



HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

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

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATION

MASTER OF COMMERCE WITH COMPUTER
APPLICATION

SYLLABUS

Choice Based Credit System – CBCS

With

Outcome Based Education (OBE)

(Academic Year 2026 - 2027 onwards)

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

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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.

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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 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

Programme Outcomes (PO)

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

P01	Gain knowledge in commerce and accounting software for corporate requirements.
P02	Apply ethical values, team work, professional, communication and leadership skill in business.
P03	Understand the current techniques, utilize the tools necessary for computing practices.
P04	Make use of Knowledge and build up attitude in their career opportunities.
P05	Gain the knowledge of practices professional and social responsibility as a Matured citizen.

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 or other 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 - Generic Elective papers in semesters I and II respectively
- Part III - Discipline Elective Papers in semesters III and IV respectively
- Part IV - Skill Enhancement Course (NME) Paper in Semester III respectively
- Part IV - Summer Internship/Industrial Training Paper in semester III respectively
- Part IV - Skill Enhancement Course (Professional Competency Skill) Paper in Semester IV respectively
- Part V - Extension activity in semester IV

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
Assignment	- 05 Marks
Total	- 25 Marks

Pattern of Term End Examinations

(Max. Marks: 75 / Time: 3 Hours)

External Examinations Question Paper Pattern for Part III and Part IV (Non- Major Elective & Skill based Subject)

Section – A (10 X 2 = 20 Marks)

Answer ALL questions.

- Questions 1 - 10
- One question from each unit
- Short answer questions

Section – B (5 X 5 = 25 Marks)

Answer ALL questions (Choose either a or b).

- Questions 11 - 15
- One question from each unit
- Paragraph

Section – C (3 X 10 = 30 Marks)

Answer any THREE out of five questions.

- Questions 16 - 20
- One question from each unit
- Essay type

Part V (Extension Activities)

- Internal Evaluation only

Passing Marks

Minimum 34 for External Exam

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

Practical Examination

Internal	- 40 marks
External	- 60 marks (minimum 27 marks)
Total	- 100 marks
Passing minimum is	50%

Weightage

Weightage for Bloom's Taxonomy	Percentage	Marks	
		CIAE	TEE
Knowledge (Remembering) - K1	8	2	6
Understanding - K2	9	2	7
Applying - K3	12	3	9
Analyzing - K4	12	3	9
Evaluate - K5	40	10	30
Create - K6	19	5(Seminar)	14
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)	1(2)	-	-	Total 25 marks
Understanding(K2)	1(2)	-	-	
Apply(K3)	-	1(3)	-	
Analyzing (K4)	-	1(3)	-	
Evaluate (K5)	-	-	2(10)	
Create (K6)	Seminar (5)			

Distribution of questions and marks for Term End Examinations

Bloom's Taxonomy	Section A	Section B	Section C	Total
Knowledge(K1)	3(6)	-	-	Total 75 Marks
Understanding(K2)	1(2)	1(5)	-	
Apply(K3)	2(4)	1(5)	-	
Analyzing (K4)	2(4)	1(5)	-	
Evaluate (K5)	-	-	3(30)	
Create (K6)	2(4)	2(10)	-	

Note: Figures in parenthesis are Marks

Credits Distribution

S.No	Part	Category	No of Courses	No of Credits
1	Part - III	Core (Theory / Practical / Project)	15	72
		Discipline Elective (Theory / Practical)	2	6
		Generic Elective (Theory / Practical)	2	6
2	Part - IV	NME	1	2
		Professional Competency	1	2
		Internship	1	2
3	Part - V	Extension Activity	1	1
Total			23	91

M.COM COMPUTER APPLICATION

Details of Course Category, Code, Credits & Title

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max. Marks	Credits
Semester - I							
Part - III							
Core - I	26PCACC11	Business Management	6	25	75	100	5
Core - II	26PCACC12	Advanced Accounting	6	25	75	100	5
Core - III	26PCACC13	Quantitative Techniques	6	25	75	100	4
Core - IV	26PCACC1P	Business Application Office Automation Lab	6	40	60	100	5
Generic Elective - I	26PCAGE11	Financial Institutions and Markets	6	25	75	100	3
TOTAL			30				22

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max. Marks	Credits
Semester - II							
Part - III							
Core - V	26PCACC21	Goods and Service Tax	6	25	75	100	5
Core - VI	26PCACC22	Financial Management	6	25	75	100	5
Core - VII	26PCACC23	Advanced Business Statistics	6	25	75	100	4
Core - VIII	26PCACC2P	Internet Programming Lab	6	40	60	100	5
Generic Elective - II	26PCAGE21	Marketing Management	6	25	75	100	3
TOTAL			30				22

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC11	BUSINESS MANAGEMENT	Core - I	6	5	25	75	100

