READ IN THE NAME OF THY LORD

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Uthamapalayam, Theni District. Pin Code: 625 533.

DEPARTMENT OF COMMERCE
WITH COMPUTER APPLICATION

MASTER OF COMMERCE (CA)

SYLLABUS

Choice Based Credit System – CBCS

(As per TANSCHE/MKU Guidelines)

with

Outcome Based Education (OBE)

(Academic Year 2020 -2021 onwards)

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Uthamapalayam, Theni District. Pin Code: 625 533.

Name of the Programme: M.Com (CA)

Choice Based Credit System (CBCS)
(As per TANSCHE/MKU Guidelines)

with
Outcome Based Education (OBE)

(with effect from the Academic Year 2020 – 2021)

College Vision and Mission

Vision

Our vision is to provide the best type of higher education to all, especially to students hailing from minority Muslim community, rural agricultural families and other deprived, under privileged sections of the society, inculcating the sense of social responsibility in them. Our college is committed to produce talented, duty-bound citizens to take up the challenges of the changing times.

Mission

Our mission is to impart and inculcate social values, spirit of service and religious tolerance as envisioned by our beloved Founder President Hajee Karutha Rowther.

The Vision beckons .... the Mission continues forever.

Programme Educational Objectives (PEO)

Our graduates will be progressive, efficient, value based, academically excellent, creative, collaborative, empowered and globally competent literates with the skills required for societal change.

They will demonstrate

PEO1	Comprehensive knowledge and expertise, employability, the acumen of creative and critical thinking, the spirit of enquiry and professional attitude required for a successful career
PEO2	Accountability, linguistic competence and communication skills in the work environment and beyond
PEO3	Perseverance, effective collaboration, team spirit, leadership and problem solving skills
PEO4	Keen sense of civility, professional ethics, receptivity and moral righteousness
PEO5	Commitment to address social and environmental threats and to act as responsible service-minded, duty-bound global citizens

Department Vision and Mission

Vision

➢ To impart Quality Education in the Field of Commerce with Computer Application.

➢ To Transit the students as a competent professional in the field of commerce.

➢ To enable the pupil to understand the socio Economic goals through the Discipline.

➢ To develop a broad knowledge base in core managerial skills.

➢ To imbibe awareness of the commercial activities to facilitate immediate employability.

Mission

➢ To provide in-depth knowledge in the course.

➢ To inculcate the commercial scenario to meet the challenges.

➢ To train and develop the students with the employable skills required for commerce and IT sectors.

➢ To qualify the students to acquire progressive and long term employment with well reputed business concerns.

➢ To assist and support their studies and talents liberally.

Programme Outcomes (PO)

On completion (after two years) of M.Com (CA) programme, the students are able to

PO1	Gain knowledge in commerce and accounting software for corporate requirements.
PO2	Apply ethical values, team work, professional, communication and leadership skill inbusiness.
PO3	Understand the current techniques, utilize the tools necessary for computing practices.
PO4	Make use of Knowledge and build up attitude in their career opportunities.
PO5	Gain the knowledge of practices professional and social responsibility as a maturedcitizen.

Program Specific Outcomes (PSO)

A graduate of M.Com (CA) after two years will

PSO1	Be competent, creative and highly valued professionals in industry, academia, or government.
PSO2	Be flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership and teamwork opportunities, all affording sustainable management careers
PSO3	Continue their professional development by obtaining advanced degrees in commerce orother professional fields.
PSO4	Act with global, ethical, societal, ecological and commercial awareness, as is expected of practicing management professionals.
PSO5	Adapt to a rapidly changing environment with learned and applied new skills, become socially responsible and value driven citizens, committed to sustainable development.

Programme Scheme
Eligibility

Passed in B.Com CA., or any other Examination accepted by the Syndicate as Equivalent.

For Programme Completion
A Candidate shall complete:

- Part III - Core papers in semesters I, II, III and IV respectively
- Part III - Elective papers in semesters I, II, III and IV respectively
- Part IV - Non- Major Elective papers in semester III

Scheme of Examinations under Choice Based Credit System

Term End Examinations (TEE)	- 75 Marks
Continuous Internal Assessment Examinations (CIAE)	- 25 Marks
Total	- 100 Marks

Pattern of Continuous Internal Assessment Examinations (CIAE)

Average of Two Internal Tests (each 20 marks)	- 20 Marks
Seminar / Quiz / Assignment	- 05 Marks
Total	- 25 Marks

Pattern of Term End Examinations
(Max. Marks: 75 / Time: 3 Hours)

External Examinations Question Paper Pattern
Section – A (10 X 1 = 10 Marks)
Answer ALL questions.

- Questions 1 - 10
- Two questions from each unit
- Multiple choice questions and each question carries Four choices

Section – B (5 X 7 = 35 Marks)
Answer ALL questions choosing either A or B.

- Questions 11 - 15
- Two questions from each unit (either…. or…. type)
- Descriptive Type

Section – C (3 X 10 = 30 Marks)
Answer any THREE out of five questions.

- Questions 16 - 20
- One question from each unit
- Descriptive Type

Passing Marks

Minimum 34 for External Exam

Eligibility for the degree – passing minimum is **50%**

Project

Internal   - 40 marks
External   - 60 marks
Total   - 100 marks
Passing minimum is 50%

Weightage

Weightage for Bloom's Taxonomy	Percentage	Marks	
		CIAE	TEE
Knowledge (Remembering) – K1	10	2	7
Understanding – K2	10	3	8
Applying – K3	20	5	15
Analyzing – K4	20	5	15
Evaluating – K5	40	10	30
Gross Total	**100**	**25**	**75**

Assessment

Distribution of questions and marks for Continuous Internal Assessment Examinations

Bloom's Taxonomy	Section A	Section B	Section C	Total
Knowledge(K1)	3 (3)	1 (a or b) (4)	-----	**40 Marks**
Understanding(K2)	3 (3)	1 (a or b) (4)	-----	
Apply(K3)	1 (1)	1 (a or b) (4)	1 (8)	
Analyzing (K4)	1 (1)	1 (a or b) (4)	1 (8)	
CIA Examinations conducted for 40 marks and converted to 20 marks				**40/2 = 20**
Evaluating (K5)	Seminar,Quiz/Assignments			**10/2 = 5**

Distribution of questions and marks for Term End Examinations

Bloom's Taxonomy	Section A	Section B	Section C	Total
Knowledge(K1)	7 (7)	-------	-------	**Total 75 Marks**
Understanding(K2)	1 (1)	1 (a or b) (7)	-------	
Apply(K3)	1 (1)	2 (a or b) (14)	-------	
Analyzing (K4)	1 (1)	2 (a or b) (14)	-------	
Evaluating (K5)	-------	-------	3 out of 5 (30)	

Note: Figures in parenthesis are Marks

Details of Course Category, Code, Credits & Title

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max. Marks	Credits
Semester – I							
Part – III (OBE)							
Core – I	20PCAC11	Business Management	6	25	75	100	5
Core – II	20PCAC12	Advanced Financial Accounting	6	25	75	100	5
Core – III	20PCAC13	Business Application and Office Automation	6	25	75	100	5
Core – IV	20PCAC14	Business Application and Office Automation – Lab	6	25	75	100	4
Elective - I	20PCAE11	Applied OperationResearch	6	25	75	100	4
	20PCAE12	Financial Institutions and Market					
Total			**30**			**500**	**23**
Semester –II							
Part – III (OBE)							
Core – V	20PCAC21	Business Environment and Policies	6	25	75	100	5
Core – VI	20PCAC22	Financial Management	6	25	75	100	5
Core – VII	20PCAC23	Internet and Web Design	6	25	75	100	5
Core – VIII	20PCAC24	Internet and Web Design – Lab	6	25	75	100	4
Elective - II	20PCAE21	Advanced Business statistics	6	25	75	100	4
	20PCAE22	Marketing Management					
Total			**30**			**500**	**23**

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max. Marks	Credits
Semester – III							
Part – III (OBE)							
Core – IX	20PCAC31	Research Methodology	6	25	75	100	5
Core – X	20PCAC32	Programming in C++	6	25	75	100	5
Core – XI	20PCAC33	Programming in C++ - Lab	6	25	75	100	4
Elective - III	20PCAE31	Direct Taxes	6	25	75	100	3
	20PCAE32	Advanced Corporate Accounting					
Part – IV							
NME	20PCAN31	Human Resource Management	6	25	75	100	4
		Total	**30**			**500**	**21**
Semester – IV							
Part – III (OBE)							
Core – XII	20PCAC41	Advanced Cost and Management Accounting	6	25	75	100	5
Core – XIII	20PCAC42	Customer Relationship Management	6	25	75	100	5
Core – XIV	20PCAC43	E-Business Application	6	25	75	100	5
Core – XV	20PECP41	Project	6	40	60	100	4
Elective - IV	20PCAE41	Corporate Communication	6	25	75	100	4
	20PCAE42	Enterprises Resources Planning					
		Total	**30**			**500**	**23**
		Grand Total	**120**			**2000**	**90**

Course Code	Course Title	Category	Total Hours	Credits
20PCAC11	**Business Management**	Core - I	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To help he students to learn and acquire the essential skills of Business Administration and Management

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Understand the nature and concept of management. Discussion of the management contribution.	K1,K2,K3
CO2	Learn the functions of management and levels of management, to acquire the knowledge of planning, planning process, forecasting and learn the concept of MBO and MBE	K1,K2,K3
CO3	Explain the organizational structure and types of organization. Learn the concept of manpower planning, procurementfunctions.	K1,K2,K3,K4
CO4	Discussion of the elements of direction and understanding the theories of motivation.	K1,K2,K3,K4
CO5	Acquire the knowledge of co-ordination and understand the factors of controlling process and methods.	K1,K2,K3,K4,K5

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
CO5	3	3	3	2	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	3
CO2	2	3	3	3	2
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	2	3	2	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

Management – Meaning - Definition - Nature of Management – Importance – Management vs Administration – Management Contribution: Frederick Winslow Taylor, Henry Fayal and Peter F. Drucker (SRB), Henry L. Gnatt.

UNIT II   18 Hours

Functions of Management – Levels of Management - Planning – Meaning – Definition – Characteristics – Importance of Planning – Planning Process – Forecasting – Concepts of forecasting – Planning Vs Forecasting – MBO – Importance – MBE

UNIT III   18 Hours

Organization - Meaning – Definition - Characteristics of an Organization – Organization Process - Types of Organization - Organization Structure - Delegation – Centralization - Decentralization - Departmentation. Staffing – Meaning – Definition – Man Power Planning – Recruitment - Sources of Recruitment – Selection Procedure –Placement – Training –Types – Advantages of Training.

UNIT IV   18 Hours

Direction – Significance of Direction – Elements of Direction – Leadership – Qualities of a good leader – Types – Supervision – Span of Supervision - Motivation – Meaning – Definition – Importance – Maslow's Need Hierarchy Theory – ERG Theory of Motivation – X Theory and Y Theory – Communication – Meaning – Definition – Communication Process- Types of Communication – Barriers involved in Communication.

UNIT V   18 Hours

Co-ordination – Controlling – Meaning – Definition – Controlling Process – Methods of Controlling.

Text Books
1. R. S Gupta , B. D Sharma, N.S Bhalla , *Principles and practice of Management*, Kalyani Publishers, 2019.
2. Dinkar Pagare – *Business Management*, Sultan Chand & Sons,2016.

Reference Books
1. R.S.N. Pillai & S.Kala, *Principles and practice of Management* S.Chand Publication.2016.
2. G.K VijayaRaghavan and M. Siva kumar , *Principles of Management*, Lakshmi Publications, Chennai 2018.

Pedagogy
   Chalk & Talk, E-Resources, Group Discussion

Teaching aids
   Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Nature and importance of management,	6	Chalk & Talk
1.2	Management Vs Administration	6	E-Resources
1.3	Management contributions: FW Taylor, Henry Fayol, Peter F.Drucker	6	Chalk & Talk
UNIT – II			
2.1	Functions of management and levels of management	6	Chalk & Talk
2.2	Planning characteristics, importance, process of planning, forecasting	6	Chalk & Talk
2.3	MBO and MBE	6	E-Resources
UNIT – III			
3.1	Organization and its various types	4	E-Resources
3.2	Delegation of Authority	2	Chalk & Talk
3.3	Centralization and decentralization & Departmentation	4	Discussion
3.4	Staffing, selection procedure	4	Chalk & Talk
3.5	Training and its methods	4	Chalk & Talk

	UNIT - IV		
4.1	Direction, significance and its principles	4	Discussion
4.2	Leadership qualities, span of supervision	4	E-Resources
4.3	Motivation, Maslow's theory of motivation, X theory and Y theory	5	Chalk & Talk
4.4	Communication, process of communication, types and its barriers	5	Chalk & Talk
	UNIT - V		
5.1	Co-ordination and its advantages	6	E-Resources
5.2	Controlling process	6	Chalk & Talk
5.3	Controlling methods	6	Discussion
	Total	**90**	

Course Designer
Ms. M. Pappathi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC12	Advanced Financial Accounting	Core - II	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To enable the learners to understand preparation of accounts of trading and non-trading concerns to give the learners a exposure in Accounting Standards to Familiarise the students about the principle and practice of partnership accounts.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Define accounting concepts and convention; prepare final accounts of sole trading concerns adjustments.	K1,K2
CO2	Prepare the final account of non-trading organization and single system.	K1,K2,K3
CO3	Illustrate the accounting for the Branch, Department & Hire purchase.	K1,K2,K3
CO4	Explore accounts for partnership Admission to death of a partner.	K1,K2,K3,K4
CO5	Prepare accounts for Amalgamation & Dissolution of firm.	K1,K2,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	2
CO4	3	3	2	2	3
CO5	3	3	2	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	3	3	3	2	2

1-Low   2-Medium   3-Strong

Syllabus

UNIT I   10 Hours

Accounting-Financial Information System – Accounting principles – Concepts and conventions - Accounting standards-Indian and International - Critical Review of Accounting principles and concepts - Final accounts of Sole Trading Concerns with Adjustments.

