**SYLLABUS**

**SEMESTER - I**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| Part - I | Language - I | 21LTU01 | Tamil - I | 72 | 4 |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | **50** | **50** | **100** |

**Kfg;Giu:**

**jkpo;nkhop Fwpj;j mbg;gil mwptpidAk; tifikapidAk; mwpjy;.**

**COURSE OUTCOME:**

**nghJj;jkpiog; gbg;gjd; thapyhf fPo;f;fz;l jpwd;fisg; ngWtu;.**

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | jkpo; ,yf;fpa tifikfisf; fw;wy; | K1 |
| CO2 | nkhopia gpioapy;yhky; vOjTk; NgrTk; fw;wy; | K2 |
| CO3 | ngz;zpak; rhu;e;j rpe;jidfis tsu;j;jy; | K3 |
| CO4 | GJf;ftpij> rpWfij cj;jpfis jpwdha;jy; | K4 |
| CO5 | gilg;ghsu;fshf cUthf;fk; ngWjy; | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 3 | 9 | 3 | 3 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO3** | 9 | 3 | 9 | 9 | 9 | 3 | 3 |
| **CO4** | 9 | 3 | 9 | 9 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 9 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 27 | 45 | 33 | 27 | 27 | 21 |
| **Weighted Percentage of COs contribution to POs** | 2.24 | 1.71 | 2.84 | 2.10 | 2.24 | 2.22 | 1.94 |

**Level of Correlation: 0 – No Correlation; 1 – Low Correlation; 3 – Medium Correlation; 9 – High Correlation between COs and POs.**

**Course Content**

**myF 1 ,aw;if****15 kzp Neuk;**

fhiyg;nghOJ> me;jpg;nghOJ> kio – ghujpahu;

MW – ghujpjhrd;

,aw;if tho;T –ftpkzp

nea;jy; ePh; - Rujh

kuq;fs; - K.Nkj;jh

**myF 2 ngz;zpak**; **15 kzp Neuk;**

etPd jhyhl;L - ituKj;J

ngz;Zupik NgZeu; - nghd;kzp ituKj;J

mk;kh - ,sk;gpiw

Njhifnay;yhk; Jg;ghf;fpfs; - Mz;lhs; gpupaju;rpdp

ePupy; miyAk; Kfk; - m. ntz;zpyh

**myF 3 rpWfijfs; - rKjhak;**  **15 kzp Neuk;**

fd;dp – ,e;jpuh ghu;j;jrhujp

mk;khTf;F Xa;T – N[hju;yjh fpup[h

rhgtpNkhrdk; - GJikg;gpj;jd;

fopT– Mz;lhs; gpupaju;rpdp

fy;ypd; fUiz – Jiwtd;

G+f;fSk; tpw;gidf;Nf – jpyftjp

**myF 4 ,yf;fzk; 12 kzp Neuk;**

ty;ypdk; kpFk; ,lq;fs;

ty;ypdk; kpfh ,lq;fs;

e z d> y s o> u w NtWghL

kuGr; nrhw;fs;

**myF 5 ,yf;fpa tuyhW 15kzp Neuk;**

GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;

rpWfijapd; Njhw;wKk; tsu;r;rpAk;

gbkk; - FwpaPL gw;wpa tpsf;fq;fs;

**gapw;rpf;Fhpad -** fbjk;; tiujy;> tpz;zg;gk; vOJjy;

**ghlE}y;fs:;**

1. kfhftp ghujpahu; ftpijfs>; = nrz;gfh gjpg;gfk;> fpU\;zh njU> jpahfuhaefu;> nrd;id-600 017. vl;lhk; gjpg;G: 2005.
2. ctikf;ftpQu; Rujh ftpijfs;(Kjw;njhFjp);> ts;Stu; jkpo;g;gPlk;> 56-m> lhf;lu; yl;Rkzrhkp rhiy> fiyQu; fUzhepjp efu;> nrd;id-600 078 Kjw;gjpg;G: gpg;utup 2007.
3. K.Nkj;jh ftpijfs; (Nju;e;njLj;j ftpijfs;); ftpjh gg;spNf\d;;> 8>khrpyhkzp njU> ghz;bg[hu;>jp;.efu;;> nrd;id-600 017 ,uz;lhk; gjpg;G: Mf];l; 2011.
4. ituKj;J ftpijfs;> #u;ah ypl;Nur;ru;(gp)ypl;> 22>ehd;fhk; FWf;Fj;njU>>bu];l; Guk;> nrd;id-24 gj;jhk; gjpg;G: [Piy 2009.
5. nghd;kzp ituKj;J ftpijfs;> #u;ah ypl;Nur;ru;(gp)ypl;> 22>ehd;fhk; FWf;Fj;njU> bu];l; Guk;> nrd;id-24. ehd;fhk; gjpg;G: 1996

**ghh;it E}y;:**

ty;ypf;fz;zd;> GJf;ftpijapd; Njhw;wKk; tsh;r;rpAk;> rPij gjpg;gfk;> nrd;id 600005> 6 Mk; gjpg;G 2014.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| Part – II | English: I | 21LEU01 | **ENGLISH - I** | 72 | 4 |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | **50** | **50** | **100** |

**PREAMBLE:**

To impart basic knowledge about the English Language and various genres in Literature

**COURSE OUTCOME:**

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

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge**  **Level** |
| CO1 | Identify the main ideas of the different genres. | K1 |
| CO2 | Enhance their four skills of language learning. | K2 |
| CO3 | Avoid the common grammatical errors. | K3 |
| CO4 | Detect the correct usage of vocabulary. | K4 |
| CO5 | Interpret the grammatical forms of English through activities, assignments, reading the texts. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO2** | 9 | 3 | 3 | 3 | 3 | 1 | 1 |
| **CO3** | 9 | 3 | 3 | 1 | 1 | 1 | 1 |
| **CO4** | 3 | 3 | 1 | 1 | 1 | 1 | 1 |
| **CO5** | 3 | 1 | 1 | 1 | 1 | 1 | 0 |
| **Total contribution of COs to POs** | 33 | 19 | 17 | 15 | 9 | 7 | 6 |
| **Weightage Percentage of COs contribution to POs** | 1.6 | 1.1 | 1.2 | 1.3 | 1.5 | 1.4 | 1.4 |

**Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation; 9- High correlation between COs and POs.**

**Course Content**

**UNIT I: POETRY 12 Hours**

1. Where the mind is without Fear – Rabindranath Tagore

2. The Road Not Taken- Robert Frost

3. The Village School Master- Oliver Goldsmith

**UNIT II: PROSE 14 Hours**

1. Spoken English and Broken English- G.B.Shaw

2. How to Avoid Foolish Opinions- Bertrand Russell

3. At School- M.K.Gandhi

**UNIT III: SHORT STORIES 14 Hours**

1. Lalajee- Jim Corbett

2. A Hero- R.K.Narayan

3. A Day’s Wait- Ernest Hemingway

**UNIT IV: ONE-ACT PLAY 14 Hours**

1. Refund – Fritz Karinthy

2. The Never, Never nest – Cedric Mount.

**UNIT V: GRAMMAR AND COMPOSITION 18 Hours**

1. Parts of Speech

2. Nouns

3. Pronouns

4. Verbs

5. Adjectives

6. Adverbs

7. Prepositions

8. Conjunctions and Interjections

9. Reading Comprehension

**Prescribed Text: AROMA**

**WEBSITE:**

* <https://www.poetryfoundation.org/poems/45668/gitanjali-35>
* <https://www.poetryfoundation.org/poems/44272/the-road-not-taken>
* <https://allpoetry.com/The-Village-Schoolmaster2>
* <https://fs.blog/2009/09/bertrand-russell-on-avoiding-foolish-opinions/>
* <https://www.google.com/amp/s/degmateng.wordpress.com/2016/12/07/unit-iii-ls1-lalajee-jim-corbett/amp/>
* <https://www.google.com/amp/s/interestingliterature.com/2021/04/ernest-hemingway-a-days-wait-influenza-story-summary-analysis/amp/>
* <https://www.literatureworms.com/2020/06/summary-of-never-never-nest-by-cedric.html?m=1>
* <https://www.thoughtco.com/part-of-speech-english-grammar-1691590>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : I** | **21CCU01** | **PRINCIPLES OF ACCOUNTANCY** | **52** | **4** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with fundamental principles of accountancy for sole trading and non-profit organizations.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the meaning of various accounting terms, consignment, joint venture and bill of exchange. | K1 |
| CO2 | demonstrate the basic accounting rules, concepts and conventions. | K2 |
| CO3 | apply the accounting rules and concepts in preparation of final accounts of trading entities and compute interest on the basis of average due date, value of unsold stock and abnormal loss in consignment. | K3 |
| CO4 | differentiate trade bill from accommodation bill, consignment from joint venture and receipts and payments account from income and expenditure account. | K4 |
| CO5 | determine the financial results of trading and non-trading entities, consignment and joint venture businesses. | K5 |

### 

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 15 | 15 | 11 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 1.28 | 2.25 | 1.18 | 2.66 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;**

**9- High correlation between COs and POs.**

**Course Content**

**UNIT I (10 Hrs)**

**Fundamentals of Book- Keeping:**

Accountancy: Meaning, Scope and Objectives - Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger - Subsidiary books-Purchase book, Purchase return book, Sales book, Sales return book, Single column, Double column and Triple column cash book-Petty cash book.

**UNIT II (11Hrs)**

**Final Accounts:**

Trial Balance – Rectification of errors -Preparation of Final accounts for sole proprietors with adjustments.

### UNIT III (11 Hrs)

### Bank Reconciliation Statement and Bill of Exchange:

Bank Reconciliation Statement –Account Current and Average Due Date - Bill of Exchange- Accommodation Bills.

**UNIT IV**  (**10 Hrs)**

**Consignment and Joint Venture:**

Consignment: Features - Accounting treatment in the books of the consignor and consignee. Joint Venture Account: Existing and Separate Book - Consignment Vs Joint venture.

**UNIT V (10 Hrs)**

**Accounts of Non-Profit Organizations:**  Accounts of Non-Profit Organizations: Receipts and Payments account and Income and Expenditure account and Balance sheet- Receipt and Payment A/c Vs Income and Expenditure A/c.

### Note: Distribution of Marks: Theory 20 % and Problem 80 %

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Reddy.T.S & Murthy.A | Financial Accounting | Margham Publication, Chennai | 2012 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Grewal.T.S | Introduction to Accountancy | S.Chand & Sons, New Delhi | 2003 |
| 2 | Gupta.R.L, Gupta V.K&, Shukla.M.C | Financial Accounting | S. Chand &Sons, NewDelhi | 2009 |
| 3 | Maheswari.S.K & Reddy.T.S | Advanced Accountancy | Vikas Publishing House, New Delhi. | 1996 |
| 4 | Vinayakam.N, Mani.P.L & Nagarajan .K.L | Principles of Accountancy | S.Chand & Sons, New Delhi. | 2002 |

**WEB REFERENCES:**

1. <https://www.vedantu.com/commerce/accounting-concepts>
2. <https://www.slideshare.net/sukirat91/accounting-concepts-and-conventions>
3. <https://ncert.nic.in/ncerts/l/keac103.pdf>
4. <https://www.uvm.edu/sites/default/files/Division-of-Finance/UserGuides/journalentry.pdf>
5. <https://www.allaccountingcareers.com/accounting-terms>
6. <https://www.icai.org/post.html?post_id=14447>
7. <https://cloudcampus.icai.org/>
8. <https://www.youtube.com/watch?v=UYICi2TQD-w>
9. <https://www.selfstudys.com/uploads/pdf/LNiz1VcZlh3JiTEWX1y9.pdf>
10. <http://mastermindsindia.com/13.%20BRANCH%20ACCOUNTS_%20Assignment%20Solutions.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours /Semester** | **Credit** |
| **Part – III** | **Core :II** | **21CCU02** | **INTRODUCTION TO INFORMATION TECHNOLOGY** | **52** | **4** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | **50** | **50** | **100** |

**PREAMBLE:**

To enrich the learners with fundamental concepts of computers, networks and related technology which are necessary to compete in the electronic environment.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | posses the basic knowledge of computers, network, operating system, E-commerce, System analysis and design, information system | K1 |
| CO2 | describe the functions of operating system, data processing units, internet and E-Commerce | K2 |
| CO3 | use of computer system, MIS and DSS to automate the routine work in various areas of business | K3 |
| CO4 | analyze the ethics of programming and use appropriate tools for a computer program | K4 |
| CO5 | discover the innovative use of programming and information system | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 1 | 3 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 3 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 11 | 21 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 1.65 | 2.26 | 1.95 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;**

**9-High correlation between COs and POs.**

**Course Content**

**UNIT I (11 Hrs)**

**Fundamentals of Computer:**

Basic components and functioning of the computer-Evolution of computer – characteristics – uses of computers – computer systems – Hardware and Software- importance of computers in business - Data and Information, data processing, data storage and data retrieval capabilities, computer applications in various areas of business, computer related jobs in business.

**UNIT II** (**11 Hrs)**

**Types of computers:**

Micro, Mini, Mainframe and Super Computers. Analog, Digital and Hybrid Computers-Business and Scientific Computer Systems-Generations of Computers - First, Second, Third, Fourth and Fifth Generation Computers, Laptop or Notebook Computers, Data Processing System: Batch, Online, Real time system-Time sharing, Multiprogramming and Multiprocessing systems-Net workings: LAN, WAN and WWW.

**UNIT III**  (**10 Hrs)**

**Input and Output Devices:**

Input ,Output and Storage devices - Software: System Software and Application Software, Programming language - Machine language - Assembly language, High level language: Flowchart and Program Flowcharts - Steps in developing a computer program.

**UNIT IV**

**Operating systems: (10 Hrs)**

Operating systems - Ms- Dos, Ms-Windows, UNIX, Windows NT, Windows98 – E-Commerce-Internet - Extranet – E-mail and its uses - World Wide Websites - Mobile Computers.

**UNIT - V**

**Computer Based Information System: (10 Hrs)**

Computer Based Information System - Transaction Processing - Office Automation - Management Information System – Decision Support Systems - Expert Systems.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Saravana Kumar.R  Parameswaran.R  Jayalakshmi.T | A Text book of Information Technology | S.Chand & Sons, New Delhi | 2014 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Alexis Leon & Mathews Leon | Fundamentals of Information Technology, | Leon Tech World, Chennai | 1999 |
| 2 | Brightman.R.W & Dimsdab .J.M | Using Micro Computers, 1ST Edition, | Galgotia Publication Pvt Limited, New Delhi | 1995 |
| 3 | Hunt Roger and Shelly John | Computers and Commonsense | Prentice Hall of India Pvt Ltd, New Delhi, | 1994 |
| 4 | Lucas Henry .C, | Information Technology for Management | Tata Mc Graw Hill Education Pvt Limited, New Delhi | 2010 |
| 5 | Taxali.K.R, | PC Software Made Simple | Tata Mc Graw Hill Education Pvt Ltd., New Delhi | 2001 |

**WEB REFERENCES:**

1. <https://ncert.nic.in/textbook/pdf/kecs101.pdf>
2. <https://ocw.mit.edu/courses/sloan-school-of-management/15-561-information-technology-essentials-spring-2005/lecture-notes>
3. <https://www.d.umn.edu/~rmaclin/cs1011/index.html>
4. <http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/B.Com%20Computer%20Application/First%20Year/Introduction%20to%20Information%20Technology.pdf>
5. <http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20I%20SEM/BCA-121%20Computer%20Fundamental.pdf>
6. <https://app1.unipune.ac.in/external/syllabus/Computer-Concept-RanjeetPatil-Wani-Sir-27-4-15.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core III : Allied-I** | **21CCU03** | **E-BANKING** | **52** | **4** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students to understand the concept of e-banking transactions and overview of e-banking security.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | define the various terms such as e-banking, Truncated cheque, E-Cheque, Internet Banking, Tele banking, Electronic Payment System, Digital Signature, Digital certificate, mobile banking | K1 |
| CO2 | demonstrate the modern functions of banking such as Automatic Teller Machine (ATM), e-banking delivery channels (debit card, credit card, smart card, tele banking, internet banking, NEFT,EFT,RTGS,SWIFT,E-WALLET), E-Locking Techniques and different facets of e banking | K2 |
| CO3 | make use of different electronic banking techniques to execute business and personal transactions smoothly | K3 |
| CO4 | examine the aspects of e-banking, telephone banking. E-banking models, cluster approach, high-tech banking services, cybercrime and e-security solutions | K4 |
| CO5 | judge the effectiveness of modern e-banking systems | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**COs-POs MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 1 | 3 | 9 | 3 |
| **CO2** | 9 | 3 | 9 | 1 | 1 | 9 | 3 |
| **CO3** | 9 | 3 | 3 | 1 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 3 | 1 | 1 | 9 | 1 |
| **CO5** | 1 | 1 | 3 | 1 | 1 | 3 | 1 |
| **Total Contribution of COs to POs** | 37 | 19 | 27 | 5 | 7 | 39 | 9 |
| **Weighted Percentage of COs Contribution to POs** | 2.12 | 1.22 | 1.69 | 0.43 | 1.05 | 4.19 | 1.60 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(10Hrs)**

**E- Banking:**

Meaning – Traditional Banking Vs E- Banking – E- Banking in Indian Scenario – Facets of E- Banking – E- Banking and financial services – Models for E- Banking – Significance and limitations of E- Banking – Constraints in E- Banking.

**UNIT II (10Hrs)**

**E- Banking Transactions:**

E- Banking Transactions – Truncated cheque – Definition – Features – Merits and Demerits.

E-Cheque: Definition – Features – Process – Mechanism – Advantages – Truncated cheque Vs E-Cheque – Payment cycle.

**UNIT III ( 10Hrs)**

**E-Banking Delivery Channels**:

Internet Banking – Meaning – Mechanics of Internet Banking – services – Mobile banking – Meaning – Definition – Features – Services – MCHQ in India – Tele banking- Definition – Features – Mechanism – Banking facilities – Tele banking system – Drawbacks.

**UNIT IV (11Hrs)**

**Electronic Payment System**

Electronic Payment System – Meaning – Features – Process – Payment methods – E-Cash – E-Purse – Electronic Card – ATM – Smart – Debit Card – Credit Card – Society for World Wide Inter Bank Financial Telecommunications (SWIFT) – Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer ( NEFT) – Working Mechanism of RTGS and NEFT.

**UNIT V (11Hrs)**

**Cyber Security in Banking:**

Introduction – Security concepts – Security Attacks – Skimming – PIN capturing – Phishing – Pharming - Social Engineering – Malware – Trojans.

E- Builder Solutions: E- Security solutions – Multi factor authentication – firewalls- Encryption – E-Locking technique – Digital Signature – Digital certificate – Electronic signature.

**TEXT BOOKS:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Gordon , E. and Natarajan.K | Banking theory and Practice | 24th Edition, Himalaya Publishing House, Mumbai | 2014 |
| Gurusamy S | Banking theory and Practice | Vijay Nicole imprints private Limited. | 2017 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1. | Bhushan Dewan, | E-Commerce | Sultan Chand Limited, New Delhi | 2012 |
| 2. | Kaptan SS, , | Indian Banking in Electronic Era | New Century Publications, New Delhi | 2003 |
| 3. | Shekhar K.C Lekshmy Shekar | Banking theory and Practice | Vikas publishing house, New Delhi | 2013 |
| 4. | Sundaram K.P.M Varshney.P | Banking theory and Practice | Sultan Chand Limited, New Delhi | 2011 |

**WEB REFERENCES:**

1. <https://www.youtube.com/watch?v=lS2Bobram64>
2. <https://www.slideshare.net/abhishektanna/e-banking-25603805>
3. <https://www.academia.edu/27264233/Role_of_E_Banking_Delivery_Channel_in_Developing_Loyalty_A_study_on_Salaried_Employees?auto=download>
4. <https://www.youtube.com/watch?v=SNo4B74k_TI>
5. <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202005031242173294Rajiv_Applied_E-banking-Updated.pdf>
6. <https://rbidocs.rbi.org.in/rdocs/PublicationReport/Pdfs/21595.pdf>
7. <https://www.researchgate.net/publication/46533323_E-BANKING-_MODERN_BANKING_SERVICES>
8. <http://www.ismsedu.com/E-Banking%20Management.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part III** | **Core IV:**  **Practical-I** | **21CCU04** | **COMPUTER APPLICATIONS PRACTICAL – I (MS OFFICE, TALLY & INTERNET)** | **52** | **-** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | - | - | - |

**PREAMBLE:**

To explore the practical applications of Ms-Word, Ms-Excel and Ms-PowerPoint in business situations.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic tools of MS-Word, MS-Excel, MS-PowerPoint | K1 |
| CO2 | demonstrate the procedure of creating documents, worksheets and slide presentation | K2 |
| CO3 | make use of menus, wizards for formatting the document and apply formulae for mathematical operation | K3 |
| CO4 | examine the features of mail merge and clip art in MS-Word and MS-Excel | K4 |
| CO5 | evaluate the valid results of mathematical operations in MS-Excel and various effects of slideshow in MS-PowerPoint and generate the report and charts | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**Course Content**

**MS-Word (20 Hrs)**

1. Preparing a document with different font styles, font sizes, paragraph formatting, header & footer.
2. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
3. Prepare Bio-Data by using Wizard/ Templates.
4. Type a cost audit report and perform the following
   1. Use format tool bar, wizard and templates.
   2. Numbering and bullets.
   3. Create and apply styles to your documents.
5. Prepare a mail merge for an interview call letter

**MS-Excel (20 Hrs)**

1. Prepare a mark list of your class and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare a pie chart in Ms-Excel for student mark details.
3. Prepare a statement of Bank customers account showing simple and compound interest
4. Prepare a Salary bill in a worksheet showing Basic Pay, DA, HRA, Gross salary, PF, IT, Net Salary using suitable Excel features.

