

B. Com. (e-Commerce)

Syllabus

AFFILIATED COLLEGES

Program Code: 2AD

2021 – 2022 onwards

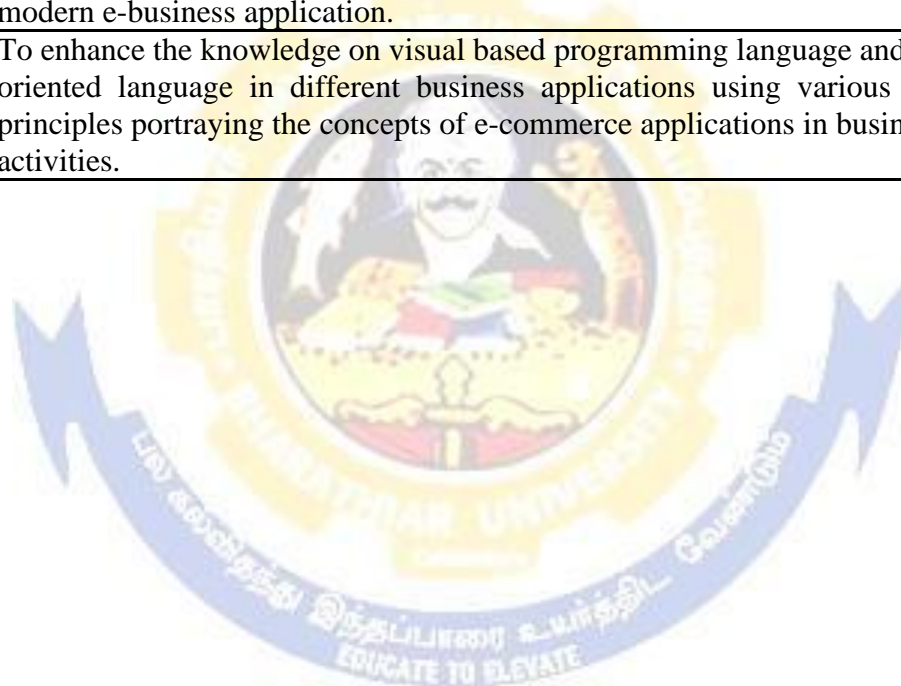


BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking: Times -801-1000, Shanghai -901-1000, URAP – 1047)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The B.Com (E-commerce) program describes the accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To incorporate the knowledge of commerce and e-commerce well-designed areas that combine hands-on projects and applications that is vital for creating successful and competitive firms in order to develop a holistic organizational outlook.
PEO2	To make students acquainted with technical, managerial and accounting concepts for understanding information systems to develop business processes and take managerial decisions there by gaining experience for developing basic Internet applications.
PEO3	To learn the business models as an integral part for understanding the practical aspects of Ecommerce applications that can be helpful for building digital based applications to provide corporate as well as business solutions.
PEO4	To discuss the concepts of e-commerce up-coming technologies in the wireless arena of business applications based on industry standards for the future trends in modern e-business application.
PEO5	To enhance the knowledge on visual based programming language and object-oriented language in different business applications using various design principles portraying the concepts of e-commerce applications in business activities.



Program Specific Outcomes (PSOs)	
After the successful completion of BCom (E-commerce) program, the students are expected to	
PSO1	Know and apply the various accounting concepts to solve the accounting related business transactions.
PSO2	Acquire the knowledge on the e-commerce applications in various arenas of business.
PSO3	Solve the web applications related issues of e-business using web design tools, techniques and methods.
PSO4	Analyze the real e-business problems by using the different applications and procedures oriented with language programs
PSO5	Enrich the practical knowledge on initiating new e-business ventures.



Program Outcomes (POs)	
On successful completion of the B.Com (E-commerce) program students are able to	
PO1	Enhance knowledge on the theoretical and practical aspects of Accounts and E-business.
PO2	Acquire the practical exposure on internet and web design applications to perform the e-business transactions.
PO3	Get the training to learn how to develop and deploy successful performance applications and increase the productivity of the e-business.
PO4	Obtain the practical application exposure on e-business ventures
PO5	Apply object oriented or non-object-oriented techniques to solve e-business computing problems which make students a good programmer.



BHARATHIAR UNIVERSITY : : COIMBATORE 641 046

B.Com (e-Commerce) Curriculum for Affiliated Colleges

(For the students admitted during the academic year 2021 – 22 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
I	Language-I	4	6	-	50	50	100
II	English-I	4	6	-	50	50	100
III	Core I – Principles of Accountancy	4	4	-	50	50	100
III	Core II–Business Organisation and Office Management	4	4	-	50	50	100
III	Allied Paper I : Introduction of Information Technology	4	4	-	50	50	100
III	Core III–Computer Applications: MS Office -Practical-I			4			
IV	Environmental Studies #	2	2	-	-	50	50
Total		22	26	4	250	300	550
SECOND SEMESTER							
I	Language-II	4	6	-	50	50	100
II	English-II	4	6	-	50	50	100
III	Core IV – Advanced Accounting	4	4	-	50	50	100
III	Core V – Database Management System	4	4	-	50	50	100
III	Core VI – Computer Applications: Oracle - Practical-I	4	-	4	50	50	100
III	Allied Paper II : Mathematics for Business	4	4	-	50	50	100
IV	Value Education – Human Rights #	2	2	-	-	50	50
Total		26	26	4	300	350	650
THIRD SEMESTER							
III	Core VII – Principles of Marketing	4	5	-	50	50	100
III	Core VIII – Object Oriented Programming with C++	4	5	-	50	50	100
III	Core IX – Cost Accounting	4	6	-	50	50	100

III	Allied : III – Statistics for Business	4	5	-	50	50	100
III	Core X – Computer Applications: C++ - Practical II	-	-	4			
IV	Skill based Subject-1 : Commercial Law	3	3	-	30	45	75
IV	Tamil @ /Advanced Tamil # Elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #	(or)Non2	major2	-	50		50
Total		21	26	4	230	295	525
FOURTH SEMESTER							
III	Core XI – Principles of Auditing	4	6	-	50	50	100
III	Core XII – Internet and Web Designing	3	5	-	50	50	100
III	Core XIII – Executive Business Communication	3	5	-	50	50	100
III	Core XIV – Computer Applications (Internet & Web Designing) - Practical II	4	-	4	50	50	100
III	Allied : IV : Principles of Management	3	3	-	50	50	100
IV	Skill based Subject-2 : Company Law	3	3	-	30	45	75
	Naan Mudhalvan – Office Fundamentals http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	2		25	25	50
IV	Tamil @ /Advanced Tamil #(or) Non-major elective - II : General Awareness #	2	2	-	50	-	50
Total		24	26	4	355	320	675
FIFTH SEMESTER							
III	Core XV – Software Engineering	4	4	-	50	50	100
III	Core XVI – Management Accounting	4	5	-	50	50	100
III	Core XVII – E-Commerce Technology	4	5	-	50	50	100
III	Core XVIII – Java Programming	3	4	-	50	50	100
III	Core XIX –Computer Applications : Java Programming -Practical-III	-		4			

III	Elective-I :	4	5	-	50	50	100
IV	Skill based Subject-3 : Banking and Insurance Law	3	3		30	45	75
	Total	22	26	4	280	295	575
SIXTH SEMESTER							
III	Core XX – E- Commerce-II (Strategy and Applications)	4	6	-	50	50	100
III	Core XXI - Software Development with Visual Basic	4	5	-	50	50	100
III	Core XXII - Computer Applications : Visual Basic- Practical-III	4	-	4	50	50	100
III	Elective–II :	3	5	-	50	50	100
III	Elective–III :	3	5	-	50	50	100
	Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	2		25	25	50
IV	Skill based Subject-4 : Cyber Law	3	3	-	30	45	75
V	Extension Activities @	2	-	-	50	-	50
	Total	25	26	4	355	320	675
	Total	140					3650

ONLINE COURSES*

***SWAYAM courses will be implemented in the next year.**

- ****Naan Mudhalvan – Skill courses- external 25 marks will be assessed by Industry and internal will be offered by respective course teacher.**

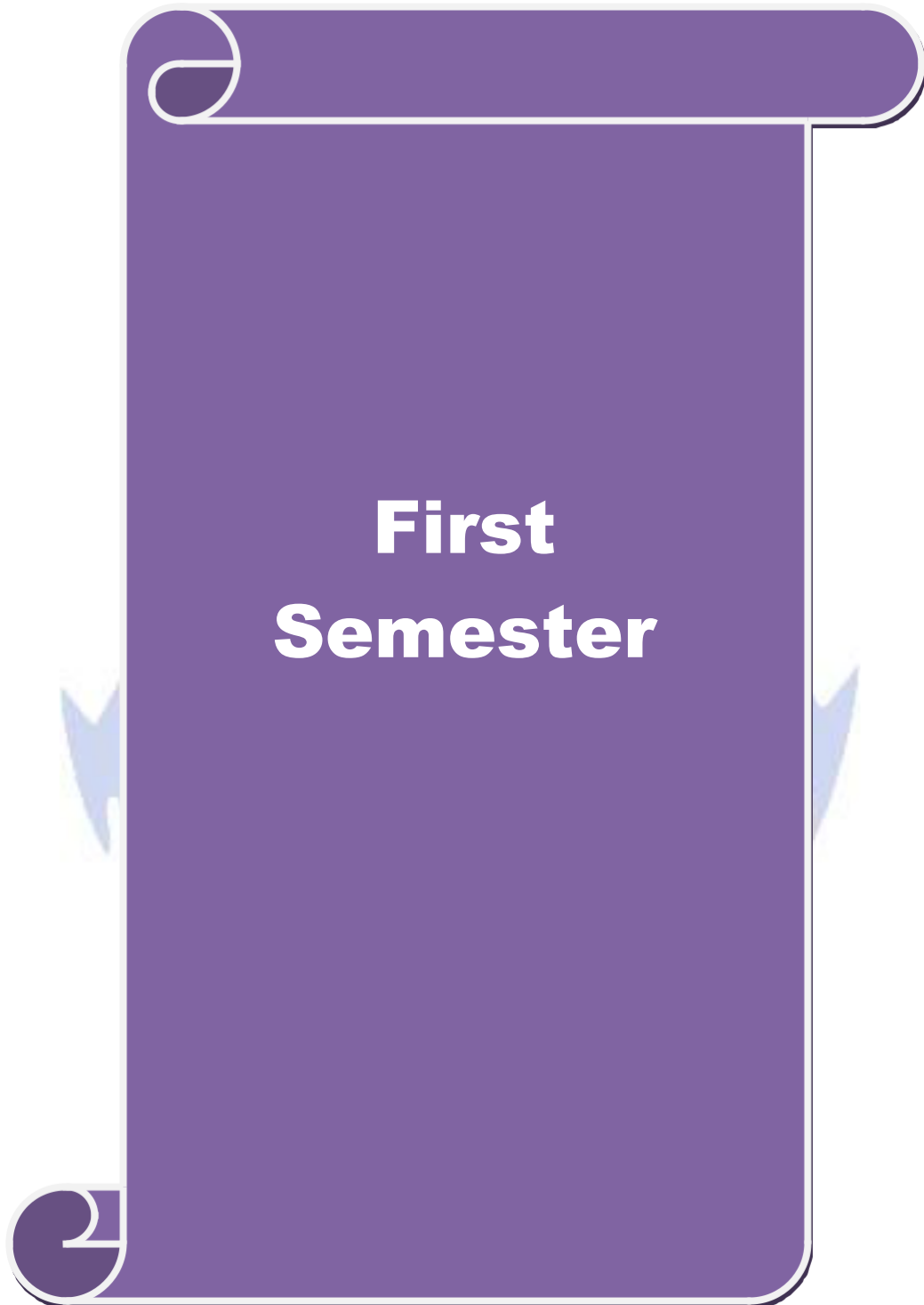
@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective Papers (Colleges can choose any one of the paper as electives)

Elective – I	A	Income Tax Law & Practice
	B	Brand Management
	C	Fundamentals of Insurance
Elective – II	A	Indirect Taxes
	B	Supply Chain Management
	C	Financial Markets
Elective - III	A	Business Finance
	B	Entrepreneurial Development
	C	Project Work

NOTE: The syllabus for the papers Advanced Accounting, Company Law, Indirect Taxes and Business Finance are revised and furnished below. The existing syllabus is to be followed for the remaining papers.