UNIT II   15 Hours

Accounting problems Relating to Non-trading concerns-Preparation of accounts from incomplete records or Single Entry System.

UNIT III   20 Hours

Branch and Departmental Accounts Dependent and Independent Branch - (Including foreign branches). Hire purchase accounting - Default and Repossession - Installment system.

UNIT IV   20 Hours

Partnership accounts - Accounting problems related to Admission, Retirement and Death of a partner.

UNIT V   25 Hours

Amalgamation of firms - sale to a company – Dissolution - Firm Dissolution - Single partner Insolvent, All partners Insolvents-Gradual Realization of Assetss and Peace-meal Distribution of cash.

Text Books

Shukla & Grewal, S. Chand, *Advanced Accounts*, 2010, New Delhi, 2018.
R.L. Gupta & Radhaswamy, Sultan Chand, *Advanced Accounting*, volume 1, 2010 , New Delhi, 2019.

Reference Books

Basu & Das, *Advanced Accounting*, 2008, Kalyani publishers, Ludhiyana, 2019.
Jain & Narang, *Advanced Accounting*, Kalyani publishers, Ludhiyana, 2018.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Accounting – Financial Information System	2	Chalk & Talk
1.2	Accounting principles –Concepts and Convention	2	E-Resources
1.3	Accounting Standards – Indian and International	2	Discussion
1.4	Critical Review of Accounting principles and concepts	2	Chalk & Talk
1.5	Final Accounts of Sole Trading Concerns with adjustments.	2	Chalk & Talk
UNIT - II			
2.1	Accounting Problems Relating to Non-trading concerns	8	Discussion
2.2	Preparation of accounts from incomplete records or Single Entry System.	7	Chalk & Talk
UNIT - III			
3.1	Branch and Departmental Accounts	6	E-Resources
3.2	Dependent and Independent Branch - (including foreign branches).	7	Chalk & Talk
3.3	Hire Purchase Accounting – Default and Repossession - Installment System	7	Discussion
UNIT - IV			
4.1	Partnership Account	6	Discussion
4.2	Accounting problems related to Admission	7	E-Resources
4.3	Retirement and Death of a partner	7	Chalk & Talk
UNIT - V			
5.1	Amalgamation of firms	5	E-Resources
5.2	sale to a company	5	Chalk & Talk

5.3	Dissolution – Firm Dissolution	5	E-Resources
5.4	Single Partner Insolvent, All partners Insolvents	5	Chalk & Talk
5.5	Gradual Realization of Assets and Peace-meal Distribution of Cash.	5	Discussion
	Total	**90**	

Course Designer
Mr. P. Seenivasan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC13	**Business Application and Office Automation**	Core - III	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To Teach the Student Computer Concepts and Operating system, Network Concepts as related to Processing Data into useful Information needed in Business Situations by using Word, Spreadsheet, Access, Presentations and to help students to Create Professional level Publications.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Learn the various generatio0n of computer`s and windows operating system.	**K1,K2,K3**
CO2	Acquire the information about operating system and its functionalities.	**K1,K2,K3,K4**
CO3	Describe the Computer Networks and its types.	**K1,K2,K3**
CO4	Apply and used the various features of MS-Word and MS-Excel.	**K1,K2,K3,K4**
CO5	Design the database and its related functions mean while Predict the MS power point.	**K1,K2,K3**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	2
CO2	2	2	3	2	2
CO3	3	3	3	3	2
CO4	3	3	3	3	2
CO5	3	3	3	3	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	2	2	2	2	2
CO3	2	3	2	3	2
CO4	3	2	2	2	2
CO5	2	2	3	3	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Introduction to Computer - Generation of computers - Classification of computers - Characteristics of computers – Hardware and Software. Introduction to windows - Working within a window - Toolbars, menu, dialog boxes - Working with drivers, folders & files.

UNIT II   15 Hours

Operating System – Functions of Operating System – Classifications – Types of OS - Basics of Windows Operating system.

UNIT III   20 Hours

Network – Introduction to Network – Types of Network: Local Area Network – Wide Area Network – Metropolitan Area Network – Wireless Local Area Network.

UNIT IV   20 Hours

Word – basics - menus and toolbar - Creating and saving a document - Editing text formatting documents - Mail merge - working with tables.

Excel - Introduction to spread sheet - menus and toolbars - creating and saving a work book - entering data – formatting – formulas - charts and graphs.

UNIT V   20 Hours

Access - creating a new database - creating & editing table – entering & sorting data in table - sorting, filtering & finding data - forms and queries.

Power Point - creating a new presentation - entering and editing text - formatting text - slide show - adding charts, diagrams and tables.

Text Books

R.K.Taxali, *PC software for windows made simple,* Tata McGraw Hill Publications Pvt. Ltd, 1998.

Reference Books

Galgotia, *Microsoft Office*, BPB publications 2000.

R. Saravanakumar, R. Parameshwaran T. Jayalakshmi S.Chand, *A Textbook of Information Technology*, Reprint 2010.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to Computer	1	Chalk & Talk
1.2	Generation of computers	2	E-Resources
1.3	Classification of computers	2	Discussion
1.4	Characteristics of computers	2	Chalk & Talk
1.5	Hardware and Software	2	E-Resources
1.6	Introduction to windows within a window	2	Chalk & Talk
1.7	Toolbars, menu, dialog boxes Working	2	E-Resources
1.8	Working with drivers, folders & files	2	Discussion
UNIT - II			
2.1	Operating System-Introduction	3	Chalk & Talk
2.2	Functions of Operating System	3	E-Resources
2.3	Classifications	3	E-Resources
2.4	Types of OS	3	Chalk & Talk
2.5	Basics of Windows Operating system.	3	E-Resources
UNIT - III			
3.1	Network – Introduction to Network	3	E-Resources
3.2	Types of Network	3	Chalk & Talk
3.3	Local Area Network	3	Chalk & Talk
3.4	Wide Area Network	3	E-Resources
3.5	Metropolitan Area Network	4	Chalk & Talk
3.6	Wireless Local Area Network	4	E-Resources
UNIT - IV			
4.1	Word- basics-menus and toolbar	2	Chalk & Talk
4.2	Creating and saving a document	2	E-Resources

4.3	Editing text formatting documents	2	Chalk & Talk
4.4	Mail merge-working with tables	2	Chalk & Talk
4.5	Excel- Introduction to spread sheet menus and toolbars	3	E-Resources
4.6	Creating and saving a work book entering data	3	Chalk & Talk
4.7	Formatting-formulas	3	E-Resources
4.8	Charts and graphs.	3	Chalk & Talk
UNIT - V			
5.1	Access- creating a new database	2	Chalk & Talk
5.2	Creating & editing table	2	E-Resources
5.3	Entering& sorting data in table	2	Chalk & Talk
5.4	Sorting, filtering &finding data	2	Chalk & Talk
5.5	Forms and queries.	3	E-Resources
5.6	Power point- creating a new presentation	3	Chalk & Talk
5.7	Entering and editing text-formatting text-slide show	3	E-Resources
5.8	Adding charts, diagrams and tables.	3	Chalk & Talk
	Total	**90**	

Course Designer
Mr. R. Abiramakrishnan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC1P	**Business Application and Office Automation - Lab**	Core - IV	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To Processing Data into useful Information needed in Business Situations by using Word, Spreadsheet, Access, Presentations and to help students to Create Professional level Publications.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Construct a document and apply various tools.	K1,K2,K3
CO2	Prepare a mail and send using mail merge.	K1, K2,K3,K4
CO3	Design the worksheet and used various features and functions.	K1,K2,K3
CO4	Create a database and apply its tools and generate a report.	K1,K2,K3,K4
CO5	Design the presentation using various animation effects.	K1,K2,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	2
CO4	3	3	2	2	3
CO5	3	3	2	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	2	3	2	3	2
CO3	3	3	3	2	2
CO4	2	2	3	3	2
CO5	2	2	3	3	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

MS WORD 2007   25 Hours

1. Type a paragraph and Perform: Font using font size, font style, line spacing etc.
2. Type a paragraph insert page numbers at the bottom right alignment, Insert header consisting of date and time, insert footer consisting of page Numbers.
3. Prepare a class timetable using table option and merging cells.
4. Using mail merge, draft a birthday party letter inviting five of your friends.

MS EXCEL 2007   25 Hours

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: data entry, total, average, result by using arithmetic and logical functions and sorting
2. Draw different Chats for a sample data.
3. Calculate simple and compound interest.
4. Prepare final accounts (trading, profit & loss accounts and balance sheet) by using Formula.

MS ACCESS 2007   20 Hours

1. Prepare a payroll for employee database of an organisation with the following details: employee id, employee name, and date of birth, department and designation, date of appointment, basic pay, dearness allowance, and house rent allowance and other deductions if any. Perform quires or different categories.
2. create mailing labels for student database which should include at least three table must have at least two fields with the following details: Roll no, name, course, year, college name, university, address, phone number.
3. Create report for the PRODUCT database.

MS POWERPOINT 2007   20 Hours

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product; characteristics, special features, price, special offer etc.

2. Design presentation of slides for organization details for 5 levels of hierarchy of a company by using organisation chart.
3. Create different slides

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
MS WORD 2007			
1.1	Type a paragraph and Perform: Font using font size, font style, line spacing etc.	6	E-Resources
1.2	Type a paragraph insert page numbers at the bottom right alignment, Insert header consisting of date and time, insert footer consisting of page Numbers.	6	E-Resources
1.3	Prepare a class timetable using table option and merging cells.	6	E-Resources
1.4	Using mail merge, draft a birthday party letter inviting five of your friends.	7	E-Resources
MS EXCEL 2007			
2.1	Prepare a mark list of your class and perform the following operations: data entry, total, average, result by using arithmetic and logical functions and sorting.	6	E-Resources
2.2	Draw different Chats for a sample data.	6	E-Resources
2.3	Calculate simple and compound interest.	6	E-Resources
2.4	Prepare final accounts (trading, profit & loss accounts and balance sheet) by using Formula.	7	E-Resources
MS ACCESS 2007			
3.1	Prepare a payroll for employee database of an organisation with the following details: employee id, employee name, and date of birth, department and designation,	7	E-Resources

	date of appointment, basic pay, dearness allowance, and house rent allowance and other deductions if any.		
3.2	Create mailing labels for student database which should include at least three Tables must have at least two fields with the following details: year, college name, university, address, phone number.	7	E-Resources
3.3	Create report for the PRODUCT database.	6	E-Resources
MS POWERPOINT 2007			
4.1	Design presentation slides for a product of your choice. The slides must include name, brand name, type of product; characteristics, special features, price, special offer etc.	7	E-Resources
4.2	Design presentation of slides for organization details for 5 levels of hierarchy of a company by using organisation chart.	7	E-Resources
4.3	Create different slides in PowerPoint and present a slide show using custom animation and slide transition.	6	E-Resources
Total		**90**	

Course Designer
Mr. R. Abiramakrishnan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE11	**Applied Operation Research**	Elective - I	90	4

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To introduce the Field of Resource Management Techniques to learners to Enable Various resource Management Techniques to impart the learners on the decision-making models

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Understand the Operating Research characteristics, scope and Mathematical formulation, and Graphical Method and Optimal solutions of LPP.	**K1, K2,K3**
CO2	Apply the optimal solution through various methods in transportation and Assignment problems.	**K1, K2,K3,K4**
CO3	Evaluate the Network, PERT/CPM and calculation of time estimation and cost method.	**K1, K2,K3,K4,K5**
CO4	Gain the of knowledge of queuing theory and replacement method to apply in business related problems.	**K1, K2,K3,K4**
CO5	Demonstrate the decision through game theory.	**K1, K2,K3,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	2	3	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	2	3	2	3
CO3	3	3	3	3	3
CO4	3	2	3	3	2
CO5	3	2	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   10 Hours

Operating Research – Meaning, characteristics, Scope, Modeling, Limitations Linear Programming – Mathematical Formulation – Graphical Method – standard form only – simplex Methods (excluding degeneracy) – Optimal solutions – limitations of Linear programming Techniques.

