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.



DEPARTMENT OF COMMERCE

PART IV - COMMERCE SYLLABUS

Choice Based Credit System - CBCS
(As per TANSCHE)

With

Outcome Based Education (OBE)

(Academic Year 2023 -2026)

Semester - I

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part – IV	23UCRSE11	Business Accounting (NME)	2	25	75	100	2
	23UCRFN11	Business Organisation	2	25	72	100	2

Semester - II

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
	23UCRSE21	Retail Marketing (NME)	2	25	75	100	2
Part – IV	23UCRSE22	Advertising Theory and Practice	2	25	75	100	2

Semester - III

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
	23UCRSE3P	MS-Office Practical	1	40	60	100	1
Part IV	23UCRSE32	International Business	2	25	75	100	2
	23UGEVS41	Environmental Studies	1	-	-	-	-

Semester - IV

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
	23UCRSE41	Innovation Management	2	25	75	100	2
Part IV	23UCRSE42	Fin Tech	2	25	75	100	2
	23UGEVS41	Environmental Studies	1	25	75	100	2

Semester - V

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
	23UGVED51	Value Education	2	25	75	100	2
Part IV	23UCRIS51	Internship / Industrial Training	-	1	1	1	2

Semester - VI

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UCRSE61	General Awareness for Competitive Examination	2	25	75	100	2

			ts	S	Marks		
Course Code	Course Title	Category	Credit	Hour	CIAE	TEE	Total
23UCRSE11	BUSINESS ACCOUNTING (NME)	SEC	2	2	25	75	100

L1	To Acquire knowledge about general aspects and concepts of bu	isiness ope	rations			
L2	To understand the problems and procedures of business account					
L3	To prepare the various business statements					
UNIT	Contents		No. of Hours			
I	Introduction – Book keeping – Accountancy – Double Entry Syclassification of Accounts – Rules – Scope, Advantages and Limit Double Entry System		6			
II	Compound entry-Advantages of Journal					
Sub-division of Journal – Subsidiary Books- Purpose – Purchase book, Sales book, Purchase return book and Sales return book						
IV Books of final entry – Ledgers – Purpose – Ruling and balancing of the Ledgeraccounts – Preparation of Trial Balance from the given balances.						
V	V Final accounts of sole trading concern (With simple adjustments).					
	Total					
	Course Outcomes	Knowled	lge Level			
CO	On completion of this course, students will					
1	Understanding the nature and purpose of the business accounting and remembering its concepts.	K1,K2	,K3,K4			
2	Describing the accounting principles and regulations in accordance with the appropriate accounting standards	K1,K2,K3	,K4,K5,K6			
3	Demonstrating and determine the impacts of accounting in	K1,K2,K3,K4,K5,K6				
	various business statements. Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods K1,K2,K3,					
4	Developing the Knowledge in the practical applications of					
4	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks	K1,K2,K3	,K4,K5,K6			
1.	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks Sulthan Mohideen, A., Business Accounting, Selp Publication,	K1,K2,K3	,K4,K5,K6			
	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks	K1,K2,K3	,K4,K5,K6			
	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks Sulthan Mohideen, A., Business Accounting, Selp Publication,	K1,K2,K3 Trichy, 202	,K4,K5,K6			
1.	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks Sulthan Mohideen, A., Business Accounting, Selp Publication, Reference Books Shukla, M.C., & Grewal, T.S., Advanced Accounts, S. Chand publication	K1,K2,K3 Trichy, 202 cations, 201	,K4,K5,K6 21. 7,19 th			
1.	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks Sulthan Mohideen, A., Business Accounting, Selp Publication, Reference Books Shukla, M.C., & Grewal, T.S., Advanced Accounts, S. Chand public edition. Reddy, T.S., & Murthy, A., Advanced Accountancy, Margham Publication. Web Resources	K1,K2,K3 Trichy, 202 cations, 201	,K4,K5,K6 21. 7,19 th			
1.	Developing the Knowledge in the practical applications of accounting to have a good command on analyticalmethods and decision -making tools Textbooks Sulthan Mohideen, A., Business Accounting, Selp Publication, Reference Books Shukla, M.C., & Grewal, T.S., Advanced Accounts, S. Chand publication. Reddy, T.S., & Murthy, A., Advanced Accountancy, Margham Publication.	K1,K2,K3 Trichy, 202 cations, 201	,K4,K5,K6 21. 7,19 th			