Course code	TITLE OF THE COURSE	L	T	P	C
Core I	Principles of Accountancy	4	-	-	4
Pre-requisite	Basic knowledge on Principles of Accountancy	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are :					
<ol style="list-style-type: none"> To acquire the basic accounting knowledge on principles and concept of accounting To identify the errors in accounting and to rectify those errors To effectively prepare final accounts, bills of exchange, bank reconciliation statements and accounting on joint ventures and consignment To gain knowledge about preparation of final Accounts To understand the account statements and procedures for calculation of Average due date methods 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of accounting and book keeping	K1			
2	Solve the errors in book keeping and identify the effect of BRS in an enterprise	K2			
3	Understanding the Bills of exchange and its transaction including Accommodation bills	K2			
4	Gain knowledge about preparation of final Accounts	K3			
5	Understand the Account Current statement and procedure for calculation of Average due date methods	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	12 hours			
Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance.					
Unit:2	FINAL ACCOUNTS	12 hours			
Final accounts of a sole trader with adjustments – Errors and rectification					
Unit:3	BILL OF EXCHANGE	12 hours			
Bill of exchange- Accommodation bills – Average due date – Account current..					
Unit:4	CONSIGNMENTS AND JOINT VENTURES	12 hours			
Accounting for consignments and Joint ventures					
Unit:5	BANK RECONCILIATION STATEMENT	10 hours			
Bank Reconciliation statement – Receipts and Payments and income and expenditure account					

and Balance sheet – Accounts of professionals.		
Note : Distribution of Marks between problems and theory shall be 80% and 20%.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy – S.Chand & Company Ltd.,	
2	T.S.Grewal – Introduction to Accountancy- S.Chand & Company Ltd.,	
3	R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand & sons	
Reference Books		
1	T.S.Grewal, S.C.Gupta, S.P.Jain – Advanced Accountancy- Sultanchand & sons	
2	K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=q11JtQorg0A	
2	https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core II	Business Organization and Office Management	4	-	-	4
Pre-requisite	Basic knowledge on business organisation	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To enable the students to learn principles and concepts of business 2. To identify the types of business organization 3. To know about office management and principles 4. To gain knowledge about office management and indexing 5. To understand the Data processing system, EDP and its uses 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the various forms of business organization				K1
2	Understand the knowledge on sources of finance				K2
3	Understand on stock exchange options and trading				K2
4	Remember the knowledge about office management and indexing				K1
5	Understand the Data processing system, EDP and its uses				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	12 hours			
Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.					
Unit:2	SOURCES OF FINANCE	12 hours			
Location of Business – Factors influencing location, localization of industries- Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.					
Unit:3	STOCK EXCHANGE	12 hours			
Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.					
Unit:4	OFFICE LAYOUT AND ACCOMMODATION	12 hours			
Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing					
Unit:5	EDP	10 hours			
Office machines and equipments – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons	
2	Shukla - Business Organisation and Management – S.Chand & Company Ltd.,	
3	Saksena – Business Administration and Management – Sahitya Bhavan	
Reference Books		
1	Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons	
2	R.K.Chopra – Office Management – Himalaya Publishing House	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://definitions.uslegal.com/b/business-organization/	
2	https://www.mosourcelink.com/guides/start-a-business/register-your-business/forms-of-business-organization	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper - I	INTRODUCTION TO INFORMATION TECHNOLOGY	4	-	-	4
Pre-requisite	Basics knowledge in Information Technology	Syllabus Version		2021 - 22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Know the basics of computer systems and information technology. 2. Make the students to have thorough knowledge of computer hardware, software, its components and operating system. 3. Aware of different programming languages. 4. Gain the knowledge about e-commerce, internet and extranet and uses of www applications. 5. Make the students to develop the applications of computer information system in various business fields. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concepts about hardware and software components and data retrieval from various areas of business.	K1			
2	Recall and remember the different types of computers available in business industries.	K1			
3	Aware of different programming and machine level languages and steps to develop computer programmes.	K2			
4	To gain knowledge about e-commerce, internet and extranet understand the uses of world wide web applications.	K2			
5	Create the applications of computer information system in various business fields.	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create					
Unit:1	HARDWARE AND SOFTWARE	12 hours			
Hardware and Software : computer systems, importance of computers in business, data and information, data processing, data storage and data retrieval capabilities, computer applications in various areas of business, computer related jobs in business.					
Unit:2	COMPUTER SYSTEMS	12 hours			
Types of computer systems- Micro, mini, mainframe and super computers. Analog,digital and Hybrid computers, business and Scientific computer systems, First, second, third and fourth generation computers, Laptop or notebook computers , data processing systems- batch, online and Real time system. Time sharing , multiprogramming and multiprocessing systems. Networkings: Local and wide area networks.					
Unit:3	COMPONENTS OF COMPUTERS AND SOFTWARE	12 hours			
Components of computers input ,output and storage devices, software: system software and Application software; Programming language-machine language- assembly language, higher level languages. Flowchart and programme flow charts. Steps in developing a computer programme					

Unit:4	OPERATING SYSTEMS	12 hours
Operating systems: Dos, windows, UNIX, windows NT, windows98 - E.Commerce. Internet Extranet- E.mail and its uses-world wide websites-mobile computers.		
Unit:5	SYSTEM ANALYSIS AND DESIGN	10 hours
System analysis and design, computer based information system-Transaction processing office Automation-management information system-decision support systems-expert system.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Computer and common sense-Roger Hunt and John Shellery	
2	Using Micro Computers- Brightman and Dimsdale	
3	P.c.Software made simple-R.K.Taxali	
Reference Books		
1	Introduction to computers-Alexis Leon and Mathews Leon	
2	Information technology for management-Henry C.Lucas	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=Qy064xFEW64	
2	https://www.youtube.com/watch?v=0fbNlQjNltE	
3	https://www.youtube.com/watch?v=dx1-_4tIJus	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Core III		COMPUTER APPLICATIONS: MS OFFICE -PRACTICAL-I	-	-	4	4
Pre-requisite		Basic Knowledge in Ms-Office Computer Applications	Syllabus Version		2021-22	
Course Objectives:						
<ol style="list-style-type: none"> 1. Acquire and apply the computer applications in different aspects of business 2. Get insight knowledge on ms-office, ms-excel and powerpoint. 3. Know the database maintenance in every type of applications using MS. Access. 4. Get the knowledge application on effective power point presentation. 5. Understand the preparation of the accounts transactions of the business enterprises in the tallypackage. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.				K1	
2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.				K2	
3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.				K3	
4	Gaining knowledge making effective presentation for the business meeting using power point presentation and To create database using M.S. Access				K2	
5	Apply the accounting principles and rules in tally software packages for updating the accounting transactions.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
COMPUTER PRACTICALS: I & II SEM – I MS OFFICE & TALLY						
I - MS WORD						
<ol style="list-style-type: none"> 1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace. 2. Prepare an invitation for the college function using Text boxes and cliparts. 3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading. 4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format. 5. Prepare a Shareholders meeting letter for 10 members using mail merge operation. 6. Prepare Bio-Data by using Wizard/Templates. 						
II - MS EXCEL						
<ol style="list-style-type: none"> 1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting. 						

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.

III - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

I - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

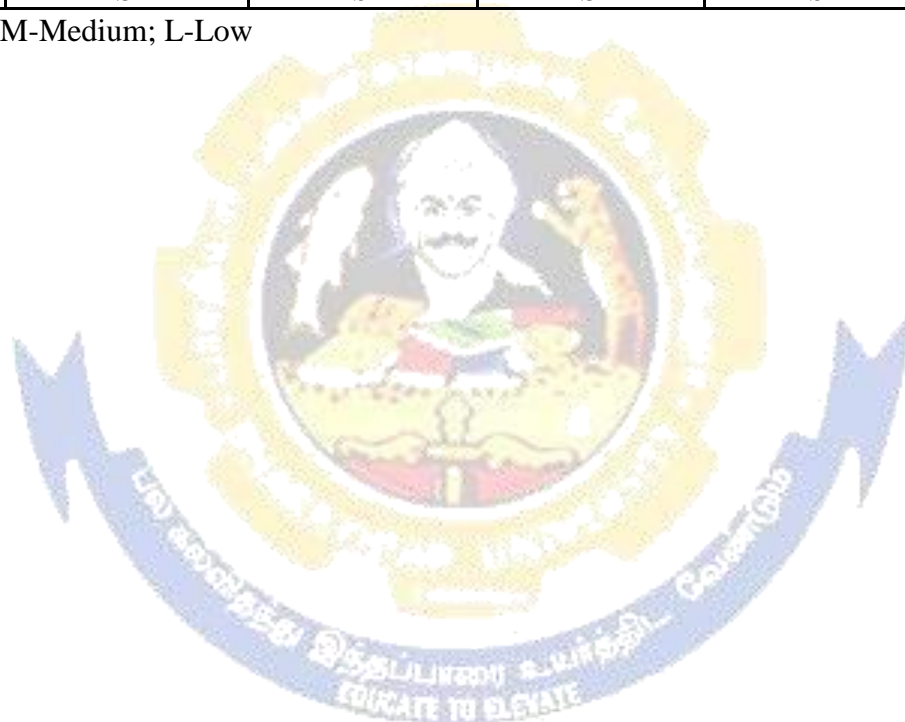
II – TALLY AND INTERNET

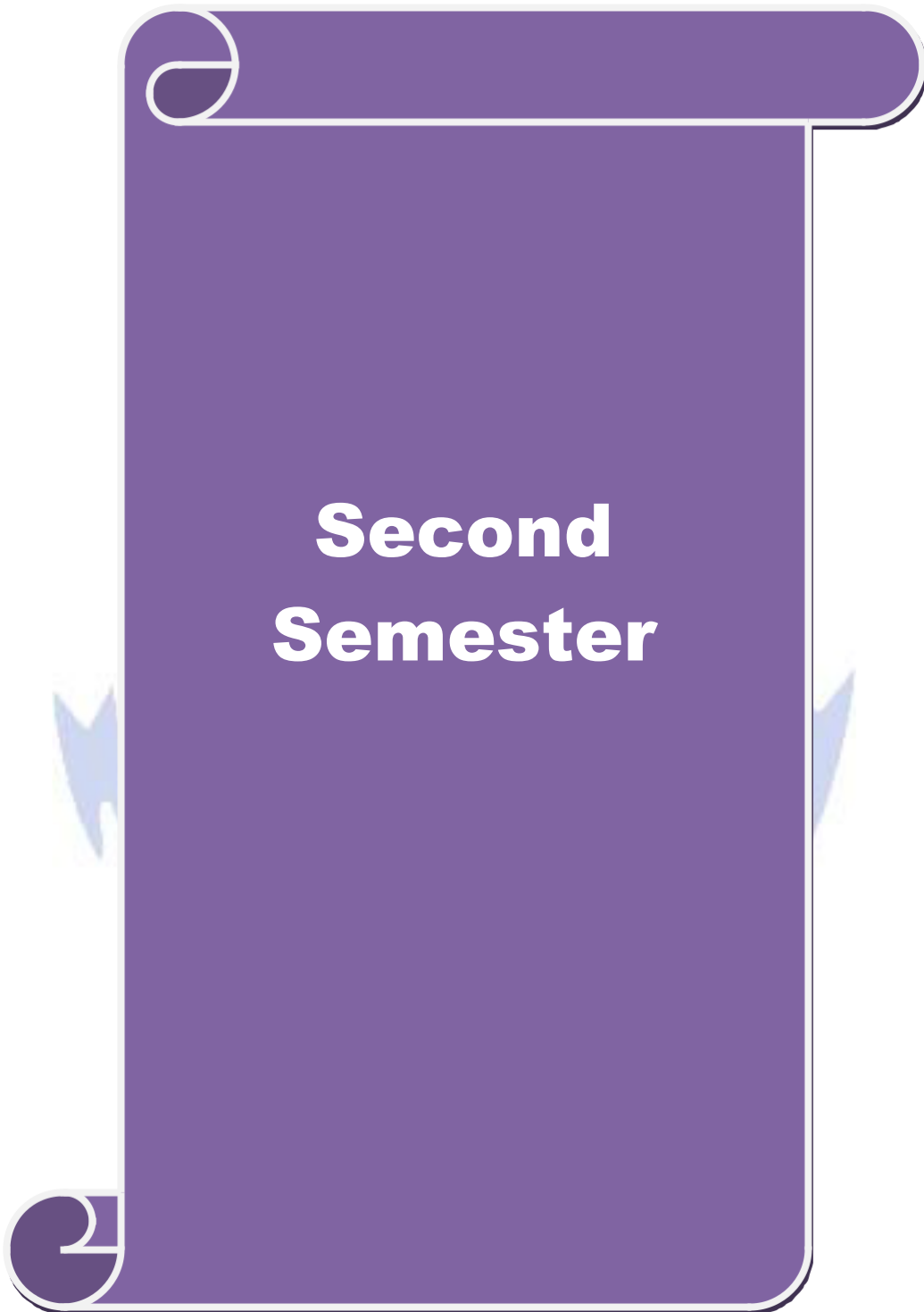
1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.