UNIT II   15 Hours

Transportation – Assignment – Unbounded – Degeneracy a Maximization of profits – Transportation Vs Assignment.

UNIT III   15 Hours

Network Analysis – PERT/CPM – Advantages. Limitations – similarities and dissimilarities. Time estimation excluding crash – Cost Method.

UNIT IV   25 Hours

Queuing Theory – Meaning – elements – single Channel Model – M/MI – FCFS/Infinite model only. Replacements Method

UNIT V   25 Hours

Game Theory – characteristics of Games, two-persons zero sum game, maximin and Minimax criteria, rule of dominance, graphical solution.

Text Books

V.K.Kapoor, *Operation Research,* S. Chand & Company Ltd., 2019.
Gupta and Mohan, *Operations Research and Quantitative Analyais,* S. Chand & Company Ltd., 2019.

Reference Books

Ruessel L Ackoff naurice W.Sasienti, *Fundamentals of Operation research,* Lakshmi Publications, Chennai 2018.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction and characteristics of operating research	1	Chalk & Talk
1.2	Modeling , limitations of OR	1	Chalk & Talk
1.3	Introduction of LPP	1	Chalk & Talk
1.4	Mathematical formulation and problems	1	Chalk & Talk
1.5	Graphical method and problems	1	Chalk & Talk
1.6	Standard form	1	Chalk & Talk
1.7	Simplex methods of LPP problems	2	Chalk & Talk
1.8	Optimal solutions and limitations of LPP	2	Chalk & Talk
UNIT - II			
2.1	Introduction and methods of transportation	3	Chalk & Talk
2.2	Optimal solutions of transportation problems	4	Chalk & Talk
2.3	Introduction and methods of assignment	4	Chalk & Talk
2.4	Unbounded and Degeneracy a maximization of profits of assignment problems	4	Chalk & Talk
UNIT - III			
3.1	Introduction of network analysis	2	Chalk & Talk
3.2	PERT problems	3	Chalk & Talk
3.3	CPM problems	2	Chalk & Talk
3.4	Advantages and limitations	2	Chalk & Talk
3.5	Similarities dissimilarities	2	Chalk & Talk
3.6	Time estimation excluding crash	2	Chalk & Talk
3.7	Cost method	2	Chalk & Talk
UNIT - IV			
4.1	Introduction and meaning of queuing theory	2	Chalk & Talk
4.2	Elements	3	Chalk & Talk
4.3	Single channel model	4	Chalk & Talk
4.4	M/MI Model	4	Chalk & Talk

4.5	FCFS/Infinite model	4	Chalk & Talk
4.6	Queing theory problems	4	Chalk & Talk
4.7	Replacement Method	4	Chalk & Talk
UNIT - V			
5.1	Introduction of characteristics of Game theory	5	Chalk & Talk
5.2	Two-persons Zero Sum Game problems	5	Chalk & Talk
5.3	Maximin and minimax criteria problems	5	Chalk & Talk
5.4	Rule of dominance problems	5	Chalk & Talk
5.5	Graphical solutions	5	Chalk & Talk
	Total	**90**	

Course Designer
Ms. K. Deepalakshmi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE12	**Financial Institutions and Markets**	Elective - I	90	4

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To enable student to understand the various techniques of investments and instruments in stock market Perform the activities connected with stock trading.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the financial systems in India	K1,K2
CO2	Compare primary market and secondary market	K1,K2,K3
CO3	Evaluate the functions and progress of merchant banking and venture capital.	K1,K2,K3
CO4	Identify the different types mutual funds available to investors	K1,K2,K3,K4
CO5	Differentiate the concept of discounting and factoring and evaluate the services of credit rating agencies as CRISL, DFHI and ICRA	K1,K2,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	2	3
CO5	3	3	3	3	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	1	3	3	3
CO3	3	2	3	3	3
CO4	2	2	3	3	3
CO5	3	1	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

The Financial System in India: Functions of the financial system – Financial Assets – Financial intermediaries – Financial markets – Capital market – Money market – Financial instrument – Development of financial system in India.

UNIT II   18 Hours

Market for Securities: The New Issues Market – Functions of New Issue Market – Players in the New Issue Market – Methods of primary issue of shares – The Secondary Market– Organization of Stock Exchanges in India – SEBI – Functions and powers of SEBI.

UNIT III   18 Hours

Merchant Banking: Definition – Origin – Merchant Banking in India – Services rendered by merchant banks – Qualities required of Merchant Bankers – General obligations and responsibilities. Venture Capital: Origin - Meaning – Features – Scope of a Venture capital – Venture capital guidelines – Method of venture financing – Indian scenario.

UNIT IV   18 Hours

Mutual Funds: Meaning – Fund unit versus shares – Types and Classification of funds – Importance of Mutual Funds – Organisation of the Fund – Operation of the fund – Facilities available to investors – Private Mutual Funds – Commercial Banks and Mutual Fund – Mutual Funds in India.

UNIT V   18 Hours

Discounting and Factoring: Meaning – Modus operandi – Terms and conditions – Functions – Types of Factoring – Factoring versus Discounting – Benefits of Factoring – Factoring in India. Credit Rating: Meaning – Definition – Functions of credit rating – Origin of Credit rating in India – Benefits of credit rating – Credit Rating Agencies in India: CRISIL – ICRA – CARE

Text Books

E.Gordon & K.Natarajan, *Financial Markets and Services*, Revised Edition 2016, Himalaya Publication, Mumbai

Reference Books

M.Y.Khan, *Financial Services*, Revised Edition 2013, Tata MC Graw Hill, New Delhi.

H.R. Machiraju, *Indian Financial System*, Revised edition -2014, Vikas Publishing House Pvt Ltd, New Delhi

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	The Financial System in India: Functions of the financial system	3	E-Resources
1.2	Financial Assets – Financial intermediaries	3	Chalk & Talk
1.3	Financial markets – Capital market	3	E-Resources
1.4	Money market	3	Chalk & Talk
1.5	Financial instrument	3	E-Resources
1.6	Development of financial system in India.	3	Chalk & Talk
UNIT - II			
2.1	Market for Securities: The New Issues Market	3	E-Resources
2.2	Functions of New Issue Market	3	Chalk & Talk
2.3	Players in the New Issue Market	3	E-Resources
2.4	Methods of primary issue of shares – The Secondary Market	3	Chalk & Talk
2.5	Organization of Stock Exchanges in India	3	E-Resources
2.6	SEBI – Functions and powers of SEBI.	3	Chalk & Talk
UNIT - III			
3.1	Merchant Banking: Definition – Origin	3	E-Resources

3.2	Merchant Banking in India – Services rendered by merchant banks	3	Chalk & Talk
3.3	Qualities required of Merchant Bankers – General obligations and responsibilities.	3	E-Resources
3.4	Venture Capital: Origin - Meaning – Features	3	Chalk & Talk
3.5	Scope of a Venture capital – Venture capital guidelines	3	E-Resources
3.6	Method of venture financing – Indian scenario	3	Chalk & Talk
UNIT - IV			
4.1	Mutual Funds: Meaning – Fund unit versus shares	3	E-Resources
4.2	Types and Classification of funds – Importance of Mutual Funds	3	Chalk & Talk
4.3	Organisation of the Fund – Operation of the fund	3	E-Resources
4.4	Facilities available to investors – Private Mutual Funds	3	Chalk & Talk
4.5	Commercial Banks and Mutual Fund	3	E-Resources
4.6	Mutual Funds in India.	3	Chalk & Talk
UNIT - V			
5.1	Discounting and Factoring: Meaning – Modus operandi	3	E-Resources
5.2	Terms and conditions – Functions – Types of Factoring	3	Chalk & Talk
5.3	Factoring versus Discounting – Benefits of Factoring – Factoring in India.	3	E-Resources
5.4	Credit Rating: Meaning – Definition – Functions of credit rating	3	Chalk & Talk
5.5	Origin of Credit rating in India – Benefits of credit rating	3	E-Resources
5.6	Credit Rating Agencies in India: CRISIL – ICRA – CARE	3	Chalk & Talk
Total		**90**	

Course Designer
Ms. M. Pappathi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC21	**Business Environment and Policies**	Core - V	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	✓

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To Provide an Opportunity for the high performers to upgrade their knowledge on Industrial Policy Resolution, Foreign Direct Investment

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Learn the general characteristics of business and analyse the environmental needs.	**K1,K2**
CO2	Understand the micro and macro environmental factors.	**K1,K2,K3**
CO3	Acquire knowledge about Industrial policies of India. Study the concept of LPG and the functioning of Trade Organisations.	**K1,K2,K3**
CO4	Gain knowledge on FDI and Understand the functions of MNC and IRDA.	**K1,K2,K3,K4**
CO5	Discussion of the concept of Industrial sickness. Problems faced by the industries and analyses of remedies	**K1,K2,K3,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	3	3	3	2	3
CO5	3	3	3	2	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

Business Environment - Meaning – Objectives – Characteristics of Business - Need for Environment Analysis – Benefits and Limitations.

UNIT II   18 Hours

Factors determining Business Environment – Micro Environment – Macro Environment - Economic – Social , Cultural, Technological, Legal, Demographic and International Environment.

UNIT III   18 Hours

Industrial Policy Resolution 1956 – Industrial Policy 1980 – New Industrial Policy 1991– New Industrial Licensing System – LPG – Privatization – Globalization – Advantages and Disadvantages – World Trade Organization (WTO) – Free Trade Area – TRIPS – TRIMS

UNIT IV   18 Hours

Foreign Direct Investment – Foreign Institutional Investors – Multinational Corporations in India –Public Sector Corporations – Departmental Organizations, Government Companies – Insurance Regulatory Development Authority (IRDA).

UNIT V   18 Hours

Industrial Sickness – Causes – Remedial Measures – Industrial Conflict – Problems Faced By Small Scale – Micro, Medium, Large Scale Industries In India – Government Finance To Solve The Problems.

Text Books

Dr. Alagappan, Dr. E. Chidambaram ,*Business Environment*. Tata MC Graw Hill Publishing Company Limited, 7 West Patel Nagar, New Delhi

Francise Cherunillam, *Business Environment,* , 2005, Tata Mc Graw Hill.

Reference Books

K. Aswathappa, *Essentials of Business Environment*

Francise Cherunillam, *Industrial Economics*

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Business Environment - Meaning	4	Chalk & Talk
1.2	Objectives – Characteristics of Business	5	Chalk & Talk
1.3	Need for Environment Analysis	4	Chalk & Talk
1.4	Benefits and Limitations.	5	Chalk & Talk
UNIT - II			
2.1	Factors determining Business Environment	2	Chalk & Talk
2.2	Micro Environment	4	Chalk & Talk
2.3	Macro Environment - Economic	4	Chalk & Talk
2..4	Social , Cultural, Technological, Legal	4	Chalk & Talk
2.5	Demographic and International Environment	4	Chalk & Talk
UNIT - III			
3.1	Industrial Policy Resolution 1956 – Industrial Policy 1980	3	Chalk & Talk
3.2	New Industrial Policy 1991– New Industrial Licensing System	3	Chalk & Talk
3.3	LPG – Privatization – Globalization	4	Chalk & Talk
3.4	Advantages and Disadvantages – World Trade Organization (WTO)	4	Chalk & Talk
3.5	Free Trade Area – TRIPS – TRIMS	4	Chalk & Talk
UNIT - IV			
4.1	Foreign Direct Investment – Foreign Institutional Investors	3	Chalk & Talk
4.2	Multinational Corporations in India	3	Chalk & Talk
4.3	Public Sector Corporations	4	Chalk & Talk
4.4	Departmental Organizations, Government Companies	4	Chalk & Talk
4.5	Insurance Regulatory Development Authority (IRDA).	4	Chalk & Talk

	UNIT - V		
5.1	Industrial Sickness – Causes	3	Chalk & Talk
5.2	Remedial Measures – Industrial Conflict	3	Chalk & Talk
5.3	Problems Faced By Small Scale	4	Chalk & Talk
5.4	Micro, Medium, Large Scale Industries In India	4	Chalk & Talk
5.5	Government Finance To Solve The Problems.	4	Chalk & Talk
	Total	**90**	

Course Designer
Ms. M. Pappathi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC22	**Financial Management**	**Core - VI**	**90**	**5**

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

    To provide the learners with basic knowledge of Financial Management to enable the learners to acquire skills in analyzing capital structure, leverages, working capital management to impart the learners the knowledge on the dividend and dividend policy.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Definition, Meaning, Scope and objectives of financial management	**KI,K2**
CO2	Capital Budgeting, Using all Principles and Techniques	**K1,K3,K4**
CO3	Working Capital – Management of cash, Factors influence in Capital Requirements	**K1,K4,K5**
CO4	Cost of Capital, Definition and importance methods of financial leverage and operating leverage	**K1,K3,K4**
CO5	Explain the Dividend and Dividend policies, Theories of Dividend	**K1,K3,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	3	2	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	2
CO5	3	2	3	3	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Financial Management – Meaning, Definition and functions scope – objectives – Key activities of Financial Management – Organization of Finance Section – An Outline of Financial Systems in India.