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	2	2	2	2
CO 2	3	2	3	3	2	2	2	2
CO 3	3	2	3	3	2	2	2	2
CO 4	3	2	3	3	2	2	2	2
CO 5	3	2	3	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
CO1	2	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	2	2	2
C04	2	2	2	2	2
CO5	2	3	3	3	3

Strong-3 Medium-2

			ts	Š	Marks		
Course Code	Course Title	Category	Credit	Hours	CIAE	TEE	Total
23UCRFN11	BUSINESS ORGANIZATION	Foundation Course	2	2	25	75	100

	Learning Objectives					
L1	To Understand the components and objectives of business in mo	ndern wor	·ld			
	To educate students about the different forms of business,					
L2	different enterprises and their combinations.	then but	cability for			
L3	To understand the concepts of commerce, trade and industry					
L4	To differentiate between various forms of business organization	ıs				
	To get acquainted with the knowledge of financing the bus		m various			
L5	sources	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	III various			
UNIT	Contents		No. of Hours			
I	Definition of Business – Objectives of modern business – Essential Characteristics of Business – Business Vs Profession – Qualities of a Successful businessman – Promotion of a Business Enterprise - Stages in promotion - problems in promotion.					
II	Forms of Business Organisation – Sole Trader – Partnership – Join Stock Companies – Public Utilities – Public Enterprises – The Cooperative Organization.					
III	Multinational Corporations - Definition - Meaning - Organisational models - dominance of MNCs - MNCs and International Trade - Merits -Demerits					
IV	Location of Industries – Factors influencing location – Primary Factors– Secondary Factors – Measurement of size of Business Units – Factors influencing the size					
v	Business Combinations – Types - Mergers, Demergers, Conglor and Acquisitions – Motives and benefits of Mergers and Acqu Holding and subsidiary company, hostile takeover of co Business Ethics	uisitions.	6			
	Total		30			
	Course Outcomes	Knowle	dge Level			
CO	On completion of this course, students will					
1	Identify and describe the key environmental influences and constraints on how the business operates in general.	K1,K	2,K3,K4			
2	Recognize the principles of authority, leadership, behavior of individual and team, motivation of team in pursuit of wider departmental and organizational aims and objectives.	K1,K2,K	3,K4,K5,K6			
3	Understand management and organizational behaviour, concepts associated with continuous improvement in individual and group processes K1,K2,K3,F					
4	Translate management and organizational behaviour theories into practice that will result in organizational effectiveness, efficiency, and human resource development.	K1,K2,K	3,K4,K5,K6			

5	and become effective employees in all domains of managerial work they do in the future						
	Textbooks						
1.	Bhushan YK, Fundamentals of Business Organisation and Chand	and Sons, New					
1.	Delhi, (Nineteenth Edition 2013)						
	Reference Books						
1.	Kogent Solutions Inc., Office 2007 in simple steps, Dream tech pu	blishing, 2019.					
2.	Galgotia, Microsoft Office, BPB publications 2020.						
	Web Resources						
1.	Word Tutorial (tutorialspoint.com)						
2.	https://www.tutorialspoint.com/basics_of_computers/						
۷.	basics_of_computers_office_tools.htm						

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	2	2	2	2
CO 2	3	2	3	3	2	2	2	2
CO 3	3	2	3	3	2	2	2	2
CO 4	3	2	3	3	2	2	2	2
CO 5	3	2	3	3	2	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
CO1	2	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	2	2	2
CO4	2	2	2	2	2
CO5	2	2	2	2	2

			ts	S	Marks		
Course Code	Course Title	Category	Credit	Hours	CIAE	TEE	Total
23UCRSE21	RETAIL MARKETING (NME)	SEC	2	2	25	75	100