Course Objectives		
To help the students to learn and acquire the essential skills of Business Administration and Management		
UNIT	Contents	No. of Hours
I	Management – Meaning - Definition – Level of Management-Nature of Management – Importance –Management vs Administration – Management Contribution: Frederick Winslow Taylor, Henry Fayal and Peter F. Drucker (SRB)	18
II	Functions of Management – Planning – Meaning – Definition – Characteristics – Importance of Planning – Planning Process – Forecasting – Concepts of forecasting – Planning Vs Forecasting – MBO – Importance – MBE	18
III	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.	18
IV	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.	18
V	Co-ordination – Meaning - Definition – Significance – types of co-ordination Controlling – Meaning – Definition – Controlling Process – Methods of Controlling.	18
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the nature and concept of management. Discussion of the management contribution.	K1,K2,K3,K4,K5
2	Learn the functions of management and levels of management, to acquire the knowledge of planning, planning process, forecasting and learn the concept of	K1,K2,K3,K4,K5

	MBO and MBE	
3	Explain the organizational structure and types of organization. Learn the concept of manpower planning, Procurement functions.	K1,K2,K3,K4,K5,K6
4	Discussion of the elements of direction and understanding the theories of motivation.	K1,K2,K3,K4,K5,K6
5	Acquire the knowledge of co-ordination and understand the factors of controlling process and methods.	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	R. S Gupta , B. D Sharma, N.S Bhalla , <i>Principles and practice of Management</i> , Kalyani Publishers, 2019.	
2.	Dinkar Pagare – <i>Business Management</i> , Sultan Chand & Sons,2016.	
Reference Books		
1.	R.S.N. Pillai & S.Kala, <i>Principles and practice of Management</i> S. Chand Publication.2016.	
2.	G.K VijayaRaghavan and M. Siva kumar , <i>Principles of Management</i> , Lakshmi Publications, Chennai 2018.	
e-Resources		
1.	http://www.universityofcalicut.info/sy1/management	
2.	https://www.managementstudyguide.com/manpower-planning.htm	

Mapping with Knowledge Level:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	2	3	3
C03	3	3	3	2	3
C04	3	3	3	3	3
C05	3	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	2	3	3	3	3
C02	2	3	3	3	2
C03	3	3	3	3	3
C04	3	2	3	3	3
C05	2	3	2	3	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Nature and importance of management,	6
1.2	Management Vs Administration	6
1.3	Management contributions: FW Taylor, Henry Fayol, Peter F.Drucker	6
UNIT - II		
2.1	Functions of management and levels of management	6
2.2	Planning characteristics, importance, process of planning, forecasting	6
2.3	MBO and MBE	6
UNIT - III		
3.1	Organization and its various types	4
3.2	Delegation of Authority	2
3.3	Centralization and decentralization & Departmentation	4
3.4	Staffing, selection procedure	4
3.5	Training and its methods	4
UNIT - IV		
4.1	Direction, significance and its principles	4
4.2	Leadership qualities, span of supervision	4
4.3	Motivation, Maslow's theory of motivation, X theory and Y theory	5
4.4	Communication, process of communication, types and its barriers	5
UNIT - V		
5.1	Co-ordination and its advantages	6
5.2	Controlling process	6
5.3	Controlling methods	6
Total		90

Course Designer

Name: Ms. M. Papatahi

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC12	ADVANCED ACCOUNTING	Core - II	6	5	25	75	100

Course Objectives

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 Familiarize the students about the principle and practice of partnership accounts.

UNIT	Contents	No. of Hours
I	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.	10
II	Accounting problems Relating to Non-trading concerns - Preparation of accounts from incomplete records or Single Entry System.	15
III	Branch and Departmental Accounts Dependent and Independent Branch - (Including foreign branches). Hire purchase accounting - Default and Repossession - Installment system.	20
IV	Partnership accounts - Accounting problems related to Admission, Retirement and Death of a partner.	20
V	Amalgamation of firms - sale to a company – Dissolution - Firm Dissolution - Single Partner Insolvent, All partners Insolvents- Gradual Realization of assets and Peace-meal Distribution of cash.	25
Total		90

Course Outcomes

CO	On completion of this course, students will	Knowledge Level
1	Define accounting concepts and convention; prepare final accounts of sole trading concerns adjustments.	K1,K2,K3,K4,K5
2	Prepare the final account of non-trading organization and single system.	K1,K2,K3,K4,K5
3	Illustrate the accounting for the Branch, Department & Hire purchase.	K1,K2,K3,K4,K5,K6
4	Explore accounts for partnership Admission to death of a partner.	K1,K2,K3,K4,K5,K6
5	Prepare accounts for Amalgamation & Dissolution of firm.	K1,K2,K3,K4,K5,K6

K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating

Textbooks

1.	Shukla & Grewal, S. Chand, <i>Advanced Accounts</i> , 2010, New Delhi, 2018.
2.	R.L. Gupta & Radhaswamy, Sultan Chand, <i>Advanced Accounting</i> , volume 1, 2010, New Delhi, 2019

Reference Books	
1.	Basu & Das, <i>Advanced Accounting</i> , 2008, Kalyani publishers, Ludhiyana, 2019
2.	Jain & Narang, <i>Advanced Accounting</i> , Kalyani publishers, Ludhiyana, 2018.
e-Resources	
1.	https://www.slideshare.net/ramusakha/basics-of-financial-accounting
2.	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	3	2	3
C03	3	3	3	3	2
C04	3	3	2	2	3
C05	3	3	2	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	2	3	3	2
C02	3	3	3	3	2
C03	3	3	3	3	3
C04	3	3	3	2	2
C05	3	3	3	2	2