UNIT II   15 Hours

Capital Budgeting – Principles and Techniques – Pay Back Method – Discounted Cash Flows Method (DCF) – Time Adjusted (TA) – Techniques – Present Value (PV) – Net Present Value (NPV) Method – Internal Rate of Return (IRR) Method – Average Rate of Return – Technical Value Method – Analysis of Risk and Uncertainty – Definition of Risk – Sensitivity Analysis - Risk Evaluation Approaches – Risk Adjusted Discount Approach – Probability Distribution Approach – Decision Tree Analysis.

UNIT III   20 Hours

Working Capital, Cash and Receivables Management – Working Capital Management – Meaning, Concept, Classification of Working Capital – Factors determining working capital requirements – computation of working capital under operating cycle method – cash management – cash inflows and out flows – Tools of cash management – planning of cash under cash budget method – receivable management – various aspects of receivable management – credit policy – credit teams – credit standards and collection policy.

UNIT IV   20 Hours

Cost of capital – Definition – Importance – Assumptions – Explicit and Implicit costs Measurement of specific cost – cost of equity – cost of debt – cost of retained earnings – cost of preference shares – computation of overall cost of capital – Capital Structure – Factors influencing financial decisions – Methods of financing – Theories of capital structure capital gearing – Financial Leverage and Operating Leverage.

UNIT V   20 Hours

Dividend and Dividend Policy – Meaning, classification and sources of dividend – Factors influencing dividend policies – Theories of dividend decisions – Irrelevance and relevance theory – Generally accepted dividend policies

Text Books

Van Horne, *Financial Management and Policy*, 2005, Pearson Education, Delhi.

Khan & Jain, *Financial Management*, 2006, Tata Mc Graw Hill.

Pandey,I.M., *Financial Management*, 2005, Vikas Publishers.

Prasanna Chandra, *Financial Management*, 2005, Tata Mc Graw Hill.

Reference Books

Prasanna Chandra, *Financial Management*, 2005, Tata Mc Graw Hill.

Ravi M. Kishore, *Financial Management*, 2006, Taxmann Publishing Ltd.

Keown, *Financial Management; Principles and Applications*, 10th edition, 2008, Pearson Education, New Delhi.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Financial Management: Meaning and Definition	3	Chalk & Talk
1.2	Functions and Scope	3	Chalk & Talk
1.3	Objectives-Key activities,	3	Chalk & Talk
1.4	Organisation of Finance Section	3	Chalk & Talk
1.5	An outline of financial systems in India	3	Chalk & Talk
UNIT – II			
2.1	Capital Budgeting, Principles and Techniques	2	Chalk & Talk
2.2	Payback method, Discounted Cash Flows Method	2	Chalk & Talk
2.3	Time Adjusted Techniques, Present Value	2	Chalk & Talk
2.4	Net Present Value Method, Internal rate of Return Method	2	Chalk & Talk

2.5	Average Rate of return, Technical Value Method	2	Chalk & Talk
2.6	Analysis of Risk and Uncertainty, Definition of Risk	2	Chalk & Talk
2.7	Sensitivity Analysis and Risk evaluation approaches, distribution approach and Decision Tree Analysis	3	Chalk & Talk
UNIT – III			
3.1	Working Capital, Cash and Receivables Management – Working Capital Management	2	Chalk & Talk
3.2	Meaning, Concept, Classification of Working Capital – Factors determining working capital requirements	3	Chalk & Talk
3.3	Computation of working capital under operating cycle method – cash management	3	Chalk & Talk
3.4	Cash inflows and out flows – Tools of cash management	3	Chalk & Talk
3.5	Planning of cash under cash budget method – Receivable management	3	Chalk & Talk
3.6	Various aspects of receivable management – credit policy	3	Chalk & Talk
3.7	Credit teams – credit standards and collection policy	3	Chalk & Talk
UNIT – IV			
4.1	Cost of capital – Definition – Importance –	3	Chalk & Talk
4.2	Assumptions – Explicit and Implicit costs Measurement of specific cost – cost of equity	3	Chalk & Talk
4.3	Cost of debt – cost of retained earnings – cost of preference shares – computation of overall cost of capital	3	Chalk & Talk
4.4	Capital Structure – Factors influencing financial decisions	3	Chalk & Talk
4.5	Methods of financing – Theories of capital structure capital gearing	4	Chalk & Talk
4.6	Financial Leverage and Operating Leverage.	4	Chalk & Talk

	UNIT - V		
5.1	Dividend and Dividend Policy – Meaning, classification and sources of dividend	4	Chalk & Talk
5.2	Factors influencing dividend policies	4	Chalk & Talk
5.3	Theories of dividend decisions	4	Chalk & Talk
5.4	Irrelevance and relevance theory	4	Chalk & Talk
5.5	Generally accepted dividend policies	4	Chalk & Talk
	Total	**90**	

Course Designer
Mr. K.M. Shibhathullah
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC23	**Internet and Web Design**	**Core - VII**	**90**	**4**

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To make the students expertise in creating Web Page, after the successful completion of the course the student must know the concepts of Internet and design a Web Page.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Acquire the basic concepts of internet.	**K1,K2,K3**
CO2	Describe the html tags and list types	**K1,K2,K3,K4**
CO3	Create the tables and properties in html.	**K1,K2,K3**
CO4	Define the frames and design the form elements.	**K1,K2,K3**
CO5	Demonstrate the basic knowledge in Xml.	**K1,K2,K3,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	2	1	1
CO2	1	1	2	1	1
CO3	1	1	2	2	1
CO4	1	1	2	2	2
CO5	2	1	2	3	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	2
CO2	2	2	1	3	1
CO3	2	2	1	2	2
CO4	3	2	2	3	2
CO5	2	2	3	3	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Introduction to Internet - Internet/Web Browsing - Browser – Internet Addressing – IP Address – Domain Name– Uniform Resource Locator (URL) – Internet Protocols –TCP/IP –FTP – HTTP- E-Mail

UNIT II   15 Hours

Introduction to HTML – HTML Code for a Web Page – Web Page Basics – Set up a Web Page – Display a Web Page in a Web Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces– Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript and Subscript – Font Style and Size – Color – Margins – Lists – Ordered List – Unordered List – Nested List – Definition List – Images – Add an Image – Background Image – Border

UNIT III   20 Hours

Links - Link to another Web Page – Link within a Web Page – Link to an Image – Link to a File – Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell – Span Cells – Cell Spacing and Cell Padding – Borders

UNIT IV   20 Hours

Introduction to Forms – Set up a Form – Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label From Elements – Introduction to Frames – Creating Frames – Frame Considerations.

UNIT V   20 Hours

Introduction to XML– Use of XML, Simple XML – XML key components-DTD and Schemas well formed using XML with Application- XML, XSL and XSLT. Introduction to XSL, XML Transformed simple example, XSL elements, transforming with XSLT

Text Books

Alexis Leon & Mathews Leon, "***Internet for Everyone***", Leon Tech World, Chennai.
Knuckles Wiley,"***Web Applications – Concepts and Real world design***" Leon Tech World, Chennai.

Reference Books

Kamalesh N. Agarwala, Amit Lal & Deeksha Agarwala, "***Business of the Net***".

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to Internet	2	Chalk & Talk
1.2	Internet/Web Browsing	2	E-Resources
1.3	Browser- Internet Addressing	3	E-Resources
1.4	IP Address –Domain Name	2	Chalk & Talk
1.5	Uniform Resource Locator (URL) - Internet Protocols	3	E-Resources
1.6	TCP/IP –FTP – HTTP- E-Mail	3	Chalk & Talk
UNIT - II			
2.1	Introduction to HTML – HTML Code for a Web Page	1	E-Resources
2.2	Web Page Basics Set up a Web Page Display a Web Page in a Web Browser	2	Chalk & Talk
2.3	Start a New Paragraph Start a New Line Insert Blank Spaces	2	E-Resources
2.4	Heading Pre-format Text Comment Special Characters	2	E-Resources
2.5	Format Text Emphasize Superscript and Subscript Font Style and Size	2	Chalk & Talk
2.6	Color – Margin	2	E-Resources
2.7	Lists Ordered List Unordered List Nested List	2	E-Resources
2.8	Definition List Images Add an Image Background Image –Border	2	Chalk & Talk

	UNIT - III		
3.1	Links - Link to another Web Page.	3	E-Resources
3.2	Link within a Web Page Link to an Image Link to a File	3	E-Resources
3.3	Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups	3	Chalk & Talk
3.4	Color – Background Images – Aligning Data – Size of a Table	3	E-Resources
3.5	Size of a Cell – Span Cells	4	E-Resources
3.6	Cell Spacing and Cell Padding – Borders.	4	Chalk & Talk
	UNIT - IV		
4.1	Introduction to Forms.	2	E-Resources
4.2	Text Box – Large Text Area – Check Boxes.	3	Chalk & Talk
4.3	Set up a Form Radio Buttons – Menu – Upload Files.	3	E-Resources
4.4	Submit and Reset Button – Hidden Field	3	Chalk & Talk
4.5	Organize Form Elements – Label From Elements	3	E-Resources
4.6	Introduction to Frames – Creating Frames	3	E-Resources
4.7	Frame Considerations.	3	Chalk & Talk
	UNIT - V		
5.1	Introduction to XML – Use of XML, Simple XML – XML keycomponents.	5	E-Resources
5.2	DTD and Schemas, well-formed using XML with application.XML, XSL and XSLT.	5	Chalk & Talk
5.3	Introduction to XSL, XML Transformed simple example	5	E-Resources
5.4	XSL elements, transforming with XSLT.	5	Chalk & Talk
Total		**90**	

Course Designer
Mr. M. Abbas Manthiri
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC2P	**Internet and Web Design -Lab**	Core - VIII	90	4

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

To Processing Data into useful Information needed in a web designing by using html and Xml.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Utilize the html tags and construct the programs.	**K1,K2,K3**
CO2	Create a program using various features of html program.	**K1,K2,K3**
CO3	Draft a program s using various list types.	**K1,K2,K3**
CO4	Design the program using frames concepts.	**K1,K2,K3**
CO5	Construct the programs using form elements.	**K1,K2,K3,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	**1**	**1**	**2**	**3**	**2**
CO2	**1**	**1**	**2**	**2**	**2**
CO3	**1**	**1**	**2**	**2**	**1**
CO4	**1**	**1**	**3**	**1**	**2**
CO5	**2**	**1**	**2**	**2**	**2**

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	2
CO2	2	2	2	3	2
CO3	2	1	2	3	2
CO4	2	2	2	2	2
CO5	2	2	2	2	1

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   26 Hours

Write HTML code to develop a web page having the background in red and title"My First Page" in any other color, giving details of your name, age, address.

Write HTML code to design a page containing a Text in a paragraph give suitable heading style.

Create a page to show different attribute of Font tags - italic, bold, underline.

Write a HTML code to create a web page of blue color and display links in red color.

Write HTML code to create a WebPages that contains an insert an Image at its left hand side of the page when user clicks on the image; it should open another web page.

UNIT II   18 Hours

Create a web page, when user clicks on the link it should go to the bottom of the page.

Write a HTML code to create a web page of pink color and display moving message in red color.

Create a web page, showing an ordered list of name of your five friends

UNIT III   18 Hours

Create a HTML document containing a nested list showing the content page of any book.

Create a web page, showing an unordered list of name of your five friends.

Create a web page which should contain a table having two rows and two columns and fill in the data in the table created.

UNIT IV   14 Hours

Create a web page having two frames one containing lines and another with contents of the link. When link is clicked appropriate contents should be displayedon Frame.

Design a form using all input types.

