

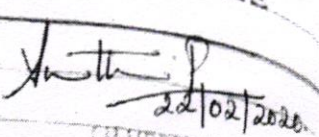
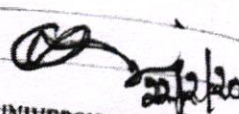
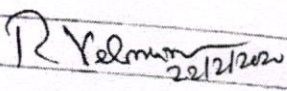
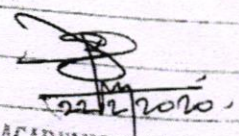
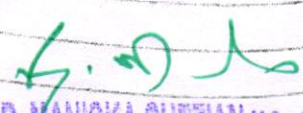
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

222	BCA	Relational Database Management System and Oracle	20UBC307	2020
223	BCA	Graphics Lab	20UBC312	2020
224	BCA	Web Technology	20UBC413	2020
225	BCA	ASP.Net Lab	20UBC416	2020
226	BCA	Mobile Phone Services	20UBC5S1	2020
227	BCA	Internet of Things	20UBC5S2	2020
228	BCA	Desktop Publishing Lab	20UBC5S3	2020
229	BCA	Networks	20UBC5E1	2020
230	BCA	Information Security	20UBC624	2020
231	B.Com	Financial Accounting	20UCO101	2020
232	B.Com	Principles of Management	20UCO102	2020
233	B.Com	Human Resource Management	20UCO410	2020
234	B.Com	Fundamentals of Marketing	20UCO4NA	2020
235	B.Com (CA)	Office Automation and Web Designing	20UCC102	2020
236	B.Com (CA)	Principles of Management	20UCC4A4	2020
237	B.Com (CA)	Business Law	20UCC412	2020
238	B.Com (CA)	Customer Relationship Management	20UCC3N1	2020
239	B.Com (CA)	Stock Market Operations	20UCC5E1	2020
240	B.Com (CA)	Practical Marketing	20UCC5S1	2020
241	B.Com (CA)	Auditing and Corporate Governance	20UCC621	2020
242	B.Com (CA)	Entrepreneurial Development	20UCC6E3	2020
243	B.Com (CA)	Commerce and Computer Application Practical	20UCC6S3	2020
244	B.Com (E-Commerce)	Principles of Accounting	20UEC101	2020
245	B.Com (E-Commerce)	Business Communication	20UEC204	2020
246	B.Com (E-Commerce)	Advanced Accounting	20UEC309	2020
247	B.Com (E-Commerce)	Financial Markets and Institutions	20UEC411	2020

**CLICK
HERE**

Bos highlighted



S.No	MEMBERS	SIGNATURE
1.	Dr. P. Anitha (Chairman)	 22/02/2020 CHAIRMAN Board of Studies in Commerce (CA) Nallamuthu Gounder Mahalingam College Pollachi - 642 001
2.	Dr. K. Varaja Professor & Head in Commerce (CA) Dr. N.G.P Arts & Science College Coimbatore (University Nominee)	 22/2/20 UNIVERSITY NOMINEE Board of Studies in Commerce (CA) Nallamuthu Gounder Mahalingam College Pollachi - 642 001
3.	Dr. R. Velmurugan Associate Professor in Commerce Karpagam Academy for Higher Education Coimbatore (Subject Expert)	 22/2/20 SUBJECT EXPERT Board of Studies in Commerce (CA) Nallamuthu Gounder Mahalingam College Pollachi - 642 001
4.	Prof. G. Shantha Kumar Associate Professor in Commerce S.N. College, Madurai (Academic Auditor)	 22/2/20 ACADEMIC AUDITOR Board of Studies in Commerce (CA) Nallamuthu Gounder Mahalingam College Pollachi - 642 001
5.	Mrs. Nithya Prabhu. Proprietor & Trainer Sri Eswara Academy Pollachi (Alumni Com Industrial Expert)	- ABSENT -  Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D., PRINCIPAL I/C Nallamuthu Gounder Mahalingam College Pollachi - 642 001, Coimbatore District.

MINUTES

The Board of Studies for B.Com(CA) and M.Com(CA) Courses were convened on 22nd February 2020 at 10.00 am and the following resolutions were made;

⇒ The scheme and syllabus for all semesters (I to VI) for the UG students to be admitted during 2020-'21 have been framed and approved.