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Accounting – Financial Information System	2
1.2	Accounting principles Concepts and Convention	2
1.3	Accounting Standards Indian and International	2
1.4	Critical Review of Accounting principles and concepts	2
1.5	Final Accounts of Sole Trading Concerns with adjustments.	2
UNIT - II		
2.1	Accounting Problems Relating to Non trading concerns	8
2.2	Preparation of accounts from incomplete records or Single Entry System.	7
UNIT - III		
3.1	Branch and Departmental Accounts	6
3.2	Dependent and Independent Branch (including foreign	7

	branches).	
3.3	Hire Purchase Accounting – Default and Repossession - Installment System	7
UNIT - IV		
4.1	Partnership Account	6
4.2	Accounting problems related to Admission	7
4.3	Retirement and Death of a partner	7
UNIT - V		
5.1	Amalgamation of firms	5
5.2	Sale to a company	5
5.3	Dissolution – Firm Dissolution	5
5.4	Single Partner Insolvent, All partners Insolvents	5
5.5	Gradual Realization of Assets and Peace meal Distribution of Cash.	5
Total		90

Course Designer

Name: Mr. P. Seenivasan

Head & Associate Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC13	QUANTITATIVE TECHNIQUES	Core - III	6	4	25	75	100

Course Objectives		
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		
UNIT	Contents	No. of Hours
I	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.	10
II	Transportation – Assignment – Unbounded – Degeneracy a Maximization of profits – Transportation Vs Assignment.	15
III	Network Analysis – PERT/CPM – Advantages. Limitations – similarities and dissimilarities. Time estimation excluding crash – Cost Method.	15
IV	Queuing Theory – Meaning – elements – single Channel Model – M/MI – FCFS/Infinite model only. Replacements Method	25
V	Game Theory – characteristics of Games, two-persons zero sum game, maximin and Minimax criteria, rule of dominance, graphical solution.	25
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the Operating Research characteristics, scope and Mathematical formulation, and Graphical Method and Optimal solutions of LPP.	K1,K2,K3,K4,K5
2	Apply the optimal solution through various methods in transportation and Assignment problems.	K1,K2,K3,K4,K5
3	Evaluate the Network, PERT/CPM and calculation of time estimation and cost method.	K1,K2,K3,K4,K5,K6
4	Gain the of knowledge of queuing theory and replacement method to apply in business related problems.	K1,K2,K3,K4,K5,K6
5	Demonstrate the decision through game theory.	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	V.K.Kapoor, <i>Operation Research</i> , S. Chand & Company Ltd., 2019.	
2.	Gupta and Mohan, <i>Operations Research and Quantitative Analyais</i> , S. Chand & Company Ltd., 2019.	
Reference Books		

1.	Ruessel L Ackoff naurice W.Sasienti, <i>Fundamentals of Operation research</i> , Lakshmi Publications, Chennai 2018.
e-Resources	
1.	https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS%20RESEARCH%20TECHNIQUES(20MAT22C5).pdf
2.	https://repository.up.ac.za/bitstream/handle/2263/25427/02chapter3.pdf?sequence=3

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	3	3	3
C02	3	3	2	3	3
C03	3	3	3	3	3
C04	3	3	2	3	3
C05	3	2	3	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	2
C02	3	2	3	2	3
C03	3	3	3	3	3
C04	3	2	3	3	2
C05	3	2	3	3	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Introduction and characteristics of operating research	1
1.2	Modeling , limitations of OR	1
1.3	Introduction of LPP	1
1.4	Mathematical formulation and problems	1
1.5	Graphical method and problems	1
1.6	Standard form	1
1.7	Simplex methods of LPP problems	2
1.8	Optimal solutions and limitations of LPP	2
UNIT - II		
2.1	Introduction and methods of transportation	3
2.2	Optimal solutions of transportation problems	4

2.3	Introduction and methods of assignment	4
2.4	Unbounded and Degeneracy a maximization of profits of assignment problems	4
UNIT - III		
3.1	Introduction of network analysis	2
3.2	PERT problems	3
3.3	CPM problems	2
3.4	Advantages and limitations	2
3.5	Similarities dissimilarities	2
3.6	Time estimation excluding crash	2
3.7	Cost method	2
UNIT - IV		
4.1	Introduction and meaning of queuing theory	2
4.2	Elements	3
4.3	Single channel model	4
4.4	M/MI Model	4
4.5	FCFS/Infinite model	4
4.6	Queing theory problems	4
4.7	Replacement Method	4
UNIT - V		
5.1	Introduction of characteristics of Game theory	5
5.2	Two-persons Zero Sum Game problems	5
5.3	Maximin and minimax criteria problems	5
5.4	Rule of dominance problems	5
5.5	Graphical solutions	5
Total		90

Course Designer

Name: Dr. K. Deepalakshmi

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC1P	BUSINESS APPLICATION OFFICE AUTOMATION LAB	Core - IV	6	5	40	60	100