UNIT V   14 Hours

Create a simple form accepting – Name, Register No. and Submit Button.
Create a XML file to store Students Information's Like Roll No, Name, MobileNo, E-Mail Id.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Write HTML code to develop a web page having the background in red and title "My First Page" in any other color, giving details of your name, age, address.	5	E-Resources
1.2	Write HTML code to design a page containing a Text in a paragraph give suitable heading style.	5	E-Resources
1.3	Create a page to show different attribute of Font tags - italic, bold, underline.	5	E-Resources
1.4	Write a HTML code to create a web page of blue color and display links in red color.	5	E-Resources
1.5	Write HTML code to create a WebPages that contains an insert an Image at its left hand side of the page when user clicks on the image; it should open another web page	6	E-Resources
UNIT - II			
2.1	Create a web page, when user clicks on the link it should go to the bottom of the page.	6	E-Resources

2.2	Write a HTML code to create a web page of pink color and display moving message in red color.	6	E-Resources
2.3	Create a web page, showing an ordered list of name of your five friends	6	E-Resources
UNIT - III			
3.1	Create a HTML document containing a nested list showing the content page of any book.	6	E-Resources
3.2	Create a web page, showing an unordered list of name of your five friends.	6	E-Resources
3.3	Create a web page which should contain a table having two rows and two columns and fill in the data in the table created.	6	E-Resources
UNIT – IV			
4.1	Create a web page having two frames one containing lines and another with contents of the link. When link is clicked appropriate contents should be displayedon Frame.	7	E-Resources
4.2	Design a form using all input types.	7	E-Resources
UNIT – V			
5.1	Create a simple form accepting – Name, Register No. and Submit Button.	7	E-Resources
5.2	Create a XML file to store Students Information's Like Roll No, Name, MobileNo, E-Mail Id.	7	E-Resources
Total		**90**	

Course Designer
Mr. M. Abbas Manthiri
 Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE21	Advanced Business Statistics	Elective -II	90	4

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To enable the Learners Understand the Basic Concepts in Statistics to develop skills of the learners in data collection, sampling and analysis of data to enable the learners understand theories of probability, hypothesis testing etc.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Understand the statistical tools of Correlation and Regression analysis	K1,K2
CO2	Analysis of Time series especially Linear Trend, Trend analysis and analysis in forecasting.	K1,K2, K3,K4
CO3	Apply the probability distribution in continuous and discrete.	K1, K2,K3
CO4	Analyze the hypothesis and Testing of Small and large Sample	K1,K2, K3,K4
CO5	Apply the chi-square test, "F" test and preparation of ANOVA table	K1,K2, K3,K4,K5

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	2
CO2	3	3	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	2	3	2	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   10 Hours

Correlation - Simple and Multiple Regression Analysis- Simple and Multiple

UNIT II   15 Hours

Analysis of Time Series - Estimating the Linear Trend – Cyclical Variations - Seasonal Variations - Trend Analysis – Application of Time Series Analysis in Forecasting

UNIT III   15 Hours

Theory of Probability – Discrete Probability Distribution - Binomial and Poisson- Continuous Probability Distribution - Normal Distribution

UNIT IV   25 Hours

Hypotheses – Testing of Hypotheses Regarding Proportions and Difference between Two Proportions – Testing of means of Large Samples and Small Samples – One Tailed and Two Tailed Tests – Errors in hypothesis Testing- 'T' Test.

UNIT V   25 Hours

Chi-square Test as a Hypotheses Testing Procedure – Test of Independence and Tests of Goodness of Fit- Test of association- F Test and Analysis of Variance [ANOVA]

Text Books

Richard I. Levin and David S. Rubin, **Statistics for management** ,prentice Hall of India, 6th edn., 1995.

S.P.Gupta , **Statistical Methods**, Sultan chand, 1990.

Sanchetti and Kapoor, **Statistics** Sultan Chand,Newdelhi, 1992.

Joseph F Hair, Rolph E.Anderson, Ronald L.Tathern & William C Black, **Multivariate Data Analysis**, Pearson Education, NewDelhi, 2003.

Reference Books

Richard A.Johnson And Dean W.Wichern,Applied *Multivariate Statistical Analysis*, Prentice Hall of India, 2001.

Kanthi swaroop and P.K Gupta, *Operations research*, S.Chand & Co, Newdelhi, 2001.

Agarwal N.P., *Operations research*, Ramesh Book Dept., 2004.

Anand Sharma,*Quantitative techniques for decision making*, Himalaya pub., Newdelhi, 2002.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Simple and Multiple Correlation	2	Chalk & Talk
1.2	Regression analysis	2	Chalk & Talk
1.3	Correlation-problem	3	Chalk & Talk
1.4	Regression-problem	3	Chalk & Talk
UNIT - II			
2.1	Analysis of time series introduction	2	Chalk & Talk
2.2	Estimating the linear trend	2	Chalk & Talk
2.3	Cyclical variations	2	Chalk & Talk
2.4	Seasonal variations	3	Chalk & Talk
2.5	Trend analysis-problems	3	Chalk & Talk
2.6	Application of time series analysis in forecasting	3	Chalk & Talk
UNIT - III			
3.1	Theory of probability	2	Chalk & Talk
3.2	Discrete probability Distribution	2	Chalk & Talk
3.3	Binomial distribution and problems	2	Chalk & Talk
3.4	Poisson distribution and problems	3	Chalk & Talk
3.5	Continuous probability distribution	3	Chalk & Talk
3.6	Normal distribution and problems	3	Chalk & Talk
UNIT - IV			
4.1	Hypothesis introduction	3	Chalk & Talk
4.2	Testing of hypothesis regarding proportions	3	Chalk & Talk
4.3	Difference between two proportions	3	Chalk & Talk

4.4	Testing of means of large samples and problems	3	Chalk & Talk
4.5	Testing of means of small samples and problems	3	Chalk & Talk
4.6	One Tailed and Two Tailed tests	3	Chalk & Talk
4.7	Errors in hypothesis Testing	3	Chalk & Talk
4.8	'T' test	4	Chalk & Talk
UNIT - V			
5.1	Chi-square Test as a hypothesis testing procedure	4	Chalk & Talk
5.2	Chi-square test problems	4	Chalk & Talk
5.3	Test of independence and tests of Goodness of fit	4	Chalk & Talk
5.4	Test of association	4	Chalk & Talk
5.5	F test and problems	4	Chalk & Talk
5.6	Preparation of ANOVA table	5	Chalk & Talk
	Total	**90**	

Course Designer
Ms. K. Deepalakshmi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE22	Marketing Management	Elective - II	90	4

Nature of Course			Course Relevance	
Knowledge Oriented	✓		Local	
Skill Oriented	✓		Regional	
Employability Oriented	✓		National	✓
Entrepreneurship Oriented	✓		Global	

Preamble

　　　　To impart the student to acquire the knowledge about concepts of marketing to enable the students to understand the elements marketing mix and the various channel of distributions.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Discussion a marketing concepts, functions of marketing	K1,K2
CO2	Lean the feature of product, classification and developing a new product. Understand the concept a pricing and apply pricing strategies	K1,K2,K3
CO3	Understand the channel of distribution for marketing products, analyse the various promotional strategies and explain the concept of marketing research	K1,K2,K3
CO4	Acquire knowledge on market segmentation and consumer behavior and understand the concept of electronic marketing strategies	K1,K2,K3,K4
CO5	Learn the concept of service marketing and its classification, evaluate the marketing of financial services in Indian scenario and design the service marketing strategy	K1,K2,K3,K4

K1-Knowledge　　　K2-Understand　　　K3-Apply　　　K4- Analyse　　　K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

Marketing: Definition – Importance - Scope – Approaches to the study of marketing concepts. Functions of marketing: Functions of exchange, Functions of physical treatment, and Functions of facilitating exchange - Marketing mix – Marketing is science as well as an art.

UNIT II   18 Hours

Product : Features – Classification of products – Stages in New Product Development – Product line and mix - Product differentiation; Branding; Packaging; Labeling – Product Life cycle. Pricing: Types - Kinds - Factors influencing pricing decisions – Pricing strategies – Procedure of price determination.

UNIT III   18 Hours

Physical Distribution: Different channels - Functions of middlemen - Factors considered for selecting a channel – Wholesalers and retailers – services - Direct marketing. Promotion : Promotion mix- Sales promotion – Objectives– Advertising – Kinds – advertising media - Personal selling – kinds – Functions – Qualities of a good salesman – Personal selling Vs. Sales promotion – Market research.

UNIT IV   18 Hours

Market Segmentation: Meaning - Importance - Bases of market segmentation - Consumer behaviour – Fundamentals - Factors influencing consumer behaviour – Electronic marketing – Significance of Electronic marketing.

UNIT V   18 Hours

Service Marketing: Origin and Growth - Concept – Classification of services – Marketing of financial services in Indian scenario – Designing of service strategy

Text Books

R.S.N. Pillai and Bagavathi, ***Marketing Management*** 2010, S. Chand & Company Ltd., Ram Nagar, New Delhi.

Reference Books

Rajan Saxena, ***Marketing Management***, Edition 2008, Tata MC Graw Hill Publishing Company Limited, 7 West Patel Nagar, New Delhi

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Marketing: Definition – Importance - Scope – Approaches to the study of marketing concepts.	6	Chalk & Talk
1.2	Functions of marketing: Functions of exchange, Functions of physical treatment, and Functions of facilitating exchange	6	Chalk & Talk
1.3	Marketing mix – Marketing is science as well as an art.	6	Chalk & Talk
UNIT - II			
2.1	Product : Features – Classification of products – Stages in New Product Development	6	Chalk & Talk

2.2	Product line and mix - Product differentiation; Branding; Packaging; Labeling – Product Life cycle.	6	Chalk & Talk
2.3	Pricing: Types - Kinds - Factors influencing pricing decisions – Pricing strategies – Procedure of price determination.	6	Chalk & Talk
UNIT - III			
3.1	Physical Distribution: Different channels - Functions of middlemen - Factors considered for selecting a channel	6	Chalk & Talk
3.2	Wholesalers and retailers – services - Direct marketing. Promotion : Promotion mix- Sales promotion – Objectives	6	Chalk & Talk
3.3	Advertising – Kinds – advertising media - Personal selling – kinds – Functions – Qualities of a good salesman – Personal selling Vs. Sales promotion – Market research.	6	Chalk & Talk
UNIT - IV			
4.1	Market Segmentation: Meaning - Importance - Bases of market segmentation	6	Chalk & Talk
4.2	Consumer behaviour – Fundamentals - Factors influencing consumer behaviour	6	Chalk & Talk
4.3	Electronic marketing – Significance of Electronic marketing.	6	Chalk & Talk
UNIT - V			
5.1	Service Marketing: Origin and Growth -	6	Chalk & Talk
5.2	Concept -Classification of services –	6	Chalk & Talk
5.3	Marketing of financial services in Indian scenario – Designing of service strategy	6	Chalk & Talk
Total		**90**	

Course Designer

Mr. D. Mohamed Meeran
Associate Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC31	**Research Methodology**	**Core - IX**	**90**	**5**

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	✔
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✔
Global	

Preamble

Explain the various methods of researches. Prepare Research Reports Work out with statistical tools.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the Planning of Research, Types of Research	**K1, K2**
CO2	Acquire knowledge on Data Collection	**K1,K2,K3,K4,K5**
CO3	Get Adequate Knowledge of Sampling and its Techniques	**K1,K2,K3,K4,K5**
CO4	Acquire knowledge of on Data Analysis and Report Writing	**K1,K2,K3,K4,K5**
CO5	Know the various Statistical Tools	**K1,K2,K3,K4,K5**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	**3**	**2**	**3**	**3**	**3**
CO2	**3**	**3**	**3**	**3**	**3**
CO3	**3**	**2**	**3**	**3**	**3**
CO4	**3**	**3**	**3**	**3**	**3**
CO5	**3**	**3**	**3**	**3**	**3**

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

Introduction and Planning of Research: Meaning – Purpose – Types of Research – Methods of Research – Survey Method – Case Study – The Planning Process – Selection of Problem for Research – Formulation of the Selected Problem – Hypothesis – Research Design.

UNIT II   20 Hours

Methods of Data Collection and Tools for Data Collection: Sources of data – Primary – Secondary – Methods of collecting Primary data –Survey Method, Personal interviewing, Telephone interviewing, Mail Survey, Observation Method and Experimental Method. Tools for data Collection: Construction of Schedules and Questionnaires - Scaling Technique – Nature – Likert Scale – Ranking Scales – Scale Construction – Pilot Study and Pre-Testing.

UNIT III   20 Hours

Sampling: Sampling Techniques – Probability and Non-Probability – Sampling Design – Sample size – Sampling and Non-Sampling Errors.

UNIT IV   20 Hours

Data Analysis and Report Writing: Processing of Data – Editing – Coding – Tabulation –Research report – Types of report – Style of reporting – Step on drafting report – Contents of research report.

UNIT V   12 Hours

Statistical Tools: Correlation and Regression Analysis –Testing of hypothesis (z, t, f, x2) test.

Text Books

C.R. Kothari, 3rd Edition 2014, *Research Methodology*, Gaurav Garg New age International Private Ltd Publishers

Reference Books

S.P. Gupta & M.P.Gupta, 2013, **Business Statistics**, S. Chand & Company , New Delhi.

