

UNDER GRADUATE PROGRAMME: COMMERCE (E-COMMERCE)

CHOICE BASED CREDIT SYSTEM

For the Students Admitted from 2023-2026 Batch



DEPARTMENT OF B.COM (E-COMMERCE)

NGM COLLEGE

(An autonomous college Affiliated to Bharathiar University, Coimbatore)

POLLACHI - 642 001

REVISED SCHEME OF EXAMINATION AND SYLLABUS

Department of Commerce (E-Commerce)

Vision

- To Make the students well versed in the domain of Electronic Commerce
- To Enrich the communicative ability of the students
- To Increase the employability skills

Mission

The Curriculum is qualitatively outstanding and innovative. Theory and application-oriented E-Commerce Technology papers are offered which is directed at the present and – as far as it is foreseeable – future requirement of the business to pursue knowledge through Academic, Co-curricular and extra-curricular activities.

Programme Educational Objectives:

PEO1	Students will be able to understand the concepts of Commerce with E-Commerce
PEO2	Programme aims to develop professional knowledge which is required for Commerce graduates
PEO3	Students will acquire necessary skills to work in E-Commerce Industry
PEO4	Students will be able to get trained in various programming languages
PEO5	Students can do Commerce and E-Commerce operations simultaneously. They can become entrepreneurs in E-Commerce Sector or become highly valued industrial experts in this digital era

Programme Outcomes:

PO1	Disciplinary Knowledge: To Replicate the concepts, principles and theories in the field of Commerce, E-Commerce, Accounting, Finance, Law and Taxation with necessary technical skills which promote the growth of their professional career and entrepreneurship
PO2	Reflective Thinking: To Qualify the students to meet the requirements of the society and enlightening the education of global standards
PO3	Information and Communication Technology Digital Literacy: To Enable to students to acquaint knowledge by applying Information Technology in order to meet the future challenges of Business with Zeal and Confident.
PO4	Analytical Reasoning: To Nurture the students in intellectual, personal, interpersonal and social skills with a focus on relevant professional career particularly, to maximize professional growth.
PO5	Multicultural Competence: To Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
PO6	Leadership Readiness/ Qualities: To Equip the students with the skills required to lead top

	managerial position
PO7	Moral and Ethical Awareness: To Create awareness among the students about the emerging trends in the digital era
PO8	Employability: To Infuse skills relating to electronic business and to enable students to become E-Entrepreneurs

Programme Specific Outcomes:

PSO - 01	Programme Skill Development: To Develop the conceptual knowledge and application skills in the domain of Commerce and E-Commerce
PSO - 02	Modern Technology Usage: To Expose the student's knowledge in various provisions of Law, computer practical's, e-filing and preparation of project reports

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	H	H	M	H
PO2	H	H	M	H	H
PO3	M	H	H	H	H
PO4	H	M	H	H	M
PO5	H	H	H	M	H
PO6	H	H	M	M	H
PO7	H	H	H	M	H
PO8	H	H	H	H	H
PSO1	H	H	H	H	H
PSO2	H	H	H	M	H

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC101			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Principles of Accounting	Semester:	I
					Credits:	04

Course Objective

To impart the students to learn principles, concepts and conventions of accounting frame work.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamental knowledge about the concepts and conventions of accounting.	K1
CO2	To understand the various methods of depreciation.	K2
CO3	To understand the knowledge about bank reconciliation statement.	K2
CO4	To apply knowledge on hire purchase system and bill of exchange.	K3
CO5	To analyze about the preparation of final Accounts	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC102			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	3	Business Application Software	Semester:	I
					Credits:	04

Course Objective

To impart the students about MS office in business decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	K2
CO5	Understand the database using Ms-Access	K2

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

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC1A1			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4	Business Economics	Semester:	I
					Credits:	04

Course Objective

To enable students to examine the importance of economic analysis for business decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the various economic concepts applied in business.	K1
CO2	To understand marginal analysis for decision making.	K2
CO3	To apply the various concepts of cost and its relationship with output.	K3
CO4	To analyses price and output determination under various market competition	K4
CO5	To evaluate the techniques of national income and capital budgeting operations.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC1A2	Title	Batch:	2023-2026
		Micro Economics	Semester :	I

Course Objective

To understand the fundamental concepts and theories of Microeconomics.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To improve the knowledge of students on the basics of Micro Economics	K1
CO2	To analyze the economic relationship between the variables.	K2
CO3	To enhance the skills of students in the measurement of variables and relationship.	K3
CO4	To improve the attitude of students towards economic laws.	K4
CO5	To generate an interest in the application of economics for business decision, planning and forecasting.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC103			Title	Batch:	2023-2026
				Programming laboratory-I:MS- Office	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4		Credits:	2

