

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

72	B.Sc.IT	Data Analytics	19UIT4N3	2019
73	B.Sc.IT	Skill Based Major Elective - Lab. I Web Programming (Python)	19UIT5S1	2019
74	B.Sc.IT	Skill Based Major Elective - Lab. II DTP Software (CorelDraw / Photoshop)	19UIT6S3/ 19UIT6S4	2019
75	B.Sc. CT	CORE VII: OPERATING SYSTEMS	19UCT309	2019
76	B.Sc. CT	CORE XIII: FRAMEWORK TECHNOLOGY	19UCT621	2019
77	B.Sc. CT	ALLIED IV: PROCESSORS	19UCT4A4	2019
78	BCA	Mathematics-II: Mathematical Foundation of Computer Applications	19UBC2A2	2019
79	BCA	Web Development	19UBC413	2019
80	BCA	Web Development Lab	19UBC416	2019
81	BCA	Storage Management	19UBC5E3	2019
82	BCA	Distributed Operating System	19UBC5S3	2019
83	BCA	Python Programming	19UBC623	2019
84	BCA	Python Programming Lab	19UBC626	2019
85	B.Com	Entrepreneurial Development	19UCO519	2019
86	B.Com	Service Marketing and Customer Relationship Marketing	19UCO625	2019
87	B.Com	Retail Management	19UCO515	2019
88	B.Com	Goods and Service Tax (GST) Accounting	19UCO518	2019
89	B.Com	Intellectual Property Rights	19UCO5S1	2019
90	B.Com	Commerce For Competitive Exams/ Business Ethics	19UCO6S3	2019
91	B.Com	Financial Management	19UCO624	2019
92	B.Com (CA)	Banking and Insurance Law	19UCC6E3	2019
93	B.Com (CA)	Services Marketing	19UCC6E4	2019
94	B.Com (CA)	Higher Corporate Accounting	19UCC410	2019
95	B.Com (CA)	Commerce and Computer Application Practical	19UCC5E1	2019
96	B.Com (CA)	Consumer Behaviour	19UCC5E2	2019

Metric : 1.2.1



New Course Introduced

Dr. R. MUTHUKUMARAN,
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Coimbatore District

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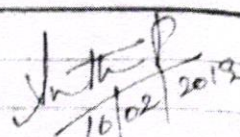
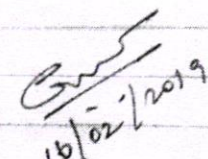
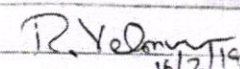
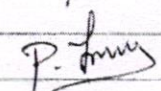
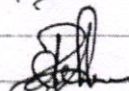
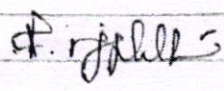
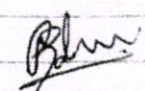
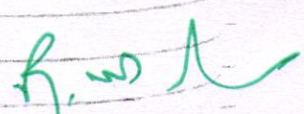
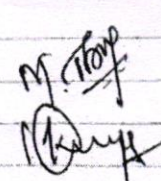
97	B.Com (CA)	E-Commerce and Information Security	19UCC6E5	2019
98	B.Com (CA)	Advertising and Sales Promotion	19UCC6E6	2019
99	B.Com (E-Commerce)	Financial Accounting	19UEC101	2019
100	B.Com (E-Commerce)	Higher Financial Accounting	19UEC204	2019
101	B.Com (E-Commerce)	Corporate accounting	19UEC307	2019
102	B.Com (E-Commerce)	Higher Corporate accounting	19UEC411	2019
103	B.Com (E-Commerce)	Company law and secreterial practice	19UEC413	2019
104	B.Com (E-Commerce)	Cost accounting	19UEC515	2019
105	B.Com (E-Commerce)	Income tax	19UEC516	2019
106	B.Com (E-Commerce)	Imdirect taxation	19UEC620	2019
107	B.Com (E-Commerce)	Management accounting	19UEC619	2019
108	B.Com (E-Commerce)	Commercial law	19UEC206	2019
109	B.COM(FINANCE)	Core Elective I-Brand Management	19UCF5E2	2019
110	B.COM(FINANCE)	Core Elective II-Business Environment	19UCF6E4	2019
111	B.COM(FINANCE)	Core Elective III-Working capital management	19UCF6E6	2019
112	B.Com PA	CORE I : Financial Accounting	19UPA101	2019
113	B.Com PA	CORE III : Higher Financial Accounting	19UPA203	2019
114	B.Com PA	CORE V : Corporate Accounting	19 UPA 305	2019
115	B.Com PA	CORE X : Higher Corporate Accounting	19 UPA 410	2019
116	B.Com PA	Core XIV : Cost Accounting	19 UPA 514	2019
117	B.Com PA	Major ELECTIVE I: Principles of Insurance	19 UPA 5E2	2019
118	B.Com PA	Core XVI : Commerce Practical	19 UPA 516	2019
119	B.Com PA	Major ELECTIVE II : Investment Management	19 UPA 5E4	2019
120	B.Com PA	Core XVII : Management Accounting	19 UPA 617	2019
121	B.Com PA	Major ELECTIVE III: Case Analysis	19UPA 6E6	2019
122	B.Com BI	Fundamentals of Banking	19UBI3N2	2019