* Select a column and change the yellow color whose net salary is >=50000.
* Select a column and apply a formula to calculate Gross salary(GS= Basic pay + DA + HRA)
* Select a column and apply a formula to calculate Deduction(Deduction= PF + IT)
* Select a column and apply a formula to calculate Net salary (Gross Salary-Deduction)

1. Prepare a Electricity Bills using MS-excel.

**MS-PowerPoint (12 Hrs)**

1. Create a power point presentation for promoting sales of your company’s product. It should contain slides covering profile of the company, product features, different offers, payment modes and contact address.
2. Prepare an Invitation for college day function.
3. Create a Power point presentation to explain the sales performance of your company over a period of five years. Insert pictures from Clip arts.
4. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Foundation : I** | **21FCU01** | **ENVIRONMENTAL STUDIES**  **(CURRICULUM AS RECOMMENDED BY UGC)** | **26** | **2** |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **I** | - | **50** | **50** |

**PREAMBLE:**

To bring about an awareness of a variety of environmental concerns and to create a pro-environmental attitude and a behavioural pattern in society that is based on creating sustainable lifestyle

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | CO Statement | Knowledge  Level |
| CO1 | Define environment, ecosystem, biodiversity, environmental pollution and social issues. | K1 |
| CO2 | Explain the natural resources, types of ecosystem, geographical classification of India, causes of environmental pollution and the problems related to the society. | K2 |
| CO3 | Identify the information related to environment and the resources to protect it. | K3 |
| CO4 | Analyze the classification of natural resources, energy flow in the ecosystem, threats to biodiversity, disaster management and the role of information technology in environment and human health. | K4 |
| CO5 | Assess the environmental issues with a focus on sustainability. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO5** | 9 | 9 | 3 | 3 | 1 | 1 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 39 | 39 | 9 | 7 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.44 | 3.32 | 1.35 | 0.75 | 2.66 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**

**( 6 Hrs)**

**Multidisciplinary Nature of Environmental Studies:**

**Environment:** Definition, Components, Segments and Types. **Natural Resources:** Meaning, Components: (1. **Forest**-Meaning, Importance and Types 2. **Water**- Meaning, Types and Problems 3. **Mineral**- Meaning and Classification 4.**Food**-Meaning and Problems 5.**Energy**- Meaning, Forms and Types 6.**Land**- Meaning, Structure and Functions, Components), **Classification**: Renewable and Non-Renewable Resources, Role of an Individual in Conservation of Natural Resources.

**UNIT II (5 Hrs)**

**Ecosystems –** Definition, Features, Structure and Function of an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in the Ecosystem (Water, Carbon ,Nitrogen, Oxygen and Energy), Food Chains, Food Webs and Ecological Pyramids

**Introduction Types, Characteristics Features, Structure and Function of the following Ecosystem:**

* Forest Ecosystem
* Grassland Ecosystem
* Desert Ecosystem
* Aquatic Ecosystems (Ponds, Streams, Lakes, Rivers, Ocean, Estuaries)

**UNIT III (5 Hrs)**

**Biodiversity and its Conservation-**Introduction – Definition – Genetic, Species and Ecosystem Diversity, Bio geographical Classification of India -Value of Biodiversity – Consumptive Use, Productive Use, Social, Ethical, Aesthetic and Option Value- Biodiversity at Global, National and Local Levels- India as a Mega-Diversity Nation- Hot-Spots of Biodiversity- Threats to Biodiversity – Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts- Endangered and Endemic Species of India Conservation of Biodiversity – In-situ and Ex-situ and Conservation of Biodiversity.

**UNIT IV (5 Hrs)**

**Environmental Pollution:** Definition, Causes, Effects, control measures and Prevention Acts for Air, Water, Soil, Noise, Thermal Pollutions and Nuclear Hazards. **Solid Waste Management**: Meaning, Causes, effects and control measures of urban and industrial wastes .**Disaster Management**: Meaning, Types of Disasters: floods, earthquake, cyclone and landslides. **Environmental Ethics:** Issues and possible solutions- Climate change, global warming, acid rain, ozone layer depletion, nuclear - accidents and holocaust. Consumerism and waste products, Public Awareness.

**UNIT V (5 Hrs)**

**Social Issues and the Environment:** From Unsustainable to Sustainable development- Urban problems related to energy- Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns.

**Human Population and the Environment:** Population growth and distribution- Population explosion – Family Welfare Programme-Environment and human health- HIV/AIDS- Role of Information Technology in Environment and human health- Medical transcription and bio-informatics.

**WEB REFERENCES:**

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001,
6. Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
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10. Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
11. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural
12. History Society, Bombay (R)
13. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment,Cambridge Univ. Press 1140p.
14. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws, Himalaya Pub. House, Delhi 284 p.
15. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems &Solutions, Web enhanced edition. 639p.
16. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
17. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
18. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
19. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ.Co. Pvt. Ltd. 345p.
20. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
21. Survey of the Environment, The Hindu (M)
22. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, BlackwellScience (TB)

**SEMESTER - II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| Part – I | Language -II | 21LTU02 | TAMIL - II | 72 | 4 |

**Contact hours per week:6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**Kfg;Giu:**

ePjp ,yf;fpak; rhu;e;j E}y;fisg; gbg;gjd; %yk; tho;tpy; mw czu;tpidg; ngWtu;.

**COURSE OUTCOME:**

,jidf; fw;gjd; %yk; fPo;f;fhZk; epiyia miltu;.

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | mw,yf;fpa tifikfis mwpe;J nfhs;Sjy;. | K1 |
| CO2 | mw,yf;fpaq;fs; topfhl;Lk; xOf;fq;fisf; fw;wy;. | K2 |
| CO3 | kdpj Nea khz;Gld; tpsq;Fjy;. | K3 |
| CO4 | ,yf;fpaq;fSf;fpilNa cs;s cwT epiyfisj; njhlu;Gg;gLj;Jjy;. | K4 |
| CO5 | Rw;Wr;#oy; Fwpj;j tpopg;Gzu;itf; nfhz;L r%fj;ij kjpg;gply;;. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 3 | 3 | 9 | 9 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 9 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO5** | 9 | 3 | 9 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 33 | 33 | 27 | 21 |
| **Weighted Percentage of COs contribution to POs** | 2.29 | 2.09 | 2.46 | 2.10 | 2.74 | 2.22 | 1.94 |

**Level of Correlation : 0 – No Correlation; 1 – Low Correlation; 3 – Medium Correlation; 9 – High Correlation between COs and Pos.**

**Course Content**

**myF - 1 mwE}y;fs; 18 kzp Neuk;**

1. jpUf;Fws; - m) ,d;dh nra;ahik (1-10)

M) nrhy;td;ik (1-10)

2. ehybahh; - m) fy;tp (1-10)

M) el;ghuha;jy; (1-10)

3. ed;ndwp - 10 ghly;fs; (4>5>8>9>11>15>16>18>19>24)

**myF - 2 jdpg;ghly; jpul;L 18 kzp Neuk;**

1. mUzhr;ryf; ftpuhah; - ‘ntz;nzAw;W nea;Njl;…’

2.mt;itahh; - ‘thd;FUtpapd; $L…’

‘rpj;jpuKk; ifg;gof;fk;…’

‘nrhy;yhkNy nghpah;…’

‘fw;wJ ifkz;zsT…’

‘vl;Nlfhy; yl;rzNk…’

kjpahjhh; Kw;wk; kjpj;J…’

1. ,uhkrhkpf; ftpuhah; - ‘Kd;ndhU Chpd; ngauhk;…’
2. fk;gh; - ‘Nkop gpbf;Fk; if…’
3. fhsNkfg; Gyth; - ‘thhpf;ffsj;J mbf;Fk;…’

**myF - 3 ciueil 18 kzp Neuk;**

1. kyUk; khiyAk; - jdpehaf mbfshh;
2. ifNfap cs;sk; - jPg.eluh[d;
3. tpau;itapd; ntFkjp - nt.,iwad;G
4. Nfh.it. Nfhijehafp mk;khs; - igk;nghopy; kPuhd;
5. midtUf;Fk; Rfhjhuk; - M.ng.n[.mg;Jy;fyhk;
6. ez;gupd; gz;G - jkpoz;zy;

**myF– 4 -,yf;fzk; 18kzp Neuk;**

**nrhy; tiffs; -** ngau;r;nrhy; - ,LFwpg;ngau;> fhuzg;ngau;

tpidr;nrhy; - njupepiy tpidKw;W> Vty; tpidKw;W> tpaq;Nfhys; tpidKw;W> Fwpg;G tpidKw;W> ,ilr;nrhy;ypd; ,yf;fzk; - tiffs;> cupr;nrhy;ypd; ,yf;fzk; -tiffs;

**myF– 5 ,yf;fpa tuyhW 18 kzp Neuk;**

1. gjpndz; fPo;f;fzf;F E}y;fs;

2.ciueilapd; Njhw;wKk; tsu;r;rpAk;

gapw;rpf;Fupad - nkhopngau;g;G (Mq;fpyj;jpypUe;J jkpopy;)

**ghlE}y;fs;:**

1. r.Nt.Rg;gpukzpad;> ,yf;fpa tuyhW> kzpthrfu; gjpg;gfk; 31> rpq;fu; njU ghupKid> nrd;id 600 108
2. jz;lghzp jdpg;ghly; jpul;L ciu (%yKk; ciuAk;)> ckh gjpg;gfk;> 58 Iag;g nrl;b njU> kz;zb> nrd;id 600 001.
3. Nguh. Kidtu; K.ngup.K.,uhkrhkp> jpUf;Fws;> = ,e;J gg;spNf\d;];> 40 gQ;rhy; Rg;gpukzpa njU> nrd;id 600 017.
4. Nguh. khzpf;fk>; ehybahu; njspTiu> kzpthrfu; gjpg;gfk;> nrd;id 6 Mk; gjpg;G> Mf];l; 2014.
5. ftpQu; gj;kNjtd;> ePjp E}y; fsQ;rpak>; nfhw;wit ntsPaPL> 4/2 Re;juk; njU> nrd;id - 600017. Kjw;gjpg;G 2014
6. vspa eilapy; jkpo; ,yf;fzk; - Ruh gjpg;gfk;> mz;zhefu;> nrd;id-40. Kjw;gjpg;G 2012.

**ghu;it E}y;:**

r.Nt.Rg;gpukzpad;> gjpndz; fPo;f;;fzf;F E}y;fs; (%yKk; njspTiuAk;) >

kzpthrfu; gjpg;gfk;> 31 rpq;fu; njU> ghupKid> nrd;id 600 108.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| Part – II | English: II | **21LEU02** | **ENGLISH - II** | 72 | 4 |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students understand the various literary forms in English Literature.

**COURSE OUTCOME:**

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

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | Recognize contextual meaning of the word. | K1 |
| CO2 | Communicate effectively using wider range of vocabulary. | K2 |
| CO3 | Apply their acquired knowledge to identify the sentence structure. | K3 |
| CO4 | Examine the themes and literary devices. | K4 |
| CO5 | Assess the passages for logical arrangement of sentences in a given text. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO2** | 9 | 3 | 3 | 3 | 1 | 1 | 1 |
| **CO3** | 3 | 3 | 3 | 1 | 1 | 1 | 1 |
| **CO4** | 3 | 1 | 1 | 1 | 1 | 1 | 1 |
| **CO5** | 1 | 1 | 1 | 1 | 1 | 0 | 0 |
| **Total Contribution of COs to POs** | 25 | 17 | 17 | 9 | 7 | 6 | 6 |
| **Weighted Percentage of COs contribution to POs** | 1.2 | 1.0 | 1.2 | 0.8 | 1.2 | 1.2 | 1.4 |

**Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation; 9- High correlation between COs and POs.**

**Course Content**

**UNIT I: POETRY 12 Hours** 1. Television- Roald Dahl

2. Success is counted sweetest – Emily Dickinson

3. Enterprise- Nissim Ezekiel

**UNIT II: PROSE 15 Hours**

1. Woman, Not the weaker sex – M.K.Gandhi

2. Positive Thinking- Francie Baltazar-Schwartz

3. The Last Cab Ride- Kent Nerburn

**UNIT III : SHORT STORIES 13Hours** 1. The Verger- W.Somerset Maugham

2. Springtime- O.Henry

3. The Clever Officer’s Test- Japanese Fairy Tale

**UNIT IV: ONE-ACT PLAY 16Hours**

1. The Death trap- Saki (H.H.Munro)

2. Soul Gone Home- Langston Hughes

**UNIT V: GRAMMAR AND COMPOSITION 16Hours**

1. Tense

2. Articles

3. Jumbled Sentence

4. Framing Questions

5. Letter Writing

**TEXT BOOK:**

**Strengthening Communication**

**WEBSITE LINKS:**

1. <https://www.learninsta.com/television-summary/>
2. <https://www.litcharts.com/poetry/emily-dickinson/success-is-counted-sweetest>
3. <https://poemanalysis.com/nissim-ezekiel/enterprise/>
4. <https://www.mkgandhi.org/momgandhi/chap60.htm>
5. <https://storymirror.com/read/english/story/the-last-cab-ride/a4vijk4m>
6. <https://www.cram.com/essay/Mother-And-Son-In-Soul-Gone-Home/FCGMNAL3QG>
7. <https://www.grammarly.com/blog/articles/>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: V** | **21CCU05** | **FINANCIAL ACCOUNTING** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**PREAMBLE:**

To enable the students to make use of financial accounting applications in the real life situation.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the concepts of single entry system, depreciation, branch, departments, hire purchase and instalment purchase system. | K1 |
| CO2 | explain the features of single entry system, types of branches, methods of providing depreciation and royalty accounts. | K2 |
| CO3 | compare single entry system with double entry system, wholesale profit with retail profit and hire purchase with installment purchase system. | K3 |
| CO4 | compute the amount of depreciation, amount of interest in hire purchase and installment purchase system, minimum rent and short workings in royalty accounts. | K4 |
| CO5 | evaluate the financial results of departments and branches. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 15 | 15 | 11 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 1.28 | 2.25 | 1.18 | 2.66 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**. **(13 Hrs)**

**Single Entry system:**

Meaning, Features, Defects - Difference between Single entry and Double entry system- Statement of Affairs Method – Conversion Method

**UNIT II (13 Hrs)**

**Departmental Accounts and Branch Accounting:**

Departmental Accounts: Meaning-need-Basis for allocation of expenses-Inter department transfer at cost or selling price.

Branch Accounting: Meaning-Types of branches-Dependent branches system-Stock and debtors system-Distinction between wholesale profit and retail profit-Independent branch(excluding foreign branches

**UNIT III (13 Hrs)**

**Depreciation Accounts:**

Depreciation – Meaning, Need, Causes and methods of providing depreciation - Straight Line Method- Written down Value Method (Excluding Change in Method), Annuity method, Sinking fund method, Insurance policy method, Revaluation method, Depletion method and Machine hour rate method

**UNIT IV (13 Hrs)**

**Hire Purchase and Installment Accounts:**

Hire Purchase: Meaning–Features-Installment purchase system: Meaning-Features- difference between hire purchase method and installment purchase method –Calculation of Interest – default and repossession–Hire purchase trading account: Debtors method –Stock and debtors method.

**UNIT V (13 Hrs)**

**Royalty accounts:**

Meaning of Royalty – Minimum Rent – Short Workings – Recoupment of Stock Workings –Entries in the books of Lessor and Lessee (Excluding sublease)

**Note: Distribution of Marks: Theory 20 % and Problem 80 %.**

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Reddy.T.S &Murthy. A | FINANCIALACCOUNTING, | Margham Publication, Chennai. | 2012 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | GuptaR.L& Gupta.V.K | Advanced Accounting | S.Chand & Sons, New Delhi | 1994 |
| 2 | Jain .S.P and Narang.K.L | Financial Accounting-I, | S.Chand & Sons, New Delhi, New Delhi | 2012 |
| 3 | Maheswari .S.N | Financial Accounting | Vikas Publishing House, New Delhi. | 2012 |
| 4 | Raman.B.S | Financial Accounting | United Publishers, Mangalore | 2012 |

**WEB REFERENCES:**

1. <https://www.open.edu/openlearn/money-business/financial-accounting-and-reporting/content-section---references>
2. <https://cloudcampus.icai.org/>
3. <https://www.slideshare.net/RekhaInfoline/single-entry-ppt-153442817>
4. <https://www.icai.org/post/sm-foundation-p1-may2021onwards>
5. <https://ncert.nic.in/ncerts/l/keac107.pdf>
6. <https://www.youtube.com/watch?v=_PtF5eMv_Lk>
7. <https://www.youtube.com/watch?v=QN2jke_BxjU>
8. <http://mastermindsindia.com/13.%20BRANCH%20ACCOUNTS_%20Assignment%20Solutions.pdf>
9. <https://castudyweb.com/wp-content/uploads/2019/05/CH-7-Departmental.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : VI** | **21CCU06** | **BUSINESS CORRESPONDENCE** | **39** | **3** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**PREAMBLE:**

To enrich the skill to draft business letters, banking and company correspondence effectively.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | spell out the meanings of the various terminologies such as, business communication**,** business letters, agenda, minutes and report writing, agency correspondence, application letters, job offer and acceptance letter, tele conferencing, video conferencing | K1 |
| CO2 | explain the various domain concepts such as importance, objectives, media and barriers of communication, business letter, duties of company secretary, preparation of Agenda and minutes. | K2 |
| CO3 | analyze the effectiveness of media of communication and to make trade enquiries, execution of orders, drafting sales and circular letters, bank and agency correspondence and company correspondence. | K3 |
| CO4 | classify the various types of business letters, banking and insurance correspondence, modern communication methods | K4 |
| CO5 | evaluate the pros and cons of modern communication methods. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO5** | 9 | 3 | 3 | 1 | 1 | 3 | 1 |
| **Total Contribution of COs to POs** | 45 | 39 | 39 | 19 | 19 | 21 | 13 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.50 | 2.44 | 1.62 | 2.85 | 2.26 | 2.31 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (8 Hrs)** **Introduction to Business Communication:**

Business Communication: Meaning – Importance of Effective Business Communication. Business Letters: Essentials of Effective Business Letters– Functions - Kinds- Layout of a business letter.

**UNIT II**  **(8 Hrs) Business Letters:**

Trade Enquiries – Offers and quotations- Orders and Order Execution letters – Complaint letters -Sales Letters – Circular Letters.

**UNIT III**  **(8 Hrs)**

**Banking & Insurance Correspondence:**

Banking Correspondence, Insurance Correspondence (Life Insurance only)-Agency Correspondence

**UNIT IV (8 Hrs)** **Company Correspondence**:

Company Correspondence – Correspondence with Directors and shareholders – Duties of company secretary – Preparation of Notice-Meeting-Agenda – Minutes-Report writing.

**UNIT V**

**Report Writing and Modern Communication Methods: (7 Hrs)** Report writing-Importance of reports-Oral and written reports-Types of business reports- Characteristics of a good report.

Application Letters – Preparation of Resume - Modern Communication Methods: Internet, E-mail, Tele conferencing, E- Communication and Video conferencing.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Rajendra Pal & Korlahalli.J.S | Essentials of Business Communication | S. Chand & Sons, New Delhi, | 2009 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Mathur. S.P | Business Communication | New Age International Pvt Ltd, New Delhi, | 2013 |
| 2 | Ramesh. M. S& Pattanshetti.C.C | Business Communication, | Tata Mc Graw Hill Education (India) Pvt. Ltd., New Delhi | 2013 |
| 3 | Rodriques. M.V | Effective Business Communication | Concept Publishing Company, New Delhi | 2003 |

**WEB REFERENCES:**

1. <https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf>
2. <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
3. <https://www.researchgate.net/publication/328630849_The_Importance_of_Communication_in_Business_Management>
4. <http://www.mim.ac.mw/books/Business%20Communication.pdf>
5. <https://www.slideshare.net/AkshayKumar409/business-communication-52615299>
6. <https://www.pinterest.com/pin/business-communication-ppt--786441153677386857/>
7. <https://www.youtube.com/watch?v=r3TRZyrkYmY>
8. <https://www.slideshare.net/CharaSumayao/business-correspondence-64567480>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : IV: Practical I** | **21CCU04** | **COMPUTER APPLICATIONS PRACTICAL-I: (MS OFFICE, TALLY & INTERNET)** | **39** | **4** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**PREAMBLE:**

To impart the skills to use Ms-Access, Internet & Tally.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic tools of MS-Access and various components in gateway of Tally | K1 |
| CO2 | demonstrate the procedure of creating database in MS-Access, company creation and group creation in Tally | K2 |
| CO3 | make use of queries to filter the data in MS-Access and recording the accounting entries in Tally | K3 |
| CO4 | examine the features of E-mail account, short-cut keys and various bars in Tally. | K4 |
| CO5 | evaluate the valid results of queries in MS-Access ,financial statements in Tally and prepare report for business | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 45 | 6 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 4.83 | 1.07 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**MS ACCESS (13 Hrs)**

1. Create a suitable database with necessary information using students mark list.
2. Prepare a Salary bill in a Ms-Access showing Basic Pay, DA, HRA, Gross salary, PF, IT, Net Salary using suitable Access features.

* Write a query to display the maximum salary.
* Write a query to display the salary in ascending order.
* Write a query to calculate gross salary and net salary.

1. Create report for the PRODUCT database.

* Write a query to display the product name in ascending order.
* Write a query to display the maximum rate of the product.

**Internet (13 Hrs)**

1. Create your e-mail id, learn search engines and browser
2. Store your e-mail message by creating new folders, move mail between folders.
3. Send an e-mail to your superior by attaching the excel data which comprises details regarding the financial performance of the company.
4. Visit to any bank website and download the financial report.
5. Visit your University and college websites and collect the relevant data.

**Tally (13 Hrs)**

1. Company creation, Alteration, Delete
2. Ledger Creation, alternation –Single Group
3. Voucher Creation
4. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : VII**  **Allied : II** | **21CCU07** | **STATISTICS FOR BUSINESS** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | **50** | **50** | **100** |

**PREAMBLE:**

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

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| **CO1** | recall the basic definitions of statistics, measures of central tendency, correlation, regression, time series and probability | **K1** |
| **CO2** | explain the concept based on statistics, measures of central tendency, correlation, regression, time series and probability | **K2** |
| **CO3** | apply various formulae to solve the problems on statistics, measures of central tendency, correlation, regression, time series and probability. | **K3** |
| **CO4** | analyze the relations between Mean Median, Mode, correlation and regression | **K4** |
| **CO5** | evaluate the problems on statistics, measures of central tendency, correlation, regression, time series and probability | **K5** |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 3 | 0 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 27 | 8 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 2.90 | 1.42 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hours)**

**STATISTICS:** Introduction to statistics- Meaning - Definition – Methods of collecting data – Primary and Secondary data- Classification and tabulation – Diagrammatic and graphical representation.

