google Docs, including creating documents, exploring and organizing your own Docs, starting a new document, formatting text effectively using the toolbar, inserting images, drawings, and charts, creating tables, using the web clipboard to save parts of a document to paste into another one, different sharing modes/permissions (editing, suggesting, or viewing), and using the revision history tool.</p>	9
<b>Unit III</b>	<p><b>Google Sheets:</b> Learn to create, edit, analyze, manipulate, and share spreadsheets using Google Sheets. The section covers the basic toolbar and sorting tools, as well as using the commenting tool to collaborate, customizing/adding tabs to a sheet, using formulas, inserting charts to analyze information, sharing and permissions, freezing rows and column, and filtering to organize data. Discover tips for all levels of spreadsheet users, including information about data entry efficiency and safety, revision history, helpful add-ons, and ideas for how to use this tool in the classroom.</p>	9
<b>Unit IV</b>	<p><b>Google Slides :</b> A step-by-step on Google’s presentation app, recently renamed Google Slides. This section covers the basics of creating, editing, sharing, and presenting using Google Slides.</p>	9
<b>Unit V</b>	<p><b>Google Forms:</b> Google’s Form app- to send and receive forms through Google Drive- Use forms for assessments, class votes, or gathering general information. Learn how to create, customize and send surveys, and how and where to most efficiently collect and sort responses.</p>	9
	<b>Total Contact Hrs</b>	<b>45</b>

**Pedagogy and Assessment Methods:**

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.
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**Text Book****23UCO2A2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	TABINA HENDRICK	Google Workspace For Beginners: The Complete User Guide from Beginner	Pearson Education	2022

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	George V. Todd	Google Workspace: 2023 Handbook	Kindle Edition	2023

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name with Signature	CDC	COE
<b>Mr.K.Srinivasan</b>  Signature:	Name: <b>Dr.R.Manicka Chezian</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.ManickaChezian)</b>  Signature:



<b>Programme Code:</b>	B.Com.			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO2A3			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem</b>	-	Programming Lab in Business Application Software and Internet	<b>Semester:</b>	II
					<b>Credits:</b>	2

### Course Objective

To make the students understand the application of computer in business

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the theoretical knowledge for creating word documents using MS-Word	*K1
CO2	Understand the concepts with many functions and applying formulas using MS-Excel	*K2
CO3	Apply the contents in a presentable way using PowerPoint	*K3
CO4	Analyse the best practices in database management procedure using MS-Access	*K4
CO5	Evaluate Web page using HTML tags and validate its presentation	*K5

### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
	<p>MS WORD</p> <ol style="list-style-type: none"> <li>1. Formatting Text</li> <li>2. Table Creation</li> <li>3. Mail Merge</li> <li>4. Resume Preparation</li> </ol> <p>MS EXCEL</p> <ol style="list-style-type: none"> <li>5. Invoice Preparation</li> <li>6. Salary Bill Creation</li> <li>7. Inventory List Creation</li> <li>8. Student Result Analysis Using Graphics</li> </ol> <p>MS POWERPOINT</p> <ol style="list-style-type: none"> <li>9. Slide Presentation</li> <li>10. Graphics in a Slide</li> <li>11. Organizational Chart</li> </ol> <p>MS ACCESS</p> <ol style="list-style-type: none"> <li>12. Creation of Tables               <ol style="list-style-type: none"> <li>a) Supplier Information</li> <li>b) Purchase Table</li> </ol> </li> <li>13. Queries using “Order by”</li> <li>14. Sales Order Form</li> <li>15. Purchase Order</li> </ol> <p>HTML</p> <ol style="list-style-type: none"> <li>16. Create a HTML document using various tags.</li> <li>17. Create a HTML document to show a Web page about the Post Graduate and Research Department of Commerce.</li> <li>18. Create a HTML document to show the Computer Advertisement details.</li> </ol>	<p>6</p> <p>6</p> <p>6</p> <p>6</p> <p>6</p> <p>6</p>
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction Quiz, Assignments, Group Task.
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## Text Book

1. Taxali.R.K (Taxali.R.K) PC (2019) Software Made Simple, Mc Graw Hill India.

## Reference Books

1. Alexis Leon & Mathews Leon (2017) Internet for Everyone, Vikas Publishing House, New Delhi.
2. Nellai Kannan.C (2017) MS Office, NEIS Publications.

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

<b>Programme Code:</b>	B.Com.			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO2A4			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem</b>	-	Google Apps Fundamentals Lab	<b>Semester:</b>	II
					<b>Credits:</b>	2

### Course Objective

To make the students understand the application of computer in business through practical.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the theoretical knowledge through Google Apps practical	*K1
CO2	Understand the concepts with many functions using Google Apps	*K2
CO3	Apply the contents in a presentable way using Google Docs.	*K3
CO4	Analyse the best practices in database management procedure using Google Drive.	*K4
CO5	Apply the knowledge for collecting the data through Google sheet	*K5

### Mapping

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

H- High; M-Medium; L-Low

## **Content**

### **Google Apps Fundamentals lab**

1. To create organizing files and sharing them with others using Google Drive.
2. To create creating, editing, and formatting documents using Google Docs.
3. To create backing up and syncing files using Google Drive.
4. To create collaborative writing and real-time editing using Google Docs.
5. To create formatting, styling, and adding visuals in Google Docs.
6. To create entering data and performing basic calculations in Google Sheets.
7. To create a budget tracking sheet and visualize data using charts.
8. To create data analysis using Pivot Tables in Google Sheets.
9. To create data entry, basic calculations, and formula usage in Google Sheets.
10. To create budget planning, data visualization, and chart creation in Google Sheets.
11. To create data analysis, pivot tables, and filtering in Google Sheets.
12. To present data effectively by having them create graphs, charts, and infographics within Google Slides.
13. To create virtual science fair presentations showcasing their research projects.
14. To create a digital flashcards in Google Slides for studying vocabulary, historical dates, formulas, or any other type of information.
15. To Create a Google slides with questions, answer choices, and feedback.
16. To Create a form titled Event Registration Form using Google form.

**Total Contact Hrs- 30**

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction Quiz, Assignments, Group Task.

**Text Book****23UCO2A4**

S.No	Author	Title of the Book	Publishers \ Edition	Year of Publication
1	TABINA HENDRICK	Google Workspace For Beginners: The Complete User Guide from Beginner	Pearson Education	2022

**Reference Books**

S.No	Author	Title of the Book	Publishers \ Edition	Year of Publication
1	George V. Todd	Google Workspace: 2023 Handbook	Kindle Edition	2003

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name with Signature	CDC	COE
<b>Mr.K.Srinivasan</b> Signature:	Name: <b>Dr.R.Manicka Chezian</b> Signature:	Name: <b>(Mr.K.Srinivasan)</b> Signature:	Name: <b>(Dr.R.Manicka Chezian)</b> Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO2S2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>02</b>	<b>Tutorial Hrs./Sem.</b>	-	<b>COMMERCE PRACTICAL</b>	<b>Semester:</b>	II
					<b>Credits:</b>	2

### Course Objective

To provide basic exposure to various forms and materials associated with office management

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the various forms used in office management.	*K1
CO2	Understand the computation of tax liability.	*K2
CO3	Apply Concepts in Banking practice	*K3
CO4	Analyses strategies to set objectives for filling various forms.	*K4
CO5	Evaluate theoretical knowledge into a practical knowledge.	*K5

### Mapping

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

H- High; M-Medium; L-Low

### Syllabus

S.No	LIST OF PRACTICAL
1	Report Writing –Sales Report
2	Letter to editor- Current Issues
3	Computation of Tax Liability
4	Filling and Preparation of Saral form and Form16
5	Inward Mail Register – Outward Mail Register
6	Preparation of Application Form for PAN Card
7	Filling up of Cheque Leaf, Withdrawal Slip, Pay-in-Slip, DD Challan
8	GST Registration Form
9	Filling up of Share Application
10	Preparation of Employee History Card
11	Preparation of Pay Roll
12	Preparation of Pay Slip
13	Fixing Brand Name for Six products with USP
14	Designing Office Layout
15	Filling of Insurance Proposal
<b>Total Contact hrs/ Semester - 30 hours</b>	

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Ms.V.Ruba</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO305			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	<b>5</b>	<b>CORPORATE ACCOUNTING</b>	<b>Semester:</b>	III
					<b>Credits:</b>	5

### Course Objective

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

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts and terms of the corporate accounting.	*K1
CO2	Understand the accounting treatment of raising funds and redemption.	*K2
CO3	Practice students with the basis in preparing financial statements of joint stock company.	*K3
CO4	Analyse the skills in valuation of goodwill and share of a company.	*K4
CO5	Evaluate the knowledge of liquidation of Companies accounts.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Share Capital and Debentures</b> Share – Meaning – Types – Share Vs Stock - Issue of Shares- at Par and Premium– Allotment of Shares on Pro-rata Basis - Forfeiture and Reissue of Shares- Full and Partial Re-issue-Capital Reserve on Forfeiture. Debentures-Meaning –Types- Issue-Redemption (Sinking Fund Method only).	18
<b>Unit II</b>	<b>Amalgamation, Absorption of companies</b> Accounting for Amalgamation (AS14) – types of Amalgamation- Method of Purchase Consideration and Accounting for Absorption of Companies.	18
<b>Unit III</b>	<b>Reconstruction of Companies</b> Accounting for Reconstruction of Companies- External and Internal (Excluding preparation of scheme).	18
<b>Unit IV</b>	<b>Financial Statement of Companies</b> Financial Statement of Companies - Statement of profit and loss - Statement of Balance Sheet (Vertical Form) Calculation of Managerial Remuneration (Basic adjustments).	18
<b>Unit V</b>	<b>Liquidation of Companies</b> Liquidation of Companies –Calculation of Liquidator’s Remuneration-Preparation of Statement of Affairs and Deficiency Accounts– Preparation of Liquidators Final Statement of Accounts.	18
	<b>Total Contact Hrs</b>	<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks:** 20% Theory and 80% Problems

**23UCO305**

### **Text Book**

1. Jain S.P and Narang K.L (2021), Advanced Accountancy, Kalyani Publications, New Delhi.

## Reference Books

1. Gupta R.L and Radha Swamy. M. (2021), Corporate Accounts, Theory Method and Applications, 14th Edition, Sultan Chand and Company, New Delhi.
2. Reddy and Murthy (2022), Corporate Accounting, Margham Publications, Chennai.
3. Dr.M.Shukla and Dr.K.L. Gupta.(2021), Corporate Accounting, Sahitya Bhawan Publications, Uttar Pradesh.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.Ahila.D</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO306			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	10	<b>INCOME TAX</b>	<b>Semester:</b>	III
					<b>Credits:</b>	5

### Course Objective

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

### 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	Recollect the fundamental concept of income tax act 1961	*K1
CO2	Get the idea of the various sources of incomes	*K2
CO3	Apply the income tax laws for computation of an individual's adjusted gross incomes	*K3
CO4	Analyse individual income computation statement.	*K4
CO5	Prepare aggregate income after set-off and carry forward of losses, and Deductions allowed under the Income Tax Act.	*K5

### 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>	M	H	H	M	H	L	M	H	H	H
<b>CO2</b>	H	H	H	M	H	M	H	H	H	H
<b>CO3</b>	H	M	H	M	H	M	H	M	H	M
<b>CO4</b>	H	H	H	M	H	M	H	H	H	H
<b>CO5</b>	H	H	M	M	H	L	H	H	H	H

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Income Tax</b> Introduction –Definitions under Income Tax Act – Person – Assesses – Income – Gross Total Income– Total Income– Assessment Year – Previous Year– Exception to General Rule – Residential Status – Scope of Total Income- New Regime – Income Tax Slab rates for individuals.	18
<b>Unit II</b>	<b>Income from Salaries</b> Computation of Income from Salary – Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary.	18
<b>Unit III</b>	<b>Income from House Property</b> Income from House Property - Exempted Incomes from House Property - Annual Value – Determination of Annual Value – Deductions Under Sec 24.	18
<b>Unit IV</b>	<b>Profits and Gains of Business &amp; Profession and Capital Gains</b> Business Vs Profession - Computation of Profits and Gains of Business -Computation of Professional Income – Doctors, Chartered Accountant and Lawyer. Income from Capital Gains- Computation of Capital Gain -Short-term and long- term Capital Gains – Exempted Capital Gains.	18
<b>Unit V</b>	<b>Income from other Sources and Set off, Carry Forward of Losses</b> General Income-Specific Income – Set off, Carry Forward and Set off of Losses. Exempted Incomes- Deductions from Gross Total Income - 80C to 80GG, 80QQB and 80U (Theory only). Calculation of Tax Liability of Individual.	18
<b>Total Contact Hrs</b>		<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks:** 20% Theory and 80% Problems

**23UCO306**

### **Text Book:**

1. Mehrotra, HC (2023) Income-tax Law and Account, Current Edition Sahithya Bhavan Publisher, New Delhi.

## Books for Reference:

1. Gaur and Narang (2023), Income Tax Law and Practice , 43rd Edition ,Current Edition, kalyani Publishers, New Delhi.
2. Bhagawathi Prasad (2023), Law & Practice of Income Tax in India, Current Edition, Navman Prakashan Aligarh, New Delhi.
3. Mehrotra H.C., Goyal. S.P.,(2023), Income Tax Procedure & Practice, Sahithya Bhavan Publisher, New Delhi.

### Note:

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

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.R.Manikandan</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce(AIDED& SELF FINANCING)	
<b>Course Code:</b>	23UCO307		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	4	<b>Tutorial Hrs./Sem.</b>	-	<b>Credits:</b>	03
			COMPANY LAW		

### Course Objective

To provide the student with basic knowledge and understanding the Law relating the provisions of the Companies Act, 2013 and Secretarial Practice.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the concept about Company and its promotions under Companies Act 2013.	*K1
CO2	Understand legal reasoning and analysis through study of statutes and regulatory practice relating to Company Secretary.	*K2
CO3	Prepare the documents maintained under Companies Act 2013.	*K3
CO4	Analyse the correspondence relating to meeting and evaluate the process from formation of company to winding up of the company under company law.	*K4
CO5	Assess secretarial aspects relating to the procedures of Company Law	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Company</b> Meaning, Definition – Characteristics – Types of companies including One Person Company –Private company Vs Public Company- Privilege of a Private Company – Formation of Company- Promotion- Meaning – Promoters- Legal position of Promoters – Liabilities of Promoters – Remuneration to Promoters – Registration - Capital Subscription - Commencement of Business.	12
<b>Unit II</b>	<b>Memorandum and Articles</b> Memorandum of Association – Meaning – Purpose –Contents – Alteration of Memorandum – Doctrine of Ultravires. Articles of Association– Meaning –Contents – Alteration of Articles –Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management.	12
<b>Unit III</b>	<b>Prospectus and Directors</b> Prospectus - Definition – Types of Prospectus – Contents – Statement in Lieu of Prospectus - Misstatements in Prospectus. Board of Directors- Appointment - Qualification - Powers-Duties –Liabilities of Directors - Legal provisions relating to Managing Director, Manager, whole time Director and Key Managerial Personnel.	12
<b>Unit IV</b>	<b>Meeting</b> Meeting – Importance of Meetings – Requisites of a valid Meeting – Kinds of Company Meetings – Board of Directors Meeting – Shareholders Meeting – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Agenda - Quorum – Minutes –Notice.	12
<b>Unit V</b>	<b>Winding up of Company</b> Meaning - Modes of Winding up – Voluntary winding up – Compulsory winding up – Members’ Voluntary winding up – Creditors Voluntary winding up – Difference between Members’ Voluntary winding up – Creditors Voluntary winding up. Liquidation-Meaning of Liquidation - Liquidator – Powers and Duties -Duties of Liquidator.	12
<b>Total Contact Hrs</b>		<b>60</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO307**

## **Text Books**

1. Kapoor N.D (2019), “Elements of Company Law”, Sultan Chand & Sons, New Delhi.



## Reference Books

1. Taxmann (2023), Companies Act 2013, Taxmann Publications Private Limited, Delhi.
2. Avtar Singh (2022), Company Law, Eastern Book Company, Lucknow.
3. Ashok K, and Bagrial, A.K (2018), Company Law, Vikas Publishing House, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.Ahila.D</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.G.Gnana Selvi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO308			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	-	BANKING AND INSURANCE	<b>Semester:</b>	III
					<b>Credits:</b>	3

