

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC101			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	75	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

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	H	H	H	H	H	M	H	H
CO2	H	M	H	H	H	H	M	L	H	H
CO3	H	H	L	H	H	H	H	H	H	H
CO4	H	H	M	L	H	H	H	M	H	H
CO5	H	H	H	H	H	H	L	H	H	M

H- High; **M**-Medium; **L**-Low

Units	Content	Hrs
Unit I	Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments	15
Unit II	Depreciation – Meaning – Causes – features, Methods of depreciation – Straight line method-Written down value method- Annuity method – Sinking fund method – Insurance Policy method.	15
Unit III	Bank reconciliation Statement - rectification of errors.	15
Unit IV	Hire purchase and Installment system – Computation of interest –Repossession – Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)	15
Unit V	Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills Accommodation (Simple problems only)	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

22UEC101

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Chennai Margham Publication	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain .S.P and Narang K.L	Advanced Accounting	Kalyani Publishers, New Delhi.	2020
2	Dr.Maheshwar i S.N	Financial and Management Accounting	Sultan Chand and Sons- New Delhi.	2018
3	T.S.Grewal	Introduction to Accountancy	S.Chand & Company Ltd.,	2017
4	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand & Company Ltd.,	2012
5	R.L.Gupta, V.K.Gupta, M.C.Shukla	Financial Accounting	Sultanchand & sons	2011

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC102			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60	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;

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H

CO5	H	H	H	H	M	M	M	H	H	H
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H- High; **M-**Medium; **L-**Low

Units	Content	Hrs
Unit I	Introduction to computers – Introduction to windows - Introduction to word – Editing a document – Move and copy text –Formatting text and paragraph – finding and replacing text-spelling and grammar checking.	12
Unit II	Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge – miscellaneous features of word.	12
Unit III	Introduction to worksheet and excel - Getting started with excel - Editing cells and using commands and functions – Moving and copying inserting and deleting rows and columns – Formatting a worksheet - Printing the worksheet - Creating charts - using date and time – naming ranges and using simple statistical and mathematical functions – additional formatting commands and drawing toolbars – miscellaneous commands and functions.	12
Unit IV	Access-Databases and tables-Creating Tables for storing data – Relationship between tables– Selection with queries - Building user interface with forms – Displaying data with reports.	12
Unit V	Introduction to power point – Creating a presentation different views in power point – Running a slide show – Animation and sound – Importing objects from other applications Automated presentations – Printing the presentations – Modifying and integrating presentations.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book **22UEC102**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nellai Kannan	MS Office	Nels Publications, New Delhi	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Scott Basham	Word 2019	Kindle Edition	2019
2	Wallace Wang	Microsoft Office 2019	Wiley	2019
3	Taxalli.R.K	PC Software for windows made simple	2nd Edition, The Mc Graw Hill Co	2014
4	Dorling Kindersky	MS.Office-2007	Seventh Edition, Pearsons (India)pvt Ltd.,New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC1A1			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60	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

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H

CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	H	H	M	M	M	L	H	H

H- High; **M-**Medium; **L-**Low

Units	Content	Hrs
Unit I	Economics – Definition – Micro and Macro Economics – Business Economics – Definition Scope of Business Economics – Economic Concepts Applied in Business Economics – Role and Responsibilities of a Business Economist.	12
Unit II	Law of Demand – Determinants of Demand – Indifference Curve Analysis – Consumer’s Equilibrium – Elasticity of Demand – Types – Demand Forecasting – Methods of Demand Forecasting - Consumer Surplus –Measurement of Consumer Surplus.	12
Unit III	Cost Concepts – Cost – Output Relationship –Production-Function–Isoquants – Law of variable Proportions – Returns to Scale –Producer’s Equilibrium.	12
Unit IV	Market Structure – Price and Output Determination under Perfect Competition – Monopoly Discrimination Monopoly–Monopolistic Competition – Oligopoly: Cartels, Price Leadership and Price Rigidity.	12
Unit V	Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting –Importance – Evaluation techniques National Income – Definition - Concepts Methods.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

22UEC1A1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shankaran.S	Business Economics	Progressive Corporation Private Ltd	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Andrew Prentice Lara Bryan	Economics for Beginners	Kindle Edition	2020
2	V.C.Sinha	Business Economics	SBPD Publishing House	2020
3	S K Agarwal	Business Economics	S. Chand Publishing	2018
4	Reddy P.N and Appanniah H.R	Principles of Business Economics	S.Chand & Company Ltd. New Delhi	2013
5	Mankar V.G	Business Economics	Chennai, McMillan Publishers	2013