	Learning Objectives						
L1	To identify the concepts of marketing and the role of marketing society.	in busine	ss and				
L2	To develop marketing strategies and demonstrate the various con	ncepts.					
L3	To examine the marketing problems and provide solution based on mainformation						
UNIT	Contents		No. of Hours				
I	Introduction – Retailing as an activity – Retail Marketing – Consumer behavior and retails operations.		6				
II	Management of service and quality in retailing – - Retailmarke and product – Merchandise Management	eting mix	6				
III	Retail pricing - Retail promotion - Retail logistics and distribution	1	6				
IV	Methods and approaches to retail marketing planning – retail location strategies and decisions – Management of a retail brand and its applications						
V	Consumerism and ethics in retailing – International retailing – Future of Retailing						
	Total		30				
	Course Outcomes	Knowle	dge Level				
СО	On completion of this course, students will						
1	Understand about the various marketing concepts, consumer buying behavior and product development in the market.	K1,K	2,K3,K4				
2	Enrich knowledge in product development and sales activities.	K1,K2,K	3,K4,K5,K6				
3	Develop the skills in pricing the products and distribution	K1,K2,K	3,K4,K5,K6				
4	Familiarize about the recent trends and practical applicability of marketing	K1,K2,K	3,K4,K5,K6				
	Textbooks						
1.	Sulthan Mohideen, A., & Mohamed Ishaq, M., <i>Retail Marketin</i> Trichy, 2021	ıg, Selp I	Publication,				
	Reference Books						
1.	Barry Berman, Joel R. Evans, Retail Management - A Strategic A Times Prentice Hall, 2015.	pproach,	Financial				
2.	Cynthia R, Merchandising and Match for Retailing , Financial Ti 2014.	mes Pren	tice Hall,				

CO /PO	P0 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	2	2	3
CO 2	3	2	2	3	3	2	3	3
CO 3	3	2	3	3	3	2	3	3
CO 4	3	2	3	3	3	2	2	3
CO 5	2	3	2	3	2	3	2	3

Strong-3 Medium-2

Low-1

Level of Correlation between PSO's and CO's

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

Strong-3 Medium-2

			S	S	Marks		
Course Code	Course Title	Category	Credits	Hours	CIAE	TEE	Total
23UCRSE22	ADVERTISING THEORY AND PRACTICE	SEC	2	2	25	75	100

	Learning Objectives					
L1	To Develop a theoretical understanding about advertising messa	ages and	audiences.			
L2	To Understand the relationship between advertising messag medium.					
L3	To Generate a theory of audience processing.					
L4	To Reconstruct new messages out of deconstructed signifiers.					
L5	To create awareness of the organization.					
UNIT	Contents					
I	Advertising - Meaning - Definitions - Origin - Growth - Develop Objectives - Nature - Scope - Functions - Primary and sec functions - AIDA model		6			
II	Advertising - Role - Importance - Benefits - Demerits - Legal regularisations - Truth in advertising - Ethics in advertising - Advertising standards Council of India.		6			
III	Media selection - Factors influencing media selection - different types of Media - Press - Television - Radio - Social Media Networks- Internet - Merits - Demerits.					
IV	Advertisement copy - Meaning - Essentials of a good advertising copy- Types of Advertisement copy - Components of Advertisement copy- Advertisement layout					
V	Advertising appeals - Meaning - Definition - Functions - Classific Principles - Skills tested: Brand awareness - Advertisement awareness - Understanding concepts - Creating Advertisement Evaluating contents of advertisements in different media through model - Knowledge of Creating advertisement copy.	slogan slogans-	6			
	Total		30			
	Course Outcomes	Knowle	edge Level			
CO	On completion of this course, students will					
1	Recall and explain the Basic knowledge in various concepts of Advertising.	K1,K	2,K3,K4			
2	Relate, understand and apply the modern methods and avenues of Advertising.	K1,K2,K	3,K4,K5,K6			
3	Remember, demonstrate and identify various media of Advertising and their significances.	K1,K2,K	3,K4,K5,K6			
4	Find, explain and organise the skills required for creating an advertisement copy. K1,K2,F					
5	Demonstrate and experiment with the exposure in various Emotional appeals of advertising and its Importance. K1,K2					
	Textbooks					
1.	Mahendra Mohan, Advertising Management, Tata McGrew H	Hill Publ	ishing Co.			
	1 2 2 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	- 0.01	-0 531			

	Ltd.,New Delhi. (200)6)			
		Reference E	Books		
1.	Pillai&Bhagavathi 'S	Salesmanship', S. Cha	nd & Co., New Del	hi.(2000)	
2.	P. Saravanavel, Chennai.(2013)	Advertisement&	Salesmanship,	Margham	Publication,