Course Objective

To enable the students to gain adequate knowledge on MS Word, MS Excel, MS Power point, MSAccess.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1
CO2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2
CO3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3
CO4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	K2
CO5	Understand the database using Ms-Access	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Course Objective

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC204			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	5	Business Communication	Semester:	II
					Credits:	4

To impart the students to demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamentals understanding of business communication.	K1
CO2	To get the idea about various formats and purpose of business Communication.	K2
CO3	To understand about the correct format, style and tone for various business letters.	K2
CO4	To apply and define basic rules for correct sentence and paragraph formation.	K3
CO5	To analyze the objectives and techniques of various types of interview	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Course Objective

To impart the students about the conceptual and theoretical knowledge of E-Commerce, mechanisms involved in the models of E-Commerce.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental understanding of Information Technology	K1
CO2	To understand the basic concept of E- Commerce and its applications	K2
CO3	To understand the difference between traditional commerce and E-Commerce	K2
CO4	To apply the acquired knowledge about various models of e-commerce	K3
CO5	To analyze the legal provisions relating to internet security	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	23UEC 2A2			Title	Batch:	2023 – 2026
				Financial Markets and Institutions	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	90		Credits:	04

Course Objective

To expose the students to the contemporary theory and practice of Indian financial services sector and create awareness on the functioning of various finance regulating organizations.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the significance of financial markets.	K1
CO2	To understand of new issue market and stock exchanges in this scenario.	K2
CO3	To implement the current trends in capital and money markets.	K3
CO4	To analyze the theory and practice of Indian financial services.	K4
CO5	To understand the merchant banking operations	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC206			Title	Batch:	2023-2026
				Programming Laboratory-II: Accounting Package Tally	Semester:	I1
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4		Credits:	02

Course Objective

To enable the students to gain adequate knowledge on Tally. It helps to know how to create vouchers, Cost categories and cost centers and preparation of final accounts.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the usage of computers and why tally is essential components in business and society.	K1
CO2	To understand the importance of inventory status using Tally	K2
CO3	To gain the technical knowledge on preparation of final accounts	K2
CO4	To understand the method of preparation of stock summary	K2
CO5	To attain knowledge on cost categories and cost center	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	23UEC2S1			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	6	SEC –I Banking Theory Law and Practice	Semester:	III
					Credits:	02

Course Objective

To enrich and enlighten the students knowledge about the ingredients of the banking sector.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of banking system.	K1
CO2	To understand about various types of banks and its activities.	K2
CO3	To implement Banking Regulation Act and its functions.	K2
CO4	To analyze the role of recent developments of the modern banks in a globalised economic system.	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC307			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	-	Modern Marketing	Semester:	III
					Credits:	04

Course Objective

To endow students with the knowledge of Marketing. To endure the concepts and conventions of Modern marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the modern marketing concepts	K1
CO2	To understand the marketing strategy in achieving firm's goals	K2
CO3	To implement and evaluate trends, changes and opportunities presented in the promotions field for product and service, consumer and industrial markets	K5
CO4	To analyze the consumer rights and consumer exploitation	K4
CO5	Explaining the emerging trends in marketing and the regulatory mechanisms	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC308			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	-	Object Oriented Programming with C++	Semester:	III
					Credits:	03

Course Objective

To promote the knowledge of OOPs Concepts with applications in business such as structure of C++, Array of Object, Inheritance and managing console I/O Operations through C++.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the various concepts of object-oriented programming.	K1
CO2	To comprehend the procedures and associative of operators.	K2
CO3	To execute the deterministic and in-deterministic loops.	K3
CO4	To analyze the numerical methods and functions.	K4
CO5	To evaluate the file stream operations in OOPs	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC309			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	-	Advanced Accounting	Semester:	III
					Credits:	04

Course Objective

This course emphasizing various aspects of accounting Partnership accounts and Company accounts.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the fundamentals of partnership.	K1
CO2	To understand the admission and retirement of partnership accounts for critical thinking and problem solving.	K2
CO3	To apply the adjustments in profit sharing ratio and methods valuation of goodwill.	K3
CO4	To apply the knowledge of company accounts.	K3
CO5	To analyze the companies final accounts and marginal of remuneration.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC310			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	-	Programming Laboratory: III: Object Oriented Programming with C++	Semester:	III
					Credits:	02

Course Objective

To equip the students to understand how C++ improves C with object-oriented features