**UNIT II**  (**13 Hours)**

**MEASURES OF CENTRAL TENDENCY:** Mean Median, Mode, Geometric Mean and Harmonic Mean - Merits and demerits.

**UNIT III** (**13 Hours)**

**CORRELATION:** Meaning - Definition –Scatter diagram, Karl Pearson’s co-efficient of correlation, Spearman’s Rank correlation, advantages and limitations of correlation.

**REGRESSION:** Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of regression.

**UNIT IV** (**13 Hours)**

**TIME SERIES:** Definition of Time Series - Components of Time Series-Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares –Advantages and Disadvantages

**UNIT V** (**13 Hours)**

**PROBABILITY:** Definition – Concept – Addition and Multiplication theorems.

**(No derivation and proof, Simple Problems only).**

**\*\* Note : Distribution of marks Theory – 20% Problems – 80%**

**TEXT BOOK:**

Navanitham. PA.( 2012) - **“**Business Mathematics and Statistics**”**, Jai publishers, Trichy.

**REFERENCE BOOKS:**

1. Gupta. S.P. (2016) - “Statistical Methods”, Sultan Chand & Sons, New Delhi.
2. Vittal. P.R. (2013) - “Mathematical Statistics”, Margham Publishers, Chennai.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Foundation : II** | **21FCU02** | **YOGA AND ETHICS** | **26** | **2** |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **I** | **II** | - | **50** | **50** |

**PREAMBLE:**

To enable the learners to acquire the knowledge on basic yogasanas and values and practice them in real life.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic terminologies in yoga and value education | K1 |
| CO2 | demonstrate the importance of yoga, mental exercises, principles of life and components of values. | K2 |
| CO3 | apply the techniques of dynamic & mental exercises and philosophical values in real life | K3 |
| CO4 | classify the different types of asanas, stages of mind, analysis of thought, ethical values and social values. | K4 |
| CO5 | evaluate how the yoga and value education make a person strong both physically and mentally | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 1 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 15 | 13 | 11 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 1.28 | 1.95 | 1.18 | 2.66 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(5 Hrs)**

**Yoga AND HEALTH**

**Theory:**

Yoga-Meaning- Importance of Yoga – Pancha Koshas - Benefits of Yoga-General Guidelines.

**Practice:**

Dynamic Exercise- Surya Namaskar-Basic Set of Asanas-Pranayama & Kriya.

**UNIT II (5 Hrs)**

**Art of Nurturing the Mind**

**Theory:**

Ten Stages of Mind-Mental Frequency – Methods for Concentration

Eradication of Worries- Benefits of Blessings- Greatness of Friendship- Individual Peace and World Peace

**Practice: -** Worksheet

**UNIT III (5 Hrs)**

**PHILOSOPHY AND PRINCIPLES OF LIFE**

Purpose and Philosophy of Life- Introspection – Analysis of Thought -Moralization of Desires- Neutralization of Anger.

Vigilance and Anti- Corruption- Redressal mechanism - Urban planning and Administration.

**Practice -** Worksheet

**UNIT IV (6 Hrs)**

**VALUE EDUCATION (Part-I)**

Ethical Values: Meaning – Need and Significance- Types - Value education – Aim of education and value education

Components of value education: Individual values – Self discipline, Self Confidence, Self Initiative, Empathy, Compassion, Forgiveness, Honesty, Sacrifice, Sincerity, Self-control, Tolerance and Courage.

**Practice -** Worksheet

**UNIT V (5 Hrs)**

**VALUE EDUCATION (Part-II)**

**Family Values**

**Constitutional or National values** – Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom and Fraternity.

**Social values** – Pity and probity, self control, universal brotherhood.

Professional values – Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

**Religious values** – Tolerance, wisdom, character.

**Practice -** Worksheet

**REFERENCE BOOKS:**

1 Vethathiri Maharishi (2015), ‘Yoga for human excellence’- Sri Vethathiri Publications.

2. Value Education for human excellence- study material by Bharathiar University.

3. Value Education - Study Material by P.K.R Arts College for Women.

**SEMESTER-III**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: VIII** | **21CCU08** | **ADVANCED ACCOUNTANCY** | **78** | **5** |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | **50** | **50** | **100** |

**PREAMBLE:**

To familiarize the students with the accounting principles and practice of partnership

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | explain the concepts of Partnership accounts, insurance claim and royalty accounts. | K1 |
| CO2 | Solve problems on admission of partner, Retirement and death of partner, dissolution and insolvency of partner. | K2 |
| CO3 | assess the value of goodwill at the time of admission and retirement of partners. | K3 |
| CO4 | apply the rules of Garner vs Murray case. | K4 |
| CO5 | analyse the accounting treatment at the time of admission and retirement of partners. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 1 | 1 | 1 |
| **CO4** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO5** | 9 | 3 | 9 | 3 | 0 | 0 | 0 |
| **Total Contribution of COs to POs** | **45** | **39** | **45** | **33** | **4** | **4** | **8** |
| **Weighted percentage of COs Contribution to POs** | 2.57 | 2.50 | 2.82 | 2.81 | 0.60 | 0.43 | 1.42 |

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (16 Hrs) Partnership Accounts- Admission of Partner:**

Admission of a partner- Treatment of Goodwill- Revaluation of Assets and Liabilities- Calculation of Ratios for Distribution of Profits- Capital Adjustments.

**UNIT II (16 Hrs)**

**Retirement and Death of Partner:**

Retirement of partner- Calculation of Gaining ratio- Revaluation of Assets and Liabilities- Treatment of Goodwill-Adjustment of Goodwill through Capital A/C only- Settlement of Accounts- Retiring Partner’s Loan Account with equal Installments only- death of partner- calculation of profit upto the date of a partner.

**UNIT III (16 Hrs)**

**Dissolution and Insolvency of a Partner:**

Dissolution- Insolvency of Partners- Garner Vs. Murray –Insolvency of all Partners- Deficiency A/C- Piecemeal Distribution- Proportionate Capital Method Only-Insolvency of Individuals and Firms.

**UNIT IV (15 Hrs)**

**Insurance Claims Accounts:**

Computation of Insurance Claims – Loss of stock – Calculation of total stock on the date of Fire – Ratio of Gross Profit – Average clause – Loss of Profit

**UNIT V (15 Hrs)**

**Insolvency accounts:**

Meaning of insolvent - Relevant Acts - Procedure under insolvency Acts - Distinction between insolvency of an individual and a partnership firm - Difference between Balance Sheet and Statement of affairs -Preparation of the statement of affairs - Preparation of statement of affairs of a sole trader - Statement of affairs and deficiency account of a sole trader.

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

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Reddy T.S & Murthy.A | Financial Accounting  Volume I | Margham publications, Chennai | 2011 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Gupta R.L & Radhasamy .M | Advanced Accountancy | Sultan Chand & Sons, New Delhi | 2009 |
| 2 | Jain S.P and Narang K.L | Advanced Accountancy  Volume I | Kalyani publishers, New Delhi | 2014 |
| 3 | Shukla.M.C.,  Grewal T.S and Gupta S.L | Advanced Accountancy, Volume I | Sultan Chand & Sons,  New Delhi | 2011 |

**WEB REFERENCES:**

1. <https://www.yourarticlelibrary.com/accounting/problems-accounting/top-5-problems-on-admission-of-a-partner-with-solution/79039>
2. <https://www.accountancyknowledge.com/profit-and-loss-appropriation-account-problems-and-solutions/>
3. <https://www.youtube.com/watch?v=vHPJ2pXcA5I>
4. <https://www.youtube.com/watch?v=UV5QDV4HYIM>
5. <https://www.youtube.com/watch?v=_DSaK8Xuij8>
6. <https://www.youtube.com/watch?v=IMSV41MlnqE>
7. <https://www.tutorialspoint.com/financial_accounting/financial_accounting_insurance_claims.htm>
8. <https://quickbooks.intuit.com/in/resources/accounting-taxes/royalties-accounting/>
9. <https://www.tutorialspoint.com/financial_accounting/financial_royalty_accounts.htm>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : IX** | **21CCU09** | **MARKETING MANAGEMENT** | **65** | **3** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | **50** | **50** | **100** |

**PREAMBLE:**

To enable the students to understand the concepts of modern marketing in the changing environment.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge** **Level** |
| CO1 | recollect the meaning of market, Marketing, Selling and Marketing Management, Marketing mix, consumer behavior and consumerism | K1 |
| CO2 | explain the features and importance of telemarketing, E-marketing, transportation, branding, segmentation of consumers, advertising , personal selling, digital marketing, rural marketing and green marketing | K2 |
| CO3 | apply the concepts of marketing, promotional mix strategies and consumer behaviour model to solve the marketing problems. | K3 |
| CO4 | analyze the organisational structure of Marketing, role of marketing for economic development , effects of Channel of Distribution, factors influencing the consumer bahaviour. | K4 |
| CO5 | choose the better pricing method out of various pricing strategies, advertising media, channel of distribution and product segmentation. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 9 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 9 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 9 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 39 | 45 | 27 | 21 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.32 | 6.75 | 2.90 | 3.73 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hrs)**

**Modern marketing concept:**

Marketing –Definition of market and marketing-Importance of marketing –Modern Marketing concept-Global Marketing –E-marketing –Tele marketing- Marketing Ethics -Career Opportunities in Marketing

**UNIT II**

**Functions of Marketing: (13 Hrs)**

Marketing functions-Buying –Selling –Transportation –Storage – Financing –Risk Bearing –Standardisation – Market Information

**UNIT III**

**Marketing Mix: (13 Hrs)**

Marketing Mix – Product mix –Meaning of Product –Product life cycle-Market Segmentation–Branding-labelling-Price Mix-Importance-Pricing objectives - Pricing strategies – Promotion Mix –Advertising- Personal selling and Sales Promotion -Place mix-Importance of channels of distribution –Functions of middlemen – Importance of retailing in today’s context

**UNIT IV (13 Hrs)**

**Consumer Behavior:**

Meaning –Need for studying consumer behavior-Factors influencing consumer behavior.-Consumer Behaviour in modern Era: Neuro Marketing-Digital Marketing.

**UNIT V (13 Hrs)**

**Role of Government in Marketing and Consumerism:**

Marketing and Government –Bureau of Indian Standards –Agmark –Consumerism – Consumer Protection – Rights of consumers- Green Marketing –Meaning and importance; Rural Marketing- features and importance- suggestion for improvement of Rural Marketing.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Pillai R.S. N. & Bagavathi .V | Modern Marketing: Principles & Practices | S.Chand & Company  ,New Delhi | 2014 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Gary Armstrong Philip Kotler | Marketing | Pearson Publications, New Delhi | 2013 |
| 2 | Rajan Saxena | Marketing Management | McGraw Hill Education (India) Pvt Limited, New Delhi | 2016 |
| 3 | Ramasamy V.S & Namakumari .S | Marketing Management,  Planning and Control | MacMillan India Ltd, New Delhi | 2008 |
| 4 | ZiKmund | Marketing | South Western | 2001 |

**WEB REFERNCES:**

1. <https://www.techfunnel.com/martech/modern-marketing-concepts-marketing-management/>
2. <https://www.jagranjosh.com/careers/marketing-management-1528694183-1>
3. <https://www.marketingtutor.net/what-is-e-marketing/>
4. <https://www.marketing91.com/telemarketing/>
5. <https://www.toppr.com/guides/business-studies/marketing/functions-of-marketing/>
6. <https://byjus.com/commerce/functions-of-marketing/>
7. <https://creately.com/blog/diagrams/elements-of-marketing-mix/>
8. <https://mailchimp.com/marketing-glossary/marketing-mix-7ps/>
9. <https://businessyield.com/marketing/promotion-mix/>
10. <https://www.the-future-of-commerce.com/2020/01/08/neuromarketing-definition/>
11. <https://www.snhu.edu/about-us/newsroom/2017/11/types-of-digital-marketing>
12. <https://www.demandjump.com/blog/the-importance-of-consumer-behavior-in-marketing>
13. <http://www.ppup.ac.in/download/econtent/pdf/bbm%202Consumerism.pdf>
14. <https://www.economicsdiscussion.net/marketing-management/rural-marketing-in-india/31957>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : X** | **21CCU10** | **DATABASE MANAGEMENT SYSTEM** | **78** | **4** |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with fundamental concepts of Database Management System

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | gain the basic knowledge of elements of DBMS, SQL, Transactions and Concurrency Control | K1 |
| CO2 | illustrate the structure of database, data model and Relational algebra | K2 |
| CO3 | design a data base using modeling tools such as ER-Model, Schema,  SQL queries | K3 |
| CO4 | analyze the functional dependencies of database and apply the normalization theory | K4 |
| CO5 | assess the relationship of tables and convert into E-R model and formulate the SQL queries | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 33 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 3.54 | 1.95 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (15 Hrs)**

**Database Systems:**

Introduction-Data independence- Abstraction-Organization of a database-DBMS: Benefits, Functions-Components of DBMS- Data Dictionary-Database users

**UNIT II**  **(15 Hrs)**

**Database Architecture:**

Logical Schema-Conceptual Schema-Physical Schema-Database languages-Database design-Design Constraints.

**Data model:**

Hierarchical, Network, Relationship Models, E-R Model, Object Oriented Model-Object-Relational Model

**UNIT III (16 Hrs)**

**E-R Model:**

Components of E-R Model-Relationships: Degree, Connectivity, Cardinality, Dependency, Participation. Constraints-Composite entities-Entity List-E-R diagrams-Types. Normalization: Functional Dependencies, Keys, Relationships-INF, 2NF, 3NF, BCNF

**UNIT IV (16 Hrs)**

**Relational Algebra:**

Relational Algebraic operations: Unary and binary operations. SQL:SQL data types-Characteristics-Types of SQL Commands-SQL Operators-Aggregate functions(Insert, Update, Delete, Join, Cartesian Product statements)

**UNIT V (16 Hrs)**

**Transaction Management and Concurrency Control:**

Transaction-ACID properties-database Structures-Transaction States. Concurrency Control Schemes: Locking-Two phase Locking-Deadlock-Granularity. Transaction Management in SQL: User defined Transactions- Commit, Roll back, Save Point Commands

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Alexis Leon and Mathews Leon | Fundamentals of DBMS | Vijay Nicole Imprints Private Limited, Chennai | 2014 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1. | Abraham Silberchatz and Henry F. Korth | Database System Concepts | Tata McGraw Hill, New Delhi | 2006 |
| 2. | Date C.J | An Introduction to Database Systems | Tata McGraw Hill, New Delhi | 2006 |

**WEB REFERENCES:**

1. <https://mrcet.com/downloads/digital_notes/ECE/III%20Year/DATABASE%20MANAGEMENT%20SYSTEMS.pdf>
2. <http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>
3. <https://www.jbiet.edu.in/coursefiles/cse/HO/cse2/DBMSI-III.pdf>
4. <https://www.bput.ac.in/lecture-notes-download.php?file=lecture_note_420507181042070.pdf>
5. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: XI**  **Practical II** | **21CCU11** | **COMPUTER APPLICATIONS PRACTICALS-II (ORACLE & C++)** | **52** | - |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | - | - | - |

**PREAMBLE:**

To explore the knowledge of database management system using DDL commands, DML Commands and PL/SQL Programs

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic syntax of PL/SQL | K1 |
| CO2 | demonstrate the DDL/DML commands and built in functions of SQL | K2 |
| CO3 | use of SQL statement to formulate a database for a given problem description | K3 |
| CO4 | analyze the database values to avoid data redundancy | K4 |
| CO5 | evaluate the SQL queries for data storage and retrieval | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**Course Content**

**(52 Hrs)**

**1.Create the table library with the following fields**

Name Type

---------- ----------------------

BOOKNO NUMBER(5)

SID NUMBER(5)

SNAME VARCHAR(20)

BOOKNAME VARCHAR(20)

AUTHER NAME VARCHAR(20)

PRICE NUMBER(4)

NO.OF COPIES NUMBER(4)

Insert the details of 5 students and implement the following queries

a) Alter the table by adding a new column ‘Publisher name’

b) Modify the column price values into float

c) Drop the column name ‘Author name’

d)Describe the structure of the table

e) Display book no from the table library avoiding the duplicated values.

**2. Create a table called EMP with the following structure.**

Name Type

---------- ----------------------

EMPNO NUMBER(6)

ENAME VARCHAR2(20)

DESIGNATION VARCHAR2(10)

DEPTNO NUMBER(3)

SAL NUMBER(7,2)

1. Insert more than a record into emp table using a single insert command.
2. Update the emp table to set the salary of all employees to Rs15000/- who are working as a ‘Head of the department’
3. Delete only those who are working as a ‘trainees’
4. Select the name of the employee whose department is ‘English’
5. List the records in the emp table orderby salary in ascending order

**3. Implement the data and built in functions in SQL**

a)Verify the Character/String Function commands of upper, lower, nitcap ,ltrim ,rtrim, concat, length, replace, translate

b) Verify the date and time functions of sysdate ,round, addmonths, lastday, nextday

c) Verify the numerical functions of round, ceil, floor, trunc, sign ,abs

d) Verify the Mathematical commands of power, mod, exp, sqrt

**4. Create the table for ticket booking reservation with the following fields**

Name Type

---------- ----------------------

Passenger name VARCHAR2(20)

Passenger ID NUMBER(4)

Gender VARCHAR2(20)

Address VARCHAR2(10)

Source VARCHAR2(20)

Class VARCHAR2(20)

Destination VARCHAR2(20)

Name Type

---------- ----------------------

TrainId NUMBER(3)

Train name VARCHAR2(20)

Seats NUMBER(10)

Date DATE

Travelling Cost NUMBER(5,2)

1. Find the total number of passengers who travelled in “First Class”

2.Get the details of the passengers who travelled form Delhi to Bombay

3.Display the status of the train where the train number= ‘2333’

4.Update the train details where the seat number= ‘476’

5.Check the train is available on the given date

**5. Create the table ‘Sales’ with the following fields**

Name Type

------------- ----------------

Product No Number 6

Product Name Character(15)

Units Character(15)

Quantity Number(6)

Price Number( 8)

a) Find the total number products in a table

b) Selects all products with a price between 10 and 20:

c) Finds the price of the most expensive product and the price of cheapest product

d) List the product name if the records in the product table that quantity >100

e) Selects all products with a name starting with "E"

6. Write a PL/SQL program to calculate payroll details for all the employees

7. Write a trigger to add two numbers

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XII**  **Allied : III** | **21CCU12** | **BUSINESS ECONOMICS** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with the basic concepts of economic laws/theories relevant to business

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | paraphrase the different economic terminologies and laws. | K1 |
| CO2 | illustrate the important economic concepts and theories applied in business economics | K2 |
| CO3 | identify the factors determining demand, elasticity of demand and supply | K3 |
| CO4 | examine the various methods of demand forecasting, pricing strategies under different market conditions and interpret the laws of productions and cost curves. | K4 |
| CO5 | evaluate the pricing and output decisions under different market structure and theories of factor pricing. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO2** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO4** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO5** | 9 | 9 | 3 | 3 | 1 | 1 | 1 |
| **Total contribution of COs to POs** | 45 | 45 | 39 | 15 | 5 | 5 | 5 |
| **Weighted percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.44 | 1.28 | 0.75 | 0.54 | 0.89 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**

**Business Economics**: **(13 Hrs)**

Meaning, Definition, Nature and Scope of economics-Tools of Economic analysis-Micro and Macro Economics-Business Economics-Role of economics in decision making -Economic theories applied to business analysis-Objectives of business economics-Profit maximization-Sales maximization-Rate of growth-Objectives of Firm in different economic systems.

**UNIT II** .  **(13 Hrs) Utility Analysis**:

Law of diminishing marginal utility-Law of Equi-Marginal utility-Indifference curve. Demand analysis-Meaning-Determinants of demand-Law of demand, Elasticity of demand-Price, Income and Cross demand-Demand estimation and Demand forecasting-types

**UNIT III** .  **(13 Hrs) Production function**:

Factors of production-Law of diminishing returns-Law of variable proportion-Returns to scale-Scale of production-Law of supply-Cost and Revenue-Types of cost of production-Long run and short run cost curve.

**UNIT IV (13 Hrs)**

**Product pricing**:

Meaning, Definition, Types-Equilibrium under Perfect competition of firm and Industry-Pricing under Imperfect competition – Monopoly - Price discrimination-Pricing under Monopolistic competition-Pricing under Oligopoly-Kinked demand curve.