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	P0 6	PO 7	PO 8
CO 1	3	2	3	3	3	2	2	3
CO 2	3	2	2	3	3	2	3	3
CO 3	3	2	3	3	3	2	3	3
CO 4	3	2	3	3	3	2	2	3
CO 5	3	2	3	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
CO1	2	3	3	2	3
CO2	2	3	3	3	3
CO3	2	3	3	3	3
CO4	2	3	3	2	3
CO5	3	3	3	3	3

			ts	S		Mark	S
Course Code	Course Title	Category	Credit	Hours	CIAE	TEE	Total
23UCRSE3P	MS - OFFICE PRACTICAL	SEC	1	1	40	60	100

To know how to use the most common Microsoft office Programme		Learning Objectives							
To train the learners how to Create Document, edit, save and print the Document To train the learners how to enter the data, in the Excel sheet and Create pivot tables, Histograms and line graphs To train the learners how to Create manipulate simple slides shows with outlines and graph Presentation L5									
To train the learners how to enter the data, in the Excel sheet and Create pivot tables, Histograms and line graphs I									
L4 and graph Presentation L5 To train the learners how to Create manipulate simple slides shows with outlines and graph Presentation Contents No. of Hours Microsoft Office Word Home Menu: Clipboards – Font - Paragraph – Styles – Editing. Insert Menu: Pages – Tables – Illustrations – Apps – Media – Links – Comments – Header & Footer – Text – Symbols Microsoft Office Word Design Menu: Document Formatting – Page Back Ground. Page Layout Menu: Page Setup – Paragraph – Arrange. References Menu: Table Contents – Contents – Footnotes – Citations & Bibliography – Captions – Index – Table Authorities Microsoft Office Word Mailing Menu: Create – Start Mail Merge – Write & insert Fields – Preview Results – Finish. Review Menu: Proofing – Language – Comment – Tracking – Compare – Protect – Ink. View Menu: Views – show – Zoom – Windows – Macros. Microsoft Office Power Point IV Home Menu: Clipboards – Slides – Fonts – Paragraph. Insert Menu: Slides 3 – Tables – Shapes – Smart Arc – Charts. Design Menu: Themes Microsoft Office Word Transitions: Time – Animations: Advanced animation and Timings – Slide 3 Shows. Total 15 Course Outcomes Co On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Apply MS Office skills to slow practical problems project K1,K2,K3,K4,K5,K6 Apply MS Office skills to slow practical problems project K1,K2,K3,K4,K5,K6,K6,K6,K6,K6,K6,K6,K6,K6,K6,K6,K6,K6,		To train the learners how to enter the data, in the Excel sheet and Create pivot tables,							
UNIT Contents	L4	To train the learners how to Create manipulate simple slides show	vs with o	utlines					
I Microsoft Office Word Home Menu: Clipboards – Font - Paragraph – Styles – Editing. Insert Menu: Pages – Tables – Illustrations – Apps – Media – Links – Comments – Header & Footer – Text – Symbols Microsoft Office Word Design Menu: Document Formatting – Page Back Ground. Page Layout Menu: Page Setup – Paragraph – Arrange. References Menu: Table 3 Contents – Contents – Footnotes – Citations & Bibliography – Captions – Index – Table Authorities Microsoft Office Word Mailing Menu: Create – Start Mail Merge – Write & insert Fields – Preview Results – Finish. Review Menu: Proofing – Language – Comment 3 – Tracking – Compare – Protect – Ink. View Menu: Views – show – Zoom – Windows – Macros. Microsoft Office Power Point Home Menu: Clipboards – Slides – Fonts – Paragraph. Insert Menu: Slides 3 – Tables – Shapes – Smart Arc – Charts. Design Menu: Themes Microsoft Office Word Transitions: Time – Animations: Advanced animation and Timings – Slide 3 Shows. Total 15 Course Outcomes Knowledge Level CO On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6	L5	To train the learners how to present the reports							
Home Menu: Clipboards - Font - Paragraph - Styles - Editing. Insert Menu: Pages - Tables - Illustrations - Apps - Media - Links - Comments - Header & Footer - Text - Symbols	UNIT	Contents							
Microsoft Office Word Design Menu: Document Formatting – Page Back Ground. Page Layout Menu: Page Setup – Paragraph – Arrange. References Menu: Table 3 Contents – Contents – Footnotes – Citations & Bibliography – Captions – Index – Table Authorities Microsoft Office Word Mailing Menu: Create – Start Mail Merge – Write & insert Fields – Preview Results – Finish. Review Menu: Proofing – Language – Comment – Tracking – Compare – Protect – Ink. View Menu: Views – show – Zoom – Windows – Macros. Microsoft Office Power Point Home Menu: Clipboards – Slides – Fonts – Paragraph. Insert Menu: Slides 3 – Tables – Shapes – Smart Arc – Charts. Design Menu: Themes Microsoft Office Word Transitions: Time – Animations: Advanced animation and Timings – Slide 3 Shows. Total 15 15 Course Outcomes Knowledge Level CO On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. K1,K2,K3,K4,K5,K6 Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6 K1,K2,	I	Home Menu: Clipboards – Font - Paragraph – Styles – Editing Menu: Pages – Tables – Illustrations – Apps – Media – Links – Co		3					