BOARD OF STUDIES IN

26

Saturday

S.No	MEMBERS	SIGNATURE
1.	Dr. P. Anitha (Chairman)	 16/02/2019
2.	Dr. R. Gopi Assistant Professor in Commerce Government Arts College Udumalpet (University Nominee)	 16/02/2019
3.	Dr. R. Velmurugan Assistant Professor in Commerce Karpagam University Echanai, Coimbatore (Subject Expert cum Academic Auditor)	 16/2/19
4.	Mrs. Nithya Prabhu Proprietor & Trainee Sri Eswar Academy Pollachi (Alumni cum Industrial Expert)	— ABSENT —
5.	Mrs. S. Pongodi	
6.	Mrs. P. Jayanthi	
7.	Dr. P. Archanaa	
8.	Dr. T. Vijaya Chithra	
9.	Dr. P. Gomathi Devi	
10.	Mrs. M. Thilagaravathy	
11.	Dr. M. Deepa	

Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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PROCEEDING

MINUTES

22.28.2019

07.1

The Board of Studies for B.Com(CA) & M.Com(CA) Courses were convened on 16th February 2019, and the following resolutions were made;

⇒ The scheme and syllabi for all semesters (I to VI semester) for the UG students to be admitted during 2019-20 have been framed and approved.

SEMESTER - I

Core I : Financial Accounting
Core II : Programming Laboratory I : MS Office
Allied I : Business Economics

SEMESTER - II

Core III : Higher Financial Accounting
Core IV : Programming Laboratory II : HTML
Allied II : Business Mathematics & Statistics

SEMESTER - III

Core V : Corporate Accounting
Core VI : Principles of Marketing
Core VII : Relational Database Management System & Oracle
Core VIII : Programming Laboratory III : Oracle
Allied III : Executive Communication-Practical
Core IX : Commercial Law
NME : Commerce Practical / Supply Chain Management

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Pollachi - 642 001, Coimbatore District.

S.NO	MEMBERS	SIGNATURE
12	Mrs. R. Ramya	R. Ramya
13	Mr. A. Prahalathan	A. Prahalathan
14	Dr. A. Karuppusamy	A. Karuppusamy
15	Mrs. T. Gouthami	T. Gouthami
16	Dr. K.S. Kavitha	K.S. Kavitha
17	Mrs. M. Nirmala	M. Nirmala
18	Mrs. T. Anish Fathima	T. Anish Fathima
19	Mrs. M. Shanmuga Priya	M. Shanmuga Priya
20	Mrs. S. Loganayagi	S. Loganayagi

h. n. l.

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MINUTES

SEMESTER IV

Core X : Higher Corporate Accounting
 Core XI : Visual Basic
 Core XII : Programming Laboratory IV - Visual Basic
 Core XIII : Programming Laboratory V - Tally.
 Allied IV : Operations Research.
 Core XIV : Company Law & Secretarial Practice
 NME : Computer Application Practical / Retail Management

SEMESTER V

Core XV : Cost Accounting
 Core XVI : Income Tax
 Core XVII : Programming in C
 Core XVIII : Programming Laboratory VI : C
 Core XIX : Institutional Training
 Major Elective I : Commerce & Computer Application Practical / Consumer Behaviour.
 SBE (Major) : Principles of Management / Organisational Behaviour.