5. Learn how to use search engines and visit yahoo.com, rediff.com, hotmail.com and google.com	
6. Visit your University and college websites and collect the relevant data.	
Total Lecture hours	60 hours
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	M	S	S	S
CO3	S	S	M	S	S
CO4	S	M	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low





Course code	TITLE OF THE COURSE			L	T	P	C
Core – IV	Advanced Accounting			4	-	-	4
Pre-requisite	Basic knowledge on Advanced Accounting			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To acquire the basic concept depreciation accounting To enable the students on the functional aspects of accounting To impart knowledge on branch accounts and partnership accounts To gain knowledge on partnership accounts To apply the concept of partnership accounts on dissolution and insolvency 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on depreciation and its methods					K2	
2	Remember the system of branch accounts on installments and hire purchase					K1	
3	Understand the concept on single entry system					K3	
4	Gaining knowledge on partnership accounts					K2	
5	Apply the concept of partnership accounts on dissolution and insolvency					K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	DEPRECIATION					10 hours	
Depreciation – Methods - Reserves and provisions.							
Unit:2	BRANCH ACCOUNTS					12 hours	
Branch accounts excluding foreign branches. Hire purchase and installment system including hire purchase trading accounts.							
Unit:3	SINGLE ENTRY SYSTEM					10 hours	
Single Entry System - Meaning and Features - Statement of Affairs Method and Conversion Method.							
Unit:4	PARTNERSHIP ACCOUNTS					12 hours	
Partnership Accounts - Division of Profits - Fixed and Fluctuating Capital - Admission - Retirement -							
Unit:5	DISSOLUTION OF PARTNERSHIP					14 hours	
Dissolution of Partnership - Insolvency of Partners - Rule in Garner Vs. Murray 20% Marks for theory and 80 % marks for problem.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars – webinars							
					Total Lecture hours	60 hours	

Text Book(s)	
1	Jain and Narang : Advanced Accounting
2	T.S. Grewal : Advanced Accounting
Reference Books	
1	M.C Shukla : Advanced Accounting
2	T.S.Reddy & A.Murthy : Financial Accounting
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.ventureline.com/accounting-glossary/A/advanced-accounting-definition/#:~:text=ADVANCED%20ACCOUNTING%20covers%20accounting%20operations,in%20foreign%20and%20local%20currencies.
2	https://www.coursera.org/courses?query=advanced%20accounting
3	
Course Designed By:	

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core – V	Database Management System	4	-	-	4
Pre-requisite	Basic knowledge on DBMS	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are :					
<ol style="list-style-type: none"> To acquire the basic concept on database system To enable the students on the functional aspects of SQL To impart knowledge on various network approach To gain knowledge on IMS networks. To apply the networking approach in various E-Commerce Activities. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remembering the concept on database system and structure				K1
2	Gaining the knowledge on key relational approach.				K2
3	Understanding the embedded SQL at various operations.				K2
4	Gain knowledge on IMS networks.				K2
5	Apply the networking approach.				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO DBMS	12 hours			
Database System Architecture Basic Concepts: Data System, Operational data, data Independence, Architecture for a database system, Distributed databases, Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach.					
Unit:2	TYPES OF APPROACHES	10 hours			
Relational Approach: Relational Data Structure: relation, domain, attributes, keys Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations. Special relational operations.					
Unit:3	SQL	12 hours			
Embedded SQL: Introduction – Operations not involving cursors, involving cursors - Dynamic statements, Query by Example – Retrieval operations, Built – in – functions, update operations. QBE Dictionary. Normalization : Functional dependency, First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.					
Unit:4	HIERARCHIAL APPROACH	12 hours			
Hierarchical Approach: IMS data structure. Physical Database, Database description. Hierarchical sequence. External level of IMS: Logical Databases, the program communication block IMS Data manipulation : Defining the Program communication Block : DL / 1 Examples.					

Unit:5	NETWORK APPROACH	12 hours
Network Approach: Architecture of DBTG system. DBTG Data Structure: The set construct, Singular sets, Sample schema, the external level of DBTG – DBTG Data manipulation.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	An introduction to Database Systems : Seventh Edition : by C.J.Date	
2	Database Systems Concepts by Abraham Silberschatz, Henry F Korth	
Reference Books		
1	An introduction to Database Systems - Bipin C Desai	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.geeksforgeeks.org/introduction-of-dbms-database-management-system-set-1/	
2	https://www.geeksforgeeks.org/making-wordpress-website-secure/?ref=lbp	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	M	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C																					
Core VI	COMPUTER APPLICATIONS:ORACLE PRACTICAL I			4	-	-	4																					
Pre-requisite	Basic Knowledge on Oracle			Syllabus Version		2021-22																						
Course Objectives:																												
<p>The main objectives of the program are to</p> <ol style="list-style-type: none"> 1. To acquire the knowledge on computer applications of Oracle in different aspects of business. 2. To give insightful knowledge on storing and protecting the different types of database of the business enterprises. 3. To gain the knowledge on creating database using oracle. 4. To acquire knowledge on application of oracle statements to extract the particular database. 5. To gain the knowledge on developing employees and salary databases using oracle 																												
Expected Course Outcomes:																												
On the successful completion of the course, student will be able to:																												
1	Understand the basic concepts computer applications using Oracle for maintaining the database.			K2																								
2	Remembering the different databases using access application for developing the business transactions			K1																								
3	Gain the knowledge on creating database using oracle.			K2																								
4	Apply knowledge on application of oracle statements to extract the particular data base.			K3																								
5	Gain the knowledge on developing employees and salary databases using oracle.			K2																								
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create																												
Computer Applications Practical-I ORACLE – SQL																												
<ol style="list-style-type: none"> 1. Create a table "Company" with the following fields and insert the values for 10 employees. <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">FieldName</th> <th style="text-align: left;">FieldType</th> <th style="text-align: left;">Field size</th> </tr> </thead> <tbody> <tr> <td>CompanyName</td> <td>Character</td> <td>15</td> </tr> <tr> <td>Proprietor</td> <td>Character</td> <td>15</td> </tr> <tr> <td>Address</td> <td>Character</td> <td>25</td> </tr> <tr> <td>SupplierName</td> <td>Character</td> <td>15</td> </tr> <tr> <td>Noofemployees</td> <td>Number</td> <td>4</td> </tr> <tr> <td>GPPercent</td> <td>Number</td> <td>6 with 2 decimalplaces</td> </tr> </tbody> </table> <p>Queries:</p> <ol style="list-style-type: none"> a) Display all the records of the company which are in the ascending order of GPpercent. b) Display the name of the company whose supplier name is "Telco". c) Display the details of the company whose GP percent is greater than 20 and order by GP Percent. d) Display the detail of the company having the employee ranging from 300 to 1000. e) Display the name of the company whose supplier is same as the Tata's. 								FieldName	FieldType	Field size	CompanyName	Character	15	Proprietor	Character	15	Address	Character	25	SupplierName	Character	15	Noofemployees	Number	4	GPPercent	Number	6 with 2 decimalplaces
FieldName	FieldType	Field size																										
CompanyName	Character	15																										
Proprietor	Character	15																										
Address	Character	25																										
SupplierName	Character	15																										
Noofemployees	Number	4																										
GPPercent	Number	6 with 2 decimalplaces																										

2). Create a table named "Employee" with the following fields and insert the values.

Field Name	Field Type	Field Size
Employee Name	Character	15
Employee Code	Number	6
Address	Character	25
Designation	Character	15
Grade	Character	1
Date of Join	Date	-
Salary	Number	10 with 2 decimal places

Queries

- Display the name of the employee whose salary is greater than Rs.10,000
- Display the details of employees in ascending order according to EmployeeCode.
- Display the total salary of the employees whose grade is "A"
- Display the details of the employee earning the highest salary.
- Display the names of the employees who earn more than "Ravi"

3). Create a table "Product" with the following fields and insert the values:

Field Name	Field Type	Field Size
Student Name	Character	15
Gender	Character	6
Roll No	Character	10
Department Name	Character	15
Address	Character	25
Percentage	Number	4 with 2 decimal places

Queries:

- Calculate the average percentage of students.
- Display the names of the students whose percentage is greater than 80.
- Display the details of the student who got the highest percentage.
- Display the details of the students whose percentage is between 50 and 70.
- Display the details of the students whose percentage is greater than the percentage of the roll no=12CA01.

4). Create a table "Product" with the following fields and insert the values:

Field Name	Field Type	Field Size
Product No	Number	6
Product Name	Character	15
Unit of Measure	Character	15
Quantity	Number	6 with decimal places
Total Amount	Number	8 with decimal places

Queries:

- Using update statements calculate the total amount and then select there cord.

- b) Select the records whose unit of measure is "Kg".
- c) Select the records whose quantity is greater than 10 and less than or equal to 20.
- d) Calculate the entire total amount by using sum operation.
- e) Calculate the number of records whose unit price is greater than 50 with count operation.

5). Create the table PAYROLL with the following fields and insert the values:

Field Name	Field Type	Field Size
Employee No	Number	8
Employee Name	Character	8
Department	Character	10
Basic Pay	Number	8 with 2 decimal places
HRA	Number	6 with 2 decimal places
DA	Number	6 with 2 decimal places
PF	Number	6 with 2 decimal places
Net Pay	Number	8 with 2 decimal places

Queries:

- f) Update the records to calculate the net pay.
- g) Arrange the records of the employees in ascending order of their net pay.
- h) display the details of the employees whose department is "Sales".
- i) Select the details of employees whose HRA >= 1000 and DA <= 900.
- j) Select the records in descending order.

6). Create a Table Publisher and Book with the following fields:

Field Name	Field Type	Field Size
Publisher Code	Var Char	5
Publisher Name	Var Char	10
Publisher city	Var Char	12
Publisher State	Var Char	10
Title of book	Var Char	15
Book Code	Var Char	5
Book Price	Var Char	5

Queries:

- a) Insert the records into the table publisher and book.
- b) Describe the structure of the tables.
- c) Show the details of the book with the title "DBMS".
- d) Show the details of the book with price > 300.
- e) Show the details of the book with publisher name "Kalyani".
- f) Select the book code, book title, publisher city is "Delhi".
- g) Select the book code, book title and sort by book price.
- h) Count the number of books of publisher starts with "Sultanchand".
- i) Find the name of the publisher starting with "S".

7. Create a table Deposit and loan with the following fields:

FieldName	FieldType	FieldSize
Account	VarChar	6
BranchName	VarChar	15
CustomerName	Var Char	20
BalanceAmount	VarChar	10
Loan Number	Var Char	7
Loan Amount	Var Char	6

Queries:

- Insert the records into the table.
- Describe the structure of the table.
- Display the records of Deposit and Loan.
- Find the number of loans with amount between 10000 and 50000.
- List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
- Find the average account balance at the Coimbatore branch.
- Update deposits to add interest at 5% to the balance.
- Arrange the records in descending order of the loan amount. i) Find the total amount of deposit in 'Erode' branch.

