



# A.D.M College For Women (Autonomous)

Nationally Accredited with 'A' by NAAC (Cycle- III)

Nagapattinam - 611 001

Tamil Nadu.



## PG AND RESEARCH DEPARTMENT OF COMMERCE

M.com.,



**Employability**



**Entrepreneurship**



**Skill Development**

Name of the Programme	Course Code	Title of the Course	Employability	Entrepreneurship	Skill development
M. Com.	PGCC	CC III - Marketing Management	✓		
	PGCE	CC V- Advanced Financial Management	✓		
	PGCF	CC VI-Strategic Management	✓		
	PGCHa	CC-VIII MS Office and Accounting Software Package	✓		
	PGCI	CC - IX- Advanced Corporate Accounting	✓		
	PGCK	CC- XI Advanced Cost Accounting	✓		
	PGCM	CC- XIII - Income Tax Law and Practice	✓		
	PGCN	CC XIV - Human Resource Management	✓		

	PGCB	CC II- Business Environment and Management		✓	
	PGCD	CC-IV- Corporate Laws		✓	
	PGCE3	EC III - Banking and Financial Institutions		✓	
	PGCE5	EC V- Security Analysis and Portfolio Management		✓	
	PGCE1	EC I - Organizational Behaviour			✓
	PGCG	CC VII- Business Statistics			✓
	PGCE2	EC II- Customer Relationship Management			✓
	PGCJ	CC-X – Research Methodology			✓
	PGCL	CC-XII - International Business			✓
	PGCE4	EC IV –Teaching and Learning skills			✓

## Employability Courses – Syllabus

Semester-I / Core Course -III	<b>MARKETING MANAGEMENT</b>	Course Code: <b>PGCC</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<p><b>K - 1</b> Acquire/Remember</p> <p><b>K - 2</b> Understand</p> <p><b>K - 3</b> Apply</p> <p><b>K - 4</b> Analyze</p> <p><b>K - 5</b> Evaluate</p> <p><b>K - 6</b> Create</p>	
<b>Course Objectives</b>	<p><b>The Course aims</b></p> <ul style="list-style-type: none"> <li>• To provide knowledge to the students about Marketing Concepts, Green Marketing, Social Media Marketing and Marketing Environment.</li> <li>• To educate students about Marketing Management and Consumer Behaviour.</li> <li>• To inculcate knowledge on product and pricing.</li> <li>• To gain knowledge about Promotional Activities.</li> <li>• To enable to learn about distribution channels.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<p><b>Introduction</b></p> <p>Introduction to Market, Marketing Management - Meaning and Definition –Evolution of Marketing – Marketing Concept – Green Marketing, Meaning and Elements, Social Media Marketing - Marketing Mix – Marketing Environment – Environmental factors affecting Marketing Functions</p>	18

II	<b>Marketing Management and Consumer Behaviour</b> Marketing Management - Responsibilities of Marketing Manager - Marketing Plans - Planning Process - Marketing Organisation - Marketing Control - Consumer Behaviour - Influencing Factors - Market Segmentatio	18
III	<b>Product and Price</b> Product - Concept - Product Mix - New Product Development - Product Life Cycle - Brand Strategy Decisions - Price, Pricing objectives - Factors affecting price - Methods and Procedure	18
IV	<b>Promotion</b> Promotion - Meaning - Promotion Mix - Objectives of Promotion - Strengths and Limitations of Promotion - Developing Advertising Programme - e-Advertising - Personal Selling - Publicity Practicum - Sales Promotion Techniques - Individual Activity by the students	18
V	<b>Distribution</b> Channels of Distribution - Meaning, Importance - Functions and Type of Distribution Channels - Selection of Channel - Intensity of Distribution - Wholesalers - Retailer	18
<b>Self-Learning Unit VI</b>	<b>International Marketing</b> International Marketing - New Products and Services - Leadership and Organisation for International Marketing - Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing	

**Text Book:** • Pillai R.S.N. & Bagavathi, Marketing Management, S.Chand & Company Private Limited, New Delhi, 2014

**Reference Books:**

- Dr.Gupta .C.B. & Dr. Rajan Nair.N., Marketing Management, Sultan Chan Sons, New Delhi, 2008.
- Sherlekar .S.A., Marketing Management, Himalaya Publishing House, New Delhi, 2012.
- Dr. Natarajan.L., Marketing, Margham Publications, T.Nagar, Chennai, 2013.
- Philip Kotler and Kevin Lane Ketter, Marketing Management, Pearson Education Services Pvt.Ltd., Bengaluru, 2017.

**Web** • <https://studentzone-ngasce.nmims.edu>

**Resources:**

- [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
- [www.crectirupati.com](http://www.crectirupati.com)

**Course** On completion of the course, students should be able to

**Outcomes** CO 1: Understand the concepts of Marketing.

CO 2: Acquire knowledge in the field of Marketing Management and Consumer Behaviour.

CO 3: Familiarise with the various aspects related to Product and price.

CO 4: Develop knowledge on Promotional Activities.

CO 5: Gain knowledge on Distribution Channels.

**Mapping of COs with POs & PSOs:**

<b>CO/PO</b>	<b>PO</b>					<b>PSO</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>C01</b>	S	S	S	S	S	S	S	S	M	S
<b>C02</b>	S	S	S	S	S	S	M	S	S	S
<b>C03</b>	S	M	S	S	S	S	S	M	S	S
<b>C04</b>	S	S	S	M	S	S	M	S	S	S
<b>C05</b>	S	S	S	S	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W - Weakly Correlated

N - No Correlation

Semester-II / Core Course -V	<b>ADVANCED FINANCIAL MANAGEMENT</b>	Course Code: <b>PGCE</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1</b> Acquire/Remember <b>K - 2</b> Understand <b>K - 3</b> Apply <b>K - 4</b> Analyze <b>K - 5</b> Evaluate <b>K - 6</b> Create	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To impart knowledge about basic concepts of financial management.</li> <li>To provide knowledge on working capital management.</li> <li>To educate the students on receivables and inventory management.</li> <li>To inculcate knowledge about risk, return and valuation of securities.</li> <li>To make the students to understand dividend policy.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Introduction</b> Financial Management: Meaning, Nature and Scope of Finance; Financial Goal – Profit vs. Wealth Maximisation; Finance Functions – Investment, Financing and Dividend Decisions	18
II	<b>Working Capital Management</b> <b>Working Capital Management – Determinants of Working Capital</b> – Forecasting of Working Capital Requirements – Cash Management – Motives of holding Cash – Stages in Cash Management: Cash Planning, Collection and Disbursement of Cash, Optimum Cash Balance – Boumul Model – Investment of Surplus Cash	18

III	<b>Receivables Management</b> Receivables Management – Objectives – Factors influencing size of Receivables – Credit Policy – Credit Standard – Credit Term – Collection Policy – Incremental Analysis - Inventory Management – Meaning – Types of Inventory – Purpose of holding Inventory – Excess or inadequate Inventory – EOQ – Levels of Stock -: Reorder Level, Minimum Level and Maximum Level – Techniques – ABC, VED, FSN and HML Analysis	18
IV	<b>Risk and Return and Valuation of Securities</b> Risk and Return – Meaning of Risk – Types – Relationship between Risk and Return. Valuation of Securities – Valuation concept – Bond Valuation – Valuation of Preference Shares, Equity Valuation – Dividend Valuation approach, Earnings Capitalization approach	18
V	<b>Dividend Policy</b> Dividend – Meaning – Forms of Dividend - Dividend Policy – Meaning and Definition – Nature and Objectives – Determinants of Dividend Policy – Dividend Theories – Walter’s Model, Gordon’s Model, Modigliani-Miller Model	18
<b>Self-Learning</b> Unit VI	<b>Financing Planning</b> Financial Planning – Objectives of Financial Planning - Factors influencing Financial Planning – Estimating Capital Requirements- Capitalisation	

**Text Book:** • Dr. Maheshwari S.N, Financial Management, Sultan Chand & Sons, New Delhi, 15<sup>th</sup> Edition 2018.

**Reference** • Dr. Prasanna Chandra, Fundamentals of Financial Management, TMH Publication, Mumbai, 2011.



- Books:**
- Khan & Jain, Financial Management, Tata Mc graw Hill Publisher, New Delhi.
  - Pandey. I.M., Financial Management, Sultan Chand & Sons., New Delhi.
  - Dr. Ramachandran R. & Dr. Srinivasan R., Financial Management, Sriram Publications, Tiruchi, 2010.
  - Rustagi. R.P., Financial Management: Theory, Concept and Problems, Galgotia.
  - Sharma & Gupta, Financial Management, Kalyani Publication, Chennai.