### Course Objective

To enrich the students' knowledge on Banking and Insurance.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the Indian Banking System and Insurance Sectors in India.	*K1
CO2	Understand importance and roles of banks and insurance in India.	*K2
CO3	Discuss the role of recent developments of the modern banks' schemes in a globalized scenario.	*K3
CO4	Analyze the dimensions of life and general insurance and elaborate their contents.	*K4
CO5	Evaluate the banking services and insurance services to the society.	*K5

### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
<b>Unit I</b>	<p><b>Banking System in India</b></p> <p>Banking-Meaning and Definition-Structure of Indian Banking System – Reserve Bank of India – Constitution, Organization and Management – Functions – Methods of Credit Control – Commercial Banks – SBI – Functions– Commercial Bank –Functions- SBI – Functions .</p>	12
<b>Unit II</b>	<p><b>Banker and Customer</b></p> <p>Definition – Relationship between Banker and Customer – General Relationship and Special Relationship- Types of Accounts- Savings Account, Recurring Deposit, Fixed Deposit and Current Account - Lending – Principles of Sound Lending– Different Types of Lending.</p>	12
<b>Unit III</b>	<p><b>Negotiable Instruments</b></p> <p>Meaning and Types of Negotiable Instruments –Meaning-Types- Features- Crossing-Meaning-Objective-Need-Types of crossing- Endorsement Meaning –Types of Endorsement - Types of Customers – Payment System in India: E- payment Methods- Core Banking Solution – Electronic Banking- RTGS (Real Time Gross Settlement)-NEFT (National Electronic Fund Transfer)-Telephone Banking-Features-merits and demerits.</p>	12
<b>Unit IV</b>	<p><b>Insurance</b></p> <p>Definition – Nature – Principles – Importance – Types of Insurance – Insurance and Assurance – Risk – Basic concepts of risk – Types of business risk – Factors affecting risk – Risk Management- Risk Management-Objectives and Principles.</p>	12
<b>Unit V</b>	<p><b>Life Insurance and General Insurance</b></p> <p>Life Insurance Contract- Types– Procedure for Taking a Policy – Premium – Claim’s settlement – Surrender Value – Double Insurance –Reinsurance. General Insurance: Kinds of Policies – Procedure for Taking Various Insurance Schemes – Settlement of Claims.</p>	12
	<b>Total Contact Hrs</b>	<b>60</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

23UCO308

### Text Book

1. Gordon and Natarajan, (2021), Banking theory and practices. Himalaya Publishing House, Mumbai.

### Reference Books

1. Leela. V & Manikandan. R Banking (2019) Charulatha Publication, Chennai.
2. Gupta. P.K. (2019)-Insurance and Risk Management-Himalaya Publishing House, Mumbai.
3. Jyotsna Sethi and Nishwan Bhatia, (2018), Elements of Banking and Insurance, PHI Learning Pvt Ltd, New Delhi.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Dr.N.Bagyalakshmi</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.P.Karthika</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO3A1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>02</b>	<b>Tutorial Hrs./Sem.</b>	-	PROGRAMMING LAB IN ADVANCED EXCEL	<b>Semester:</b>	III
					<b>Credits:</b>	2

### Course Objective

To make the student understand the concept and uses of Advance Excel

### Course Outcomes

On the successful completion of the course, student will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Learn the functions and uses of worksheets and work book	*K1
CO2	Understand the knowledge on how to work with Custom Data formation and Validation	*K2
CO3	Apply to know the uses and applications of EXCEL	*K3
CO4	Make the students to know how to create formatting and filtering	*K4
CO5	Evaluate the knowledge on how to work with Custom List.	*K5

### Mapping

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

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

S.No	Content	Hours
1	Create Worksheets and Workbooks	30
2	Format Worksheets and Workbooks	
3	Customize Options and Views for Worksheets and Workbooks	
4	Apply Custom Data Formats and Validation	
5	Configure data validation	
6	Apply Conditional Formatting and Filtering	
7	Create conditional formatting rules that use formulas	
8	Create and Modify Custom Workbook Elements	
9	Sharing Workbooks & Tracking Changes	
10	Protecting sheets / workbooks / File	
11	Sorting by Top to Bottom / Left to Right	
12	Creating / Deleting Custom List	
13	Sort by using Custom List	
	<b>Total Contact Hours</b>	<b>30</b>

### Pedagogy and Assessment Methods

Seminar, Power point Presentation, Direct Instruction Quiz, Assignments, Group Task

### Text Book

1. Adam Ramirez (2020), Excel Formulas and Functions, Caprioru Publication

### Reference Books

- 1.Sima Alex (2019) Excel Formulas and Functions: Cool Tips and Tricks with Formulas in Excel, Caprioru Publication.
2. Ritu Arora (2016) Advance Excel 2016 Training guide, BPB Publications.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Dr.M.Chithrai Selvan</b>	Name : <b>Dr.P.Bruntha</b>	Name: <b>Mr.K.Srinivasan</b>	Name : <b>Dr.R.Manicka Chezian</b>
<b>Dr.V.Meera</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO3A2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Weekor Practical Hrs./Week</b>	<b>02</b>	<b>Tutorial Hrs./Sem.</b>	-	PRACTICAL DIGITAL MARKETING	<b>Semester:</b>	III
					<b>Credits:</b>	2

### Course Objective

To educate the students with the knowledge about the marketing through Digitalization and to know how to create Search Engine Visibility Reports.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts of Search Engine Operations.	*K1
CO2	Understand to work with URL optimization. .	*K2
CO3	Practice the students about the uses and applications of Off Page Optimization.	*K3
CO4	Analyze the SEO updates.	*K4
CO5	Apply the knowledge to work with Google Mapping	*K5

### Mapping

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

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

<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Search Engine Optimization (SEO)</b> Introduction to Search Engine Optimization- How Did Search Engine work? –SEO Fundamentals & Concepts- Understanding the SERP - Google Processing- Indexing- Crawling.	<b>6</b>
<b>Unit - II</b>	<b>On Page Optimization</b> Domain Selection- Hosting Selection- Meta Data Optimization- URL Optimization- Internal Linking- 301 Redirection- 404 Error Pages.	<b>6</b>
<b>Unit- III</b>	<b>Off Page Optimization</b> Link Building Tips & Techniques- Difference between White Hat and Black Hat SEO -Web 2.0 Submission-Article Submission-Image Submission-Video Submission-Forum Submission- PPT Submission-PDF Submission.	<b>6</b>
<b>Unit- IV</b>	<b>Seo Updates and Analysis</b> Google Panda-Penguin-Humming Bird Algorithm- Google Penalties- SEO Tools for Website Analysis and Optimization-Competitor Website Analysis and Back links Building-Back links Tracking, Monitoring, and Reporting.	<b>6</b>
<b>Unit- V</b>	<b>Local Business &amp; Google Mapping</b> Creating Local Listing in Search Engine-Google Places Setup (Including Images, Videos, Map Etc)-Search Engine Visibility Reports-Verification Of Listing- Google Reviews.	<b>6</b>
	<b>Total Contact Hrs</b>	<b>30</b>

**Pedagogy and Assessment Methods:**

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

**23UCO3A2**

**Text Book:**

1. Moloy Ghoshal & Karishma Gulati Trehan, (2020) Fundamentals of Digital Marketing, Sun India publications



**Reference Books:**

1. Puneet Bhatia, (2019)“Fundamentals of Digital Marketing”, Pearson Education Publishers
2. Seema Gupta, (2022) “Digital Marketing”, McGraw Hill Publications.
3. Satinder Kumar and Supreet Kaur, (2023)“Digital Marketing 2023”,Taxmann Publishers

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.M.Chithrai Selvan</b>  <b>Ms.V.Ruba</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED & SELF FINANCING)	
<b>Course Code:</b>	23UCO3N1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-	Elective – I  PRACTICAL  BANKING	<b>Semester:</b>	III
					<b>Credits:</b>	2

### Course Objective

To introduce the students to the practical aspects on banking

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the relationship between banker and customer	*K1
CO2	Understand the various products and services offered by the bank.	*K2
CO3	Apply the knowledge for utilizing the banking services.	*K3
CO4	Analyze and inculcate the traits of professionalism amongst the students.	*K4
CO5	Evaluate the features of banking products and services.	*K5

### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Banker and Customer – Account opening formalities –KYC (Know Your Customer) norms – Special Type of Customers- Minor, Married Women – Relation between Banker and Customer	3
Unit II	Deposit –Current Deposit Account –Fixed Deposit Account –Savings Deposit Account – Recurring Deposit.- Digital Account	3
Unit III	Loan and Advances-Principles of sound lending-Forms of Advances- Loans, Cash credit, Overdraft, Bills Purchased and Discounted.	3
Unit IV	Cheque –Definition-Salient Features of a Cheque- Specimen of a Cheque- Crossing- General and Special Crossing.	3
Unit V	ATM, Debit Card, Credit Card, RTGS, NEFT- Filling of form- Pay-in-slip, Withdrawal Slip, demand draft, Cheque.	3
<b>Total Contact Hrs</b>		15

### Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO3N1**

### Text Book

1.Kandasami , K.P.,Natarajan. S,Parameswaran. R (2020), Banking Law and Practice, S.Chand and Company Ltd.

### Reference Books

1. Sundharam & Varshney (2017), Banking Theory Law and Practice, Sultan & Chand Ltd, New Delhi.
2. Gordon and Natarajan (2021), Banking Theory, Law and Practice, 23<sup>rd</sup> Revised Edition,Himalaya Publishing House, Mumbai.
3. Christopher Hare,(2019), Principles of Banking Law ,Oxford University Publishers, New Delhi.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Ms.P.Karthika</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.V.Ruba</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED & SELF FINANCING)	
<b>Course Code:</b>	23UCO3N2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	1	<b>Tutorial Hrs./Sem.</b>	-	FUNDAMENTALS OF ACCOUNTING	<b>Semester:</b>	III
					<b>Credits:</b>	2

### Course Objective

To introduce the students to the fundamentals of Accounting

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts used in the accounting system.	*K1
CO2	Understand the accounting methods used in business.	*K2
CO3	Apply the events that need to be recorded in the accounting records	*K3
CO4	Analyze new approach in implementation of financial statement.	*K4
CO5	Evaluate the skills to prepare different types of accounts.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Accounting – Meaning, Definition – Basics Terms Used in Accountancy – Advantages of Book Keeping – Accounting Concepts.	3
<b>Unit II</b>	Rules of Double Entry System–Journals.	3
<b>Unit III</b>	Ledger – Trail Balance – Subsidiary Books (purchase book, Sales Book, Purchases Return Book, Sales Return Book).	3
<b>Unit IV</b>	Cash Book – Single Colum, Double Colum Cash Book.	3
<b>Unit V</b>	Final Accounts – Simple Adjustments – Closing Stock, Outstanding Expenses, Prepaid Expenses, Income Accrued Income Received In Advance and Depreciation only.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

Distribution of Marks: **20% Theory and 80% Problems**

**23UCO3N2**

### **Text Book**

1. Reddy. T.S and Murthy (2022), Financial Accounting, Margham Publications, Chennai

### **Reference Books**

1. Vinayakam.N and Charumathi,B.(2019), Financial accounting. S.Chand andCompany, New Delhi.
2. Gupta.R.Land Radhaswamy,M.(2022), Financial Accounts,Theory Methods and Applications.13<sup>th</sup> Revised edition, Sultan Chand and Sons, New Delhi.
3. Asoke K. Ghose (2019), Financial Accounting, A managerial perspective, published by, PHI Learning Private Ltd, Chennai.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.P.Karthika</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.V.Ruba</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (Aided & Self -Financing)	
<b>Course Code:</b>	23UCO3VA			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	45 HRS	<b>Tutorial Hrs./Sem.</b>	-	TALLY ERP 9 WITH GST PRACTITIONER	<b>Semester:</b>	III
					<b>Credits:</b>	(3**)

## **MSME TECHNOLOGY DEVELOPMENT CENTRE, CHENNAI (CFTD)SYLLABUS FOR TALLY ERP 9 WITH GST PRACTITIONER**

### **CHAPTER 1: Fundamentals of accounting**

Introduction - Accounting Terms - Types of Accounts - Golden Rules of Accounting - The Accounting Equation - Recording of Business Transactions in Journal - Recording of Business Transactions in Journal - Financial Statements - Trading and Profit & Loss Account - Trading Account - Profit & Loss Account - Balance Sheet - Types of Assets and Liabilities included in Balance Sheet

### **CHAPTER 2: Maintaining Chart of Accounts in Tally.ERP 9**

Introduction about Computerised Accounting using Tally – Previous versions and Latest updates in Tally - **Company Info** – Company Creation– Shut a Company - Select a Company - Alter a Company – Backup and Restore – Split financial year – Import & Export of Data – **Creating Accounting Masters** - Primary Group and Subsidiary Group -Ledger Creation – **Creating Inventory Masters-** Creation of Stock Group – Stock category - Creation of Unit of Measure - Creation of Stock Item - Creation of Godown- Defining of Stock Opening Balance in Tally ERP 9.–Activating Bill of Materials – Auto Listing of components using Bill of Materials

### **CHAPTER 3: Goods and service tax**

Introduction of Goods and Service Tax – Intrastate supply of Goods and Services – Interstate supply of Goods and Services – Defining tax rates at Masters – Purchases from Unregistered Dealer – Purchases from Composite Dealer - Mixed supply and Composite supply with GST - GST Reports – Input Tax Credit Set off.

### **CHAPTER 4: Day to day transactions**

**Accounting vouchers** – Sales vouchers – Purchase vouchers – Payment vouchers – Receipt vouchers – Contra Vouchers – Journal Vouchers – Credit note vouchers – Debit Note vouchers - Manufacturing process - **Inventory vouchers** – Physical Stock Verification – Material in and Material Out – Delivery Note and Receipt Note – Order Processing - Purchase Order and Sales Order vouchers.

### **CHAPTER 5: Banking**

What is Bank Reconciliation Statement - Why we prepare bank reconciliation statement - How to activate auto bank reconciliation in Tally.ERP 9 - Using auto bank reconciliation in Tally.ERP 9 - Shortcut key for bank reconciliation in Tally.ERP 9 - How to undo bank reconciliation in Tally.ERP 9.