Semester - I

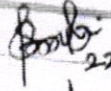
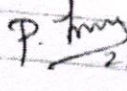
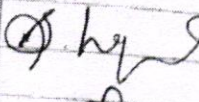
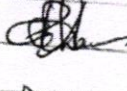
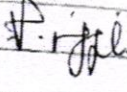
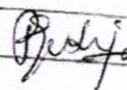
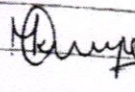
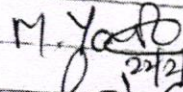
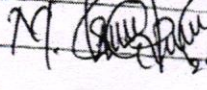
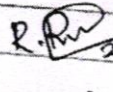
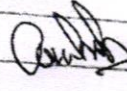
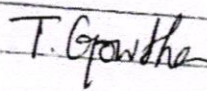
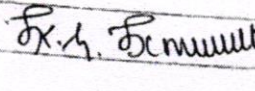
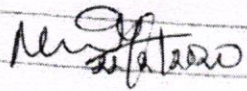
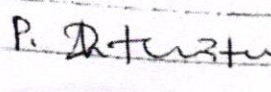
Core I : Financial Accounting
Core II : Programming Lab. I :- Office Automation and Web Designing
Allied I : Business Economics.

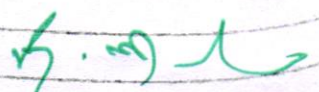
Semester - II

Core III : Higher Financial Accounting
Core IV : Programming Lab. II : Tally
Allied II : Business Mathematics & Statistics.

Semester - III

Core V : Corporate Accounting
Core VI : Business Organisation & Office Management
Core VII : Relational Database Management System & Oracle.
Core VIII : Programming Lab. III : Oracle
Allied III : Executive Communication - Practical
Core IX : Company Law.
NME : Customer Relationship Management / Supply Chain Management

S.No	MEMBERS	SIGNATURE
6.	Mrs. S. Poongodi	 22/02/2020
7	Mrs. P. Jayanthi	 22/02/2020
8.	Mrs. S. Loganayagi	 22/02/2020
9.	Dr. P. Archana	 22/2/2020
10	Dr. T. Vijaya Chithra	 22/2/2020
11.	Dr. P. Gomathi Devi	 22/2/2020
12.	Dr. M. Deepa	 22/2/2020
13.	Mrs. M. Yamunadevi	 22/2/2020
14	Mrs. M. Shanmuga Priya	 22/2/2020
15	Mrs. R. Ranya	 22/02/2020
16	Mr. A. Prakashan	 22/02/2020
17	Mrs. T. Govitharani	 22/02/2020
18.	Dr. K. S. Kavitha	 22/02/2020
19.	Mrs. M. Nirmala	 22/02/2020
20	Ms. P. Divya Bharathi	 22/02/2020


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 PRINCIPAL I/C
 Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

MINUTES

Semester IV

Core x : Cost Accounting
 Core xi : Visual Basic
 Core xii : Programming Lab IV - Visual Basic
 Core xiii : Business Law
 Allied IV : Principles of Management.
 Core ~~xxv~~ : Principles of Marketing.
 NME : Commerce and Computer Application
 Practical / Retail Management.

Semester V

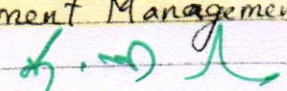
Core xv : Income Tax.
 Core xvi : Banking and Insurance Law.
 Core xvii : Programming in C.
 Core xviii : Programming Lab - V - C.
 Core xix : Institutional Training
 Major Elective I : Stock Market Operations /
 Consumer Behaviour.

Skill Based

Elective : Practical Marketing / Organisational Behaviour

Semester VI

Core xx : Management Accounting
 Core xxi : Programming Lab VI - Multimedia
 Core xxii : Auditing
 Major Elective II : Entrepreneurial Development / Services Marketing
 Major Elective III : E-Commerce & Information Security /
 Foreign Exchange Management.
 Skill Based Elective : Commerce and Computer Application
 Practical / Investment Management.


 Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL I/C

Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

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

Semester I : Progr. Lab-I : 'Office Automation & Web Designing' (Instead of M.S. Office)

Semester II : Progr. Lab II : 'Tally' (Instead of HTML) (Tally shifted from IV sem to II sem)

Semester III: (i) 'Business Organisation' and 'Office Management' has been introduced

(ii) 'Company Law' has been introduced instead of 'Company Law & Secretarial Practice' and it is shifted from fourth semester to third semester

Semester IV : (i) 'Principles of Management' has been introduced as Allied, instead of 'Operations Research'

(ii) 'Business Law' has been introduced instead of 'Commercial Law' and it is shifted from Third semester to Fourth Sem

(iii) 'Principles of Marketing' is shifted from Third semester to Fourth semester

(iv) Cost Accounting is shifted from fifth semester to fourth Semester

(v) Non-Major Elective :-

Semester III : 'Customer Relationship Management' is introduced instead of Commerce practical.

Semester IV : 'Commerce & Computer Application practical' is implemented.

Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.
PRINCIPAL (R)
Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District.