Total Lecture hours

60 hours

Course Designed By:

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	M	M
CO3	S	S	S	S	S
CO4	M	S	M	M	S
CO5	S	M	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
ALLIED PAPER II	MATHEMATICS FOR BUSINESS	4	-	-	4
Pre-requisite	Basics knowledge on Mathematics for Business	Syllabus Version		2021 - 22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Understand and apply basics of applications of mathematics in business 2. Make the students to be ready for solving business problems using mathematical operations. 3. Provide an insight knowledge about variables, constants and functions. 4. Gain the knowledge on integral calculus and determining definite and indefinite functions. 5. Analyze the linear programming problem by using graphical solution and simple method. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concepts of arithmetic and geometric series and different effective rates of interest for sinking fund, annuity and present value.	K2			
2	Know the basic concepts of addition and multiplication analysis and input and output analysis.	K1			
3	Aware of variables, constants and functions and evaluate the first and second order derivatives.	K2			
4	To gain knowledge on integral calculus and determining definite and indefinite functions.	K2			
5	Analyze the linear programming problem by using graphical solution and simple method.	K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create					
Unit:1	SET THEORY	12 hours			
Set Theory – Arithmetic and Geometric Series – Simple and Compound Interest – Effective rate of Interest – Sinking Fund – Annuity - Present Value – Discounting of Bills – True Discount – Banker's Gain.					
Unit:2	MATRIX	12 hours			
Matrix: Basic Concepts – Addition and Multiplication of Matrices – Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equations – Input-Output Analysis.					
Unit:3	VARIABLES, CONSTANTS AND FUNCTIONS	12 hours			
Variables, Constants and Functions – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivations – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems					

Unit:4	ELEMENTARY INTEGRAL CALCULUS	12 hours
Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.		
Unit:5	LINEAR PROGRAMMING PROBLEM	10 hours
Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	60 hours
Text Book(s)		
1	Navanitham, P.A, ” Business Mathematics & Statistics” Jai Publishers,Trichy-21	
2	Sundaresan and Jayaseelan, ”Introduction to Business Mathematics”, Sultanchand Co&Ltd, Newdelhi	
3	Sanchetti, D.C and Kapoor, V.K, ” Business Mathematics” , Sultan chand Co&Ltd, Newdelhi	
Reference Books		
1	G.K.Ranganath, C.S.Sampamgiram&Y.Rajan-A Text book Business Mathematics - Himalaya Publishing House.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=qO1SYFZVmhY	
2	https://www.youtube.com/watch?v=LadYhkiVC7Q&list=PLRYPMG3pkUJuucxOLmnRC-Lj3PmzVmKCD	
3	https://www.youtube.com/watch?v=qO1SYFZVmhY&list=PLX2gX-ftPVXUYjs2g3YiaY0sEfwW-jg5L	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	M
CO5	M	M	S	S	S

S- Strong; M-Medium; L-Low



**Third
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core – VII	PRINCIPLES OF MARKETING	4	-	-	4
Pre-requisite	Basic knowledge on Principles of Marketing	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> 1. To acquire the basic concept on marketing and its opportunities 2. To enable the students on the functional aspects of marketing 3. To impart knowledge on consumer behaviour and consumerism 4. To gain knowledge on marketing mix and pricing 5. To apply the concept of green marketing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remembering the concept on marketing and its types	K1			
2	Gaining the knowledge on marketing functions	K2			
3	Understand the concept on consumer behavior and relations	K2			
4	Remember the significance of marketing mix and pricing	K1			
5	Applying the concept of green marketing	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	15 hours			
Marketing – Definition of Market and Marketing – Importance of Marketing – Modern Marketing Concept – Global Marketing – E-Marketing – Tele-Marketing – Marketing Ethics – Career Opportunities in Marketing					
Unit:2	FUNCTIONS OF MARKETING	15 hours			
Marketing Functions – Buying – Selling – Transportation – Storage – Financing – Risk Bearing – Standardisation – Market Information					
Unit:3	CONSUMER BEHAVIOUR	15 hours			
Consumer Behaviour – Meaning – Need for studying Consumer Behaviour – Factors influencing Consumer Behaviour – Market Segmentation – Customer Relations Marketing					
Unit:4	MARKETING MIX	15 hours			
Marketing Mix – Product Mix – Meaning of Product – Product Life Cycle – Branding – Labelling – Price Mix – Importance – Pricing – Objectives – Pricing Strategies – Personal Selling and Sales Promotion – Place Mix – Importance of Channels of Distribution – Functions of Middlemen – Importance of Retail trade.					
Unit:5	MARKETING AND GOVERNMENT	13 hours			
Marketing and Government – Bureau of Indian Standards – Agmark – Consumerism – Consumer Protecting – Rights of consumers – Green Marketing – Forward Trading in Commodities					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Marketing Management - Rajan Sexena	
2	Principles of Marketing - Philip Kotler & Gary Armstrong	
3	Marketing Management - V.S. Ramasamy and Namakumari	
Reference Books		
1	Marketing Management - Rajan Nair	
2	Marketing - R.S.N.Pillai & Bagavathi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler	
2	https://www.youtube.com/watch?v=n8M00vmp6v0	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C
Core – VIII	Object Oriented Programming with C++			4	-	-	4
Pre-requisite	Basic knowledge on C++			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> 1. To acquire the knowledge on OOPs 2. To enable the students on the applications and structure of C++ 3. To impart knowledge on managing console 4. To gain knowledge on virtual functions 5. To analyze the concept managing console 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on OOPs and data abstraction					K2	
2	Apply the concept on various functions in C++					K3	
3	Understand the concept on constructors, destructors and overloading					K2	
4	Gain knowledge on virtual functions					K2	
5	Analyze the concept managing console					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO C++					15 hours	
OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Multiple Viewing of the Same Object – Encapsulation and Data Abstraction – Inheritance – Delegation – Object Composition – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology – Application of OOPs.							
Unit:2	APPLICATIONS OF C++					15 hours	
Application of C++ - Structure of C++ Program – Tokens, Expression -Basic Data Types – Symbolic Constants – Declaring Data Types - Reference Variables – Operator in C++ - Scope Resolution Operator – Expressions and Implicit Conversions – Control Structures – Functions in C++ - Call by Reference – Call by Value – Inline Functions – Default Arguments – Constant Arguments – Classes and Objects – Defining Member Functions – Nesting Member Function – Private Member Function – Static Member Function.							
Unit:3	ARRAY, CONSTRUCTORS AND OVERLOADING					15 hours	
Array of Objects – Friend Function – Returning Objects – Constant Member Function – Pointer to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.							

Unit:4	TYPES OF INHERITANCE	15 hours
Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function – Pointer to Derived Classes.		
Unit:5	FILE OPERATIONS IN C++	13 hours
Managing Console I/O Operations – C++ Streams – Stream Classes – istreams, ostream, ifstream, ofstream, filebuff, istrstream, ostrstream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	E. Balagurusamy, “Object Oriented Programming with C++ ”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2003.	
Reference Books		
1	D.Ravichandran, “Programming with C++”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://cppinstitute.org/free-c-and-c-courses?gclid=EAIaIQobChMI8MHN3bn56wIVBwRgCh3EeQaYEAAYASAAEgKRVPD_BwE	
2	https://beginnersbook.com/2017/08/c-plus-plus-tutorial-for-beginners/	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	M	M	S	M
CO3	S	S	S	S	S
CO4	S	M	M	S	M
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C
Core – IX	Cost Accounting			4	-	-	4
Pre-requisite	Basic knowledge on cost accounting			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To acquire the basic concept cost accounting. To enable the students on the functional aspects of cost accounting. To impart knowledge on various branches of cost accounts. To gain knowledge on process costing To create reconciliation of cost and financial accounts 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on Cost accounting and create a cost sheet					K1	
2	Gaining the knowledge on material control aspects					K3	
3	Understand the concept on labour system					K3	
4	Gaining knowledge on process costing					K2	
5	Applying the reconciliation of cost and financial accounts					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION					20 hours	
Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management — Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender.							
Unit:2	MATERIAL CONTROL					18 hours	
Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue.							
Unit:3	LABOUR OVERHEAD					17 hours	
Labour: System of wage payment – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – allocation and absorption of overhead.							
Unit:4	PROCESS COSTING					15 hours	
Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production).							
Unit:5	OPERATING COSTING					18 hours	
Operating Costing - Contract costing – Reconciliation of Cost and Financial accounts.							

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	S.P. Jain and KL. Narang , “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005	
2	R.S.N. Pillai and V. Bagavathi , “Cost Accounting”,S. Chand and Company Ltd., New Delhi.Edn.2004	
3	S.P.Iyyangar, “Cost Accounting Principles and Practice”, Sultan Chand, New Delhi. 2005.	
Reference Books		
1	V.KSaxena & C.D.Vashist, “Cost Accounting”, Sultan Chand, New Delhi 2005.	
2	M.N.Arora, “Cost Accounting”, Sultan Chand, NewDelhi 2005.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=AwrwUf8vYEEY	
2	https://www.youtube.com/watch?v=a5D3Iopi0-4	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	S	M	S	S
CO3	S	S	S	S	S
CO4	M	S	M	S	S
CO5	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE		L	T	P	C
ALLIED PAPER III	STATISTICS FOR BUSINESS		4	-	-	4
Pre-requisite	Basic knowledge on statistics for business		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of the course are able to						
<ol style="list-style-type: none"> 1. Provide basic conceptual knowledge on applications of statistics in business. 2. Make the students to be ready for solving business problems using statistical operations. 3. Give a detailed instruction of measurement of dispersion. 4. Gain the knowledge on application of correlation and regression for business operations. 5. Analyze interpolation and probability theory and perform the problems. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of arithmetic and geometric mean and different types of data collection.			K2		
2	Know measures of dispersion.			K1		
3	Gain the knowledge on correlation and regression analysis.			K5		
4	Understand the different types of moving averages.			K2		
5	Know and analyze interpolation and probability			K2		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTIONS				15 hours	
Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems						
Unit:2	MEASURES OF DISPERSION				15 hours	
Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. Skewness – Meaning – Measures of Skewness - Pearson's and Bowley's co-efficient of Skewness.						
Unit:3	CORRELATION AND REGRESSION ANALYSIS				15 hours	
Correlation – Meaning and Definition – Scatter diagram, Karl Pearson's co-efficient of Correlation, Spearman's Rank Correlation, Co-efficient of Concurrent deviation. Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression						
Unit:4	TIME SERIES				15 hours	
Time Series – Meaning, Components and Models – Business forecasting – Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares – Seasonal Variation – Method of Simple average. Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.						

Unit:5	INTERPOLATION	13 hours
Interpolation: Binomial, Newton's and Lagrange methods. Probability – Concept and Definition – Addition and Multiplication theorems of Probability (statement only) – simple problems based on Addition and Multiplication theorems only.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Statistical Methods by S.P. Gupta	
2	Business Mathematics and Statistics by P. Navaneetham	
3	Statistics by R.S.N. Pillai and V. Bagavathi	
Reference Books		
1	Statistics-Theory, Methods & Application by D.C. Sancheti and V.K. Kapoor	
2	Applied General Statistics by Frederick E. Croxton and Dudley J. Cowden	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=BUE-XJEHp7g	
2	https://www.youtube.com/watch?v=0s4mKbkYJPU&t=1s	
3	https://www.youtube.com/watch?v=Dxcc6ycZ73M	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	M
CO5	M	M	S	S	S

S- Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Core X		COMPUTER APPLICATIONS: C++- PRACTICAL II	-	-	4	4
Pre-requisite		Basic Knowledge in OOPs	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of the program are to						
<ol style="list-style-type: none"> To understand the program by applying the concept of OOPs. To remember the reusability of C++ program by applying the concept of Inheritance and Polymorphism. To apply the data files operation technique and solve the given problems in a practical manner. To understand the program by applying the concept of OOPs To apply the data file operation technique and evaluate the program in a practical manner 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Compare the different types of languages and find the importance of object-oriented programming language					K2
2	Understand the C++ statements and motivate the students to make use of the statements					K2
3	Identify the class structure and develop the program.					K1
4	Apply the program by applying the concept of OOPs					K3
5	Apply the data file operation technique and evaluate the program in a practical manner					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Computer Applications Practical-II						
<u>OOPS WITH C++</u>						
<ol style="list-style-type: none"> Program to calculate depreciation under Straight Line method and Diminishing Balance method (using class, defining member functions outside the class). Program to calculate depreciation under Diminishing Balance method (Using class, defining member function inside the class) Program to calculate Economic Order Quantity (using nesting of member function). Program to print the Employees' payroll statement (using control structures). Program to calculate simple Interest and compound Interest (using nested class). Program to calculate net income of a family (using friend function in two classes). Program to print the book list of library (using array of objects). Program to prepare cost sheet (using inheritance). Program to calculate margin of safety (using multilevel inheritance). Program for bank transaction (using constructor and destructor). 						

11. Program to calculate increase or decrease in working capital using operatoroverloading.
 12. Program to create the student file and prepare the marks slip by accessing thefile.