### **CHAPTER 6: MIS reports**

Introduction - Balance Sheet in Tally.ERP 9 - Profit & Loss Account in Tally.ERP 9 - Cash Flow/Fund Flow Report in Tally.ERP 9 - Ratio Analysis Report in Tally.ERP 9 - Outstanding Report in Tally - Inventory Reports in Tally.ERP 9 - Stock Summary Report in Tally.ERP 9 - Stock Ageing Analysis Report in Tally.ERP 9 - Statutory Reports in Tally.ERP 9 - GST Reports in Tally.ERP 9 - E-Way Bill Reports in Tally.ERP 9

## **Goods & Services Tax Practitioner**

### **About This Course:**

The Course aims to facilitate to impart the training to students, working professionals and other stakeholders by:

- ❖ Providing specialized and updated knowledge of GST at Advance Level.
- ❖ Enhancing the skills by discussing the various provision of GST and Portal Management (GST Official portal )
- ❖ Employable skill for Industry and self-employment

<b>S.no</b>	<b>Theory Part</b>	<b>Practical Session</b>
1	<ul style="list-style-type: none"> <li>❖ GST Basics</li> <li>❖ Taxable Event Supply</li> <li>❖ Time of Supply</li> <li>❖ Value of Supply</li> </ul>	Basic Master management in Tally for preparation of Goods Inward and Outward supply management and Service Description
2	<ul style="list-style-type: none"> <li>❖ Type of Industries</li> <li>❖ Documents Collection for GST Registration</li> </ul> <p>Live registration in official portal</p>	In Official portal GST New Registration as Tax payer incomplete process Invoicing method / Material Inward Invoice Entry and Monitoring ( ITC Data )

3	<ul style="list-style-type: none"> <li>❖ Place of Supply</li> <li>❖ Input tax credit</li> <li>❖ Import/Export Refund of GST Paid</li> </ul>	<p>Invoicing method / Material Outward entry's and Data Monitoring for Outward Supply Filing systems (GSTR 1)</p>
4	<ul style="list-style-type: none"> <li>❖ Data Collection from Invoice Account &amp; Records for Filing Systems</li> <li>❖ Split up the data against B2B &amp; B2C Supply's and Nil rated Supply's</li> <li>❖ E-commerce TCS</li> <li>❖ E Way Bill in GST Misc. Provision</li> </ul>	<p>Full set of Inward and outward Supply Data entry and error ratifications and file exports for offline filling data format</p>
5	<ul style="list-style-type: none"> <li>❖ Return under GSTR 1 and Generation of GSTR 2A and 2B</li> <li>❖ Annual Return and Annual Audit in GST</li> <li>❖ Appellate Level in GST</li> <li>❖ Advance Ruling and Appellate Authority</li> <li>❖ Penalties and Prosecution in GST and Power to Arrest</li> <li>❖ Composition Levy Job Work under GST</li> </ul>	<p>Registration of GST Practitioner in Official portal And Offline Filing System.</p>



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED & SELF FINANCING)	
<b>Course Code:</b>	23UCO3VA			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	02	<b>Tutorial Hrs./Sem.</b>	-	INTRODUCTION TO RESEARCH	<b>Semester:</b>	III
					<b>Credits:</b>	2**

### Course Objective

To understand the basics of Business Research

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire knowledge on the basic framework of research process, research Design	*K1
CO2	Understand the Nature of Research Designs.	*K2
CO3	Use an appropriate letter format, business writing style and apply conventions to standard business letter. s.	*K3
CO4	Analyze and inculcate the Formulation of Research Problem and Development of Research Hypotheses	*K4
CO5	Summarize the knowledge of Data Processing, Fieldwork validation, Data Editing and Coding.	*K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	M	H	H	H	H
CO2	M	M	H	H	H	H	H	H	H	H
CO3	L	M	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	M	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 Research - Definition – Types of Research – Process of Research – Formulation of Research Problem and Development of Research Hypotheses.	10
<b>Unit II</b>	Research Designs: Exploratory and Descriptive – Nature of Research Designs – Formulation of Research Design.	10
<b>Unit III</b>	Methods of Data collection –Primary and Secondary Data-Sources - Questionnaire, Interview Observation- Sampling Concepts - Sampling Design – Probability Sampling Design – Non-Probability - Sampling Designs	10
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO3VA**

### **Text Book**

1. Kothari C.R. Second revised edition, (2019) Research methodology Methods and Techniques New Age International Publishers, New Delhi.

### **Reference Books**

1. Pattan Shetty C S and Ramash M S ,(2021) Effective Business English and Correspondence R.Chand & Co., New Delhi.
2. Thanulingom N ,(2023) Research Methodology Himalaya Publishing House, Chennai.
3. Rajendra Pal and J.S.Korlahalli,(2019) Eleventh edition, Essentials of Business Communication SultanChand& sons, New Delhi

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Kaleeswari</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO409			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	5	<b>HIGHER CORPORATE ACCOUNTING</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	4

### Course Objective

To enable the students understand Higher Corporate Accounting System.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the concepts of amalgamation and absorption of companies.	*K1
CO2	Understand the accounting procedures for reconstruction of companies.	*K2
CO3	Examine the financial statement of the Banking companies.	*K3
CO4	Analyse the steps involved in preparation of consolidated balance sheet of Holding and subsidiary company.	*K4
CO5	Appraise the knowledge in the Insurance Companies accounts.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Valuation of Shares and Goodwill</b> Valuation of Shares – Need – Methods of Valuing Shares. Valuation of Goodwill – Need – Methods of Valuing Goodwill.	18
<b>Unit II</b>	<b>Banking Company Accounts (Banking Regulation Act 1949)</b> Banking Company Accounts – Rebate on Bills Discounted – Classification of Advances – Classification of Investments – Non-Performing assets- Provision for Doubtful debts- Preparation of Profit and Loss Account and Balance sheet.	18
<b>Unit III</b>	<b>General Insurance</b> General Insurance – Revenue account- Net Revenue Account- Profit and loss account - Balance sheet.	18
<b>Unit IV</b>	<b>Life Insurance</b> Life Insurance – Valuation Balance Sheet – Revenue Account –Net Revenue Account and Balance Sheet.	18
<b>Unit V</b>	<b>Holding Company Accounts</b> Holding Company Accounts – Consolidation of Balance Sheets with Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus Issue and Payment of Dividend (excluding inter-company holdings)	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**Distribution of Marks:** 20% Theory and 80% Problem.

**23UCO409**

### **Text Book**

1. Jain, S.P and Narang. K.L, (2019), Advanced Accountancy, Kalayani Publishers, New Delhi.

## Reference Books

1. Gupta,R.L and Radhaswamy.M (2019) , Corporate Accounts Theory Method and Applications, 13<sup>th</sup> Revised Edition, Sultan Chand and company, New Delhi.
2. Reddy and Murthy (2019), Corporate Accounting, Margham Publications, Chennai.
3. Maheshwari S.N, Suneel Maheshwari.K, Sharad K Maheshwari, (2019) Corporate Accounting, S.Chand & Co, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.Ahila.D</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.G.Gnana Selvi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO410			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	3	INDIRECT TAXATION	<b>Semester:</b>	IV
					<b>Credits:</b>	3

### Course Objective

To impart basic knowledge about major Indirect Taxes.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the rules and regulation of indirect taxation.	*K1
CO2	Understand the rules for registrations and its exemptions in taxation.	*K2
CO3	Implement GST and its working mechanisms.	*K3
CO4	Analyze and resolve tax problems.	*K4
CO5	Generalize the procedural aspects under different applicable statutes related to GST	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Indirect Taxes</b> Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- Direct Taxes Vs.Indirect Taxes -Contribution to Government Revenues- Taxation under the Constitution- Advantages and Disadvantages of Indirect Taxes.	18
<b>Unit II</b>	<b>Introduction and Scope of Customs Law in India</b> The Customs Act 1962- Types-Levy and Collection from Customs duty- Exemption from Customs duty- Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost, Destroyed or Abandoned Goods- Customs Duty Draw Back.	18
<b>Unit III</b>	<b>Goods and Service Tax</b> Introduction-Meaning-Need for GST - Features of GST - Advantages and Disadvantages of GST -Structure of GST in India- Dual Concepts -SGT -CGST -IGST -UTGST - Types of rates under GST - Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.	18
<b>Unit IV</b>	<b>Levy and Collection under SGST/CGST Acts</b> Meaning of Important Term: Goods, Services, Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Tax and Output Tax. Concept of Supply- Composite and Mixed Supplies- Composition Levy- Time of Supply of Goods and Services-Value of Taxable Supply- . Input Tax Credit- Eligibility and Conditions for taking Input Credit- Registration procedure under GST - Filing of Returns.	18
<b>Unit V</b>	<b>Levy and Collection under the Integrated Goods and Service Tax Act 2017</b> Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services, Output Tax. Levy and Collection of Tax-Determination of Nature of supply- Inter- State Supply and Intra-State Supply- Place of Supply of Goods or Services-Zero-Rated Supply.	18
	<b>Total Contact Hrs</b>	<b>90</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO410**

### Text Books

1. Reddy .Y, Hari Prasad Reddy .T.S (2022) Indirect Taxes. Margham Publications, Chennai.

### Reference books

1. Kamal Garg & Neeraj Kumar Sehrawat. CA (2020), Beginner's guide to Goods & Services Tax, Bharat Law House Pvt. Ltd., New Delhi.
2. Balachandran, V. (2020), Indirect Taxation, Sultan Chand and Sons, New Delhi.
3. Mittal, J.K. (2020), Law Practice and Procedures of Service Tax, Jain Book Agency, New Delhi.
4. Radha Krishnan, R. (2020), Indirect Taxation, Kalyani Publishers, . New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.M.Chithirai Selvan</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO411			<b>Title</b>	<b>Batch:</b>	2023 – 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	02	<b>Tutorial Hrs./Sem.</b>	-	PROGRAMMING LAB IN ACCOUNTING AND INVENTORY MANAGEMENT	<b>Semester:</b>	IV
					<b>Credits:</b>	1

### Course Objective

To create practical knowledge in accounting aspect

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the basic accounting concepts.	*K1
CO2	Get the idea about tally accounting software from the business perspective.	*K2
CO3	Possess required skill and can also be employed as tally data entry operator.	*K3
CO4	Analyze the applications of technology in preparing the final accounts.	*K4
CO5	Evaluate the basic rules and tricks to drill the transaction.	*K5

### Mapping

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

H-High; M-Medium; L-Low

Excises	Content	Hrs
<b>LIST OF PROGRAMMES</b>		
1	Company Creation and Alteration	30
2	Creating and Displaying Ledger.	
3	Voucher Entries, Voucher Alteration and Deletion.	
4	Preparation of Trial Balance.	
5	Inventory Information- Stock Summary	
6	Inventory Information- Godown creation, Alteration and Godown summary	
7	Final Accounts without Adjustments.	
8	Final Accounts with Adjustments.	
9	Ratio Analysis	
10	Bank- Reconciliation Statements.	
11	Cost Center and Cost Categories	
12	Bill wise Statement	
<b>Total Contact hrs./Semester</b>		<b>30</b>

**Pedagogy and Assessment Methods:**

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.
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**22UCO411**

**Text Books**

- Nadhani Asok K (2022), GST Accounting with Tally ERP 9, BPB publications, New Delhi.

**Reference Books**

- Grewal, T.S. (2022), Double Entry Book Keeping – Financial Accounting, Sultan Chand & Sons (P) Ltd., New Delhi.
- Mehrotra.H.C., Agarwal. V.P., (2022), Goods and Services tax Sahitya Bhawan Publications, Agra.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Dr.P.V.Nandhini</b>  <b>Dr.Bagyalakshmi.N</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELFFINANCING)	
<b>Course Code:</b>	23UCO4A1			<b>Title</b>	<b>Batch:</b>	2023-2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>06</b>	<b>Tutorial Hrs./Sem.</b>	-	<b>BUSINESS MATHEMATICS AND STATISTICS</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	5

### Course Objective

To enrich the students' knowledge on Business Mathematics and Statistics.

### 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 concepts of Matrices and theory of Statistics	*K1
CO2	Understand the limits of Algebraic functions and collecting, analyzing, interpreting and presenting results	*K2
CO3	Applying the knowledge in mathematics and appropriate statistical methods.	*K3
CO4	Interpreting the results of Analysis.	*K4
CO5	Evaluate the concepts of simple integration and its application in business.	*K5

### 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	H	M	H	H	H	H	H
<b>CO2</b>	H	H	H	M	H	H	H	M	H	H
<b>CO3</b>	H	H	H	H	M	M	L	H	M	H
<b>CO4</b>	H	H	H	M	H	M	H	H	H	H
<b>CO5</b>	M	H	H	H	H	M	H	M	H	H

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit – I</b>	<b>Mathematics of Finance</b> Simple Interest and Compound Interest - Sinking Fund – Annuity - Depreciation Bills - Discounting - Set Theory – Application to Business Problems – De Morgan’s Law.	18
<b>Unit – II</b>	<b>Differential Calculus</b> Differential Calculus -Differentiation – Meaning -, Rules: Maxima and Minima of Univariate Functions: Application of Maxima and Minima in Business.	18
<b>Unit -III</b>	<b>Business Statistics</b> Definition-Functions- Scope-Limitations-Statistics in Business. Definition of Average, Types of Averages: Arithmetic Mean, Median, and Mode for grouped data.	18
<b>Unit IV</b>	<b>Sample Space</b> Concept of Sample Space - Events- Definition of Probability (Classical, Statistical and Axiomatic) - Addition and Multiplication laws of Probability- Independence- Conditional Probability- Baye’s theorem – Simple Problems.	18
<b>Unit V</b>	<b>Correlation and Regression Analysis</b> Concepts of Bivariate Distributions - Correlation and Regression - Linear Prediction - Rank Correlation Coefficient - Concepts of Partial and Multiple Correlation Coefficients- Simple problems.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

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

**23UCO4A1**

### **Text Book:**

1. Navaneetham. P.A.( 2022) Business Mathematics and Statistics Jai Publishers, ,Trichy.

**Reference Books:**

- 1..Vittal. P.R,( 2018,) Business Mathematics and Statistics, Margham Publications, Chennai.
2. Gupta.S.P (2017) 2<sup>nd</sup> Edition, Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Vittal P.R.( 2018), Business Mathematics and Statistics, Margham Publications, , Chennai.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.V.Meera</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.P.V.Nandhini</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO4A2			<b>Title</b>	<b>Batch:</b>	2023– 2026
				<b>ELEMENTS OF OPERATION RESEARCH</b>	<b>Semester:</b>	IV
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	5

### Course Objective

To facilitate the understanding of the concept of operations research and various technique of solving problems

### Course Outcomes

On the successful completion of the course, student will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts and describe mathematical relations and functions	*K1
CO2	Understand the concepts of Linear Programming Techniques to solve the problems	*K2
CO3	Apply the correct method of LPP and optimization techniques to evaluate the problems	*K3
CO4	Analyse and interpret the problems by available techniques	*K4
CO5	Evaluate problems by using Graphical method and optimization techniques	*K5

### Mapping

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

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

<b>Units</b>	<b>Content</b>	<b>Hours</b>
<b>Unit I</b>	<b>Introduction</b> Operations Research- Meaning-Definition - Origin and History- Characteristic Features – Need-Scope –Steps- Techniques- Application- Limitations	18
<b>Unit II</b>	<b>Linear Programming Problem (LPP)</b> Meaning- Requirements- Assumptions- Applications- Formulating LPP – Advantages Limitations Formulating LP Model (Simple Problems Only)	18
<b>Unit III</b>	<b>Methods Of (LPP)</b> Obtaining Optimal Solution for Linear Programming Problem (LPP)- Graphical Method - Problems --Simplex Method for Type of LPP and for Slack Variable Case –Maximization. Function -Minimization Function (Simple Problem Only).	18
<b>Unit IV</b>	<b>Transportation Problems</b> Meaning –(Initial Basic Feasible Solution )Assumptions -Degenerate Solution -North –West Corner Method- Least Cost Method -Vogels Approximation Method -Assignment Problems Features -Transportation Problem Vs Assignment Problem -Hungarian Method (Simple Problems Only)	18
<b>Unit V</b>	<b>Game Theory</b> Meaning- Types of Games- Basic Assumptions- Finding Value of Game for Pure Strategy - Mixed Strategy -Indeterminate Matrix and Average Method -Graphical Method –Pure Strategy- Saddle Point Payoff Matrix Value of Game (Simple Problems Only)	18
<b>Total Contact Hours</b>		<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power point Presentation, Direct Instruction Quiz, Assignments, Group Task
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### **Text Book**

1. Sreenivasa Reddy.M (2019), Operations Research – CENGAGE , New Delhi

**Reference Books:**

1. Agarwal NP and Sonia Agarwal, Operations Research and Quantitative Techniques, RBSA Publishers, New Delhi,(2009)
2. Anand Sharma, Operations Research, Himalayan Publishing House, (2014) Mumbai.
3. Gupta Pk and Gupta SP Quantitative Techniques and Operations Research, Sultan Chand and Sons, (2014) New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name : <b>Dr.P.Bruntha</b>	Name: <b>Mr.K.Srinivasan</b>	Name : <b>Dr.R.Manicka Chezian</b>
<b>Dr.N.Giri</b>	Signature:	Signature:	Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO4S1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	02	<b>Tutorial Hrs./Sem.</b>	-	<b>MUTUAL FUND FOUNDATION</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	2

### Course Objective

To provide basic knowledge about the Growth and Role of Mutual Funds

### Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the Growth of Mutual funds.	*K1
CO2	Understand regulation of Mutual funds.	*K2
CO3	Observe the market imperfection and investment risk.	*K3
CO4	Analyze the UTI schemes.	*K4
CO5	Evaluate the prospects of Mutual Fund Industry.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to Mutual Funds</b> Introduction: The origin, meaning and growth of Mutual funds – Fund Units Vs shares. Types of Mutual fund schemes. The role of Mutual Funds. Organization of the Fund Operation of the Fund.	6
<b>Unit II</b>	<b>Investors Protection and Mutual Fund Regulation</b> Investors Protection and Mutual Fund Regulation: Investors Rights – Facilities available to Investors – Selection of a Fund – Advantages of Mutual Funds.	6
<b>Unit III</b>	<b>Market Imperfection and Investment Risks</b> Market Imperfection and Investment Risks – The need for Regulation – Regulation and Investors Protection in India.	6
<b>Unit IV</b>	<b>Mutual Funds in India</b> Mutual Funds in India – UTI Schemes, SBI Mutual Fund, Other Mutual Funds – Selection of a Fund.	6
<b>Unit V</b>	<b>Mutual Funds Industry in India</b> Mutual Funds Industry in India – Its size and Growth – Types and growth patterns of Mutual Funds – Reasons for slow Growth – Prospects of Mutual Fund Industry.	6
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task
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**23UCO4S1**

### **Text Book:**

1. Sahadevan. K.G. and Thripairaju.M (2020) “Mutual funds, data interpretation and Analysis”  
(Prentice Hall of India)

**Reference Books:**

1. Avadhani. V.K., (2019), Marketing of Financial Services, Himalaya Publishing House, Chennai.
2. Gorden.R and Natarajan,(2016), Emerging scenario of Financial Services, Himalaya Publishing House, Chennai.
3. Fredman and Wiles, (2019) How Mutual Funds work, Prentice Hall of India.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.P.Karthika</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.Ahila.D</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	UAP			<b>Programme Title:</b>	B.A., / B.Sc., / B. Com.,	
<b>Course Code:</b>	23UAP4S1			<b>Title</b>	<b>Batch:</b>	2023-2026
				<b>SEC II: Naan Mudhalvan: Quantitative Aptitude</b>	<b>Semester:</b>	IV
<b>LectureHrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	5		<b>Credits:</b>	2

### Course Objective

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

### Course Outcomes

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

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

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

### Mapping

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

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

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

## Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

## Assessment Methods

Seminar, Quiz, Assignments, Group Task.