Course Objectives		
To Processing Data into useful Information needed in Business Situations byusing MS office Word, Spreadsheet, Presentations, Access, Tally and to help students to Create Professional level in business		
UNIT	Contents	No. of Hours
I	MS WORD 2007 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. Using mail merge, draft a birthday party letter inviting five of your friends.	15
II	MS EXCEL 2007 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.	20
III	MS POWERPOINT 2007 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 organization chart. 3. Create different slides	15
IV	MS ACCESS 2007 1. Create an order table with fields: Order-id, Cust-id, Customer Name, Product, Name, Quantity, and Price & Amount, Create Query to Calculate Amount 2. Create a database having the following fields: S No, Name, Date of Join, Basic pay, DA, HRA, CA, PF, ITAX, ne TPAY. DA=33 Of BP, HRA=15%, CCA=7.5%, PF=8.9%, ITAX=10%. Create Query to calculate Netpay.	20

	3. Create a database having the following fields: Reg No, Name, Mark1, Mark2, Mark3, Total, Average, Result and Grade. Calculate total, average, using Query. 4. Create a database having the following fields.: Sl No, Name, Address, City, Pin code, Phone No, Create a Form	
V	TALLY 9 1. Write a Tally program to create the company 2 Write a Tally program to create the different ledgers 3. Write a Tally program to create the Receipt voucher 4. Write a Tally program to create the Purchase voucher 5. Write a Tally program to create the Sales voucher	20
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Construct a document and apply various tools and mail merge.	K1,K2,K3,K4,K5
2	Design the worksheet and used various features and Functions.	K1,K2,K3,K4,K5
3	Design the presentation using various animation effects.	K1,K2,K3,K4,K5,K6
4	Design the access table and used various features and Queries.	K1,K2,K3,K4,K5,K6
5	Utilize the Tally software to Manage Accounting.	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	Sanjay Saxena, <i>MS- Office 2007 in a Nutshell</i> , Vikas Publishing House Pvt Ltd., 2019	
2.	Asock. K. Nandhini, Mastering in <i>Tally ERP 2nd Edition</i> , 2019	
Reference Books		
1.	Kogent Solutions Inc., <i>Office 2007 in simple steps</i> , Dream tech publishing, 2019.	
2.	Shraddha Singh, B. K. Publication, <i>Tally ERP 2nd Edition</i> , 2019.	
e-Resources		
1.	word_tutorial.pdf (tutorialspoint.com)	
2.	Tally Tutorial Learn Tally ERP 9 - Tally.ERP 9 Training Tutorials (tutorialkart.com)	

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	3	2	3
C03	3	3	3	3	2
C04	3	3	2	2	3
C05	3	3	2	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	2	2
C02	2	3	2	3	2
C03	3	3	3	2	2
C04	2	2	3	3	2
C05	2	2	3	3	2

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LAB SCHEDULE

Module No.	Topic	No. of Hours
UNIT - I		
1.1	Type a paragraph and Perform: Font using font size, font style, line spacing etc.	5
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.	5
1.3	Prepare a class timetable using table option and merging cells. using mail merge, draft a birthday party letter inviting five of your friends.	5
UNIT - II		
2.1	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	5
2.2	Draw different Charts for a sample data	5
2.3	Calculate simple and compound interest.	5
2.4	Prepare final accounts (trading, profit & loss accounts and balance sheet) by using Formula	5
UNIT - III		
3.1	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.	5
3.2	Design presentation of slides for organization details for 5 levels of hierarchy of a company by using organization chart.	5
3.3	Create different slides	5
UNIT - IV		
4.1	Create an order table with fields: Order-id, Cust-id, Customer Name, Product, Name, Quantity, and Price & Amount, Create Query to Calculate Amount	5
4.2	Create a database having the following fields: S No, Name, Date of Join, Basic pay, DA, HRA, CA, PF, ITAX, ne	5

	TPAY. DA=33 Of BP, HRA=15%, CCA=7.5%, PF=8.9%, ITAX=10%. Create Query to calculate Netpay.	
4.3	Create a database having the following fields: Reg No, Name, Mark1, Mark2, Mark3, Total, Average, Result and Grade. Calculate total, average, using Query.	5
4.4	Create a database having the following fields.:Sl No, Name, Address, City, Pin code, Phone No, Create a Form	5
UNIT - V		
5.1	Write a Tally program to create the company Write a Tally program to create the different ledgers	10
5.2	Write a Tally program to create the Receipt voucher Write a Tally program to create the Purchase voucher	5
5.3	Write a Tally program to create the Sales voucher	5
Total		90

Course Designer

Name: Mr. R. Abiramakrishnan

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCAGE11	FINANCIAL INSTITUTIONS AND MARKETS	Generic Elective - I	6	3	25	75	100

Course Objectives		
To enable student to understand the various techniques of investments and instruments in stock market Perform the activities connected with stock trading.		
UNIT	Contents	No. of Hours
I	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.	18
II	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.	18
III	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.	18
IV	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.	18
V	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	18
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Explain the financial systems in India	K1,K2,K3,K4,K5
2	Compare primary market and secondary market	K1,K2,K3,K4,K5
3	Evaluate the functions and progress of merchant banking and venture capital.	K1,K2,K3,K4,K5,K6
4	Identify the different types mutual funds available to investors	K1,K2,K3,K4,K5,K6