Total Lecture hours **60 hours**

Course Designed By:

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

*S-Strong; M-Medium; L-Low



Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject - 1	COMMERCIAL LAW	3			3
Pre-requisite	Basic knowledge in commerce activities	Syllabus version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To provide knowledge about basics of business contract 2. To understand the performance of the contract 3. To understand the rules of indemnity and guarantee 4. To offer knowledge about the sale and transfer of goods and the applicable laws and regulations 					
Expected Course Outcomes:					
1	Check the various elements related business law and contract				K5
2	Interpret different types of contract and its features				K2
3	Analyze the mode of performance and discharge of contract				K4
4	Compare and check between rights and duties of indemnity, guarantee, bailor and bailee.				K5
5	Analyze the Law of sale of goods and its intricacies.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	BASICS OF BUSINESS CONTRACT	10--hours			
Law – Meaning – Law of Contract – Essential Elements of Valid Contract – Types of Contracts - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance.					
Unit:2	CONSIDERATION AND CAPACITY TO CONTRACT	8--hours			
Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law.					
Unit:3	PERFORMANCE OF CONTRACT	8--hours			
Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.					
Unit:4	INDEMNITY AND GUARANTEE	9--hours			
Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety.- Bailment and Pledge.					
Unit:5	LAW OF SALE OF GOODS	8--hours			
Sale of Goods Act – Sale and Agreement to Sell – Conditions and Warranties - Law of Carriage of Goods					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		45--hours
Text Book(s)		
1	N.D.Kapoor ----- Business Laws – Sulthan Chand & Sons	
2	R.S.N. PillaiandBagavathy ----- Business Laws- S.Chand& Co	
Reference Books		
1	Arun Kumar Sen, "Commercial Law", The world press pvt Ltd, Calcutta	
2	M.C.Kuchhal---- Mercantile Law---Vikas Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping with Programme Outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	L
CO3	M	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	M

* S - Strong ; M - Medium ; L- Low



**Fourth
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core – XI	Principles of Auditing	4	-	-	4
Pre-requisite	Basic knowledge on principles of auditing	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> 1. To acquire the basic concept on auditing and audit programmes 2. To enable the students on working with vouchers 3. To impart knowledge on audit reports 4. To create an audit report 5. To apply the concept of electronic auditing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on auditing	K2			
2	Analyze the vouching of various working papers	K4			
3	Gain knowledge on valuation of assets and liabilities	K3			
4	Evaluate an audit report	K5			
5	Apply the concept of electronic auditing	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	AUDITING	20 hours			
Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programmes.					
Unit:2	INTERNAL CHECK AND INTERNAL AUDIT	18 hours			
Internal Control – Internal Check and Internal Audit – Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.					
Unit:3	VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES	17 hours			
Verification and Valuation of Assets and Liabilities – Auditor’s position regarding the valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.					
Unit:4	AUDIT OF JOINT STOCK COMPANIES	15 hours			
Audit of Joint Stock Companies – Qualification – Dis-qualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types.					
Unit:5	INVESTIGATION	18 hours			
Investigation – Objectives of Investigation – Audit of Computerised Accounts – Electronic					

Auditing – Investigation under the provisions of Companies Act.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	B.N. Tandon, “Practical Auditing” ,S Chand Company Ltd	
2	F.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd,London	
Reference Books		
1	Spicer and Pegler, “Auditing: Khatalia”s Auditing”	
2	Kamal Gupta, “Auditing”, Tata Mcgriall Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://economictimes.indiatimes.com/definition/audit	
2	https://www.youtube.com/watch?v=zggYEM2Nts8	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core – XII	Internet and Web Designing	3	-	-	3
Pre-requisite	Basic knowledge in Internet and Web Designing	Syllabus Version	2021-22		
Course Objectives:					
The main objectives of this course are :					
<ol style="list-style-type: none"> 1. To acquire the basic knowledge on Internet 2. To enable the students on gaining the knowledge on HTML 3. To impart knowledge on applying the various tools 4. To gain knowledge on working with webpage 5. To apply the frames in webpage 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remembering the concept on WWW				K1
2	Gain the knowledge on directories and inventories				K2
3	Apply the concept on HTML				K3
4	Gain knowledge on working with web page				K2
5	Apply the frames in web page				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO INTERNET	20 hours			
Introduction to Internet - Internet Access / Dial-Up Connection – Internet Services” Features – TCP/IP Vs Shell Accounts – Configuring the Machine for TCP/IP Account – Configuring the Shell Account – Telnet – Changing the Password – World Wide Web (WWW) - Web Page – Hyper Text – HTML Tags – Net Surfing - Internet/Web Browsing - Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols –TCP/IP – FTP – HTTP – Telnet – Gopher –WAIS.					
Unit:2	WEB INDEX	18 hours			
Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher – Search Functions – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail (E-Mail) – E-Mail Message – Customizing E-Mail Programs – Managing Mails – Zen of „E-mailing” – Address Book – Signature Feature – File Attachment Facility – Setting priority – Advantages and Disadvantages of E-Mail.					
Unit:3	INTRODUCTION TO HTML	17 hours			
Introduction to HTML–HTML Code for a Web Page–Web Page Basics–Setup a Web Page – Display a Web Page in a Web Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript and Subscript – Font Style and Size – Color – Margins – Mono Spaced Font – Block Quote – Lists – Ordered List – Unordered List – Nested List – Definition List – Images–Addan Image–Back ground Image–Border–Wrap Text Around an Image– Aligning the Image – Horizontal Rule – Use Images in List – Convert an Image to GIF or JPEG.					

Unit:4	WWW	15 hours
Links - Link to another Web Page – Link within a Web Page – Link to an Image – Link to a File – E-mail Link – Link to an FTP Site – Change Link Colors – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell – Span Cells – Cell Spacing and Cell Padding – Borders – Text Wrapping – Nested Tables – Wrap Text around aTable.		
Unit:5	SOUNDS AND VIDEOS	18 hours
Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended Video – Video Considerations – Internal Video – Introduction to Forms – Set up a Form – Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label From Elements – Introduction to Frames – Creating Frames – Frame Considerations – Provide Alternative Information – Link to a Frame - Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Framesets – Inline Frame.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	90 hours
Text Book(s)		
1	Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai	
2	Eric Kramer, “HTML”.	
Reference Books		
1	Kamalesh N. Agarwala, Amit Lal & Deeksha Agarwala, “Business of the Net”.	
2	John Zabour, Jeff Foust & David Kerven, “HTML 4 HOW- TO”.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://techterms.com/definition/web_design#:~:text=Web%20design%20is%20the%20process%20of%20creating%20websites.&text=Websites%20are%20created%20using%20a,CSS%2C%20or%20cascading%20style%20sheets.	
2	https://www.interaction-design.org/literature/topics/web-design	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	M	S	S	M

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C
Core – XIII	Executive Business Communication			3	-	-	3
Pre-requisite	Basic knowledge in Executive Business Communication			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To acquire the basic knowledge on business communication To enable the students to create various forms of business letters To impart knowledge on various secretarial correspondence To gain knowledge on report writing. To create are sume. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the effectiveness of business communication .					K2	
2	Gain the knowledge on creating various forms of letters.					K2	
3	Understand the concept on banking and insurance correspondence.					K2	
4	Gain knowledge on report writing.					K2	
5	Apply the system of writing a resume.					K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	BUSINESS COMMUNICATION					15 hours	
Business Communication: Meaning – Importance of Effective Business Communication Modern Communication Methods – Business Letters: Need – Functions – Kinds – Essentials of Effective Business Letters - Layout.							
Unit:2	BUSINESS COMMUNICATION					15 hours	
Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.							
Unit:3	BANKING CORRESPONDENCE					15 hours	
Banking Correspondence - Insurance Correspondence - Agency Correspondence.							
Unit:4	COMPANY SECRETARIAL CORRESPONDENCE					15 hours	
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)							
Unit:5	APPLICATION LETTERS					13 hours	
Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars – webinars							

	Total Lecture hours	75 hours
Text Book(s)		
1	Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.	
2	Ramesh, MS, & C. C Pattanshetti, “Business Communication”, R.Chand&Co, New Delhi, 2003.	
Reference Books		
1	Rodriquez M V, “Effective Business Communication Concept” Vikas Publishing Company ,2003.	
2		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.managementstudyguide.com/business_communication.htm	
2	https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Core XIV		COMPUTER APPLICATION PRACTICAL II- INTERNET AND WEB DESIGNING	-	-	4	4
Pre-requisite		Basic Knowledge Internet & HTML	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To Educate the students on the functions and uses of internet. 2. To Give the knowledge on how to search theweb. 3. To Learn to know the uses and applications ofHTML 4. To Make the students to know how to create link theweb. 5. To Get a knowledge on how to download and upload thevideos. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn the functions and uses of internet.					K1
2	Give the knowledge on how to search the web.					K2
3	Learn to know the uses and applications of HTML.					K1
4	Make the students to know how to create link the web.					K2
5	Apply the knowledge on how to download and upload the videos.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
COMPUTER APPLICATIONS PRACTICAL – II						
<u>INTERNET AND WEB DESIGNING</u>						
<ol style="list-style-type: none"> 1. Create web pages for a business organization using HTMLFrames. 2. Create a Program using HTML to display the ordered list and unordered list of aDepartmental Store. 3. Program to display Image and text using HTML tag for an advertisement of aCompany Product. 4. Create a table to display list of products using HTMLTag. 5. Create a document using Formatting and alignment to display Sales Letter. 6. Create aResume using HTMLTag. 7. Create a website of your department with minimum five links usingHTML. 8. Create a document using Form to support Local Processing of Orderform. 9. Create a Form of the Customer Survey for the user to enter General name andaddress information. 10. Create a Frame to display a multiformdocument. 						
Total Lecture hours					60 hours	
Course Designed By:						

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	M
CO4	S	M	S	S	S
CO5	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course code	TITLE OF THE COURSE	L	T	P	C
AlliedIV	PRINCIPLES OF MANAGEMENT	3	-	-	3
Pre-requisite	Basic knowledge of Principles of Management	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize on the functions and theories of principles of management. 2. Enable the students to study about the different types of management theories. 3. Make the students to understand the delegation of power and control. 4. Acquire the detailed knowledge on communication in management. 5. Make the students to understand the motivational theories. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Conceptualize the nature and scope of Management process	K1			
2	Understand the Planning and decision-making process.	K2			
3	Enlighten about the organization and organization structure.	K1			
4	Enumerate Theories of motivation and incentives.	K2			
5	Make the students to understand the Co-ordination and control process.	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	MANAGEMENT AND ADMINISTRATION	15 hours			
Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Henry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.					
Unit:2	PLANNING	8 hours			
Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.					
Unit:3	ORGANIZATION	10 hours			
Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart - Departmentation– Delegation and Decentralization– Authority relationship Line, Functional and Staff.					
Unit:4	MOTIVATION	10 hours			
Motivation – Need – Determinants of behaviour – Maslow's Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.					
Unit:5	COMMUNICATION IN MANAGEMENT	15 hours			
Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Principles of Management - Koontz and O'Donald	
2	Business Management - Dinkar – Pagare	
3	The Principles of Management - Rustom S. Davan	
Reference Books		
1	Business Organization and Management - Y. K. Bhushan	
2	Business Management – Chatterjee	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=nikDhY1z8s	
2	https://www.youtube.com/watch?v=nZd3tUvfjq4&t=89s	
3	https://www.youtube.com/watch?v=xCEAiy51oS8&list=PLGRG6Dk7lyZ7vBWcAPIxfyFKg1O7y98mE	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	M	M	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Skill based	Subject-2	COMPANY LAW	3	-	-	3
Pre-requisite		Basic knowledge on Company Law	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Educate the students about the kinds and formation of a Company. 2. Make the students to understand the Memorandum of Association. 3. Understand about uses and formation of the prospects of a company. 4. Get an insight knowledge on appointment and salaries of company director and secretary. 5. Understand about various types of meeting. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Discuss the characteristics of Company and its Formation					K2
2	Understand about Memorandum and Articles of Association.					K2
3	Get a detailed knowledge on Prospectus and Kinds of shares and Debentures.					K2
4	Acquire the knowledge on powers and duties of Director and Secretary					K2
5	Understand about kinds of meetings .					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	COMPANY					8 hours
Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.						
Unit:2	MEMORANDUM OF ASSOCIATION					9 hours
Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management						
Unit:3	PROSPECTUS					8 hours
Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus – Kinds of Shares and Debentures.						
Unit:4	Director and Secretary					7 hours
Director and Secretary – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities.						
Unit:5	MEETINGS					11 hours
Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.						