## Text Book

S.No	Author	Title of the book	Publishers\Edition	Year of Publication
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & Company Ltd., New Delhi.	2018

## Reference Books

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

## Web References

1. <a href="https://www.javatpoint.com/aptitude/quantitative">https://www.javatpoint.com/aptitude/quantitative</a>
2. <a href="https://www.toppr.com/guides/quantitative-aptitude/">https://www.toppr.com/guides/quantitative-aptitude/</a>
3. <a href="https://www.tutorialspoint.com/quantitative_aptitude/index.htm">https://www.tutorialspoint.com/quantitative_aptitude/index.htm</a>
4. <a href="https://www.sscadda.com/quantitative-aptitude/">https://www.sscadda.com/quantitative-aptitude/</a>
5. <a href="https://prepinsta.com/learn-aptitude/">https://prepinsta.com/learn-aptitude/</a>
6. <a href="https://www.indiabix.com/">https://www.indiabix.com/</a>
7. <a href="https://www.icai.org/post.html?post_id=17790">https://www.icai.org/post.html?post_id=17790</a>
8. <a href="https://tnpsc.news/tnpsc-study-materials">https://tnpsc.news/tnpsc-study-materials</a>
9. <a href="http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html">http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html</a>
10. <a href="https://byjus.com/free-ias-prep/tnpsc-study-material/">https://byjus.com/free-ias-prep/tnpsc-study-material/</a>

Course Designed by	Checked by	Approved by
Name and Signature	Co-ordinator CDC	COE
Name: <b>Mr. K. Srinivasan &amp; Dr. V. Indhumathi</b>  Signature:	Name: <b>Mr. K. Srinivasan</b>  Signature:	Name: <b>Dr. R. Manickachezian</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO4N1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	01	<b>Tutorial Hrs./Sem.</b>	-	<b>CONSUMER AFFAIRS</b>	<b>Semester:</b>	IV
					<b>Credits:</b>	2

### Course Objective

To make the student understand the concept of Consumer Affairs

### 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	Recollect the knowledge of concepts and practices underlying sustainable Consumer Affairs	*K1
CO2	Get the idea of the complexities of Consumer Affairs	*K2
CO3	Execute the knowledge and understanding of relevant concept in relation to Consumer Affairs	*K3
CO4	Survey different ways to solve the consumer Affairs.	*K4
CO5	Evaluate the business firm's interface with consumers and the customer related regularity and business environment.	*K5

### 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>	M	M	M	M	H	H	M	H	H	H
<b>CO2</b>	M	M	H	M	M	M	H	H	M	M
<b>CO3</b>	M	M	M	M	M	M	M	M	M	H
<b>CO4</b>	M	H	L	M	M	H	H	H	H	M
<b>CO5</b>	M	M	M	L	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>	Concept of consumer, Nature of Markets: Liberalization and Globalization of Markets with special reference to Indian Consumer Markets, Consumer buying process, Consumer satisfaction/dissatisfaction – grievances – Complaint, alternative available to dissatisfied Consumer; Complaint handling process: ISO 10000 suite.	3
<b>Unit II</b>	Consumer rights and UN guidelines on consumer protection, Consumer goods, Defect in goods, unfair trade practice. Advisory Bodies: consumer protection councils at the Central, State and District levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission; Their Composition, power and Jurisdiction.	3
<b>Unit III</b>	Way of File a Complaint – Grounds of filing a complaint; Limitation Period; Procedure for filing and hearing of a complaint; Disposal of Cases, Relief/ Remedy available; Temporary injunction, Enforcement of order, Appeal, Frivolous and Vexatious complaints; Offenses and Penalties.	3
<b>Unit IV</b>	Role of Industry regulators in Consumer Protection: Food Product FSSAI, Banking: RBI and Banking Ombudsman and Insurance: IRDA and Insurance Ombudsman.	3
<b>Unit V</b>	Quality and Standardization: Voluntary and Mandatory standards, Role of BIS, Indian Standards Mark (ISI). Ag-mark. Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO4N1**

### **Text Book**

1. Khanna,Sri Ram, Savita Hanspal, Sheetal Kapoor and H.K.Awasthi (2020) Consumer Affairs,Universities press, New Delhi.

## Reference Books

1. Ganesana. G. and Sumathy.M (2019) Globalization and Consumerism: Issues and Challenges,Regal Publications, New Delhi.
2. Tripathi.S.C (2020), Consumer Protection act, Central Law Publications New Delhi.
3. Padma.T &. Rao K.P.C, (2020), The Principles of Consumer Protection Law, Alt Publications, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>M.G.Nithya</b>  <b>Dr.G.Gnanaselvi</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO4N2			<b>Title</b>	<b>Batch:</b>	2023– 2026
				FUNDAMENTALS OF MARKETING	<b>Semester:</b>	IV
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	01	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	2

### Course Objective

To introduce the students to the rudiments of Investment.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the key concept and elements of marketing management.	*K1
CO2	Discuss an idea, how to implement marketing in Real life situation.	*K2
CO3	Deploy the role of marketing in a business context.	*K3
CO4	Analyze the global marketing environment and opportunities.	*K4
CO5	Evaluate product promotion and product life cycle.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Marketing - Meaning– Definition- Evolution — Objectives – Importance –Functions- Types.	3
<b>Unit II</b>	Market Segmentation – Need- Methods of segmenting markets – Marketing Mix – Meaning and Definition Elements.	3
<b>Unit III</b>	Digital Marketing –Definition – Objectives- Advantages and Disadvantages- Digital Market vs Traditional Market	3
<b>Unit IV</b>	Modern Marketing Concepts – Green marketing – Social marketing – Rural marketing – Service marketing– Commodity marketing – Niche marketing – Viral marketing – Ambush marketing –Guerrilla marketing	3
<b>Unit V</b>	Product Promotion – Features – Types- Product Life Cycle – Advertisement–Types.	3
	<b>Total Contact Hrs</b>	<b>15</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO4N2**

### **Text Book**

1.Pillai. R.S.N and Bagavathi (2020). Modern Marketing Principles and Practices, S. Chand & Co Pvt. Ltd, NewDelhi.

### **Reference Books**

1. Philip Kotler (2020), Principles of Marketing, Prentice Hall of India, New Delhi.
- 2.Pingali Venugopal (2019),Marketing Management, SAGE Publication, New Delhi.
- 3.Govindarajan Madabusi,(2018), Marketing management, concepts and challenges, PHI Learning, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>M.G.Nithya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.G.Gnanaselvi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce(AIDED &SELF FINANCING)	
<b>Course Code:</b>	23UCO3VA		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	45	<b>Tutorial Hrs./Sem.</b>	-	<b>Semester:</b>	IV
			CONSUMER PROTECTION, ENVIRONMENT AWARENESS AND INTRODUCTION TO RTI ACT.	<b>Credits:</b>	(3**)

<b>Faculty:</b>	The programme will be conducted by highly experienced Consumer Activists, RTI activists, Lawyers, Professionals, Heads of various international institutions, Academicians from reputed Universities and senior members of Citizens Voice Coimbatore
<b>Qualification:</b>	The programme is open to candidates with a minimum 10+2 qualifications or students pursuing UG / PG courses, to be studied con-currently.
<b>Examination:</b>	Consists of THREE papers, for 50 marks each. Each paper will cover 5 units, including case analysis, mock sessions and talk shows.
<b>Certification:</b>	The programme will be conducted and certified thru' ..... College, Coimbatore affiliated to Bharathiyar University.

**Course Objectives:**

- This Diploma Programs aimed at enhancing the knowledge of participants, by offering them sound theoretical knowledge of consumer laws, as well as exposing them to actual applications of the law before Consumer Forum. The course is structured envisioning the following objectives:
- To build in depth understanding of consumer movement, highlighting the difference of the old and new Consumer Protection Act in India.
- To impart skills and methodology in dealing with the new age challenges such as e-commerce.
- The course will give an insight to RTI Act (2005) and make them aware of procedure of filing an effective RTI application.
- To appraise about the role of Market Regulator (CCI) in supplementing and complementing the Consumer law regime in protecting consumer interests. (FSSAI, TRAI, SEBI,IRDA etc)
- To spread awareness about Environmental issues and implement methods to reduce Carbon foot print and Global Warming, at the community level.

**Program Details – 3 Papers:**

**Paper 1 : AWARENESS ON CONSUMER PROTECTION ACT (5 units)**

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Conceptual Framework</b> Consumer & Markets - Concept of Consumer, based on the nature of markets: Liberalization and market globalization with specific reference to Indian Consumer Markets, E Commerce. Concept of pricing in Retail and Wholesale, with insight into MRP, Fair Price, GST, Labeling & Packaging with the prevailing laws. The process of buying and voicing concerns as needed – Consumer Satisfaction / Dissatisfaction, raising Grievances, Complaints, After Sales service, alternatives available to Dissatisfied Consumers and Complaint Handling process.	
<b>II</b>	<b>The Consumer Protection Law in India</b> Objectives & Basic Concepts: Consumer rights and UN Guidelines on consumer protection, with relevance to the Indian Market scenario, covering defects in goods, spurious goods & services, deficiency in service, unfair trade practice, restrictive trade practice etc. In sight into Consumer Protection Council at the Central, State and District levels, including their respective adjudicatory bodies.	
<b>III</b>	<b>Grievance Redressal Mechanism under the Indian Consumer Protection Law:</b> Who can file a complaint? Grounds of filing a complaint, Limitation period, Procedure for filing and hearing of a complaint, Disposal of cases, Enforcement of order and the right to Appeal. Dealing with frivolous and vexatious complaints, offences & penalties. Review few leading cases under the CPA, as delivered by the National Commission.	
<b>IV</b>	<b>Role of Industry Regulators in Consumer Protection:</b> <ul style="list-style-type: none"><li>• Banking: RBI and Banking Ombudsman</li><li>• Insurance: IRDA and Insurance Ombudsman</li><li>• Telecommunication: TRAI</li><li>• Food Products: FSSAI</li><li>• Electric Supply: Electricity Regulatory Commission</li><li>• Real Estate: RERA</li></ul>	
<b>V</b>	<b><u>Contemporary Issues in Consumer Affairs and case studies</u></b> <ul style="list-style-type: none"><li>• The role of Consumer Forums / Organizations in Consumer Protection Act.</li><li>• National Consumer Helpline</li><li>• Sustainable consumption and Energy Ratings</li><li>• The role of various Quality Standardization agencies – ISI, Ag Mark, ISO etc.</li><li>• Conduct mock court sessions to give students a practical purview.</li></ul>	
	<b>Total Contact Hrs</b>	<b>15 HRS</b>

**Paper 2: AWARENESS TO RTI ACT. (5 units)**

Units	Content	Hrs
I	<p><b>Introduction to RTI act (150 minutes)</b></p> <ul style="list-style-type: none"> <li>• Basic objective of RTI Act: It empowers citizens the right to seek and obtain information from Govt. authorities &amp; Public institutions to promote transparency and accountability of concerned officials.</li> <li>• What is ‘information’ under RTI Act 2005: Information is any material in any form – it includes records, documents, memos, emails, opinions, advice, press releases, circulars, orders, log- books, contracts, reports, models held in any electronic format or in physical hard copy.</li> <li>• Salient features of RTI including details of deterrent punishments, on non-compliance: It will deal with the multiple facets of obtaining information from the concerned authorities.</li> <li>• Public Authority and Exempted information, to RTI. To review which of the information are considered ‘classified’ and exempt from being shared with anyone.</li> <li>• Role of NGOs and activists in RTI (2005): Although it is a thin line between the two, it will help the common man to understand the mechanism within the Govt. and bring to light any irregularities, noticed in the execution or implementation of any specific project.</li> </ul>	
II	<p><b>Procedure to obtain Information under RTI Act (180 minutes)</b></p> <ul style="list-style-type: none"> <li>• Steps involved in accessing information under RTI Act: To inform as to how an applicant can make a request in the web portal of RTI to the concerned Ministry / Dept. specifying particulars of the information sought from the PIO (Public Information Officer)</li> <li>• Drafting of an RTI application and follow up system: How to effectively file an RTI application (mock) addressed to CPIO and understand the follow up system.</li> <li>• Knowledge about second appeal and subsequent complaint to the Central information Commission, if required. To understand the role of Public Information Officer, Assistant Public Information Officer, and Appellate Authorities.</li> </ul>	
III	<p><b>Role of Central Information Commission and State Information Commission:</b></p> <ul style="list-style-type: none"> <li>• To understand the working of both Commissions and its constituent members.</li> <li>• Appointment of officials to both commissions and the importance of their individual roles.</li> <li>• How the State and Central are different from each other in their roles.</li> </ul>	
IV	<p><b>Salient features of RTI related to good governance:</b></p> <ul style="list-style-type: none"> <li>• Covers all sections of how RTI can improve the governance in the community.</li> <li>• Understand the limitations of RTI act. which can impact the society, in its betterment.</li> <li>• Study the key areas where RTI activists along with Consumer Forums can make a big difference to the society.</li> </ul>	
V	<p><b>Misuse and Challenges faced by RTI (2005) in India:</b></p> <ul style="list-style-type: none"> <li>• To study how RTI activist can possibly misuse information received from the PIO to their personal advantage.</li> <li>• Implementation challenges faced by RTI authorities, which is undermining the objectives of this Act., due to few systematic failures at various levels in the Authority.</li> <li>• Dilution of supplementary laws like the whistleblower’s protection act.</li> </ul>	
	<b>Total Contact Hrs</b>	<b>15 Hrs</b>



**Paper 3: ENVIRONMENT & ITS IMPACT ON CLIMATE CONTROL: (5 units)**

Units	Content	Hrs
I	<p><b>Basic Awareness to Environmental Control:</b></p> <ul style="list-style-type: none"> <li>• Understanding the need for a clean environment and the importance of improving greenery.</li> <li>• Various factors that have contributed to Environmental Science as a ‘multidisciplinary’ subject.</li> <li>• The importance of maintaining the ecological balance and other significant factors affecting its balance.</li> <li>• Soil erosion and the need to Save Soil.</li> <li>• Green House gases and its effect on global warming.</li> <li>• Ozone layer depletion and the effect of CFC on environment.</li> </ul>	
II	<p><b>Solid Waste Management Techniques:</b></p> <p>Sustainable solid waste management in India – the practices and challenges being faced.</p> <p>Types of Municipal Solid Waste &amp; the need for segregation at source.</p> <p>Major categories of solid waste generated – biodegradable, non-biodegradable, recyclable.</p> <p>Handling of Medical and Hazardous waste material – its impact on society, if not taken care.</p> <p>The 3 ‘R’s of Waste Management.</p> <p>Concept of Waste to Wealth and Waste to Energy – the sustainable alternative to landfills.</p> <p>Swach Bharat Mission – its objectives and challenges ahead.</p>	
III	<p><b>Liquid Waste Management</b></p> <ul style="list-style-type: none"> <li>• The different types of Liquid Waste being generated in India – insight into handling of domestic sewage water, Industrial liquid waste, Commercial water and Storm water drainage.</li> <li>• Exploring alternative and advanced methods for cleaning of sewer lines – super sucker machines etc, to avoid people dying from inhaling toxic gases.</li> <li>• Water treatment processes currently adapted in housing communities – STP and RO etc.</li> <li>• Insight into the disadvantages of using RO water and the need to spread awareness not to consume RO water.</li> <li>• Storm water drainage – challenges being faced by Urban Local Bodies and the need to adapt latest technology for its maintenance.</li> <li>• Conservation of water and its direct impact on nature and environment.</li> </ul>	
IV	<p><b>The Environmental Laws:</b></p> <ul style="list-style-type: none"> <li>• Role of NGT in environment control and its structure.</li> <li>• Role of State and Central Pollution Control Board and its interface with NGT.</li> <li>• The salient features of the environmental laws (2016) related to ‘waste management’ applicable to Housing Societies, local communities, and gated communities.</li> <li>• The International scenario – the highlights of the COP 26 – 2021 UN Climate Change Conference.</li> <li>• India’s ambitious plan for NET ZERO by 2070 – highlights, its implications, and challenges ahead.</li> </ul>	
V	<p><b>Project work on Waste Management:</b></p> <ul style="list-style-type: none"> <li>• To form teams amongst students / participants and submit a proposal in brief about how we could improve our Waste Management schemes.</li> <li>• To have debates / talk shows/ mock courts amongst students to build up their awareness on Global Warming.</li> </ul>	
	<b>Total Contact Hrs</b>	<b>15 Hrs</b>

**Career opportunities in doing this course:**

It is believed that the requirement for such candidates is rapidly increasing in a developing country like ours, with emphasizes being given to the e-commerce sector. The need of the hour is to reduce global warming and effectively control waste generation and its disposal. This specialization of consumer law& environmental sciences is in demand in the private sector, as well as in all other fields. Students who successfully complete this course, have a large variety of opportunities in all Municipal corporations, legal fraternity, counseling in marketing firms, and legal executives in public limited companies, lecturers in educational institutions, or in NGO groups etc.