**Web** • icmai.in

- Resources:**
- <https://examupdates.in>
  - <https://gurukpo.com>
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**Course** On completion of the course, students should be able to

- Outcomes**
- CO 1: Understand the basic concepts of financial management.
  - CO 2: Estimate working capital requirements and cash planning.
  - CO 3: Evaluate credit policies and assess various inventory levels.
  - CO 4: Analyze risk and return, compute value of securities.
  - CO 5: Acquire knowledge on dividend policy and theories of dividend policy.

**Mapping of COs with Pos & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	M	M	S	S
CO3	S	M	S	S	M	S	S	M	S	S

<b>C04</b>	S	S	S	S	S	S	M	M	S	S
<b>C05</b>	S	S	M	M	S	S	S	S	S	S

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Semester-II / Core Course -VI	<b>STRATEGIC MANAGEMENT</b>	Course Code: <b>PGCF</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1</b> Acquire/Remember <b>K - 2</b> Understand <b>K - 3</b> Apply <b>K - 4</b> Analyze <b>K - 5</b> Evaluate <b>K - 6</b> Create	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To provide knowledge about leadership and decision making strategies.</li> <li>To impart knowledge about situation analysis.</li> <li>To educate the students on corporate strategies.</li> <li>To gain knowledge on business strategies.</li> <li>To inculcate knowledge about strategic evaluation and control.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	Introduction Definition – Benefits – Risks – Strategic Change, Reasons-Resistance to Strategic Changes – Overcoming the Resistance. Strategic Leadership – Functions – Features – Kinds. Implementation and Decision Making	18
II	Situation Analysis SWOT Analysis – Environmental Scanning and Industry Analysis – Vision –Mission – Goals and Objectives – Social Responsibility and Business Ethics	18

III	Corporate Strategies Corporate Strategies – Grand Strategies – Stability Strategies – Expansion Strategies – Retrenchment Strategies – Combination Strategies	18
IV	Business Strategies Business Strategies – Total Quality Management – Functional Strategies – BCG Growth - Share Matrix – Strategic Choice – Development of Policies	18
V	Strategic Control and Evaluation Strategic Control and Evaluation – Establishing Strategic Control – Premise Control – Implementation Control – Strategic Surveillance – Special Alert Control – Techniques of Strategic Control and Evaluation - Strategic Issues in Managing Technology and Innovation	18
<b>Self-Learning Unit VI</b>	Global Strategy Analyzing Competitive advantage in International context, Global Value Chain, Global Integration versus National Differentiation	

**Text Book:**

- Azhar Kazmi, Strategic Management, Tata McGraw, Hill Publishing Company Ltd, 7 West Patel Nagar, New Delhi, 2015.

**Reference Books:**

- Charles W.L., Hill, Gareth R. Jones, Strategic Management, Biztantra, New Delhi, 2008.
- Dr. Singh, S .P. Strategic Management, AITBS Publishers, New Delhi, 2016.
- Singh U.K., Narayan. B., Strategic Management, ANMOL Publications Pvt. Ltd., New Delhi.

**Web** • [w ww.sasurieengg.com](http://www.sasurieengg.com)

**Resources:** • [www.rjspm.com](http://www.rjspm.com)  
• [www.pondiuni.edu.in](http://www.pondiuni.edu.in)  
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**Course** On completion of the course, students should be able to

**Outcomes** CO 1: Learn about leadership and decision making strategies.  
CO 2: Acquire knowledge about situation analysis.  
CO 3: Familiarise with corporate strategies.  
CO 4: Understand the strategies relating to business units.  
CO 5: Gain knowledge on strategic evaluation and control strategies.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>C01</b>	S	S	S	S	S	S	S	S	M	S
<b>C02</b>	S	S	S	S	S	S	S	M	S	S
<b>C03</b>	S	M	S	S	M	S	S	S	M	S
<b>C04</b>	S	S	S	S	S	S	S	S	S	S
<b>C05</b>	S	S	M	S	S	S	S	S	S	S

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Semester-II / Core Course - VIII	<b>MS OFFICE AND ACCOUNTING SOFTWARE PACKAGE - THEORY</b>	Course Code: <b>PGCHA</b>
Instruction Hours: 2	Credits:2	Exam Hours: 3
Internal Marks -10	External Marks-30	Total Marks: 40

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To make the students to understand the basics of computers.</li> <li>• To enable the students to acquire knowledge on MS Word 2007.</li> <li>• To provide knowledge about MS Excel and Power Point.</li> <li>• To educate the students about accounting software package.</li> <li>• To impart knowledge on inventory accounting.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	Introduction Computer - Meaning - Characteristics - Components - Types of Computers - Structure of Computer - Input and Output Devices	6
II	<b>MS Word 2007</b> <b>MS Word 2007 - Features - Creating, Editing, Formatting Documents - Inserting Objects - Spelling and Grammar Check - Word Check - Thesaurus and Auto Correct - Mail Merge - Table Creation</b>	6

III	MS Excel and Power Point MS Excel – Features – Editing and Formatting Worksheet- Different types of Charts- Filtering of Data – Financial and Statistical Functions. MS Power Point – Slide Design and Preparation	6
IV	Accounting Software Package Accounting Software Package – Features of Tally – Company Creation Create, Alter, Delete Groups, Ledger, Vouchers – Types of Accounting vouchers	6
V	Inventory Accounting Inventory Accounting – Creation of Stock Groups, Stock Items, Stock Categories – Cost Category and Cost Centres – Purchase Order and Sales Order	6
<b>Self- Learning Unit VI</b>	Emerging Trends in Accounting Automated Accounting Processes, Cloud-Based Accounting, Block Chain Accounting , Role of Artificial Intelligence in Accounting and Forensic Accounting	

**Text Book:**

- Prof. MohanKumar K. & Dr. Rajkumar S., Computer Applications in Business, Tata McGraw Hill Education Private Limited, New Delhi., 2009.

**Reference Books:**

- Namrata Agarwal, Financial Accounting using Tally, Dream tech Press, New Delhi.
- Palanivel S., Tally, Accounting Software, Margham Publications, Chennai.
- Rizwan Ahmed P., Computer Applications in Business with Tally ERP 9, Margham Publications, Chennai, 2018.

- Web** • [www.ddegjust.ac.in](http://www.ddegjust.ac.in)
- Resources:** • <https://www.docsity.com>

**Course** On completion of the course, students should be able to

- Outcomes**
- CO 1: Understand the basic of computers.
  - CO 2: Learn about MS Word 2007.
  - CO 3: Familiarise with MS Excel and Power Point.
  - CO 4: Gain practical knowledge on accounting software package.
  - CO 5: Understand about inventory accounting using tally.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					POS				
	1	2	3	4	5	1	3	4	5	6
<b>CO1</b>	M	M	M	S	M	M	M	S	S	S
<b>CO2</b>	M	M	S	S	M	S	M	S	S	M
<b>CO3</b>	S	M	S	S	M	S	S	S	S	M
<b>CO4</b>	M	M	S	S	M	S	S	S	S	S
<b>CO5</b>	S	M	M	S	S	S	S	S	M	S

S - Strongly Correlated

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Semester-II / Core Course - VIII	<b>MS OFFICE AND ACCOUNTING SOFTWARE PACKAGE - PRACTICAL</b>	Course Code: <b>PGCHBY</b>
Instruction Hours: 4	Credits:3	Exam Hours: 3
Internal Marks -15	External Marks - 45	Total Marks: 60