SEMESTER VI

Core XX : Management Accounting
 Core XXI : Programming Laboratory VII - Multimedia
 Core XXII : Indirect Taxation
 Major Elective II : Banking & Insurance Law / Services Marketing
 Major Elective III : E-Commerce & Information Security / Advertising & Sales Promotion
 SBE (Major) : Financial Markets & Institutions / Investment Management

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NOTE: Major changes have been made in the following subjects:-

Semester III : Commercial Law (Instead of the title Business Law)

Semester III : Executive Communication Practical
The End-of semester Examination is to be conducted for 60 marks for Written Communication Only. Both Internal & External Examiners will assess the students. Internal marks 40 is to be assessed by ^{evaluating} Oral Communication of the students.

Semester IV : Higher Corporate Accounting
(Newly Introduced)

Semester IV : Company Law & Secretarial Practice
(Instead of Company Law)

Semester V : Income Tax (Instead of Income Tax Law & Practice)

Semester V : Major Elective I : Commerce & Computer Application Practicals/
Consumer Behaviour (Newly Introduced)

Semester VI : Indirect Taxation (Instead of Indirect Taxes)

Semester VI : Major Elective II : Banking & Insurance Law/
Services Marketing (Newly Introduced)

Semester VI : Major Elective III : E Commerce & Information security / Advertising & Sales Promotion
(Newly Introduced)

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⇒ The scheme & syllabi for all the semesters (I to IV) for the M.Com(CA) students admitted during 2018-20 have been framed and approved.

SEMESTER - I

- Core I : Advanced Corporate Accounting
 Core II : Managerial Economics
 Core III : Business Environment
 Core IV : Relational Database Management System & Oracle
 Core V : Programming Laboratory I - Oracle

SEMESTER - II

- Core VI : Financial Management
 Core VII : Operations Research
 Core VIII : Digital Marketing
 Core IX : VB.Net
 Core X : Programming Laboratory II - VB.Net
 NME : Commerce & Computer Application Practicals/ Financial Services

SEMESTER - III

- Core XI : Applied Cost Accounting
 Major Elective I : Research Methodology / Entrepreneurship & Project Management
 Core XII : Security Analysis & Portfolio Management
 Core XIII : Taxation
 Major Elective II : International Business / Strategic Management

SEMESTER - IV

- Core XIV : Accounting for Decision Making
 Core XV : Human Resource Management
 Major Elective III : E-Commerce & Cyber Security / Customer Relationship Management

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Core xvi : Programming Laboratory III :
Accounting & Statistical Package
Core xvii : Project Work & Viva Voce.

NOTE : Major changes have been made in the following subjects.

Semester I : Advanced Corporate Accounting
(Instead of Higher Corporate Accounting)

Semester IV : Programming Lab, III : Accounting &
Statistical Package (Change in
the title instead of Tally & SPSS)

*
Entrepreneurship Project Management, 'Strategic Management
' Customer Relationship Management' subjects has
been introduced as additional Elective papers
for Major Elective I, II & III respectively.

Ratification :-

B.Com - CA :-

The following change have been made
in the pattern for the student
admitted during The A.Y 2018-19

Semester III : Allied III - Executive Communication
Practical.

End-of-Semester Examination: 60 Marks.
Written Communication Only.
Both Internal & External Examiners.

Internal Assessment : 40 Marks.
Oral Communication Only.

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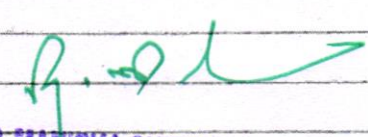
M.Com (CA) :

The following change have been made in the Scheme & Syllabi for The student admitted during the A.Y 2018-19.

Semester IV :

Core XVI : Programming Lab III :-
Tally & SPSS

The 'DTP' has been removed from the Syllabi.