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED & SELF FINANCING)	
<b>Course Code:</b>	23UCO4VA			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	New Product Development	<b>Semester:</b>	IV
					<b>Credits:</b>	2**

### Course Objective

Learn the conceptual understanding about New Product Development

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Customer Needs and need of market Research.	*K1
CO2	Design the New product Model and Managing Product development process	*K2
CO3	Skillfully understand and apply the concept of design thinking for new products	*K3
CO4	Apply the knowledge and design the new Product.	*K4 &*K5

### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
<b>Unit I</b>	<b>Understanding Customer Needs</b> Identifying New Product Opportunities - Market Research for New Product Development	10
<b>Unit II</b>	<b>Managing and Organizing Product Development</b> Introduction - Business Models for New Products - Managing Product Development. Product Architecture, Design for manufacturing and Prototyping - Organizing for Product Development - Developing Services and Product Service Systems.	10
<b>Unit III</b>	<b>New Product Strategies and Design Thinking</b> Building Markets and Creating Demand for New Products - Intellectual Property Issues in Product Development - New Product Business Plans- Strategy Consulting for New Products. Designing Products for Emerging Markets - Design Thinking for New Products.	10
<b>Total Contact Hrs</b>		<b>30</b>

### Pedagogy and Assessment Methods

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

#### Text books:

- 1.Marc Annacchino 2003 New Product Development: From Initial Idea to Product Management, Elsevier Publications.

#### Reference books:

1. Chunawalla, S.A. (2009). Product Management. Mumbai: Himalaya Publication.
2. Philip Kotler (2020), Principles of Marketing, Prentice Hall of India, NewDelhi.
3. Pingali Venugopal (2019),Marketing Management, SAGE Publication, New Delhi

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.G.Nithya</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (Aided & Self-Financing)	
<b>Course Code:</b>	23UCO512			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	8	COST ACCOUNTING	<b>Semester:</b>	V
					<b>Credits:</b>	5

### Course Objective

To enlighten the student's on the importance of cost ascertainment, reduction and control.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the costing system, cost management system and the concept of labour and overhead cost.	*K1
CO2	Identify skills in preparing cost sheet	* K2
CO3	Gain the lifelong learning of cost concepts and apply in the business environment.	*K3
CO4	Analyze the elements of cost involved in various processes.	*K4
CO5	Evaluate problems in the allocations and apportionment of overheads.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Cost Concepts</b> Cost Accounting – Definition – Meaning and Scope – Objectives and Functions- Relationship of Cost Accounting with Financial Accounting and Management Accounting- Costing as an Aid to Management – Limitations and Objections against Cost Accounting – Cost sheet – Tender and Quotation - Cost control -Cost Reduction – Cost Control Vs Cost Reduction.	18
<b>Unit II</b>	<b>Material Control</b> Materials – Levels of Inventory – EOQ – Methods of Valuing Material Issues –FIFO – LIFO – Base Stock – Standard Price – Simple Average – Weighted Average Methods – Perpetual Inventory – ABC – VED Analysis – Control Over Wastages, Scrap and Spoilage- Activity based cost.	18
<b>Unit III</b>	<b>Labour and Overheads</b> Labour – Systems of Wage Payment – Time Rate – Piece rate – Taylor, Merrick, Piece Rate System – Incentive Schemes-Halsey – Rowan – Idle Time – Labour Turnover. Overheads – Classification–Allocation Apportionment and Absorption of Overheads – Methods of Absorption of Overheads.	18
<b>Unit IV</b>	<b>Process Costing</b> Process Costing –Special Features– Comparison between Job Costing and Process Costing – Process Losses – Normal Loss-Abnormal Loss –Abnormal Gain.	18
<b>Unit V</b>	<b>Unit, Job, Batch and Transport Costing</b> Unit Costing – Job Costing and Batch Costing-Comparison between Job costing and unit cost –Transport Costing – Special Features. (Simple Practical Problems)	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks: 20% Theory and 80%Problems**

**23UCO512**

## Text Book

1. Jain. S.P and Narang. K.L. , Cost Accounting (2020), KalyanPublishers,New Delhi.

## Reference Books

1. Reddy, T.S, and Hari Prasad Reddy. V. (2020), Cost Accounting, Margham Publications, Chennai.
2. Khan. M.Y and Jain. P.K, (2019), Cost Accounting and Financial Management, 4<sup>rd</sup> Edition, Tata MC Graw Hill Education Private Ltd, New Delhi.
3. Gupta. K.L., Agarwal. M.L., (2021) Cost Accounting, Sahitya Bhawan Publications, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.N.Bagyalakshmi</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.P.V.Nandhini</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO513			<b>Title</b>	<b>Batch:</b>	2023– 2026
				AUDITING PRINCIPLES AND PRACTICE	<b>Semester:</b>	V
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	05	<b>Tutorial Hrs./Sem.</b>	-		<b>Credits:</b>	3

### Course Objective

To expose the students to the principles and practice of auditing.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall current auditing concepts, standards and acceptable practices.	*K1
CO2	Understand preventative internal control measures.	*K2
CO3	Illustrate the audit process from planning of audit to completion of audit.	*K3
CO4	Apply audit through computer assisted audit techniques.	*K4
CO5	Appraise the skill for preparation of an audit report.	*K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	H	H	H	H	H	H	M	M	H	H
<b>CO2</b>	H	H	M	H	M	H	H	H	H	H
<b>CO3</b>	H	H	H	H	H	H	M	H	H	M
<b>CO4</b>	H	H	H	H	H	M	H	H	H	H
<b>CO5</b>	H	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>	<b>Introduction to Auditing</b> Auditing – Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor-Difference between Auditing and Investigation.	15
<b>Unit II</b>	<b>Internal Check and Internal Audit</b> Internal Control – Internal Check and Internal Audit – Audit Programme - Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transaction – The Audit of Impersonal Ledger.	15
<b>Unit III</b>	<b>Verification and Valuation</b> Verification and Valuation of Assets and Liabilities – Auditor’s Position Regarding the Valuation and Verification of Assets and Liabilities – Depreciation – Reserves and Provisions –Contingent Liabilities.	15
<b>Unit IV</b>	<b>Audit of Joint Stock Companies</b> Appointment of Company Auditor - Qualification –Dis-qualifications – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report– Contents and Types.	15
<b>Unit V</b>	<b>Audit of Computerized Accounts</b> Computer Assisted Audit Technique - Need - Capabilities - Precautions - Step by Step Methodology - Analytical Review Procedures –Audit Testing- E-Auditing – Features – Merits and Demerits.	15
	<b>Total Contact Hrs</b>	<b>75</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO513**

## **Text Book**

1. Tandon. B.N, Sudharsana and S, Sundharabahu.S. (2020), A Hand Book of Practical Auditing, S. Chand & Co Ltd, New Delhi.

## Reference Books

1. De Paula.F.R.M.(2021), Auditing. London: The English Language Society and Sir Issac Pitman and Sons .Ltd, New Delhi.
2. Pradeep Kumar. (2019), Auditing Principles and Practices, Kalyani Publication, New Delhi.
3. Sharma,(2019), Auditing, Sahitya Bhawan Publications, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.Ahila.D</b>  <b>Ms.P.Anitha</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO5E1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	FINANCIAL SERVICES	<b>Semester:</b>	V
					<b>Credits:</b>	5

### Course Objective

To facilitate the students to acquire an in-depth knowledge in financial services.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the various financial products, services, and strategies offered by various institutions.	*K1
CO2	Understand how the functions of stock exchanges and SEBI.	*K2
CO3	Apply the knowledge of Venture capital scenario.	*K3
CO4	Analyze the structure of Mutual Funds.	*K4
CO5	Evaluate the importance of credit rating agencies and its functions.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction</b> Financial Services-Meaning – Scope – Fund - Based and Non - Fund Based Activities – Innovative Financial Products & Services- Challenges Faced by Indian Financial Services Industry – Merchant Banking – Functions–Leasing – Meaning – Features – Merits and Demerits.	18
<b>Unit II</b>	<b>Mutual Funds</b> Mutual Funds – Origin and Growth of Mutual Funds – Organization of the Fund – Types – Importance of Mutual Funds – Selection of a Fund – Mutual Funds in India – Recent Trends.	18
<b>Unit III</b>	<b>Venture Capital</b> Venture Capital – Origin and Growth – Features – Modes of Financing – Stages of Financing – Factors of Decision – Importance of Venture Capital –Mode of Exit - Problems Faced by Venture Capital – Venture Capital Scenario in India - Angel Funding.	18
<b>Unit IV</b>	<b>Factoring</b> Factoring- Meaning- Types of factoring – Benefits - Factoring Vs Discounting - Forfeiting-Benefits of forfeiting – Factoring Vs Forfeiting. Derivatives – Meaning -Kinds of Financial Derivatives -Forwards, Futures, Options and Swaps – Features- types – Benefits.	18
<b>Unit V</b>	<b>Credit Rating</b> Credit Rating – Origin and Growth – Need for Rating – Features – Merits & Demerits – Methodology of Rating – Functions – Credit Rating Agencies in India.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

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

**23UCO5E1**

1. Gordon E. and Natarajan.K (2023), Financial services, Himalaya Publishing House, New Delhi.

## Reference Books

1. Khan.M.Y.(2019) “Financial Services”,5th Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Santhanam. B. (2016), Financial Services, McGraw Hill Publishing Company Limited, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Shanmuagapriya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO5E2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	MODERN MARKETING	<b>Semester:</b>	V
					<b>Credits:</b>	5

### Course Objective

To endow students with the knowledge of New Marketing ideas.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the key concept and elements of marketing management.	*K1
CO2	Discuss an idea, how to implement marketing in Real life situation.	*K2
CO3	Deploy the role of marketing in a business context.	*K3
CO4	Analyze the global marketing environment and opportunities.	*K4
CO5	Evaluating an insight on the various marketing channels along with modern technology.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Marketing</b> Market – Marketing – Definition – Evolution – Classification – Objectives – Selling Vs Marketing – Modern Marketing Concept – Role of Marketing in Economic Development – Functions of Marketing – Standardization – Grading – Packaging – ISO Series and AGMARK–ISI.	18
<b>Unit II</b>	<b>Product and Price</b> Product – Features – Classification – New Product Planning and Development – Product. Life Cycle – Pricing: Definition – Objectives – Factors affecting Price Determination – Methods of Setting Price - Kinds of Pricing – Methods of Pricing.	18
<b>Unit III</b>	<b>Physical Distribution</b> Logistics- – Channel of Distribution – Wholesaler and Retailer: Sales Promotion –Need-Types – Sales Promotion Mix – Advertising – Publicity –Personal Selling.	18
<b>Unit IV</b>	<b>Buyer’s Behavior</b> Need- types of consumer behavior- Buying Motives – types of Buying Motives – consumer buying decision process- factors influencing buyer Behavior- Market Segmentation – Need-methods of segmenting markets- Brand- Advantages and Disadvantages - Kinds of brands.	18
<b>Unit V</b>	<b>Recent Trends in Marketing</b> Strategic Marketing- key drivers – Green Marketing – Online Marketing –Tele Marketing – Rural Marketing- Public Relations Marketing-Blue Ocean Strategy – Relationship Marketing- Frugal and Grass Root Marketing - Experiential Marketing. Social Media Marketing	18
<b>Total Contact Hrs</b>		<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO5E2**

### **Text Book**

1. Pillai. R.S.N and Bagavathi (2020). Modern Marketing Principles and Practices, S. Chand & Co Pvt. Ltd., New Delhi.

## Reference Books

1. Philip Kotler (2020), Principles of Marketing, Prentice Hall of India, New Delhi.
2. Pingali Venugopal (2019), Marketing Management, SAGE Publication, New Delhi.
3. Govindarajan.M (2018), Modern Marketing Management, Narosa Publishing House, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Shanmuagapriya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.S.Kaleeswari</b>	Signature:	Signature:	Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO514			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem</b>	-	E-COMMERCE AND INFORMATION SECURITY	<b>Semester:</b>	V
					<b>Credits:</b>	3

### Course Objective

To enable the students to acquire knowledge on electronic commerce.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the foundations and importance of E-Commerce.	*K1
CO2	Understand the E-Commerce platforms.	*K2
CO3	Put ideas about Electronic Payment System.	*K3
CO4	Analyse the legal issues and privacy in E-Commerce.	*K4
CO5	Assess the E-Commerce Security.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to E-Commerce</b> Meaning – Origin – Features – Objectives - Types of E-Commerce – B2B – B2C – C2B – C2C –B2E - G2B - Advantages and Disadvantages - Business Models of E- Commerce.	18
<b>Unit II</b>	<b>Electronic Commerce</b> Mobile Commerce – Meaning – Advantages of Mobile Commerce - Electronic Data Interchange - Definition-Evolution of EDI – Objectives – Advantages - Bottlenecks of EDI-Components of EDI.	18
<b>Unit III</b>	<b>Electronic Payment System</b> Introduction- Token based E-payment- Credit cards – Debit Cards– Charge Cards- Smart Cards - Mobile payment- Electronic Funds Transfer (EFT) - E-cash and E-Cheque – E-Wallets – Micro Payment – Peer to Peer Payments.	18
<b>Unit IV</b>	<b>Components of Communications System</b> Transmission Media- Protocol Definition – Introduction To TCP/ IP- Wireless Network – Basics Of Internet – Types Of Attack: Spoofing – Phishing – Impersonation, Dumpster Diving- Information Security Goals – Information Security Threats And Vulnerability: Spoofing Identity, Pampering With Data, Repudiation, Information Disclosure, Denial ofService, Elevation of Privilege.	18
<b>Unit V</b>	<b>Authentication</b> 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 Forensic- Steganography.	18
<b>Total Contact Hrs</b>		<b>90</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO514**

## Text Book

1. Srinivasa Vallaban, (2020) E-Commerce, Vijay Nicole Imprints Pvt Ltd, Chennai.

## Reference Books

1. Ravi Kalakota and Andrew .B Whiston (2019), Frontier of Electronic Commerce, Dorling Kindersley(India)Pvt Ltd, New Delhi.
2. Bharat Bhasker,(2019), Electronic Commerce, Tata McGraw Hill Publishing Co.Ltd., New Delhi.
3. Joseph P.T. (2020), E-Commerce, PHILearning, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.M.ChithiraiSelvan</b>  <b>Dr.Ahila.D</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO515		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>		<b>Tutorial Hrs./Sem.</b>	-	<b>INTERNSHIP</b>	<b>Semester:</b> V
				<b>Credits:</b>	2

### Course Objective

To gain the practical knowledge in the working environment.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect and integrate classroom theory with workplace practice	*K1
CO2	Understand the administrative functions and company culture	*K2
CO3	Apply the academic and career goals	*K3
CO4	Analyse the work done in industrial training and describing the experience.	*K4
CO5	Evaluate specialized field knowledge and integrate work place knowledge.	*K5

### Mapping

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

H- High; M-Medium; L-Low

Institutional Training is a part of B.Com Curriculum. Students undergo training for a period of 4 weeks before the commencement of V semester. The knowledge acquired through training is put to test at the end of Fifth Semester by conducting Viva-voce examination. Internal and External examiners evaluate the student's performance and award the viva- voce marks.