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To make the students to understand the basics of computers.</li> <li>• To enable the students to acquire knowledge on MS Word 2007.</li> <li>• To provide knowledge about MS Excel and Power Point.</li> <li>• To educate the students about accounting software package.</li> <li>• To impart knowledge on inventory accounting.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>MS Word</b> <ol style="list-style-type: none"> <li><b>1. Creating business letters.</b></li> <li><b>2. Creating Application for job with Bio - data.</b></li> <li><b>3. Creating Circular letter with Mail Merge option.</b></li> <li><b>4. Creating table using split and merge option.</b></li> </ol>	12
II	<b>MS EXCEL &amp; POWER POINT</b> <ol style="list-style-type: none"> <li><b>1. Creating Worksheet for Mark Sheet and Pay Slip</b></li> <li><b>2. Creating Charts</b></li> <li><b>3. Filtering data using Auto Filter, Custom Filter using</b></li> </ol>	12

	<p>comparison operators</p> <p>4. Preparation of Organisation Chart of a Company using Power Point</p> <p>5. Preparation of Organisation Chart of a Company using Power Point</p>	
III	<p><b>ACCOUNTING PACKAGE</b></p> <p>1. Preparing Voucher entries for given transactions.</p> <p>2. Preparing Final accounts from Trial balance.</p>	12
IV	<p><b>INVENTORY ACCOUNTING</b></p> <p>1. Creating Stock category and stock groups.</p> <p>2. Inventory Valuation.</p>	12
V	<p><b>FINANCIAL REPORTS</b></p> <p>1. Creating Ledgers.</p> <p>2. Creating Purchase order.</p> <p>3. Report Creation - B/S, P&amp;L A/c.</p> <p>4. Report Creation - B/S, P&amp;L A/c.</p>	12

**Text Book:**

- Prof. MohanKumar K. & Dr. Rajkumar S., Computer Applications in Business, Tata McGraw Hill Education Private Limited, New Delhi., 2009.

**Reference Books:**

- Namrata Agarwal, Financial Accounting using Tally, Dream tech Press, New Delhi.
- Palanivel S., Tally, Accounting Software, Margham Publications, Chennai
- Rizwan Ahmed P., Computer Applications in Business with Tally ERP 9, Margham Publications, Chennai, 2018

- Web**
- [www.ddegjust.ac.in](http://www.ddegjust.ac.in)
- Resources:**
- <https://www.docsity.com>
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**Course** On completion of the course, students should be able to

**Outcomes**

- CO 1: Understand the basic of computers.
- CO 2: Learn about MS Word 2007.
- CO 3: Familiarise with MS Excel and Power Point.
- CO 4: Gain practical knowledge on accounting software package.
- CO 5: Understand about inventory accounting using tally.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					POS				
	1	2	3	4	5	1	3	4	5	6
<b>CO1</b>	M	M	M	S	M	M	M	S	S	S
<b>CO2</b>	M	M	S	S	M	S	M	S	S	M
<b>CO3</b>	S	M	S	S	M	S	S	S	S	M
<b>CO4</b>	M	M	S	S	M	S	S	S	S	S
<b>CO5</b>	S	M	M	S	S	S	S	S	M	S

S - Strongly Correlated

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Semester-III / Core Course - IX	<b>ADVANCED CORPORATE ACCOUNTING</b>	Course Code: <b>PGCI</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To provide in depth knowledge on amalgamation and reconstruction of companies.</li> <li>• To develop the understanding about valuation of goodwill, shares and liquidation of companies.</li> <li>• To impart knowledge on Holding company accounts.</li> <li>• To help the students to get an idea about Banking and Insurance company accounts.</li> <li>• To give an exposure to the specialised accounting.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>Reconstruction of Companies</b> <b>Amalgamation, External and Internal Reconstruction of Companies</b>	18
II	<b>Goodwill and Share Valuation and Liquidation of Companies</b> <b>Valuation of Goodwill and Shares - Liquidation of Companies</b>	18
III	<b>Holding Company Accounts</b>	18

	<b>Holding Company Accounts - Consolidated Balance Sheet.</b>	
IV	<b>Banking and Insurance Company Accounts</b> <b>Banking Company Accounts - Insurance Company Accounts - Life and General Insurance (New Format) Contingency and Events occurring after the Balance sheet date (AS 4)</b>	18
V	<b>Specialised Accounting</b> <b>Inflation Accounting (CPP Method only) - Human Resource Accounting - Definition-Objectives - Valuation Methods - Advantages. Social Responsibility Accounting</b>	18
<b>Self Learning Unit VI</b>	<b>Final Accounts of Companies</b> <b>Trading, Profit and Loss and Balance Sheet of a company in New Format</b>	

- Text Book:**
- S.P. Jain and L.L. Narang. Corporate Accounting, Kalyani Publishers, Chennai.
  - T.S.Reddy and Dr. A.Murthy, Corporate Accounting, Margham Publications, 24, Rameswaram Road, T. Nagar, Chennai 600 017. (Reprint 2018)

- Reference Books:**
- Dr. Arulanandam M.A and Raman K.S –Corporate Accounting, Himalaya Publishing House, 'Ramdoot' Dr. Bhaleero Marg. Giragaon, Mumbai -4
  - Dr. Ganeson.S and S. R. Kalavathy, Corporate Accounting, Thirumalai, Publication Publishers and Book Sellers, Nagorkovil – 1.
  - Gupta R. L. and Radhaswamy M. Corporate Accounting, Sultan Chand & Sons., Educational Publishers, 24,Dharyaganj, NewDelhi 100 002.

**Web** • [www.hsfpp.org/articles](http://www.hsfpp.org/articles)

**Resources:** • [www.irs.gov](http://www.irs.gov)

**Course** On completion of the course, students will be able to :

**Outcomes** CO 1: Understand the procedure for amalgamation and reconstruction of companies.

CO 2: Gain knowledge on valuation of goodwill, shares and liquidation of companies.

CO 3: Prepare the consolidated balance sheet.

CO 4: Enrich their knowledge on Banking and Insurance company accounts.

CO 5: Acquire knowledge on specialised accounting.

#### Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	S	S	S	S	S	M	M	S	S
<b>CO2</b>	S	S	S	S	S	S	M	M	S	S
<b>CO3</b>	S	M	S	S	M	S	S	M	S	S
<b>CO4</b>	S	S	S	S	S	S	M	M	S	S
<b>CO5</b>	S	S	M	M	S	S	S	S	S	S

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N - No Correlation

Semester-III / Core Course -XI	<b>ADVANCED COST ACCOUNTING</b>	Course Code: <b>PGCK</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To enable the students to understand the procedures in job, batch and contract costing.</li> <li>• To acquire knowledge about process costing.</li> <li>• To make the students to understand the costing procedure for various services.</li> <li>• To provide knowledge on marginal costing.</li> <li>• To inculcate the students about standard costing and variance analysis.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>Job, Batch and Contract Costing</b> <b>Job Costing – Features and Objectives –Merits and Limitations – Job Costing Procedure – Job Cost Sheet – Batch Costing - Determination of EBQ or Economic Lot Size</b> <b>Contract Costing – Definition - Features of Contract Costing - Calculation of Profit on Contracts – Contract Costing vs. Job Costing – Preparation of Contract Account</b>	18
II	<b>Process Costing</b> <b>Process Costing – Meaning - Features of Process Costing - Process Loss - Normal and Abnormal Loss - Abnormal Gain -</b>	18

	<b>Joint Products - By Products - Concept of Equivalent Production - Process Accounts - Process Losses and Gains</b>	
III	<b>Operating Costing Operating Costing - Meaning and Definition - Preparation of Operating Cost Sheet - Transport Costing - Power Supply Costing - Hospital Costing (Simple Problems)</b>	18
IV	<b>Marginal Costing Marginal Costing - Meaning and Definition - Features - Advantages and Limitations - Difference between Marginal Costing and Absorption Costing - Contribution - P/V Ratio - Break Even Point - Margin of Safety - Preparation of Marginal Cost Statement</b>	18
V	<b>Standard Costing Definition - Objectives - Advantages - Standard Cost and Estimated Cost - Installation of Standard Costing - Variance analysis - Material, Labour, Overhead, and Sales Variances - Calculation of Variances</b>	18
<b>Self-Learning Unit VI</b>	<b>Reconciliation of Cost and Financial Accounts Reconciliation of Cost and Financial Accounts - Meaning - Need and Objectives - Reasons for differences in profit - Procedure for preparation of Reconciliation Statement - Preparation of Memorandum Reconciliation Account</b>	

Text Book: • Reddy.T.S. & Dr. Hari Prasad Reddy. Y Cost Accounting, Margham Publications, Chennai.