Semester V : (i) 'Banking & Insurance Law' is considered as Core in fifth semester instead of Elective-II in Sixth semester

(ii) 'Stock Market Operations' is introduced as 'Elective I' instead of 'Commerce & Computer Application Practical'

(iii) 'Practical Marketing' is introduced as Skill Based Elective instead of 'Principles of Management'

Semester VI : (i) 'Auditing & Corporate Governance' is introduced as Core instead of 'Indirect Taxation'

(ii) 'Entrepreneurial Development' is introduced as Major Elective-II

(iii) 'Commerce & Computer Application Practical' is considered as Skill Based Elective-II in Sixth semester instead of 'Financial Markets & Institutions'

⇒ The Scheme & Syllabi for all the (I to IV) semester for M.Com (CA) students admitted during 2020-21 have been framed and approved.

Semester I

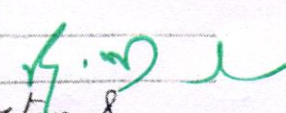
Core I : Higher Corporate Accounting

Core II : Managerial Economics

Core III : Business Environment

Core IV : Relational Database Management System & Oracle

Core V : Prog. Lab - I - Oracle


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Semester - II

Core VI : Financial Management
 Core VII : Operations Research
 Core VIII : Digital Marketing
 Core IX : VB.Net
 Core X : Prog. Lab. II VB.Net
 NME : Basics of Income Tax / 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
 Core XVI : Programming Lab, III : Accounting & Statistical Package
 Core XVII : Project Work & Viva-Voce

Note : Major Changes has been made in the following subjects

Semester I : 'Higher Corporate Accounting' is introduced instead of 'Advance Corporate Accounty'

Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL /c

Semester II : 'Basics of Income Tax' is introduced as Non Major Elective instead of 'Commerce & Computer Application Practical'

Nallamithu Gounder Mahalingam College
 641 001, Coimbatore District.

- ⇒ The department offers two value added Course for minimum 30 hours for all students. It is resolved to offer
- i) Basics of Digital Marketing and
 - ii) Basics of Rural Market Survey
- ⇒ Resolved to offer additional papers for advanced learners, one in the fifth sem, and one in the sixth sem, for UG and one in the third sem, and one in the fourth sem, for PG programme and it is a self study paper for the students who have secured 60% overall in preceding semester with no arrears.
- ⇒ Resolved to enroll all students in MOOC - in any one of these portals, SWAYAM, COURSERA and edx. A student should complete atleast three course during the program - during 3/2 years as the case maybe.
- ⇒ Resolved to increase the internal marks from 25 to 30 for each paper both for UG and PG programs.

CERTIFICATE COURSE :-

- ⇒ The Certificate Course on 'Dream Weaver' is introduced instead of 'Desk Top Publishing' for the First year M.Com (CA) Students from the students admitted during the year 2020-2021.

UG DEPARTMENT OF COMMERCE(CA)

SYLLABUS 2020 – 2023 BATCH

(Outcome-Based Education)

BOARD OF STUDIES 2020

I to VI SEMESTER



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)**

Re-Accredited by NAAC
An ISO 9001:2015 Certified Institution
POLLACHI - 642 001


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
PRINCIPAL i/c
Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District.

Scheme of Examination
(With effect from 2020-2023 Batch)

Part	Subject Code	Subject	Thrs. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester - I								
I	20UTL101	Tamil / Hindi / French Paper – I	6	3	30	70	100	3
II	20UEN101	English for Enrichment – I	5	3	30	70	100	3
III	20UCC101	CORE I : Financial Accounting	6	3	30	70	100	4
	20UCC102	CORE II : Programming Laboratory – I : Office Automation & Web Designing	6***	3	40	60	100	3
	20UCC1A1	ALLIED I : Business Economics	5	3	30	70	100	4
IV	20UHR101	Human Rights in India	1	2	-	50	50	2
	20HEC101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V	-	Extension Activities (List Enclosed)	-	-	-	-	-	-
Total			30	-	185	415	600	20
Semester - II								
I	20UTL202 / 20UHN202	Tamil / Hindi / French Paper – II	6	3	30	70	100	3
II	20UEN202	English for Enrichment – II	5	3	30	70	100	3
III	20UCC203	CORE III : Higher Financial Accounting	6	3	30	70	100	4
	20UCC204	CORE IV : Programming Laboratory – II : Tally	5**	3	40	60	100	3
	20UCC2A2	ALLIED II : Business Mathematics & Statistics	5	3	30	70	100	4
IV	20EVS201	Environmental Studies	2	2	-	50	50	2
	20HEC202	Human Excellence: Family Values & Sky Yoga Practice - II	1	2	25	25	50	1
V	-	Extension Activities (List Enclosed)	-	-	-	-	-	-
Total			30	-	185	415	600	20