**UNIT V (13 Hrs)**

**Factor pricing:**

Marginal Productivity Theory-Theories of Rent - Wages- Interest – Profit.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Sundharam.K.P.M & Sundharam.E.N | Business Economics | S.Chand& Sons, New Delhi | 2010 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | H.L.Ahuja | Managerial Economics: Analysis of Managerial decision Making | S.Chand Publishing, New Delhi | 2017 |
| 2 | Sankaran .S | Business Economics | Margham Publication, Chennai | 2001 |
| 3 | Seth .M.L | Principles of Economics | Lakshmi Narain Agarwal Publications, Agra | 2017 |
| 4. | M.L.Jhingan | Microeconomics | Vrinda Publication S P LT , New Delhi | 2016 |

**WEB REFERENCES:**

1. <https://www.icsi.edu/WebModules/BUSINESS%20ECONOMICS.pdf>
2. <https://studentzonengasce.nmims.edu/content/Business%20Economics/Business_Economics_Book_trOWJ916T5.pdf>
3. <https://www.ncertbooks.guru/b-com-economics-notes/>
4. <http://gurukpo.com/Content/B.Com/Business%20_Economics-B.Com.pdf>
5. <https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>
6. <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
7. <https://www.tutor2u.net/economics/reference/business-economics-diagram-in-your-pocket>
8. <https://www.indiainfoline.com/article/news-top-story/economics-for-everyone-%E2%80%93-economics-and-concept-of-curves-115070200254_1.html>

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Ability Enhancement : I** | **21AEU01** | **INFORMATION SECURITY** | **26** | **2** |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | - | **50** | **50** |

**PREAMBLE:**

To learn about the basics of Information Security.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | Recall the fundamental concepts of Information Security, Risk and Security policies | K1 |
| CO2 | Discuss the concepts of Risks, vulnerabilities, ethical and privacy issues | K2 |
| CO3 | Apply the ideas in security planning and construct the policies | K3 |
| CO4 | Categorize the Privacy, Ethical Issues, Laws, Software Issues and Crimes | K4 |
| CO5 | Summarize Cryptography, cipher text and threats in information security | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO – PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 1 | 1 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 27 | 16 | 19 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 4.05 | 1.72 | 3.37 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (5 Hours) Introduction to Information Security:**

Information Security: Principles, Concepts and Definitions - The need for Information Security - Benefits of Information Security. The Security Problem in Computing: The Meaning of Computer Security - Computer Criminals.

**UNIT II (5 Hours) Information Risk:**

Information Risk: Threats and Vulnerabilities of Information Systems – Introduction to Risk Management. Information Security Management Policy, Standards and Procedures.

**UNIT III (5 Hours) Security Planning:**

Administering Security: Security Planning - Security Planning Team Members - Assuring Commitment to a Security Plan - Business Continuity Plan - Incident Response Plan - Organizational Security Policies, Physical Security.

**UNIT IV (5 Hours)**

**Privacy and Ethical Issues in Information Security:**

Legal Privacy and Ethical Issues in Information Security: Protecting Programs and Data - Information and the Law - Rights of Employees and Employers - Software Failures - Computer Crime - Ethical Issues in Information Security.

**UNIT V (6 Hours) Cryptography:**

Cryptography: Introduction to Cryptography -What is Cryptography – Plain Text – Cipher Text – Substitution Ciphers - Transposition Ciphers.

**TEXT BOOK:**

1. Sumitra Kisan and D.Chandrasekhar Rao, Information Security Lecture Notes, Department of Computer Science and Engineering & Information Technology, Veer Surendra Sai University of Technology (Formerly UCE, Burla) Burla, Sambalpur, Odisha.

**REFERENCE BOOKS**:

1. Andy Taylor (Editor), David Alexander, Amanda Finch & David Sutton, Information Security Management Principles An ISEB Certificate, The British ComputerSociety, 2008.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Non- Major Elective** | **21NMU01A** | **INDIAN WOMEN AND SOCIETY(Curriculum as recommended by UGC)** | **26** | **2** |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **III** | **-** | **50** | **50** |

**PREAMBLE:**

To familiarize students with the specific cultural contexts of women in India

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | know women status in Indian society as an academic discipline | K1 |
| CO2 | interpret the various roles of women, challenges and issues faced by them in the society | K2 |
| CO3 | find out solutions to their legal issues and product themselves from the violence against women  emphasize on women entrepreneurship for their empowerment | K3 |
| CO4 | critically analyze the lifestyle and challenges of women | K4 |
| CO5 | discuss the importance of women health and issues related to women in general | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**COs – POs MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | **9** | **9** | **9** | **9** | **0** | **0** | **0** |
| **CO2** | **9** | **9** | **9** | **9** | **3** | **0** | **3** |
| **CO3** | **9** | **9** | **9** | **9** | **9** | **9** | **9** |
| **CO4** | **3** | **3** | **3** | **9** | **9** | **9** | **9** |
| **CO5** | **3** | **3** | **1** | **1** | **1** | **9** | **9** |
| **Total Contribution of COs to POs** | **33** | **33** | **31** | **37** | **22** | **27** | **30** |
| **Weighted Percentage of COs Contribution to POs** | 1.89 | 2.11 | 1.94 | 3.15 | 3.30 | 2.90 | 5.33 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT 1 (5 Hours)**

**Historical Background:**

History of Women’s status from Vedic times, Women’s participation in India’s Pre and Post Independence movement and Economic Independence, fundamental rights and importance of women in Modern Society

**UNIT 2 (5 Hours)**

**Role of Women (Challenges &Remedies):**

Women in Family, Agriculture, Education, Business, Media, Defense, Research and Development, Sports, Civil Services, Banking Services, Social Work, Politics and Law

**UNIT 3 (5 Hours)**

**Women and Health:**

Women and health issues, Malnutrition, Factors leading to anemia, Reproductive maternal health and Infant mortality, Stress

**UNIT 4 (5 Hours)**

**Issues of Women:**

Women’s issues, Dowry Related Harassment and Dowry Deaths, Gender based violence against women, Sexual harassment, Loopholes in Practice to control women issues

**UNIT 5 (6 Hours)**

**Women Empowerment:**

Meaning, objectives, Problems and Issues of Women Empowerment, Factors leading to Women Empowerment, Role and Organization of National Commission for Women, Central and State Social Welfare Board for Women Empowerment, Reality of women empowerment in the era of globalization

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Mala Khullar | Writing the Women’s Movement: A Reader | Zubaan | 2005 |
| 2 | IAWS | The State and the Women’s Movement in India | IAWS, Delhi | 1994 |
| 3 | Kosambi,Meera | Crossing Thresholds: Feminist Essays in Social History | Permanent Black | 2007 |
| 4 | T Rowbotham, Sheila | Hidden from History: Women’s Oppression and the Fight against It | Pluto Press, London | 1975 |
| 5 | Susheela Mehta | Revolution and the Status of Women | Metropolitan Bookco.pvt ltd, New Delhi | 1989 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/**  **Semester** | **Credit** |
| Part - IV | Non- Major Elective | 21NMU01B | Advanced Tamil  (Curriculum as recommend by UGC) | 24 | 2 |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| II | III | - | 50 | 50 |

**Kfg;Giu:**

vOj;Jf;fspd; tifikfs;> nrhw;nwhlu; mikg;G> khw;wk; Fwpj;J mwpe;J nfhs;tu;.

**COURSE OUTCOME:**

mbg;gilj; jkpo; fw;gjd; thapyhff; fPo;f;fhZk; jd;ikfis mwptu;.

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge**  **Level** |
| CO1 | jkpo; nkhopapd; mbg;gilf; $Wfis mwptu;. | K1,K2 |
| CO2 | vOj;Jf;fspd; tifikfisf; fw;gu;. | K3 |
| CO3 | nrhw;nghUs; khw;wq;fis mwpe;J gpd;gw;Wtu;. | K3,K5 |
| CO4 | nrhw;nwhlu; mikg;gpidg; gFj;jhuha;tu;. | K4 |
| CO5 | jkpo; nkhopapd; Nkd;ikia czu;e;J kjpg;gpLtu;. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 – Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 3 | 3 | 9 | 3 | 9 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 9 |
| **CO5** | 9 | 9 | 9 | 9 | 9 | 3 | 9 |
| **Total Contribution of COs to POs** | 45 | 45 | 39 | 33 | 27 | 27 | 33 |
| **Weighted Percentage of COs contribution to POs** | 2.29 | 2.85 | 2.46 | 2.10 | 2.24 | 2.22 | 3.04 |

**Level of Correlation : 0 – No Correlation; 1 – Low Correlation; 3 – Medium Correlation; 9 – High Correlation between COs and POs**

**,sq;fiy 2021-22 fy;tpahz;L Kjy; Nru;Nthu;f;FupaJ**

**(12-Mk; tFg;G tiu jkpo; nkhopg;ghlk; gapyhjth;fSf;F)**

**Gw kjpg;gPl;Lj; Njh;T kl;Lk;**

1. jkpo; nkhopapd; mbg;gilf; $Wfs;.

vOj;Jfs; : KjnyOj;Jfs; (caph; vOj;J> nka; vOj;J> caph;nka; vOj;J)

nrhw;fs; : ngah;r;nrhy;> tpidr;nrhy;> ,ilr;nrhy;> chpr;nrhy;

njhlh; : njhluikg;G (vOtha;> nrag;gLnghUs;> gadpiy)

1. Fwpg;G vOJjy; : gj;Jg; gjpide;J njhlh;fspy; Fwpg;G tiujy;

gpioePf;fp vOJjy; : (xw;Wg;gpio> vOj;Jg;gpio)

**2021– 2022 fy;tpahz;L Kjy; gapy;gth;fSf;Fg; gpd;tUk; tpdhj;jhs; mikg;G gpd;gw;wg;gl Ntz;Lk;.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Sections** | **Assessment Domain** | **Marks and**  **Unit Weightage** | **Total**  **ESE** |
| Non-Major Elective I  (Basic Tamil) | **Section A** | K1: Remember Level  K2: Understand Level | 4 X 5 = 20 Four out of Six  *(Open choice)*  *(At least one question from each unit)* | 50\* |
| **Section B** | K3: Apply Level  K4: Analyze Level  K5: Evaluate Level | 3 X 10 = 30 Three out of Five  *(Open choice)*  *(At least one question from each unit)* |

**SEMESTER IV**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XIII** | **21CCU13** | **CORPORATE ACCOUNTING** | **78** | **5** |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | **50** | **100** |

**PREAMBLE:**

To enable the students to have a comprehensive knowledge for the preparation of Corporate Accounts as per the provisions of the Company’s Act.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | summarize the concepts of shares, debentures, goodwill and procedure for liquidation of companies. | K1 |
| CO2 | identify the types of shares and debentures | K2 |
| CO3 | distinguish between voluntary winding up and compulsory winding up of companies. | K3 |
| CO4 | determine the managerial remuneration of a company | K4 |
| CO5 | compute valuation of goodwill and valuation of shares. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 1 | 1 | 1 |
| **CO4** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO5** | 9 | 3 | 9 | 3 | 0 | 0 | 0 |
| **Total Contribution of COs to POs** | **45** | **39** | **45** | **33** | **4** | **4** | **8** |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.50 | 2.82 | 2.81 | 0.60 | 0.43 | 1.42 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**

**Issue of Shares and Underwriting: (16 Hrs)**

Issue of Shares: Par, Premium and Discount – Forfeiture – Reissue – Right Issue – Bonus Share – (Theory and Problem) – Surrender of Shares (Theory only).Underwriting: meaning – Importance of underwriting – Underwriting Commission – Types of Underwriting – re underwriting (Problems only) – Partial Underwriting(Theory only), SEBI-DEMAT (Theory only),

**UNIT II**

**Redemption of Preference Shares and Debentures: (16 Hrs)**

Redemption of preference Shares: Redemption without Fresh Issue of Shares-Redemption at par out of Profits – Redemption at a premium out of profits – Redemption at Par out Fresh Issue – Redemption at a Premium, Partly out of profits and partly out of fresh issue-Redemption at a premium and fresh issue at premium-Redemption at par and Fresh issue at premium- Issue of Bonus shares by using Capital Redemption Reserve-Minimum Fresh issue of Shares.

Debenture - Meaning of Debenture- Types of Debenture - Difference between Shares and Debenture - Issue of Debenture - Redemption of Debenture: Sinking fund method only.

**UNIT III**

**Final Accounts of Companies: (15 Hrs)**

Profit prior to Incorporation- Calculation of Managerial Remuneration Final Accounts of Companies (New Format) – (Simple problems only).

**UNIT IV**

**Valuation of Goodwill and Shares: (16 Hrs)**

Goodwill: Meaning – Definition – Nature of Goodwill – Factors affecting the value of Goodwill – methods of valuing Goodwill : Average profit method ,Weighted Average profit Method, Super profit method and Capitalization method.

Valuation of Shares: Meaning – Importance – Factors Affecting the value of Shares – Methods of Valuation of Shares : Net Asset method, Yield Value method And Fair Value Method.

**UNIT V**

**Liquidation of Companies: (15 Hrs)**

Liquidation-meaning- odes of liquidation – Statement of Affairs - Deficiency A/C – Liquidators Final Statement of Account.

**Note: Distribution of Marks: Theory 20 % and Problem 80 %.**

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Reddy .T.S & Murthy. A | Financial Accounting, | Margham Publication Chennai. | 2012 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Gupta.R.L & Radhasamy.M | Advanced Accountancy | Sultan Chand & Co, New Delhi | 2004 |
| 2 | Maheswari.K. Suneel | Corporate Accounting | Vikas Publishing House, New Delhi, | 2009 |
| 3 | Shukla .M.C, Grewal.T.S & Gupta S.C | Advanced Accounts | Sultan Chand & Company Ltd, New Delhi | 2012 |

**Web referenceS:**

1. <https://www.icsi.edu/media/webmodules/publications/Company%20Accounts,%20Cost%20and%20Management%20Accounting.pdf>
2. <https://www.toppr.com/guides/accounting-and-auditing/introduction-to-company-accounts/issue-of-debentures/>
3. [https://www.toppr.com/guides/accounting-and-auditing/introduction-to-company-accounts/\](https://www.toppr.com/guides/accounting-and-auditing/introduction-to-company-accounts/)
4. <https://www.slideshare.net/afukhan/valuation-of-goodwill-and-shares-with-solution-of-problems?next_slideshow=1>
5. <https://www.slideshare.net/AdalineDharshini/liquidation-of-companies>
6. <https://gurukpo.com/Content/B.Com/Corporate_Accounting(B.Com)P-1.pdf>
7. <https://www.slideshare.net/cpjcollege/corporate-accounting-125032473>

8.<https://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: XIV** | **21CCU14** | **OBJECT ORIENTED PROGRAMMING LANGUAGE WITH C++** | **78** | **4** |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with the knowledge of Object-Oriented Programming with C++.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | relate the object oriented problem solving approaches with structure oriented problems | K1 |
| CO2 | interpret the classes and objects from the given problem description and solve it using C++ | K2 |
| CO3 | experiment with code reusability and extensibility by means of inheritance and polymorphism | K3 |
| CO4 | simplify the given program using arrays, constructors and overloading | K4 |
| CO5 | recommend the program logic statement for any problem using control structure | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 33 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 3.54 | 1.95 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hrs)**

**Object Oriented Programming Concepts:**

OOPs, A New Paradigm –Evaluation of Programming Paradigm- POP vs OOPS –Basic concepts: Objects –Classes –Encapsulation - Data Abstraction –Inheritance –Delegation –Polymorphism –Message Communication –Popular OOPs Languages –Merits and Demerits of OOPs Methodology –Application of OOPs.

**UNIT II (13 Hrs)**

**Introduction to C++:**

Key concepts of Object-Oriented Programming – Structure of C++ Program –Tokens, Expression -Basic Data Types –Symbolic Constants –Declaring Data Types -Reference Variables –Operator in C++ -Scope Resolution Operator – Expressions and Implicit Conversions –Control Structures –Functions in C++ Call by Reference –Call by Value –Inline Functions –Default Arguments –Constant Arguments –Classes and Objects –Defining Member Functions –Nesting Member Function –Private Member Function –Static Member Function.

**UNIT III** **(13 Hrs)**

**Array, Constructor and Functions:**

Array of Objects –Friend Function –Returning Objects –Constant Member Function –Pointer to Members –Constructors with Default Arguments –Copy Constructor –Dynamic Constructor –Destructor –Operator Overloading and Type Conversions –Rules for Operator Overloading –Function Overloading –Function Overloading with Arguments –Special Features of Function Overloading.

**UNIT IV** (**13 Hrs)**

**Inheritance**:

Inheritance –Types - single, Multilevel, Multiple, Hierarchical, Hybrid – Visibility–Polymorphism - Virtual Functions – Pure Virtual Function – Pointer to Derived Classes.

**UNIT V (13 Hrs)**

**Console I/O Operations:**

C++ Streams –Stream classes – Unformatted I/O Operation – Classes for File Stream Operations –Opening and Closing a file – Templates - Exception Handling

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Balagurusamy.E | Object-Oriented Programming with C++ | Tata Mc GrawHill, New Delhi | 2013 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Ashok N Kamthane | Object-Oriented Programming with Ansi And Turbo C++ | Pearson Education, U.K | 2003 |
| 2 | Maria Litvin & Gray Litvin, | C++ for you | Vikas publication, Chennai | 2002 |

Power Point presentation, Quiz, Assignment, Experience Discussion, Brain Storming, Group Discussion, Seminars

**WEB REFERENCES:**

1. <https://www.tutorialspoint.com/cplusplus/cpp_tutorial.pdf>
2. <https://mrcet.com/downloads/digital_notes/HS/OOP_10122018.pdf>
3. <https://www.cet.edu.in/noticefiles/285_OOPS%20lecture%20notes%20Complete.pdf>
4. <https://thatchna.weebly.com/uploads/4/1/9/3/4193382/std_c_notes_03.pdf>
5. <http://www.lmpt.univ-tours.fr/~volkov/C++.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: XV** | **21CCU15** | **GOODS AND SERVICES TAX** | **52** | **3** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students to acquire the fundamental knowledge on Goods and Service Tax system in India.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statements** | **Knowledge Level** |
| CO1 | recollect the basic concepts of Indirect taxation and GST. | K1 |
| CO2 | demonstrate the concept of CGST, SGST, UTGST and IGST. | K2 |
| CO3 | make use of GST portal, register under GST, file GST returns and apply for input credit. | K3 |
| CO4 | analyze the difference between direct and indirect taxation and pros & cons of GST. | K4 |
| CO5 | evaluate the taxation structure before and after implementation of GST, changing rates of GST and decisions of GST council. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO2** | 9 | 9 | 9 | 3 | 1 | 1 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 1 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 15 | 11 | 15 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 1.28 | 1.65 | 1.61 | 1.95 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (10 Hrs)**

**Introduction to Indirect Taxation:**

Indirect Taxes: Meaning and Nature – Difference between direct and indirect taxes -Advantages and disadvantages of indirect taxes –- Special Feature of Indirect taxes – Taxation under Constitution and Constitutional amendments – Taxation structure before GST

**UNIT II (10 Hrs)**

**Goods and Service Tax:**

Goods and service tax: an Overview – Meaning of GST – Need for GST – Advantages of GST – Structure of GST in India – SGST – CGST – IGST- UTGST – Types of tax rates under GST. Taxes subsumed under CGST and SGST – GST Council: Composition and functions – Goods and Service Tax Network (GSTN) – Functions of GSTN

**UNIT III (10 Hrs)**

**Levy and Collection of GST:**

Levy and Collection of tax under GST – Taxable event - Definitions for important terms: Goods, Services, Supplier, Business, manufacture, casual taxable persons, aggregate turnover, input tax and output tax. Concept of supply – Composite and Mixed Supplies – Composite Levy – Time of supply of goods and services. Input Tax Credit – Eligibility and conditions for taking input credit- Reverse charge under GST.

**UNIT IV (11 Hrs)**

**Levy and collection under integrated GST**

Levy and collection under integrated GST Act 2017 - Definitions of important terms: Integrated tax, intermediary, location of the recipient, supplier of services, output tax. Inter-state supply and Intra-State supply-Place of Supply of Goods or Services-Zero-rated supply.

**UNIT V**

**Registration procedure under GST: (11 Hrs)**

Registration procedure under GST – person- taxable person – persons not liable to be registered – procedure –compulsory registration - deemed registration – voluntary registration - Unique Identity Number (UIN) – amendments to the registration certificate – cancellation of the registration certificate - Filing of returns

**Note: Distribution of Marks: Theory 100%**

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| R.Parameswaren and  P. Viswanathan | Indirect taxes, GST and Customs Laws | Kavin Publications, Coimbatore | 2018 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Bangar, V and Bangar, Y | Beginner’s Guide to GST | Aadhya Prakashan Publishers, Allahabad | 2017 |
| 2 | Manavalan, V.P | GST Law & Practice | Sitaraman & Co. Pvt. Ltd., Chennai | 2017 |
| 3 | Prasad, L.V.R. and Kirankumar, G.J. | Goods and Services Tax | P.K. Publishers, Chennai | 2017 |
| 4 | Sodhani, V. and Sodhani, D. | GST Manual with GST Tariff | Snow White Publications Pvt. Ltd., Mumbai | 2017 |

**WEB REFERENCES:**

1. <http://www.gstcouncil.gov.in/>
2. <https://www.cbic.gov.in/>
3. <https://www.gstindia.com/gst-e-book-1st-feb-2019-8th-edn/>
4. <https://gst.py.gov.in/gst-handbook>
5. <https://cbic-gst.gov.in/CGST-bill-e.htm>
6. <https://neerajbhagat.com/pdf/GST-E-book.pdf>
7. <https://www.taxmann.com/bookstore/bookshop/bookfiles/nitibhasinchapter2.pdf>
8. <https://taxguru.in/goods-and-service-tax/download-free-book->
9. <https://www.icsi.edu/media/webmodules/publications/GST%20Practitioner's%20Guide.pdf>
10. <https://www.icsi.edu/media/webmodules/gstheadlines/BEGINNERS_GUIDEON_GST.pdf>
11. <http://www.bdbindia.org/media/GSTseminarppt.pdf>
12. <https://www.caclubindia.com/share_files/handbook-on-gst>
13. <https://www.coinmen.com/doing-business-in-india/goods-and-services-tax/>
14. <https://www.srcc.edu/sites/default/files/B.Com(H)_VI%20sem_BCH6.2_GST_week2_AnkitaTomar.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XI**  **Practical II** | **21CCU11** | **Computer Applications Practical- II**  **( Oracle & C++)** | **52** | **4** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with the knowledge of Object-Oriented Programming with C++.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic syntax of C++ program | K1 |
| CO2 | illustrate the I/O statements of C++ program | K2 |
| CO3 | apply the control structure statements for a given problem | K3 |
| CO4 | analyse the data members and functions of class for any problem | K4 |
| CO5 | evaluate the compile time and runtime results of C++ program | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 45 | 6 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 4.83 | 1.07 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content (52 Hrs)**

1. Write a simple program to calculate simple interest.
2. Write a simple program to calculate total income.
3. Write a program to calculate compound interest using class.
4. Write a program to calculate income expenditure using class.
5. Write a program to calculate balance sheet using nested class.
6. Write a program to calculate student mark details using array of objects.
7. Write a program to depreciation using straight line method and diminishing method using inheritance.
8. Write a program for banking transaction using multiple inheritance.
9. Write a program to calculate margin of safety using multilevel inheritance.
10. Write a program to calculate increase or decrease in working capital using operator overloading.
11. Program to calculate Economic Order Quantity (using nesting of member function).
12. Program to create the employee file and prepare pay slip by accessing the file.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XVI**  **Allied : IV** | **21CCU16** | **COMMERCIAL LAW** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students to acquire the knowledge on the legal provisions relating to commercial law.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | remember the various terms defined in the commercial law | K1 |
| CO2 | ilustrate the formation of contract, remedies in breach of contract discharge of contract, indemnity and guarantee. | K2 |
| CO3 | identify the the duties relating to the bailer, bailee and surety. | K3 |
| CO4 | examine case law with relating to minor, a person of unsound mind, a person disqualified by law, conditions and warranties. | K4 |
| CO5 | assess the validity of an offer, acceptance and person capacity to contract. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 1 | 1 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 1 | 1 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 1 | 1 | 1 | 3 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 1 | 3 |
| **CO5** | 9 | 3 | 9 | 3 | 1 | 1 | 3 |
| **Total Contribution of COs to POs** | 45 | 33 | 45 | 9 | 5 | 5 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.82 | 0.77 | 0.75 | 0.54 | 2.66 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNITI (13 Hrs)**

**Contract Act:**

Law of contract-Law -meaning -Law of contract-Essential elements of valid contract- Types of contract-Offer-Legal rules relating offer-Acceptance-Essential elements of a valid acceptance-Revocation of offer and acceptance - Consideration - Essential elements of a valid consideration.