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

CO										
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	L	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	H	H	M	M	M	H	L	H

H- High; **M-**Medium; **L-**Low

MS Word

1. Document with Alignment – Header and Footer
2. Document with Special Effects – Insert Pictures
3. Creation of Table
4. Resume using Templates
5. Mail Merge
6. Macro

MS Excel

1. Increment Abstract and Inventory Control
2. Salary Abstract
3. Individual Mark sheet
4. Sales Budget
5. Break Even Chart
6. Sub Total
7. Auto Filter
8. Advance Filter
9. Pivot Table
10. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.

MS Power Point

1. Sales Slide and Graphical Presentation
2. Advertisement Slide
3. Design a college day invitation using PowerPoint
4. Create different slides in PowerPoint with organizational chart and present a slideshow using Custom animation
5. Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition

MS Access

1. Table and Records
2. Employees Salary using Table and Queries
3. Employees Salary using Reports and forms

Course Designed by	HOD	CDC	COE
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H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters : Need – Functions – Kinds – Essentials Of Effective Business Letters – Lay out.	12
Unit II	Trade Enquiries – Orders and their Execution – Credit and Status enquiries	12
Unit III	Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)	12
Unit IV	Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)	12
Unit V	Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –Individual Report- Business Reports Presentations.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

22UEC204

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal, & Korahalli J.S	Essentials of Business Communications	Sultan Chand & Co. New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, & C.C.Pattanshetti & Madumati M	Business Communications	S Chand & Co, New Delhi.	2019
2	R. K. Madhukar	Essentials of Business Communications	Vikas Publishing Company.	2018
3	Lesikar,R.V.& Flatley, M.E.	Basic Business Communication Skills	Tata McGraw Hill Publishing Company Ltd. New Delhi.	2016
4	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2013
5	Ramesh, MS, & C.C.Pattanshetti	Business Communications	R Chand & Co, New Delhi.	2011

Name and Signature	Name and Signature	Name and Signature	Name and Signature
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC205			Title	Batch:	2022-2025
				Fundamentals of E-Commerce	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60		Credits:	04

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
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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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	H	M	H	H	H
CO2	H	H	H	H	H	M	H	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	M	H	H	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories.	12
Unit II	Internet and Extranet: Definition of Internet-Advantages and Disadvantages of the Internet-Component of an Internet Information technology structure - Development of a Intranet & Extranet and Intranet Difference.	12
Unit III	Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce – History of E- Commerce – features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Applications of E- commerce.	12
Unit IV	Business Models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee– Influencing factors of successful E- Commerce – E- Business – Introduction – Meaning & definition – E- Business Architecture.	12
Unit V	Internet Security: Secure Transaction -Computer Monitoring -Privacy on Internet - Corporate Email privacy -Computer Crime (Laws, Types of Crimes – Threats - Attack	12

	on Computer System - Hacking- Computer Virus- Software Packages for privacy.	
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book 22UEC205

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Sushila Madan	E-Commerce	Scholar Tech Press	2020
2	Sanjeeb Kumar Dey	Introduction to E-Commerce	VK Global Publications Pvt. Ltd	2020
3	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2014
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House, New delhi.	2014

5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2012
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Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indirapriyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC2A2			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60	Principles of Management	Semester:	II
					Credits:	04

Course Objective

To make the students to understand the conceptual framework of business 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 fundamental understanding of management.	K1
CO2	To get the idea to implement the planning strategy in management.	K2
CO3	To apply the management concepts by students in business.	K3
CO4	To interpret the students to develop the management etiquette.	K4
CO5	To apply various techniques of control in business	K3

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	M
CO3	H	H	M	L	H	H	M	M	M	H
CO4	H	M	H	M	M	H	L	H	H	H
CO5	H	H	H	M	M	M	H	H	M	

H- High; **M**-Medium; **L**-Low

Units	Content	Hrs
Unit I	Management – Meaning and Definition-Nature and Scope – Importance – Functions of Management – Management as an Art, Science and Profession – Contributions of FW Taylor, Fayol, Management by Objectives (MBO) – Management by Exception (MBE)	12
Unit II	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages –Process – Types of Planning.	12
Unit III	Organization – Meaning and Definition – Formal and informal Organization – Importance – Principles of Sound Organization – Departmentation – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.	12