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester - III								
III	20UCC305	CORE V : Corporate Accounting	7	3	30	70	100	5
	20UCC306	CORE VI : Relational Database Management System and Oracle	6	3	30	70	100	4
	20UCC307	CORE VII : Programming Laboratory – III : Oracle	4	3	40	60	100	2
	20UCC3A3	ALLIED III : Executive Communication – Practical	5	3	40	60	100	4
	20UCC308	Core VIII : Company Law	6	3	30	70	100	4
IV	20HEC303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50	1
	20UCC3N1 /20UCC3N2	NME: Customer Relationship Management / Supply Chain Management	1	2	-	50	50	2
V	-	Extension Activities (List Enclosed)	-	-	-	-	-	-
Total			30	-	195	405	600	22
Semester - IV								
III	20UCC409	CORE IX : Cost Accounting	5	3	30	70	100	4
	20UCC410	CORE X : Visual Basic	4	3	30	70	100	4
	20UCC411	CORE XI : Programming Laboratory – IV : Visual Basic	4	3	40	60	100	2
	20UCC412	CORE XII : Business Law	5	3	40	60	100	4
	20UCC4A4	ALLIED IV : Principles of Management	5	3	30	70	100	4
	20UCC413	Core XIII : Principles of Marketing	5	3	30	70	100	4
IV	20HEC404	Human Excellence: Social Values: Sky Yoga Practice-IV	1	2	25	25	50	1
	20UCC4N3 / 20UCC4N4	NME: Commerce and Computer Application Practical / Retail Management	1	2	-	50	50	2
V	-	Extension Activities (List Enclosed)	-	-	-	50	50	1
Total			30	-	225	525	750	26

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – V								
	20UCC514	CORE XIV : Income Tax	6	3	30	70	100	5
III	20UCC515	CORE XV : Banking and Insurance Law	6	3	30	70	100	4
	20UCC516	CORE XVI : Programming in C	6	3	30	70	100	4
	20UCC517	CORE XVII : Programming Laboratory – V: C	4	3	40	60	100	2
	20UCC518	CORE XVIII : Institutional Training	-	-	40	60	100	3
	20UCC5E1 /20UCC5E2	Major Elective-I : Stock Market Operations / Consumer Behaviour	6	3	30	70	100	5
	20HEC505	Human Excellence: National Values: Sky Yoga Practice-	1	2	25	25	50	1
IV	20UCC5S1 / 20UCC5S2	SBE(Major): Practical Marketing / Organisational Behaviour	1	2	-	50	50	2
	20GKL501	General Knowledge and General Awareness (SBE)	*S S	2	-	50	50	2
Total			30	-	225	525	750	28
Semester – VI								
III	20UCC619	CORE XIX : Management Accounting	6	3	30	70	100	4
	20UCC620	CORE XX : Programming Laboratory – VI: Multimedia	6**	3	30	70	100	3
	20UCC621	CORE XXI : Auditing & Corporate Governance	6	3	40	60	100	4
	20UCC6E3 /20UCC6E4	Major Elective-II : Entrepreneurial Development / Services Marketing	5	3	40	60	100	5
	20UCC6E5 /20UCC6E6	Major Elective-III : E-Commerce and Information Security / Foreign Exchange Management	5	3	30	70	100	5
	20HEC606	Human Excellence: Global Values & Yoga Practice-VI	1	2	25	25	50	1
IV	20UCC6S3 / 20UCC6S4	SBE (Major) : Commerce and Computer Application Practical / Investment Management	1	2	-	50	50	2
	Total			30	-	195	405	600
Grand Total			180	-	1210	2690	3900	140

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:	20UCC102	Course Title	Batch :	2020-'23
		Core-II : Programming Laboratory – I : Office Automation and Web Designing	Semester :	I
Hrs/Week:	6*		Credits:	3

Course Objective

To prepare the students for document preparation, business calculations, presentation of information, database management and designing website

Course Outcomes (CO)

K1	CO1	To remember the various features of Ms-Word and functions of Ms-Excel
K2	CO2	To apply creativity in business presentation and to evaluate basic knowledge in database
K3	CO3	To apply the practical knowledge in creating HTML files
K4	CO4	To analyze and develop website designing skill in real business world