To understand the concept of data abstraction and encapsulation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the C language and OOPS concepts	K1
CO2	To understand the various member function operations	K2
CO3	To apply the object-oriented programming in various real-life situations.	K3
CO4	To analyze the quality techniques in terms of experience.	K4
CO5	To evaluate the functions and concepts in object-oriented programming.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	22UEC3N1			Title	Batch:	2022-2025
				Non Major Elective Subject 1:Dynamics in E-Commerce	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	-		Credits:	02

Course Objective

To enable students to understand the current scenario about E-commerce business models, online share trading and e-filing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the scope of E-Commerce.	K1
CO2	To understand the models of E-Commerce.	K2
CO3	To implement electronic business.	K3
CO4	To analyze the knowledge acquired to filing online PAN application and E-Filing.	K4
CO5	To understand online share transaction	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC3N2			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	-	Non Major Elective Subject – 1 E-Banking	Semester:	III
					Credits:	02

Course Objective

To enhance students knowledge about the computer technology in banks.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the computer technology used in banks.	K1
CO2	To get an idea to differentiate traditional banking and e-banking.	K2
CO3	To apply electronic funds transfer in business.	K3
CO4	To analyze the security considerations in internet banking.	K4
CO5	To understand the wallet application	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC411			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	-	Software Development with Visual Basics.net	Semester:	IV
					Credits:	03

Course Objective

To provide knowledge about the implementation of vb.net concepts into programming and to enlighten about prominent commands used in visual basic language

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret visual basic.net concepts	K2
CO2	Identify Visual basic .net Programming controls	K2
CO3	Define and explain the settings of Properties window	K3
CO4	Analyze the concepts of Built-in functions	K3
CO5	Examine the concepts of ActiveX Data Object.Net	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC412			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	-	Cost Accounting	Semester:	IV
					Credits:	04

Course Objective

This course aims to enlighten the students about conceptual framework of cost accounting.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the basic concepts and principles of cost accounting.	K1
CO2	To provide knowledge to study the effective control of cost.	K2
CO3	To apply various methods of labour wage payment	K2
CO4	To gain knowledge on classification of overheads	K2
CO5	To analyze the process costing and treatment of normal loss, abnormal loss and gain.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC4A4			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	6	Business Mathematics and Statistics	Semester:	IV
					Credits:	04

Course Objective

To enable students to understand the applications of business mathematics in business decision

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind how to arrive logical conclusions to common business maths problems.	K2
CO2	To understand the problem in the area of business finance and matrix.	K3
CO3	To implement appropriate statistical methods in various data analysis problems.	K3
CO4	To understand the concept of Index numbers.	K2
CO5	To analyze mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions, and descriptive statistics and their applications.	K4

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC413			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Programming Lab.-IV: Software Development with Visual Basics.net	Semester:	IV
					Credits:	02

Course Objective

To enhance practical knowledge in Visual Basic.Net

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the VB.Net controls and their applications	K1
CO2	Utilize the various control structures in VB. Net	K2
CO3	Apply Menu Editor for displaying different types of shapes	K3
CO4	Construct the database in VB. Net	K3
CO5	Connect the database with records and display using Data grid view	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	22UEC4S1			Title	Batch:	2023-2026
				Skill based elective subject – 1:	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	3	Commercial law	Credits:	2

Course Objective

To make the students to understand the fundamental provisions of Indian Contract Act on commercial activities.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the general legal environment impacts on commercial activities	K1
CO2	To implement basic knowledge about considerations	K2
CO3	To apply provisions of capacity to Contract Act and performance of contract.	K3
CO4	To analyze the legal provisions relating to contract of Indemnity and guarantee	K4
CO5	To understand various Modes of performance of contract	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	UEC			ProgrammeTitle:	B.A., / B.Sc., / B. Com.,	
CourseCode:	22UEC4S2			Title	Batch:	2023-2026
				SEC II: Naan Mudhalvan: Aptitude for placement	Semester:	IV
LectureHrs./Week or PracticalHrs./Week	2	Tutorial Hrs./Sem.	5		Credits:	2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	K3
CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	K4

CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles. To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	K5 K6
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Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC4N3			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	-	Non Major Elective	Semester:	IV
				Subject – 2 Applications of E-Commerce	Credits:	02

Course Objective

To enable the students to understand the technology of E-Commerce opportunities in India.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the essential requirements of E-Commerce.	K1
CO2	To understand the wireless application and technologies for M-Commerce.	K2
CO3	To implement EDI in business.	K3
CO4	To analyze the need for security in E-Commerce.	K4
CO5	To analyze E-Commerce opportunities in India.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC4N4			Title	Batch:	2022-2025
				Non Major Elective	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	-	Subject – 2 E-Commerce	Credits:	02