- Reference
- Arora M.N., Cost Accounting, S. Chand & Co., New Delhi.
- Books:
- Jain & Narang, Cost Accounting, Kalyani Publisher, Chennai.
  - Maheswari S.N., Cost Accounting, Sultan Chand & Sons., New Delhi.
  - Pillai R.S.N.& Bagawathi, Cost Accounting, S. Chand & Co., New Delhi.
- Web
- <http://www.academia.edu>
- Resources:
- <https://www.msuniv.ac.in>
  - [www.egyankosh.ac.in](http://www.egyankosh.ac.in)

**Course** On completion of the course, students should be able to

- Outcomes**
- C01: Acquire knowledge about the preparation of job, batch and contract costing.
- C02: Gain knowledge on process costing.
- C03: Prepare operating cost statement for various services.
- C04: Familiarise with the preparation of marginal cost statement.
- C05: Acquire knowledge on standard costing and variance analysis.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	3	4	5	6
<b>C01</b>	S	S	S	S	S	S	M	M	S	S
<b>C02</b>	S	S	S	S	S	S	M	M	S	S
<b>C03</b>	S	M	S	S	M	S	S	M	S	S
<b>C04</b>	S	S	S	S	S	S	M	M	S	S
<b>C05</b>	S	S	M	M	S	S	S	S	S	S

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N - No Correlation

Semester-IV / Core Course XIII	<b>INCOME TAX LAW AND PRACTICE</b>	Course Code: <b>PGCM</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To impart knowledge the basic concepts and computation of Income under the head salary.</li> <li>To enable the students to understand the procedure for computing income from house property and capital gains.</li> <li>To provide knowledge on the computation of income from business and other sources.</li> <li>To inculcate the various deductions available for an individual and computation of the tax liability of an individual and firm.</li> <li>To help the students to get an idea about the administrative procedures and clubbing of incomes.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Basic Concepts and Salary Income Basic Concepts – Income – Person – Assessee – Previous Year – Assessment Year – Computation of Income under the head Salary – Deductions from Salary – Provident Fund</b>	18
II	<b>Income from House Property and Capital Gains Computation of Income under the head Income from House</b>	18

	<b>Property - Deductions allowed. Income from Capital Gains - Types of Capital Assets - Exemptions - Computation of Capital Gain</b>	
III	<b>Income from Business and Profession &amp; Other Sources Income from Business and Profession - Computation - Deductions allowed - Valuation of Stock. Income from Other Sources - Computations of Income under Other Sources - Deductions allowed</b>	18
IV	<b>Deductions from Total Income Deductions to be made - 80C, 80CCC, 80CCD, 80D, 80DD, 80DDDB, 80E, 80G, 80GG and 80U in Computation of Total Income and Tax Liability of an Individual and Firm</b>	18
V	<b>Aggregation of Incomes and Assessment Procedures of Incomes, Set-off and Carry Forward of Losses, Procedure for Assessment - Filing of Return - PAN, TAN, Tax Deducted at Source and Collected at source - Appeals and Revision</b>	18
<b>Self- Learning Unit VI</b>	<b>Residential Status and Income Exempted from Tax Determination of Residential Status , Incomes which are partially and fully exempted from tax</b>	

- Text Book:
- Reddy T.S. and Dr.A. Murthy Income Tax Law and Practice, Margham Publications, No. 24, Rameswaram Road, T. Nagar ,Chennai 600 017.
  - Gaur .V.P.& Narang.D.B. - Income Tax Law and Practice, Kalyani Publilshers, No. 1 Mahalakshmi Street, T.Nagar, Chennai - 600 017.



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Semester-IV / Core Course XIV	<b>HUMAN RESOURCE MANAGEMENT</b>	Course Code: <b>PGCN</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To make the students understand the basis concepts of human resource management and human resource information system</li> <li>• To provide knowledge to the students about human resource planning.</li> <li>• To acquire knowledge about recruitment and selection procedure.</li> <li>• To enable the students to learn about financial and non- financial incentives.</li> <li>• To inculcate the students about employees health and safety.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>Introduction</b> <b>Human Resource Management - Meaning - Objectives - Scope of HRM - Functions of HRM - Evolution and Development of HRM - Qualities and Role of Human Resource Manager - Recent Trends in HRM Practices - Human Resource Information System - Need and Benefits</b>	18
II	<b>Human Resource Planning</b> <b>Human Resource Planning - Meaning and Definition - Objectives of Human Resource Planning - Need and</b>	18

	<b>Importance of HRP - Human Resource Planning Process - Problems of HRP - Job Analysis - Job Description - Job Specification</b>	
III	<b>Acquisition and Development</b> <b>Recruitment - Sources of Recruitment including Human Resource Outsourcing - e-Recruitment. Selection Process - Employment Tests and Interview - Training and Development - Career Planning - Succession Planning</b>	18
IV	<b>Compensation</b> <b>Wage and Salary Administration - Incentives - Financial and Non-Financial - Fringe Benefits - Morale and Productivity</b>	18
V	<b>Maintenance and Retention</b> <b>Performance Appraisal - Employee Health and Safety - Social Security - Workers' Participation in Management</b>	18
Self Learning Unit VI	<b>Quality of Work Life</b> <b>Quality of Work Life - Meaning - Definition - Factors Responsible For Quality Work Life - Measures to Improve Quality Work Life - Benefits</b>	

- Text Book:
- Khanka.S.S., Human Resource Management, S.Chand & Company P Limited, New Delhi.
- Reference Books:
- Bhatia. B.S. and Batra. G.S., Human Resource Management, Deep & Deep Publications, New Delhi.
  - Subba Rao.P., Essentials of Industrial Relations, Himalaya Publishing House, New Delhi.
  - Sharma.R.C., Human Resource Management, Galgotia Publishing Company, New Delhi.
  - Prasad.L.M., Human Resource Management, Sultan Chand & Sons., New Delhi.

- Web
- [www.peoplehrindia.com](http://www.peoplehrindia.com)
- Resources:
- [www.batchmaster.co.in](http://www.batchmaster.co.in)
  - [www.hrmantra.com](http://www.hrmantra.com)
  -

**Course** After the successful completion of the course, the students should able to :

**Outcomes**

C01: Understand about human resource management and human resource information system.

C02: Gain knowledge about human resource planning.

C03: Learn about recruitment sources and selection procedure.

C04: Acquire knowledge about financial and non-financial incentives.

C05: Know about employees health and safety.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>C01</b>	S	S	S	S	S	S	S	S	M	S
<b>C02</b>	S	S	S	S	S	S	S	M	S	S
<b>C03</b>	S	M	S	S	M	S	S	S	M	S
<b>C04</b>	S	S	S	S	S	S	S	S	S	S
<b>C05</b>	S	S	M	S	S	S	S	S	S	S

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## Entrepreneurship Courses – Syllabus

Semester-I / Core Course - II	<b>BUSINESS ENVIRONMENT AND MANAGEMENT</b>	Course Code: <b>PGCB</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To impart knowledge about the basic concepts of business environment.</li> <li>• To provide knowledge on LPG and second-generation reforms.</li> <li>• To educate the students about planning and organization.</li> <li>• To make the students to understand motivation theories and techniques of control.</li> <li>• To inculcate knowledge on corporate governance and ethics.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>Business Environment</b> <b>Meaning and Elements of Business Environment, Factors affecting Business Environment – Economic Environment, Economic Policies, Economic Planning</b>	18

II	<b>Legal and Policy Environment</b> <b>Legal Environment of Business in India, Competition Policy, Consumer Protection, Environment Protection; Liberalization, Privatization and Globalization, Second Generation Reforms, Industrial Policy and Implementation, Industrial Growth and Structural Changes</b>	18
III	<b>Planning and Organization</b> <b>Planning - Objectives, Strategies, Types of Plans, Planning Process, Decision-Making, Organizing- Organizational Structure- Formal and Informal Organizations, Committees. Staffing - Meaning, Significance, Process</b>	18
IV	<b>Directing and Control</b> <b>Communication - Need, Importance, Types, Barriers, Motivation- Meaning, Importance, Methods of Motivation, Theories of Motivation - Maslow's Need Hierarchy Theory, McGregor's X Theory and Y Theory, Herzberg's Two Factor Model Theory, Controlling - Techniques of Control</b>	18
V	<b>Corporate Governance and Ethics</b> <b>Corporate Governance - Meaning, Importance- Features, Business Ethics - Meaning, Need, Features</b>	18
Self Learning Unit VI	<b>Global Trends in Business environment</b> <b>Empowering the Workforce, Smarter Business , Digitalization and Disruption</b>	

- Text Book:
- DinkarPagare, Business Management, Sultan Chand & Sons., New Delhi.
  - Dr.Gupta.C.B., Business Environment, Sultan Chand & Sons., New Delhi.