Mailing Menu: Create – Start Mail Merge – Write & insert Fields – Preview Results – Finish. Review Menu: Proofing – Language – Comment - Tracking – Compare – Protect – Ink. View Menu: Views – show – Zoom – Windows – Macros. Microsoft Office Power Point Home Menu: Clipboards – Slides – Fonts – Paragraph. Insert Menu: Slides – Tables – Shapes – Smart Arc – Charts. Design Menu: Themes Microsoft Office Word Transitions: Time – Animations: Advanced animation and Timings – Slide Shows. Total 15 Course Outcomes CO On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. K1,K2,K3,K4,K5,K6 Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5	II	Microsoft Office Word Design Menu: Document Formatting – Page Back Ground. Page Layout Menu: Page Setup – Paragraph – Arrange. References Menu: Table Contents – Contents – Footnotes – Citations & Bibliography – Captions –							
Microsoft Office Power Point	III	Mailing Menu: Create – Start Mail Merge – Write & insert Fields – Preview Results – Finish. Review Menu: Proofing – Language – Comment - Tracking – Compare – Protect – Ink. View Menu: Views – show – Zoom –							
Wicrosoft Office Word Transitions: Time – Animations: Advanced animation and Timings – Slide Shows. Total Course Outcomes CO On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. Sknowledge Level K1,K2,K3,K4 K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6	IV	Home Menu: Clipboards – Slides – Fonts – Paragraph. Insert Menu	ı: Slides	3					
Course Outcomes CO On completion of this course, students will Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. Knowledge Level K1,K2,K3,K4 K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6	V	Microsoft Office Word Transitions: Time – Animations: Advanced animation and Timings	s – Slide	3					
COOn completion of this course, students will1Understand how to apply styles, templates and advanced formatting techniques using MS Word.K1,K2,K3,K42Develop skills like data organization create a chart, create data formatting using MS Excel.K1,K2,K3,K4,K5,K63Master Power point to create presentation using multimedia elements, animation and design principles.K1,K2,K3,K4,K5,K64Learn to design, query and manage database using MS Access.K1,K2,K3,K4,K5,K65Apply MS Office skills to slow practical problems project planning or business communications, data management.K1,K2,K3,K4,K5		Total		15					
Understand how to apply styles, templates and advanced formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6			Knowle	edge Level					
formatting techniques using MS Word. Develop skills like data organization create a chart, create data formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6	CO								
formatting using MS Excel. Master Power point to create presentation using multimedia elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6	1	Understand how to apply styles, templates and advanced K1 K							
elements, animation and design principles. Learn to design, query and manage database using MS Access. Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5,K6 K1,K2,K3,K4,K5,K6	2	Develop skills like data organization create a chart, create data							
Learn to design, query and manage database using MS Access. K1,K2,K3,K4,K5,K6 Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5	3	Master Power point to create presentation using multimedia K1 K2 K3							
Apply MS Office skills to slow practical problems project planning or business communications, data management. K1,K2,K3,K4,K5	4								
	5	Apply MS Office skills to slow practical problems project K1 K2							
Textbooks									

1.	Patrick Carey, New Perspectives Microsoft Office 2019 Introductory, Cengage						
Learning, Boston, Massachusetts, United States, 2019, I Edition.							
	Reference Books						
1	Sathesh Jain, M. Geetha & Kratika, MS Office 2010 Training Guide, B.P.B.						
1.	Publications, 2010.						
	Web Resources						
1.	www.slidesshare.net/slidesshow/ms-office-practical/239132071						