5	Differentiate the concept of discounting and factoring and evaluate the services of credit rating agencies as CRISL, DFHI and ICRA	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	E.Gordon & K.Natarajan, <i>Financial Markets and Services</i> , Revised Edition 2016, Himalaya Publication, Mumbai	
Reference Books		
1.	M.Y.Khan, <i>Financial Services</i> , Revised Edition 2013, Tata MC Graw Hill, New Delhi.	
2.	H.R. Machiraju, <i>Indian Financial System</i> , Revised edition -2014, Vikas Publishing House Pvt Ltd, New Delhi	

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	3	2	3
C03	3	3	3	3	3
C04	3	3	3	2	3
C05	3	3	3	3	2

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	2	3	3	3
C02	3	1	3	3	3
C03	3	2	3	3	3
C04	2	2	3	3	3
C05	3	1	3	3	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	The Financial System in India: Functions of the financial system	3
1.2	Financial Assets Financial intermediaries	3
1.3	Financial markets – Capital market	3
1.4	Money market	3
1.5	Financial instrument	3
1.6	Development of financial system in India.	3
UNIT - II		

2.1	Market for Securities: The New Issues Market	3
2.2	Functions of New Issue Market	3
2.3	Players in the New Issue Market	3
2.4	Methods of primary issue of shares – The Secondary Market	3
2.5	Organization of Stock Exchanges in India	3
2.6	SEBI – Functions and powers of SEBI.	3
UNIT - III		
3.1	Merchant Banking: Definition – Origin	3
3.2	Merchant Banking in India – Services rendered by merchant banks	3
3.3	Qualities required of Merchant Bankers General obligations and responsibilities.	3
3.4	Venture Capital: Origin - Meaning Features	3
3.5	Scope of a Venture capital – Venture capital guidelines	3
3.6	Method of venture financing – Indian scenario	3
UNIT - IV		
4.1	Mutual Funds: Meaning – Fund unit versus shares	3
4.2	Types and Classification of funds Importance of Mutual Funds	3
4.3	Organisation of the Fund – Operation of the fund	3
4.4	Facilities available to investors – Private Mutual Funds	3
4.5	Commercial Banks and Mutual Fund	3
4.6	Mutual Funds in India.	3
UNIT - V		
5.1	Discounting and Factoring: Meaning Modus operandi	3
5.2	Terms and conditions – Functions – Types of Factoring	3
5.3	Factoring versus Discounting Benefits of Factoring Factoring in India.	3
5.4	Credit Rating: Meaning Definition Functions of credit rating	3
5.5	Origin of Credit rating in India Benefits of credit rating	3
5.6	Credit Rating Agencies in India: CRISIL ICRA CARE	3
Total		90

Course Designer

Name: Dr. K. Mohammed Abdul Kader

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC21	GOODS AND SERVICE TAX	Core - V	6	5	25	75	100

Course Objectives		
To enable the students to the fundamental principles, structures and working of GST, enabling them to understand tax compliance and its role in economic development		
UNIT	Contents	No. of Hours
I	CGST/SGST - Important terms and definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Tax Act, 2017, Basic of GST, Meaning and scope of supply, Levy and collection of tax.	18
II	CGST/ SGST - Time and Value of Supply of goods and / or services, Input Tax Credit, Transitional Provisions, Registration under CGST/SGSCT Act, Filing of Returns and Assessment, Payment of Tax including Payment of tax on reverse charge basis, Refund under the Act.	18
III	CGST/SGST - Maintenance of Accounts and Records, Composition scheme, Job work and its procedure, Various Exemptions under GST, Demand and recovery under GST, Miscellaneous provisions under GST	18
IV	IGST – Scope of IGST, Important terms and definitions under Integrated Goods and Service Tax Act, 2017, Levy and collection of IGST, Principles for determining the place of supply and Place of supply of goods and services, Zero rated Supply.	18
V	Customs – Role of Customs in International Trade, Important Terms & definitions under the Customs Act, 1962; Assessable Value, Baggage, Bill of entry, Dutiable Goods, Duty Exporter, Foreign going vessel, Aircraft goods, Import, Import Manifest; Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind of Duties- Basic, auxiliary, additional or counter veiling; basics of levy- advalorem specific duties, Prohibition of Export and Import of Goods and Provisions regarding notified & specified goods, Import of Goods- Free Import and Restricted import, type of Import – Import of Cargo, Import of Personal Baggage, Import of Stores.	18
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Learn the general characteristics of Goods and service Tax	K1,K2,K3,K4,K5
2	Understand the GST Paying method and Refund of Tax	K1,K2,K3,K4,K5
3	Acquire knowledge about maintenance of books of records and various deductions in GST	K1,K2,K3,K4,K5,K6
4	Gain knowledge on Integrated Goods and Service Tax and determining the place of supply and place of supply of goods and services	K1,K2,K3,K4,K5,K6

5	Discussion of role of customs in International Trade, Customs Act of 1962 and Prohibition of Export and Import of Goods	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi	
2.	Koolwal, Ashish & Ritu: Goods and Services Tax (2017) Commercial Law Publisher (India) Pvt. Ltd.	
Reference Books		
1.	Patel, Chaudhary: Indirect Taxes , Chaudhary Publication, Jaipur Goel Pankaj, GST Ready Reference, (2017) Commercial Law Publisher (India) Pvt. Ltd.	
2.	Custom Act 1962 and Rules Commercial's GST, Commercial law publisher (India) Pvt Ltd, New Delhi.	
e-Resources		
1.	https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch9	
2.	https://tax2win.in/guide/gst-procedure	