Dr. S. L. Gupta & Hitesh Gupta, 2014, **Research Methodology** Text and cases with SPSS application, International book House Pvt. Ltd

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction and Planning of Research Meaning Purpose	2	Chalk & Talk
1.2	Types of Research Methods of Research	2	Chalk & Talk
1.3	Survey Method Case Study The Planning Process	2	Chalk & Talk
1.4	Selection of Problem for Research	4	Chalk & Talk
1.5	Formulation of the Selected Problem	4	Chalk & Talk
1.6	Hypothesis – Research Design.	4	Chalk & Talk
UNIT - II			
2.1	Methods of Data Collection	2	Chalk & Talk
2.2	Tools for Data Collection:	2	Chalk & Talk
2.3	Sources of data Primary Secondary Methods of collecting Primary data	3	Chalk & Talk
2.4	Survey Method, Personal interviewing, Telephone interviewing, Mail Survey, Observation	3	Chalk & Talk
2.5	Method and Experimental Method. Tools for data Collection	3	Chalk & Talk
2.6	Construction of Schedules and Questionnaires	3	Chalk & Talk
2.7	Scaling Technique Nature Likert Scale Ranking Scales	2	Chalk & Talk

2.8	Scale Construction – Pilot Study and Pre-Testing	2	Chalk & Talk
UNIT - III			
3.1	Sampling: Sampling Techniques Probability and Non-Probability	6	E-Resources
3.2	Sampling Design	7	Chalk & Talk
3.3	Sample size Sampling and Non-Sampling Errors.	7	Chalk & Talk
UNIT - IV			
4.1	Data Analysis and Report Writing: Processing of Data	5	Chalk & Talk
4.2	Editing Coding Tabulation	4	E-Resources
4.3	Research report – Types of report	4	Chalk & Talk
4.4	Style of reporting	3	Chalk & Talk
4.5	Step on drafting report – Contents of research report.	4	Chalk & Talk
UNIT - V			
5.1	Statistical Tools: Correlation and Regression Analysis	4	E-Resources
5.3	Testing of hypothesis	4	Chalk & Talk
5.1	(z, t, f, x2) Test.	4	Chalk & Talk
Total		**90**	

Course Designer
Ms. K. Deepalakshmi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC32	Programming in C++	Core – X	90	5

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	✔
Employability Oriented	✔
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✔

Preamble

   To understand the concepts like data abstraction, inheritance & polymorphism to become familiar with the features of object oriented programming.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Describe the procedural and object oriented paradigm withconcepts of classes ,data and objects	K1,K2
CO2	Describe the concept of function overloading, virtual functions	K1,K2,K3
CO3	Apply dynamic memory management techniques using pointer, constructors and destructors	K1,K2,K3
CO4	Classify inheritance with understanding of early, late bindingand usage	K1,K2,K3,K4
CO5	Demonstrate the use of various oops concepts like polymorphism	K1,K2,K3,K4,K5

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	1	1	2	3	2
CO2	1	1	2	2	2
CO3	1	1	2	2	1
CO4	1	1	3	1	2
CO5	2	1	2	2	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	1
CO2	2	3	3	3	1
CO3	1	2	2	3	2
CO4	1	2	1	2	2
CO5	2	1	2	2	1

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Principles of Object Oriented Programming – A Look at Procedure and Object Oriented Programming Paradigm – Basic Concepts of Objects Oriented Programming – Benefits of OOP – Object Oriented Languages – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program**.**

UNIT II   20 Hours

Tokens, Expressions and Control Structures – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Operator Overloading – Operator Precedence – Control Structures. Functions in C++ – The Main Function – Function Prototyping – Call by Reference – Return by Reference –Function overloading –friend and virtual functions.

UNIT III   20 Hours

Classes and Objects – Introduction – Specifying A Class – Defining A Member Function – Static Data Members – Arrays of Objects – Objects as Function Arguments – Friendly Function – Pointers to Members. Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Destructors.

UNIT IV   20 Hours

Inheritance – Extending Classes – Defining Derived Classes – Single, Multilevel, Multiple, Hierarchical and Hybrid Inheritance – Virtual Base Classes – Abstract Classes.

UNIT V   15 Hours

Pointers, Virtual Functions and Polymorphism – Pointers to Objects – Pointers to Derived Classes – Virtual Functions.

Text Books

E.Balagurusamy, *Object Oriented Programming with C++,* Tata McGraw –Hill publishing company Limited. 1998.

Reference Books

Herbest schild ,*C++ The complete Reference* , TMH, 1998.

Yashwant kanetkar, *Let us C++*, BPB Publications, 1995

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Principles of Object Oriented Programming Basic Concepts of Objects Oriented Programming	3	Chalk and Talk
1.2	A Look at Procedure and Object Oriented Programming Paradigm	3	Chalk and Talk
1.3	Benefits of OOP – Object Oriented Languages Application of OOP	2	Chalk and Talk
1.4	Beginning with C++ – What is C++ Application of C++	3	Chalk and Talk
1.5	C++ Statements Structure of C++ Program.	4	Chalk and Talk
UNIT - II			
2.1	Tokens, Expressions and Control Structures	3	Chalk and Talk
2.2	Keywords Identifiers Basic and User Defined Data Types	3	Chalk and Talk
2.3	Operators in C++ –Operator Overloading Operator Precedence – Control Structures.	4	Chalk and Talk
2.4	Functions in C++ The Main Function Prototyping	4	Chalk and Talk
2.5	Call by Reference Return by Reference Function overloading	3	Chalk and Talk
2.6	Friend and virtual functions.	3	Chalk and Talk

	UNIT - III		
3.1	Classes and Objects Introduction.	3	Chalk and Talk
3.2	Specifying A Class Defining A Member Function	2	Chalk and Talk
3.3	Static Data Members Arrays of Objects	3	E-Resources
3.4	Objects as Function Arguments	2	Chalk and Talk
3.5	Friendly Function Pointers to Members.	3	Chalk and Talk
3.6	Constructors and Destructors – Constructors	3	E-Resources
3.7	Copy Constructors Dynamic Constructors	2	Chalk and Talk
3.8	Destructors.	2	Chalk and Talk
	UNIT - IV		
4.1	Inheritance Introduction	2	E-Resources
4.2	Extending Classes	2	Chalk and Talk
4.3	Defining Derived Classes	3	Chalk and Talk
4.4	Single, Multilevel, Multiple	4	E-Resources
4.5	Hierarchical and Hybrid Inheritance	3	Chalk and Talk
4.6	Virtual Base Classes	3	Chalk and Talk
4.7	Abstract Classes.	3	Chalk and Talk
	UNIT - V		
5.1	Pointers-Introduction	3	E-Resources
5.2	Virtual Functions and Polymorphism	4	Chalk & Talk
5.3	Pointers to Objects	2	Chalk and Talk
5.4	Pointers to Derived Classes	3	E-Resources
5.5	Virtual Functions.	3	E-Resources
	Total	**90**	

Course Designer
Mr. M. Abbas Manthiri
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC3P	Programming in C++ - Lab	Core - XI	90	4

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	✔
Employability Oriented	✔
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✔

Preamble

Acquire the knowledge on Object-oriented programming concepts using C++.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Construct the procedural and object oriented paradigm concepts	K1,K3,K4
CO2	Build the programs with various string concepts	K1,K3,K5
CO3	Create the program and implementations of function concepts	K1,K3,K4
CO4	Design the code on function overloading and constructors	K1,K2,K3,K4
CO5	Implement the programs on inheritance categories	K1,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	3	3	2
CO2	1	1	2	1	2
CO3	1	1	2	3	2
CO4	1	1	2	2	2
CO5	2	1	1	2	1

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	2
CO2	2	2	1	2	2
CO3	2	2	2	2	1
CO4	2	2	2	2	1
CO5	2	2	3	2	2

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   18 Hours

Create a Simple and Compound Interest using C++

Program to find smallest among n numbers

Find m power n values using default arguments.

UNIT II   18 Hours

Program to perform Simple banking operation.

Reverse a string

Program to determine if the given string is a palindrome or not.

UNIT III   18 Hours

Program using Function Overloading.

Program using Recursion

Swapping of two values using friend function.

UNIT IV   18 Hours

Program to generate all the prime numbers between 1 and n , where nis a value supplied by the user.

Program using Copy constructor.

Program using destructors

UNIT V   18 Hours

Program to implement a student class having roll no., name, rank, addresses as data members using Single Inheritance.

Programs using Hierarchical Inheritance.

Programs using Multiple Inheritance

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Create a Simple and Compound Interest using C++	6	E-Resources
1.2	Program to find smallest among n numbers	6	E-Resources
1.3	Find m power n values using default arguments	6	E-Resources
UNIT – II			
2.1	Program to perform Simple banking operation.	6	E-Resources
2.2	Reverse a string	6	E-Resources
2.3	Program to determine if the given string isa palindrome or not.	6	E-Resources
UNIT – III			
3.1	Program using Function Overloading.	6	E-Resources
3.2	Program using Recursion	6	E-Resources
3.3	Swapping of two values using friend function.	6	E-Resources
UNIT – IV			
4.1	Program to generate all the prime numbersbetween 1 and n , where n is a value supplied by the user.	6	E-Resources
4.2	Program using destructors.	6	E-Resources
4.3	Program using Copy constructor.	6	E-Resources
UNIT – V			
5.1	Program to implement a student class having roll no., name, rank, addresses as data members using Single Inheritance.	6	E-Resources
5.2	Programs using Hierarchical Inheritance.	6	E-Resources
5.3	Programs using Multiple Inheritance.	6	E-Resources
	Total	**90**	

Course Designer
Mr. M. Abbas Manthiri
Assistant Professor

Course Code	Course Title	Category	Total Hours	Credits
20PCAE31	Direct Taxes	Elective - IV	90	3

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	✔
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✔
Global	

Preamble

To Promote the Students to Understand the Basic Principles of Direct Taxes.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the Various Terminology and Practices in Direct Tax	K1,K2
CO2	Define the Tax Provisions towards Various Incomes Earned	K1,K2,K3,K4
CO3	Get Adequate Knowledge of Consolidation of Various Incomes.	K1,K2,K3,K4
CO4	Know the various system of Assessing of Individual Income	K1,K2,K3,K4
CO5	Acquire knowledge of Wealth Tax	K1,K2,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	2	3
CO5	3	3	3	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	2

1-Low   2-Medium   3-Strong

Syllabus

UNIT I   15 Hours

Income Tax Act 1961 – Definitions – Basis of Charge – Residential Status – Capital and Revenue Receipts – Exempted Income.

UNIT II   20 Hours

Computation of Taxable Income Under Various Heads – Salary – House property – Profits and Gains of Business or Professions – Capital Gains – Other sources.

UNIT III   20 Hours

Clubbing of Income – Set-Off and Carry Forward of Losses – Deductions from Gross Total Income.

UNIT IV   20 Hours

Assessment of Individual – Hindu Undivided Family (Theory only) Partnership Firm – Company (Theory only)– Procedure for Assessment. Authorities of Income Tax – Penalty and Revision.

UNIT V   15 Hours

Wealth Tax Act 1957 – Definitions – Scope – Net Wealth - Assets – Deemed Assets –Valuation of Assets – Exempted Assets

Text Books

V.P. Gaur & Narang, *Direct Tax*, Kalyani Publishers 2020.

T.S. Reddy & A. Murthy, *Direct Tax* , Margham Publications Fourth edition 2020.

Reference Books

Taxmann, Vinod Sinhania, *Direct Tax*

Dinger Pagre, *Direct Tax*

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Income Tax Act 1961	3	Chalk & Talk
1.2	Basis of Charge	3	Chalk & Talk
1.3	Residential Status	3	Chalk & Talk
1.4	Capital and Revenue Receipts	3	Chalk & Talk
1.5	Exempted Income.	3	Chalk & Talk
UNIT - II			
2.1	Computation of Taxable Income Under Various Heads	5	Chalk & Talk
2.2	Salary, House property	5	Chalk & Talk
2.3	Profits and Gains of Business or Professions	5	Chalk & Talk
2.4	Capital Gains, Other sources	5	Chalk & Talk
UNIT - III			
3.1	Clubbing of Income	6	Chalk & Talk
3.2	Set-Off and Carry Forward of Losses	7	Chalk & Talk
3.3	Deductions from Gross Total Income.	7	Chalk & Talk
UNIT - IV			
4.1	Assessment of Individual	2	Chalk & Talk
4.2	Hindu Undivided Family (Theory only) Partnership Firm	4	Chalk & Talk
4.3	Company (Theory only)	4	Chalk & Talk
4.4	Procedure for Assessment. Authorities of Income Tax	5	Chalk & Talk
4.5	Penalty and Revision	5	Chalk & Talk
UNIT - V			
5.1	Wealth Tax Act 1957, Definitions, Scope Net Wealth	5	Chalk & Talk
5.2	Assets, Deemed Assets	5	Chalk & Talk
5.3	Valuation of Assets, Exempted Assets.	5	Chalk & Talk
	Total	**90**	

Course Designer
Mr. P. Seenivasan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE32	Advanced Corporate Accounting	Elective - II	90	3

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To develop the skills of the learners in preparing Joint Stock Company Accounts and during Amalgamation, Absorption and Reconstruction of companies to develop the skill of learners in preparing accounts of Banking, Insurance and Holding Companies.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the meaning and definition of company; Preparation of profit and loss account of a company and prior to incorporate.	K1,K2
CO2	Meaning and Definition of Amalgamation, Absorption, Reconstruction of companies and Valuation of Goodwill and Shares.	K1,K2,K3
CO3	Describe the Accounts of Holding Companies and Legal provision,Preparing P&L a/c and Balance Sheet.	K1,K2, K3
CO4	Impart the knowledge of Banking , Insurance Companies and preparing various schedules.	K1,K2,K3,K4
CO5	Impart the knowledge of electricity companies including double accounts.	K1,K2,K3,K4

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	2	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	2
CO5	3	3	3	3	2

1-Low   2-Medium   3-Strong

Syllabus

UNIT I   20 Hours

Preparation of Final Accounts of Companies – Balance Sheet and Profit and Loss account of a company - Profit and loss prior to incorporation – allocation, method and treatment of pre-incorporation profits.