Course Objective

To enrich the students about the basics of E-Commerce

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the foundation of e-commerce.	K1
CO2	To understand about business models of e-marketing and advertising	K2
CO3	To implement intranet and extranet technology.	K3
CO4	To analyze the importance of electronic commerce on retailing system.	K4
CO5	To apply Business to Business model	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC4VA			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Fundamentals of Research Methodology	Semester:	VI
					Credits:	2

Course Objective

To inculcate basic concepts of research and its methodologies among students

To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of research and its implications	K1
CO2	To understand the methods involved in data collection	K2
CO3	To summarize various methods of sampling	K3
CO4	To analyze the overall process and particular steps in collecting, analyzing, interpreting and presenting results	K4
CO5	To apply statistical tool for statistical decision making in a business context	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

22UEC6VA

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC514			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	-	Income Tax Law and Practice	Semester:	V
					Credits:	05

Course Objective

To enable the students to gain adequate knowledge on Business Taxation and familiarize the students with present tax system.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the basic concepts of income tax.	K1
CO2	To understand the computation of income under various heads.	K2
CO3	To apply the income related theories and practical's	K3
CO4	To analyze the deductions and exemptions in the income tax.	K4
CO5	To analyze the various online tax filing system	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC515			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Internet and Web Designing	Semester:	V
					Credits:	5

Course Objective

To make the students expertise in Creating Web Page

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamental tools and technologies for internet Service Feature.	K1
CO2	To understand web Search Engine Function.	K2
CO3	To understand Hypertext Mark-up Language (HTML) for designing a web page.	K1
CO4	To apply various tags used to link an image, sound and video to a web page.	K3
CO5	To analyze the forms and frames	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC5E1			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core Elective-I :	Semester:	V
				Information Security & E- Commerce Technology	Credits:	5

Course Objective

To enable the students to understand the technology of e-Commerce for Business Application.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the Components of communication systems	K2
CO2	To remember the information security threats and how to overcome the threats	K1
CO3	To apply knowledge on internet marketing and advertising.	K3
CO4	To understand technology behind Mobile commerce	K2
CO5	To analyze the various methods of Electronic Payment Systems	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC5E2			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	8	Advertising and Sales Promotion	Semester:	V
					Credits:	5

Course Objective

To make the students understand the importance of advertising and Medias role in advertising and sales promotion

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the elements of advertising and sales promotion	K2
CO2	To understand how advertisement is used as a tool to achieve marketing objectives.	K1
CO3	To implement advanced theories of communication relating to advertising.	K3
CO4	To analyze sales promotion planning	K2
CO5	To evaluate an advertising campaign.	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	23UEC5E3			Title	Batch:	2023-2026
				Retail Business Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	8		Credits:	4

Course Objective

To make the students to understand the conceptual framework of Retail management.

To knows the functioning of retail market.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect business management theories, principles and practices and understand the terminologies related to various functional areas of retail business	K1
CO2	To apprehend the flow of goods and services in retail environment.	K2
CO3	To implement the technologies to support retail business.	K3
CO4	To analyze buyer decision making	K4
CO5	To understand the international retailing and recent developments of retail channels	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	22UEC516			Title	Batch:	2022-2025
				Programming Laboratory – V : Internet and Web Designing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	-		Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember how to combine basic HTML elements to create Web pages.	K1
CO2	To understand how to use HTML tags and attributes to design Web page appearance.	K1
CO3	To remember the various HTML tags for creating different lists in a web page	K6
CO4	To apply the various HTML tags for internal link and external link.	K3
CO5	To create various HTML tags	K6

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC517			Title	Batch:	2022 – 2024
				Project Work and Viva-Voce	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	-		Credits:	02

Course Objective

This course would create interest in the minds of students to undergo the research in computer application and share the analytical skill of the students in the field of research.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the techniques involved in website development for business.	K1
CO2	To understand plan, calculate and adjust project variables.	K2
CO3	To apply forms and access in creation of software	K3
CO4	To interpret the software project estimation and assurance	K4
CO5	To apply knowledge of software development models.	K5

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.Com E-Commerce	Programme Title : B.com E-commerce	Bachelor of Commerce E-Commerce	
Course Code:	23UEC518	Title	Batch :	2023-2026
		Commerce Practical's	Semester	VI
Hrs/Week:	02		Credits:	02

Course Objective

To provide basic exposure to various forms and materials associated with office management.

Course Outcomes (CO)

K1	CO1	To keep in mind the knowledge in filing various forms used in government and non-government sectors.
K2	CO2	To understand computation of tax liability.
K3	CO3	To implement pay roll and pay slip preparation in institution.
K4	CO4	To review how observation and theory work together.