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		45 hours
Text Book(s)		
1	N.D.Kapoor, “Company Law” Sultan Chand & Sons, New Delhi 2005	
2	Bagrial A.K, “Company Law”, Vikas Publishing House, New Delhi	
3	Gower L.C.B, “Principles of Modern Company Law”, Steven & Sons, London.	
Reference Books		
1	Ramaiya A, “Guide to the Companies Act”, Wadhwa & Co., Nagpur	
2	Singh Avtar, “Company Law”, Eastern Book Co., Lucknow	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=G9MyWFgsNLU	
2	https://www.youtube.com/watch?v=gEDSdXW0JPQ&list=PLWKgfZAhHUZaqiDvDUNORypEhPdmZHzg3	
3	https://www.youtube.com/watch?v=AdDQ05rP7jE&list=PLgK6tNi_UIbXbK9foc3khX8ecmlaq4FTd	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	M	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low



**Fifth
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core XV	Software Engineering	4	-	-	4
Pre-requisite	Basic knowledge in Software Engineering	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To acquire the basic knowledge on software engineering 2. To enable the students on the functional aspects of software design 3. To impart knowledge on software maintenance 4. To gain knowledge on debugging 5. To apply the concept of managing the software design 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on software engineering	K2			
2	Understand the concept on structured design	K1			
3	Remember the techniques of software cost estimation	K2			
4	Apply the a quired knowledge on debugging	K3			
5	To apply the concept of managing the software design	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	15 hours			
Introduction to Software Engineering: Introduction – Definition –Size factors Quality and productivity factors. Planning a software project: Defining the problem Developing a solution strategy- Planning the development process.					
Unit:2	SOFTWARE COST ESTIMATION	10 hours			
Software cost estimation: Software cost factors- Software cost estimation techniques- Estimating software maintenance costs.					
Unit:3	SOFTWARE DESIGN	10 hours			
Software Design: Fundamental design concepts- Coupling and cohesion- Design notations- Structured design- Integrated top down development- Design Guidelines.					
Unit:4	IMPLEMENTATION ISSUES	15 hours			
Implementation Issues- Verification and validation techniques: Quality assurance Static analysis- Symbolic execution- Unit testing and debugging- System testing.					
Unit:5	SOFTWARE MAINTENANCE	18 hours			
Software Maintenance: Enhancing maintainability during development Managerial aspects of software maintenance- Configuration management- Source code metrics.					
Unit:6	Contemporary Issues	2 hours			

Expert lectures, online seminars – webinars	
Total Lecture hours	
60 hours	
Text Book(s)	
1	Richard E. Fairley, “Software Engineering Concept”, Tata Mc Graw Hill Pub, Company Ltd., New Delhi.
Reference Books	
1	Roger Pressman , “Software Engineering” ,Tata Mc Graw Hill Pub, Company Ltd, New Delhi
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.tutorialspoint.com/software_engineering/index.htm
2	https://www.tutorialspoint.com/software_engineering/software_analysis_design_tools.htm
3	
Course Designed By:	

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE		L	T	P	C
Core XVI	Management Accounting		4	-	-	4
Pre-requisite	Basic knowledge on Management Accounting		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To acquire the basic knowledge on management accounting 2. To enable the students on identifying the liquidity position of the company 3. To impart knowledge on preparation of fund and cash flow statements 4. To gain knowledge on marginal costing and its applications 5. To create various kinds of budget 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concept on management accounting and its relationship with other accounting concepts				K2	
2	Remembering the gained knowledge on Ratio Analysis				K1	
3	Apply fund and cash flow statements				K3	
4	Analyse on marginal costing and its applications				K4	
5	Analysing various kinds of budget				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	MANAGEMENT ACCOUNTING				15 hours	
Management Accounting – Meaning – Objectives and Scope – Relationship between Management Accounting , Cost Accounting and Financial Accounting.						
Unit:2	RATIO ANALYSIS				15 hours	
Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.						
Unit:3	WORKING CAPITAL				13 hours	
Working Capital – Working capital requirements and its computation – Fund Flow Analysis and Cash Flow Analysis.						
Unit:4	MARGINAL COSTING AND BREAK EVEN ANALYSIS				15 hours	
Marginal costing and Break Even Analysis – Managerial applications of marginal costing – Significance and limitations of marginal costing.						
Unit:5	BUDGETING AND BUDGETARY CONTROL				15 hours	
Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Distribution of marks : Theory 40% and Problems 60%		
	Total Lecture hours	75 hours
Text Book(s)		
1	Dr. S.N. Maheswari. “Management Accounting”, Sultan Chand & Sons, New Delhi, 2004	
2	Sharma and S.K.Gupta “Management Accounting”, Kalyani Publishers, New Delhi,2006.	
Reference Books		
1	S.P. Jain and KL. Narang , “Cost and Management Accounting”, Kalyani Publishers, New Delhi.	
2	S.K.Bhattacharya, “Accounting and Management”, Vikas Publishing House.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.freshbooks.com/hub/accounting/management-accounting#:~:text=Management%20accounting%20is%20the%20process.and%20communicating%20information%20to%20managers.	
2	https://debitoor.com/dictionary/management-accounting	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	M	M
CO3	S	S	S	S	S
CO4	S	M	S	S	S
CO5	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core XVII	E- Commerce Technology	4	-	-	4
Pre-requisite	Basic knowledge on E-commerce Technology	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To acquire the basic concept of E-Commerce 2. To enable the students on network security and firewall 3. To impart knowledge on electronic payment systems 4. To gain knowledge on consumer aspects in E-Commerce 5. To know and apply various digital payment methods 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concept of E- Commerce and its applications	K2			
2	To gain the knowledge on EDI	K3			
3	Analyse security and the web	K4			
4	To gain knowledge on consumer aspects in E-Commerce	K2			
5	Apply various digital payment methods	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	E-COMMERCE	15 hours			
E-Commerce-Framework-Classification of electronic commerce -Anatomy of E-Commerce Applications- Components of the I way-Network Access Equipment-Internet Terminology.					
Unit:2	ELECTRONIC DATA INTERCHANGE	15 hours			
Electronic Data Interchange- Benefits-EDI Legal, Security & privacy issues- EDI software implementation- Value added networks-Internal Information Systems-Work flow automization and Coordination-Customization and Internal Commerce.					
Unit:3	NETWORK SECURITY AND FIREWALLS	15 hours			
Network security and firewalls- Client Server Network Security- Emerging client server security threats- Firewalls and network security- Data and message security- Encrypted documents and electronic mail- Hypertext publishing- Technology behind the web- Security and the web.					
Unit:4	CONSUMER ORIENTED ELECTRONIC COMMERCE	15 hours			
Consumer Oriented Electronic Commerce: Consumer Oriented Applications-Mercantile Process Models-Mercantile Models From the Consumers Perspective- Mercantile Models from the Merchants Perspective.					

Unit:5	ELECTRONIC PAYMENT SYSTEMS	13 hours
Electronic Payment Systems-Types-Digital Token Based Electronic Payment System-Smart Cards & Credit Card Electronic Payment Systems -Risk -Designing electronic payment system.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Distribution of marks : Theory 40% and Problems 60%		
	Total Lecture hours	75 hours
Text Book(s)		
1	Ravi Kalakota & Andrew b. Whinston , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006	
2	Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi-2006.	
Reference Books		
1	Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.	
2	Dr.C.S.Rayudu, ”E-Commerce &E-Business”, Himalaya Publishing House, New Delhi, 2004.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce)%20is%20the%20buying%20and%20selling,or%20consumer%2Dto%2Dbusiness.	
2	https://ecommerceguide.com/guides/what-is-ecommerce/	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	M	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C
Core XVIII	Java Programming			3	-	-	3
Pre-requisite	Basic knowledge in Java Programming			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To acquire the basic concept on Java To enable the students on net based business applications To impart knowledge on applet programming To gain knowledge on multithreaded programming To create an application in Java 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on java programming					K2	
2	Remember the application Oriented Programming using Java					K1	
3	Understand the concept on arrays and string					K3	
4	To gain knowledge on multithreaded programming					K2	
5	To analyse an application in Java					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO JAVA					15 hours	
Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting – Operators : Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special.							
Unit:2	DECISION MAKING AND BRANCHING STATEMENTS					10 hours	
Decision Making and Branching statements – Decision Making and Looping Statements – Jumps in Loops – Labeled Loops - Classes, Objects and Methods : Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – MethodOverloading–Inheritance–OverridingofMethods–FinalVariables,Methodsand Class – Abstract Methods and Class – Visibility Control : Public – Friendly – Protected – Private (Simple Concepts).							
Unit:3	TITLE OF THE UNIT (CAPITALIZE EACH WORD)					10 hours	
Arrays : One-Dimensional Array – Two-Dimensional Array – String : String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance) : Defining Interfaces – Extending Interfaces – Implementing Interface – Accessing Interface Variables - Packages : System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.							

Unit:4	MULTITHREADED PROGRAMMING	15 hours
Multithreaded Programming : Creating Threads – Extending the Thread Class – Stopping and Blocking a Thread – Life Cycle of a Thread – Using Thread Methods – Thread Priority – Synchronization – Implementing the „Runnable“ Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code – Multiple - Catch Statement – Throwing our Own Exceptions – Using Exceptions for Debugging.		
Unit:5	APPLET PROGRAMMING	18 hours
Applet Programming : Applets – Difference between Applet and Application Preparing to Write Applets–BuildingAppletCode–AppletLifeCycle–CreatingExecutableApplet–AppletTag – Adding Applet to HTML File – Running the Applet – Passing Parameters to Applet – Aligning the Display – Displaying Numerical Value – Getting Input form User - Managing Input/Output FilesinJava:StreamConcept–StreamClasses–OtherI/OClasses–CreatingFiles–Reading/ Writing Characters, Bytes – Simple Input and Output – Other Stream Classes. (Only Concepts)		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Distribution of marks : Theory 40% and Problems 60%		
Total Lecture hours		60 hours
Text Book(s)		
1	E. Balagurusamy, “Programming with Java - A Primer”, Tata Mc Graw – Hill Publishing Company Limited, New Delhi, 2006.	
Reference Books		
1	Joseph L. Weber , “Using Java 2 Platform”, Prentice Hall of India Pvt Ltd	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.w3schools.com/java/java_intro.asp	
2	https://www.w3schools.com/java/java_operators.asp	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	S	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE		L	T	P	C
Core XIX	COMPUTER APPLICATIONS JAVA PROGRAMMING - PRACTICAL III		-	-	4	4
Pre-requisite	Basic Knowledge in Java programming applications		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To acquire the basic concepts onJava. 2. To enable the students on net based business applications. 3. To impart knowledge on application of javaprogramming. 4. To gain knowledge on multithreadedprogramming 5. To create an application inJava 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concept on java programming				K2	
2	Remembering application Oriented Programming using Java				K1	
3	Understand the concept on arrays and string				K3	
4	Apply the knowledge on multithreaded programming				K3	
5	Analyse an application in Java				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
COMPUTER APPLICATIONS PRACTICAL - III						
JAVA PROGRAMMING						
<ol style="list-style-type: none"> 1. Write a program to check whether a given number is prime or not. 2. Write a program to check whether the given year is leap year or not. 3. Write a program to find the Sum of the series $x+x^2/2! +x^3/3!+\dots+x^n/n!$ 4. Write a program to find and replace a word with a string. 5. Write a program to prepare the mark list using Inheritance. 6. Create a simple calculator applet that implements the 4 basic mathematical Function 7. Write a JAVA applet to calculate the payroll of employees. 8. Write a JAVA applet to create a simple spreadsheet. 9. Create a program to perform Banking Transactions. 10. Create a Program to display the resume of employees 						
Total Lecture Hours					60 hours	
Course Designed By:						

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low



Course code	TITLE OF THE COURSE		L	T	P	C
Elective –I A	Income Tax Law & Practice		4	-	-	4
Pre-requisite	Basic knowledge on tax law		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To acquire the basic accounting knowledge on principles and concept of taxation To familiarize the students with recent amendments of Income Tax To effectively gain in depth knowledge on income tax law and amendments To gain information on taxation of various incomes To make the students aware on the concepts of aggregation of Income 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the fundamental concepts of income tax				K1	
2	Apply the income sources on salaries and house property				K3	
3	Analyse on income from other sources				K4	
4	To gain knowledge about capital gains				K2	
5	Understand on assessment of individuals and tax liability				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Income Tax				15 hours	
Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.						
Unit:2	Income from Salaries and House Property				15 hours	
Heads of Income: Income from Salaries – Income from House Property.						
Unit:3	Income from Other Sources				15 hours	
Profit and Gains of Business or Profession – Income from Other Sources.						
Unit:4	Capital Gain				15 hours	
Capital Gains – Deductions from Gross Total Income.						
Unit:5	Aggregation of Income				13 hours	
Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Distribution of Marks between theory and problem shall be 40% and 60% respectively.						