Reference Books: • Francis Cherunilam, Business Environment and Policy, Himalaya Publishing House, New Delhi, 2013.

• Dr.Sankaran.S., Business Environment, Margham Publications, Chennai, 2013.

Sharma. R.K & Shashi.K. Gupta, Business Organization & Management, Kalyani Publishers, Chennai, 2011

Web Resources: • <http://www.planningcommission.gov.in/aboutus/history/index.phpabout=abouttbody.html>

• [http://www.answers.com/Q/impactof\\_economic\\_environment\\_of\\_business](http://www.answers.com/Q/impactof_economic_environment_of_business)

• [http://www.financialeconomicsof/2011/04/economic\\_environment\\_kinds\\_of\\_environment.html](http://www.financialeconomicsof/2011/04/economic_environment_kinds_of_environment.html)

**Course** On completion of the course, students should be able to

**Outcomes** CO 1: Understand the basic concepts of business environment.

CO 2: Acquire knowledge about LPG and second-generation reforms.

CO 3: Familiarize with functions of business management.

CO 4: Expose to motivation theories and techniques of control.

CO 5: Learn about corporate governance and ethics.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	S	S	S	S	S	M	M	S	S
<b>CO2</b>	S	S	S	S	S	S	M	M	S	S
<b>CO3</b>	S	M	S	S	M	S	S	M	S	S

<b>C04</b>	S	S	S	S	S	S	M	M	S	S
<b>C05</b>	S	S	M	M	S	S	S	S	S	S

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Semester-I / Core Course -IV	<b>CORPORATE LAWS</b>	Course Code: <b>PGCD</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To impart knowledge about the provisions of companies act.</li> <li>• To provide knowledge on Industries (Development and Regulation) Act, 1951</li> <li>• To make the students to understand about Foreign Exchange Management Act, 1999</li> <li>• To inculcate knowledge about Consumer Protection Act.</li> <li>• To educate the students on Water and Air Pollution Act.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
<b>Unit I</b>	<b>Companies Act</b> <b>Companies Act (Amendment) 2013 relating to Company Administration - Board of Directors - Managing Director - Provisions relating to various Types of Meetings</b>	18

Unit II	<p><b>Industries (Development and Regulation) Act, 1951</b></p> <p><b>Industries (Development and Regulation) Act, 1951 - Object - Definitions - Central Advisory Council - Development Council - Regulation of Scheduled Industries - Registration and Licensing - Investigation and Takeover of Management by Central Government - Effect of Central Government's Order - Management and Control of undertakings owned by Companies during Liquidation - Power to provide Relief Measures - Power to exempt Special Cases - Penalties</b></p>	18
Unit III	<p><b>Foreign Exchange Management Act, 1999</b></p> <p><b>Foreign Exchange Management Act, 1999 - Definition of terms - Regulation and Management of Foreign Exchange - Authorized Person - Contravention and Penalties -Adjudication and Penalties - Directorate of Enforcement</b></p>	18
Unit IV	<p><b>Consumer Protection Act, 1986</b></p> <p><b>Consumer Protection Act 1986 - Definition - Consumer Protection Council - Consumer Disputes Redressal Agencies - District Forum - State Commission - National Commission</b></p>	18
Unit V	<p><b>Water and Air (Prevention and Control of Pollution) Act</b></p> <p><b>Water (Prevention and Control of Pollution) Act, 1974 - Definition - Functions and Powers of</b></p>	18

	<p><b>various Boards - Compliance regarding Discharges causing Pollution, Penalties and Offences – Air (Prevention and Control of Pollution) Act, 1981 – Definitions - Functions and Powers of various Board – Duties of Occupier of Specified Industries to ensure adherence to Standard Offences by Companies</b></p>	
<p><b>Self-Learning</b> Unit VI</p>	<p><b>Introduction to Company Law</b> <b>Characteristics of a Company-Lifting of Corporate Veil- Type of Companies including One Person Company, Small Company and Dormant Company</b> <b>- Association not for Profit – Illegal Association</b></p>	

**Text Book:**

- Dr.Sankaran.S,Corporate and Economic Laws, Margham Publications, Chennai,2017.
- Kapoor N.D. & Dr.G.K.Kapoor, Corporate Laws and Secretarial Pr: Premier Book Company, New Delhi, 2016.

**Reference**

- TejpalSheth, Corporate Laws, Taxman Publication, Mumbai.

**Books:**

- S.S.Gulshan and G.K.Kapoor , Economic and other Legislations, Sultan Chand&Sons, New Delhi.

- Web**
- <https://indiankanoon.org.doc>
- Resources:**
- <https://labour.gov.in>
  - <https://www.lawctopus.com.foreign>

**Course** On completion of the course, students should be able to

**Outcomes**

- CO1: Understand the provisions of companies act.  
 CO2: Learn about Industries (Development and Regulation) Act.  
 CO3: Gain knowledge about the Foreign Exchange Management Act.  
 CO4: Familiar with the Consumer Protection Act.  
 CO5: Develop knowledge on Water and Air (Prevention and control of pollution) Act.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	M	S	S	S	S	M	S	S	S
<b>CO2</b>	S	S	S	S	S	S	S	M	S	S
<b>CO3</b>	M	M	S	S	M	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	M	S	S	S
<b>CO5</b>	S	S	M	M	S	S	S	S	S	S

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Semester-III / Elective Course - III	<b>BANKING AND FINANCIAL INSTITUTIONS</b>	Course Code: <b>PGCE3</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To impart knowledge about Banking and Financial Institutions.</li> <li>• To provide knowledge about E-banking.</li> <li>• To inculcate knowledge on Electronic money.</li> <li>• To educate the student about central level financial institutions.</li> <li>• To enable the students to gain knowledge state level financial institutions.</li> </ul>	
<b>UNIT</b>	<b>CONTENT</b>	<b>NO. OF HOURS</b>
I	<b>Banking</b> <b>Banking -Introduction -Definition -Nature of Banking -Types of Banks - Functions - Financial Markets- Central Banking vs. Commercial Banking - Role of Banks in Economic Development - Banking Sector Reforms in Ind</b>	18
II	<b>E-Banking</b> <b>E-Banking - Benefits - Internet Banking - Various activities under E-Banking - Services of E- Banking</b>	18

	<p><b>- Mobile Banking - Telephone Banking - ATM Cards</b></p> <p><b>- Plastic Cards - Smart Cards -Uses of Smart Card -</b></p> <p><b>Credit Cards. Money Transfer Apps -Digital</b></p> <p><b>Transactions</b></p>	
III	<p><b>Electronic Money</b></p> <p><b>Electronic Money - Meaning-- Categories -Electronic</b></p> <p><b>Payment Systems - Advantages and Disadvantages</b></p> <p><b>of Electronic Payment System - Electronic Fund</b></p> <p><b>Transfer - Benefits of Electronic Fund Transfer -</b></p> <p><b>Electronic Clearing Systems</b></p>	18
IV	<p><b>National Level Financial Institutions</b></p> <p><b>Industrial Development Bank of India (IDBI) -</b></p> <p><b>Industrial Finance Corporation of India (IFCI) -</b></p> <p><b>Small Industrial Development Bank of India (SIDBI) -</b></p> <p><b>-Life Insurance Corporation of India (LIC) - Export</b></p> <p><b>and Import Bank India (EXIM) - Unit Trust of India</b></p>	18
V	<p><b>State Level Financial Institution</b></p> <p><b>State Financial Corporation (SFCs) - Objectives -</b></p> <p><b>State Industrial Development Corporation (SIDCO)</b></p> <p><b>- Rural Banking - NABARD - Functions - Structure</b></p>	18

**Text Book:**

- Sankaran.S., Currency and Banking, MarghamPublications, T.Nagar, Chennai.