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	2	3	3
C03	3	3	2	3	3
C04	3	3	3	2	3
C05	3	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	2	3	3	3
C03	3	3	3	3	3
C04	3	2	3	3	3
C05	3	3	3	3	2

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	CGST/SGST - Important terms and definitions under Central Goods and Service Tax Act, 2017	6
1.2	State Goods and Service Tax Act, 2017, Basic of GST	6

1.3	Meaning and scope of supply, Levy and collection of tax.	6
UNIT - II		
2.1	CGST/ SGST - Time and Value of Supply of goods and / or services	4
2.2	Input Tax Credit, Transitional Provisions	4
2.3	Registration under CGST/SGST Act, Filing of Returns and Assessment	5
2.4	Payment of Tax including Payment of tax on reverse charge basis, Refund under the Act.	5
UNIT - III		
3.1	CGST/SGST - Maintenance of Accounts and Records	4
3.2	Composition scheme, Job work and its procedure	5
3.3	Various Exemptions under GST	3
3.4	Demand and recovery under GST)	3
3.5	Miscellaneous provisions under GST	3
UNIT - IV		
4.1	IGST – Scope of IGST, Important terms	3
4.2	Definitions under Integrated Goods and Service Tax Act, 2017	3
4.3	Levy and collection of IGST	4
4.4	Principles for determining the place of supply and Place of supply of goods and services	4
4.5	Zero rated Supply.	4
UNIT - V		
5.1	Customs – Role of Customs in International Trade, Important Terms & definitions under the Customs Act, 1962	3
5.2	Assessable Value	3
5.3	Import Manifest; Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind of Duties- Basic, auxiliary, additional or counter veiling	4
5.4	basics of levy- advalorem specific duties, Prohibition of Export and Import of Goods and Provisions regarding notified & specified goods	4
5.5	Free Import and Restricted import, type of Import – Import of Cargo, Import of Personal Baggage, Import of Stores	4
Total		90

Course Designer

Name: Mr. P Seeneivasan

Head & Associate Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC22	FINANCIAL MANAGEMENT	Core - VI	6	5	25	75	100

Course Objectives		
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.		
UNIT	Contents	No. of Hours
I	Financial Management – Meaning, Definition and functions scope– objectives – Key activities of Financial Management – Organization of Finance Section – An Outline of Financial Systems in India.	15
II	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.	15
III	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.	20
IV	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.	20
V	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	20
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	

1	Definition, Meaning, Scope and objectives of financial management	K1,K2,K3,K4,K5
2	Capital Budgeting, Using all Principles and Techniques	K1,K2,K3,K4,K5
3	Working Capital – Management of cash, Factors influence in Capital Requirements	K1,K2,K3,K4,K5,K6
4	Cost of Capital, Definition and importance methods of financial leverage and operating leverage	K1,K2,K3,K4,K5,K6
5	Explain the Dividend and Dividend policies, Theories of Dividend	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	Van Horne, <i>Financial Management and Policy</i> , 2005, Pearson Education, Delhi. Khan & Jain, <i>Financial Management</i> , 2006, Tata Mc Graw Hill.	
2.	Pandey, I.M., <i>Financial Management, 2005</i> , Vikas Publishers. Prasanna Chandra, <i>Financial Management</i> , 2005, Tata Mc Graw	
Reference Books		
1.	Prasanna Chandra, <i>Financial Management</i> , 2005,	
2.	Tata Mc Graw Hill. Ravi M. Kishore, <i>Financial Management, 2006</i> , Taxmann Publishing Ltd.	
e-Resources		
1.	https://accountingshare.com/budgetary-control/	
2.	https://www.investopedia.com/terms/m/marginalcostofproduction.asp	

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	3	2	3
C03	3	3	2	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	2	3	3	2
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	2
C05	3	2	3	3	2

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Financial Management: Meaning and Definition	3
1.2	Functions and Scope	3
1.3	Objectives-Key activities,	3
1.4	Organisation of Finance Section	3
1.5	An outline of financial systems in India	3
UNIT - II		
2.1	Capital Budgeting, Principles and Techniques	2
2.2	Payback method, Discounted Cash Flows Method	2
2.3	Time Adjusted Techniques, Present Value	2
2.4	Net Present Value Method, Internal rate of Return Method	2
2.5	Average Rate of return, Technical Value Method	2
2.6	Analysis of Risk and Uncertainty, Definition of Risk	2
2.7	Sensitivity Analysis and Risk evaluation approaches, distribution approach and Decision Tree Analysis	3
UNIT - III		
3.1	Working Capital, Cash and Receivables Management – Working Capital Management	2
3.2	Meaning, Concept, Classification of Working Capital – Factors determining working capital requirements	3
3.3	Computation of working capital under operating cycle method – cash management	3
3.4	Cash inflows and out flows – Tools of cash management	3
3.5	Planning of cash under cash budget method – Receivable management	3
3.6	Various aspects of receivable management – credit policy	3
3.7	Credit terms – credit standards and collection policy	3
UNIT - IV		
4.1	Cost of capital – Definition – Importance	3
4.2	Assumptions – Explicit and Implicit costs Measurement of specific cost – cost of equity	3
4.3	Cost of debt – cost of retained earnings – cost of preference shares – computation of overall cost of capital	3
4.4	Capital Structure – Factors influencing financial decisions	3
4.5	Methods of financing – Theories of capital structure capital gearing	4
4.6	Financial Leverage and Operating Leverage.	4
UNIT - V		
5.1	Dividend and Dividend Policy – Meaning, classification and sources of dividend	4