Office Automation	1. Design a Ms-Word document with all basic features. 2. Send Diwali wishes to your friends using mail merge concept. 3. Design the Pay Roll of a company in MS Excel by considering the following conditions: Dearness Allowance - 40% on Basic Pay House Rent Allowance – Rs.400 Medical Allowance – Rs.100 Provident Fund – 12% on Basic Pay + Dearness Allowance 4. Design the Electricity Bill in MS Excel by considering the following conditions:<table><thead><tr><th><u>Unit Consumed</u></th><th><u>Rate Per Unit (Rs.)</u></th></tr></thead><tbody><tr><td>Up to 100 Units</td><td>NIL</td></tr><tr><td>101 to 200 Units</td><td>3.50</td></tr><tr><td>200 to 500 Units</td><td>4.60</td></tr><tr><td>Above 500 Units</td><td>6.60</td></tr></tbody></table> 5. Create a Student’s Mark List in MS Excel by considering the following conditions:<table><thead><tr><th><u>Percentage</u></th><th><u>Class</u></th><th><u>Conditional Formatting (Font Color)</u></th></tr></thead><tbody><tr><td>40 – 49</td><td>III</td><td>Blue</td></tr><tr><td>50 – 59</td><td>II</td><td>Brown</td></tr><tr><td>0 & Above</td><td>I</td><td>Green</td></tr></tbody></table> <u>Subject Score</u> Score <40 Underline with Red Color	<u>Unit Consumed</u>	<u>Rate Per Unit (Rs.)</u>	Up to 100 Units	NIL	101 to 200 Units	3.50	200 to 500 Units	4.60	Above 500 Units	6.60	<u>Percentage</u>	<u>Class</u>	<u>Conditional Formatting (Font Color)</u>	40 – 49	III	Blue	50 – 59	II	Brown	0 & Above	I	Green	39
<u>Unit Consumed</u>	<u>Rate Per Unit (Rs.)</u>																							
Up to 100 Units	NIL																							
101 to 200 Units	3.50																							
200 to 500 Units	4.60																							
Above 500 Units	6.60																							
<u>Percentage</u>	<u>Class</u>	<u>Conditional Formatting (Font Color)</u>																						
40 – 49	III	Blue																						
50 – 59	II	Brown																						
0 & Above	I	Green																						

	Score >80 Underline with Green Color Result Pass Black Fail Red 6. Prepare the Student's details and view the records by using the AutoFilter Option. 7. Develop a Pivot Table expressing the sales performance of salesmen for 3 months. 8. <i>Create a PowerPoint show about our College.</i> 9. Design an Organization Chart for a Company and College 10. Create the following Tables: a) Student's Personal Details b) Student's Mark Details. Perform the following 1. Relate the Tables 2. Show the details of students who passed in all subjects. 3. Show the details of students whose subject score in all subjects are above 60. Create a Form and Report for the Tables.	
Web Designing	1. Design a web page to show the subject covered in the first year 2. List out the various programmes offered in our college using ordered and unordered list 3. Design a web page using Nested list. 4. Develop a web page to show the definition list using HTML tags 5. Generate a web page using link within a web page 6. Develop a web page for NGM College using links for another web page 7. Generate a web page to display the weather report using table 8. Construct a HTML document to display mark statement using nested table 9. <i>Prepare a resume using forms</i> 10. Create a website for a College using frames	39

Note: * It includes Theory – 2 Hours and Practical – 4 Hours

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Assignment, Experience Discussion, Brain storming and Activity

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC3N1	Course Title	Batch :	2020-'23
		Non-Major Elective: Customer Relationship Management	Semester :	III
Hrs/Week:	1		Credits:	2

Course Objective

To develop an understanding in the application of customer relationship management in real business world

Course Outcomes (CO)

K1	CO1	To recall the fundamentals of CRM
K2	CO2	To point out the consumer's future needs and expectations
K3	CO3	To implement the bonding of customer relationship through application of CRM strategy
K4	CO4	To design mechanism for enhancing customer retention

Unit	Content	Hours
Unit – 1	Concept of CRM - Characteristics and Peculiarities of CRM – Steps in CRM - Relevance of CRM –	3
Unit – 2	Customer Profile – Customer Values – Customer Life Cycle — Characteristics of Outstanding Customer Service – <i>Managing Customer Satisfaction</i>	3
Unit – 3	Customer centric business - Customer Centric Marketing – <i>Bonding of Customer Relationship.</i>	2
Unit – 4	Customer defection – Contact centre's for CRM – CRM strategy	2
Unit – 5	Client Retention Programmes – Reorganization – Customer Loyalty – Customer Rewards Programmes – e-Solution	3

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

Books for Study

1. Alok Kumar Rai (2014), *Customer Relationship Management – Concepts and Cases*, New Delhi, PHI Learning Pvt. Ltd.

Books for References

1. Shanmuga Sundaram. S (2008), *Customer Relationship Management – Modern Trends and Perspectives*, New Delhi, Prantice Hall of India Pvt. Ltd.
2. V.Kumar & Werner Reinartz, Second Edition, “Customer Relationship Management – Concept, Strategy and Tools”, New York, Springer Publishing Company

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
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:	20UCC412	Course Title	Batch :	2020-'23
		Core-XII: Business Law	Semester :	IV
Hrs/Week:	5		Credits:	4