**UNIT II (13 Hrs)**

**Capacity and Qualification of contract:**

Capacity to contract- Law relating to minor, unsound mind, person disqualified by law-Free consent-coercion-undue-influence-misrepresentation-fraud and mistake-Quasi contract-Contingent

contract-Void agreement.

**UNIT III (13 Hrs)**

**Performance and Remedies of contract:**

Performance and discharge of contract-Remedies for breach of contract-Contract of Agency- Agency by ratification- Rights and Duties of a Principal and Agent -Conditions and effects- Termination of agency.

**UNIT IV (13 Hrs)**

**Indemnity and Guarantee:**

Contract of Indemnity and Guarantee-Rights and liabilities of surety-Bailment and pledge.

**UNIT V (13 Hrs)**

**Sale of Goods Act:**

Law of sale of goods-Sale and Agreement to sell-Conditions and **Warranties-Transfer of ownership-Performance of contract of sale-Carriage of goods.**

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Pillai R.S.N &  Bagavathi.V | Business Law | S.Chand & Company Ltd, NewDelhi. | 2010 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Kapoor N.D | Business Law | S.Chand&Sons,New Delhi | 2017 |
| 2 | Kathiresan& Radha  .V | Commercial Law | Prasanna Publishers & Distributors, Chennai. | 2014 |
| 3 | Shukla M C | Mercantile Law | S.Chand&Sons,New Delhi. | 1998 |

**WEB REFERENCES:**

1. <https://www.legalmatch.com/law-library/article/what-is-commercial-law.html>
2. <https://www.kbmanage.com/concept/commercial-law>
3. <https://www.toppr.com/guides/business-laws/indian-contract-act-1872-part-ii/capacity-to-contract/>
4. <https://www.upcounsel.com/capacity-to-contract-means>
5. <https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/remedies-for-breach-of-contract/>
6. <https://millerlawpc.com/6-remedies-breach-of-contract/>
7. <https://www.gordonsllp.com/whats-difference-indemnity-guarantee/>
8. <https://www.legalserviceindia.com/legal/article-4039-contract-of-indemnity-and-guarantee.html>
9. <https://www.toppr.com/guides/business-law/the-sale-of-goods-act-1930/>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Skill Enhancement : I** | **21SECCU01** | **DESK TOP PUBLISHING** | **26** | **2** |

**Contact hours per week: 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | **50** | - | **50** |

**PREAMBLE:**

To develop the practical skills of Photoshop, CorelDraw and flash

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the present tools in photo shop, corel draw and flash | K1 |
| CO2 | demonstrate a graphic image effectively using tools in photo shop, Corel DRAW and flash | K2 |
| CO3 | make use of graphic tools to prepare passport size photo, logo, invitation and banner using photo shop and corel DRAW | K3 |
| CO4 | examine the usage of colors, layers ,filter, curve tools in photo shop and Corel DRAW | K4 |
| CO5 | evaluate the necessary tools to design graphics and make animation effect | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 45 | 6 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 4.83 | 1.07 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**PHOTOSHOP**  **(9 Hrs)**

1. Create sunflower using photo shop.
2. Create snow effect in photo shop.
3. Convert black and white image into color image using photo shop.
4. Design a leaf and create water drops on leaf in photo shop.
5. Convert passport size photos using photo shop.

**CORELDRAW**  **(9 Hrs)**

1. Design a mickey-mouse face using curve and shape tool in corel draw.
2. Create our national flag using curve tool in corel draw.
3. Design a logo in corel draw.
4. Create an invitation using corel draw.
5. Design a banner for department function using corel draw**.**

**FLASH**  **(8 Hrs)**

1. Design a ball and make it bounce using flash.
2. Design stick man and give animation using flash**.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – IV** | **Ability Enhancement : II** | **21AEU02** | **CONSUMER RIGHTS**  **(curriculum as recommended by UGC)** | **39** | **2** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **II** | **IV** | - | **50** | **50** |

**PREAMBLE:**

This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | Memorize the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards | K1 |
| CO2 | Explain the Consumer Protection Law in India | K2 |
| CO3 | Impart sound practical grounding about the practice of consumer law and the procedure  Followed | K3 |
| CO4 | Evaluate the regulations and legal actions that helps to protect consumers | K4 |
| CO5 | Analyse the knowledge and skills needed for a career in this field | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 1 | 0 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 0 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 1 | 1 |
| **CO4** | 9 | 3 | 1 | 1 | 3 | 3 | 3 |
| **CO5** | 9 | 1 | 3 | 0 | 9 | 9 | 9 |
| **Total Contribution of COs to POs** | **45** | **31** | **31** | **22** | **17** | **13** | **15** |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 1.98 | 1.94 | 1.87 | 2.55 | 1.40 | 2.66 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT 1**

**Conceptual Framework: (8 Hrs)**

**Consumer and Markets**: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. **Experiencing and Voicing Dissatisfaction**: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

**UNIT 2**

**The Consumer Protection Law in India: (8 Hrs)**

**Objectives and Basic Concepts**: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, and restrictive trade practice.

**Organizational set-up under the Consumer Protection Act**: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, and National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

**UNIT 3**

**Grievance Redressal Mechanism under the Indian Consumer Protection**

**Law (8 Hrs)**

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; Offences and penalties. **Leading Cases decided under Consumer Protection law by Supreme Court/National Commission**: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

**UNIT 4**

**Role of Industry Regulators in Consumer Protection: (7 Hrs)**

i. Banking: RBI and Banking Ombudsman

ii. Insurance: IRDA and Insurance Ombudsman

iii. Telecommunication: TRAI

iv. Food Products: FSSAI

v. Electricity Supply: Electricity Regulatory Commission

vi. Real Estate Regulatory Authority

**UNIT 5**

**Contemporary Issues in Consumer Affairs: (7 Hrs)**

**Consumer Movement in India:** Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

**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

**Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified**

**REFERENCE BOOKS:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs,* Universities Press.

2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure,* Deep and Deep Publications Pvt Ltd.

3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications

4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi

5. Rajyalaxmi Rao (2012), *Consumer is King,* Universal Law Publishing Company

6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.

7. E-books :- www.consumereducation.in

8. Empowering Consumers e-book,

9. ebook, www.consumeraffairs.nic.in

10. *The Consumer Protection Act, 1986 and its later versions.* [www.bis.org](http://www.bis.org)

**Articles**

1. Misra Suresh, (Aug 2017) “Is the Indian Consumer Protected? One India One People.

2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models, Journal of Consumer Policy.

3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTS Institute for Regulation and Competition position paper. Available online at www.cuts-international.org/doc01.doc.

4. Kapoor Sheetal (2013) “Banking and the Consumer” Akademos (ISSN 2231-0584)

5. Bhatt K. N., Misra Suresh and Chadah Sapna (2010). Consumer, Consumerism and Consumer Protection, Abhijeet Publications.

6. Kapoor Sheetal (2010) “Advertising-An Essential Part of Consumer’s Life-Its Legal and Ethical Aspects”, Consumer Protection and Trade Practices Journal*,* October 2010.

7. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. Vikalpa. Vol. 26. No. 2. pp. 51-57.

**Periodicals**

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)

2. Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru

3. ‘*Consumer Voice*’, Published by VOICE Society, New Delhi.

**WEB REFERENCES:**

www.ncdrc.nic.in

www.consumeraffairs.nic.in

www.iso.org.

www.bis.org.in

www.consumereducation.in

www.consumervoice.in

www.fssai.gov.in

[www.cercindia.org](http://www.cercindia.org)

**SEMESTER V**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XVII** | **21CCU17** | **DIRECT TAX LAWS AND PRACTICE** | **78** | **5** |

**Contact hours per week: 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To familiarize and update the students with the provisions of Income Tax Act and computation of Income Tax for individuals.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | spell out the definitions of assessment year, previous year, assessee and various heads of income under Income Tax Act, 1961. | K1 |
| CO2 | describe the concepts of income, exempted income, residential status of assessee, basis of charge and various provisions and rules under Income Tax Act including permissible deductions and set-off and carry forward of losses. | K2 |
| CO3 | apply the income tax provisions, tax rate slabs, rebate and surcharge in computation of total income and income tax liability of individuals. | K3 |
| CO4 | analyse the deductions permissible under section 80 C to 80 U. | K4 |
| CO5 | determine the tax liability of an individual | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO - PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO3** | 9 | 9 | 3 | 3 | 3 | 3 | 9 |
| **CO4** | 9 | 9 | 3 | 3 | 1 | 3 | 9 |
| **CO5** | 9 | 9 | 3 | 3 | 1 | 3 | 9 |
| **Total Contribution of COs to POs** | 45 | 45 | 27 | 15 | 11 | 15 | 33 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 1.69 | 1.28 | 1.65 | 1.61 | 5.86 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (15 Hrs)**

**Basic Concepts of Income tax :**

Income Tax Act – Definition of Income– Assessment year – Previous year - Assessee – Basis of charge -Residential status – Scope of Total Income –- Exempted Incomes.

**UNIT II (18 Hrs)**

**Heads of Income – I:**

Income from Salaries - Income from House property.

**UNIT III (15 Hrs)**

**Heads of Income – II:**

Profits and Gains of Business or Profession – Income from other sources.

**UNIT IV (15 Hrs)**

**Heads of Income –III & Deductions:**

Capital gains–Deductions from Gross Total Income.

**UNIT V (15 Hrs)**

**Tax Liability and Tax Planning:**

Set-off and Carry Forward of Losses – Computation of tax liability – Assessment of Individuals – Tax planning: Meaning, Objectives, Types, Tax evasion Vs Tax Avoidance

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

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Gaur V.P & Narang | Income Tax Law & Practice | Kalyani Publishers, New Delhi. | 2017 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Dinkar Pagare | Tax Laws | S.Chand & Sons,New Delhi, New Delhi | 2017 |
| 2 | Lal.B.B, Vanshist. N. | Direct Taxes | I.K. International Publishers, New Delhi | 2017 |
| 3 | Malhotra.H.C. | Income Tax Law & Accounts | Sahithya Bhavan Publishers, Agra | 2017 |

**WEB REFERENCES:**

1. <https://www.scribd.com/doc/48730434/B-Com-INCOME-TAX-STUDY-MATERIAL>
2. <https://gurujionlinestudy.com/income-tax-law-accounts-study-material-notes-in-hindi/>
3. <https://www.slideshare.net/puneetarora171/residential-status-26793962>
4. <https://www.slideshare.net/altacitglobal/exempted-income-under-income-tax-act>
5. <https://www.incometaxindia.gov.in/pages/tools/income-tax-calculator.aspx>
6. <https://cleartax.in/s/80c-80-deductions>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XVIII** | **21CCU18** | **AUDITING** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with fundamental concepts of auditing and impart the knowledge o f audit of books of accounts.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | spell out the meanings of the various terminologies such as auditing, internal check, internal control, verification, vouching, valuation, audit report and investigation. | K1 |
| CO2 | explain the various domain concepts in auditing like audit planning, types, vouching of trading transactions, depreciation, reserve, share capital and transfer audit and electronic auditing | K2 |
| CO3 | identify the methods of preparing audit programme, audit working papers, verifying, vouching of cash book & valuing of assets and liabilities book and commencing audit for a Joint Stock Company | K3 |
| CO4 | compare the internal check with internal control, verification with valuation and vouching, share with stock and auditing with e-auditing and investigation, share certificate with share warrant and reserves with provisions | K4 |
| CO5 | judge the effectiveness of the procedures to be followed by the auditors while preparing audit report, conduct investigation, vouching of cash book, audit of depreciation and computerized accounts | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO3** | 9 | 9 | 3 | 3 | 9 | 3 | 9 |
| **CO4** | 9 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 9 | 3 | 3 | 3 | 3 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 33 | 27 | 27 | 33 | 27 | 33 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 1.69 | 2.30 | 4.95 | 2.90 | 5.86 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hrs)**

**Introduction to Auditing:**

Auditing – Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Planning-Audit Program-Audit Note Book - Audit Working Paper.

**UNIT II**

**Verification of Documents and Vouching: (13 Hrs)**

Internal Check: Meaning – Objectives – Principles - Merits and Demerits – Internal Check with regard to Cash, Wages, Purchases, Sales, Stores and Fixed assets. Internal Control: Meaning – Purpose – Characteristics – Limitations .

Vouching: Meaning-Types-Points to be remembered while vouching – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.

**UNIT III**

**Verification, Valuation and Audit of Depreciation: (13 Hrs)**

Meaning of Verification and Valuation - Basis and methods of Valuation - Difference between Vouching, Verification and Valuation.

Depreciation: Meaning, Causes, Basis, Methods and Auditors Duties regarding Depreciation

-Reserves & Provision: Meaning, Distinction between Reserves and Provision - Classification of Reserves.

**UNIT IV (13 Hrs)**

**Audit of Joint Stock Companies:**

Preliminary Steps for Commencing an Audit – Share Capital Audit: Audit of shares issued for Cash and consideration other than Cash (Shares issued at Premium and Discount) - Calls in Arrear - Calls in Advance – Forfeiture - Bonus Shares - Share transfer Audit: Procedure - Blank transfer - Share Certificate - Share Warrant – Difference between Share and Stock-Qualifications and Disqualifications of an auditor – Various modes of Appointment & Removal of company auditor - Rights, Duties and Liabilities of an Auditor (Civil & Criminal).

**UNIT V (13 Hrs)**

**Audit report , Investigation and E-auditing:**

Audit Report: Meaning - Contents and types - Investigation: Objectives of Investigation – Investigation under the provisions of Companies Act- Audit of Computerized Accounts – Electronic Auditing.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Pradeep Kumar, Baldev Sachdeva & Jagwant Singh | Principles of Auditing | Kalyani Publishers,New Delhi | 2010 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | De Paula F.R.M | Auditing | The English language Society and Sir Isaac Pitman  and Sons Ltd,London | 2010 |
| 2 | Kamal Gupta | Auditing | Tata McGrawhill  Publications,New Delhi | 2003 |
| 3 | Tandon B.N. | Practical Auditing | S Chand Company Ltd,New Delhi | 2009 |

**WEB REFERENCES:**

1. <https://www.tutorialspoint.com/auditing/index.htm>

2. <https://www.slideshare.net/SakoMayrick/auditing-in-computer-environment-presentation-presentation>

3. <https://accountlearning.blogspot.com/2012/02/importance-of-vouching.html>

4. <https://www.tutorialspoint.com/auditing/auditing_classifications.htm>

5. <https://askanydifference.com/difference-between-auditing-and-investigation-with-table/>

6. <https://www.scc.ac.in/downloads/VERIFICATION-AND-VALUATION-OF-ASSETS-AND-LIABILITIES.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XIX** | **21CCU19** | **SOFTWARE DEVELOPMENT WITH VISUAL BASIC** | **52** | **3** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with fundamental concepts of visual basic programming

**COURSE OUTCOME:**

After completion of the course, the learners will be:

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recalling the basic concepts of event driven programming and database | K1 |
| CO2 | demonstrate the components of IDE and dialog boxes using properties and methods | K2 |
| CO3 | build the GUI –program using the controls and functions | K3 |
| CO4 | test the accessibility of each module to handle the user errors | K4 |
| CO5 | determine the appropriate controls to incorporate the IDE window with database software | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 33 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 3.54 | 1.95 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(10 Hrs)**

**Introduction to VB**:

Features-Event driven programming-Terminologies in VB: Form-Controls-Module-Project-Procedure.IDE: Title bar- Menu bar- Toolbar, Project Explorer Window- Properties Window- Form Window-Toolbox.

Controls in Toolbox: Label – Text- Picture box- Command button- Check box- List box- Combo box- Horizontal and Vertical Scroll bars-Timer Control- Drive list box- Directory list box-File list box- Shape and Line Controls- Image Control- Data Control-OLE control- Animation and Graphics Controls-Events

**UNIT II**  **(10 Hrs)**

**Statements in Visual basic:**

Variables- Data types-Scope of Variables-Operations-Constants-Expressions-Functions, Procedures. Arrays: Static Arrays, Dynamic Arrays. Library functions-Program Comments-Data type conversions

**UNIT III**  **(10 Hrs)**

**Branching and Looping:**

If-then, If then else, Selection. Looping: For Next, Do loop, While..Wend. Input box and Message box function-String functions-Date and Time functions

**UNIT IV**   **(11 Hrs)**

**Menus and Dialog boxes:**

Stepping through the program-Error handling- Generating a standalone Executable program. Common Dialog box: File, Open, Save, Save as, Print. Data Files: Characteristics-Accessing and saving a file- Sequential data files- Random access data files- Binary File- Reading and Writing into a binary file

**UNIT V (11 Hrs)**

**Database:**

Record sets- Creating a database with data control-ADO Control. Data reports- Crystal reports- Parts of data reports- Developing an application- Other controls in VB

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Gottfried S., Bayron | Theory and problems of programming with Visual Basic | Tata Mcraw hill Publication, New Delhi | 2002 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1. | Mcbridge P.K. | Programming in Visual Basic | BPB Publications, New Delhi | 2004 |
| 2. | Mohammed Azam | Programming with Visual Basic 6.0 | Vikas Publishing House Pvt Ltd, Chennai | 2006 |

**WEB REFERENCES:**

1. <https://www.uotechnology.edu.iq/appsciences/filesPDF/material/lectures/2c/5-Computer1.pdf>
2. <http://vijayacollege.ac.in/Content/PDF/Visual_basic_notes.pdf>
3. <https://www.csus.edu/indiv/s/scanland/mis15/index_htm_files/ch1.pdf>
4. <https://www.msuniv.ac.in/Download/Pdf/c410275f1b2640a>
5. <https://ceng.eskisehir.edu.tr/emrekacmaz/bil158/VBTutorial.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XX** | **21CCU20A/ 21CCU20B/ 21CCU20C** | **INSTITUTIONAL TRAINING/ ARTICLESHIP TRAINING/ MINI PROJECT** | **-** | **1** |

**Contact hours per week: NIL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **100** | **-** | **100** |

**COURSE OUTCOME:**

After completion of the course, the learners will be able to:

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| **CO1** | recall the various practical thoughts about business | K1 |
| **CO2** | demonstrate the domain knowledge of business | K2 |
| **CO3** | apply the business knowledge in solving the problems in the organization | K3 |
| **CO4** | compare the theory with practical concepts of business | K4 |
| **CO5** | evaluate critically the policies, practices, theories of business | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 3 | 3 |
| **CO3** | 9 | 3 | 3 | 3 | 1 | 3 | 1 |
| **CO4** | 9 | 3 | 3 | 1 | 1 | 1 | 1 |
| **CO5** | 9 | 1 | 1 | 1 | 1 | 1 | 1 |
| **Total Contribution of COs to POs** | 45 | 25 | 25 | 17 | 9 | 17 | 9 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 1.60 | 1.57 | 1.45 | 1.35 | 1.83 | 1.60 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**Rules Governing Institutional Training**

* + - * Each student should undergo Institutional Training during fourth semester Summer Vacation for a period of 21 working days.
      * The Institutions meant for training shall be the Banks/Insurance Companies, Post Office, Co-operative Organizations, Regional Rural Banks, Public Ltd Companies or any other organizations recognized by the Department of Commerce
      * After the completion of the training, each student has to submit an Institutional training Report (two copies) within 45 days after reopening of the college for the fifth semester. It should be approved by the guide. The training report shall be valued internally by the Department for a maximum of 100 marks.
      * **Break up of 100 Marks:**

**Work Diary : 20 Marks**

**Evaluation of Report : 40 marks**

***Viva - voce* Examination : 40 marks**

**\_\_\_\_\_\_\_\_\_**

**100 marks**

**\_\_\_\_\_\_\_\_\_\_**

* + - * For a pass in Institutional Training, the student should secure a minimum of 50% Marks (50 Marks)
      * The result will be published along with the V End Semester Examination.