5.2	Factors influencing dividend policies	4
5.3	Theories of dividend decisions	4
5.4	Irrelevance and relevance theory	4
5.5	Generally accepted dividend policies	4
Total		90

Course Designer

Name: Dr. K. Mohammed Abdul Kader

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC23	ADVANCED BUSINESS STATISTICS	Core - VII	6	4	25	75	100

Course Objectives		
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.		
UNIT	Contents	No. of Hours
I	Correlation - Simple and Multiple Regression Analysis- Simple and Multiple	10
II	Analysis of Time Series - Estimating the Linear Trend - Cyclical Variations - Seasonal Variations - Trend Analysis - Application of Time Series Analysis in Forecasting	15
III	Theory of Probability - Discrete Probability Distribution - Binomial and Poisson- Continuous Probability Distribution - Normal Distribution	15
IV	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.	25
V	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]	25
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the statistical tools of Correlation and Regression analysis	K1,K2,K3,K4,K5
2	Analysis of Time series especially Linear Trend, Trend analysis and analysis in forecasting	K1,K2,K3,K4,K5
3	Apply the probability distribution in continuous and discrete.	K1,K2,K3,K4,K5,K6
4	Analyze the hypothesis and Testing of Small and large Sample	K1,K2,K3,K4,K5,K6
5	Apply the chi-square test, "F" test and preparation of ANOVA table	K1,K2,K3,K4,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	Richard I. Levin and David S. Rubin, <i>Statistics for Management</i> , prentice Hall of India, 6 th edn., 1995.	
2.	S.P.Gupta, <i>Statistical Methods</i> , Sultan chand, 1990.	

3.	Sanchetti and Kapoor, Statistics Sultan Chand, New Delhi, 1992.
4.	Joseph F Hair, Rolph E. Anderson, Ronald L. Tathern & William C Black, Multivariate Data Analysis, Pearson Education, New Delhi, 2003
Reference Books	
1.	Richard A. Johnson And Dean W. Wichern, <i>Applied Multivariate Statistical Analysis</i> , Prentice Hall of India, 2001.
2.	Kanthy Swaroop and P.K Gupta, <i>Operations Research</i> , S.Chand & Co, New Delhi, 2001. Agarwal N.P., Operations research, Ramesh Book Dept., 2004.
3.	Anand Sharma, <i>Quantitative techniques for decision making</i> , Himalaya pub., New Delhi, 2002.
e-Resources	
1.	https://www.britannica.com/biography/Henry-Briggs
2.	https://corporatefinanceinstitute.com/resources/data-science/central-tendency/

Mapping with Programme Outcomes:

CO / PO	P01	P02	P03	P04	P05
C01	3	2	3	3	2
C02	3	3	3	3	3
C03	3	3	3	2	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	2
C03	3	2	3	2	2
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Simple and Multiple Correlation	2
1.2	Regression analysis	2
1.3	Correlation-problem	3
1.4	Regression-problem	3
UNIT - II		

2.1	Analysis of time series introduction	2
2.2	Estimating the linear trend	2
2.3	Cyclical variations	2
2.4	Seasonal variations	3
2.5	Trend analysis-problems	3
2.6	Application of time series analysis in forecasting	3
UNIT - III		
3.1	Theory of probability	2
3.2	Discrete probability Distribution	2
3.3	Binomial distribution and problems	2
3.4	Poisson distribution and problems	3
3.5	Continuous probability distribution	3
3.6	Normal distribution and problems	3
UNIT - IV		
4.1	Hypothesis introduction	3
4.2	Testing of hypothesis regarding proportions	3
4.3	Difference between two proportions	3
4.4	Testing of means of large samples and problems	3
4.5	Testing of means of small samples and problems	3
4.6	One Tailed and Two Tailed tests	3
4.7	Errors in hypothesis Testing	3
4.8	'T' test	4
UNIT - V		
5.1	Chi-square Test as a hypothesis testing procedure	4
5.2	Chi-square test problems	4
5.3	Test of independence and tests of Goodness of fit	4
5.4	Test of association	4
5.5	F test and problems	4
5.6	Preparation of ANOVA table	5
Total		90

Course Designer

Name: Dr. K. Deepalakshmi

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCACC2P	INTERNET PROGRAMMING LAB	Core - VIII	6	5	40	60	100