Course Objective

To provide basic knowledge on the provisions of the Indian Contract Act

Course Outcomes (CO)

K1	CO1	To keep in mind the fundamentals of Contract Act
K2	CO2	To understand the rights and duties of various persons involved in contract
K3	CO3	To apply the provision of Contract Act in real business
K4	CO4	To analyze the various provisions of Contract Act

Syllabus

Unit	Content	Hours
Unit – 1	Law – Meaning - Indian Contract Act, 1872 – Contract – Definition – <i>Classification of Contracts</i> – Essential Elements of Valid Contract. Offer – Types – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Communication of Offer and Acceptance – Revocation of Offer and Acceptance.	12
Unit – 2	Consideration – Essentials of a Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions. Capacity to Contract – Law relating to Minor, Unsound Mind Person – Persons Disqualified by Law – Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation.	14
Unit – 3	Contingent Contract – Rules regarding Contingent Contract – Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.	14
Unit – 4	Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety - Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.	13

Unit – 5	Contract of Agency – Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Contract of Sale of Goods Act 1930 – Rules regarding Delivery of Goods – <i>Rights and Duties of a Buyer and Seller.</i>	12
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* *Italicized* texts are for self-study.

Teaching Methods

Power Point Presentations, Seminar, Assignment and Case study

Books for Study

1. Kapoor, N.D. (2014), *Elements of Mercantile Law*, 5th Edition, New Delhi: Sultan Chand & Sons Company Limited.

Books for Reference

1. Pillai, R.S.N. and Bagavathi (2011), *Business Law*, 3rd Edition, New Delhi: Sultan Chand & Company Limited.
2. Tulsian, P.C. (2011), *Business Law*, 2nd Edition, New Delhi: Sri Vishnu Publication.
3. Jane Mallor, A. James Barnes, L. Thomas Bowers (2014), *Business Law*, 7th Edition, New Delhi: McGraw Hill / Irwin Publication.

Mapping

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

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

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC4A4	Course Title	Batch :	2020-'23
		Allied IV: Principles of Management	Semester :	IV
Hrs/Week:	5		Credits:	4

Course Objective

To familiarize the students with concepts and principles of management

Course Outcomes (CO)

K1	CO1	To keep in mind the fundamentals of management
K2	CO2	To comprehend about the various functions of management
K3	CO3	To apply the decision making principles in business
K4	CO4	To analyse and develop the various leadership qualities

Syllabus

Unit	Content	Hours
Unit – 1	Management - Meaning and Definition – Nature and Scope of Management - Importance – Functions of Management – Management as an Art, Science and Profession - Role of manager.	14
Unit – 2	Planning - Meaning and Definition – Nature and purpose of Planning – Objectives - Process of Planning –types of planning - Advantages and Disadvantages of Planning - MBO (Management by objective strategies) - <i>Decision Making- Types of Decision Making</i>	11
Unit – 3	Organising – Meaning and Definition - Importance –Nature and Purpose of Organisation- Formal and Informal Organisation – Organization structure – Types - Line and Staff Authority – Departmentalization - Span of Control – Delegation of authority –Selection and Recruitment, Training, Career planning and performance appraisal	15
Unit – 4	Staffing – Sources of Recruitment - Merits and Demerits of Internal and External Sources - Motivation – Needs of Motivation – Maslow's Theory of Motivation – Motivation Theories in Management – X, Y and Z theories - Communication – Types – Importance of Communication in an Organization- Barriers to effective communication	15

Unit – 5	Controlling: Process of control - Types of control – budgetary and non-budgetary control- Leadership - Type of leadership styles – Qualities of a Good Leader.	10
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* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment

Books for Study

1. Dinkar Pagare (2015), *Business Management*, 5th Edition, New Delhi: Sultan Chand & Sons

Books for Reference

1. Jayashankar, J. (2009), *Principles of Management*, 1st Edition, Chennai: Margham Publications
2. Tripathi, P.C. and P.N. Reddy (2012), *Principles of Management*, 5th Edition, New Delhi: Tata McGraw Hill Publishing Company Ltd.
3. Prasad, L.M. (2012), *Principles and Practice of Management*, 8th Edition, New Delhi: Sultan Chand & Sons.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
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:	20UCC5E1	Course Title	Batch :	2020-'23
		Major Elective I: Stock Market Operations	Semester :	V
Hrs/Week:	6		Credits:	5

Course Objective

To inculcate the proficiency in building career opportunities in stock market

Course Outcomes (CO)

K1	CO1	To identify the basic operations of stock market
K2	CO2	To comprehend the overview of stock exchange frame work
K3	CO3	To deploy the steps in listing and trading of securities
K4	CO4	To evaluate the practicality of stock market operations