- Reference Books:**
- Saravanavel.P., Banking Theory Law & Practice, MarghamPublications, T.Nagar, Chennai.
  - Sundaram and Varshney, Banking Theory Law & Practice, Sultan Chand & Sons., New Delhi.
  - Gurusamy.S., Banking Theory law and Practice, Tata McGraw Hill Education Pvt.Ltd,New Delhi.

- Web Resources:**
- <http://investopedia.com>
  - <http://wikifinancepedia.com>

**Course Outcomes** On completion of the course,students should be able to

**Outcomes**

CO 1: Understand the basic concept of banking and financial institutions

CO 2: Gain knowledge about E-Banking.

CO 3: Acquire knowledge about E-Money.

CO 4: Learn about Central level financial institutions.

CO 5: Understand the state level financial institutions.

Semester-IV / Elective Course V	<b>SECURITYANALYSIS &amp; PORTFOLIO MANAGEMENT</b>	Course Code: <b>PGCE5</b>
Instruction Hours: 5	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To provide knowledge about concept and form of investment.</li> <li>To educate the students about the operations of securities market.</li> <li>To understand the fundamental analysis and portfolio analysis.</li> <li>To provide information regarding bond portfolio management strategies</li> <li>To make sound investment decision in the context of portfolio investment.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Investment</b> <b>Investment - Nature - Scope - Objectives - Media - Factors favourable for Investment - Investment Management - Security and Non-Security forms of Investment - The Investment Process - Stages in Investment</b>	15
II	<b>New Issue Market</b> <b>New Issue Market - Role of New Issue Market - The Relationship of New Issue Market and Stock Exchanges - Mechanism of Security Trading in Stock Exchanges - Listing of Securities - Legal Control &amp; Stock Exchanges in India</b>	15

III	<b>Security Analysis</b> <b>Security Analysis – Approaches to Security Analysis – Technical, Fundamental Analysis – Random Walk Theory – Market Indicators – Dow Theory – Efficient Market Hypothesis</b>	15
IV	<b>Portfolio construction and Analysis</b> <b>Portfolio Construction and Analysis – Traditional Vs. Modern Risk and Return – Rationale of Diversification of Investment –Markovitz Theory and Capital Asset Pricing Model</b>	15
V	<b>Investment Companies</b> <b>Investment Companies in India – Mutual Fund Operations in India – Unit Trust of India Schemes -SEBI and RBI Guidelines for Mutual Fund</b>	15

**Text Book:**

- Avadhani.V.A., Investment and Security Market in India, Himalaya Publishing House, New Delhi 201

**Reference Books:**

- Bhalla.V.K., Investment Management and Portfolio Management, S.Chand & Co., New Delhi, 2008
- Prasanna Chandra, Investment Analysis and Portfolio Management, MC Graw Hill Publishing Company Ltd, New Delhi, 2017
- Preeti Singh, Investment Management, Himalaya Publishing House, New Delhi, 2015
- S.Kevin, Security Analysis and Portfolio Management, Prentice Hall of India, Private Limited, New Delhi 2015

**Web** • [www.sasurieengg.com](http://www.sasurieengg.com)

**Resources:** • [www.ddegiust.ac.in](http://www.ddegiust.ac.in)

• [www.pondiuni.edu.in](http://www.pondiuni.edu.in)

**Course** After the successful completion of the course, the students should able to :

**Outcomes**

CO1: Create an awareness about risk and return of different investments

CO2: Analyse theoretical and practical background in the field of investment.

CO3: Help them to understand security analysis and management.

CO4: Design and manage the bond and portfolio.

CO5: Demonstrate current structure and regulation of the Indian financial sector.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	M	M	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S

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## Skill Development Courses – Syllabus

Semester-I / Elective Course -I	<b>ORGANISATIONAL BEHAVIOUR</b>	Course Code: <b>PGCE1</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To equip the students with the concepts relating to organisational behaviour.</li> <li>To inculcate knowledge about group dynamics and team development.</li> <li>To educate the students about leadership.</li> <li>To make the students to understand about organisational conflict.</li> <li>To impart knowledge about organisational changes and development.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Organisational Behaviour</b> <b>Concept and Significance- Organisational Behaviour:</b> <b>Individual Behaviour, Group Behaviour, Emergence and</b> <b>Ethical Perspective- Attitudes, Perception, Learning,</b> <b>Personality, Transaction Analysis</b>	18
II	<b>Group Dynamics and Team Development</b> <b>Definition and Importance, Types of Groups, Group</b> <b>Formation, Group Development, Group Imposition. Group</b>	<b>18</b>

	<b>Performance Factors; Principle Centred Approach to Team Development</b>	
III	<b>Leadership</b> <b>Leadership - Definition - Concept- Features - Types - Qualities - Leadership Styles and Theories, Managerial Grid, Likert's Four Systems of leadership</b>	18
IV	<b>Organisational Conflict</b> <b>Sources of Conflict - Aspects - Levels - Types of Conflict - Organisational Conflict - Resolution Strategies</b>	18
V	<b>Organisational Change and Development</b> <b>Concept - Need - Reasons - Resistance to Change - Overcoming the Resistance to Change - Organisational Development - Organisational Diagnosis - Intervention</b>	18

**Text Book:**

- Prasad. L.M., Organisational Behaviour, Sultan Chand & Sons, New Delhi., 2019.

**Reference Books:**

- Balaji. C.D., Organisational Behaviour, Margham Publications, Chennai, 2016.
- Dr. Jayashankar, Organisational Behaviour, Margham Publications, Chennai, 2016.
- Robbins Stephen. P, Organisational Behaviour, Prentice Hall, New Delhi.

Khanka.S.S, Organisational Behaviour, Sultan Chand & Sons, New Delhi.

**Web**

- [www.crectirupati.com](http://www.crectirupati.com)

**Resources:**

- [www.tmv.edu.in](http://www.tmv.edu.in)
- [www.sxccal.edu](http://www.sxccal.edu)



**Course** On completion of the course, students should be able to

**Outcomes**

CO 1: Understand the concepts relating to organisational behaviour.

CO 2: Learn about group dynamics and team development.

CO 3: Familiarise with leadership styles.

CO 4: Gain knowledge on organisational conflict.

CO 5: Learn about the organisational changes and development.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	M	S	S	S	S	M	S	S	S
<b>CO2</b>	S	S	S	S	S	S	S	M	S	S
<b>CO3</b>	M	M	S	S	M	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	M	S	S	S
<b>CO5</b>	S	S	M	M	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W - Weakly Correlated

N - No Correlation

Semester-II / Core Course -VI	<b>BUSINESS STATISTICS</b>	Course Code: <b>PGCG</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To create an overview about sampling and its various methods.</li> <li>• To impart the knowledge about the degree of relationship between variables and estimate unknown variable from known variable.</li> <li>• To study the various components of Time series.</li> <li>• To impart the basic concept of probability and its probability distributions.</li> <li>• To study the different types of test of hypotheses.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Statistical Survey and Sampling Methods</b> <b>Statistical Survey - Planning and Execution of the Survey.</b> <b>Methods of Sampling - Probability Sampling - Simple Random Sampling- Stratified Sampling- Systematic Sampling- Cluster Sampling. Non- Probability Sampling - Judgement Sampling, Quota Sampling, Convenience Sampling. Sampling and Non-Sampling Errors</b>	18
II	<b>Correlation and Regression Analysis</b> <b>Simple Correlation: Definition - Types of Correlation -</b>	18

	<p><b>Methods of Correlation - Karl Pearson's Coefficient of Correlation - Properties of Correlation Coefficient (no proof) - Spearman's Rank Correlation Coefficient (repeated and not repeated ranks) - Simple problems. Linear Regression - Lines of Regression - Properties of Regression Coefficients (without proof) - Simple problems</b></p>	
III	<p><b>Time Series Analysis</b>  <b>Time Series - Definition - Uses - Components - Measurement of trend - Moving Average Method - Least Square Method (linear model only) - Measurement of Seasonal variation - Simple Average Method -Simple problems.</b></p>	18
IV	<p><b>Probability and Distributions</b>  <b>Probability - Mathematical and Statistical Probability - Types of Events - Addition and Multiplication Theorems - Simple Problems. Random Variable - Definition of Discrete and Continuous Random Variable. Binomial, Poisson and Normal Distributions - Definition - Properties (Without Proof) - Simple Problems. (No Derivations and Fitting of Distributions)</b></p>	18
V	<p><b>Testing of Hypothesis</b>  <b>Concept of Sampling Distribution and Standard Error- Uses of Standard Error. Test of Hypothesis - Null and Alternative Hypothesis - Type I and Type II Errors - One Tailed and Two Tailed Tests - Level of Significance - Procedure of Testing Hypothesis -- Tests of Significance - Large Sample Test: Test for Single Proportion, Difference of Proportions, Single Mean, Difference of Means - Simple problems.</b>  <b>Small Sample Tests - Student's t - Applications of t - t-test for Single Mean, Difference of Means -Paired t- test.-and</b></p>	18

	<b>Chi Square Test for Independence of Attributes. F-Test for Equality of Variances -Analysis variance- Simple problems</b>	
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Text Book:                   • S.P.Gupta, Statistical methods- Sultan Chand and Sons ,45<sup>th</sup> edition,2017

**Books for Reference:**

- S.C.Gupta., Fundamentals of Statistics – Himalaya Publishing House, 7<sup>th</sup> Revised Edition & Enlarged,2018
- 

Reference Books:           • .S.N.Pillai & V.Bagavathi, Statistics -S.Chand & company LTD, Reprint 2014.

- P.R. Vittal, Mathematical Statistics, Margham Publications, Chennai, Reprint 2013.
- V.K.Kapoor,Modern approach to Fundamentals of Statistics for Business and Economics - Sultan Chand and Sons, New Delhi, Reprint 2014.

Web Resources:           • **Re- Resources :**

- [www.scimagojr.com](http://www.scimagojr.com)
- <http://pdfs.semanticscholar.org>

**Course Outcomes**           On successful completion of this course the students will have the knowledge about

- CO 1: The statistical survey and sampling techniques .
- CO 2: The correlation and regression analysis
- CO 3: The uses and applications of Time series analysis.
- CO4: The problems related to probability and basic concept of probability distributions.
- CO 5: The various statistical tools to apply for a research.

**Mapping of COs with POs & PSOs:**

<b>CO/PO</b>	<b>PO</b>					<b>PSO</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CO1</b>	S	M	S	S	S	S	M	S	S	S
<b>CO2</b>	S	S	S	S	S	S	S	M	S	S
<b>CO3</b>	M	M	S	S	M	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	M	S	S	S
<b>CO5</b>	S	S	M	M	S	S	S	S	S	S

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Semester-II / Elective Course -II	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	Course Code: <b>PGCE2</b>
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To impart knowledge about concepts relating to customer relationship management.</li> <li>• To make the students to understand about customer profile analysis.</li> <li>• To educate the students about customer loyalty.</li> <li>• To equip the students about the technology used for relationship marketing.</li> <li>• To provide knowledge about trends in CRM.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No.of Hours</b>
I	<b>Definition</b> <b>Concepts – Evolution - Types of Customer Relationship Programmes – Internal and External Relationship – CRM as a Strategic Marketing Tool – Advantages of CRM</b>	18
II	<b>Understanding Customers</b>	18

	<b>Customer Information Database - Customer Profile Analysis - Customer Perception, Expectations Analysis - Customer Behaviour in Relationship Perspectives; Individual and Group Customers - Customer Lifetime Value - Selection of Profitable Customer Segments</b>	
III	<b>Customer Loyalty Definition - Advantages - Loyalty Type Behaviour - Classification - Types of Customer Loyalty - Features of a Successful Loyalty Scheme - TALWAR Committee</b>	18
IV	<b>Technology for Relationship Marketing Criteria for creating value for Customers - Components of CRM Programme -Process - Critical areas for Customer Care - Call Centre Management, Internet and Website, Direct Mail</b>	18
V	<b>Trends in CRM e-CRM Solutions - Data Warehousing - Data Mining for CRM - Need - Business Value Data Mining - Data Mining Process - CRM Software Packages</b>	18

Text Book:

- Sheeladevi, Customer Relationship Management, Margham Publications, Chennai, 2011.

Reference Books:

- Alok kumar, Customer Relationship Management: Concepts and Applications, Biztantra, 2015.
- Mohammed H.Peeru and Sahadevan, Customer Relationship Management, VikasPublishing House, New Delhi.
- Paul Greenberg, Essential Customer Strategies for the 21<sup>st</sup> Century, Tata Mcgraw Hill, New Delhi.
- Shainesh, Jagdish, Sheth.N, Customer Relationship Management

Strategic Perspective, Macmillan, 2015.

- Web Resources:
- [www.sasurieengg.com](http://www.sasurieengg.com)
  - <https://examupdates.in>
  - [www.rejinpaul.com](http://www.rejinpaul.com)

**Course** On completion of the course, students should be able to  
**Outcomes**

- CO 1: Understand the basic concepts of CRM.
- CO 2: Gain knowledge about customers.
- CO 3: Understand CRM loyalty.
- CO 4: Acquire knowledge about Technology for Relationship Marketing.
- CO 5: Know about the trends in CRM.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	M	M	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S

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Semester-III / Core Course -X	<b>RESEARCH METHODOLOGY</b>	Course Code: <b>PGCJ</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>To impart knowledge about methods of research and review of literature</li> <li>To educate the students about research design and hypothesis</li> <li>To make the students understand about data collection techniques and sampling methods</li> <li>To provide knowledge about data processing and analysis of data</li> <li>To inculcate knowledge about the technique of writing the reports</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No.of Hours</b>
I	<b>Introduction to Research</b> Meaning - Scope and Objectives. Types - Case Study - Experimental Design - Expost - Facto Design - Survey Method, Interdisciplinary Method - Review of Literature - Research Gap	18
II	<b>Research and Design</b> Selection and Formulation of Research Problem - Research Design - Steps Involved in Research Design - Hypothesis - Definition - Classification - Sources - Criteria - Testing of Hypothesis	18

III	<b>Data Collection</b> Collection of Data – Primary and Secondary Sources – Data Collection Techniques - Sampling techniques– Sampling Methods – Sampling Errors	18
IV	<b>Data Analysis</b> Data Processing – Statistical Analysis and Interpretation of Data – Theory of Inferences, Type I and Type II Errors, Test of Significance for Mean, Proportions, SD's (Large sample ) Test of Significance for Mean, Variance for Small Samples (t,f, distributions). Analysis of variances.	18
V	<b>Report Writing</b> Writing and Presentation – Steps – Content – Types of Reports – Presentation of Reports – Research Ethics – Meaning – Definition – Ethics - Plagiarism	18
<b>Self Learning</b> Unit VI	<b>IPR and Scholarly Publishing</b> Intellectual Property Rights and Patent Law – Commercialization – Copy Right – Royalty – Trade related aspects of Intellectual Property Rights (TRIPs) – Scholarly Publishing – IMRAD – Concept and Design of Research Paper	

Text Book:                      • Dr. Krishnaswamy.O.R. Ranganatham.M.Methodology for Research in Social Sciences,Himalaya Publishing House, New Delhi.

Reference Books:                      • Kothari.G.R.Research Methodology, Methods and Techniques, Willey Eastern Limited, New Delhi.  
• Saravanavel.P.Research Methodology, Kitab Mahal, 15, Thornhill Road, Allahabad.

- Web Resources:
- [www.researchgate.in](http://www.researchgate.in)
  - [www.intechopen.com](http://www.intechopen.com)
  - [www.researchdesign.in](http://www.researchdesign.in)

**Course** On completion of the course, students should be able to

- Outcomes**
- CO 1: Learn about research methods and review of literature
  - CO 2: Acquire knowledge about research design and hypothesis
  - CO 3: Understand about data collection techniques and sampling methods
  - CO 4: Gain knowledge about data processing and analysis of data
  - CO 5: Develop knowledge about the technique of writing the reports.

**Mapping of COs with Pos & PSOs:**

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	S	S	S	S	S	M	S	S	S
<b>CO2</b>	S	S	S	S	S	M	M	M	S	S
<b>CO3</b>	S	M	S	S	S	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S	S	M	M	S	S
<b>CO5</b>	S	S	M	M	S	S	M	S	S	S

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Semester-III / Core Course -XII	<b>INTERNATIONAL BUSINESS</b>	Course Code: <b>PGCL</b>
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To make the students to understand various aspects of International Business.</li> <li>• To impart knowledge on various modes of entering to International Business.</li> <li>• To enable the students to acquire knowledge on International Business Environment.</li> <li>• To acquaint the students about Balance of Payment system in India.</li> <li>• To educate the students to know International Economic Institutions.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Introduction to International Business</b> <b>Introduction - Evolution - Nature - Influences and Goals - Problems of International Business - International Business vs. Domestic Business</b>	18
II	<b>Modes of Entering International Business</b> <b>Modes of Entering International Business - Merger - Acquisition - Licensing - Joint Ventures - Strategic Alliances - Franchising - Contract Manufacturing - Exporting</b>	18

III	<b>International Business Environment</b> <b>Domestic and Global Environment - Components - Economic, Cultural, Political, Legal Environment - Global Trading Environment</b>	18
IV	<b>Balance of Payment</b> <b>Balance of Payment - Components - Disequilibrium-Correction of Disequilibrium - Deliberate Measures - Recent Trends in India's Balance of payment</b>	18
V	<b>International Economic Institutions</b> <b>International Economic Institutions - IMF, World Bank, IFC, IAD and ADB - WTO - Objectives, Functions and Policies</b>	18
<b>Self-Learning Unit VI</b>	<b>Export Procedures</b> <b>Offer and Receipt of confirmed Orders -Producing the Goods - Shipment</b>	

Text Book: • Francis Cherunilam, International Business Text and cases Prentice Hall of India Pvt. Ltd., New Delhi,2016

Reference Books: • Francies c, International Trade and Export Management, Himalaya publishing House, NewDelhi, 2008.

• Francis Cherunilam, Business environment text and cases, PHI, New Delhi, 2014.

• Charles W.L.Hill and Arunkumar Jain, International Business, Tata Mcgrew - Hill, New Delhi,2009.

Web • [www.pondiuni.edu.in](http://www.pondiuni.edu.in)

Resources: • [www.doccity.com](http://www.doccity.com)

**Course** On completion of the course, students should be able to

- Outcomes**
- C01: Discuss the basics of International Business
  - C02: Outline the Modes of Entering International Business
  - C03: Assess the knowledge about International Business Environment
  - C04: Plan to gain knowledge on Balance of Payment
  - C05: Create an understanding of International Economic Institutions

**Mapping of COs with POs & PSOs:**

CO/PO	PO					POS				
	1	2	3	4	5	1	2	3	4	5
<b>C01</b>	S	S	S	S	S	S	S	S	M	S
<b>C02</b>	S	S	S	S	S	S	S	M	S	S
<b>C03</b>	S	M	S	S	M	S	S	S	M	S
<b>C04</b>	S	S	S	S	S	S	S	S	S	S
<b>C05</b>	S	S	M	S	S	S	S	S	S	S

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Semester-IV / Elective Course IV	<b>TEACHING AND LEARNING SKILLS</b>	Course Code: <b>PGCE4</b>
Instruction Hours: 5	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

<b>Cognitive Level</b>	<b>K - 1 Acquire/Remember</b> <b>K - 2 Understand</b> <b>K - 3 Apply</b> <b>K - 4 Analyze</b> <b>K - 5 Evaluate</b> <b>K - 6 Create</b>	
<b>Course Objectives</b>	<b>The Course aims</b> <ul style="list-style-type: none"> <li>• To enable the students to develop the skill of Teaching Aptitude.</li> <li>• To acquire knowledge of Instructional Technology and its applications.</li> <li>• To provide the knowledge of communication skill with special reference to its elements, types and development.</li> <li>• To inculcate the students about the development skills of ICT and apply them in teaching and learning context.</li> <li>• To make the students to develop different teaching skills.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
I	<b>Teaching Aptitude</b> <b>Teaching: Nature, Objectives, Characteristics and Basic Requirements. Learners Characteristics, Factors affecting Teaching, Methods of Teaching</b>	15

II	<p><b>Teaching Techniques</b></p> <p><b>Instructional Technology: Definition, Objectives and Types - Difference between Technology and Instruction - Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture - Narration in tune with the Nature of different Disciplines - Lecture with Power Point Presentation - Versatility of Lecture Technique. Demonstration: Characteristics, Principles, Planning Implementation and Evaluation - Teaching - Learning Techniques: Team Teaching, Group Discussion, Seminar, Workshop, Symposium and Panel Discussion - Modes of Teaching: CAI,CMI and WBI</b></p>	15
III	<p><b>Classroom Communication Skills</b></p> <p><b>Communication: Definitions -Nature - Characteristics- Types of Communication: Spoken and Written, Non-verbal Communication - Intrapersonal, Interpersonal, Group and Mass Communication - Barriers to Communication: Mechanical, Physical, Linguistic &amp; Cultural -Effective</b></p> <p><b>Classroom Communication and dynamics</b></p>	15
IV	<p><b>Information and Communication Technology (ICT)</b></p> <p><b>ICT- Definition, Meaning, Features, Advantages, Disadvantages, Uses, Trends, Integration of ICT in Teaching and Learning - ICT Applications: Using Word Processors, Spread Sheets, Power Point Slides in the Classroom - Basics of Internet and E-mailing</b></p>	15
V	<p><b>Teaching Skills</b></p> <p><b>Teaching Skill: Definition, Meaning and Nature - Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing</b></p>	15



	<b>Questions, Skill of Black Board Writing and Skill of Closure - Integration of Teaching Skills - Evaluation of Teaching Skills</b>	
<b>Self Learning</b>  Unit VI	<b>People and Environment</b> <b>People and Environment - Interaction - Sources of Pollution - Pollutants and their Impact on Human life</b>	

- Reference Books:
- Bela Rani Sharma(2007), Curriculum Reforms and Teaching Methods, Sarup and Sons, New Delhi.
  - Kumar,K.L(2008) Educational Technology, New Age International Publishers, New Delhi.
  - Manga,S.K.(2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.
  - Micheel.D and William (2000), integrating Technology into Teaching and Learning: Concept and applications, Prentice H.

- Web Resources:
- [www.tmv.edu.in](http://www.tmv.edu.in)
  - [www.sxccal.edu](http://www.sxccal.edu)
  - [www.sasurieengg.com](http://www.sasurieengg.com)

- Course Outcomes** After the successful completion of the course, the students should able to :
- CO1: Understand the basic concepts of Teaching Aptitude
  - CO2: Gain knowledge on ICT and apply them in teaching and learning context.
  - CO3: Develop communication skills with special reference to listening, speaking, reading and writing.
  - CO4: Acquire knowledge about how to use Instructional Technology

effectively in a classroom.

CO5: Learn about different teaching skills for putting the content across to targeted audience.

**Mapping of COs with POs & PSOs:**

CO/PO	PO					POS				
	1	2	3	4	5	1	2	3	4	5
<b>CO1</b>	S	S	S	S	S	S	S	S	M	S
<b>CO2</b>	S	S	S	S	S	S	S	M	S	S
<b>CO3</b>	S	M	S	S	M	S	S	S	M	S
<b>CO4</b>	S	S	S	S	S	S	S	S	S	S
<b>CO5</b>	S	S	M	S	S	S	S	S	S	S

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W - Weakly Correlated

N - No Correlation