	Total Lecture hours	75
Text Book(s)		
1	Gaur and Narang, "Income Tax Law and Practice" Kalyani publishers New Delhi	
2		
Reference Books		
1	Dr. HC Mehrotra, "Income-tax Law and Accounts" Sahithya Bhavan publishers	
2		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=5IghLd05bgU	
2	https://www.youtube.com/watch?v=Nh_pm1zfQ6g	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	M	S	M
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE		L	T	P	C
Elective I B	Brand Management		4	-	-	4
Pre-requisite	Basic knowledge on marketing and branding		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Conceptualize an idea about brand and related terms. 2. Provide insight about various forms of brand associations. 3. Deliver a detailed knowledge on branding impact. 4. Develop the students to know more about branding rejuvenation. 5. Have better understanding on branding strategies. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall various terms and concepts relating to branding				K1	
2	Understand on brand vision and image building				K2	
3	Evaluate the dimensions of branding impact				K5	
4	Differentiate specific components of branding and co-branding				K4	
5	Explain the emerging trends in designing branding				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Branding				15 hours	
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.						
Unit:2	Brand Association				15 hours	
Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building						
Unit:3	Brand Impact				15 hours	
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						
Unit:4	Brand Rejuvenation				15 hours	
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.						
Unit:5	Brand Strategies				13 hours	
Brand Strategies: Designing and implementing branding strategies – Case studies						
Unit:6	Contemporary Issues				2 hours	

Expert lectures, online seminars – webinars	
Total Lecture hours	
75 hours	
Text Book(s)	
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	Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
Reference Books	
1	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000
2	S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002
3	Jagdeep Kapoor, “Brandex”, Biztantra, New Delhi, 2005.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.canto.com/blog/brand-management/
2	https://www.managementstudyguide.com/brand-management.htm
3	
Course Designed By:	

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	S
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective I C	Fundamentals of Insurance	4	-	-	4
Pre-requisite	Basic knowledge in Fundamentals of Insurance	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To acquire the basic knowledge on Insurance 2. To identify the qualification of agents 3. To effectively prepare roles and responsibilities of agents 4. To give an insight on actuarial concepts 5. To acquire the basic knowledge on General Insurance 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts on Insurance	K2			
2	Understand the roles and responsibilities of Agents	K2			
3	Analyze the qualification of insurance agents	K4			
4	Gain knowledge about actuarial concepts	K1			
5	Understand general insurance concepts and types	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	Introduction to Insurance	15 hours			
Introduction to insurance: Purpose and need of insurance: Insurance as a social security tool; insurance and economic development.					
Unit:2	Pre-requisitions for an Agent	15 hours			
Procedures for Becoming an Agent: Pre- requisite for obtaining a license: Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.					
Unit:3	Agents Roles and Responsibilities	15 hours			
Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.					
Unit:4	Actuarial Aspects	15 hours			
Company Profile: Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels.					
Unit:5	General Insurance	13 hours			

Fundamental/Principles of life Insurance/Marine/Fire/Medical/General Insurance: Contract of various kinds; Insurance Interest.		
Note : Distribution of Marks between problems and theory shall be 80% and 20%.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75
Text Book(s)		
1	Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi.	
2	Insurance Regulatory Development Act 1999	
3		
Reference Books		
1	Life Insurance Corporation Act 1956.	
2		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=zAg_i0m2AHM	
2	https://www.youtube.com/watch?v= ApbX0YKsjY	
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	S
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject-3	BANKING AND INSURANCE LAW	3	-	-	3
Pre-requisite	Basic Knowledge of Banking Insurance Law	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To enable the students to understand the Concepts of Banking and its Functions 2. To understand Negotiable Instrument Act. 3. To gain knowledge on the recent trends in Banking and Insurance sector and the regulating provisions. 4. To Study the Objectives and functions of IRDA 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the Concepts, functions of banking and relationship between Banker and Customer	K2			
2	Gain knowledge on Negotiable Instruments Act and its kinds	K2			
3	To gain knowledge on functions and principles of Insurance	K1			
4	Gain knowledge on Insurance System and Acts pertaining to it.	K2			
5	Understand the IRDA functioning	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	BANKER AND CUSTOMER	8--hours			
Banker and Customer – Definition – Relationship - Functions of Commercial Banks – Recent Developments in Banking.					
Unit:2	NEGOTIABLE INSTRUMENT ACT	9--hours			
Negotiable Instrument Act - Crossing - Endorsement - Material Alteration – Payment of cheques : Circumstances for dishonour - Precautions and Statutory Protection of Paying and Collecting Banker.					
Unit:3	INSURANCE	8--hours			
Insurance : Meaning - Functions - Principles : General, Specific and Miscellaneous. Classification of Insurance: Based on Nature, Business and Risk – Impact of LPG on Indian Insurance Industry.					
Unit:4	LEGAL DIMENSION OF INSURANCE	7-hours			
Legal dimension of Insurance : Insurance Act, 1938 – Life Insurance Act , 1956 – General Insurance Business Act, 1932 – Consumer Protection Act, 1986.					

Unit:5	IRDA	11--hours
IRDA - Mission - Composition of Authority - Duties, Powers and Functions - Powers of Authority - Duties, Powers and Functions- Powers of Central Government in IRDA Functioning		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	45--hours
Text Book(s)		
1	Varshney, “Banking Theory, Law and Practice”, Sultan & Chand Ltd.	
2	Gordon and Nataraj, “Banking Theory, Law and Practice”, Himalaya Publishing House..	
3	M.L. Tannan, “Banking Law and Practice”, Thacker & Co Ltd	
Reference Books		
1	B.S Bodla, M.C. Garg & K.P. Singh, “Insurance - Fundamentals, Environment & Procedures”, Deep & Deep Publications Pvt. Ltd., New Delhi, 2004.	
2	M.N. Mishra, “Insurance – Principles and Practice”, S.Chand& Company Ltd., New Delhi, 2006	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=vqmMxbHufQk&list=PLH-J9IY9-DpNk9bgsORjIFW46SANwtSDE	
2	https://www.youtube.com/watch?v=vqmMxbHufQk	
3	https://www.youtube.com/watch?v=oxzmP7sjCRQ&list=PLBbCyJkOLBm-m99E5vhk4owlgJK6aiT2	
Course Designed By:Sathiyavanisathiyavanis@skacas.ac.in		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	M	M	M	M	M
CO3	S	S	M	M	S
CO4	S	M	M	M	S
CO5	S	M	S	S	S

S- Strong; M-Medium; L-Low



**Sixth
Semester**

Course code	TITLE OF THE COURSE			L	T	P	C
Core – XX	E-Commerce – II (Strategy and Applications)			4	-	-	4
Pre-requisite	Basic knowledge in E-commerce-II			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To provide an exposure about the Practical Application of e-Commerce To enable the students to be aware on the emerging changes in marketing and advertising To impart knowledge on multimedia To gain knowledge on wireless technologies To apply the concept of SGML ,CORBA 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on marketing on Internet					K2	
2	Understand the technology behind software agents					K2	
3	Understand the concept on multimedia applications					K2	
4	Apply knowledge on wireless technologies					K3	
5	Analyse the concept of SGML , CORBA					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	ADVERTISING AND MARKETING ON THE INTERNET					20 hours	
Advertising and marketing on the Internet: The new age of information-based marketing Advertising on the Internet – Charting the on-line marketing process-Market research. Consumer Search and Resource Discovery: Search and resource discovery paradigms – Information search and retrieval – Electronic commerce catalogs or directories – Information filtering –Consumer data interface.							
Unit:2	SOFTWARE AGENTS					18 hours	
Software Agents: Characteristics and properties of agents –Technology behind software agents – Telescript agent language- Safe-Tcl –Applets, Browsers and Software agents – Software agents in action. Internet Protocol Suite: Layers and networking – Internet Protocol suite – SLIP and PPP – Other forms of IP-based networking-Mobile TCP/IP- based networking- Multicast IPNext generation IP.							
Unit:3	MULTIMEDIA AND DIGITAL VIDEO					17 hours	
Multimedia and Digital Video: Concepts-Digital video and electronic commerce-Desktop video processing-Desktop video conferencing. Broadband Telecommunications: Concepts-Frame relay-Cell relay-Switched multimegabit data service-ATM.							
Unit:4	WIRELESS DELIVERY TECHNOLOGY					15 hours	
Mobile and Wireless Computing Fundamentals Framework- Wireless delivery technology and							

switching methods –Mobile information access devices-Mobile data internetworking standards Cellular data communication protocols-Mobile computing applications-Personal communication service.		
Unit:5	STRUCTURE DOCUMENTS	18 hours
Structure Documents: Fundamentals-SGML. CORBA: Distributed objects. Transaction Processing- Online Purchases-Online share trading –Railway/air ticket reservation		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	Ravi Kalakota & Andrew b. Whinston , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006	
2	Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi- 2006.	
3	Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.	
Reference Books		
1	Dr.C.S.Rayudu, ”E-Commerce &E-Business”, Himalaya Publishing House, New Delhi, 2004.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/	
2	https://www.abetterlemonadestand.com/what-is-ecommerce/	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	M	S

Course code	TITLE OF THE COURSE			L	T	P	C
Core – XXI	Software Development With Visual Basic			4	-	-	4
Pre-requisite	Basic knowledge in software development with VB			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> 1. To develop a front end application using VisualBasic. 2. To enable the students to develop a front end tool for Customer Interaction inBusiness. 3. To impart knowledge on datacontrols 4. To gain knowledge on working with controls inVB 5. To Understand on datacontrols 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concept on client and server						K2
2	To gain the knowledge on IDE						K2
3	Understand the concept on user defined data types						K2
4	To gain knowledge on working with controls in VB						K2
5	Understand on data controls						K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION						20 hours
<p style="text-align: center;">N</p> <p>Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.</p>							
Unit:2	INTRODUCTION TO VISUAL BASIC						18 hours
<p>Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – DataTypes.</p>							
Unit:3	FUNCTIONS AND CONTROL STRUCTURE						17 hours
<p>Functions – Procedures – Control Structure : If - Switch – Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.</p>							
Unit:4	CREATING AND USING STANDARD CONTROLS						15 hours
<p>Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, OptionButton,ListBox,ComboBox,PictureBox,ImageControls,ScrollBars–DriveList Box–DirectoryListBox-TimeControl,Frame,ShapeandLineControls–ControlArrays–</p>							

Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.		
Unit:5	DATA CONTROLS	18 hours
Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – Recordset – Types of Recordset – Creating a Recordset – Modifying, Deleting Records – Finding Records - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	Steven Holzner, “VB 6 Programming Black Book”, Dream Tech Press, New Delhi, 2002.	
Reference Books		
1	N. Krishnan & N. Saravanan, “Visual Basic 6.0 in 30 days”, Scitech Publications, (India) Pvt Ltd., Chennai, 2001.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=cwDqjmSmtMQ	
2	https://www.youtube.com/watch?v=UoT2oava9ns	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Core XXII		COMPUTER APPLICATIONS: VISUAL BASIC- PRACTICAL III	-	-	4	4
Pre-requisite		Basic Knowledge in Visual basic	Syllabus Version		2021-22	

Course Objectives:

The main objectives of the program are:

1. To acquire the knowledge on application of Visual basic.
2. To apply the concepts of vb in business applications.
3. To develop programs using visual basic.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	Understand the basic concepts computer applications using Oracle for maintaining the database.	K2
2	Analyse different databases using access application for developing the business transactions	K4
3	Gain the knowledge on creating database using oracle.	K2
4	Remember the application of oracle statements to extract the particular data base.	K1
5	Gain the knowledge on developing employees and salary databases using oracle.	K2

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

COMPUTER APPLICATIONS PRACTICAL -**III VISUAL BASIC**

1. Design a form with text box to perform the alignment and format function.
2. Design a form to display the list of products by declaring array function.
3. Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Checkbox).
4. Design a form to display an advertisement banner using image box control with string function.
5. Design a form to compute cost of capital using finance function in visual basic using check box.
6. Design a form to perform working capital analysis by declaring finance function using flex grid control.
7. Design a form to display Break-even analysis using line and chart controls, by declaring variables.
8. Design a form to present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich textbox (RTF).
9. Design a form to display Product Life Cycle using slider control.
10. Design a Pay Slip for an organization and create a data base using SQL and Data

Control. 11. Design the form to display the highlights of the budget using option button and animation.

12. Design a supermarket bill to display the sales invoice, and create a database using Data Control, option button, , check box, date picker, etc.

13. Design the form to create a bank customer database by declaring simple array and multiple arrays using Data Control.

14. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.