Programme Code:	B.com E-commerce			Programme Title:	B.com E-commerce	
Course Code:	22UEC519			Title	Batch:	2022 – 2025
				Core Lab - VI: Google Workspace	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To reinforce human connections is even more important when people are working remotely and interacting with their customers digitally.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To illustrate the concept of quickly schedule meetings and events and get reminders about upcoming activities using calendar	K3
CO2	Understand and integrate skills such as creating, editing, sharing, and customizing documents using documents.	K4
CO3	Validate the idea of creating and presenting professional presentations for sales, projects, training modules, and much more using Slides	K3
CO4	Develop data visualization options in Google Sheets, as well as how to use Google Forms	K4
CO5	Illustrate the concept of GMail and drives	K4

Programme Code:	B.Com E-Commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC5AL			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Organisational Behaviour	Semester:	V
					Credits:	2*

Course Objective

To expose the students to understand the organization structure and maintain relationships for advanced learners

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the structure of organization	K1
CO2	To understand the various stages in personality development and theories of group dynamics	K2
CO3	To deploy leadership styles and motivational theories in real business	K3
CO4	To analyze the factors leading to change in organization	K4
CO5	To apply leadership styles in organization	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC619			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core –XV : Management Accounting	Semester:	VI
					Credits:	5

Course Objective

To acquaint the students about the management accounting techniques that facilitates managerial decision-making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember how management accounting plays important roles for decision-making.	K1
CO2	To understand ratio analysis and balance sheet	K2
CO3	To understand management accounting ideas and practices for making long - term business decision.	K2
CO4	To implement managerial applications of marginal costing.	K3
CO5	To analyze budget management ideas, methods and their uses in business decision.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC620			Title	Batch:	2022-2025
				Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To enable the students for application-oriented programming using Java and to upgrade them in developing net based business applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the design and concept of OOPs in java programming	K1
CO2	To understand the decision making in java programmes	K2
CO3	To apply the various data types in java program coding	K3
CO4	To analyze the multiple threading and interface concepts in java	K4
CO5	To evaluate the concepts of application programming, applet programming & android application in java	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	22UEC6E4			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Investment Management	Semester:	VI
					Credits:	5

Course Objective

This course aims at imparting basic knowledge about analysis of investment and portfolio management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the various categories of investment media.	K1
CO2	To understand the concepts of fundamental and technical analysis.	K2
CO3	To apply the Charts as a Technical Tool	K3
CO4	To analyze the basic principles of portfolio theory	K4
CO5	To Evaluate the assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6E5			Title	Batch:	2022-2025
				Human Resource Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To expose the students to the Human Resource Management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of human resource management in organizations.	K1
CO2	To understand the idea about training and development needed to the human resource.	K2
CO3	To apply different strategies and approaches to resolve the conflict	K3
CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.	K4
CO5	To evaluate the impact of Causes and Remedies of Conflict	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6E6			Title	Batch:	2022-2025
				Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To demonstrate and understand the terms and benefits of CRM on Company's bottom-line

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of Customer relationship management.	K1
CO2	To understand marketing aspects of Customer relationship management	K2
CO3	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used.	K3
CO4	To analyze the different components of a CRM plan	K4
CO5	Evaluate various technological tools for data mining and also successful implementation of CRM in the Organizations.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	22UEC6E7			Title	Batch:	2022-2025
				Cyber Security	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enable the students to be aware of various E-Commerce strategy and its Applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of Cyber security	K1
CO2	To apply the appropriate security over internet and mobile devices	K2
CO3	To understand the legal frame work of Cyber security and different security threats	K3
CO4	To analyze and adopt the required firewall and security details	K4
CO5	To examine the method and procedure for cryptography	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.Com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6E8			Title	Batch:	2022-2025
				Social Networking Services	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To inculcate knowledge on social media – social networking websites, blogging and micro blogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of social networking services	K2
CO2	To remember the various Social Networking Apps	K1
CO3	To apply practical insights on Facebook	K3
CO4	To understand the comprehensive framework of Twitter and LinkedIn	K2
CO5	To analyze the presentation skills required for social networking.	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.Com E-Commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6E9			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Open Source Technologies	Semester:	VI
					Credits:	5

Course Objective

To learn the process of executing a PHP-based script with MySQL on a web server

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind PHP basic syntax and PHP object-oriented classes	K1
CO2	To understand functions available to deal with file and directory operations	K2
CO3	To implement cookies, sessions and headers	K3
CO4	To figure out the error handling methods	K4
CO5	To understand the database connectivity using PHP MySQL/MySQLi/SQLite extensions	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC621			Title	Batch:	2022-2025
				Programming Lab.VI: Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To learn why java is useful for the design of desktop and web applications.