Unit	Content	Hours
Unit – 1	Indian Securities Market - Meaning, Functions, Intermediaries - Role of Primary Market –New Issues Market – IPO's – Investor protection in primary market – Recent trends in primary market –SEBI measures for primary market. Current status of Indian securities market – perspective on market growth and technology	15
Unit – 2	Secondary Market - Meaning, Nature, Functions – Organisation and Regulatory framework for stock exchanges in India – Defects in working of Indian stock exchanges – <i>secondary market intermediaries -stock brokers, advisors</i> - regulations and code of conduct framed by SEBI-Dematerialisation.	17
Unit – 3	Listing of Securities – Meaning, Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting	15
Unit – 4	BSE, NSE & MCX – Different trading systems – Different types of settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – Market types, Order types and books – De-mat settlement – Physical settlement – Practical sessions on stock market operations	16

Unit - 5	Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in – Circuit breakers - Inside Trading, Circular Trading, Price Rigging – market indices	15
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* *Italicized* texts are for self-study.

Teaching Methods

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

Text Book:

1. Punithavathy Pandian, (2012), “*Security Analysis and Portfolio Management*”, New Delhi, Vikas Publishing House.

Reference Books:

1. Avadhani, (2009) *Investment and Securities Market in India*, Himalaya Publishing House,
2. Prasanna Chandra, (2010) “*Security Analysis and Portfolio Management*”, New Delhi, Tata McGraw Hill Publishing Company Limited
3. Sanjeev Agarwal, (2008) “*A Guide to Indian Capital Market*”, Bharat Publishers
4. Gurusamy S, (2012), “*Capital Markets*”, New Delhi, Tata McGraw Hill Publishing Company Limited

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	Program	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC5S1	Course Title	Batch :	2020-'23
		Skill Based Major Elective: Practical Marketing	Semester :	V
Hrs/Week:	1		Credits:	2

Course Objective

To enable the students to enhance the marketing scenario

Course Outcomes (CO)

K1	CO1	To recollect the fundamentals of Marketing
K2	CO2	To understand about Marketing Segmentation
K3	CO3	To analyze about proper Distribution channels
K4	CO4	To review the media of Advertisement

Syllabus

Practical Marketing	Hours
1. Prepare and Present the Development of Market Segmentation for any FMCG products 2. Give a presentation of the selection and distribution channel for Coconut Products 3. Present about the media of Advertisement for Agricultural products 4. How to develop online marketing for Agricultural Products? Present and Defend 5. Give a Brief Account on Social Marketing 6. Give a Presentation on the following a. Green Marketing b. Rural Marketing c. Service Marketing 7. Design a presentation on Consumer Exploitation – Food Products 8. Discuss in Group – “The Impact of Covid19 in India”	13

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment
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Text Book:

1. Rajan Nair, N. and C.B. Gupta (2018), *Marketing Management – Text and Cases*, 19th Edition, New Delhi: Sultan Chand & Sons.

Reference Books:

1. Philip Kotler and Kevin Lane Keller (2012), *Marketing Management*, 14th Global Edition, New Delhi: Prentice Hall of India.
2. Ravilochanan, P. (2010), *Principles of Marketing*, 2nd Reprint, New Delhi: Vrinda Publications (P) Limited.

Mapping

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

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

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC621	Course Title	Batch :	2020-'23
		Core XXI: Auditing and Corporate Governance	Semester :	VI
Hrs/Week:	6		Credits:	4

Course Objective

To inculcate the students about auditing and corporate governance

Course Outcomes (CO)

K1	CO1	To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements.
K2	CO2	To understand the duties of Auditor
K3	CO3	To deploy about Corporate Governance
K4	CO4	To give an overview of Business Ethics and Corporate Social Responsibility.

Syllabus

Unit	Content	Hours
Unit – 1	Introduction to Auditing: Definition - Basic Principles of Auditing - Objectives of Auditing - Types of Auditing -. Advantages of Auditing - Audit Planning - <i>Audit Programme</i> - Audit Procedure	16
Unit – 2	Concept of Auditing: Audit Notebook - Audit working papers - Internal Control – Internal Check - Distinction between Internal Check and Internal Control - Internal Audit - Vouching - Verification and Valuation of Assets & Liabilities.	15
Unit – 3	Audit of Limited Companies: Company Auditor - Qualification - Disqualification – Appointment –Removal – Remuneration - Rights - Duties and Liabilities of Statutory Auditors under the Companies Act 2013 - Audit Report- <i>Types</i> .	15
Unit – 4	Corporate Governance: Meaning - Need - Concept - Benefits - Elements - Theories - Models - Broad Committees - Corporate Governance Reforms in India - Factors Influencing Quality of Corporate Governance.	16
Unit – 5	Business Ethics: Business Values and Ethics - Approaches and Practices of Business Ethics - Corporate Ethics - Codes of Ethics. Corporate Social Responsibility (CSR): Meaning - Corporate Philanthropy - The Pyramid of CSR - Corporate Governance vs Corporate Social Responsibility - Corporate Social Responsibility (CSR) vs Business Ethics	16

* *Italicized* texts are for self-study.