UNIT II   20 Hours

Amalgamation, Absorption; Reconstruction of Companies, alteration of Capital, Liquidation of companies. Valuation of Goodwill and shares.

UNIT III   15 Hours

Accounts of Holding companies – Legal provisions – Preparation of solidated profit and loss account and balance sheet.

UNIT IV   20 Hours

Banking and insurance companies – Meaning and definition – various schedules - Final accounts banking and insurance companies – profit and loss account and balance sheet – Revenue account of insurance company.

UNIT V   15 Hours

Electricity companies including double accounts – preparation of final accounts – Revenue account – Receipt and expenditure on capital account – General Balance sheet.

Text Books

Jain & Narang, *Advanced Accountancy*, 2005, Kalyani Publishers, Ludiana

Reference Books

Agarwal, A.N, *Higher Science of Accountancy*, 2003 (Allahabad, Kitab Mahal)
Arulanandam & Raman, *Advanced Accountancy*, 2006 (Himalaya Publishing House).
Shukla & Grewal, *Advanced Accounts*, 2005, (S.Chand, Delhi).
R.L.Gupta, *Advanced Accounting*, 2006 (Sultan Chand).
Anthony, R.N, *Management Accounting,* Text & Cases.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Preparation of Final Accounts of Companies	4	Chalk & Talk
1.2	Balance Sheet and Profit and Loss account of a company	4	Chalk & Talk
1.3	Profit and loss prior to incorporation	4	Chalk & Talk
1.4	Allocation, method	4	Chalk & Talk
1.5	Treatment of pre-incorporation profits.	4	Chalk & Talk
UNIT - II			
2.1	Amalgamation of Companies	4	Chalk & Talk
2.2	Absorption of Companies	4	Chalk & Talk
2.3	Reconstruction of Companies	2	Chalk & Talk
2.4	Alteration of Capital	2	Chalk & Talk
2.5	Liquidation of companies	4	Chalk & Talk
2.6	Valuation of Goodwill and Shares	4	Chalk & Talk
UNIT - III			
3.1	Accounts of Holding companies	5	Chalk & Talk
3.2	Legal provisions	5	Chalk & Talk
3.3	Preparation of consolidated profit and loss account and balance sheet.	5	Chalk & Talk
UNIT - IV			
4.1	Banking and insurance companies – Meaning and definition	5	Chalk & Talk
4.2	Various schedules - Final accounts banking and insurance companies	5	Chalk & Talk
4.3	Profit and loss account and balance sheet	5	Chalk & Talk
4.4	Revenue account of insurance company.	5	Chalk & Talk

	UNIT - V		
5.1	Electricity companies including double accounts	3	Chalk & Talk
5.2	Preparation of final accounts	3	Chalk & Talk
5.3	Revenue account	3	Chalk & Talk
5.4	Receipt and expenditure on capital account	3	Chalk & Talk
5.5	General Balance sheet.	3	Chalk & Talk
	Total	**90**	

Course Designer
Mr. K. M. Shibhathullah
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC41	**Advanced Cost and Management Accounting**	Core - XII	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To understand the various techniques of cost and management accounting in business decision making process

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the cost and its types, methods. Preparation of cost sheet and understanding of job costing.	K1,K2
CO2	Understanding the contract costing and process costing and prepares thejob and process cost.	K1,K2,K3,K4,K5
CO3	Preparation of reconciliation of costing and financial results. Describe the management accounting and analysis of ratios.	K1,K2,K3,K4
CO4	Prepare the funds flow and cash flow statements and various budget.	K1,K2,K3,K4,K5
CO5	Describe the marginal costing and analysis the ratios of make or buydecision.	K1,K2,K3,K4,K5

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	2
CO5	3	3	3	2	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	3
CO3	3	3	3	2	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Introduction – Types of Cost – Methods of Costing – Types of Costing – Advantages and Limitation of Costing – Preparation of Cost Sheet – Job Costing – Features and Objectives of Job Costing – Pre-Requisites – Advantages and Disadvantages of Job Costing.

UNIT II   20 Hours

Contract Costing – Features – Sub Contracting- Escalation Clause – Process Costing – Normal Loss and Abnormal Loss – Transfer of Stock – Joint Products – By Products – Equivalent Production**.**

UNIT III   20 Hours

Reconciliation of Costing and Financial Results – Items of Financial Accounts only – Items of a Cost Account only. Management Accounting - Nature, Scope and Objectives, Management Accounting vs Financial and Cost Accounting – Ratio Analysis – Balance Sheet Ratios – Profit and Loss Account Ratios.

UNIT IV   20 Hours

Fund Flow and Cash Flow Statement – Importance- Steps in Preparation, Managerial uses – Budgetary Control – Definition – Advantages and Disadvantages – Classification of Budgets – Fixed and Flexible Budget – Sales Budget – Production Budget – Labour Budget – Cash Budget- Master Budget – ZBB.

UNIT V   15 Hours

Marginal Costing – Main Features of Marginal Costing – Advantages and Disadvantages – Cost Volume Profit Analysis- Break Even Analysis – Profit Volume Ratio –Margin of Safety – Decision to Make or Buy- Selection of Profitable Product Mix.

Text Books

R.S.N. Pillai & V.Bagavathi, ***Management Account***, S.Chand & co. Ltd.,

R.S.N. Pillai & Bagavathi, ***Cost Accounting***, S.Chand & Company ltd.,

Reference Books

Dr. S.N. Maheswari, *Management Accounting,* Sulthan Chand & Company

Khan & Jain – Tmh, *Theory and Problems of Management Accounting*.

Dr. S.N. Maheswari, *Cost Accounting,* Sulthan Chand & Sons, New Delhi.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction – Types of Cost – Methods of Costing	3	Chalk & Talk
1.2	Types of Costing – Advantages and Limitation of Costing	3	E-Resources
1.3	Preparation of Cost Sheet – Job Costing	3	Chalk & Talk
1.4	Features and Objectives of Job Costing – Pre-Requisites	3	Chalk & Talk
1.5	Advantages and Disadvantages of Job Costing.	3	E-Resources
UNIT - II			
2.1	Contract Costing – Features – Sub Contracting	4	Chalk & Talk
2.2	Escalation Clause – Process Costing.	4	E-Resources
2.3	Normal Loss and Abnormal Loss	4	Chalk & Talk
2.4	Transfer of Stock – Joint Products	4	Chalk & Talk
2.5	By Products – Equivalent Production	4	E-Resources
UNIT - III			
3.1	Reconciliation of Costing and Financial Results	4	Chalk & Talk
3.2	Items of Financial Accounts only – Items of a Cost Account only.	4	E-Resources

3.3	Management Accounting - Nature, Scope and Objectives, Management Accounting vs Financial and Cost Accounting	4	Chalk & Talk
3.4	Ratio Analysis – Balance Sheet Ratios	4	Chalk & Talk
3.5	Profit and Loss Account Ratios.	4	E-Resources
UNIT - IV			
4.1	Fund Flow and Cash Flow Statement – Importance	4	Chalk & Talk
4.2	Steps in Preparation, Managerial uses – Budgetary Control – Definition	4	E-Resources
4.3	Advantages and Disadvantages – Classification of Budgets	4	Chalk & Talk
4.4	Fixed and Flexible Budget – Sales Budget – Production Budget	4	Chalk & Talk
4.5	Labour Budget – Cash Budget- Master Budget – ZBB.	4	E-Resources
UNIT - V			
5.1	Marginal Costing – Main Features of Marginal Costing – Advantages and Disadvantages	3	Chalk & Talk
5.2	Cost Volume Profit Analysis- Break Even Analysis	3	E-Resources
5.3	Profit Volume Ratio –Margin of Safety	3	Chalk & Talk
5.4	Decision to Make or Buy	3	Chalk & Talk
5.5	Selection of Profitable Product Mix	3	E-Resources
Total		**90**	

Course Designer
Mr. P. Seenivasan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC42	Customer Relationship Management	Core - XIII	90	5

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To impart principles and techniques followed in the field of CRM to make students understand the strategies for building customers relations to expose students to the modern electronic devices used in the field of CRM

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	To Impact the learners to know the concept of customer relationship management.	K1,K2
CO2	To analysis the learners to implementation and strategies used in customer relationship management.	K1,K2
CO3	To acquire the knowledge of customer interaction management and electronic data interchange (EDI)	K1,K2
CO4	Learn to acquire the knowledge in e-CRM and its future of e- CRM	K1,K2,K3
CO5	Learn to acquire acquaintance in ERP.	K1,K2,K3

K1-Knowledge K2-Understand K3-Apply K4- Analyse K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	2	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Introduction to CRM **-** Meaning- Need – Nature – Importance of CRM – Reasons for loss of customers – Strategies to prevent defection and recover lapsed customers – CRM process – CRM and Marketing organisation.

UNIT II   20 Hours

Implementation of Customer Relationship Management Strategies for Building relationship – CRM and Competitors, Cost Supply Chain, Employees, Partnership with customers – organising customer clubs – Complaints monitoring cell – Implementing CRM – Customer Acquisition – Inputs – Requisites for effective acquisition – Attention on adoption process.

UNIT III   20 Hours

Customer Interaction Management Routes to CIM – Factors influencing CIM – Electronic Data Interchange (EDI) – Specific skills for CIM – Customer Retention – Need – Approaches – Stages of Retention in the customer life cycle.

UNIT IV   20 Hours

E-CRM Evolving e-CRM – CRM vs. e-CRM - Need to move to online CRM – Basic Requirements of e-CRM – e-CRM features – Future of e-CRM

UNIT V   15 Hours

Enterprise Resource Planning (ERP) Meaning – Characteristics – Benefits – Disadvantages – ERP and modern enterprise – CRM - ERP Integration – Impact of ERP on vendors, companies and customers.

Text Books

Francis Buttle, Stan Maklan: ***CRM Concepts and technologies*** by Routledge.

Seth Jagdish.N, Parvatiyar, Atul, Shanesh.G, 2003, ***Customer Relationship Management Emerging Concepts***, Tata McGraw Hill Publications Pvt Ltd, New Delhi

Reference Books

Dr. K. Govinda Bhat: *Customer Relationship Management* by Himalaya publishing House

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to CRM -Meaning- Need Nature – Importance of CRM	3	Chalk & Talk
1.2	Importance of CRM –Reasons for loss of customers	4	E-Resources
1.3	Strategies to prevent defection and recover lapsed customers	4	Chalk & Talk
1.4	CRM process CRM and Marketing organisation.	4	E-Resources
UNIT - II			
2.1	Implementation of Customer Relationship Management Strategies for Building relationship	6	Chalk & Talk
2.2	CRM and Competitors, Cost Supply Chain, Employees, Partnership with customers – organisingcustomer clubs -Complaints monitoring cell	6	E-Resources
2.3	Implementing CRM – Customer Acquisition – Inputs.	4	Chalk & Talk
2.4	Requisites for effective acquisition – Attention on adoption process	4	E-Resources
UNIT - III			
3.1	Customer Interaction Management Routes to CIM.	3	E-Resources
3.2	Factors influencing CIM – Electronic Data Interchange (EDI)	5	Chalk & Talk

3.3	Specific skills for CIM – Customer Retention	5	E-Resources
3.4	Need Specific skills for CIM – Customer Retention	3	Chalk & Talk
3.5	Need – Approaches – Stages of Retention in the customer life cycle	4	E-Resources
UNIT - IV			
4.1	e-CRM Evolving	4	Chalk & Talk
4.2	e- CRM – CRM vs. e-CRM	5	E-Resources
4.3	Need to move to online CRM – Basic Requirements of e-CRM	6	Chalk & Talk
4.4	e- CRM features – Future of e-CRM.	5	E-Resources
UNIT - V			
5.1	Enterprise Resource Planning Meaning Characteristics	3	Chalk & Talk
5.2	Benefits – Disadvantages – ERP and modern enterprise	4	E-Resources
5.3	CRM - ERP Integration	4	Chalk & Talk
5.4	Impact of ERP on vendors, companies and customers	4	E-Resources
	Total	**90**	

Course Designer
Ms. M. Papathi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC43	**E-Business Application**	**Core - XIV**	**90**	**5**

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	✔
Employability Oriented	
Entrepreneurship Oriented	✔

Course Relevance	
Local	
Regional	
National	
Global	✔

Preamble

To understand the technological changes and various business strategies to impart knowledge about E-Commerce working models. to provide clear idea about, how businesses are performed in the Internet.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Demonstrate the knowledge of E-Commerce and its types	**K1,K2,K3**
CO2	Predict the E-Business and its process	**K1,K2,K3,K4**
CO3	Recognized the various E-Banking functionality and itsusage	**K1,K2,K3**
CO4	Acquire the Knowledge of Cryptography	**K1,K2,K3,K4,K5**
CO5	Describe the E-business communication and Technology	**K1,K2,K4**

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	3	2	2
CO2	2	2	3	3	2
CO3	1	2	2	2	2
CO4	1	2	3	2	2
CO5	2	3	2	2	2

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	2	3	2	3	2
CO5	3	2	3	3	2

1-Low　　　　　　　　　　**2-Medium**　　　　　　　　**3-Strong**

Syllabus

UNIT I　　　　　　　　　　　　　　　　　　　　15 Hours

Introduction to E-Commerce - Defining E-Commerce - Features, Importance, Objectives of E-commerce - E-Commerce industry framework - Types of E-Commerce – Levels - Reasons for growth of E-commerce - Applications of E-Commerce - E-Commerce and E-Business.