To identify java language components and how they work together in applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts of java programming	K1
CO2	To understand the application programming in java	K2
CO3	To implement the programs to generate a solution in real life problems.	K3
CO4	To figure out the results in risky tasks and interpret the concepts to produce output.	K4
CO5	To create an applet for developing Android c App Applications	K6

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6AL			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Semester:	VI
					Credits:	2

Course Objective

To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of digital marketing	K1
CO2	To understand the concepts, levels and strategies in a digital environment	K2
CO3	To apply the various online marketing techniques	K3
CO4	To analyze the concepts of interactive marketing	K4
CO5	To understand the ethical issues and legal challenges in digital marketing	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6S3			Title	Batch:	2022-2025
				Skill Based Elective Subject -2 Company Law	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	-		Credits:	3

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the major topics in Company Law.	K1
CO2	To understand the contents in memorandum of association and articles of association.	K2
CO3	To figure out prospectus, shares and debentures of a company.	K3
CO4	To analyze the appointment, qualification and removal of director and company secretary	K4
CO5	To analyze the requisites of a valid meeting, types and winding up procedures, modes of winding up.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6S4			Title	Batch:	2023-2026
				Nan Mudhalvan: Fundamentals of Insurance	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	3		Credits:	2

Course Objective

To provide a customized business education that prepares students for seeking career opportunities in the growing risk and Insurance industry.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of insurance	K1
CO2	To understand claim processing with any Insurance company both cash-less and pre- paid claims	K2
CO3	He understand campaigns about the Governments' Insurance schemes and private offerings available in the market	K3
CO4	To fill out any application under the segment of the insurance	K4
CO5	To promote Life, Health, Rural, and Group Insurance to appropriate clients	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC6VA			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Web Advertising	Semester:	V
					Credits:	2

Course Objective

Online advertising is a data-driven, targeted marketing activity conducted through digital platforms. It can be highly customized, allowing businesses to reach more specific audiences that have a higher chance of engaging with their products and services.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To know the difference between traditional advertising vs web advertising	K1
CO2	To impart the knowledge on how to reach the consumers at the right time and in the right place in order to meet their needs.	K2
CO3	To enrich the students knowledge in Internet advertising because it offers a world of opportunity for every type of business.	K3
CO4	To analyze the various Online advertisements	K4
CO5	To evaluate the internet advertising in various domains.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC515			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	75	Income Tax Law and Practice	Semester:	V
					Credits:	05

Course Objective

To enable the students to gain adequate knowledge on Business Taxation and familiarize the students with present tax system.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the basic concepts of income tax.	K1
CO2	To understand the computation of income under various heads.	K2
CO3	To apply the income related theories and practical's	K3
CO4	To analyze the deductions and exemptions in the income tax.	K4
CO5	To analyze the various online tax filing system	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC516			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75	Skill Enhanced Course: Information Security & E- Commerce Technology	Semester:	V
					Credits:	4

Course Objective

To enable the students to understand the technology of e-Commerce for Business Application.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the Components of communication systems	K2
CO2	To remember the information security threats and how to overcome the threats	K1
CO3	To apply knowledge on internet marketing and advertising.	K3
CO4	To understand technology behind Mobile commerce	K2
CO5	To analyze the various methods of Electronic Payment Systems	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC517			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75	Internet and Web Designing	Semester:	V
					Credits:	4

Course Objective

To make the students expertise in Creating Web Page

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamental tools and technologies for internet Service Feature.	K1
CO2	To understand web Search Engine Function.	K2
CO3	To understand Hypertext Mark-up Language (HTML) for designing a web page.	K1
CO4	To apply various tags used to link an image, sound and video to a web page.	K3
CO5	To analyze the forms and frames	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5E1			Title	Batch:	2021 – 2024
				Advertising and Sales Promotion	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	5

Course Objective

To make the students understand the importance of advertising and medias' role in advertising and sales promotion

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the elements of advertising and sales promotion	K2
CO2	To understand how advertisement is used as a tool to achieve marketing objectives.	K1
CO3	To implement advanced theories of communication relating to advertising.	K3
CO4	To analyze sales promotion planning	K2
CO5	To evaluate an advertising campaign.	K3

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5E2			Title	Batch:	2021 – 2024
				Retail Business Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	5

Course Objective

To make the students to understand the conceptual framework of Retail management. To know the functioning of retail market.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect business management theories, principles and practices and understand the terminologies related to various functional areas of retail business	K1
CO2	To apprehend the flow of goods and services in retail environment.	K2
CO3	To implement the technologies to support retail business.	K3
CO4	To analyze buyer decision making	K4
CO5	To understand the international retailing and recent developments of retail channels	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5E3			Title	Batch:	2021 – 2024
				Services	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75	Marketing	Credits:	5