The final mark list will be handed over to the Controller of Examination by the Head of the Department.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXI**  **Practical III** | **21CCU21** | **COMPUTER APPLICATIONS PRACTICAL- III (VISUAL BASIC & WEB DESIGNING)** | **39** | **-** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | - | - | - |

**PREAMBLE:**

To develop the practical skills of visual basic packages and MS-office

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the various tools of visual basic 6.0 environment | K1 |
| CO2 | demonstrate the components of VB window | K2 |
| CO3 | use control statements to activate event procedures in forms | K3 |
| CO4 | analyse the menus and properties that brings other applications into VB | K4 |
| CO5 | evaluate the runtime errors that are handled by interpreter | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**Course Content (39 Hours)**

1. Write a VB program to design a calculator to perform basic arithmetic operation
2. Create a VB program to launch a rocket for a given speed
3. Write a VB program to find the depreciation for a given number of years
4. Write a VB program to draw different types of object in a form (line, circle, square)
5. Create a VB program to display various types of font styles using checkboxes
6. Design a VB program to conduct a quiz programme and evaluate the answers
7. Write a VB program to design the list of menus and submenus using menu editor
8. Write a VB program to maintain the stock level in a department store and prepare a report using Data control
9. Create a database for storing students details using ADODC control
10. Design a form to implement the animation techniques using timer control

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part –III** | **Core :XXII Open Elective** | **\*\*\*\*** | **OFFERED FOR STUDENTS OF OTHER UG PROGRAMMES/ DEPARTMENTS)** | **52** | **2** |

(For other major students)

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXIII**  **Elective-I** | **21CCU22A** | **FUNDAMENTALS OF BUSINESS ANALYTICS** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **Third** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the students to learn fundamentals of business analytics for effective data analysis

After completion of the course, the learners will be able to

**COURSE OUTCOME:**

After completion of the course, the learners will be able to:

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | spell out the meanings of various terminologies such as business analytics, types of analytics, data definition, types of data, data cleaning, data mining, data warehousing, Data summarization methods | K1 |
| CO2 | explain the importance of data quality, deal with incomplete data, digital data types, identify data requirements, OLAP architectural types, text mining, web analytics | K2 |
| CO3 | apply the techniques of data model, Data summarization methods, OLTP and OLAP Architectures | K3 |
| CO4 | analyze the needs of business analytics in different business application fields | K4 |
| CO5 | evaluate the different techniques in business analytics for decision making. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 3 | 3 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 3 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hrs)**

**Introduction to data:**

Data Definition: Types of Data, Types of Digital Data, Types of data sets – Attributes and Measurement –– Data quality – identifying data requirements, Big data- Data Collection, Understanding data, Data mining-Data preparation –Data warehousing- Data Cleansing, Normalisation, Data preparation, Data Blending, Data Modeling –DBMS-RDBMS(concepts only)

**UNIT II (13 Hrs)**

**Business Analytics:**

Introduction to Business Analytics- Concept of Analytics, Types of Analytics, organization and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business and Society

**UNIT III (13 Hrs)**

**Visualisation of Data:**

Introduction, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency Measures of Central Tendency and Dispersion; Box Plot; (teach through excel only).

**UNIT-IV (13 Hrs)**

**Online Transaction Processing (OLTP):**

Introduction to OLTP and OLAP – OLTP – OLAP – types of OLAP Architectures– OLTP and OLAP – Data models for OLTP and OLAP – Role of OLAP Tools in BI Architecture.

**UNIT-V (13 Hrs)**

**Application of Business Analytics:**

Marketing Analytics, Finance Analytics, HR Analytics, Operation Analytics, Supply Chain analytics, Google Analytics and Youtube Analytics.

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Author** | **Title** | **Publisher** | **Year of Publication** |
| 1. | Ananth Raman, Marshall Fisher, | The New Science of Retailing: How Analytics Are Transforming the Supply Chain and Improving Performance, | HBR Book Press, | 2010 |
| 2. | Efraim Turban, Ramesh Sharda, Jay Aronson, David King, | Decision Support and Business Intelligence Systems, | 9th Edition, Pearson Education, | 2009 |
| 3. | Frank J. Ohlhorst, | Big Data Analytics, | 1st Edition, Wiley, | 2012 |
| 4. | Foster Provost, Tom Fawcelt, | Data Science for Business – What you need to know about data mining and data- Analytic Thinking | Reilly Media Publication, | 2013 IDEA from CASEWARE |
| 5. | GalitShmueli, Nitin R. Patel, Peter C. Bruce, | Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, | Wiley Publication, | 2010 |
| 6. | Marc,J.Schniederjans, Dara G.Schiniederjans, ChristopherM.Starkey. | Business Analytics –Principles, Concepts and Applications What, Why and How?- | Willey publications | 2014 |
| 7. | Prasad RN, Seema Acharya, | Fundamentals of Business Analytics | 2nd edition,  Willey publications | 2014 |
| 8. | Turban E, Armson, JE, Liang, TP &Sharda | Decision Support and Business Intelligence Systems | 8th Edition, John Wiley & Sons, | 2007 |

**WEB REFERENCES:**

1. <https://michael.hahsler.net/SMU/EMIS3309/slides/Evans_Analytics2e_ppt_01.pdf>
2. <https://www.academia.edu/40866126/BUSINESS_ANALYTICS>
3. <https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>
4. <https://www.cbsi-corp.com/wp-content/uploads/2012/02/NA50_05_BI_Business_Analytics.pdf>
5. <https://www.bis.org/ifc/publ/ifcb43_zn.pdf>
6. <https://www.irjet.net/archives/V4/i8/IRJET-V4I8296.pdf>
7. <https://www.youtube.com/watch?v=diaZdX1s5L4&t=13s>

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXIII**  **Elective-I** | **21CCU22B** | **BUSINESS FINANCE** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students to understand the finance functions, traditional and modern role of business finance.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | summon up the various jargons used in Business Finance | K1 |
| CO2 | describe the different concepts of finance, financial planning, capitalisation, capital structure, capital budgeting and cost of capital | K2 |
| CO3 | select the best financial plan, capital structure and sources of finance | K3 |
| CO4 | examine the procedures of financial planning, theories of capitalisation, pattern of capital structure, process of capital budgeting and cost of capital | K4 |
| CO5 | verify the efficacy of the sound financial plan, capitalisation theories, capital budgeting techniques and cost of capital | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs /POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 0 | 0 | 0 |
| **CO5** | 9 | 3 | 3 | 3 | 0 | 0 | 0 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13Hrs)**

**Business Finance:**

Introduction – Meaning – Concepts - Scope – Finance function – approaches to finance function – aims of finance function -Traditional and Modern Concepts – factors affecting financial decisions.

**Unit II (13Hrs)**

**Financial Plan:**

Meaning – Need – types - essentials of a sound financial plan – consideration in formulating financial plans – steps in financial planning- estimating long term and short term financial needs- limitations of financial planning.

**UNIT III (13Hrs)**

**Capitalization and Capital Structure :**

Capitalization : Meaning- Modern concepts of capitalization- Need-Theories of capitalization- Over Capitalisation and Under Capitalisation – Causes, effects, Merits and demerits -Remedies – Watered Stock .

Capital Structure: Definition **-**Need-Pattern of capital structure- Determinants of Capital structure- Theories of capital structure- Net Income approach, Net Operating Income approach, Modigliani & Miller Approach, Capital Gearing.(simple problems in Theories of capital structure).

**UNIT IV (13Hrs)**

**Capital Budgeting:**

Meaning –Importance-Process of capital budgeting- capital budgeting techniques-Payback Period method, Average Rate of Period method(ARR), Net Present Value method(NPV),Internal Rate of Return method(IRR), Profitability Index Method(PI),Limitations of capital budgeting.(Simple Problems)

**UNIT V (13Hrs)**

**Cost of capital and Sources of Finance:**

Cost of capital: Meaning- Concepts-Calculation of Cost DebJt, Cost of preference capital, Cost of equity capital, Cost of retained earning-weighted average cost of capital.

Sources of finance: Classification- Long term sources-Equity shares, preference shares, Bonds and debentures, fixed deposits- short term sources- Internal financing-Lease financing-Features- Merits and demerits. (Simple problems in cost of capital

**Note: Theory 60% and Problem 40%**

**TEXT BOOK:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Shashi K Gupta &  Anuj Gupta | Business Finance | Kalyani Publishers, New Delhi | 2014 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Agarwal, Nair & Banerjee | Business Finance | Pragati Prakashan Meerut. | 2000 |
| 2 | Kuchhal S.C. | Financial management | Vikas publication, NewDelhi | 2012 |
| 3 | Saravanavel | Financial management | Mc- Graw Hill Education, New Delhi | 2014 |
| 4 | Sharma R.K. & Gupta | Business Finance | Kalyani publishers, New Delhi. | 2002 |
| 5 | Sri Vatsava. R.M.  Shubhra verma | Essentials of Business Finance | Himalaya Publishing House, New Delhi. | 2016 |

**WEB REFERENCES:**

1. https://www.slideshare.net/KasamsettySailatha/financial-planning-64821702
2. <http://accioneduca.org/admin/archivos/clases/material/sources-of-financing_1563992424.pdf>
3. <https://www.egyankosh.ac.in/bitstream/123456789/6194/1/Unit-5.pdf>
4. <https://wikifinancepedia.com/finance/limitations-of-financial-planning>
5. <https://www.slideshare.net/umeshutage/capitalisation-69712195>
6. <https://www.youtube.com/watch?v=9fBrZOYhs54>
7. <https://www.slideshare.net/groupalankit/what-do-you-mean-by-trading-on-equity>
8. <https://www.slideshare.net/sagar_sjpuc/capital-structure-presentation-775432>
9. <https://www.yourarticlelibrary.com/financial-management/lease-financing-types-advantages-and-disadvantages/43833>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core :XXIII**  **Elective-I** | **21CCU22C** | **BANK MARKETING** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **50** | **100** |

**PREAMBLE:**

To make the students to acquire the basic knowledge of the Bank marketing.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | spell out the meanings of the various terminologies such as bank marketing, market segmentation, Pareto effect, Market structure , Promotion, Place and price strategy | K1 |
| CO2 | explain the various domain concepts in bank marketing particularly features of bank marketing, branch level planning, Product strategy for banks, product life cycle, sales promotion , personal selling, Rural banking market | K2 |
| CO3 | apply the techniques of sales promotion and selling and market planning in bank marketing | K3 |
| CO4 | analyse the banking market skills, problems in pricing banking services and distinguish between bank marketing and commodity marketing | K4 |
| CO5 | evaluate the market practices in banks, effects of segmentation, branch level planning. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 0 | 0 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 0 | 0 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(13 Hrs)**

**Meaning and Evolution of Bank Marketing:**

Meaning of Bank marketing – Evolution of bank marketing in India – Justification for practicing marketing in banks- Special features of services marketing - Bank marketing – bank marketing vs marketing goods.

**UNIT II**  **(13 Hrs)**

**Market Segmentation for Banks:**

Concept of market segmentation – Purpose of market segmentation to banks – Importance of segmentation to banks – Criteria for segmentation – emerging rules of segmentation- stages and effects of segmentation.

Marketing planning – Branch level planning – Pareto effect – Removing myths while planning- A full scale analysis of market.

**UNIT III**  **(13 Hrs)**

**Marketing Structure and Strategy:**

Marketing Structure: Bank Marketing Structure.

Marketing strategy – the concept- Types of strategy – Marketing strategy for public sector commercial banks – Formulation of marketing mix- Ingredients of marketing mix.

Product strategy –Product life cycle-Product portfolio- New product development dilemma-Product strategy for banks.

**UNIT IV**  **(13 Hrs)**

**Promotion, Pricing and Place Strategy:**

Promotion – The concept-The communication process –Selection of media –Sales promotion- The concept – Personal selling – The concept- Types of personal selling- Dynamics of personal selling.

Pricing strategy – Problem in pricing the banking services –pricing objectives – strategy- techniques- Price negotiation.

Place strategy – Marketing channel-The concept-Management of bankers- Management of place –standard of customer service –People mix.

**UNIT V**   **(13 Hrs)**

**Future of Bank Marketing:**

Introduction – Corporate image- Corporate culture and Paradigm shift-Developing the bankers- Strategic marketing-Marketing for loan assets- Emergence of financial supermarkets- Rural banking market.

E-Bank Marketing- Role of Information Technology in Banking.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Jha S. M | Bank Marketing | Himalaya publishing house, Mumbai | 2011 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Rajeev K. Seth | Marketing of Banking Services | Macmillan India ltd, New Delhi | 1997 |
| 2. | Saxena K.K | Bank marketing | Skylark Publication, New Delhi | 1988 |

**WEB REFERENCES:**

1. <https://www.tutorialspoint.com/bank_management/bank_management_marketing.htm>
2. <https://www.youtube.com/watch?v=lgJapGy91JQ>
3. <https://www.youtube.com/watch?v=vdZNAWylXn4>
4. <https://www.slideshare.net/silent399/marketing-strategies-of-bank>
5. <https://www.powershow.com/view2a/4cb0f7-NGNlY/MARKETING_OF_BANKING_PRODUCTS_powerpoint_ppt_presentation>
6. <https://www.slideserve.com/alfonso-blackwell/bank-marketing-powerpoint-ppt-presentation>
7. <https://www.slideteam.net/bank-marketing-strategies-ppt-powerpoint-presentation-pictures-guidelines-cpb.html>
8. <https://www.researchgate.net/publication/49615486_CONCEPT_AND_EVOLUTION_OF_BANK_MARKETING>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| C**ategory** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part IV** | **Skill Enhancement : II** | **21SEU02** | **LIFE SKILLS (JEEVAN KAUSHAL) (CURRICULUM AS RECOMMENDED BY UGC)** | **36** | **1** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **50** | **-** | **50** |

**PREAMBLE:**

To inculcate both personal and professional skills in the students in the areas of understanding of self and others, interpersonal skills, high performance teams, leadership potential, communication & presentation skills, techniques of problem solving, decision making, fostering creativity and innovation for personal and professional excellence, stress management, time management and conflict management and inculcation of human values.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **Course Outcome** | **Knowledge Level** |
| **CO1** | Identify the common communication problems, what good communication skills are and what they can do to improve their abilities | **K1** |
| **CO2** | Demonstrate communication through the digital media | **K2** |
| **CO3** | Prepare themselves to situations as an individual and as a team. | **K3** |
| **CO4** | Analyse various leadership models, strengths and abilities to create their leadership vision | **K4** |
| **CO5** | Appraise their potential as human beings and conduct themselves properly in the ways of the world. | **K5** |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | **3** | **9** | **3** | **1** | **3** | **3** | **1** |
| **CO2** | **1** | **9** | **3** | **1** | **3** | **9** | **1** |
| **CO3** | **1** | **3** | **3** | **3** | **9** | **3** | **3** |
| **CO4** | **1** | **3** | **3** | **3** | **9** | **9** | **3** |
| **CO5** | **1** | **3** | **3** | **1** | **3** | **1** | **9** |
| **Total Contribution of COs to POs** | 7 | 27 | 15 | 9 | 27 | 25 | 17 |
| **Weighted Percentage of COs Contribution to POs** | 0.40 | 1.73 | 0.94 | 0.77 | 4.05 | 2.69 | 3.02 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (8 Hours)**

**Communication Skills:**

Listening, Speaking, Reading, Writing and different modes of writing

**UNIT II (7 Hours)**

**Digital Communication and Presentation Skills:**

Digital Literacy, Effective use of Social Media, Non-verbal communication, Presentation Skills

**UNIT III (5 Hours)**

**Team Skills:**

Trust and Collaboration, Listening as a Team Skill, Brainstorming, Social and Cultural Etiquettes, Internal Communication

**UNIT IV (8 Hours)**

**Leadership and Management Skills:**

Leadership Skills, Managerial Skills, Entrepreneurial Skills, Innovative Leadership and Design Thinking

**UNIT – V (8 Hours)**

**Universal Human Values:**

Ethics and Integrity, Love & Compassion, Truth, Non-Violence, Righteousness, Peace, Service, Renunciation (Sacrifice)

**TEXT BOOKS:**

1. Sen Madhucchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi
2. Silvia P. J. (2007), How to Read a Lot, American Psychological Association, Washington DC
3. Sinek S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Penguin
4. Kelly T., Kelly D. (2014). Creative Confidence: Unleashing the Creative Potential Within Us

**REFERENCE BOOKS:**

1. Elkington, J., & Hartigan, P. (2008). The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Harvard Business Press

**WEB REFERENCES:**

* Developing Soft Skills and Personality :<https://www.youtube.com/playlist?list=PLzf4HHlsQFwJZel_j2PUy0pwjVUgj7KlJ>
* Course on Leadership - <https://nptel.ac.in/courses/122105021/9>
* https://www.ugc.ac.in/e-book/SKILL%20ENG.pdf
* Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - .

"A Leader Should Know How to Manage Failure" https://www.youtube.com/

watch?v=laGZaS4sdeU

* Martin, R. (2007). How Successful Leaders Think. *Harvard Business Review*, *85*(6): 60.
* Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. *Forbes*. Retrieved 2019-

02-15

* How to Build Your Creative Confidence, Ted Talk by David Kelly - https://www.ted.com/talks/david\_kelley\_how\_to\_build\_your\_creative\_confidence

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part V** | **Proficiency Enhancement** | **21PECCU01** | **BUSINESS AND COMMERCIAL KNOWLEDGE (SELF - STUDY)** | **NIL** | **2** |

**Contact hours per week:** NIL

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **V** | **--** | **100** | **100** |

**PREAMBLE:**

To enable the students to learn themselves and acquire knowledge of business and commerce.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO 1 | Recall the meaning and definitions of various business and commercial terminologies. | K 1 |
| CO 2 | Explain the characteristics of different forms of business organizations and functions of stock exchanges. | K 2 |
| CO 3 | Compare the nature of various forms of business organizations. | K 3 |
| CO 4 | Evaluate the functions of stock exchanges, methods of trading in stock exchanges and factors influencing demand and supply. | K 4 |
| CO 5 | .assess the essentials and qualities of a successful businessmen. | K 5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 9 | 3 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 9 | 3 | 3 |
| **CO3** | 9 | 3 | 9 | 3 | 9 | 1 | 3 |
| **CO4** | 9 | 3 | 9 | 3 | 9 | 1 | 3 |
| **CO5** | 9 | 3 | 9 | 3 | 3 | 1 | 3 |
| **Total Contribution of COs to POs** | 45 | 27 | 45 | 15 | 39 | 9 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 1.73 | 2.82 | 1.28 | 5.85 | 0.97 | 2.66 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**

**Nature and Scope of Business:**

Meaning and definition of business- Characteristics of business- Scope of business- Business system- Objectives of modern business- Essentials of a successful business- Qualities of a successful business men- Development and growth of various forms of business organization- Business ethics.

**UNIT II**

**Forms of Business Organization:**

Sole proprietorship business- Partnership firms- Joint Hindu Family firm- Joint stock companies- Co-operative institutions- Public enterprises- Public utility services.

**UNIT III**

**Stock Exchange:**

History and Evolution of Stock Exchange- Functions of Stock Exchange- Organization of Stock Exchange- Services of Stock Exchange- Membership in Stock Exchanges- Classification of members in India- Investors and Speculators- Kinds of speculators- Methods of trading- Listing of securities- Securities Exchange Board of India (SEBI)- Functions- Salient features.

**UNIT IV**

**Business Economics:**

Meaning and Definition of Business Economics- Concept of marginal utility- Law of Diminishing Marginal Utility- Importance of Diminishing Marginal Utility- Law of demand- Factors influencing demand- Meaning of supply- Law of supply- Determinants of supply- Assumptions of supply.

**UNIT V**

**Common Business Terminologies:**

**i) Finance and Business Terminologies:**

Bater system- Money- Legal tender- Call money- Earnest money- Money market- Capital market- Bank- Central bank- Co-operative bank- Rural bank- Bank rate- Credit card- Debit card- Insurance- Life insurance- General insurance- Tax- Assessment year- Financial year- Previous year- Direct tax- Indirect tax- GST.

**ii) Marketing Terminologies:**

Market- Marketing- Marketing mix- Channels of distribution- Advertising- Branding- Brand name- Trade mark- Copy right- Goodwill- Sellers market and buyers market- Wholesaler- Retailer- Consumer- Customer- Multiple shop- Chain store- Super market- Black market- Export- Import- Balance of payment- STD- Fax- Telephone- Video conferencing.

**iii) Accounting Terminologies:**

Accounts- Single entry system- Double entry system- Journal- Ledger- Trial balance- Profit and loss Account- Balance sheet- Debtors and creditors- Assets and liabilities- Capital- Gross profit and net profit- Inventory- Invoice- Depreciation- Royality- Hire purchase and installment- Capital expenditure and revenue expenditure- Auditing- Voucher- Working capital- Trade discount- cash discount.

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1. | Kathiresan & Radha.V | Business Organization | Prasanna Publishers, Chennai. | 2006 |
| 2. | Sankaran.S | Business Economics | Margham Publications, Chennai | 2014 |

**WEB REFERENCE:**

1. <https://www.icai.org/post.html?post_id=13831>
2. <https://www.toppr.com/guides/commercial-knowledge/business-and-commercial-knowledge/>
3. <https://www.youtube.com/watch?v=bVDDOsB4vcg>
4. <https://www.youtube.com/watch?v=y8OhMXsIs60>
5. <https://www.youtube.com/watch?v=4vu5beepK2M>

**SEMESTER VI**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core :XXIV** | **21CCU23** | **INTERNET AND WEB DESIGNING** | **52** | **3** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with fundamental concepts of internet and web designing

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | define the conceptual knowledge of HTML tags and components of internet | K1 |
| CO2 | demonstrate the tags of HTML ,DHTML,Javascript and Php | K2 |
| CO3 | make use of branching and looping statement into HTML file | K3 |
| CO4 | distinguish the tags used for static and dynamic web pages in HTML | K4 |
| CO5 | prove the source code of a website and validation of inputs | K5 |
| CO6 | construct a website using frames, links, images for a small organization | K6 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 3 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 33 | 11 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 3.54 | 1.95 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (10 Hrs)**

**Introduction to HTML**:

Web server- Web Client/Browser-HTML Tags- Commonly used HTML Commands- Lists- tables- Linking- Frames- Adding images to HTML Documents.

**UNIT II (10 Hrs)**

**Introduction to DHTML:**

Cascading Style Sheets: Font attributes- Color and back ground attributes- Text attributes- Border and List attributes-External Style sheet: Using DIV and SPAN tag.