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UG DEPARTMENT OF COMMERCE(CA)

SYLLABUS 2019 – 2022 BATCH

(Outcome-Based Education)

BOARD OF STUDIES 2019

I to VI SEMESTER



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)**

Re-Accredited with 'A' Grade by NAAC
An ISO 9001:2015 Certified Institution

POLLACHI - 642 001


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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Scheme of Examination
(With effect from 2019-2022 Batch)

Part	Subject Code	Subject	Thrs. Hours Per Week	Exam			
				Hours	CIA	ESE	Total
Semester - I							
I	19UTL101	Tamil / Hindi / French Paper – I	6	3	25	75	100
II	19UEN101	English for Enrichment – I	5	3	25	75	100
III	19UCC101	CORE I : Financial Accounting	6	3	25	75	100
	19UCC102	CORE II : Programming Laboratory – I : MS – Office	5**	3	40	60	100
	19UCC1A1	ALLIED I : Business Economics	6	3	25	75	100
IV	19UHR101	Human Rights in India	1	2	-	50	50
	19HEC101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50
V	-	Extension Activities (List Enclosed)	-	-	-	-	-
Total			30	-	165	435	600
Semester - II							
I	19UTL202 / 19UHN202	Tamil / Hindi / French Paper – II	6	3	25	75	100
II	19UEN202	English for Enrichment – II	5	3	25	75	100
III	19UCC203	CORE III : Higher Financial Accounting	6	3	25	75	100
	19UCC204	CORE IV : Programming Laboratory – II : HTML	5**	3	40	60	100
	19UCC2A2	ALLIED II : Business Mathematics and Statistics	5	3	25	75	100
IV	19EVS201	Environmental Studies	2	2	-	50	50
	19HEC202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50
V	-	Extension Activities (List Enclosed)	-	-	-	-	-
Total			30	-	165	435	600

Part	Subject Code	Subject	Ins. Hours Per Week	Exam			
				Hours	CIA	ESE	Total
Semester - III							
III	19UCC305	CORE V : Corporate Accounting	6	3	25	75	100
	19UCC306	CORE VI : Principles of Marketing	4	3	25	75	100
	19UCC307	CORE VII : Relational Database Management System and Oracle	5	3	25	75	100
	19UCC308	CORE VIII : Programming Laboratory – III : Oracle	4	3	40	60	100
	19UCC3A3	ALLIED III : Executive Communication – Practical	4	3	40	60	100
	19UCC309	Core IX : Commercial Law	5	3	25	75	100
IV	19HEC303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50
	19UCC3N1 /19UCC3N2	NME: Commerce Practical / Supply Chain Management	1	2	-	50	50
V	-	Extension Activities (List Enclosed)	-	-	-	-	-
Total			30	-	205	495	700
Semester - IV							
III	19UCC410	CORE X : Higher Corporate Accounting	6	3	25	75	100
	19UCC411	CORE XI : Visual Basic	4	3	25	75	100
	19UCC412	CORE XII : Programming Laboratory – IV : Visual Basic	4	3	40	60	100
	19UCC413	CORE XIII : Programming Laboratory – V :Tally	4	3	40	60	100
	19UCC4A4	ALLIED IV : Operations Research	5	3	25	75	100
	19UCC414	Core XIV : Company Law & Secretarial Practice	5	3	25	75	100
IV	19HEC404	Human Excellence: Social Values: Sky Yoga Practice-IV	1	2	25	25	50
	19UCC4N3 / 19UCC4N4	NME: Computer Application Practical / Retail Management	1	2	-	50	50
V	-	Extension Activities (List Enclosed)	-	-	-	50	50
Total			30	-	205	545	750