Course Objective

To expose the students on the field of real world of Service Marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of Service Marketing	K1
CO2	To understand the service marketing mix and its growth	K2
CO3	To understand the service quality in the area of service marketing	K2
CO4	To apply the strategies of service marketing in the real world scenario	K3
CO5	To analyze the marketing of financial services	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC518			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60	Programming Laboratory – V : Internet and Web Designing	Semester:	V
					Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember how to combine basic HTML elements to create Web pages.	K1
CO2	To understand how to use HTML tags and attributes to design Web page appearance.	K1
CO3	To remember the various HTML tags for creating different lists in a web page	K6
CO4	To apply the various HTML tags for internal link and external link.	K3
CO5	To create various HTML tags	K6

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC519			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	30	Software Project & Viva Voce	Semester:	V
					Credits:	02

Course Objective

This course would create interest in the minds of students to undergo the research in computer application and share the analytical skill of the students in the field of research.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the techniques involved in website development for business.	K1
CO2	To understand plan, calculate and adjust project variables.	K2
CO3	To apply forms and access in creation of software	K3
CO4	To interpret the software project estimation and assurance	K4
CO5	To apply knowledge of software development models.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5AL			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Organisational Behaviour	Semester:	V
					Credits:	2*

Course Objective

To expose the students to understand the organization structure and maintain relationships for advanced learners

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the structure of organization	K1
CO2	To understand the various stages in personality development and theories of group dynamics	K2
CO3	To deploy leadership styles and motivational theories in real business	K3
CO4	To analyze the factors leading to change in organization	K4
CO5	To apply leadership styles in organization	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5VA			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	30	M-Commerce for Technopreneurs	Semester:	V
					Credits:	2

Course Objective

The courses familiarize students with an understanding of multiple factors in adoption and usage of mobile commerce services and ascertain the awareness of emerging trends and development in mobile commerce for technopreneurs.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To know the applications and technologies in M-Commerce	K1
CO2	To impart the knowledge on M-Commerce Services, Security and Applications	K2
CO3	To enrich the students knowledge in Mobile app Technology	K3
CO4	To analyze the M-Commerce and M-Payment in global business	K4
CO5	To evaluate the mobile app technologies in various domains.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5S1			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	45	Skill based elective subject – 1:	Semester:	V
				Commercial law	Credits:	3

Course Objective

To make the students to understand the fundamental provisions of Indian Contract Act on commercial activities.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the general legal environment impacts on commercial activities	K1
CO2	To implement basic knowledge about considerations	K2
CO3	To apply provisions of capacity to Contract Act and performance of contract.	K3
CO4	To analyze the legal provisions relating to contract of Indemnity and guarantee	K4
CO5	To understand various Modes of performance of contract	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5S2			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.	45	Fundamentals of Entrepreneurship	Semester:	V
					Credits:	3

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the entrepreneurial process.	K1
CO2	To understand the need for EDP in India.	K2
CO3	To apply knowledge acquired on various institutional support	K3
CO4	To analyze the legal provisions for formation of business.	K4
CO5	To understand the needs of institutional finance	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC620			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90	Skill Enhanced Course:	Semester:	VI
				Management Accounting	Credits:	5

Course Objective

To acquaint the students about the management accounting techniques that facilitates managerial decision-making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember how management accounting plays important roles for decision-making.	K1
CO2	To understand ratio analysis and balance sheet	K2
CO3	To understand management accounting ideas and practices for making long - term business decision.	K2
CO4	To implement managerial applications of marginal costing.	K3
CO5	To analyze budget management ideas, methods and their uses in business decision.	K4

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC621			Title	Batch:	2021 – 2024
				Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	4

Course Objective

To enable the students for application-oriented programming using Java and to upgrade them in developing net based business applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the design and concept of OOPs in java programming	K1
CO2	To understand the decision making in java programmes	K2
CO3	To apply the various data types in java program coding	K3
CO4	To analyze the multiple threading and interface concepts in java	K4
CO5	To evaluate the concepts of application programming, applet programming & android application in java	K5

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E1			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90	Investment Management	Semester:	VI
					Credits:	5

Course Objective

This course aims at imparting basic knowledge about analysis of investment and portfolio management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the various categories of investment media.	K1
CO2	To understand the concepts of fundamental and technical analysis.	K2
CO3	To apply the Charts as a Technical Tool	K3
CO4	To analyze the basic principles of portfolio theory	K4
CO5	To Evaluate the assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6E2	Title	Batch:	2021 – 2024

				Human Resource Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90		Credits:	4