**UNIT III**  **(10Hrs)**

**Java script in HTML:**

Data types-Variables-Arrays-Operators and Expressions. Conditional Checking: If- else, Loops (For, While, Do-While). Functions: Built-in-functions-User defined functions-Dialog boxes: Alert, prompt, confirm.

**UNIT IV (11 Hrs)**

**Web page Events Using JavaScript**:

Forms – Form elements: Text, Passwords, Text area, Button, Radio, Checkbox, Select, Submit, Reset, Hidden, File upload. Properties and methods of form elements-String object, Math object, Date object, User Defined object.

**UNIT V (11 Hrs)**

**PHP Basics:**

Data types-Variables-Constants-Operators-Arrays. Functions: Built-in-functions-User defined functions- Date and Time functions.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Ivan Bay ross | Web Enabled Commercial Applications Development using HTML, java script, DTHML and PHP. | Vikas Publishing House Pvt Ltd, Chennai | 2008 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1. | Alexis Leon and Mathews Leon | Internet for Everyone | Vikas Publishing House Pvt.Ltd., Chennai | 2000 |
| 2. | Chris Bates | Web Programming: Building internet Applications | Wiley dream tech India Pvt.Ltd, New Delhi | 2003 |

**WEB REFRERNCE:**

1. <https://www.cs.uct.ac.za/mit_notes/web_programming.html>
2. <https://www.w3schools.com/html/>
3. <https://www.tutorialspoint.com/internet_technologies/website_designing.htm>
4. <https://wtf.tw/ref/robbins.pdf>
5. <https://www.peachpit.com/content/images/9780321918932/samplepages/0321918932.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core: XXV** | **21CCU24** | **COST & MANAGEMENT ACCOUNTING** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners to understand the techniques of cost accounting to become cost accountant and to familiarize them with the nature and concepts of management accounting and enable them to take managerial decisions using tools and techniques of management accounting.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge**  **level** |
| CO1 | recollect various meaning and definition of the terminologies used in the Cost and Management Accounting | K1 |
| CO2 | illustrate the fundamental knowledge on cost sheet, basic elements of costing and different ratios, working capital, cash flow and fund flow statements and marginal costing | K2 |
| CO3 | apply the techniques for computing EOQ, wage payment, labour turnover, overhead, ratios, cash from operations, break even sales, contribution, variable cost and sales. | K3 |
| CO4 | distinguish between cost accounting, financial & management accounting, fund flow analysis & cash flow analysis | K4 |
| CO5 | determine levels of stock, computation of control of labour, different ratios, working capital, cash from operation, fund from operation, variable cost, contribution, break even sales and sales | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 1 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 1 | 3 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 3 | 3 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **Total contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 23 | 15 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 2.47 | 2.66 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(10 Hrs)**

**Overview of Cost Accounting**:

Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management –– Types and Methods of Cost – Elements of Cost - Preparation of Cost Sheet.

**UNIT II**  **(12 Hrs)**

**Materials, Labour & Overhead:**

Meaning, Importance and techniques of Material Control: Levels of material Control – Need for Material Control – Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores –Economic Order Quantity

System of wage payment – Idle time – Control over idle time – Labour turnover. Computation and control of labour –Overhead – Classification of overhead – allocation and absorption of overhead -Primary and Secondary Distribution

**UNIT III (9 Hrs)**

**Management Accounting: Tools and Techniques:**

Nature and scope of Management Accounting – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques of Management Accounting.

**UNIT IV (17Hrs)**

**Ratio Analysis:**

Ratio Analysis - Significance and Limitations of Ratio Analysis-Classification of Ratios -Analysis of Short-term Financial Position (Liquidity Ratios and Turnover Ratios) -Analysis of Long-term Financial Position - Analysis of Profitability ( Only General Profitability Ratios)

**UNIT V (17Hrs)**

**Working capital, Fund Flow and Cash Flow Statement:**

Working Capital - Meaning and Concept-Classification-Need-Working Capital Cycle-Importance of Adequate Working Capital –Disadvantages of Excess or Inadequate Working Capital-Factors Determining Working Capital Requirements- Calculation of Working capital.

Fund Flow statement – Meaning– Importance and Limitations - Funds Flow statements Vs Income Statement and Balance Sheet – Schedule of changes in working capital – Funds from operations- Preparation of Funds Flow statement.

Cash Flow statement- Meaning– Comparison between Fund Flow statement and Cash Flow statement – Uses of Cash Flow statement – Limitations – Preparation of Cash Flow Statement.

**NOTE** : **Distribution of marks : Theory 40% and Problems 60%**

**TEXT BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publisher** | **Year of Publication** |
| 1. | Reddy T.S. & Hari Prasad Reddy .Y | Cost Accounting | Margham Publishers, Chennai | 2012 |
| 2. | Sharma R.K .and Shashi K.Gupta | Management Accounting | Kalyani Publications, Chennai | 2016 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No.** | **Author** | **Title** | **Publisher** | **Year** |
|  | Arora M.N. | Cost Accounting Principles & Practices | Vikas Publishing House, Chennai | 2008 |
|  | Iyengar .S.P. | Cost Accounting | Sultan Chand & Sons, Chennai | 2000 |
|  | Jain S.P & Narang | Cost Accounting Principles and Practice | Kalyani Publishers, Chennai | 2002 |
|  | Pillai R.S.N. & Bagavathi .V | Cost Accounting | S. Chand & Company Limited, Chennai | 2001 |
|  | Saxena V.K. &  Vashist C.D. | Advanced Cost & Management Accounting | Sultan Chand & Sons, Chennai | 1994 |
| 6. | Khan M Y and Jain P K | Management Accounting, | TataMcGrew Hill Publishiung Company Limited, New Delhi | 2007 |
| 7. | Maheswari S N | Principles of Management Accounting | Sultan Chand and Sons, New Delhi | 2009 |

**WEB REFERNCES:**

1. <https://static.careers360.mobi/media/uploads/froala_editor/files/Cost-Sheet.pdf>

2. <https://www.economicsdiscussion.net/wages/payment-of-wages/payment-of-wages/32489>

3.<https://www.tutorialspoint.com/accounting_basics/management_versus_cost_accounting.htm>

4. <https://www.ilearnlot.com/management-accounting-objectives-nature-and-scope/55016/>

5. <https://www.educba.com/ratio-analysis-formula/>

6. <https://corporatefinanceinstitute.com/resources/knowledge/accounting/working-capital-cycle/>

7. <https://www.investopedia.com/terms/c/cashflowstatement.asp>

8. <https://www.youtube.com/watch?v=OzOtwYargcU>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXI**  **Practical III** | **21CCU21** | **COMPUTER APPLICATIONS PRACTICAL –III**  **( VISUAL BASIC & WEB DESIGNING)** | **52** | **4** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE**

To develop the practical skills of HTML AND PHP scripting languages

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recall the basic structure of HTML program | K1 |
| CO2 | demonstrate the tags of HTML and Php | K2 |
| CO3 | use scripting to activate the events in dynamic web pages | K3 |
| CO4 | analyse the attributes to get hyper links, frames and images in website | K4 |
| CO5 | evaluate the tags that performs valid operation in a website | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO2** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO4** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **CO5** | 9 | 9 | 9 | 9 | 3 | 9 | 1 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 45 | 15 | 45 | 6 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.83 | 2.25 | 4.83 | 1.07 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**(52 Hrs)**

1. Create a HTML program to display the ordered lists and unordered lists of products in a department store
2. Create a HTML program to prepare the class timetable
3. Create a webpage for a business company using HTML
4. Create a webpage to an advertisement using images
5. Create a webpage to implement the hyperlinks using frames
6. Create a webpage for online ticket reservation using javascript
7. Create a webpage to prepare the college application form and validate them using VB scripts
8. Create a webpage to add the given events to a calendar date
9. Design a website to conduct a quiz programme and evaluate the answers
10. Create PHP programs to maintain the stock details

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| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXVI**  **Elective-II** | **21CCU25A** | **BUSINESS ANALYTICS USING PYTHON** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To develop programming skills in Python for effective decision making in business

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recollect the basic concepts of Object Oriented Programming Concepts (OOPs), programming in Python, control structure, list and string functions, python file operations | K1 |
| CO2 | visualize the python program using Python comments, control structures, list and string functions, turtle chart | K2 |
| CO3 | applying the python scripts , python comments to create tables and files | K3 |
| CO4 | analyze the need of different business application fields by running a python programme using different python functions. | K4 |
| CO5 | evaluate business analysis techniques for decision making using python. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 3 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 3 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 3 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

### Course Content

### UNIT I (13Hrs)

### Object oriented Programming Concepts (OOPs):

**Theory Portion**

Python Object Oriented Programming Concepts: class – object – inheritance - polymorphism – encapsulation – Data abstraction. Introduction to python: Python- numbers, strings, variables, operators, expressions, string operations, math function calls, Input/output statements.

**Practical exercise:**

* Write a Python program to get the Python version you are using.
* Write a Python program to area of the square.

**UNIT II (13Hrs)**

### Control Structures and Functions:

**Theory Portion**

Control Structures: if statement, if-else statement – looping statement: While and for loops – Functions: Built-in-functions-user defined functions- Event driven programming: Turtle bar chart.

**Practical exercise:**

* Write a python program to enter two different numbers and perform using arithmetic operator
* Write a Python program using the Turtle graphics library to construct a turtle bar chart representing the grades obtained by N students.
* Write a python program to find biggest among three numbers.

**UNIT III (13Hrs)**

**Python Complex data types:** **List and string functions:**

**Theory Portion**

Python Complex data types: Using string data type and string operations-Defining list and list slicing-string manipulation methods-Programming using string. List and Dictionary- List manipulation-Dictionary manipulation-list and dictionary in-built functions.

**Practical exercise:**

* Write a Python program that accepts a string and calculate the number of upper case letters and lower case letters
* Write a Python program to reverse a given string and check whether the give string palindrome or not.
* Write a Python program to write a list to a file

**UNIT IV (13Hrs)**

**Python File Operations:**

**Theory Portion**

Python File Operations: Reading files, Writing files in python, Understanding read functions, read(), readline(), readlines(). Understanding write functions, write() and writelines()

**Practical exercise:**

* Write a Python program to read an entire text file.
* Write a Python program to read a random line from a file

**UNIT V (13Hrs)**

**Database Programming:**

**Theory Portion**

Connecting to a database, Creating Tables, INSERT, UPDATE, DELETE and READ operations, Transaction Control, Disconnecting from a database, Exception Handling in Databases.

**Practical exercise:**

* Write a Python program to create table which includes insert, update, delete and read operations

**Note:**

**Practical Examination is conducted internally**

**Assignment marks is assigned for practical records**

**End Semester Examination is conducted for theory portions alone**

### REFERENCE BOOKS:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
|  | Charles Dierbach | Introduction to Computer Science using Python | Wiley publication | 2015 |
|  | Jake VanderPlas | Python Data Science Handbook - Essential Tools for Working with Data, | O’Reily Media,Inc publication | 2016 |
| 1. 1 | Kenneth Lambert | Fundamentals of Python: First Programs | Cengage learning publishers | First edition, 2012 (ISBN-  13:978-  1337560092) |
|  | Michel Dawson | Python Programming for Absolute Beginers | Third Edition, Course Technology Cengage Learning Publications, | 2013 |
|  | Wesley J. Chun | Core Python Applications Programming | 3rd Edition , Pearson Education | 2016 |

**WEB REFERENCE:**

1. <https://books.goalkicker.com/PythonBook/>
2. <https://library.oapen.org/bitstream/id/56d27e73-e92a-4398-8198-239be7aacc93/2020_Book_IntroductionToScientificProgra.pdf>
3. <https://www.tutorialspoint.com/python/python_tutorial.pdf>
4. <https://www.youtube.com/watch?v=WvhQhj4n6b8>
5. <https://www.youtube.com/watch?v=b093aqAZiPU>
6. <https://www.brianheinold.net/python/A_Practical_Introduction_to_Python_Programming_Heinold.pdf>
7. <https://www.slideshare.net/ranpararipal/python-final-ppt>
8. <https://www.powershow.com/view0/8a8ef4-NTQ3M/Overview_of_Python_History_Advantages_Applications_IQOnlineTraining_powerpoint_ppt_presentation>

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| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours / Semester** | **Credit** |
| **Part – III** | **Core : XXVI**  **Elective : II** | **21CCU25B** | **FINANCIAL SERVICES** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To enable the learners to familiarize the various financial products and its services in the competitive environment.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | summon up various terminologies used in financial services | K1 |
| CO2 | explain the significance of financial instruments, merchant banking, mutual fund, financial derivatives and credit controlling agencies | K2 |
| CO3 | apply their skills in using innovative financial instruments,  venture capital and derivatives | K3 |
| CO4 | Analyze the various reasons for the slow growth of mutual fund and problems in financial market. | K4 |
| CO5 | Evaluate the products of mutual funds, derivatives and measure the strategies of credit control agencies. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 0 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 0 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I**  **(13 Hrs)**

**Introduction to Financial Services:**

Meaning, Scope and Importance of Financial services - Features - Classification of financial services - Fund Based and Non-fund Based Services - New Financial Products and Services - Innovative Financial Instruments - Problems in financial Sector.

**UNIT II (13 Hrs)**

**Merchant Banking and Venture Capital:**

Merchant Banking: Meaning and Definition of Merchant Banking – Origin - Merchant Bank vs. Commercial Banks – Services of Merchant Banks.

Venture Capital: Meaning – Concept – Features – Importance – Activities of Venture Capital Funds – Methods of Venture Financing.

**UNIT III (13 Hrs)**

**Mutual Fund, Factoring and Forfaiting:**

Mutual Fund: Meaning, Definition and Scope – Origin – Types – Importance – Organization and Operation of Mutual Fund – Mutual Fund in India – Reasons for slow growth.

Factoring – Meaning – Functions – Types of factoring – Factoring vs Discounting – Causes and Benefits of Factoring.

Forfaiting – Meaning – Factoring Vs. Forfaiting – Benefits and Drawbacks of Forfaiting.

**UNIT IV (13 Hrs)**

**Securitization of Debt and Derivatives:**

Securitization of Debt- Meaning and Definition – Securitization vs. Factoring – Structure of Securitization – Benefits – Conditions for Successful Securitization – Securitization of Asset.

Derivatives – Meaning and Definition –Importance - Kinds of Financial Derivatives – Forward – Features of Forwards – Types of Futures – Forwards vs. Futures – Advantages of Forwards and Futures – Options – Features of Option – Share Option – Currency Option – Swap – Features of Swap – Kinds of Swap – Advantages and Disadvantages – Derivatives in India.

**UNIT V**

**Credit Rating: (13 Hrs)**

Credit Rating – Meaning and Definition – Functions of Credit Rating – Benefits of Credit Rating – Credit Rating Agencies: CRISIL-IICRA-CAREDCR-ONICRA – SEBI Guidelines.

**Note**: Distribution of Marks: Theory 100 % .

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Gordon E. and Natarajan K. | Financial Markets and Services | Himalaya Publishing House New Delhi | 2001 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Gurusamy S. | Financial Services and System | Tata McGraw Hill Education Private Limited New Delhi | 2010 |
| 2 | Jha S.M. | Service Marketing | Himalaya Publishing House New Delhi | 1997 |
| 3 | Khan M.Y. | Financial Services | Tata McGraw Hill Publishing Company Limited Mumbai | 2002 |

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2. <https://www.scribd.com/doc/6153285/New-Financial-Products-and-Services>
3. <https://keydifferences.com/difference-between-commercial-bank-and-merchant-bank.html>
4. <https://www.edupristine.com/blog/venture-capital>
5. <http://www.aurobindo.du.ac.in/uploads/pdf/1585999470_Mutual_funds_.pdf>
6. <https://www.holisticinvestment.in/7-reasons-behind-your-mutual-funds-poor-performance/>
7. <https://www.yourarticlelibrary.com/economics/factoring-silent-features-types-steps-advantage-and-limitations/23514>
8. <https://efinancemanagement.com/sources-of-finance/factoring-vs-discounting>
9. <https://www.investopedia.com/terms/f/forfaiting.asp#:~:text=Disadvantages%20of%20Forfaiting-,Advantages,sale%20into%20a%20cash%20transaction>.
10. <https://www.diamond-hill.com/sitefiles/live/documents/insights/FixedIncomePersp/161115-Mechanics-and-Benefits-of-Securitization.pdf>

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/ Semester** | **Credit** |
| **Part – III** | **Core : XXVI**  **Elective:II** | **21CCU25C** | **CONSUMER BEHAVIOUR** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with the concept of consumer behaviour which promote consumer movement in India.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recognize the special terms used in consumer behavior such as culture, social class, consumer motivation, consumerism and consumer protection. | K1 |
| CO2 | explain the various factors affecting consumer behavior. | K2 |
| CO3 | apply the knowledge of consumer behaviour in marketing, consumer learning, consumer decision making and redressal of consumer disputes. | K3 |
| CO4 | examine the consumer behavior models, and reasons for slow growth of consumer movement. | K4 |
| CO5 | judge the effectiveness of legislation of consumer protection, process of consumer research and redressal of consumer disputes. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 9 | 3 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 0 | 0 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 0 | 0 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13Hrs)**

**Nature and Scope of Consumer Behaviour:**

Consumer Behaviour - Meaning – Definition – Scope of Consumer Behaviour – Need for studying Consumer Behaviour – Consumer and Buyer – Consumer Vs Customer – Discipline of consumer behaviour, customer value satisfaction – retention – marketing ethics - Consumer Behaviour models – Economic model – Learning model – Psychoanalytical model – Sociological model.

**UNIT II (13Hrs)**

**Consumer learning and Consumers’ attitude:**

Learning theories – Behavioral learning theories – measures of consumer learning. Consumer attitude – characteristics – functions – factors influencing attitude formation – strategies for attitude change - methods of attitude measurement.

**UNIT III (13Hrs)**

**Influence of culture on Consumer Behaviour and Social class:**

Culture – meaning – characteristics – subculture – cross culture – objectives of cross culture marketing – areas for cross culture – problems of cross culture marketing. Social class – meaning – categories – characteristic features – social class in India.

**UNIT IV (13 Hrs)**

**Consumer Research and Decision making:**

Consumer Research – process of consumer research – paradigms – consumer motivation– need – dynamics – types – consumer perception.

Consumer Decision Making –decision making process – types – purchase decisions – post purchase behavior – low involvement decision making Vs high involvement decision making.

**UNIT V (13Hrs)**

**Consumerism:**

Consumerism – meaning – definition – need for consumerism – legislations for consumer protection – consumer protection councils – district forums – redressal of consumer disputes – consumer movement – consumer movement in India – reasons for slow growth of consumer movement in India.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Authors** | **Title** | **Publisher** | **Year of Publication** |
| Natarajan L | Consumer Behaviour | Margham Publications, Chennai. | 2010 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of**  **Publication** |
| 1. | David L. Loudon & Albert J. Della Bitta. | Consumer Behaviour | Tata McGraw-Hill Publishing Company Limited, New Delhi | 2004 |
| 2. | Leon G.Schiffman, Leslie Lazar Kanuk, S.Ramesh  Kumar | Consumer Behaviour | Dorling Kindersley Pvt. Ltd., South Asia | 2013 |
| 3. | Ramanuj Majumdar | Consumer  Behaviour | PHI Learning Private  Limited, New Delhi. | 2010 |
| 4. | Suja R.Nair | Consumer Behaviour in Indian  Perspective | Himalaya Publishing House,New Delhi | 2009 |

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6. <https://www.psychologydiscussion.net/attitudes/measuring-the-attitude-of-an-individual-top-5-techniques/1362>
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10. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
11. <https://www.slideshare.net/unnatishah1/consumer-decision-making-process-48557450>
12. <https://www.slideshare.net/s5750369s/consumerism-42593549>
13. <https://www.slideshare.net/shahbaazhussain6/consumer-protection-council-and-their-rights>
14. https://en.wikipedia.org/wiki/Consumer\_movement<https://www.researchgate.net/publication/334126464_Consumer_movements>

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| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/ Semester** | **Credit** |
| **Part – III** | **Core : XXVII**  **Elective: III** | **21CCU26A** | **BUSINESS ANALYTICS USING TABLEAU** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To inculcate theoretical and practical exposure using tableau for effective business decision

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | summon up the various terminology used in Tableau software | K1 |
| CO2 | visualize the data using tableau charts, data on the web and time series analysis | K2 |
| CO3 | experiment data to link multiple sources such as web data, control panel actions, graphs, containers, table calculations, and more. | K3 |
| CO4 | solve the business issues in pertaining to business by applying tableau programs | K4 |
| CO5 | forecasting the business activity efficiently by using tableau forecasting methods | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 3 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 3 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 3 | 3 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 3 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13Hrs)**

**Introduction to Tableau:**

**Theory Portion**

Business Intelligence (BI) Evolution- Tableau –Introduction to Tableau – Tableau products- Getting started - Tableau file- Data Types and Terminology- Navigation –Work sheet.

**Practical exercise:**

* Show a visualization of your choice, using:

1. Trend line
2. Reference line.
3. Reference band.
4. Distribution band.

* Show a visualization of your choice, using:

1. Clustering.
2. Sorting (ascending and descending).
3. Highlighting of tables.
4. Drilling down any dimension

**UNIT II (13Hrs)**

**Data visualization using Tableau:**

**Theory Portion**

Types of charts-calculated field and Parameters-Bins-Table calculations.

**Practical exercise:**

* Show any visualization of your choice, applying the principles of:

1. Row and Column grand totals, of a table.
2. Filtering.

* Prepare the following charts, using any of the dimensions and measures:

1. Histogram.
2. Area chart.
3. Scatter plot.
4. Box and whisker chart
5. Pie chart. (Display the value of the measure near each segment of the pie chart).

**UNIT III (13Hrs)**

**Tableau dashboard:**

**Theory Portion**

Connecting to various sources- Connecting to web data –Building dash boards-Dashboard actions-Layouts-Formatting-Story points and use cases.

**UNIT IV (13Hrs)**

**Level of Detail Calculations:**

**Theory Portion**

Row level access and column level access-Control charts-Using INDEX to sort multiple columns-SQL Overview- Joins- UNION vs UNION ALL, WITH Statements.