**Distribution of Marks:**

CIA: 20 Marks and CEE: 30 Marks

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.Bruntha</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO5S1			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	BUSINESS COMMUNICATION	<b>Semester:</b>	V
					<b>Credits:</b>	3

### COURSE OBJECTIVE

To develop the skill of writing business letters.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concept and business communication models.	*K1
CO2	To understand the role of communication as an avenue for business.	*K2
CO3	To deploy students understand how to write business correspondence and improve written communication.	*K3
CO4	To interpret the ability to communicate effectively.	*K4
CO5	Assessing the Public Relation Correspondence. M	*K5

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### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Business Communication</b> Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods - Business Letters: Need – Functions – Kinds – Essentials of Effective Business Letters – Layout of a Business Letter.	18
<b>Unit II</b>	<b>Enquiries Order and Execution</b> Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments - Claims and Settlement.	18
<b>Unit III</b>	<b>Collection Letters</b> Collection Letters: Meaning – Collection Series – Importance of Collection Letter – Debtors’ Explanation Letter – Reply to Debtors’ Explanations.	18
<b>Unit IV</b>	<b>Secretarial Correspondence</b> Correspondence with director - Correspondence with shareholders - Correspondence with others. Preparation of Agenda and Minutes.	18
<b>Unit V</b>	<b>Public Relation Correspondence</b> Press release and notice - press conference - Exhibition - Launches - Brochures - Magazines – advertising - classified advertising. Job Application Letters – Form and Content of an Application Letter – Resume / Bio-Data/CV- Interview Letter, Appointment Letter - Promotion - Retrenchment – Resignation.	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Method**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO5S1**

### **Text Book**

1. Rajendra pal and Korlahalli. J.S.(2020), Essential of Business Communication, SultanChand and Sons, New Delhi.

## Reference Books

1. Ramesh, MS, and C.C. Pattanshetti,(2020) , Business Communication, S.Chand & Co,New Delhi.
- 2.Raghunathan N.S and Santhanam.B (2019), Business Communication, Margham Publication, Chennai.
- 3.Asha Kaul (2020), Effective Business Communication, Asoke K.Ghose,  
PHI Learning Pvt Ltd. New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.V.Ruba</b>	Signature:	Signature:	Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO5S2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	EXPORT TRADE PROCEDURES	<b>Semester:</b>	V
					<b>Credits:</b>	3

### Course Objective

To provide the students with a basic knowledge on export registration policies.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the International Commercial Terms	*K1
CO2	Understand the various schemes and documentation procedure in export	*K2
CO3	Identify the major export documents required by banks, governments and transport Media	*K3
CO4	Analyze payment options, including letter of credit, claim for export.	*K4
CO5	Evaluate the current business phenomenon in Export trade	*K5

### Mapping

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

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Foreign Trade Policy</b> Foreign trade policy 2014-2019 – Export licensing procedures and formalities - Deemed Exports – benefits – Categories and Role of Export credit guarantee Corporation (ECGC) – Export promotion councils - Commodity Boards – Export Promotion Schemes.	18
<b>Unit II</b>	<b>Export Zones</b> EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – Conditions – Fiscal Incentives for developer of SEZ’s – New status Holder Categorization – One to five star Export Houses – Free trade and Warehousing Zones.	18
<b>Unit III</b>	<b>Export Registration Procedure</b> Pre-requisites: PAN Number, IEC Number, Application and Related documents for IEC, Role of DGFT, RCMC, other related procedures of registration - Different Registers, Significance of Documentation and Related procedures - Export Management.	18
<b>Unit IV</b>	<b>Export Packaging</b> Introduction - Inspection of Export consignment - Export by Post, Road, Air and Sea - Claiming for Export benefits and Duty drawbacks - Export Realization, Procedure and Related document- Export of services- Trends in India’s Export.	18
<b>Unit V</b>	<b>Export Documentation</b> Export Documentation – Frame work-standardized pre- shipment Export documents- Types of export documents- All Important documents in export trade. Recent Trends of India’s Foreign Trade: India’s Foreign Trade- Direction and Composition of India’s Trade, Trade Environment – Make in India Concept.	18
	<b>Total Contact Hrs</b>	<b>90</b>

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

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO5S2**

### **Text Book:**

1. Thomas E.Johnson & Donna L.Bade, (2020) “Export-Import Procedures and Documentation”, Himalaya Publishing House, New Delhi.

### **Reference Books:**

1. Balagopal T.A.S, (2019) “Export Management” Himalaya Publishing House, New Delhi.
2. Mahajan, M. L, (2018) “A guide on Export Policy procedure and Documentation”, Rbsa Publishers, Jaipur.
3. Virendra, K.Pamecha C.A., (2019) “A guide to International Trade and Export Management”, Jain Publishers, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.V.Ruba</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO5AL		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>		<b>Tutorial Hrs./Sem.</b>	-	<b>Advanced Learner Course - I - (Optional) Self Study: INTRODUCTION TO FOREIGN TRADE</b>	<b>Semester:</b> V
				<b>Credits:</b>	(2*) Extra credits

### Course Objective

To give the basic conceptual knowledge on foreign trade

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the concept on Foreign trade	*K1
CO2	Understand the process of globalization, its impact on the evolution and growth of international business	*K2
CO3	Familiarize students with the international financial environment	*K3
CO4	Analyze the theoretical dimensions of international trade	*K4
CO5	Appraise an entrepreneurship skill into an international market levels	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>
<b>Unit I</b>	<b>Export and Import</b> Foreign trade Meaning-Need-Importance and nature of trade- Difference between domestic and foreign trade-Merits and Demerits of foreign trade in India's Economic development.
<b>Unit II</b>	<b>BOT and BOP</b> Terms of trade and gains from trade-Balance of trade and Balance of Payment - Tariffs- Free trade VS Protection-GATT-WTO.
<b>Unit III</b>	<b>EXIM Policy</b> Export-Import Policy-Features-Objectives of export-import policy.
<b>Unit IV</b>	<b>Foreign Trade Organization</b> India's Foreign trade organization set up-Ministry of Commerce-Autonomous bodies- PSU's advisory bodies.
<b>Unit V</b>	<b>EXIM Bank</b> Export Import finance- Source of finance- Pre-Shipment Finance-Post shipmentfinance-Role of commercial banks-Role of EXIM bank -ECGC.

**23UCO5AL**

### **Text Book**

1. Fransis Cherunilam (2023) "International Business Environment" Himalaya Publishing House, New Delhi.

### **Reference Books**

1. Yadagiri M., Rana Pratap. V, (2019) "Foreign Trade" Kalyani Publishers, New Delhi.
2. Neeta Vayadande,(2020)"Foreign Trade of India" Sahitya Bhawan Publications, Chennai.
3. Pawan Kumar, (2018) "International Trade" Gvph Publishers, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.V.Ruba</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (Aided & Self –Financing)	
<b>Course Code:</b>	23UCO616			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	8	MANAGEMENT ACCOUNTING	<b>Semester:</b>	VI
					<b>Credits:</b>	4

### Course Objective

To enlighten the students on the different concepts of management accounting.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the concepts and importance of management accounting in decision making.	*K1
CO2	Understand and analyze financial statement to help managerial decision making.	*K2
CO3	Prepare statements like cash flow, funds flow, budgets so as to assist the Management to take meaningful and correct decision.	*K3
CO4	Learn the various tools and techniques in budgetary control and working capital Requirements.	*K4
CO5	Summarize the Knowledge in the practical applications of Marginal costing Techniques.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Basis of Management Accounting</b> Management Accounting – Meaning – Definition – Characteristics - Objectives - Scope – Functions -Advantages and Limitations – Relationship of Management Accounting with Financial Accounting – Relationship between Management Accounting and Cost Accounting.	18
<b>Unit II</b>	<b>Ratio analysis</b> Ratio Analysis – Meaning – Use and significance – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements.	18
<b>Unit III</b>	<b>Funds Flow and Cash Flow Statement</b> Meaning and Definition of Fund Flow Statement – Uses and Limitations of Fund Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement – Procedure for preparation of Fund Flow Statement. Cash Flow Analysis – Meaning- Classification of Cash Flows – Cash Flows from Operating activities – Cash Flow from Investing activities – Cash flow from Financing activities – Procedure for preparing cash flow statement.	18
<b>Unit IV</b>	<b>Budgetary Control</b> Budgetary Control – Flexible Budget – Sales Budget – Cash Budget – Production Budget– Purchase Budget. Working Capital – Sources of Working Capital – Estimation of Working Capital Requirements.	18
<b>Unit V</b>	<b>Marginal Costing Techniques</b> Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only)	18
	<b>Total Contact Hrs</b>	<b>90</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks:** 20% Theory and 80% Problems.

**23UCO616**

## Text Book

1. Shashi K. Gupta and R.K,Sharma Neeti Gupta (2020) “Management Accounting”, Kalyani Publishers, New Delhi.

## Reference Books

1. Jain.S.P and Narang. K L (2020), Cost and Management Accounting, Kalyani Publishers, New Delhi.
2. Maheswari.S.N. (2019), Management Accounting”, Sultan Chand & Sons, New Delhi.
3. Arora, M.N, (2019), Cost and Management Accounting, Himalaya Publishing House, Bangalore.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.R.Manikandan</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6E3			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	FINANCIAL MANAGEMENT	<b>Semester:</b>	VI
					<b>Credits:</b>	5

### Course Objective

To enlighten the students on the concepts of Financial Management

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the concepts and tools of finance.	*K1
CO2	Understand the importance of working capital and capital budgeting techniques.	*K2
CO3	Apply techniques to project financial statements for forecasting long-term financial needs.	*K3
CO4	Analyse dividend decision policies in business environment.	*K4
CO5	Evaluate capital investment decisions and financial policies to business valuation.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Nature of Financial Management</b> Scope and functions of Finance-Role of Financial Manager-Goals of Financial Management -Profit Maximization and wealth Maximization - Functions of Controller and Treasurers in the Indian context.	18
<b>Unit II</b>	<b>Cost of Capital</b> Cost of capital -Significance of the Cost of capital – Concept of Cost of capital -Determining Component Cost of Capital - Weighted Average Cost of Capital -Rationale of after tax Weighted Average Cost of Capital -Marginal Cost of Capital.	18
<b>Unit III</b>	<b>Capital Structure Theories</b> Capital Structure decisions – Capital structure patterns, designing optimum capital structure, Constraints, Various capital structure theories -Net Income Approach, Net operating Income Approach - Factors determining Capital Structure Theories.	18
<b>Unit IV</b>	<b>Working Capital Management</b> Concept of Working Capital- Need for working capital -Determinants of Working Capital- Working capital Cycle - Management of Accounts Receivable, Inventory and Cash- Financing of Working Capital.	18
<b>Unit V</b>	<b>Dividend Theories</b> Dividend Decision – Issues in Dividend Policy- Importance -Relevance and Irrelevance Theories – Walter’s Model – Gordon’s Model and MM Models – Factors Determining Dividend Policy – Types of Dividend Policies – Forms of Dividend.	18
	<b>Total Contact Hrs</b>	<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO6E3**

**Distribution of Marks:** 60% Theory and 40% Problems

## **Text Book**

1. Prasanna Chandra (2021), Financial Management, 10th Edition, TMH, New Delhi.

## Reference Books

1. M.Y.Khan&P.K.Jain, (2018) Financial Management, 08<sup>th</sup> Edition, TMH, New Delhi.
2. Sharma and Guptha, (2017) Financial Management, 08<sup>th</sup> Edition, Kalyani Publishers, New Delhi.
3. I.M.Pandey, (2018) Financial Management, 11<sup>th</sup> Edition, Vikas Publishing House Pvt.,Ltd, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.P.Karthika</b>  <b>Dr.N.Bagyalakshmi</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6E4			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	SERVICE MARKETING AND CUSTOMER RELATIONSHIP MARKETING	<b>Semester:</b>	VI
					<b>Credits:</b>	5

### Course Objective

To equip the students with the knowledge of emerging trends in service marketing and customer relationship marketing.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the concepts of service marketing.	*K1
CO2	Demonstrate ability evaluating service design.	*K2
CO3	Identify the way in which marketing of services can be practically applied in service sector.	*K3
CO4	Analyse and investigate the aspects of CRM implementation or CRM Innovations in work related environment.	*K4
CO5	Evaluating CRM strategies by understanding customers' preferences for the long term sustainability of the organization.	*K5

### Mapping

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

H- High; M-Medium; L-Low

Units	Content	Hrs
<b>Unit I</b>	<p><b>Introduction to Service Marketing</b></p> <p>Definition- Nature and Scope of Services – Unique Characteristics of Services – Service Sector – Consumer Expectations in Service Sector- Growth of Service Sector and Service Industries in India - Evolution of Service Marketing – Concept of Service Marketing– Challenges and Issues in Service Marketing.</p>	18
<b>Unit II</b>	<p><b>Service Life Cycle and Design</b></p> <p>Service Life Cycle - Service Blueprint – GAP’S Model of Service Quality – 7 P’s of Services Marketing – Service Benchmarking - Service Segmentation – Targeting and Positioning – Service Marketing Triangle- Integrated Service Marketing Communication(IMC).</p>	18
<b>Unit III</b>	<p><b>Marketing of Services</b></p> <p>Overview of different Service Sectors: Marketing of Banking Services – Marketing in Insurance Sector – Marketing of Educational Services – Marketing of Tourism and Airlines – Marketing of Hospitality Service – Healthcare Marketing – Social Services by NGO’s – Marketing of Online Services – Marketing of Professional Services –case studies.</p>	18
<b>Unit IV</b>	<p><b>Customer Relationship Marketing</b></p> <p>Evolution of Relationship Marketing – Concept and Growth of Relationship Marketing - Definition of CRM – Emerging CRM Practices – CRM Implementation – Customer Development Process – Customer Retention – Customer Retention Strategies – Concept of Life Time Customer – Customer Satisfaction – Measuring Customer Satisfaction – Cases of Customer Satisfaction.</p>	18
<b>Unit V</b>	<p><b>Emerging Trend in CRM</b></p> <p>E-CRM – Importance of E-CRM in Service Marketing – CRM- Changing perspective – Features of e- CRM – Technologies of E-CRM – Voice Portals – Virtual Customer Representative – Functional Components of CRM – Database Management – Challenges involved in Formulating and Implementing E-CRM Strategies –CRM Software.</p>	18
	<b>Total Contact Hrs</b>	<b>90</b>

## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

23UCO6E4

### Text Book

1. Bhattacharjee C (2020), Service Marketing – Concepts, Planning and Implementation, Excel books, 1<sup>st</sup> Edition, New Delhi.