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	P0 6	PO 7	PO 8
CO 1	3	3	3	3	2	2	3	2
CO 2	3	3	3	3	3	2	3	2
CO 3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	2	3	2
CO 5	2	2	3	3	3	2	3	2

Strong-3 Medium-2

Level of Correlation between PSO's and CO's

Low-1

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

			Š	S		Mark	S
Course Code	Course Title	Category	Credit	Hours	CIAE	TEE	Total
23UCRSE32	INTERNATIONAL BUSINESS	SEC	2	2	25	75	100

	Learning Objectives					
L1	To understand the foundation of the international trade and its co	nsequen	ces			
L2	To make the learners about the foreign direct investments and va	rious str	uggle in			
LZ	obtaining foreign direct investments					
L3	To know the purpose of foreign exchange rates, foreign exchange market and					
ЦЭ	economic policy					
L4	To know the basic concept of balance of payment and Trade					
UNIT	Contents		No. of Hours			
I	Growth of International Trade - Globalisation and its consequence	es.	6			
1	Multinational Companies -merits and demerits.		O			
II	Foreign Direct Investment – meaning and definition. Strategies fo	r	6			
11	Foreign Direct Investment		0			
	Foreign Exchange – Meaning-Foreign Exchange dealings and					
III	transactions – spot market and forward Market-Factors influence	ng	6			
	Foreign Exchange rates					
IV	Foreign Exchange Risk and Transaction riskTypes of Foreign Exchange					
	exposure and risk					
V	Balance of Payment and Balance of Trade- meaning-differences between					
	Balance of Payment and Balance of Trade		6			
	Total	17 1	30			
CO	Course Outcomes	Knowie	edge Level			
CO	On completion of this course, students will					
1	Understand, application relates with the Growth of International Trade	K1,K	2,K3,K4			
2	Acquire knowledge and apply the concepts related on	K1.K2.K	3,K4,K5,K6			
	Foreign Direct Investment					
3	Develop and Familiarize with the Foreign Exchange	K1,K2,K	3,K4,K5,K6			
4	Identify, infer and Provide idea about Foreign Exchange	K1,K2.K	3,K4,K5,K6			
	Risk and Transaction risk	, ,				
5	Understand, acquire knowledge and apply the concept of	K1,K2	,K3,K4,K5			
	Balance of Payment and Balance of Trade					
	Textbooks					
1.	Kevin S (2016), <i>Fundamentals of International Financial Mo</i> Learning Private Ltd., Delhi	ınageme	ent, PHI			
2.	Justin Paul, International Business, Prentice Hall India Learning	Private				
۷.	Limited, New Delhi, 2010					
	Reference Books					
1.	Aswathappa K, <i>International Business</i> , Tata McGraw-Hill Ed 2017	lucation,	NewDelhi			
2.	Dr. Mustafa, <i>International Business</i> , Madurai					
	Web Resources					

1.	https://www.vedantu.com/revision-notes/cbse-class-11-business-studies-notes-chapter-11
2.	https://gitam.ac.in/wp-content/uploads/2024/03/IB-NOTES.pdf

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	P0 6	PO 7	PO 8
CO 1	3	3	3	3	2	2	3	2
CO 2	3	3	3	3	3	2	3	2
CO 3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	2	3	2
CO 5	2	2	3	3	3	2	3	2

Strong-3 Medium-2

Low-1

Level of Correlation between PSO's and CO's

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

Strong-3 Medium-2

			Ş	S		Mark	S
Course Code	Course Title	Category	Credit	Hours	CIAE	TEE	Total
23UCRSE41	INNOVATION MANAGEMENT	SEC	2	2	25	75	100