**Practical exercise:**

* Show a visualization of your choice, using:

1. Filtering (Show how we apply ‘Range of Values’, ‘At least’, ‘At Most’ and ‘Special’).
2. Sorting (ascending and descending).
3. Highlighting of tables.
4. Create ‘Row Total’, ‘Column Total’ and ‘Grand Total’.

**UNIT V (13Hrs)**

**Time Series Analysis and Forecasting:**

**Theory Portion**

Visualize time series data using TABLEAU function - Perform calculations with time series data in Tableau.

**Practical exercise:**

Show a visualization of your choice, using:

1. Trend line.
2. Reference line.
3. Reference band.
4. Distribution band.

**Note:**

**Practical Examination is conducted internally**

**Assignment marks is assigned for practical records**

**End Semester Examination is conducted for theory portions alone**

**REFERENCE BOOK:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
|  | Ben Jones | Communicating Data with Tableau: Designing,  Developing, and Delivering Data Visualizations, | O'Reilly Media, Inc. | 2014 |

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3. <http://projanco.com/Library/Learning%20Tableau%202019%20Tools%20for%20Business%20Intelligence,%20data%20prep,%20and%20visual%20analytics.pdf>
4. <https://oiipdf.com/download/22138>
5. <https://www.analyticsvidhya.com/blog/2017/07/data-visualisation-made-easy/>
6. <https://www.tableau.com/learn/articles/data-visualization>
7. <https://www.youtube.com/watch?v=SSq5NwsUNGI>
8. <https://www.youtube.com/watch?v=gWZtNdMko1k>

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/ Semester** | **Credit** |
| **Part – III** | **Core : XXVII**  **Elective : III** | **21CCU26B** | **MICRO FINANCE** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners with the basic knowledge of micro finance for sustainable development of rural economy.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recall the concept and principles of microfinance, functions of self-help groups & women empowerment, different approaches related with Micro finance services and products. | K1 |
| CO2 | outline the issues that hinder the success of microfinance in the country, gender discrimination in wages, rural credit and micro finance to urban development, credit delivery to Micro, Small and Medium Enterprises (MSMEs). | K2 |
| CO3 | identify the financial needs for Indian farmers, controversies of microfinance in modern economies, Bank Linkage & skill development programme for self-help group, micro pensions, fund transfers and remittance products. | K3 |
| CO4 | categorize the non-banking financial companies, performance assessment of self-help group, problems of Indian farmers and financial management in self-help groups. | K4 |
| CO5 | judge and comment from an informed position on the debate concerning the social desirability of microfinance, the performance of micro finance institutions, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), problems of self-help groups&co-operative sector. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 0 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 0 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13Hrs)**

**Overview of Micro Finance:**

Meaning- History and Evolution of Micro Finance – Features of Micro Finance- Principles of Micro Finance - Micro Finance Vs Micro Credit - Micro Finance and Allied Services: Savings Accounts, Micro Insurance, Micro Pensions, Fund Transfers and Remittance Products - Role of Micro Finance for Individuals/ Households, Women and Economy - Micro Finance Institutions (MFIs) - Problems of Micro Finance.

**UNIT II (13Hrs)**

**Self - Help Group and Micro Finance:**

Concepts and Characteristics of Self- help Groups – Functions, Formation and Development of Self-help Groups – Working Manual of Self -help Group – SHG Women in India - Structure of SHG - NABARD’S Self-help Group Bank Linkage Programme - Financial Management in SHG - Performance Assessment of Self - help Group - Capacity building in Self- help Group – Problems of SHG.

**UNIT III (13Hrs)**

**Micro Finance and Socio- economic Development:**

Poverty and Financial Needs – Problems and Causes of Poverty- Financial Needs for Indian Farmers and Poor – Micro Finance and Women Empowerment- Need, Gender Discrimination in Wages - Skill Development of Women Self-help Groups - Programs for Empowerment of Women : Mahatma Gandhi National Rural Employment Guarantee Scheme(MGNREGS).

**UNIT IV (13Hrs)**

**Micro Finance for Rural Development:**

Rural Co-operatives - Co-operative Bank - Primary Agricultural Credit Societies - NABARD and Co-operative sector - Regional Rural Banks - Kisan Credit Card - Grameen Bank.

**UNIT V (13Hrs)**

**Micro Finance for Urban Poor and Small Industries:**

Urban Co-operative Banks – Non-banking Financial Companies - Credit Delivery to Micro, Small and Medium enterprises (MSMEs) – Credit Flow to MSMEs – Micro Finance and NABARD – Micro Finance and RBI.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Mani. N | Micro Finance, Self- help  Groups(SHGs) and Poverty Eradication in India | New Century  Publications, New Delhi. | 2014 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of**  **Publication** |
| 1 | Indian institute  of Banking & Finance | Micro-finance  Perspectives and Operations | Macmillan India Ltd, New Delhi. | 2009 |
| 2 | Neelamegam.V | Micro Finance | Vrinda Publications (P) Ltd,  NewDelhi. | 2014 |
| 3 | Sulphey.M.M  VivekViswan | Essentials of Micro  Finance | Viva Books Private Limited,  NewDelhi. | 2015 |

Power point presentation, Assignment, Group discussion, Seminars, Brain Storming, Google class room, Online quizzes and opinion poll, Think Pair and Share, Flipped Class room.

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2. <https://www.bankbazaar.com/personal-loan/microfinance-institutions.html>
3. <https://www.nabard.org/contentsearch.aspx?AID=225&Key=shg+bank+linkage+programme>
4. <https://socialjustice.nic.in/writereaddata/UploadFile/SRMS10818.pdf>
5. <https://nrega.nic.in/netnrega/home.aspx>
6. <https://www.financialexpress.com/economy/indian-farmer-needs-funds-data-and-tools-to-succeed/1589753/>
7. <https://www.iasgyan.in/blogs/primary-agricultural-credit-societies>
8. <https://www.zeebiz.com/personal-finance/news-pm-kisan-what-is-kisan-credit-card-how-to-apply-know-step-by-step-process-to-apply-kcc-online-through-sbi-162498>
9. <https://www.nelito.com/blog/the-top-10-nbfcs-in-india.html>
10. <https://msme.gov.in/whatsnew/credit-flow-micro-small-and-medium-enterprises-sector-rbi-notification>

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/ Semester** | **Credit** |
| **Part – III** | **Core : XXVII**  **Elective-III** | **21CCU26C** | **MARKETING RESEARCH** | **65** | **4** |

**Contact hours per week: 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To enrich the skill to develop the research knowledge to do marketing research independently.

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statements** | **Knowledge Level** |
| CO1 | define the concepts of marketing research, sampling, data collection and research report. | K1 |
| CO2 | understand the elements and process of marketing research. | K2 |
| CO3 | apply the different techniques of marketing research by determining the ideal sample size and sampling technique, framing the appropriate hypothesis, selecting feasible data collection method for business research. | K3 |
| CO4 | analyse the business problem in a scientific approach. | K4 |
| CO5 | evaluate the business data and preparation of research report. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICULATION MATRIX )**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 3 |
| **CO2** | 9 | 9 | 9 | 9 | 1 | 9 | 1 |
| **CO3** | 9 | 9 | 9 | 3 | 1 | 9 | 1 |
| **CO4** | 9 | 3 | 9 | 3 | 1 | 0 | 1 |
| **CO5** | 9 | 3 | 3 | 3 | 1 | 0 | 1 |
| **Total Contribution of COs to POs** | 45 | 33 | 39 | 27 | 13 | 27 | 7 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.11 | 2.44 | 2.30 | 1.95 | 2.90 | 1.24 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

**UNIT I (13 Hrs)**

**Marketing Research:**

Meaning & Definition of marketing Research – Objectives – Scope - Importance –Elements - Nature of Market research - Kinds of marketing research - Benefits and limitations.

**UNIT II (13 Hrs)**

**Marketing Research Process:** Steps involved for selection of a topic for research study - Components of research problem - Definition of Problem - Evaluation of Problem - review of relevant literature - Testing hypothesis.

**UNIT III (13 Hrs)**

**Sampling and Sampling Design:**

Meaning of Sample-Purpose of Sampling - Sample size determination - Sampling technique – Probability sampling and Non -Probability sampling - Errors in Sample Surveys

**UNIT IV (13 Hrs)**

**Data Collection and Report Writing:**

Meaning of Data - Types of Data - Sources of data - Methods of collection of primary data (Questionnaire method, Interview method and Survey method only) - Difference between primary and secondary data. Preparation of Market Research Report.

**UNIT V**

**Application of Marketing Research: (13 Hrs)** Product research - Advertising research - Market and sales analysis (meaning and concepts only) - Marketing research in India - Ethical issues related to marketing research.

**TEXT BOOK:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Title** | **Publisher** | **Year of Publication** |
| Sharma.S.S | Marketing Research | Himalaya Publishing House, New Delhi. | 2013 |

**REFERENCE BOOKS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Authors** | **Title** | **Publishers** | **Year of Publication** |
| 1 | Beri G.C | Marketing Research | Tata Mc Graw Hill Education Pvt. Ltd,New Delhi. | 2016 |
| 2 | Naresh.K.Malhotra | Essentials of Marketing Research –A Hands on Orientation | Pearson Education Ltd,United Kingdom | 2016 |
| 3 | Ravilochanan P | Marketing Research | Margham Publication Chennai. | 2015 |

Power point presentation, Assignment, Group discussion, Seminars, Brain Storming, Google class room, Online quizzes and opinion poll, Think Pair and Share, Flipped Class room.

### WEB REFERENCES:

1. <http://www.himpub.com/documents/Chapter873.pdf>
2. <https://ftms.edu.my/v2/wp-content/uploads/2019/02/CHAPTER-4-1.pdf>
3. <https://www.researchgate.net/publication/279749417_Elements_of_Marketing_Research>
4. <https://www.intotheminds.com/app/uploads/2019/09/White-Paper-guide-market-research-EN-FINAL.pdf>
5. <https://courses.lumenlearning.com/boundless-marketing/chapter/the-market-research-process/>
6. <https://www.scribbr.com/methodology/sampling-methods/>
7. <https://www.questionpro.com/blog/types-of-sampling-for-social-research/>
8. <https://backup.pondiuni.edu.in/storage/dde/downloads/markiii_mr.pdf>
9. <https://youtu.be/dShKRmG3reg>
10. <https://youtu.be/yOU_s0xzc-Y>
11. <https://www.formpl.us/blog/research-report>
12. <https://eduvoice.in/types-research-report-writing/>
13. <https://www.googlesir.com/applications-of-marketing-research/>
14. <https://commercemates.com/applications-of-marketing-research/>

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| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/ Semester** | **Credit** |
| **Part – III** | **Core : XXVIII**  **Elective : IV** | **21CCU27A** | **WOMEN IN BUSINESS** | **39** | **3** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To equip the learners to understand the women empowerment and develop skills to become women entrepreneurs

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recall the meaning of empowerment of women, women education, career training, women entrepreneur and social entrepreneurship. | K1 |
| CO2 | Elaborate the strategies for women empowerment, women development during five year plan, promotion of women entrepreneurs. | K2 |
| CO3 | identify the opportunities of women participation in economic development, women health-status, strategies of empowerment of women in business and various schemes for women entrepreneurship development. | K3 |
| CO4 | examine the social perceptive of women development, new roles of women and education, successful stories of women entrepreneurs in India. | K4 |
| CO5 | evaluate the performance of the various schemes for women entrepreneurship announced by the Government. | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING(COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO3** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO4** | 9 | 9 | 9 | 9 | 1 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 1 | 3 | 3 |
| **Total contribution of COs to POs** | 45 | 45 | 45 | 39 | 29 | 39 | 33 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.32 | 4.35 | 4.19 | 5.86 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **UNIT I (8 Hrs)** | | | | | |
| **Women’s Development:** | | | | | |
| Psycho-Social perspective of Women-Development of Self opportunity for work-Determinants of women’s development- Articles-World plan of Action –Socio-Economic factors shaping women’s roles and status-Women’s economic participation-Women’s health status. | | | | | |
| **UNIT II (7 Hrs)** | | | | | |
| **Women Development in Five Year Plans:** | | | | | |
| Facts of women Empowerment- Strategies for empowerment of women-New roles for education-Women and Education -Empowerment process-Career training for women. Women development during five year plan periods. | | | | | |
| **UNIT III (8 Hrs)** | | | | | |
| **Women Entrepreneurship:** | | | | | |
| Women entrepreneurship Concepts-Evolution-Importance –Entrepreneurship in India-Evolution of women entrepreneurship in India-Organizations promoting women entrepreneurs. Social Entrepreneurship | | | | | |
| **UNIT IV (8Hrs)** | | | | | |
| **Schemes for Women Entrepreneurship in India:** | | | | | |
| Entrepreneurship Development Programmes-Prime Minister RozgarYojana (PME) - National policy for the empowerment of women-Schemes of NABARD-Schemes of SIDBI- Schemes of different banks. | | | | | |
| **UNIT V (8 Hrs)** | | | | | |
| **Successful Indian Women Entrepreneurs:** | | | | | |
| Mrs.Shanthi DuraiSwamy (Sakthi Masala)-Mrs.Ekta Kapoor (Balaji Tele films)- Mrs.Shahnaz Hussain (Shahnaz Herbal Inc)-Kiran Mazumdar shah(Biocon) –Successful women in business profession-Indra Nooyi (Pepsico)-Chandra Kochhar (ICICI Bank). | | | | | |
| **TEXT BOOKS:** | | |  |  |  | |
| **S.No** | **Authors** | | **Title** | **Publisher** | **Year of Publication** | |
| 1 | RajKumar | | Women and Development | Anmol publications PVT Ltd, NewDelhi. | 2000 | |
| 2 | VasanthaGopal .R &Saratha.S | | Women Entrepreneurship in India | New Century Publications, New Delhi | 2008 | |
| **REFERENCE BOOKS:** | | | |  |  | |
| **S.No** | | **Authors** | **Title** | **Publishers** | **Year of Publication** | |
| 1 | | Jayaseelan.M | Women in Society | A.P.H.PublishingCorporation,New Delhi | 2014 | |
| 2 | | Pandey.A.K | Empowerment of women | Anmol publications PVT Ltd, New Delhi. | 2002 | |

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2. [www.mdpi.com](http://www.mdpi.com)
3. [www.smartbusinessbox.in](http://www.smartbusinessbox.in)
4. [www.entrepreneur.com](http://www.entrepreneur.com)
5. [www.success.com](http://www.success.com)
6. [www.forbes.com](http://www.forbes.com)

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/**  **Semester** | **Credit** |
| **Part – III** | **Core : XXVIII**  **Elective : IV** | **21CCU27B** | **PROJECT WORK** | **39** | **3** |

**Contact hours per week: 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **50** | **100** |

**PREAMBLE:**

To drive the students own learning and to make them to acquire practical application and problem solving skills for what they are learning

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | List the thrust areas of research | K1 |
| CO2 | communicate the suggestions to solve the research problems | K2 |
| CO3 | apply the analytic thoughts to a body of knowledge | K3 |
| CO4 | infer the research related skills and reflect their thinking | K4 |
| CO5 | evaluate ethical awareness in the project | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO3** | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **CO4** | 9 | 9 | 9 | 9 | 1 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 1 | 3 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 39 | 29 | 39 | 33 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 3.32 | 4.35 | 4.19 | 5.86 |

**Level of correlation:0–No correlation;1–Low correlation;3–Medium correlation;9-High correlation between COs and POs.**

**Rules Regarding Evaluation of Project Report**

**Components and Breakup of Marks for evaluation of Project (ESE) under Part III:**

Departments encouraging project work may adopt the following structure for evaluation of reports else, they shall define their own rubrics as per need. **The project reports** are evaluated at the end of semester by the **Internal & External Examiners** as appointed by COE. Following weightages shall be used to evaluate the Project report:

|  |  |  |  |
| --- | --- | --- | --- |
| SPLIT - UP | COMPONENTS |  | TOTAL MARKS |
| CIA | Regularity | 15 | 50 |
| Review / Presentation | 15 |
| Knowledge about the organization / theme of study | 20 |
| ESE\* | Nature of Work / Logic behind the study | 20 | 50 |
| Learning Outcome | 20 |
| Viva – Voce | 10 |

* \*ESE Viva-Voce for projects will be jointly conducted by internal and external examiners.
  + The title of the project work chosen by the student should be approved by the Guide in consultation with the Head of the Department
  + Each student shall submit four copies of project report, at least four days prior to the viva - voce examination to the Controller of Examination through the Head of the Department.
  + The External examiner shall value the project report for a maximum of 20 Marks and Internal Examiner shall value the project report for a maximum of 20 Marks separately which will be handed over to the Controller of Examination.
  + For a pass in the evaluation of project report, the student should secure a minimum of 50% (20 Marks).
  + Those who have passed in the project report are eligible for viva-voce examination
  + The viva-voce examination shall be conducted jointly by the Internal and External examiner for 10 marks.
  + For the pass in the viva voce examination, the student should secure a minimum of 50% Marks ( 5 marks) .
  + Student should secure a minimum of 50% marks (20 marks + 5 marks =25 Marks) in the evaluation of project report and viva-voce conducted by the internal and external examiner.
  + For a pass in the project report and viva-voce, the student should secure a minimum of 50% marks both internal and external marks put together.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Component** | **Course Code** | **Course Title** | **Contact Hours/Semester** | **Credit** |
| **Part – IV** | **Skill Enhancement : III Practical** | **21SECCU03** | **COMMERCE PRACTICAL** | **52** | **2** |

**Contact hours per week: 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Internal Marks** | **External Marks** | **Total Marks** |
| **III** | **VI** | **50** | **-** | **50** |

**PREAMBLE:**

To equip the learners with the practical aspects of commerce and train them in filling up of various forms used in the field of commerce

**COURSE OUTCOME:**

After completion of the course, the learners will be able to

|  |  |  |
| --- | --- | --- |
| **COs** | **CO Statement** | **Knowledge Level** |
| CO1 | recognize the various practical lists pertaining to the areas of commerce | K1 |
| CO2 | know the facts and figures to be filled in the different forms used in the field of commerce | K2 |
| CO3 | organize the essential data to fill the forms used in the business correspondence, taxation, marketing, share market, banking and any other business purposes | K3 |
| CO4 | categorize the details while preparing the blue print of an office, material requisition, pay roll, material order, advertisement copy and procedure for entering into contract | K4 |
| CO5 | verify the information gathered for preparing business reports, advertisement copy, resume, income and expenditure account | K5 |

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze;**

**K5 – Evaluate; K6 -Create.**

**CO-PO MAPPING (COURSE ARTICUALTION MATRIX)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **COs/POs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **CO1** | 9 | 9 | 9 | 3 | 3 | 9 | 9 |
| **CO2** | 9 | 9 | 9 | 3 | 3 | 9 | 9 |
| **CO3** | 9 | 9 | 9 | 3 | 3 | 9 | 3 |
| **CO4** | 9 | 9 | 9 | 3 | 3 | 9 | 3 |
| **CO5** | 9 | 9 | 9 | 3 | 3 | 9 | 3 |
| **Total Contribution of COs to POs** | 45 | 45 | 45 | 15 | 15 | 45 | 27 |
| **Weighted Percentage of COs Contribution to POs** | 2.57 | 2.88 | 2.82 | 1.28 | 2.25 | 4.83 | 4.80 |

**Level of correlation:0–No correlation;1–Lowcorrelation;3–Medium correlation;9-High correlation between COs and POs.**

**Course Content**

### BUSINESS CORRESPONDENCE AND OFFICE METHODS (5 Hrs)

* + 1. Filling up of e- money order form.
    2. Job application/Resume.
    3. Layout of a business letter.
    4. Blue print/sketch of an office.
    5. Filling of papers.
    6. Handling e-mail .
  1. **ACCOUNTING (5 Hrs)**

1. Computation of ratios from Annual Report of a limited company.
2. Income and Expenditure Account of any NGO.
   1. **COST ACCOUNTING**  **(5 Hrs)**
3. Specimen of pay roll
4. Form of Bin Card
5. Filling of Material Order and Material Requisition.
   1. **TAXATION (6 Hrs)**
6. Filling up of Income Tax Returns
7. PAN application form.
   1. **SECRETARIAL PRACTICE (5 Hrs)**
8. Drafting of Notice, Agenda and Minutes for Meeting.
9. Chart showing Organisation Structure.

**F.MARKETING (5 Hrs)**

1. Collection of different types of advertisement.
2. Preparation of an advertisement copy.
3. Market Survey.

**G. INVESTMENT MANAGEMENT**  **(6 Hrs)**

1. Filling up of Demat application form.
2. Filling up of share application form for IPO.
3. Filling up of Mutual Fund application form.

**H. STATISTICS**

1. Diagrammatic presentation of data for Export/Import of a company for ‘n’ years.
2. **COMMERCIAL LAW (5 Hrs)**
3. Preparation of contract – specimen form.
4. Statement of P.F. Contribution.
5. Statement of E.S.I. Contribution.
6. **BANKING (7 Hrs)**
7. Filling up of Account Opening Form.
8. Knowledge of various forms used in day-to-day banking – Cheque – Pay-in-Slip – Withdrawal Form – Transfer Form – Draft.
9. Currencies of important countries
10. Filling up of Loan Application Form.
11. **GENERAL (3 Hrs)**
12. Filling up of Railway/Bus Reservation/Cancellation forms.
13. Filling up of Passport application form.
14. Filling up of Aadhar card

**WEB REFERENCES:**

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2. <https://www.axisbank.com/download-forms/loans>

3. <https://www.jotform.com/form-templates/category/reservation>

4. <https://www.bk.mufg.jp/global/globalnetwork/asiaoceania/pdf/saving_account.pdf>

5. <https://www.powershow.com/view0/8a5a7b-ZTEwN/What_Is_the_Importance_of_Export_Import_Data_powerpoint_ppt_presentation>

6. <https://www.lucidchart.com/pages/tutorial/organizational-charts>

7. <https://combined-money-order-form.pdffiller.com/>

8. https://www.pinterest.com/pin/740771838679852354/