### Reference Books

1. Christopher H.Lovelock, Jochen Wirtz, (2020) Service Marketing, Pearson Education, New Delhi.
2. Alok Kumar Rai, (2020) Customer relationship Management: Concepts and Cases, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Sugandhi R.K (2019) Customer relationship management, New Age International Publishers, New Delhi.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Dr.T.S.Kavitha</b>  <b>Ms.P.Karthika</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6E5		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	<b>Semester:</b>	VI
			FINANCIAL MARKETS	<b>Credits:</b>	5

### Course Objective

To provide students an overview of financial markets

### 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	Define the meaning and scope of financial markets as well as institutions in India.	*K1
CO2	Understand the concepts of Money Market and Capital Market	*K2
CO3	Relate the New Issue market and Secondary market	*K3
CO4	Assess the role of Depository system	*K5
CO5	Explain the concept of SEBI and its protection	*K4

### 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>	M	M	M	M	M	M	M	M	H	M
<b>CO2</b>	M	M	H	M	M	M	H	H	M	H
<b>CO3</b>	M	M	M	M	M	H	M	M	M	M
<b>CO4</b>	M	M	M	M	H	M	M	M	M	M
<b>CO5</b>	H	M	M	M	M	M	M	M	M	M

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<p><b>Financial system in India</b></p> <p>An Introduction to Financial System – Functions of the Financial System – Financial Concepts-Financial assets –Financial intermediaries – Financial Markets – Financial rate of return -Financial Instruments – Financial system and Economic Development.</p>	18
<b>Unit II</b>	<p><b>Money Market</b></p> <p>Money Market – Features – Importance of Money Market -Money Market Vs Capital Market -Composition of Money Market – Call Money Market – Commercial Bills - Discount Market – Bill market scheme – Treasury Bill Market – Money Market Instruments – Commercial Papers – Certificate of Deposit – Repo Instruments</p>	18
<b>Unit III</b>	<p><b>New Issue Market and Secondary Market</b></p> <p>New Issue Market – Meaning – Distinction between New Issue Market and Stock Exchange -Functions of New Issue Market – Methods of Floating New issues – Principal steps of a Public issue -Players in the New Issue Market – Advantages of Primary Market. Secondary Market – Meaning – Functions of Stock Exchanges – Listing of Securities – Merits and demerits – Listing procedure.</p>	18
<b>Unit IV</b>	<p><b>SEBI and Investors Protection</b></p> <p>Securities Contracts Act – Malpractices in Securities Act -Securities and Exchange Board of India – Objectives – Functions -Powers – SEBI guidelines for primary market and Secondary Market – Prohibition of Unfair Trade practices.</p> <p>Investors’ Protection – Need for Investors’ Protection – Factors affecting Investors’ Interest -Investors Protection Measures.</p>	18
<b>Unit V</b>	<p><b>Depository System</b></p> <p>Depository system – Meaning -Objectives – Depository Process –Depository - Depository participant – Beneficial owner – Issuer - Trading in a depository system – Benefits of Depository system - National Securities Depository Ltd (NSDL) – Central Depository Services Ltd (CDSL) – Draw backs of Depository System – Remedial Measures.</p>	18
	<b>Total Contact Hrs</b>	<b>90</b>



## Pedagogy and Assessment Methods

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

23UCO6E5

### Text Book

1. Gordon. E and Natarajan. K (2019), Financial Markets and Services, Himalaya Publishing House, Mumbai.

### Reference Books

1. Bhole, L.M.,(2020) Financial Markets and Institutions. Tata McGraw Hill Publishing Company, New Delhi.
2. Kumar, V., Gupta, K., Kaur, M., (2021) Financial Markets, Institutions and Financial Services, Taxmann's Publications, New Delhi.
3. Khan M.Y. and Jain, P.K Financial Markets, (2019) Tata McGraw Hill, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Shanmuagapriya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Bagyalakshmi</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6E6			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	-	<b>BUSINESS ETHICS</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	5

### Course Objective

To understand and inculcate the practices of implementing ethics in all aspects of business.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Expand the knowledge of students on principles and theories of ethics in business.	*K1
CO2	Understand the ethical issues in financial services.	*K2
CO3	Acquainted with the ethics used in the field of Marketing and HRM.	*K3
CO4	Get knowledge about Ethical Issues in Financial Services Industry.	*K4
CO5	Predict the knowledge of Corporate Social Responsibility towards society and nature / environment.	*K5

### Mapping

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

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to Business Ethics</b> Business Ethics – Meaning – Principles – Ethical Theories in relation to Business – Ethical Decision Making – Benefits of Managing Ethics – Characteristics of an Ethical Organisation.	18
<b>Unit II</b>	<b>HRM and Ethics</b> Ethics in Human Resources Management – Definition – Growth of HRM – Scope of HRM – Emerging Challenges of HRM – Ethical Issues in HRM – Role of HRM in creating Ethical Organization.	18
<b>Unit III</b>	<b>Marketing and Ethics</b> Ethics in Marketing – Definition – Ethical Issues in Marketing Strategy – Ethical Issues in Marketing Mix – Ethical Issues and Consumerism – Ethics in Marketing Research.	18
<b>Unit IV</b>	<b>Finance and Ethics</b> Ethical Issues in Finance – Introduction – Significance of Financial Management – Role of Finance Manager – Ethical Issues in Financial Market – Ethical Issues in Financial Services Industry – Frauds in Banks– Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non-Life Insurance Sector – Measures against Insurance Frauds.	18
<b>Unit V</b>	<b>Corporate Social Responsibility (CSR) and Ethics</b> Corporate Social Responsibility – Introduction – Definition – Scope and Importance of CSR in Business - Models of Implementation of CSR – Advantages of CSR. Ethics and Social Responsibility of Business – Environmental Ethics – Environmental Issues in India – Green Initiative –Waste Management.	18
	<b>Total Contact Hrs</b>	<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO6E6**

### **Text Book**

1. Fernando. AC (2017), Business Ethics – An Indian Perspective, Pearson Education, New Delhi.

### **Reference Books**

1. Business Ethics and Corporate Governance (2020), ICFAI Centre for Management Research, Hyderabad.
2. John R Boatright (2019), Ethics and Conduct of Business, Pearson Education Pvt. Ltd., Singapore.
3. Davis Keith and Blomstorm (2019), Business, Society and Environment, Tata MaGraw–Hill Ltd., New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Shanmugapriya</b>  <b>Dr.Ahila.D</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce(AIDED& SELF FINANCING)	
<b>Course Code:</b>	23UCO617			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>Semester:</b>	VI
					<b>Credits:</b>	03

### Course Objective

To instill the concept of entrepreneurship and to impart the knowledge on the entrepreneurial development and supportive measures

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Examine the essentials of entrepreneurship and to know the presence of supportive institutions	*K1
CO2	Discuss the forms of entrepreneurship including the women Entrepreneurship	*K2
CO3	Apply the knowledge of entrepreneurship in understanding the pros and cons of entrepreneurial ventures	*K3
CO4	Enable the students to have a practical knowledge to start small business.	*K4
CO5	Enlarge the students ability to identify and appraise the project	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<p><b>Introduction to Entrepreneurship</b></p> <p>Entrepreneur – Definition and meaning- functions of Entrepreneur- Need for an Entrepreneur – Entrepreneur Vs Manager – Qualities of Entrepreneur – Types of Entrepreneurs – Traits of a successful Entrepreneur.</p> <p>Entrepreneurship – Definition – Characteristics – Factors affecting Entrepreneurship growth – Barriers to Entrepreneurship – Role of Entrepreneurship in Economic Development.</p>	18
<b>Unit II</b>	<p><b>Project Identification and Appraisal</b></p> <p>Meaning of Project – Objectives – Classification – Identification – Internal and External Constraints – Techno Economic Survey – Project Life Cycle – Formulation and Significance – Elements of Formulation-Project Selection – Design – Basic Concepts of Network Analysis like CPM and PERT.</p>	18
<b>Unit III</b>	<p><b>Institutional finance to Entrepreneurs.</b></p> <p>Need for Institutional Support – Institutional Support to Small Entrepreneurs – National small Industries Corporation Ltd (NSIC) – Small Industries Development Organization (SIDO) –Small Industries Development Corporations (SIDCO) – Small Industries Service Institutes (SISI) – District Industries Centers (DIC) – State Industries Promotion Corporation of Tamil Nadu Ltd (SIPCOT)- Industrial and Technical Consultancy Organization of Tamil Nadu Limited (ITCOT) - National Institute of Entrepreneurship and Small Business Development (NIESBUD)- Commercial Banks – Self Help Groups – Micro Credit.</p>	18
<b>Unit IV</b>	<p><b>Women and Social Entrepreneurship</b></p> <p>Women Entrepreneurship - Characteristics – Problems of Women Entrepreneurship in India– Developing Women Entrepreneurship in India – Schemes for Women Entrepreneurs in India. Concept of Social Enterprise and Social Entrepreneurship: Sustainability Issues and Challenges.</p> <p>Rural Entrepreneurship- Need –Problems of Rural Entrepreneurship and Family Business Entrepreneurship – Need and Importance – Issues and Challenges-Social Entrepreneurship: Introduction-Characteristics-Types.</p>	18
<b>Unit V</b>	<p><b>Government Policy to Small Scale Enterprises</b></p> <p>Small Scale Industries (SSI) – Schemes - Micro, Small and Medium Enterprises (MSME) – Schemes- incentives and concession for small scale and tiny industries- Sickness in Micro, Small and Medium Enterprises- Government policy for small scale enterprises – government support to small scale industries.</p>	18
	<b>Total Contact Hrs</b>	<b>90</b>

## Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

### Text Book

23UCO617

1. Vasant Desai (2019), Dynamics of Entrepreneurial Development, Wiley Eastern Ltd., New Delhi.

### Reference Books

1. Gardon, E. and K. Natarajan (2017), Entrepreneurship Development, Himalaya Publishing House, Chennai.
2. Saravanavel, P. (2020), Entrepreneurial Development, Principles, Policies and Programmes, Esspee Kay Publishing House, Tanjore.
3. Sujatha, V. (2018), Entrepreneurial Development, Cauvery Publications, Tirchirappalli.
4. Kaliraj. P. and Devi. T., (2020), Higher Education for Industry 4.0 and Transformation to Education 5.0.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<b>Dr.P.V.Nandhini</b>  <b>Dr.T.S.Kavitha</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com		<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO618		<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>03</b>	<b>Tutorial Hrs./Sem.</b>	-	<b>Semester:</b>	VI
			CASE ANALYSIS	<b>Credits:</b>	2

### Course Objective

To enable the students develop their analytical skills, problem solving abilities and decision making strategies.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the depth knowledge about the study subject condition.	*K1
CO2	Understand alternative course of action to develop creative solution by group discussion.	*K2
CO3	Judge present case studies in a critical view point of a manner.	*K3
CO4	Analyse strategies to set objectives for solving cases.	*K4
CO5	Evaluate insight and understanding of issues and difficulties in computational Modeling through case study.	*K5

### Mapping

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

H -High; M-Medium; L-Low



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to Case</b> Case Study-Meaning-Purpose-Preparation of Cases-Types of Cases-Role of Case Analysis.	9
<b>Unit II</b>	<b>Case Studies in Marketing Management</b> Concept of Marketing-New Product Development-Pricing Strategy-Product Promotion-Sales Management	9
<b>Unit III</b>	<b>Case Studies in Human Resources Management</b> Training and Development- Performance Appraisal-Leadership-Motivation-Industrial Relation.	9
<b>Unit IV</b>	<b>Case Studies in Financial Management</b> Working Capital-Dividend Policies-Capital Structure-Budgeting.	9
<b>Unit V</b>	<b>Case Studies in Costing</b> Production and Material Management - Production Techniques - Material Management - Cost Management - Case studies related to Transport Management	9
	<b>Total Contact Hrs</b>	<b>45</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**23UCO618**

## **Text Book**

1. Sherlakar.(2020) Case Studies in Marketing, S.Chand & Co, New Delhi .

## **Reference Books**

1. Renuka.V (2020), Case Anlysis on Management.Margham Publications, Chennai.
2. Nair and Latha Nair (2020), Personnel Management and Industrial Relations, S. Chand & Co, New Delhi.
3. Ellet William, (2020), The case study, Harvard Business Review Press.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
<p data-bbox="147 323 324 359"><b>Dr.P.Bruntha</b></p>    <p data-bbox="147 459 285 495"><b>Dr.N.Giri</b></p>	<p data-bbox="537 296 732 359">Name: <b>Dr.P.Bruntha</b></p> <p data-bbox="537 401 675 436">Signature:</p>	<p data-bbox="868 296 1128 359">Name: <b>(Mr.K.Srinivasan)</b></p> <p data-bbox="868 401 1006 436">Signature:</p>	<p data-bbox="1187 296 1528 359">Name: <b>(Dr.R.Manicka Chezian)</b></p> <p data-bbox="1187 401 1325 436">Signature:</p>

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6S1			<b>Title</b>	<b>Batch:</b>	2023– 2025
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	02	<b>Tutorial Hrs./Sem.</b>	-	INTRODUCTION TO INDUSTRY 4.0	<b>Semester:</b>	VI
					<b>Credits:</b>	2

### Course Objective

The objective is to enable the students to gain in-depth knowledge in introduction to Industry 4.0.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define the students in introduction to industrial internet (Industry 4.0)	*K1
CO2	Outline the various systems of artificial intelligence.	*K2
CO3	Apply the technologies enhancing productivity, improving customer service.	*K3
CO4	Analyse the value of supply chains in industry.	*K4
CO5	Explain the knowledge of modern method and techniques of planning designing and dimensioning.	*K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	M	H	M	H	M	H	H	H	H
CO2	H	H	H	H	M	M	H	H	H	H
CO3	H	H	H	H	M	M	H	H	H	H
CO4	M	M	H	M	H	H	H	H	H	H
CO5	M	H	H	M	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>	<b>Industry 4.0</b> Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality.	6
<b>Unit II</b>	<b>Artificial Intelligence</b> Artificial Intelligence (AI) – Meaning - Scope - The AI - Environment - Societal Influences of AI - Application of AI.	6
<b>Unit III</b>	<b>Big Data and IoT</b> Big Data- Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits - Big Data Components - Big Data Characteristics - Big Data Applications - Big Data Use cases - Big Data for Industry. Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Applications of IoT.	6
<b>Unit IV</b>	<b>Applications and Tools of Industry 4.0</b> Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics. Tools for Artificial Intelligence - Big Data and Data Analytics.	6
<b>Unit V</b>	<b>Jobs 2030</b> Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Jobs 2030 - Framework for aligning Education with Industry 4.0.	6
	<b>Total Contact Hrs</b>	<b>30</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task

**23UCO6S1**

### **Text Book**

1. Kaliraj.P, Devi. T, (2020), Higher Education for Industry 4.0 and Transformation to Education 5.0. Auerbach Publications,

## Reference Books

1. Alasdair Gilchrist, Industry 4.0: the industrial internet of things, 2016, Publisher: A press 901 Grayson Street Suite 204 Berkely, CA United States.
2. Alasdair Gilchrist (2019), Industry 4.0: The Industrial Internet of Things, Apress, Pune.
3. Narendra Jadhav (2019), New - Age Technology and Industrial Revolution 4.0, Konark Publishers Pvt Ltd, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.Bruntha</b>  <b>Dr.Ahila.D</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (AIDED and SELF FINANCING)	
<b>Course Code:</b>	23UCO6S2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	02	<b>Tutorial Hrs./Sem.</b>	-	INTELLECTUAL PROPERTY RIGHTS (IPRS)	<b>Semester:</b>	VI
					<b>Credits:</b>	2

### Course Objective

It aims to provide basic knowledge on Intellectual Property Rights followed in our country.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the IPR concepts in India.	*K1
CO2	Understand various procedures for IPR in India.	*K2
CO3	Develops procedural knowledge to Legal System and solving the problem relating to intellectual property rights.	*K3
CO4	Analyse pros and cons of IPR.	*K4
CO5	Evaluate the legal management of IPR in real life practice.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Overview of Intellectual Property</b> Need for IPR- IPR in India and abroad- importance of IPR.	6
<b>Unit II</b>	<b>Patents</b> Patent Document- Granting of Patent- Rights of Patent- Drafting and Filing of Patent.	6
<b>Unit III</b>	<b>Copy Right</b> Meaning- Coverage Protection of Copy Right- Other Related Rights- Distinguish Between Rights and Copy Rights.	6
<b>Unit IV</b>	<b>Trade Marks</b> Meaning- Rights- Kinds of Signs- Types of Trademark- Functions- Well Know Marks.	6
<b>Unit V</b>	<b>Unfair competitions</b> Meaning- Relationship between Unfair and Intellectual Property Laws- Merits and Demerits of Unfair Competition.	6
	<b>Total Contact Hrs</b>	<b>30</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO6S2**