Teaching Methods

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

Books for Study:

1. B.N.Tandon , S.Sudharsanam and S. Sundharabahu, A Handbook of Practical Auditing, (2006)
2. Sharma, J.P., Corporate Governance, Business Ethics, and CSR,(2011) Ane Books Pvt Ltd, New Delhi.

Books for Reference

1. Auditing and Corporate Governance, Anil Kumar, Lovleen Gupta, Jyotsna Rajan – taxmann's publications.
2. Gupta, Kamal and Ashok Arora, Fundamentals of Auditing, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
3. Biswa Mohana Jena Braja Kishore Das Auditing And Corporate Governance Meena Pandey for Himalaya Publishing House Pvt. Ltd., First Edition : 2019.
4. Rani, Geeta D., and R.K. Mishra, Corporate Governance- Theory and Practice, Excel Books, New Delhi.

Mapping

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

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

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC6E3	Course Title	Batch :	2019-'22
		Major Elective – II: Entrepreneurial Development	Semester :	VI
Hrs/Week:	5		Credits:	5

Course Objective

To encourage students to become entrepreneurs.

Course Outcomes (CO)

K1	CO1	To understand the importance of becoming entrepreneurs
K2	CO2	To give knowledge on various agencies involved in entrepreneurship and formulating a Project
K3	CO3	To learn the various techniques and process for entrepreneurship
K4	CO4	To educate about women entrepreneurship and rural entrepreneurship

Syllabus

Unit	Content	Hours
Unit -1	Introduction – Concept of Entrepreneur- Characteristics – Qualities – Difference between an entrepreneur and a manager – Functions – Types of entrepreneurs. Entrepreneurship: Nature and characteristics of entrepreneurship – Scope – Factors affecting Entrepreneurial growth.	14
Unit - 2	Entrepreneurship Development Programme (EDP) – Need – Objectives – Course contents – Curriculum of EDPs – phases – Evaluation. Agencies involved: Commercial Banks – IDBI – IRBI – IFCI – ICICI – LIC – UTI – SFCs- SIDBI- EXIM.	13
Unit - 3	Project Identification and Selection – Meaning of project – Classification – Identification – Selection – Project Formulation. Project Report : Meaning – Significance – Contents – Formulation – Guidelines – Network Analysis –Project Appraisal.	13
Unit - 4	Plant Layout & Process Planning: Definition – Types of Plant Layout – Applicability- Objectives – Process Planning. Quality Assurance – Definition – Total Quality Management(TQM) – Benefits – Techniques.	12
Unit - 5	Women Entrepreneurship: Concept – Functions – Growth of Women Entrepreneurship – Problems – <i>Recent Trends</i> . Rural Entrepreneurship: Meaning – Need – Problems – Measures.	13

* *Italicized* texts are for self-study

Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz and Assignment
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Books for Study

1. Khanka. S.S, *Entrepreneurial Development*, Revised Edition(2012), S. Chand & Company Limited, New Delhi
2. Anil Kumar S, Poornima S.C, Mini K Abraham, Jayashree. K (2017), New Age International (P) Limited, Publishers, New Delhi

Reference Books

1. Gupta C.B, Srinivasan, N.P(2015), *Entrepreneurship Development*,Sultan Chand & Sons, New Delhi
2. Saravanavel P, “Entrepreneurial Development” – Ess Pee Kay Publishing House

Mapping

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

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

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCC6S3	Course Title	Batch :	2020-'23
		Skill Based Major Elective: Commerce and Computer Application Practical	Semester :	VI
Hrs/Week:	1		Credits:	2

Course Objective

To enrich 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 apply the knowledge of computer in various online business applications
K4	CO4	To evaluate the students' knowledge on real business operations

Commerce Practical	Hours
1. Preparation of application form for PAN Card 2. Pay roll & Pay slip 3. Fixing brand name 4. Pay-in-Slip 5. Withdrawal Slip and Cheque 6. RTGS and NEFT 7. DD Chalan 8. Filling of Post Office RD Form 9. Share Application Form 10. Demat Account Opening Form 11. GST Registration	8

Computer Application Practical	Hours
1. Preparation of Resume with and without using resume wizard 2. Invite board members for annual meeting using mail merge concept 3. Create students mark list with necessary information using access 4. Online insurance premium payment 5. Online employment registration and renewal	5

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

Mapping

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

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