15. Design the form to display tree view and list of folders and files from a directory of an organization.

Total Lecture hours | **60 hours**

Course Designed By:

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective II A	Indirect Taxation	3	-	-	3
Pre-requisite	Basic knowledge in Indirect taxation	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To acquire the basic accounting knowledge on principles and concept of accounting To identify the errors in accounting and to rectify those errors To effectively prepare final accounts, bills of exchange, bank reconciliation statements and accounting on joint ventures and consignment To gain knowledge about levy and collection of tax. To understand about customs law. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of indirect taxes.				K1
2	Apply the concepts of GST.				K3
3	Apply the knowledge earned in the filing of returns.				K3
4	Gain knowledge about levy and collection of tax.				K2
5	Understand about customs law.				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	Indirect Tax	20 hour			
Meaning of Tax and Taxation - Types of Taxes: Direct and Indirect Taxes - Features – Merits and Limitations - Comparison of Direct and Indirect taxes. Constitutional basis of Taxation in India- Methods of levying Indirect Taxes: Advoleram and Specific. Contribution of Indirect taxes to Government Revenues.					
Unit:2	GST & its Concepts	18 hour			
Good and Services Tax in India - Introduction – Concept of GST - Need for GST - Advantages of GST. Structure of GST in India: Dual Concept – CGST- SGST- UTGST-IGST. Subsuming of Taxes- GST Rate Structure in India. GST Council: Structure and Functions.					
Unit:3	Filing	17 hours			
Levy and Collection under CGST and SGST Acts: Meaning of important terms: Goods, Services, Supplier, Business, Manufacture, Casual Taxable Person, Aggregate Turnover, Input Tax and Output Tax. Taxable Event under GST: Concept of Supply - Time of supply - Value of Taxable supply. Composite and Mixed Supplies. Input Tax Credit: Meaning - Eligibility and Conditions for availing Input Tax Credit. Reverse Charge Mechanism under GST. Composition Levy: Meaning and Applicability.					
Unit:4	Levy and Collection of Tax	15 hour			

Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration - Persons Liable for Registration - Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates.		
Unit:5	Customs Law	18 hour
Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975 - Basic Concepts - Taxable Event - Levy and Exemptions from Customs Duty - Types - Methods of Valuation - Abatement of Duty on Damaged or Deteriorated Goods - Customs Duty Draw Back.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	90 hours
Text Book(s)		
1	V.S.Datey, “Indirect Taxes”, Taxmann Publications (P) Ltd., New Delhi 2002 2.”	
Reference Books		
1	Balachandran, “Indirect Taxation”, Sultan Chand & Co., New Delhi 2006. R.L.Gupta V.K.Gupta, “Indirect Tax	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=q11JtQorg0A	
2	https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S		S	S	S
CO3	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE		L	T	P	C
Elective II B	Supply Chain Management		3	-	-	3
Pre-requisite	Basic knowledge in Supply chain management	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Conceptualize an idea about supply chain management. 2. Provide insight about economies of scale in supply chain. 3. Deliver a detailed knowledge on networking the supply chain. 4. Develop the students to know more about network design for supply chain management 5. Have better understanding of emerging trends and regulatory mechanisms in supply chain. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall various terms and concepts relating to supply chain					K1
2	Understand various forms of supply and demand in supply chain					K2
3	Evaluate the applications to e-business					K5
4	Differentiate specific network design in certain and uncertain situations					K4
5	Explain the emerging trends in supply chain and the regulatory mechanisms					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Supply Chain Management				20 hours	
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system						
Unit:2	Supply chain Integrates				18 hours	
Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies						
Unit:3	Strategic Alliances				17 hour	
Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration						
Unit:4	Procurement and Outsourcing				15 hours	
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement						
Unit:5	Dimension of customer Value				18 hours	
Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					90 hours	

Text Book(s)	
1	Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2	
3	
Reference Books	
1	Simchi-Levi, David, Kamisnky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.ibm.com/topics/supply-chain-management#:~:text=supply%20chain%20management%3F-.Supply%20chain%20management%20is%20the%20handling%20of%20the%20entire%20production,final%20product%20to%20the%20consumer.
2	https://www.youtube.com/watch?v=M1QBxVjZAw
3	
Course Designed By:	

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	M	M	S	S
CO5	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective – II C	FINANCIAL MARKETS	3	-	-	3
Pre-requisite	Basic knowledge in Financial Markets	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To acquire the basic accounting knowledge on principles and concept of accounting 2. To identify the errors in accounting and to rectify those errors. 3. To effectively prepare final accounts, bills of exchange, bank reconciliation statements and accounting on joint ventures and consignment. 4. To gain knowledge about banks as financial intermediaries. 5. To understand about new methods of financing. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of financial markets	K1			
2	Analyse the markets for corporate securities.	K4			
3	Analyse the significance of secondary markets instruments.	K4			
4	Gain knowledge about banks as financial intermediaries.	K2			
5	Understand about new methods of financing.	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	FINANCIAL MARKETS	20-hours			
Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.					
Unit:2	MARKETS FOR CORPORATE SECURITIES	18--hours			
Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.					
Unit:3	SECONDARY MARKETS	17--hours			
Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.					
Unit:4	BANKS AS FINANCIAL INTERMEDIARIES	15--hours			
Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.					

Unit:5	NEW MODES OF FINANCING	18--hours
New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitization of assets – Mechanics of Securitisation- Utility of Securitization – Securitisation in India,		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90--hours
Text Book(s)		
1	Essentials of Business Finance - R.M. Sri Vatsava	
2	Financial Management –Saravanel	
3	Financial Management - L.Y. Pandey	
4	Financial Management - S.C. Kuchhal	
Reference Books		
1	Financial Management - M.Y. Khan and Jain	
2	Principles of Financial Management - S.N. Maheshwari	
3	Financial Management Theory and Practice - Prasanna Chandra	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=28HpCMWfc7k&t=1s	
2	https://www.youtube.com/watch?v=UwHk3EK7M3I	
3	https://www.youtube.com/watch?v=C0Ktvoh-oFM	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	M	S	S	M
CO3	S	S	S	M	S

S- Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective – III A	BUSINESS FINANCE	3	-	-	3
Pre-requisite	Basic knowledge in Business Finance	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Introduce the concepts of business finance. 2. Understand about the financial plans. 3. Know about the capitalization of the financial sources. 4. Understand about the capital structure. 5. Know about the different sources of finance. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Introduce the concepts of business finance.	K1			
2	Understand about the financial plans.	K2			
3	Know about the capitalization of the financial sources.	K2			
4	Understand about the capital structure.	K2			
5	Know about the different sources of finance.	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	BUSINESS FINANCE	15 hours			
Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions.					
Unit:2	FINANCIAL PLAN	15 hours			
Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals.					
Unit:3	CAPITALISATION	15 hours			
Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.					
Unit:4	CAPITAL STRUCTURE	15 hours			
Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.					
Unit:5	SOURCES AND FORMS OF FINANCE	13 hours			
Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Essentials of Business Finance - R.M. Sri Vatsava	
2	Financial Management – Saravanavel	
3	Financial Management - L.Y. Pandey	
Reference Books		
1	Financial Management - S.C. Kuchhal	
2	Financial Management - M.Y. Khan and Jain	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=AJiwqgkKSqc	
2	https://www.youtube.com/watch?v=ITtTenuoCWw&list=PLwml6wWINYLHpci2-OgbeLOclaWzG9CHY	
3	https://www.youtube.com/watch?v=vLPmjO4K3Vk	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	M	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE			L	T	P	C
Elective – III B	ENTREPRENEURIAL DEVELOPMENT			3	-	-	3
Pre-requisite	Basic knowledge in Entrepreneurial Development			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Conceptualize the Entrepreneurship. 2. Make the students to aware the start up process. 3. Know the institutional service to entrepreneur. 4. Gain the knowledge on institutional finance to the entrepreneur. 5. Know about the incentives and subsidies. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Conceptualize the Entrepreneurship.			K1			
2	Make the students to aware the start up process.			K2			
3	Know the institutional service to entrepreneur.			K2			
4	Gain the knowledge on institutional finance to the entrepreneur.			K2			
5	Know about the incentives and subsidies.			K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	CONCEPT OF ENTREPRENEURSHIP			15 hours			
Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.							
Unit:2	THE START-UP PROCESS			15 hours			
The start-up process, Project identification– selection of the product–project formulation evaluation – feasibility analysis, Project Report.							
Unit:3	INSTITUTIONAL SERVICE TO ENTREPRENEUR			15 hours			
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.							
Unit:4	INSTITUTIONAL FINANCE TO ENTREPRENEURS			15 hours			
Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.							
Unit:5	INCENTIVES AND SUBSIDIES			13 hours			
Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion andimport substitution.							

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan	
2	Fundamentals of Entrepreneurship and Small Business –Renu Arora &S.KI.Sood	
3	Entrepreneurial Development – S.S.Khanka	
Reference Books		
1	Entrepreneurial Development – P.Saravanavel	
2	Entrepreneurial Development – S.G.Bhanushali	
3	Entrepreneurial Development – Dr.N.Ramu	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=hBDQGEwAvJ4	
2	https://www.youtube.com/watch?v=vXKoRWAhJVg	
3	https://www.youtube.com/watch?v=Z2LGHqBmsU0&list=PL9w1NV68V201XJvF5O7rT1DhBVKORCAIN	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	M	S	S	S

S- Strong; M-Medium; L-Low

Course code	-	PROJECT AND VIVA VOCE		L	T	P	C	
Elective - III C		Major Project		-	3	-	3	
Pre-requisite		Knowledge in Core, Research Methods and Analytical Tools		Syllabus Version		2021-22		
Course Objectives:								
The main objectives of this course are to:								
1. The students will get on-the-job training and experience.								
2. The students will gain knowledge on problem identification and solutions.								
3. The students will gain a complete knowledge on the program and the course outcome.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Explain about how to collect literature.						K2	
2	Implement problem identification and will frame tool for collecting data						K3	
3	Evaluate and get practical exposure on the framed objective.						K5	
4	Execute and generate the procedure of compiling the collected data by using analysis						K3,K6	
5	Summarize and execute report writing, and will get complete knowledge of the course.						K2,K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6- Create								
Textbook(s)								
1	C.R. Kothari, "Research Methodology Methods and Techniques", Second Edition, New Delhi: New Age International publisher, 2004							
Reference Books								
1	Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications, 2014							
2	Robert B Burns, Introduction to Research Methods, SAGE Publications							
Course Designed By: Dr. A. Vimala, Dr. S. Sadhasivam and Dr. C. Dhayanand								
Mapping with Programme Outcomes								
COs	PO1	PO2	PO3	PO4	PO5			
CO1	M	S	M	S	S			
CO2	S	S	S	S	S			
CO3	S	S	S	S	S			
CO4	S	S	S	S	S			
CO5	S	S	S	S	M			
*S-Strong; M-Medium; L-Low								

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject- 4	CYBER LAW	3	-	-	3
Pre-requisite	Basic Knowledge of Cyber Law	Syllabus Version		2021-22	
Course Objectives:					
The main objectives of this course are to:					
1. To gain through knowledge on the basic concepts which lead to the formation and execution of electronic contracts					
2. To Study the Technical aspects of Cyber Security and Evidence Aspects					
3. To acquire knowledge on Information Technology Act and EDI					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Discuss the concepts of Cyber law and Cyber Space	K1			
2	Describe Cyber Security technical aspects.	K2			
3	Explain the Evidence Aspects.	K1			
4	Understand the Electronic Data Interchange Scenario in India.	K2			
5	To gain knowledge on Information Technology Act.	K1			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	CYBER LAW	8-hours			
Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-cyber law in E-Commerce-Contract Aspects.					
Unit:2	SECURITY ASPECTS	9—hours			
Security Aspects: Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works-Indian Patents act on soft propriety works.					
Unit:3	EVIDENCE ASPECTS	8—hours			
Evidence Aspects: Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime Amendments to Indian Penal code 1860.					
Unit:4	GLOBAL TRENDS	7—hours			
Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India					
Unit:5	THE INFORMATION TECHNOLOGY ACT 2000	11—hours			
The Information Technology Act 2000-Definitions-Authentication Of Electronic Records Electronic Governance-Digital Signature Certificates.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		45—hours
Text Book(s)		
1	The Indian Cyber Law : Suresh T.Viswanathan, Bharat Law House, New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=KtuCsBIJXk8	
2	https://www.youtube.com/watch?v=6srnawS4PLQ&list=PLX0Im12KwTwlm-jOWfFqejg8go7JBj72J	
3	https://www.youtube.com/watch?v=SCgc55vtd6M	
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Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	M	M	M	M	M
CO3	S	S	M	M	S
CO4	S	M	M	M	S
CO5	S	M	S	S	S

* S- Strong; M-Medium; L-Low