Part	Subject Code	Subject	Thrs. Hours Per Week	Exam			
				Hours	CIA	ESE	Total
Semester – V							
	19UCC515	CORE XV : Cost Accounting	6	3	25	75	100
III	19UCC516	CORE XVI : Income Tax	7	3	25	75	100
	19UCC517	CORE XVII : Programming in C	6	3	25	75	100
	19UCC518	CORE XVIII : Programming Laboratory – VI : C	4	3	40	60	100
	19UCC519	CORE XIX : Institutional Training	-	-	40	60	100
	19UCC5E1/ 19UCC5E2	Major Elective-I : Commerce & Computer Applications Practical / Consumer Behaviour	5**/ 5	3	25	75	100
IV	19HEC505	Human Excellence: National Values: Sky Yoga Practice-V	1	2	25	25	50
	19UCC5S1 / 19UCC5S2	SBE(Major): Principles of Management / Organisational Behaviour	1	2	-	50	50
	19GKL501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50
Total			30	-	170	470	650
Semester – VI							
III	19UCC620	CORE XX : Management Accounting	6	3	25	75	100
	19UCC621	CORE XXI : Programming Laboratory – VII: Multimedia	6***	3	40	60	100
	19UCC622	CORE XXII : Indirect Taxation	5	3	25	75	100
	19UCC6E3/ 19UCC6E4	Major Elective-II : Banking & Insurance Law/ Services Marketing	6	3	40	60	100
	19UCC6E5/ 19UCC6E6	Major Elective-III : E-Commerce and Information Security/ Advertising and Sales Promotion	5	3	25	75	100
IV	19HEC606	Human Excellence: Global Values & Yoga Practice-VI	1	2	25	25	50
	19UCC6S3 / 19UCC6S4	SBE (Major) : Financial Markets and Institutions / Investment Management	1	2	-	50	50
Total			30	-	170	420	600
Grand Total			170	-	1080	2820	3900

Note:-

* Self-study Paper ;

** Theory 1 hour & Lab 4 hours ;

*** Theory 2 hours & Lab 4 hours

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC410	Course Title	Batch :	2019-'22
		Core-X: Higher Corporate Accounting	Semester :	IV
Hrs/Week:	6		Credits:	4

Course Objective

To enable the students understand Higher Corporate Accounting System.

Course Outcomes (CO)

K1	CO1	To understand the accounting procedures of amalgamation and absorption of companies
K2	CO2	To prepare financial statement of special type of business such as Banking companies, Insurance companies.
K3	CO3	To apply skills for preparing accounting for reconstruction of companies.
K4	CO4	To evaluate the steps involved in preparation of consolidated balance sheet of holding and subsidiary company

Syllabus

Unit	Content	Hours
Unit 1	Amalgamation Absorption of companies: Accounting for Amalgamation (AS14) and Absorption of Companies.	15
Unit 2	Reconstruction of Companies: Accounting for Reconstruction of Companies- External and Internal (Excluding preparation of scheme)	15
Unit 3	Banking Company Accounts (Banking Regulation Act 1949): Banking Company Accounts – Rebate on Bills Discounted – Classification of Advances – Classification of Investments – Preparation of Profit and Loss Account and Balance sheet.	16
Unit 4	Insurance Company Accounts (IRDA Act 1999): General Insurance – Revenue account- Net Revenue Account- Profit and loss account- Balance sheet. Life Insurance – Valuation Balance Sheet – Revenue Account – Net Revenue Account and Balance Sheet.	16

Unit 5	Holding Company Accounts: Holding Company Accounts – Consolidation of Balance Sheets with Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, <i>Bonus Issue and Payment of Dividend</i> (excluding inter-company holdings)	16
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Note:

Problems – 80% Theory – 20%

* *Italicized* texts are for self-study

Teaching Methods

Group discussions, Seminar and Assignment

Books for Study:

Jain, S.P and Narang.K.L, (2017), Advanced Accountancy, Kalayani Publishers.

Books for Reference:

1.Gupta,R.L and Radhaswamy.M (2017) , Corporate Accounts Theory Method and Applications, 13th Revised Edition, New Delhi, Sultan Chand And company.

2.Reddy and Murthy(2017), Corporate Accounting, Chennai, Margham Publications.

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		S	M	M	H	M
CO2		H	S	H	M	H
CO3		H	H	S	S	H
CO4		H	H	H	H	H

S-Strong; H-High; M-Medium; L-Low

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC5E1	Course Title	Batch :	2019-'22
		Major Elective I: Commerce with Computer Application Practical	Semester :	V
Hrs/Week:	5*		Credits:	5

Course Objective

To develop the students' knowledge in basic form filling and to develop their skills in utilizing various online applications

Course Outcomes (CO)

K1	CO1	To recollect the filling of various forms in business
K2	CO2	To understand the new concepts used in Commerce and Computer arena
K3	CO3	To execute the knowledge of computer in various online business applications
K4	CO4	To review the students' knowledge on real business operations

<u>Commerce Practical</u> - Filling of forms: - Pay in slip - Withdrawal slip - Cheque - DD Chalan - NEFT & RTGS - Share Application - Opening of DMAT A/c - Preparation of Pay roll & Pay slip - Product Launch - PPT - Office Layout - Online Banking - Create and send a official e-mail with document attachment - E-Ticket Reservation (Bus, Railways, Airways, etc.) - Online Insurance Premium Payment - Online Purchase and Settlement	65
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10. Online Employment Registration and Renewal	
11. E-Wallet	
12. Online PAN Application	

Note 1: * It includes Theory – 2 Hour and Practicals – 4 Hours

Note 2:

1. Practical Examination will be conducted at the end of semester and students will be evaluated by both Internal and External Examiners
2. Distribution of Marks

End of Semester : 60

Continuous Assessment : 40

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	S
CO3	H	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC5E2	Course Title	Batch :	2019-'22
		Major Elective I: Consumer Behavior	Semester :	V
Hrs/Week:	5		Credits:	5

Course Objective

To inculcate the knowledge about the qualities and dynamics of consumers in the real world.

Course Outcomes (CO)

K1	CO1	To recollect the basics of consumer behaviour
K2	CO2	To get an idea about behavioral theories and ethics
K3	CO3	To evaluate the consumers' perception through consumer research
K4	CO4	To apply the models of consumer decision making in reality

Unit	Content	Hours
Unit – 1	Consumer Behaviour: Introduction – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention – Marketing Ethics.	13
Unit – 2	Consumer Research – Paradigms – The Process of Consumer Research – Consumer Motivation – Dynamics – <i>Types – Measurement of Motives – Consumer Perception</i>	13
Unit – 3	Consumer Learning – Behavioural Learning Theories – Measures of Consumer Learning – Consumer Attitude – Formation – Strategies for Attitude Change.	13
Unit – 4	Social Class Consumer Behaviour – Life Style Profiles of Consumer Classes – Cross Cultural Customers Behaviour Strategies.	13
Unit - 5	Consumer Decision Making – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making	13

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity

Text Book:

1. Consumer Behaviour – Leon G. Schiffman, Pearson Education, 2018 Edition.

Reference Books:

1. Consumer Behaviour – Insights from Indian Market – Ramanuj Majumdar, PHI Learning Pvt. Ltd, 2012 Edition.

2. Consumer Behaviour – Rajneesh Krishna, Oxford University Press, 2014 Edition

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	S
CO3	H	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC6E3	Course Title	Batch :	2019-'22
		Major Elective-II: Banking and Insurance Law	Semester :	VI
Hrs/Week:	6		Credits:	5

Course Objective

To enrich the students' knowledge on the various provisions of banking and insurance law

Course Outcomes (CO)

K1	CO1	To keep in mind the basic law relating to banking and insurance
K2	CO2	To understand the functions of a banker
K3	CO3	To deploy the statutory protection for paying and collecting banker
K4	CO4	To analyse the various principles of insurance and its classification

Syllabus

Unit	Content	Hours
Unit – 1	Banking – Definition - Relationship between Banker and Customer – Special Types of Customers – Minor, Married Women, Lunatic and Partnership Firms and Companies.	16
Unit – 2	Cheque: Material Alteration – Crossing – Endorsement. Meaning of Banking Terms: Cash Reserve Ratio[CRR] – Statutory Liquidity Ratio[SLR] – Bank Rate – Prime Lending Rate[PLR] – Repo Rate[RR] – Reverse Repo Rate[RRR] – Marginal Standing Facility[MSF].	18
Unit – 3	Loans - Precautions while Lending Loans against Document of Title to Goods, Shares, Insurance Policies and Bank Receipts, Land and Buildings.	17
Unit – 4	Paying and Collecting Banker – Duties and Liabilities – Circumstances for refusing Payment of Cheques – Consequences of Wrong Dishonour – Statutory Protection for Paying and Collecting Banker.	20
Unit – 5	Insurance: Meaning – Functions – Nature - Principles – Classification. Insurance Regulatory and Development Authority Act (1999): Meaning – Importance. <i>Types of Insurance: LIC, GIC, Marine – Merits and Demerits of Insurance.</i>	20

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Quiz and Assignment

Books for Study

1. Gordon, E. and K. Natarajan (2016), *Banking Theory, Law and Practice*, 25th Revised Edition, Chennai: Himalaya Publishing House.

Books for Reference

1. Jagroop Singh and Sarita (2012), *Banking and Insurance Law*, 8th Edition, New Delhi: Sultan Sons and Company Limited.
2. Sharma and Shashi K. Gupta (2013), *Banking Theory, Law and Practice*, 16th Edition, New Delhi: Deepa and Deepa Publications Private Limited.
3. Bodla, B.S., M.C. Garg and K.P. Singh (2011), *Insurance-Fundamentals*, 1st Edition, New Delhi: Deepa and Deepa Publications Private Limited

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	H
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC6E4	Course Title	Batch :	2019-'22
		Major Elective II: Services Marketing	Semester :	V
Hrs/Week:	6		Credits:	5

Course Objective

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

Course Outcome

K1	CO1	To remember the fundamentals of Service Marketing
K2	CO2	To understand the service marketing mix and its growth
K3	CO3	To evaluate the service quality in the area of service marketing
K4	CO4	To apply the strategies of service marketing in the real world scenario

Unit	Content	Hours
Unit I	Services – Introduction – Meaning – Characteristics – Importance – Classification – Players in Service Sector - Service Sectors in Indian Economy – Components of Service Economy – Evolution and Growth of Service Sector	16
Unit II	Service Marketing System – Importance – Service Marketing Mix – Service Product Planning – Service Pricing Strategy – Service Distributions – Employees' and Customers' Role in Service Delivery – Service Promotion – Physical Evidence – Role of Technology in Service Marketing	18
Unit III	Service Quality – Understanding Customer Expectations and Perceptions – Measuring Service Quality – Gap Model of Service Quality – Service Quality Function Development – Service Quality Management – Quality Function Deployment for Services.	17
Unit IV	Services from Sector Perspective – Hospitality – Travel and Tourism – Financial Logistics – Educational - Entertainment – Healthcare and Medical – Telecom Services	20
Unit V	Marketing the Financial Services – Devising of Strategies in	20

	Financial Services – Marketing Mix – Education as Service – Marketing of Educational Services – Strategies for Educational Marketing	
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* *Italicized* texts are for self-study

Teaching Methods

Group discussions, Seminar and Assignment.

Books for Study:

1. R. Srinivasan, (2014), *Services Marketing: The Indian Context*, PHI Learning Private Ltd,

Books for Reference:

1. Valarie A. Zeithami, Mary Jo Bitner and Dwayne (2018), *Service Marketing*, McGraw Hill Publishing Company.
2. Christopher H. Lovelock and Jochen Wirtz, (2016), *Service Marketing: People, Technology, Strategy*, World Scientific Publishers.

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	S	H	S	H
CO2		H	H	H	S	H
CO3		H	S	S	H	S
CO4		S	S	S	S	S

S-Strong; H-High; M-Medium; L-Low

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC6E5	Course Title	Batch :	2019-'22
		Major Elective III: E-Commerce and Information Security	Semester :	VI
Hrs/Week:	5		Credits:	5

Course Objective

To expose the students' on fundamentals of e-commerce and need for information security

Course Outcomes (CO)

K1	CO1	To keep in mind the basics of E-Commerce
K2	CO2	To understand the electronic data interchange and electronic payment systems
K3	CO3	To implement the various models of e-commerce in real business
K4	CO4	To analyze the need for information security and existence of various network securities

Syllabus

Unit	Content	Hours
Unit – 1	Introduction to E-Commerce – Meaning – Definition – Perspectives of E-Commerce – <i>History of E-Commerce</i> – Framework of E-Commerce – E-Commerce Drivers – Adoption of E-Commerce – Traditional Vs Electronic Commerce – <i>Advantages and Disadvantages of E-Commerce</i> .	15
Unit – 2	Models of E-Commerce: B2B - B2C – C2B – C2C – B2G. EDI – Meaning – Definition – Components – Future of EDI. EDI Standards: Data Standard in EDI. Mobile Commerce – Meaning – Definition – Architecture – Application – Advantages and Disadvantages.	15
Unit – 3	Electronic Payment System (EPS) – Meaning – Problems with Traditional Payment Systems – Features – Types of Electronic Payment Systems – Advantages and Disadvantages. Online Banking: Core Banking Solution (CBS) – Advantages and Disadvantages.	16
Unit – 4	Components of Communications System – Transmission Media. Protocol – Definition – Introduction to TCP / IP – Wireless Network – Basics of Internet. Types of Attack: Phishing, Spoofing, Impersonation, Dumpster diving – Information Security Goals. Information Security Threats and Vulnerability:	16

	Spoofing Identity, Tampering with data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege.	
Unit – 5	Authentication – Password Management – E-Commerce Security – Windows Security. Network Security: Network Intrusion and Prevention Systems – Firewalls – Software Security. Web Security: User authentication, Authentication – Secret and Session Management, Cross Site Scripting, Cross Site Forgery, SQL Injection. Computer Forensics – Steganography.	16

Note: For Cyber Security, the Study Material will be available in our College Journal Website: www.ngmc.org.in in the form a e-book)

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

Books for Study

1. Kamallesh N. Agarwala, Amitlal Beeksha Agarwala (2005), *Business on the Net - An Introduction to the 'What's' and 'Hows' of E-Commerce*, 2nd Edition, New Delhi: Macmillan India Limited.

Books for Reference

1. Bharat Bhaskar (2008), *E-Commerce*, 3rd Edition, New Delhi: McGraw Hill / Irwin Publication.
2. Kamlesh K. Bajaj (2008), *E-Commerce*, 3rd Edition, New Delhi: Tata McGraw Hill Publishing Company Limited.
3. Kenneth C.Laudon and Carol Guercio Traver (2011), *E-Commerce – Business Technology*, 4th Edition, Dorling Kindersley (India) Private Limited.
4. Michael E. Whitman, Herbert J. Mattord, *Principles of Information Security*, Cengage Learning, 4th Edition.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC6E6	Course Title	Batch :	2019-'22
		Major Elective III: Advertising and Sales Promotion	Semester :	VI
Hrs/Week:	6		Credits:	5

Course Objective

To expose the students in the field of advertising and sales promotion activities

Course Outcomes (CO)

K1	CO1	To keep in mind the various forms of advertising modes
K2	CO2	To understand the process of advertisement creation
K3	CO3	To evaluate the selection and training methods in sales force
K4	CO4	To apply the promotional strategies and process of personal selling in real time

Unit	Content	Hours
Unit 1	Advertising: Meaning – Importance – Objectives – Media – Forms of Media – Press, Newspaper, Trade Journal, Magazines – Outdoor Advertising – Poster – Banners – Neon Signs, Publicity Literature Booklets, Folders, House Organs – Direct Mail Advertising – Cinema and Theatre programme – Radio and Television Advertising – Exhibition – Trade Fair – Transportation Advertising	15
Unit 2	Advertising Agencies – Advertising Budget – Advertising Appeals – Advertising Organisation – Social Effects of Advertising – Advertising copy – Objectives – Essentials – Types – Elements of Copy writing: Headlines, Body copy, Illustration – Catch Phrases and Slogans – Identification Marks	
Unit 3	Advertising Layout – Functions – Design of Layout – Typography Printing Process – Lithography – Printing Plates and Reproduction and Cloth – Size of Advertising – Repeat Advertising – Advertising Campaign – Steps in Campaign Planning.	
Unit 4	Sales Force Management – Importance – Sales Force Decision – Sales Force Size – Recruitment and Selection – Training – Methods – Motivating Salesman. Controlling – Compensation and Incentives –	

	Fixing Sales Territories – Quota – Evaluation.	
Unit 5	Sales Promotion: Meaning – Methods – Promotional Strategy – Marketing Communication and Persuasion – Promotional Instruments: Advertising – Techniques of Sales Promotion – Consumer and Salesmanship – Process of Personal Selling – Types of Salesman.	

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study

Books for Study:

1. Advertising and Sales Promotion – Sanjay & Sahitya Bhawan – SBPD Publishing House – 2015 Edition

Books for Reference:

1. Advertising Management – Ranjeev Batra, John G. Myers & David A. Aaker – Pearson Education, 2002 Edition.
2. Advertising and Promotion – George E. Belch, Michael A. Belch & Keyoor Purani – McGraw Hill Education – 2017 Edition.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.