### **Text Book**

1. Sople Vinod.V, (2018)Managing Intellectual Property by (Prentice hall of India Pvt.Ltd), 2006, New Delhi.

### **Reference Books**

1. Primer, R. Anita Rao and Bhanoji Rao, (2017) Intellectual Property Rights, Lastain Book Company, Chennai.
2. Derek Bosworth and Elizabeth Webster, (2016) The Management of Intellectual Property,Edward Elgar Publishing Ltd, New Delhi.
3. Ahuja V.K (2017), Law Relating to Intellectual Property Rights, Lexis Nexis, Chennai.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.S.Shanmuga priya</b>  <b>Dr.N.Giri</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:



<b>Programme Code:</b>	B.Com			<b>Programme Title:</b>	Bachelor of Commerce (Aided & Self -Financing)	
<b>Course Code:</b>	23UCO6AL			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>		<b>Tutorial Hrs./Sem.</b>	-	ADVERTISEMENT AND SALES PROMOTION	<b>Semester:</b>	VI
					<b>Credits:</b>	3** Credit

### Course Objective

To provide knowledge on Advertising and sales promotion.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the communication objectives behind advertisement and promotion.	*K1
CO2	Point out the advertising and promotion strategies and tactics utilized by Communicating agencies.	*K2
CO3	Implement skills in selecting and integrating element to create effective Communication campaigns.	*K3
CO4	Analyze current and past advertising and promotion campaigns.	*K4
CO5	Evaluate the steps involved in sales force management.	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>
<b>Unit I</b>	<b>Advertising</b> Advertising- Meaning – Definition –Objectives – Advertisement Copy – Clarification of copy – Advertising Media – Kinds of Media.
<b>Unit II</b>	<b>Advertising Agencies</b> Advertising Agencies- Definition – Functions – Organization of Advertising Department – Advertising Layout – Meaning – Function of Advertising Layout –Different Types of Layout.
<b>Unit III</b>	<b>Elements of Advertising</b> Basic elements of Advertising- Print Production – Methods of Printing – Print Production Process – Broadcast vs. Print Production – Television Production –Radio Production.
<b>Unit IV</b>	<b>Advertising Campaign</b> Advertising Campaign – Campaign Planning – Media Planning – Scheduling the Message – Advertising budget– Methods.
<b>Unit V</b>	<b>Sales Promotion</b> Sales Promotion - Meaning – Methods – Sales Promotion Planning – Salesmanship and Sales Promotion – After Sales Service.
	<b>Total Contact Hrs -</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**23UCO6AL**

### **Text Book**

1. Pillai. R.S.N & Bagavathi (2018), Modern Marketing Principles and Practices, S. Chand & Co Pvt. Ltd., New Delhi.

### **Reference Books**

1. Philip Kotler (2018), Principles of Marketing, Prentice Hall of India, New Delhi.
2. Pingali Venugopal (2017),Marketing Management, Edition-1, SAGE Publication, New Delhi.
3. Pillai R. S. N, (2018), Marketing Management, S Chand & Co Ltd, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.P.V.Nandhini</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Dr.N.Giri</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BA			<b>Programme Title:</b>	Bachelor of Economics	
<b>Course Code:</b>	23UEO1A1			<b>Title</b>	<b>Batch:</b>	2023-2026
<b>Lecture Hrs./Week</b>	06	<b>Tutorial Hrs./Sem.</b>	5	BUSINESS ACCOUNTING	<b>Semester:</b>	I
					<b>Credits:</b>	05

### Course Objective

To introduce the students to basics of Accounting Techniques.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	*K1
CO2	Get the idea for describing and presenting financial statements in accordance with generally accepted accounting principles.	*K2
CO3	Apply students demonstrate skills in critical-thinking and problem-solving	*K3
CO4	Support the students for the preparation of various accounting statements	*K4
CO5	Evaluate conceptual knowledge of the financial accounting and to impart skills for Recording various kinds of business transactions.	*K5

### Mapping

PO /PSO CO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	M	H	H
CO2	H	H	H	H	M	H	H	H	H	M
CO3	H	H	M	H	H	M	H	H	H	H
CO4	M	H	H	M	H	H	H	H	H	H
CO5	H	M	H	H	H	H	H	H	H	M

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit-1</b>	<b>Accounting</b> Accounting- Definition- Concepts-Conventions- Journal- Ledger-Preparation of Trial Balance.	18
<b>Unit-2</b>	<b>Final Accounts</b> Preparation of Final Accounts of a Sole Trader (with Simple adjustments).	18
<b>Unit-3</b>	<b>Depreciation</b> Depreciation- Meaning- Definition- Causes, Methods of Depreciation-Straight Line Mod- Written Down Value Method.	18
<b>Unit-4</b>	<b>Cost Accounting</b> Cost Accounting- Definition-Objectives-Advantages and Disadvantages-Element of Cost-Cost Sheet.	18
<b>Unit-5</b>	<b>Management Accounting</b> Management Accounting for Business Decisions- Nature and Scope- Budgetary Control- Cash Budget-Flexible Budget.	18
<b>Total Contact Hrs</b>		<b>90</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task
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**23UEO1A1**

**Distribution of Marks:** 20% Theory and 80% Problems

## **Text Book**

1. Radha.V revised edition (2019), Financial Accounting, Prasanna Publishers and Distributors, New Delhi.

## Reference Books

1. Jain and Narang (2019), Financial Accounting, Kalyani Publishers, Chennai.
2. Vinayakam. N and Charumathi,B. (2019), Financial Accounting,Sultan Chand and Sons, New Delhi.
3. Gupta. R.L and Radhaswamy,M. (2019), Financial Accounts, Theory Methods and Applications,13<sup>th</sup>Revised Edition, Sultan Chand and Sons, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.R.Manikandan</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	BCA			<b>Programme Title:</b>	Computer Application SELF FINANCING	
<b>Course Code:</b>	23UBC3A3			<b>Title</b>	<b>Batch:</b>	2023– 2026
				ACCOUNTANCY FOR DECISION MAKING	<b>Semester:</b>	III
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	5		<b>Credits:</b>	4

### Course Objective

To enlighten the students on the basics of Accountancy

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Provide the knowledge of accounting theory based on conceptual framework of accounting.	*K1
CO2	Enable students to understand the concept of accounting.	*K2
CO3	Impart knowledge accounting in decision making.	*K3
CO4	Analyse and interpret accounting related transactions in accordance with accounting theory.	*K4
CO5	Summarise ratio analysis and fund flow statement	*K5

### Mapping

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

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Financial Accounting</b> Meaning - Definition- Concepts – Conventions –Accounting Cycle – Methods of Book Keeping- Journal – Ledger –Trial Balance.	12
<b>Unit II</b>	<b>Subsidiary Books and Final Accounts</b> Subsidiary Books – Purchase Book and Sales Book – Purchase Returns and Sales Returns Book – Cash Book - Single column- Double Column-Triple column Cash book - Preparation of Final Accounts with Simple Adjustment	12
<b>Unit III</b>	<b>Cost Accounting</b> Meaning – Definition- Objectives - Elements of Cost – Cost Sheet –Meaning – Definition - Methods of Stock Valuation – FIFO - LIFO – Simple Average Method.	12
<b>Unit IV</b>	<b>Management Accounting</b> Meaning -Definition -Objectives of Management Accounting - Budgetary Control – Cash Budget –Flexible Budget– Material Budget- Sales Budget (Simple problems)	12
<b>Unit V</b>	<b>Cash Flow Statement</b> Cash Flow Analysis – Meaning- Classification of Cash Flows – Cash Flows from Operating activities – Cash Flow from investing activities – Cash flow from Financing activities – Procedure for preparing cash flow statement. (Simple problems only)	12
	<b>Total Contact Hrs</b>	<b>60</b>

## **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks: 20 % Theory & 80% Problems**

**23UBC3A3**

### **Text Book**

1. Sharma. K, Shashi.K.Gupta. (2020), Management Accounting, Kalyani Publishers, New Delhi.



## Reference Books

1. Jain. S.P and Narang. K.L, Cost Accounting (2020), Kalyan Publishers, New Delhi.
2. Shukla. M.C And Grewal. T.S and Gupta. S.L.(2020), Advanced Accountancy, S.Chand and Co. New Delhi.
3. Dr.K.L.Gupta (2020), Accountancy for Managerial Decisions, Sahitya Bhawan Publications, Agra.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.G.Nithya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.P.Anitha</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	BCA			<b>Programme Title:</b>	Computer Application Self Financing	
<b>Course Code:</b>	23UBC3A4			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	<b>04</b>	<b>Tutorial Hrs./Sem.</b>	5	FINANCIAL ACCOUNTING	<b>Semester:</b>	III
					<b>Credits:</b>	4

### Course Objective

To introduce the students to the basics of Financial Accounting.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	*K1
CO2	Interpret the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.	*K2
CO3	Describe the accounting Principles and Regulations in accordance with appropriate standard.	*K3
CO4	Evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	*K4
CO5	Assess students' demonstrate skills in critical-thinking and problem-solving	*K5

### Mapping

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

H-High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Accounting</b> Accounting-Definition-Concepts-Conventions-Journal –Ledger- Preparation of Trial Balance –Subsidiary Books- Cash book, Purchase book, Sales book, Purchase return book, Sales return book, Bills receivable book, Bills payables book and Journal proper.	12
<b>Unit II</b>	<b>Final Accounts</b> Final Accounts of Sole Trader with Simple Adjustments- Depreciation, prepaid expenses, outstanding expenses, interest on capital, Bad debts Provision.	12
<b>Unit III</b>	<b>Single Entry</b> Single Entry- Meaning and Salient features- Statement of Affairs Method- Conversion Method.(with Simple adjustment problems)	12
<b>Unit IV</b>	<b>Branch Accounts</b> Branch Accounts-Meaning-Definition-Types of Branch Accounting- Dependent Branch- Stock and Debtors system.	12
<b>Unit V</b>	<b>Depreciation</b> Depreciation Accounting-Meaning-Definition - Straight Line and Diminishing Balance Method.	12
	<b>Total Contact Hrs</b>	<b>60</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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### **Distribution of Marks: 20 % Theory & 80 % Problems**

**23UBC3A4**

### **Text Book**

1. Reddy. T.S and Moorthy, (2021), Financial Accounting, Margham Publications, Chennai.

### **Reference Books**

1. Gupta. R.L and Radha. M. (2017), Advanced Accountancy, Sultan Chand and Sons, New Delhi.
2. Raman.B.S, ,(2017), Financial Accounting, United Publisher, Mangalore.
3. Narayanswamy.K (2018) Financial Accounting, PHI Learning, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Ms.G.Nithya</b>	Name: <b>Dr.P.Bruntha</b>	Name: <b>(Mr.K.Srinivasan)</b>	Name: <b>(Dr.R.Manicka Chezian)</b>
<b>Ms.P.Anitha</b>	Signature:	Signature:	Signature:

<b>Programme Code:</b>	B.SC (CS)			<b>Programme Title:</b>	Computer Science Aided / Self Financing	
<b>Course Code:</b>	23UCS4A1			<b>Title</b>	<b>Batch:</b>	2023– 2026
				ACCOUNTANCY FOR DECISION MAKING	<b>Semester:</b>	IV
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	05	<b>Tutorial Hrs./Sem.</b>	5		<b>Credits:</b>	3

### Course Objective

To enlighten the students on the basics of Accountancy

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Provide the knowledge of accounting theory based on conceptual framework of accounting.	*K1
CO2	Enable students to understand the concept of accounting.	*K2
CO3	Impart knowledge accounting in decision making.	*K3
CO4	Analyze and interpret accounting related transactions in accordance with accounting theory.	*K4
CO5	Summarise ratio analysis and fund flow statement	*K5

### Mapping

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

H- High; M-Medium; L-Low

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Financial Accounting</b> Meaning - Definition- Concepts – Conventions –Accounting Cycle – Methodsof Book Keeping- Journal – Ledger –Trial Balance.	15
<b>Unit II</b>	<b>Subsidiary Books and Final Accounts</b> Subsidiary Books – Purchase Book and Sales Book – Purchase Returns and Sales Returns Book – Cash Book – single column- Double Column-Triple column cash book - Preparation of Final Accounts with Simple Adjustment	15
<b>Unit III</b>	<b>Cost Accounting</b> Meaning – Definition- Objectives - Elements of Cost – Cost Sheet –Meaning – Definition - Methods of Stock Valuation – FIFO - LIFO – Simple AverageMethod.	15
<b>Unit IV</b>	<b>Management Accounting</b> Meaning -Definition- Objectives of Management Accounting – Budgetary Control – Cash Budget –Flexible Budget– Material Budget- Sales Budget (Simple problems)	15
<b>Unit V</b>	<b>Cash Flow Statement</b> Cash Flow Analysis – Meaning- Classification of Cash Flows – Cash Flows from Operating activities – Cash Flow from investing activities – Cash flow from Financing activities – Procedure for preparing cash flow statement. (Simple problems only)	15
<b>Total Contact Hrs</b>		<b>75</b>

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

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.

**Distribution of Marks: 20 % Theory & 80 % Problems**

**23UCS4A1**

### **Text Book**

1. Sharma. K, Shashi.K.Gupta. (2020), Management Accounting, Kalyani Publishers,New Delhi.

### **Reference Books**

1. Jain. S.P and Narang. K.L. (2020) Cost Accounting, KalyanPublishers, New Delhi.
2. Gupta K.L. (2020), Accountancy for Managerial Decisions, Sahitya Bhawan, Publications. New Delhi.
3. Shukla. M.C and Grewal. T.S and Gupta. S.L.(2020), Advanced Accountancy, S.Chand and Co, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.T.S.Kavitha</b>  <b>Ms.P.Anitha</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature:

<b>Programme Code:</b>	B.SC (CS)			<b>Programme Title:</b>	Computer Science Aided / Self Financing	
<b>Course Code:</b>	23UCS4A2			<b>Title</b>	<b>Batch:</b>	2023– 2026
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	05	<b>Tutorial Hrs./Sem.</b>	5	FINANCIAL ACCOUNTING	<b>Semester:</b>	IV
					<b>Credits:</b>	3

### Course Objective

To introduce the students to the basics of Financial Accounting.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	*K1
CO2	Interpret the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.	*K2
CO3	Describe the accounting Principles and Regulations in accordance with appropriate standard.	*K3
CO4	Evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	*K4
CO5	Assess students' demonstrate skills in critical-thinking and problem-solving	*K5

### Mapping

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

H-High; M-Medium; L-Low



<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction</b> Accounting-Definition-Concepts-Conventions-Journal –Ledger- Preparation of Trial Balance –Subsidiary Books- Cash book, Purchase book, Sales book, Purchase return book, Sales return book, Bills receivable book, Bills payables book and Journal proper.	15
<b>Unit II</b>	<b>Final Accounts</b> Final Accounts of Sole Trader with Simple Adjustments- Depreciation, prepaid expenses, outstanding expenses, interest on capital, Bad debts Provision.	15
<b>Unit III</b>	<b>Single Entry</b> Single Entry- Meaning and Salient features- Statement of Affairs Method- Conversion Method.(with Simple adjustment problems)	15
<b>Unit IV</b>	<b>Branch Accounts</b> Branch Accounts-Meaning-Definition-Types of Branch Accounting- Dependent Branch- Stock and Debtors system.	15
<b>Unit V</b>	<b>Depreciation</b> Depreciation Accounting-Meaning-Definition - Straight Line and Diminishing Balance Method.	15
	<b>Total Contact Hrs</b>	<b>75</b>

### **Pedagogy and Assessment Methods**

Seminar, Power Point Presentation, Direct Instruction, Quiz, Assignments, Group Task.
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**Distribution of Marks: 20 % Theory & 80 % Problems**

**23UCS4A2**

### **Text Book**

1. Reddy. T.S and Moorthy, (2021), Financial Accounting, Margham Publications, Chennai.

## Reference Books

1. Gupta. R.L and Radha. M. (2020), Advanced Accountancy, Sultan Chand and Sons, New Delhi.
2. Raman. B.S., (2021), Financial Accounting, United Publisher, Mangalore.
3. Narayanswamy.K , (2020) Financial Accounting, PHI Learning, New Delhi.

<b>Course Designed by</b>	<b>Head of the Department</b>	<b>Curriculum Development Cell</b>	<b>Controller of the Examination</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>	<b>Name and Signature</b>
<b>Dr.T.S.Kavitha</b>  <b>Ms.P.Anitha</b>	Name: <b>Dr.P.Bruntha</b>  Signature:	Name: <b>(Mr.K.Srinivasan)</b>  Signature:	Name: <b>(Dr.R.Manicka Chezian)</b>  Signature: