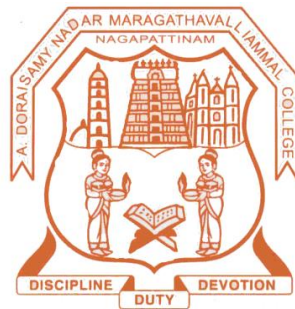


A.D.M. COLLEGE FOR WOMEN (AUTONOMOUS)

(Accredited With 'A' Grade By NAAC 4th Cycle)
(Affiliated to Bharathidasan University, Tiruchirappalli)

NAGAPATTINAM – 611 001

PG AND RESEARCH DEPARTMENT OF COMMERCE



SCHEME, STRUCTURE AND SYLLABUS
M.Com.

2024 - 2026 Batch

A.D.M COLLEGE FOR WOMEN (AUTONOMOUS), Nagapattinam
(Nationally Accredited with 'A' Grade by NAAC 4th Cycle)
PG Programme (M.Com.)

(For the candidates admitted from 2024 – 2025 onwards)

Bloom's Taxonomy Based Assessment Pattern

KnowledgeLevel

K1 – Acquire/Remember;	K2 – Understanding;	K3 – Apply;	K4 – Analyze;	K5 – Evaluate;	K6 – Create
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1.Part I, II and III

Theory (External +Internal =75+ 25=100marks)

External/Internal					
Knowledge Level	Section	Marks	Hrs.	Total	Passing Mark
K1-K3	A(Answer all)	$20 \times 1 = 20$	3	75	38
K3-K6	B(Either or pattern)	$5 \times 5 = 25$			
K3-K6	C(Answer 3 out of 5)	$3 \times 10 = 30$			

PG AND RESEARCH DEPARTMENT OF COMMERCE

M.Com. COURSE STRUCTURE UNDER CBCS (2024-2026 Batch)

OBE ELEMENTS

Programme Educational Objectives (PEO):

PEO 1:	To impart knowledge in advanced concepts and applications in different fields of commerce.
PEO 2:	To prepare students to enter into professional courses.
PEO 3:	To educate students to occupy important positions in business houses, industries & organisations.
PEO 4:	To equip students with skills to excel in their future careers.
PEO 5:	To enable students to take up challenging jobs.

Programme Outcomes (PO):

On completion of the course the learner will be able

PO 1:	To make positive contribution to commerce, trade and industry at National and Global level.
PO 2:	To acquire thorough knowledge in the field of commerce.
PO 3:	To enter into research field and teaching profession.
PO 4:	To work efficiently in Computers in Business
PO 5:	To take important managerial decisions.

Programme Specific Outcomes (PSO):

On completion of the course the learner will be able

PSO 1:	To inculcate knowledge of business and the techniques of managing the business with special focus on Marketing and Banking and Financial Institutions.
PSO 2:	To enhance the horizon of knowledge in various field of commerce through advertising and sales promotion, Customer Relationship Management.
PSO 3:	To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
PSO 4:	To create awareness in application oriented research through research for business decisions.
PSO 5:	To work in different domains like Accounting, Human Resource Management, Banking and Insurance and also as tax and investment consultants.

STRUCTURE OF THE PROGRAMME

Part	Title of the Part	No. of Papers	Hours	Credit
	Core Courses	12	72	54
	Core Choice Courses	3	18	12
	Elective Courses	3	16	11
	Entrepreneurship/ Industry Based Course	1	4	3
	Internship III to IV (Vacation)	0	0	2
	Skill Enhancement Courses	2	4	4
	Project	1	6	4
	Value Added Courses(*Extra Credit Course)	2	2	4
	Total	22+2	120+2	90 + 4

M.Com.- 2024- 2026 Batch
SCHEME OF THE PROGRAMME

SEMESTER -I							
Course Type	Course	Ins. Hrs.	Credit	Exam Hours	Marks		Total Marks
					CIA	SE	
Core Course I	CCI - Managerial Economics	6	4	3	25	75	100
Core Course II	CCII-Business Environment and Management	6	4	3	25	75	100
Core Course III	CCIII - Marketing Management	6	4	3	25	75	100
Core Choice Course I	CCC1 – Operations Research	6	4	3	25	75	100
Elective Course I	EC I – Organisational Behaviour / Logistics and Supply Chain Management	6	4	3	25	75	100
No. of Courses - 5		30	20				500

SEMESTER -II							
Course Type	Course	Ins. Hrs.	Credit	Exam Hours	Marks		Total Marks
					CIA	SE	
Core Course IV	CC-IV - Advanced Financial Management	6	5	3	25	75	100
Core Course V	CC-V - Strategic Management	6	5	3	25	75	100
Core Course VI	CC–VI Income Tax Law and Practice	6	5	3	25	75	100
Core Choice Course II	CCC –II - Computer Applications in Business - Practical	6	4	3	25	75	100
Elective Course II	EC –II - Customer Relationship Management / Brand Management	4	3	3	25	75	100
Skill Enhancement Course I	SEC I- Event Planning and Management	2	2	3	25	75	100
Value Added Course I	VE- I- Goods and Service Tax(GST)(Self Study)	-	2	3	25	75	100
No. of Courses – 6+1		30	24+2				700
Internship/ Industrial Activity during the summer vacation after one year							

SEMESTER -III							
Course Type	Course	Ins. Hrs.	Credit	Exam Hours	Marks		Total Marks
					CIA	SE	
Core Course VII	CC –VII- Corporate Laws	6	4	3	25	75	100
Core Course VIII	CC-VIII- Research Methodology	6	4	3	25	75	100
Core Course IX	CC - IX – Advanced Corporate Accounting	6	5	3	25	75	100
Core Choice Course III	CCC –III - International Business	6	4	3	25	75	100
Industry Based Course I	IBC –I - Banking and Financial Institutions/ E-Commerce	4	3	3	25	75	100
Skill Enhancement Course II	SEC II- Management Information System	2	2	3	25	75	100
Internship/ Industrial Activity	Internship/ Industrial Activity	-	2	-	-	-	-
Value Added Course II	VAC- II- Insurance and Risk Management		2	3	25	75	100
	No. of Courses – 6+1	30	24+2				700

SEMESTER -IV							
Course Type	Course	Ins. Hrs.	Credit	Exam Hours	Marks		Total Marks
					CIA	SE	
Core Course X	CC –X - Advanced Cost Accounting	6	5	3	25	75	100
Core Course XI	CC –XI - Human Resource Management	6	5	3	25	75	100
Core Course XII	CC –XII - Security Analysis & Portfolio Management	6	4	3	25	75	100
Core Course XIII	CC XIII-Project	6	4	-	25	75	100
Elective Course III	EC III – Teaching and Learning Skill/	6	4	3	25	75	100
	No. of Courses –4+1	30	22				500
	Grand Total	120	90+4				2400

Semester-I / Core Course -I	MANAGERIAL ECONOMICS	Course Code: APCA
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To impart knowledge about the basic concepts of managerial economics and demand analysis. To educate the students about production function, supply analysis and cost concepts. To inculcate knowledge about pricing policies and practices. To gain knowledge about profit planning and forecasting. To provide knowledge about business cycle, national income and its measurement. 	
UNIT	Content	No. of Hours
I	Introduction: Managerial Economics – Meaning, Nature, Scope and Applications – Relationship with other Disciplines – Role of Managerial Economist – Demand Analysis – Demand Determinants - Forecasting	18
II	Production Production Function – Managerial use of Production Function – Input and Output Analysis – Supply Analysis - Law of Supply – Managerial uses of Supply Curve. Cost Concepts, Classification and Determinants – Cost Output Relationship- Economies of Scale - Cost Control and Cost Reduction	18
III	Pricing Policies and Practices Price and Output decisions under different Marketing Structures - Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition – Price Discrimination – Pricing Objectives, Policies, Strategies and Methods – Price Differentials – Price Forecasting	18
IV	Profit Management Profit – Nature and Concept – Profit Planning, Policies and Forecasting- Measurement of Profit- Profit Theories	18
V	Business Cycle and Polices Business Cycle and Business Policies – Economic Forecasting for Business – National Income - Accounting and Measurement	18
	Total	90

Text Book:

- Varshney R.L. and Maheswari, K.L., Managerial Economics. Sultan & Sons., Publications, New Delhi.

Reference Books:

- Jhingan. M.L. & Stephen J.K., Managerial Economics, Vrinda Publishers, New Delhi.
- Gupta G.S., Managerial Economics, Tata McGraw Hill Education Pvt., Ltd., New Delhi, 2011.
- Dr. Sankaran. S, Business Economics, Margham Publications, T.Nagar, Chennai, 2013.

Web Resources:

- www.sxccal.edu.in
- <https://www.tutorialspoint.com>
- <https://www.managementstudyguide.com>

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Understand the basic concepts of managerial economics and demand analysis.</p> <p>CO 2: Gain knowledge about production function, supply analysis and cost concepts.</p> <p>CO 3: Understand about pricing policies and practices.</p> <p>CO 4: Develop knowledge on profit planning and forecasting.</p> <p>CO 5: Gain knowledge on business cycle, national income and its measurement.</p>
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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	M	S	M	M	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	M	M	S	M	M	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K –2 Understand K –3 Apply K - 4 Analyze K –5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To impart knowledge about the basic concepts of business environment. • To provide knowledge on LPG and second-generation reforms. • To educate the students about planning and organization. • To make the students to understand motivation theories and techniques of control. • To inculcate knowledge on corporate governance and ethics. 	
UNIT	Content	No.of Hours
I	Business Environment Meaning and Elements of Business Environment, Factors affecting Business Environment – Economic Environment, Economic Policies, Economic Planning	18
II	Legal and Policy Environment 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	18
III	Planning and Organization Planning - Objectives, Strategies, Types of Plans, Planning Process, Decision-Making, Organizing- Organizational Structure- Formal and Informal Organizations, Committees. Staffing- Meaning, Significance, Process	18
IV	Directing and Control 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	18
V	Corporate Governance and Ethics Corporate Governance – Meaning, Importance- Features, Business Ethics - Meaning, Need, Features	18
	Total	90

Text Books :

- 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. Guptha, Business Organization & Management, Kalyani Publishers, Chennai, 2011.

Web Resources:

- <http://www.planningcommission.gov.in/aboutus/history/index.phpabout=aaboutbdy.html>
- <http://www.answers.com/Q/impactofeconomicenvironmentofbusiness>
- <http://www.financialeconomicsof/2011/04/economicenvironmentkindsofenvironment.html>

Course Outcomes	On completion of the course, students should be able to 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.
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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
CO4	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N -No Correlation

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

Cognitive Level	K1 – Acquire/Remember K2 – Understand K3 – Apply K4 - Analyze K 5- Evaluate K6- Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To provide knowledge to the students about Marketing Concepts, Green Marketing, Social Media Marketing and Marketing Environment. To educate students about Marketing Management and Consumer Behaviour. To inculcate knowledge on product and pricing. To gain knowledge about Promotional Activities. To enable to learn about distribution channels. 	
UNIT	Conte nt	No.of Hours
I	Introduction 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	18
II	Marketing Management and Consumer Behaviour Marketing Management - Responsibilities of Marketing Manager – Marketing Plans – Planning Process –Marketing Organisation – Marketing Control – Consumer Behaviour – Influencing Factors – Market Segmentation	18
III	Product and Price Product – Concept – Product Mix – New Product Development – Product Life Cycle – Brand Strategy Decisions – Price, Pricing objectives – Factors affecting price – Methods and Procedure	18
IV	Promotion 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	Distribution Channels of Distribution – Meaning, Importance – Functions and Type of Distribution Channels – Selection of Channel – Intensity of Distribution – Wholesalers – Retailers	18
	Total	90

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 Chaudhary 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 Keller, Marketing Management, Pearson Education Services Pvt.Ltd., Bengaluru, 2017.

Web Resources:

- <https://studentzone-ngasce.nmims.edu>
- www.pondiuni.edu.in
- www.crectirupati.com

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Understand the concepts of Marketing.</p> <p>CO 2: Acquire knowledge in the field of Marketing Management and Consumer Behaviour.</p> <p>CO 3: Familiarise with the various aspects related to Product and price.</p> <p>CO 4: Develop knowledge on Promotional Activities.</p> <p>CO 5: Gain knowledge on Distribution Channels.</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	M	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	M	S	S	M	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To equip the students with the concepts relating to organizational behaviour. • To inculcate knowledge about group dynamics and team development. • To educate the students about leadership. • To make the students to understand about organisational conflict. • To impart knowledge about organisational changes and development. 	
UNIT	Content	No. of Hours
I	Organisational Behaviour Nature, scope and significance of Organisational Behaviour- Elements and Characteristics of OB- Organisational Behaviour Process – Attitudes – Perception-Learning- Personality Analysis –Transaction Analysis.	18
II	Group Dynamics and Team Development Definition and Importance, Types of Groups, Group Formation, Group Development, Group Imposition. Group Performance Factors; Principle Centered Approach to Team Development	18
III	Leadership Leadership – Definition - Concept- Features – Types – Qualities - Leadership Styles and Theories, Managerial Grid, Likert’s Four Systems of leadership	18
IV	Organisational Conflict Sources of Conflict – Aspects - Levels - Types of Conflict - Organisational Conflict - Resolution Strategies	18
V	Organisational Change and Development Concept – Need - Reasons - Resistance to Change – Overcoming the Resistance to Change - Organisational Development - Organisational Diagnosis - Intervention	18
	Total	90

Text Books :

- 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 Resources:

- www.crectirupati.com
- www.tmv.edu.in
- www.sxccal.edu

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Understand the concepts relating to organizational 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.</p>
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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

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N – No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K –2 Understand K –3 Apply K - 4 Analyze K –5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To impart knowledge about basic concepts of financial management. • To provide knowledge on working capital management. • To educate the students on receivables and inventory management. • To inculcate knowledge about risk, return and valuation of securities. • To make the students to understand dividend policy. 	
UNIT	Content	No. of Hours
I	Introduction Financial Management: Meaning, Nature and Scope of Finance; Financial Goal – Profit vs. Wealth Maximisation; Finance Functions – Investment, Financing and Dividend Decisions	18
II	Working Capital Management Working Capital Management – Determinants of Working Capital – 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	Receivables Management 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	Risk and Return and Valuation of Securities 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	Dividend Policy 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
	Total	90
	Theory -40%, Problems-60%	

Text Book:

Dr. Maheshwari S.N, Financial Management, Sultan Chand & Sons, New Delhi, 15th Edition 2018.

Reference Books:

- Dr. Prasanna Chandra, Fundamentals of Financial Management, TMH Publication, Mumbai, 2011.
- 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-Resources:

- icmai.in
- <https://examupdates.in>
- <https://gurukpo.com>

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>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.</p>
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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
CO4	S	S	S	S	S	S	M	M	S	S
CO5	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 -V	STRATEGIC MANAGEMENT	Course Code:
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To provide knowledge about leadership and decision making strategies. To impart knowledge about situation analysis. To educate the students on corporate strategies. To gain knowledge on business strategies. To inculcate knowledge about strategic evaluation and control. 	
UNIT	Content	No.of Hours
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
	Total	90

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 Resources:

- www.sasurieengg.com
- www.rjspm.com
- www.pondiuni.edu.in

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Learn about leadership and decision making strategies.</p> <p>CO 2: Acquire knowledge about situation analysis.</p> <p>CO 3: Familiarise with corporate strategies.</p> <p>CO 4: Understand the strategies relating to business units.</p> <p>CO 5: Gain knowledge on strategic evaluation and control strategies.</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-II / Core Course VI	INCOME TAX LAW AND PRACTICE	Course Code:
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100
Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To impart knowledge the basic concepts and computation of Income under the head salary. To enable the students to understand the procedure for computing income from house property and capital gains. To provide knowledge on the computation of income from business and other sources. To inculcate the various deductions available for an individual and computation of the tax liability of an individual and firm. To help the students to get an idea about the administrative procedures and clubbing of incomes. 	
UNIT	Content	No. of Hours
I	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	18
II	Income from House Property and Business Or Profession Computation of Income under the head Income from House Property – Deductions allowed - Income from Business and Profession – Computation – Deductions allowed – Valuation of Stock.	18
III	Income from Capital Gain and Other Sources Income from Capital Gains – Types of Capital Assets- Exemptions - Computation of Capital Gain Income from Other Sources – Computations of Income under Other Sources – Deductions allowed	18
IV	Aggregation of Incomes and Assessment Procedure Aggregation 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	18
V	Deductions from Total Income Deductions to be made – 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80U, 80TTA and 80TTB in Computation of Total Income and Tax Liability of an Individual and Firm	18
	Total	90
	Theory -30%,Problems-70%	

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.

ReferenceBooks:

- Mehrotra. H.C., - Income Tax Law and Practice, Sahitya Bhawan Publications, Hospital Road, Agra – 282 003.
- Vinod K. Singhanian - Students Guide to Income Tax , Taxmann Publications (P)Ltd,59/32, New Rohtak Road, New Delhi, 110005.

Web Resources:

- [www.hsfpp.org.articles](http://www.hsfpp.org/articles)
- www.irs.gov

Course Outcomes	<p>After the successful completion of the course, the students should able to :</p> <p>CO1:Gain knowledge on the basic concepts of income tax and computation of income from salary.</p> <p>CO2:Learn the computation of income from house property and capital gains.</p> <p>CO3:Acquire knowledge on the income from business and other sources and deductions thereon.</p> <p>CO4:Develop knowledge on the various deductions available and computation of tax liability of an individual and firm.</p> <p>CO5:Understand the concept of clubbing of income and administrative procedures</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S– Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-II / Core Choice Course -II	COMPUTERS IN BUSINESS	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K - 4 Analyzing K – 5 Evaluating K - 6 Creating	
Course Objectives	The Course aims <ul style="list-style-type: none"> To understand the fundamentals of SPSS To compare the values obtained in t-test and ANOVA To perform regression and non-parametric tests To create company, groups and ledgers and obtain financial statements using Tally Prime To understand inventory management and account for goods and services tax 	
UNIT	Content	No. of Hours
I	Introduction to SPSS Opening a data file in SPSS – Variable view – Data view – Entering data into the data editor – Saving the data file– Table creation – Descriptive statistics: Percentile values, Measures of central tendency, Measures of dispersion, Distribution – Cronbach’s Alpha test – Charts and graphs - Editing and copying SPSS output.	18
II	Parametric Tests in SPSS Compare means: One-sample t-test, Independent Samples t-test, Paired-samples t-test and One-way ANOVA, Two-way ANOVA - Correlation: Bi-variate, Partial and Multiple.Simple linear regression.	18
III	Non-parametric Tests in SPSS Chi-square test - Mann Whitney’s test for independent samples – Wilcoxon matched pairs sample test– Friedman’s test– Wilcoxon signed rank test – Kruskal Wallis test	18
IV	Introduction to Tally Prime Tally Prime: Introduction – Starting Tally Prime – Creation of a Company - Selecting company - Shutting a company - Altering company– Creating Accounting groups and ledgers – Vouchers – Practical problems for a new and existing business and not-for profit organisation. Accounting reports: Introduction – Displaying Trial balance, Profit and Loss Account, Balance sheet, Day book, Purchase register, Sales register, Cash flow /Funds flow and ratio analysis – Practical problems.	18
V	Inventory and GST in Tally Prime Inventory: Introduction to Inventory Masters – Creation of stock group – Creation of Godown – Creation of unit of measurement – Creation of stock item – Entering inventory details in Accounting vouchers – Practical problems. GST: Introduction – Enabling GST – Defining tax details – Entries in Accounting vouchers – View invoice report – Practical problems.	18
	TOTAL	90
	Theory -0%,Practical - 100%	

Books for study:

1. Sundara Pandian.P, Muthulakshmi. S &Vijayakumar, T (2022), Research Methodology &Applications of SPSS in Social Science Research, Sultan Chand &Sons, New Delhi
2. Morgan George. A, Barrett C Karen, Leech L Nancy and Gloeckner Gene W (2019),IBM SPSS for Introductory Statistics, Routledge, 6thEdition, U.K
3. Official Guide to Financial Accounting using TallyPrime (2021), BPB Publication,Delhi
4. Chheda Rajesh, U (2020), Learn Tally Prime, Ane Books, 4thEdition, New Delhi

Books for reference:

1. Kulas John, Renata Garcia Prieto Palacios Roji, Smith Adams (2021), IBM SPSS Essentials: Managing and Analysing Social Sciences Data, 2nd Edition, John Wiley & Sons Inc., New York
2. Rajathi. A, Chandran. P (2011), SPSS for You, MJP Publishers, Chennai
3. Sangwan Rakesh (2022), Learn Tally Prime in English, Ascend Prime Publication,Pilani
4. Lodha Roshan (2022), Tally Prime with GST Accounting, Law Point Publication,Kolkata

Web references:

<https://www.spss-tutorials.com/basics>

<https://www.tallyclub.in/>

<https://tallysolutions.com/business-guides/inventory-management-in-tally-erp9/>

Course Outcomes

Students will be able to:

CO 1	Create data file in SPSS
CO 2	Examine Means of samples
CO 3	Conduct non-parametric tests
CO 4	Create a company, form groups and get automated financial statements
CO 5	Automate inventory management and GST filing

Mapping of course outcomes with POs and PSOs

	POs						PSOs				
	1	2	3	4	5	6	1	2	3	4	5
CO 1	S	M	S	S	M	M	S	M	M	S	S
CO 2	M	M	S	S	M	M	S	M	M	S	S
CO 3	M	M	S	S	M	M	S	M	M	S	S
CO 4	M	M	S	M	M	M	M	M	M	S	S
CO 5	M	M	S	M	M	M	M	M	M	S	S

S - Strongly Correlated M - Moderately Correlated W – Weakly Correlated N – No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To impart knowledge about concepts relating to customer relationship management. • To make the students to understand about customer profile analysis. • To educate the students about customer loyalty. • To equip the students about the technology used for relationship marketing. • To provide knowledge about trends in CRM. 	
UNIT	Content	No. of Hours
I	Definitions Concepts – Evolution - Types of Customer Relationship Programmes – Internal and External Relationship – CRM as a Strategic Marketing Tool – Advantages of CRM	15
II	Understanding Customers 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	15
III	Customer Loyalty Definition – Advantages – Loyalty Type Behaviour – Classification – Types of Customer Loyalty – Features of a Successful Loyalty Scheme – TALWAR Committee	15
IV	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 .	15
V	Trends in CRM e-CRM Solutions – Data Warehousing – Data Mining for CRM – Need – Business Value Data Mining - Data Mining Process – CRM Software Packages	15
	Total	60

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 21st Century, Tata Mcgraw Hill, New Delhi.
- Shainesh, Jagdish, Sheth.N, Customer Relationship Management Strategic Perspective, Macmillan, 2015.

Web Resources:

- www.sasurieengg.com
- <https://examupdates.in>
- www.rejinpaul.com

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Understand the basic concepts of CRM.</p> <p>CO 2: Gain knowledge about customers.</p> <p>CO 3: Understand CRM loyalty.</p> <p>CO 4: Acquire knowledge about Technology for Relationship Marketing.</p> <p>CO 5: Know about the trends in CRM.</p>
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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
CO4	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester- II Skill Enhancement Course - I	EVENT PLANNING MANAGEMENT	Course Code:
Instruction Hours: 2	Credits:2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K - 4 Analyzing K – 5 Evaluating K - 6 Creating	TOTAL	30
Course Objectives	The Course aims <ul style="list-style-type: none"> To understand the need, importance, concepts and Steps involved in event Management. To know the functions of event coordinator and discuss the method to develop concept of an event. To understand the key points in planning and promoting an event. To discuss the key factors in planning in event management and describe the preparation of an event proposal. To identify the need of safety in event management and explain the significance of security management 		
UNIT	Content	No. of Hours	
I	Event Planning & Team Management Aim of an event, Develop a mission, Establish objectives in preparing an event proposal, Use of planning tools , Protocols, Dress codes, Staging, Staffing, Leadership, Traits and characteristics .	6	
II	Event Marketing, Advertising, Leadership And Communication: Nature of marketing, Process of marketing, Marketing mix, Sponsorship Image, Branding, Advertising Publicity and Public relations , Leadership skills , Managing team , Group development, Managing meetings , Written communications, (Official, demi-official, Invoice). Verbal communications.	6	
III	Event Concept, Designing & Special Events: Developing the concept, Analysis of concept, Types and categories, Designing the event and logistics of concept. Special Events- Aim of event, Types and category, Sports, Rallies, Wedding corporate events, and Use of planning tools.	6	
IV	Computer Application In Event Industry: Computer assisted instructions, packages and architecture. Use of computers in events stage designing and creative effects.	6	
V	Event Safety And Security: Security, Occupational safety, Crowd management, Major risks and emergency planning, Incident reporting, emergency procedures .	6	
	Total	30	

Books for study:

- 1 Razaq Raj, Paul Walters & Tahir Rashi, Event management, an integrated & practical approach
2. Ashutosh Chaturvedi, Event management, a professional approach
3. Pal, Rajendra & Korlahalli, J.s. :- "Business communication" Sultan chand & sons
4. Rai, S.m. & Urmila "Business communication" HPH
5. Sinha, k.k. "Business communication".
6. Anton Shone & Bryn, Parry Successful Event Management

Books For Reference:

1. Avrich Barry (1994), Event And Entertainment Marketing, Vikas, Delhi.
2. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
3. David C. Watt (1998), Event Management In Leisure And Tourism, Pearson, Uk.
4. Joe Gold Blatt (1997), Special Events- Best Practices In Modern Event Management, John Wiley And Sons, New York.
5. Panwar J.S. (1998), Marketing In The New Era, Sage, New Delhi.

Web references:

1. <http://www.articlesbase.com/marketing-articles/av-overview-of-eventmanagement-904492.html>
2. http://en.wikipedia.org/wiki/Event_management yellowpages.sulekha.com/Delhi
3. <http://www.eventmanagement.in/>
4. <http://www.leoisaac.com/evt/index.htm>
5. http://media.wiley.com/product_data/excerpt/36/EHEP0008/EHEP000836-1.pdf
6. http://www.csu.edu.au/_data/assets/pdf_file/0015/50190/Event_Guide.pdf

Course Outcomes**Students will be able to:**

CO 1	Familiarize the importance of event management and conducting an event proposal.
CO 2	Understand the role of marketing, advertising and communication in an event management.
CO 3	Categorize different types of events and analyze their concepts.
CO 4	Implement the use of computers in creating and designing the event proposals.
CO5	Analyse the risk involved and reporting the incident during an event management

Mapping of course outcomes with POs and PSOs

	POs						PSOs				
	1	2	3	4	5	6	1	2	3	4	5
CO 1	M	M	S	M	M	M	M	S	M	S	S
CO 2	M	M	S	M	M	M	M	S	M	M	S
CO 3	M	M	S	M	M	M	M	S	M	S	S
CO 4	M	M	S	M	M	M	M	S	M	S	S
CO 5	M	M	S	M	M	M	M	S	M	S	S

S - Strongly Correlated M - Moderately Correlated W – Weakly Correlated N – No Correlation

Semester-III / Core Course -VII	CORPORATE LAWS	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To impart knowledge about the provisions of companies act. • To provide knowledge on Industries (Development and Regulation) Act, 1951 • To make the students to understand about Foreign Exchange Management Act, 1999 • To inculcate knowledge about Consumer Protection Act. • To educate the students on Water and Air Pollution Act. 	
UNIT	Content	No.of Hrs.
Unit I	Companies Act Companies Act (Amendment) 2013 relating to Company Administration – Board of Directors – Managing Director – Provisions relating to various Types of Meetings	18
Unit II	Industries (Development and Regulation) Act, 1951 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	18
Unit III	Foreign Exchange Management Act, 1999 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	18
Unit IV	Consumer Protection Act, 2019 Consumer Protection Act 2019 – Definition – Consumer Protection Council – Consumer Disputes Redressel Agencies – District Forum – State Commission – National Commission	18
Unit V	Water and Air (Prevention and Control of Pollution) Act Water (Prevention and Control of Pollution) Act, 1974 - Definition – Functions and Powers of 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	18
	Total	90

Text Book:

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

Reference Books:

- TejpalSheth, Corporate Laws, Taxman Publication, Mumbai.
- S.S.Gulshan and G.K.Kapoor , Economic and other Legislations, Sultan Chand&Sons, New Delhi.

Web Resources:

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

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>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.</p>
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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

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N – No Correlation

Semester-III / Core Course -VII	RESEARCH METHODOLOGY	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To impart knowledge about methods of research and review of literature To educate the students about research design and hypothesis To make the students understand about data collection techniques and sampling methods To provide knowledge about data processing and analysis of data To inculcate knowledge about the technique of writing the reports 	
UNIT	Content	No.of Hours
I	Introduction to Research Meaning – Scope and Objectives. Types – Case Study –Experimental Design – Ex post – Facto Design – Survey Method, Interdisciplinary Method – Review of Literature – Research Gap	18
II	Research and Design Selection and Formulation of Research Problem – Research Design – Steps Involved in Research Design – Hypothesis – Definition – Classification – Sources – Criteria – Testing of Hypothesis	18
III	Data Collection Collection of Data – Primary and Secondary Sources – Data Collection Techniques - Sampling techniques– Sampling Methods – Sampling Errors	18
IV	Data Analysis 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) – Chi Square Test- Analysis of Variance	18
V	Report Writing Report Writing and Presentation – Steps – Content – Types of Reports – Briefing– Presentation of Reports – Research Ethics – Meaning – Definition – Publication Ethics – Plagiarism.	18
	Total	90
	Theory -80%, Problems-20%	

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
- www.intechopen.com
- www.researchdesign.in

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO 1: Learn about research methods and review of literature</p> <p>CO 2: Acquire knowledge about research design and hypothesis</p> <p>CO 3: Understand about data collection techniques and sampling methods</p> <p>CO 4: Gain knowledge about data processing and analysis of data</p> <p>CO 5: Develop knowledge about the technique of writing the reports.</p>
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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	S	S	S
CO2	S	S	S	S	S	M	M	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO4	M	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	M	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N -No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To provide in depth knowledge on amalgamation and reconstruction of companies. • To develop the understanding about valuation of goodwill, shares and liquidation of companies. • To impart knowledge on Holding company accounts. • To help the students to get an idea about Banking and Insurance company accounts. • To give an exposure to the specialized accounting. 	
UNIT	Content	No.of Hours
I	Reconstruction of Companies Amalgamation, External and Internal Reconstruction of Companies	18
II	Goodwill and Share Valuation and Liquidation of Companies Valuation of Goodwill and Shares – Liquidation of Companies	18
III	Holding Company Accounts Holding Company Accounts – Consolidated Balance Sheet.	18
IV	Banking and Insurance Company Accounts Banking Company Accounts – Insurance Company Accounts – Life and General Insurance (New Format) Contingency and Events occurring after the Balance sheet date (AS 4)	18
V	Specialised Accounting Inflation Accounting (CPP Method only) – Human Resource Accounting – Definition–Objectives - Valuation Methods – Advantages. Social Responsibility Accounting	18
	Total	90
	Theory -30%, Problems-70%	

Text Books:

- 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 Resources:

- www.hsfpp.org/articles
- www.irs.gov

Course Outcomes	<p>On completion of the course, students will be able to :</p> <p>CO 1: Understand the procedure for amalgamation and reconstruction of companies.</p> <p>CO 2: Gain knowledge on valuation of goodwill, shares and liquidation of companies.</p> <p>CO 3: Prepare the consolidated balance sheet.</p> <p>CO 4: Enrich their knowledge on Banking and Insurance company accounts.</p> <p>CO 5: Acquire knowledge on specialised accounting.</p>
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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
CO4	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-III / CCC – Core Choice Course III	INTERNATIONAL BUSINESS	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100
Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To make the students to understand various aspects of International Business. To impart knowledge on various modes of entering to International Business. To enable the students to acquire knowledge on International Business Environment. To acquaint the students about Balance of Payment system in India. To educate the students to know International Economic Institutions. 	
UNIT	Content	No.of Hours
I	Introduction to International Business Introduction – Evolution - Nature – Influences and Goals – Problems of International Business - International Business vs. Domestic Business	18
II	Modes of Entering International Business Modes of Entering International Business– Merger-Acquisition – Licensing – Joint Ventures - Strategic Alliances – Franchising - Contract Manufacturing - Exporting	18
III	International Business Environment Domestic and Global Environment - Components – Economic, Cultural, Political, Legal Environment – Global Trading Environment	18
IV	Balance of Payment Balance of Payment – Components– Disequilibrium- Correction of Disequilibrium – Deliberate Measures – Recent Trends in India’s Balance of payment	18
V	International Economic Institutions International Economic Institutions - IMF, World Bank, IFC, IAD and ADB – WTO – Objectives, Functions and Policies	18
	Total	90

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 Resources:

- www.pondiuni.edu.in
- www.docsity.com

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO1:Discuss the basics of International Business</p> <p>CO2:Outline the Modes of Entering International Business</p> <p>CO3: Assess the knowledge about International Business Environment</p> <p>CO4:Plan to gain knowledge on Balance of Payment</p> <p>CO5:Create an understanding of International Economic Institutions</p>
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Mapping of COs with POs & PSOs:

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

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester III -IBC – Industry Based Course I	BANKING AND FINANCIAL INSTITUTIONS	Course Code:
Instruction Hours: 4	Credits:3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K –2 Understand K –3 Apply K - 4 Analyze K –5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To impart knowledge about Banking and Financial Institutions. To provide knowledge about E-banking. To inculcate knowledge on Electronic money. To educate the student about central level financial institutions. To enable the students to gain knowledge state level financial institutions. 	
UNIT	Content	No.of Hours
I	Banking 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 India	18
II	E-Banking E-Banking – Benefits – Internet Banking – Various activities under E-Banking–Services of E- Banking – Mobile Banking – Telephone Banking – ATM Cards – Plastic Cards - Smart Cards –Uses of Smart Card – Credit Cards. Money Transfer Apps - Digital Transactions	18
III	Electronic Money Electronic Money – Meaning— Categories –Electronic Payment Systems– Advantages and Disadvantages of Electronic Payment System –Electronic Fund Transfer – Benefits of Electronic Fund Transfer –Electronic Clearing Systems	18
IV	National Level Financial Institutions Industrial Development Bank of India (IDBI) – Industrial Finance Corporation of India (IFCI) – Small Industrial Development Bank of India (SIDBI) --Life Insurance Corporation of India (LIC) – Export and Import Bank India (EXIM) – Unit Trust of India	18
V	State Level Financial Institution State Financial Corporation (SFCs) – Objectives – State Industrial Development Corporation (SIDCO) – Rural Banking – NABARD – Functions – Structure	18
	Total	90

Text Book:

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

ReferenceBooks:

- 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	<p>On completion of the course, students should be able to</p> <p>CO 1: Understand the basic concept of banking and financial institutions</p> <p>CO 2: Gain knowledge about E-Banking.</p> <p>CO 3: Acquire knowledge about E-Money.</p> <p>CO 4: Learn about Central level financial institutions.</p> <p>CO 5: Understand the state level financial institutions.</p>
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Mapping of COs with POs & PSOs:

CO/PO	PO						PSO						
	1	2	3	4	5	6	1	2	3	4	5	6	7
CO1	S	S	S	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	S	M	S	S	M	M	S	S	S
CO3	S	M	S	S	M	S	S	S	S	M	S	S	S
CO4	S	S	S	S	S	M	S	S	M	M	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S	S	S	S

S - Strongly Correlated
M - Moderately Correlated
W – Weakly Correlated
N - No Correlation

Semester-III SEC I- Skill Enhancement Course I –	MANAGEMENT INFORMATION SYSTEM	Course Code:
Instruction Hours: 2	Credits:2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K - 4 Analyzing K – 5 Evaluating K - 6 Creating	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To understand the various aspects of Management Information System. • To understand the Types of Information System • To gain knowledge on design of Information System. • To analyse the importance of Managerial Decision Making. • To analyse the Enterprise Management technologies 	
UNIT	Content	No. of Hours
I	Basic Concepts of Information System Role of data and information –Organization structures-Business Process-Systems Approach and introduction to Information Systems.	6
II	Types of MIS Types of Management Information System - Expert Systems and Artificial Intelligence – Executive Support Systems and Strategic Information Systems.	6
III	Design of MIS Development and maintenance of Information Systems- Centralized and Decentralized Information Systems-Factors of success and failure-value and risk of IS.	6
IV	Decision Making Process Programmed and Non-Programmed decisions-Decision Support Systems-Models and approaches to DSS.	6
V	Introduction to Enterprise Management technologies Business Process Reengineering- Total Quality Management and Enterprise Management System viz. ERP,SCM,CRM and Ecommerce	6
	Total	30

Books for Study:

1. EffyOZ, Thomson Leaning, Management Information Systems, Vikas Publications, New Delhi.
2. JamesA.O’Brein, Management Information Systems, Tata McGraw-Hill, New Delhi.
3. W.SJawadekar, Management Information System, Tata McGraw Hill Publication, New Delhi.
4. David Kroenke, Management Information System, TataMcGrawHillPublication, New Delhi.
5. D.P.Goyal, MIS:ManagementPerspective, MacmillanBusinessBooks.

Books for reference:

1. O'Brien, J.A. "Management Information Systems" Tata McGraw Hill Publications.
2. McLoed, J.R.R. "Management Information Systems" Maxwell Macmillan International.
3. Kroenke Dandel "Management Information Systems – An Introduction", Tata McGraw Hill Publications.

Webreferences:

1. <file:///C:/Users/Dell/Downloads/Management%20Information%20System.pdf>
2. <https://www.guru99.com/mis-tutorial.html>

Course Outcomes

Students will be able to:

CO 1	Identify the effect of Management Information system.
CO 2	Assess the types of Information Systems.
CO 3	Examine Design of Information System.
CO 4	Analyse the Managerial Decision Making.
CO5	Evaluate the Enterprise Management technologies.

Mapping of course outcomes with POs and PSOs

	POs						PSOs				
	1	2	3	4	5	6	1	2	3	4	5
CO1	M	M	S	M	M	M	M	S	M	M	S
CO2	M	M	S	M	M	M	M	S	M	M	S
CO3	M	M	S	M	M	M	M	S	M	M	S
CO4	M	M	S	M	M	M	M	S	M	M	S
CO5	M	M	S	M	M	M	M	S	M	M	S

S - Strongly Correlated M - Moderately Correlated W – Weakly Correlated N – No Correlation

Semester-IV / Core Course -X	ADVANCED COST ACCOUNTING	Course Code:
Instruction Hours: 6	Credits:5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To enable the students to understand the procedures in job, batch and contract costing. • To acquire knowledge about process costing. • To make the students to understand the costing procedure for various services. • To provide knowledge on marginal costing. • To inculcate the students about standard costing and variance analysis. 	
UNIT	Content	No. of Hours
I	Job, Batch and Contract Costing Job Costing – Features and Objectives –Merits and Limitations – Job Costing Procedure – Job Cost Sheet – Batch Costing - Determination of EBQ or Economic Lot Size. Contract Costing – Definition-Features of Contract Costing-Calculation of Profit on Contracts – Contract Costing vs. Job Costing – Preparation of Contract Account	18
II	Process Costing Process Costing – Meaning - Features of Process Costing - Process Loss - Normal and Abnormal Loss - Abnormal Gain - Joint Products - By Products - Concept of Equivalent Production - Process Accounts – Process Losses and Gains	18
III	Operating Costing Operating Costing – Meaning and Definition – Preparation of Operating Cost Sheet – Transport Costing – Power Supply Costing – Hospital Costing (Simple Problems)	18
IV	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	18
V	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	18
	Total	90
	Theory -20%, Problems-80%	

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

Reference Books:

- Arora M.N., Cost Accounting, S. Chand & Co., New Delhi.
- 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.

e- Resources:

- <http://www.academia.edu>
- <https://www.msuniv.ac.in>
- www.egyankosh.ac.in

Course Outcomes	<p>On completion of the course, students should be able to</p> <p>CO1: Acquire knowledge about the preparation of job, batch and contract costing. CO2: Gain knowledge on process costing. CO3: Prepare operating cost statement for various services. CO4: Familiarise with the preparation of marginal cost statement. CO5: Acquire knowledge on standard costing and variance analysis.</p>
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Mapping of Cos with Pos & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	3	4	5	6
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
CO4	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	S	S	S	S

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

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

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To make the students understand the basis concepts of human resource management and human resource information system To provide knowledge to the students about human resource planning. To acquire knowledge about recruitment and selection procedure. To enable the students to learn about financial and non- financial incentives. To inculcate the students about employees health and safety. 	
UNIT	Content	No.of Hours
I	Introduction 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	18
II	Human Resource Planning Human Resource Planning – Meaning and Definition – Objectives of Human Resource Planning – Need and Importance of HRP - Human Resource Planning Process – Problems of HRP – Job Analysis – Job Description – Job Specification	18
III	Acquisition and Development Recruitment – Sources of Recruitment including Human Resource Outsourcing – e-Recruitment. Selection Process – Employment Tests and Interview – Training and Development – Career Planning – Succession Planning	18
IV	Compensation Wage and Salary Administration – Incentives – Financial and Non-Financial – Fringe Benefits – Morale and Productivity	18
V	Maintenance and Retention Performance Appraisal – Employee Health and Safety – Social Security – Workers’ Participation in Management	18
	Total	90

Text Book:

- Khanka.S.S., Human Resource Management, S.Chand& Company Limited, New Delhi.

Reference Books:

- Bhatia. B.S. and Batra. G.S., Human Resource Management, Deep & Deep Publications, New Delhi.
- SubbaRao.P., Essentials of Industrial Relations, Himalaya Publishing House, New Delhi.
- Sharma.R.C., Human Resource Management, Galgottia Publishing Company, New Delhi.
- Prasad.L.M., Human Resource Management, Sultan Chand & Sons., New Delhi.

Web Resources:

- www.peoplehrindia.com
- www.batchmaster.co.in
- www.hrmantra.com

Course Outcomes	<p>After the successful completion of the course, the students should able to :</p> <p>CO1: Understand about human resource management and human resource information system.</p> <p>CO2: Gain knowledge about human resource planning.</p> <p>CO3: Learn about recruitment sources and selection procedure.</p> <p>CO4: Acquire knowledge about financial and non-financial incentives.</p> <p>CO5: Know about employees health and safety.</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-IV -Core Course XII	SECURITYANALYSIS & PORTFOLIO MANAGEMENT	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	The Course aims <ul style="list-style-type: none"> To provide knowledge about concept and form of investment. To educate the students about the operations of securities market. To understand the fundamental analysis and portfolio analysis. To provide information regarding bond portfolio management strategies To make sound investment decision in the context of portfolio investment. 	
UNIT	Content	No. of Hours
I	Investment Investment – Nature – Scope – Objectives – Media – Factors favourable for Investment – Investment Management – Security and Non-Security forms of Investment – The Investment Process – Stages in Investment	15
II	New Issue Market 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 & Stock Exchanges in India	15
III	Security Analysis Security Analysis – Approaches to Security Analysis – Technical, Fundamental Analysis – Random Walk Theory – Market Indicators – Dow Theory – Efficient Market Hypothesis	15
IV	Portfolio construction and Analysis Portfolio Construction and Analysis – Traditional Vs. Modern Risk and Return – Rationale of Diversification of Investment – Markovitz Theory and Capital Asset Pricing Model	15
V	Investment Companies Investment Companies in India – Mutual Fund Operations in India – Unit Trust of India Schemes -SEBI and RBI Guidelines for Mutual Fund	15
	Total	75
	Only Theory(100%)	

Text Book:

- Avadhani.V.A., Investment and Security Market in India, Himalaya Publishing House, New Delhi 2013

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 Resources:

- www.sasurieengg.com
- www.ddegjust.ac.in
- www.pondiuni.edu.in

Course Outcomes	<p>After the successful completion of the course, the students should be able to :</p> <p>CO1: Create an awareness about risk and return of different investments</p> <p>CO2: Analyse theoretical and practical background in the field of investment.</p> <p>CO3: Help them to understand security analysis and management.</p> <p>CO4: Design and manage the bond and portfolio.</p> <p>CO5: Demonstrate current structure and regulation of the Indian financial sector.</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-IV /EC III –Elective Course III		TEACHING AND LEARNING SKILLS	Course Code:
Instruction Hours: 6		Credits:4	Exam Hours: 3
Internal Marks -25		External Marks-75	Total Marks: 100
Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create		
Course Objectives	The Course aims <ul style="list-style-type: none"> To enable the students to develop the skill of Teaching Aptitude. To acquire knowledge of Instructional Technology and its applications. To provide the knowledge of communication skill with special reference to its elements, types and development. To inculcate the students about the development skills of ICT and apply them in teaching and learning context. To make the students to develop different teaching skills. 		
UNIT	Content	No. of Hours	
I	Teaching Aptitude Teaching: Nature, Objectives, Characteristics and Basic Requirements. Learners Characteristics, Factors affecting Teaching, Methods of Teaching	15	
II	Teaching Techniques 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	15	
III	Classroom Communication Skills 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 & Cultural –Effective Classroom Communication and dynamics	15	
IV	Information and Communication Technology (ICT) 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	15	
V	Teaching Skills Teaching Skill: Definition, Meaning and Nature – Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills	15	
Total		75	

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
- www.sxccal.edu
- www.sasurieengg.com

Course Outcomes	<p>After the successful completion of the course, the students should able to :</p> <p>CO1:Understand the basic concepts of Teaching Aptitude</p> <p>CO2: Gain knowledge on ICT and apply them in teaching and learning context.</p> <p>CO3: Develop communication skills with special reference to listening, speaking, reading and writing.</p> <p>CO4:Acquire knowledge about how to use Instructional Technology effectively in a classroom.</p> <p>CO5:Learn about different teaching skills for putting the content across to targeted audience.</p>
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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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Choice of Elective Courses Offered

Semester-I / Elective Course -I	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Course Code:
Instruction Hours: 6	Credits:4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K - 4 Analyzing K – 5 Evaluating K - 6 Creating	
Course Objectives	The Course aims <ul style="list-style-type: none"> To identify the primary differences between logistics and supply chain management To understand the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain. To evaluate the management components of supply chain management To analyse the tools and techniques applied in implementing supply chain management. To create awareness about the professional opportunities in supply chain management 	
UNIT	Content	No. of Hours
I	Supply Chain Management Supply Chain Management: Concept, Features, Evolution Importance, Process and Barriers of Supply Chain Management – Principles, Supply Chain Strategies – Organizations Coordination, Innovation and Forecasting - Supply chain intermediaries – Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channels of Distribution at Services Level, Factors for selection of suitable channels.	18
II	Global perspectives Global perspectives: Measuring and analyzing the value and efficiency of Global Supply Chain Networks, Global market forces, Types of global supply chain -Indian Perspectives: Measuring and Analyzing the value and efficiency of Domestic Supply Chain Networks, Economic effects of supply chains - Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM.	18
III	Framework of Logistics Logistics: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) - Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control -Elements of inventory management – Inbound and out bound logistics, Bull-whip effect – distribution and warehousing management - Transport Functions and Participants in Transportation Decisions - Transport Infrastructure- Packaging and Materials Management: Consumer and Industrial Goods Packaging - Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling.	18
IV	SCM-Warehousing Introduction– Concepts of Warehousing– Types of Warehouse – Functions of Warehousing– Strategic Warehousing, Warehouse Operations, Ownership Arrangements, Warehouse Decisions,	18

	Warehouse Management Systems, Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing, Distribution control and evaluation.	
V	SCM-Plan SCM Plan: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods-Use of Internet in SCM: Role of computer/ IT in supply chain management –E- market places, E-procurement, E-logistics, E-fulfillment -Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modeling of supply chains using Markov chains, Inventory Control- Importance, Pareto’s Law - Emerging Technologies in Logistics and Supply Chain Management: CRM Vs SCM, Benchmarking concept, Features and implementation, Outsourcing: Basic concepts, Value addition in SCM – Concept of demand chain management - Growth of Logistics and Supply Chain Management in national and international scenarios.	18
	TOTAL	90

Books for study:

1. Christopher Martin, “Logistics and Supply Chain Management” (2016) 5th Edition, FT Publishing International, India
2. Chopra, Sunil, Meindl, Peter and Kalra, D.V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education Pvt. Ltd, Noida

Books for reference:

1. Sahay, B.S., Supply Chain Management, 2nd Edition; Macmillan Publishers India
2. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
3. Bowersox D.J., Closs D.J, Bixby Cooper. M., Supply Chain Logistics Management, (2002), 9th Edition, McGraw-Hill Higher Education, Noida

Web references:

1. <http://www.wisdomjobs.com/e-universit/production-and-operations-management-tutorial-295/principles-of-material-handling-9576.html>
2. <http://www.marketing91.com/logistics-activitiesw/>
3. <https://www.fcbco.com/services/warehouse-strategies>.
4. <https://cleartax.in/s/just-in-time-jit-inventory-management>

Course Outcomes

Students will be able to:

CO 1	Recall the concepts and features of SCM
CO 2	Assess global and Indian perspectives of SCM
CO 3	Examine changing logistics environment pertaining to materials management, warehousing and distribution
CO 4	Assess strategic warehousing for SCM including global level
CO5	Assess the role of internet in SCM

Mapping of course outcomes with POs and PSOs

	POs						PSOs				
	1	2	3	4	5	6	1	2	3	4	5
CO1	M	M	W	M	S	S	M	W	S	S	W
CO2	S	S	M	S	M	M	S	S	W	M	M
CO3	S	W	S	M	S	S	M	M	M	S	S
CO4	W	M	W	S	W	W	S	S	S	M	M
CO5	M	S	S	S	S	S	W	W	W	W	W

S - Strongly Correlated M - Moderately Correlated W – Weakly Correlated N – No Correlation

Semester-II / Elective Course -II	Brand Management	Course Code:
Instruction Hours: 4	Credits:3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K - 4 Analyzing K – 5 Evaluating K - 6 Creating	
Course Objectives	The Course aims <ul style="list-style-type: none"> • To understand the Basic concepts related to Brand Management. • To Create the understanding of Brand and its Associations. • To evaluate the impact of brand, brand loyalty and positioning strategies • To analyse the concept of Brand Rejuvenation and Monitoring • To create awareness about Brand Strategies 	
UNIT	Content	No. of Hours
I	Introduction Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.	12
II	Brand Associations Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building	12
III	Brand Impact Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit	12
IV	Brand Rejuvenation Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.	12
V	Brand Strategies Designing and implementing branding strategies.	12
	TOTAL	60

Textbooks	
1	Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003
2	Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002
3	Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005

Reference Books	
1	Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992
2	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000
3	S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002

NOTE: Latest Edition of Textbooks May be Used

Web Resources	
1	https://www.studocu.com
2	https://www.tppl.org.in
3	https://avidus.in

Course Outcomes	
The students can able to :	
Recall the basic concepts of branding and related terms	
Compare brand image building and brand positioning strategies	
Analyze the impact of brand, brand loyalty and brand audit	
Explain the brand rejuvenation and brand monitoring process	
Apply various strategies for brand building and monitoring	

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	S	S	M	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N - No Correlation

Semester-III/ Elective Course - III	E- COMMERCE	Course Code:
Instruction Hours: 4	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K – 1 Recalling K – 2 Understanding K – 3 Applying K – 4 Analyzing K – 5 Evaluating K – 6 Creating	
Course objective	The Course aims <ul style="list-style-type: none"> • To know the goals of Electronic commerce • To understand the various Business models in emerging E-commerce areas • To have an insight on the internet marketing technologies • To understand the benefits and implementation of EDI • To examine the ethical issues of E-commerce 	
Unit	Contents	No. of Hours
I	Introduction to E-Commerce Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Types of E-Commerce;	12
II	E-Commerce Business Models & Consumer Oriented E Commerce E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-retailing: Traditional Retailing and E-retailing, Features of E-retailing, Benefits of E-retailing	12
III	E-Commerce Marketing Concepts The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services	12
IV	Electronic Data Interchange & Security Benefits of EDI, EDI Technology, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security	12
V	Ethics in E-Commerce Issues in E Commerce: Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Candidate Ethical Principles Privacy and Information Rights	12
	TOTAL	60

Textbooks	
1	Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition, Pearson Education Limited, New Delhi
2	S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi
3	David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London
4	Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida
5	W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai
Reference Books	
1	Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai.
2	Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3	Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi
4	Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai
5	J. Christopher West I and Theodore H. K Clark Global Electronic Commerce- Theory and Case Studies, The MIT Press, Cambridge, London
Web Resources	
1	https://www.investopedia.com/terms/e/ecommerce.asp
2	https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/
3	https://techbullion.com/the-importance-of-ethics-in-ecommerce/
Course Outcomes	
CO1	Understand the role and features of world wide web
CO2	Understand the Benefits and model of e-tailing
CO3	Use the web enabled services
CO4	Tackle the threats in internet security system
CO5	Know about the Ethical principles Privacy and Information Rights

**MAPPING WITH PROGRAMME OUTCOMES
AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	S	M	S	M	S	M	M	M	S	S	M
CO2	S	M	M	M	S	M	M	M	S	S	M
CO3	S	M	S	M	S	M	M	M	S	S	M
CO4	S	M	M	M	S	M	M	M	S	S	M
CO5	S	M	S	M	S	M	M	M	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W – Weakly Correlated

N – No Correlation