	Learning Objectives					
L1	To provide the basic understanding of innovation and organization	n proces	S			
L2	To understand the hurdles of creativity					
L3	To know about the major contemporary theories					
L4	To equip students with skills to transform research output in to in	nnovative	product			
UNIT	Contents		No. of Hours			
I	Innovation and Competitive Advantage -Introduction-meaning-definition- concepts nature-importance-principles of Innovation of Innovation	Process	6			
II	Innovation and Creativity- Creativity-Meaning-Definition-Hurdle Creativity	s to	6			
III	Innovation Theories - Major Contemporary theories		6			
IV	Innovation Process - New product development – Benchmarking (Total Quality Management)	TQM	6			
V	Success and Innovation- Transformation of Business –Intellectual property rights					
	Total		30			
	Course Outcomes	Knowle	edge Level			
CO	On completion of this course, students will					
1	Understand the concept of Innovation and Competitive Advantage	K1,K	2,K3,K4			
2	Understand the basics of innovation and creativity	K1,K2,K	3,K4,K5,K6			
3	Acquire knowledge on Innovation Theories	K1,K2,K	3,K4,K5,K6			
4	Make use of the basics of innovation Process	K1,K2,K	3,K4,K5,K6			
5	Build idea about Success and Innovation	K1,K2,	K3,K4,K5			
	Textbooks					
1.	Prahalad C.K and Krishna, <i>The New Age of Innovation: Drivin through Global Networks</i> , MS McGraw hill, (2008).	ng Concr	eted Value			
	Reference Books					
1.	Collins, J., How the Mighty Fall: And Why Some Companies Nev House, 2009	er Give i	nRandom			
2.	Moore, G. A., <i>Dealing with Darwin: How Great Companies Inn Phase of Their Evolution</i> , Capstone, 2006?	ovate at	Every			
3.	Tidd Joe, and Besant John, <i>Managing Innovation</i> , John Wiley a UK, 2009	nd Sons,(Chichester,			
4.	Westland, JC, <i>Global Innovation Management: A strategic app</i> Macmillian, 2008	roach , P	algrave			
	Web Resources					
1.	https://www.techtarget.com/searchcio/definition/innovation-m	anageme	nt			
2.	https://ftp.idu.ac.id/wp-content/uploads/ebook/ip/BUKU%20MANAJEMEN%20INOVAS	I/				

Innovation%20Management%20and%20New%20Product %20Development%20(%20PDFDrive%20).pdf

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	1	2	3	2
CO 2	3	3	2	3	3	2	3	2
CO 3	2	3	2	3	3	2	3	2
CO 4	2	3	2	3	3	2	3	2
CO 5	1	2	2	3	3	2	3	2

Strong-3 Medium-2

Low-1

Level of Correlation between PSO's and CO's

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

Strong-3 Me

Medium-2

			Ş	S		Mark	S
Course Code	Course Title	Category	Credits	Hours	CIAE	TEE	Total
23UCRSE42	FIN TECH	SEC	2	2	25	75	100

	Learning Objectives						
L1	To understand the basic financial technologies						
L2	To know the basis for Internet of things						
L3	To gain understanding about the Artificial intelligence and Machine l	earning					
L4	To understand the Regulations of Financial Technologies	6					
L5	To prepare the Project report						
UNIT	Contents		No. of Hours				
I	Overview of Financial Technology Financial Technology - Emerging Technologies - India's FinTech Ecosystem - Value Creation - FinTech Adaption - FinTech Global Scenario						
II	Internet of Things (IoT) & Application Program Interfaces Introduction to Internet of Things & Application Program Interfaces - Financial System Communication - Open Banking		6				
III	Avenues of FinTech & Strategies of Artificial Intelligence/Machine Learning Equity Crowd Funding - Wealth Management - P2P & Marketplace						
IV	FinTech Regulations IV Govt. initiatives in India (NPCI, UPI, OCEAN) - Security and Privacy in FinTech - Data Protection Laws & Regulations						
V	Project		6				
	Total		30				
	Course Outcomes	Knowle	edge Level				
CO	On completion of this course, students will						
1	Remember the concept of Financial Technology and FinTech Ecosystem	K1,K	72,K3,K4				
2	Apply the knowledge in Internet of Things & Application Program Interfaces	K1,K2,K	(3,K4,K5,K6				
3	Analyse the various concepts of Artificial Intelligence	K1,K2,K	(3,K4,K5,K6				
4	Understand the aspects of Security and Privacy in FinTech K1,K2,F						
5	Apply the knowledge in preparing the project report K1,K2,I						
	Textbooks						
1.	Agustin Rubini, "Fintech in a Flash: Financial Technol Zaccheus, 3rd Edition, 2018	ogy Ma	nde Easy",				
	Reference Books						
1.							
2.	Wiley, 1st Edition, 2016 Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, '	'Disrunt	ing				
۷.	1 Theo Lynn, John G. Mooney, Fierangelo Rosau, Mark Guillillis,	upt istu	***8				