Course Objectives		
To Processing Data into useful Information needed in a web page designing by using html with CSS and XML.		
UNIT	Contents	No. of Hours
I	Write HTML code to design a page containing a Text in a paragraph give suitable heading style. Write HTML code to create a Web Pages that contains an Image as web link. Create a web page, when user clicks on the link it should go to the bottom of the page.	18
II	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 Create a web page, showing Mark Statement using Tables	18
III	Create a simple form accepting – Name, Register No. and Submit Button. Design a form using all input Types. Create a web page having Three frames	18
IV	Write a program CSS Attributes for Inline. Write Program CSS Selectors Elements. Write a Program CSS Tag for Padding and Margin.	18
V	Create a XML file to store Students Information's Like Roll No, Name, Mobile No, E-Mail Id. Writer an Internal Document Type definition to validate XML for customer details. Write an XML for person information and access the data using XSL.	18
Total		90
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Utilize the Html tags and construct the webpage.	K1,K2,K3,K6
2	Create a program using various tag and Attributes of html.	K1,K2,K3,K6
3	Draft a program s using various Form elements and Frames	K1,K2,K3,K6
4	Design the program using CSS concepts.	K1,K2,K3,K6
5	Construct the programs using XML elements.	K1,K2,K3,K4,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	Prem Kumar, " <i>Web Design With HTML and CSS</i> ", Notation Press Media Pvt Lmt,2021	
Reference Books		

1.	Dave Gibbons, “ Beginning XML Programming ”, Shroff Publishers,2020.
e-Resources	
1.	HTML Tutorial (w3schools.com)
2.	HTML Tutorial (geeksforgeeks.org)

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	2	2	2	3	2
C02	2	2	2	2	2
C03	2	3	2	2	3
C04	3	2	3	3	2
C05	2	3	2	2	2

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	2	2	2	3	2
C02	2	2	2	3	3
C03	3	3	3	3	2
C04	2	2	2	2	3
C05	3	2	2	2	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LAB SCHEDULE

Module No.	Topic	No. of Hours
UNIT - I		
1.1	Write HTML code to design a page containing a Text in a paragraph give suitable heading style.	6
1.2	Write HTML code to create a Web Pages that contains an Image as web link.	6
1.3	Create a web page, when user clicks on the link it should go to the bottom of the page.	6
UNIT - II		
2.1	Write a HTML code to create a web page of pink color and display moving message in red color.	6
2.2	Create a web page, showing an ordered list of name of your five friends	6
2.3	Create a web page, showing Mark Statement using Tables.	6
UNIT - III		
3.1	Create a simple form accepting – Name, Register No. and Submit Button.	6

3.2	Design a form using all input Types.	6
3.3	Create a web page having Three frames	6
UNIT - IV		
4.1	Write a program CSS Attributes for Inline.	6
4.2	Write Program CSS Selectors Elements.	6
4.3	Write a Program CSS Tag for Padding and Margin	6
UNIT - V		
5.1	Create a XML file to store Students Information's Like Roll No, Name, Mobile No, E-Mail Id.	6
5.2	Writer an Internal Document Type definition to validate XML for customer details.	6
5.3	Write an XML for person information and access the data using XSL.	6
Total		90

Course Designer

Name: Mr. M. Abbas Manthiri

Assistant Professor of Commerce (CA)

Course Code	Course Title	Category	Hours	Credits	Marks		
					CIAE	TEE	Total
26PCAGE21	MARKETING MANAGEMENT	Generic Elective - II	6	3	25	75	100

Course Objectives

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.

UNIT	Contents	No. of Hours
I	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.	18
II	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.	18
III	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.	18
IV	Market Segmentation: Meaning - Importance - Bases of market segmentation - Consumer behaviour - Fundamentals - Factors influencing consumer behaviour - Electronic marketing - Significance of Electronic marketing.	18
V	Service Marketing: Origin and Growth - Concept - Classification of services - Marketing of financial services in Indian scenario - Designing of service strategy	18
Total		90

Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Discussion a marketing concepts, functions of marketing	K1,K2,K3,K4,K5
2	Lean the feature of product, classification and developing a new product. Understand the concept a pricing and apply pricing strategies	K1,K2,K3,K4,K5
3	Understand the channel of distribution for marketing products, analyse the various promotional strategies and explain the concept of marketing research	K1,K2,K3,K4,K5,K6
4	Acquire knowledge on market segmentation and consumer	K1,K2,K3,K4,K5,K6

	behavior and understand the concept of electronic marketing strategies	
5	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,K5,K6
K1-Knowledge, K2-Understand, K3-Apply, K4- Analyse, K5- Evaluate, K6 - Creating		
Textbooks		
1.	R.S.N. Pillai and Bagavathi, <i>Marketing Management 2010</i> , S. Chand & Company Ltd., Ram Nagar, New Delhi.	
Reference Books		
1.	Rajan Saxena, <i>Marketing Management</i> , Edition 2008, Tata MC Graw Hill Publishing Company Limited, 7 West Patel Nagar, New Delhi	

Mapping with Programme Outcomes:

CO /PO	P01	P02	P03	P04	P05
C01	3	3	2	3	3
C02	3	3	3	2	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	2	3	3	3
C02	3	2	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

COURSE CONTENTS AND LECTURE SCHEDULE

Module No.	Topic	No. of Lectures
UNIT - I		
1.1	Marketing: Definition – Importance - Scope – Approaches to the study of marketing concepts.	6
1.2	Functions of marketing: Functions of exchange, Functions of physical treatment, and Functions of facilitating exchange	6
1.3	Marketing mix – Marketing is science as well as an art.	6

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

Course Designer

Name: Mr. M. Papathi

Assistant Professor of Commerce (CA)