UNIT II　　　　　　　　　　　　　　　　　　　15 Hours

Defining E-Business idea- E-Business success - Advantages of E-Business - Electronic payment methods - overview of EPS - modes of E-payment - (Electronic Debit and Credit card payments)* - E-Cash - E-Cheque

UNIT III　　　　　　　　　　　　　　　　　　20 Hours

E-Banking Introduction Concepts and Meaning - Electronic delivery channels - (Automated teller machine (ATM)* - Electronic Fund Transfer (EFT) – Uses - Computerization in clearing houses - Electronic Money Transfer (EMT)

UNIT IV　　　　　　　　　　　　　　　　　　20 Hours

E-Commerce security – Cyber crimes - Types of security – Encryption – meaning - Encryption Process – Cryptography – Types - Digital and Electronic signature - Security precautions in E-Commerce.

UNIT V　　　　　　　　　　　　　　　　　　　20 Hours

E-Business communication-Importance of E-Technology - E-Business conferencing - Audio conferencing - Tele conferencing - Video Conferencing - Advantages and Disadvantages of types of conferencing - Need for Electronic mail.

Text Books

Rayudu C.S, *E Commerce – E Business* Himalaya Publishing House.2008 5th edition Publications Pvt. Ltd 1998.

Reference Books

Joseph PT, *E Commerce, an Indian Perspective* Margham Publications 16th printing, 3rd edition, August 2010.

Murthy CSV, *E Commerce – Concepts, Models,* Strategies Himalaya Publishing House. 2007, third edition

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to E-Commerce-Defining E-Commerce	3	Chalk and Talk
1.2	Features, Importance, Objectives of E-commerce- E-Commerce industry framework	4	Chalk and Talk
1.3	Types of E-Commerce- Levels- Reasons for growth of E-commerce	5	E-Resources
1.4	Applications of E-Commerce-E-Commerce and E-Business.	3	Chalk and Talk
UNIT - II			
2.1	Defining E-Business idea	2	Chalk and Talk
2.2	E-Business success-Advantages of E-Business	3	Chalk and Talk
2.3	Electronic payment methods-overview of EPS	4	E-Resources
2.4	Modes of E-payment-(Electronic Debit and Credit card payments)	2	Chalk and Talk
2.5	E-Cash-E-Cheque	2	Chalk and Talk
2.6	Smart cards-E-Money/cash.	2	Chalk and Talk
UNIT - III			
3.1	E-Banking Introduction Concepts and Meaning.	4	Chalk and Talk

3.2	Electronic delivery channels-(Automated teller machine (ATM)*	4	E-Resources
3.3	Electronic Fund Transfer (EFT)	4	Chalk and Talk
3.4	Uses-Computerization in clearing houses	4	Chalk and Talk
3.5	Electronic Money Transfer (EMT)	4	Chalk and Talk
UNIT - IV			
4.1	E-Commerce security-Cybercrimes.	4	Chalk and Talk
4.2	Types of security	4	E-Resources
4.3	Encryption-meaning-Encryption Process	4	Chalk and Talk
4.4	Cryptography-Types-Digital and Electronic signature	4	E-Resources
4.5	Security precautions in E-Commerce.	4	Chalk and Talk
UNIT - V			
5.1	E-Business communication	3	Chalk and Talk
5.2	Importance of E-Technology	4	E-Resources
5.3	E-Business conferencing-Audio conferencing	4	Chalk and Talk
5.4	Tele conferencing-Video Conferencing	3	Chalk and Talk
5.5	Advantages and Disadvantages of types ofconferencing	3	E-Resources
5.6	Need for Electronic mail.	3	Chalk and Talk
	Total	**90**	

Course Designer
Mr. R. Abiramakrishnan
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE41	Corporate Communication	Elective - II	90	4

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

To acquire the basic knowledge on the communication pattern and process followed in the business undertakings.

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Explain the concept of communication and its process in business	K1,K2
CO2	Acquire the professional knowledge in communication	K1,K2,K3
CO3	Acquire the knowledge about the formation and functioning of JointStock Company	K1,K2
CO4	Bring out the knowledge of preparing the reports and delivering the oralpresentation	K1,K2,K3
CO5	Describe the online applications and its tools in business communication	K1,K2,K3

K1-Knowledge   K2-Understand   K3-Apply   K4- Analyse   K5- Evaluate

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

1-Low   2-Medium   3-Strong

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	2	2	3

1-Low   2-Medium   3-Strong

Syllabus

UNIT I   18 Hours

Communication –Meaning – Definition – Importance - Communication process- Types of Communication – Barriers involved in Communication Process.

UNIT II   20 Hours

Professional communications :Text-effective business texting-Email-format of business email- Netiquette - Memorandums & letters: Memos-purpose-Format – Effective of business memos-letters- specific purposes

UNIT III   18 Hours

Joint Stock Company – Meaning – Definition – Characteristics – Kind of Company - Agenda – Quorum – Proxy – Minutes.

UNIT IV   17 Hours

Report Writing: Introduction to a Proposal – Short Report – Formal Report – Report Preparation. Oral Presentation : Principles of Oral Presentation – Factors affecting Presentation –Sales Presentation.

UNIT V   17 Hours

Electronic Media in Communication - Tele communication, Tele conferencing – Video Conferencing - Use of computers for information handling – E Mail – Fax – Online Application

Text Books

Wool cott, *Mastering Business Communication*
Dr. Frank Luntz, *Words that work*

Reference Books

Harold Koontz Heniz Weihrich, *Essentials of Management*
Philip cenere, Robart Gill, *Communication skills for Business professionals*
R. S. N.Pillai & Bagavathi, *Commercial Correspondence*

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Communication – Meaning – Definition _ Importance	6	Chalk & Talk
1.2	Communication process-Types of communication	7	E-Resources
1.3	Barriers involved in communication process	5	Chalk & Talk
UNIT - II			
2.1	Business letters-Importance	2	E-Resources
2.2	Functions-Qualities of a good business letter	4	Chalk & Talk
2.3	Structure of a business letters	3	E-Resources
2.4	Kinds of business letters-Enquiries-Offers andquotations-Order letters	6	Chalk & Talk
2.5	Complaints and Adjustment letters-Sales letters	5	Chalk & Talk
UNIT - III			
3.1	Joint Stock Company-Meaning-Definition	4	E-Resources
3.2	Characteristics-Kinds of Company-	7	Chalk & Talk
3.3	Agenda – Quorum – Proxy - Minutes	7	E-Resources
UNIT - IV			
4.1	Report Writing- Introduction to proposal	3	E-Resources
4.2	Short Report-Formal Report-Report preparation	4	Chalk & Talk
4.3	Principles of Oral Presentation	4	Chalk & Talk
4.4	Factors affecting presentation – Sales presentation	6	Chalk & Talk

	UNIT - V		
5.1	Electronic Media in Communication	2	E-Resources
5.2	Tele communication, Tele conferencing VideoConferencing	6	Chalk & Talk
5.3	Use of computers for information handling	4	E-Resources
5.4	E Mail – Fax – Online Application	5	Chalk & Talk
Total		**90**	

Course Designer
Ms. M. Papathi
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAE42	**Enterprises Resources Planning**	**Elective - IV**	**90**	**4**

Nature of Course	
Knowledge Oriented	✓
Skill Oriented	✓
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✓

Preamble

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in accounting packages

Course Outcomes (CO)

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

No.	Course Outcome	Knowledge Level
CO1	Define the students about ERP	**K1,K2**
CO2	Define and apply of ERP System and software	**K1, K2, K3**
CO3	List about the Business Process and Re- engineering	**K1,K2, K3**
CO4	Demonstrate with Supply chain Management	**K1,K2**
CO5	Define ERP Implementation Life Cycle & Functional Modules	**K1,K2,K3,K4**

K1-Knowledge   **K2-Understand**   **K3-Apply**   **K4- Analyse**   **K5- Evaluate**

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3

1-Low   **2-Medium**   **3-Strong**

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	2	2	3

1-Low   **2-Medium**   **3-Strong**

Syllabus

UNIT I   15 Hours

Introduction to ERP Meaning and Definition of ERP - History and Evolution of ERP – Components of ERP - Need - Functions - Role of ERP – Characteristics – Importance – Features Benefits of ERP.

UNIT II   20 Hours

ERP systems and software Meaning -Benefits of ERP software - ERP software selection criteria – Players in the ERP market – Procurement process for ERP package.

UNIT III   20 Hours

Business process Re- engineering Introduction to BPR - Objectives - Elements – Challenges –Success and failure factors in BPR#.

UNIT IV   15 Hours

Supply chain Management Meaning - Objectives - Process – Challenges – Benefits –Difference between ERP and SCM.

UNIT V   20 Hours

ERP Implementation Life Cycle & Functional Modules Introduction – objectives – Different phases of ERP Implementation - Functional Modules of ERP Software

Text Books

Alexis Leon, ***ERP Demystified***, Tata McGraw Hill, New Delhi, 2006

Vinod Kumar Garg and Venkata Krishnan N.K, ***Enterprise Resource Planning – Concepts and Practice*** by PHI, New Delhi, 2003

Reference Books

Mary Sumner, ***Enterprise Resource Planning*** , Pearson education, New Delhi, 2006.

Jagan Nathan Vaman, ***ERP in Practice***, Tata McGraw Hill, New Delhi, 2007.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to ERP Meaning and Definition	3	Chalk & Talk
1.2	History and Evolution of ERP	3	E-Resources
1.3	Components of ERP Need Functions	3	Chalk & Talk
1.4	Role of ERP Characteristics	3	Chalk & Talk
1.5	Importance – Features Benefits of ERP	3	E-Resources
UNIT - II			
2.1	ERP systems and software Meaning Benefitsof ERP software	5	E-Resources
2.2	ERP software selection criteria	5	Chalk & Talk
2.3	Players in the ERP market	5	E-Resources
2.4	Procurement process for ERP package	5	Chalk & Talk
UNIT - III			
3.1	Business process Re-engineering Introduction to BPR	4	E-Resources
3.2	Objectives	2	Chalk & Talk
3.3	Elements	4	E-Resources
3.4	Challenges	4	Chalk & Talk
3.5	Success and failure factors in BPR.	6	
UNIT - IV			
4.1	Supply chain Management Meaning	5	E-Resources
4.2	Objectives- Process Challenges Benefits	6	Chalk & Talk
4.3	Difference between ERP and SCM.	4	Chalk & Talk

UNIT - V			
5.1	ERP Implementation Life Cycle & Functional Modules Introduction	5	E-Resources
5.2	Objectives	5	Chalk & Talk
5.3	Different phases of ERP Implementation	5	E-Resources
5.4	Functional Modules of ERP Software	5	Chalk & Talk
Total		**90**	

Course Designer
Mr. K. Mohammed Abdul Kader
Assistant Professor of Commerce CA

Course Code	Course Title	Category	Total Hours	Credits
20PCAC4P	**Project**	**Core – XV**	**90**	**4**

Nature of Course	
Knowledge Oriented	✔
Skill Oriented	
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	
Global	✔

Preamble

Project titles will be allotted by the Research guides (the teachers in the department) in areas related to the courses taught in the Previous Semesters.

INTERNAL EVALUATION	Viva Voice Examination	**40 MARKS**
EXTERNAL EVALUATION	------	**60 MARKS**
	TOTAL	**100 MARKS**