	Finance: FinTech and Strategy in the 21st Century", Palgrave, 1st edition, 2018						
2	The Internet of Things by Samuel Greengard from The MIT Press						
3.	Pedagogy Chalk & Talk, E-Resources, Group Discussion						
	Web Resources						
1.	https://theintactone.com/2023/05/03/bcom304-financial-technology-ggsipu-b-						
1.	com-6th-sem-notes/						
2.	https://www.investopedia.com/terms/f/fintech.asp						

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	2	2	3	2
CO 2	3	2	3	3	2	2	3	2
CO 3	3	2	3	3	2	2	3	2
CO 4	3	2	3	3	2	2	3	2
CO 5	3	2	3	3	2	2	3	2

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

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

			S	S	Marks		
Course Code	Course Title	Category	Credits	Hours	CIAE	TEE	Total
23UCRSE61	GENERAL AWARENESS FOR COMPETITIVE EXAMINATION	SEC	2	2	25	75	100

	Learning Objectives						
L1	To create the opportunity for learning across different disciplines and bui	lds					
	experience for students as they grow into lifelong learners.						
L2	To build experiences for students as they grow into lifelong learners.						
L3	To know the basic concepts of various discipline						
Prerequisi	te: Should have studied Commerce in XII Std						
UNIT	Contents	No. of Hours					
I	Indian Polity Basics concepts- Three organs of Indian government (Executives, Legislature, Judiciary), Introduction to Indian Constitution – Salient features of constitution, Preamble, Fundamental rights, Fundamental duties, Directive Principles of State policy, Types of Majority, Amendments to the Constitution, Basic structure Doctrine, Division of subjects between the union and the states local Governance, Elections in India and Election Commission, CAG.	6					
II	Geography Major oceans of the world –Important Canals – Gulfs – Straits and passes – Indian Rivers and its Tributaries – Climatology – Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon – Indian's physical features, Indian Soil types and Distribution – Importance Trade routes and projects, Indian naturals vegetation – Indian agriculture- Major crops and its distribution, Indian Industries and its Distribution.	6					
III	Economy National Income – Inflation – Money and Banking - Agriculture in India – Union Budget – Planning in India – Poverty – Unemployment – Inclusive Development and Development issues – Industrial polices – Financial Markets.	6					
IV	History Modern India – formation of Indian National Congress – Morley Minto Reforms, Revolutionary activities – World War I and India's Response – Home Rule league – Montague Chelmsford reforms – Rowlett Act – Non –Cooperation Movement – Simon commission and Nehru Report – Civil Disobedience Movement and Round Table conferences – Quit India Movement and Demand for Pakistan – Cabinet Mission – Formation of Constituents Assembly and partition of India.	6					
v	Environment and Ecology Basic concepts – Ecology, Biodiversity- Food chain and food web – Bio Geo Chemical Cycles – International Bio Diversity organisations- International Conventions – Conferences and Protocol – Indian Environmental laws and Environment Related organisation	6					

	Course Outcomes	Knowledge Level					
CO	On completion of this course, students will						
1	Develop board knowledge of the different components in polity	K1,K2,K3,K4					
2	Understand the Geographical features across countries and in India K1,F						
3	Acquire knowledge on the aspects of Indian Economy	K1,K2,K3,K4,K5,K6					
4	Understand the significance of India's Freedom Struggle	K1,K2,K3,K4,K5,K6					
5	Gain knowledge on Ecology and Environment	K1,K2,K3,K4,K5					
	Textbooks						
1.	Class XI and XII NCERT Geography						
2.	History – Old NCERT'S Class XI and XII						
	Reference Books						
1.	M. Laxmi Kant (2019), Indian polity, McGraw- Hill						
2.	Ramesh Singh (2022), Indian Economy, McGraw - Hill						
3.	G.C Leong, Physical and Human Geography, Oxford University Pro	ess					
4.	Majid Hussain- India Map Entries in Geography, GK Publications	Pvt, Ltd.					
NOTE: Late	est Edition of Textbooks May be Used						
	Web Resources						
1.	https://www.freebookkeepingaccounting.com/using-excel-in-ac	ccounts					
2.	https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance						
3.	https://www.youtube.com/watch?v=Nv_Nnw01FaU						

Total

30

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	2	3	3
CO3	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	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
CO2	3	3	2	3	3
CO3	2	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3