Course Objective

To expose the students to the Human Resource Management.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of human resource management in organizations.	K1
CO2	To understand the idea about training and development needed to the human resource.	K2
CO3	To apply different strategies and approaches to resolve the conflict	K3
CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.	K4
CO5	To evaluate the impact of Causes and Remedies of Conflict	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6E3			Title	Batch:	2021 – 2024
				Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90		Credits:	5

Course Objective

To demonstrate and understand the terms and benefits of CRM on Company's bottom-line

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of Customer relationship management.	K1
CO2	To understand marketing aspects of Customer relationship management	K2
CO3	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used.	K3
CO4	To analyze the different components of a CRM plan	K4
CO5	Evaluate various technological tools for data mining and also successful implementation of CRM in the Organizations.	K5

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E4			Title	Batch:	2021 – 2024
				Cyber Security	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90		Credits:	5

Course Objective

To enable the students to be aware of various E-Commerce strategy and its Applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of Cyber security	K1
CO2	To apply the appropriate security over internet and mobile devices	K2

CO3	To understand the legal frame work of Cyber security and different security threats	K3
CO4	To analyze and adopt the required firewall and security details	K4
CO5	To examine the method and procedure for cryptography	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6E5			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90	Social Networking Services	Semester:	V
					Credits:	5

Course Objective

To inculcate knowledge on social media – social networking websites, blogging and micro blogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of social networking services	K2
CO2	To remember the various Social Networking Apps	K1
CO3	To apply practical insights on Facebook	K3
CO4	To understand the comprehensive framework of Twitter and LinkedIn	K2
CO5	To analyze the presentation skills required for social networking.	K3

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-Commerce
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Course Code:	21UEC6E6			Title	Batch:	2021 – 2024
				Open Source Technologies	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90		Credits:	5

Course Objective

To learn the process of executing a PHP-based script with MySQL on a web server

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind PHP basic syntax and PHP object-oriented classes	K1
CO2	To understand functions available to deal with file and directory operations	K2
CO3	To implement cookies, sessions and headers	K3
CO4	To figure out the error handling methods	K4
CO5	To understand the database connectivity using PHP MySQL/MySQLi/SQLite extensions	K2

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC622			Title	Batch:	2021 – 2024
				Programming Lab.VI: Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60		Credits:	2

Course Objective

To learn why java is useful for the design of desktop and web applications.

To identify java language components and how they work together in applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts of java programming	K1
CO2	To understand the application programming in java	K2
CO3	To implement the programs to generate a solution in real life problems.	K3
CO4	To figure out the results in risky tasks and interpret the concepts to produce output.	K4
CO5	To create an applet for developing Android c App Applications	K6

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6AL			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Semester:	VI
					Credits:	2

Course Objective

To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of digital marketing	K1
CO2	To understand the concepts, levels and strategies in a digital environment	K2
CO3	To apply the various online marketing techniques	K3
CO4	To analyze the concepts of interactive marketing	K4

CO5	To understand the ethical issues and legal challenges in digital marketing	K2
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K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6VA	Title	Batch :	2021-2024
		Social Media Marketing	Semester	VI
Hrs/Week:	30		Credits:	2

Course Objective

The course familiarizes students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and social media marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the important concepts of social media marketing	K1
CO2	To understand the various theoretical aspects in Facebook marketing	K2
CO3	To apply different ways of marketing using YouTube and Instagram business profile and promote business	K3
CO4	To analyze various Social Media Marketing platforms	K4
CO5	To create awareness on Social Media Marketing and usage	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6S1			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	30	Skill Based Elective Subject -2 Company Law	Semester:	VI
					Credits:	3

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the major topics in Company Law.	K1
CO2	To understand the contents in memorandum of association and articles of association.	K2
CO3	To figure out prospectus, shares and debentures of a company.	K3
CO4	To analyze the appointment, qualification and removal of director and company secretary	K4
CO5	To analyze the requisites of a valid meeting, types and winding up procedures, modes of winding up.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6S2			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	30	Skill Based Elective Subject Project Management -2	Semester:	VI
					Credits:	3

Course Objective

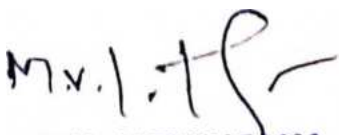
To enable the students to apply the significance of project formulations and tax concessions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts used in identification and selection of network planning techniques.	K1
CO2	To understand the fundamentals of PERT, CPM, and Project Report.	K2
CO3	To apply feasibility analysis.	K3
CO4	To analyze the effectiveness of small-scale industries in economic development.	K4
CO5	To understand the Role of SSI in Economic Development	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate


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