Unit IV	Staffing – Sources of recruitment – Maslow’s Theory of Motivation- Leadership – Functions and Types – X, Y and Z Theories – Qualities of a Good Leader –Decision Making – Traditional and Modern Techniques – Steps Involved in Decision Making.	12
Unit V	Control –Process of Control – Techniques of Control Communication– Types, Channels of Communication – Barriers of Communication.	12
	Total Contact Hrs	60

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book **22UEC2A2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Principles of Management	New Delhi: Sultan Chand & Sons.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta C.B	Business Management	Sultan Chand & Sons.	2020
2	Atreyee Ganguly and Joyeta Bhadury	Principles of Management	Cengage Learning India Pvt. Ltd.	2019

3	Vibrant-Publishers	Principles Management	of Vibrant-Publishers	2018
4	RN Gupta	Principles Management	of Sultan Chand & Sons.	2015
5	P.C.Tripatti P.N.Reddy	& Principles Management	of New Delhi: Tata McGraw Hill Publishing Company Ltd	2014

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indirapriyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC206			Title	Batch:	2022-2025
				Programming Laboratory-II: Accounting Package Tally	Semester:	I1
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60		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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	L	H	H	M	H	L	H
CO4	H	H	H	M	L	H	H	H	H	H
CO5	H	H	H	H	M	M	L	H	H	H

H- High; **M**-Medium; **L**-Low

1. Company Creation & Alteration
2. Creating and Displaying Ledger
3. Voucher Creation
4. Voucher Alteration and Deletion
5. Final Accounts without Adjustments
6. Final Accounts with Adjustments
7. Inventory Information
8. Bank Reconciliation Statement
9. Creating and Displaying Godown summary
10. Bill wise Statement
11. Cost Categories and Cost Center

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC307			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	H	H	H	H	M
CO2	H	H	M	M	H	H	H	H	H	H
CO3	H	H	M	M	H	H	H	H	H	H
CO4	H	M	M	M	H	M	H	M	M	M
CO5	H	H	H	H	M	H	H	H	H	H

H-High;M-Medium; L-Low

Units	Content	Hrs
Unit I	Market – Marketing – Definition – Objectives and Importance of Marketing – Modern Marketing Concept – Global Marketing – Telemarketing –Recent Development in Marketing Concept – Marketing Functions - Career Opportunities in Marketing.	18
Unit II	Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.	18
Unit III	Pricing – Definition – Objectives –Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.	18
Unit IV	Sales Promotion – Objectives and Importance of Sales Promotion – Distribution Channels- Types of Channels – Factors affecting Choice of Distribution - Personal Selling – Advertising– Meaning – Objectives – Functions and Importance – Kinds of Media – Direct Marketing – Multi-level marketing.	18
Unit V	Marketing Ethics- Consumerism – Meaning – Evolution – Types of Exploitation – Consumer Rights –Laws protecting the consumer interest - Consumer Protection Act – Consumer Courts. E-marketing-traditional marketing vs. e-marketing - Internet marketing-e - advertising-new trends in internet marketing.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book**21UEC307**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R.S.N & Bagavathi	Modern Marketing Principles and Practice	New Delhi S. Chand & co PV Ltd.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajan Saxena	Marketing Management	Mcgraw Hill Publishing	2019
2	Dr.Rajan Nair	Marketing management	New Delhi, Sultan Chand & Son.	2016
3	Philip Kotler,	Principles of Marketing ,	New Delhi, Prentice Hall of India.	2014
4	William Stanton	Fundamentals of Marketing	Mcgraw Hill Publishing	2012
5	Pingali Venugopal	Marketing management	SAGE Publication, New Delhi.	2010

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
M.Ragaprabha			
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC308			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	75	Object Oriented Programming with C++	Semester:	III
					Credits:	04

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

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	M	H	H	H	H	H	H	H
CO2	H	M	H	H	H	M	M	H	H	H
CO3	H	M	L	H	H	H	H	H	M	H
CO4	M	H	H	H	H	M	L	M	H	M
CO5	M	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Encapsulation and Data Abstraction – Inheritance – Dynamic Binding – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology.	15
Unit II	Introduction to C++-Application Of C++ -Structure Of C++ Program-Tokens, Expression- Basic Data Types- Symbolic Constants-Declaring Data types- Reference Variables-Operator in C++-Scope Resolution Operator-Expressions And Implicit Conversions-Control Structures –Function in C++-Call By Reference-Call By Value-Inline Functions-Default Arguments- Constant Arguments-Classes And Objects-Defining Member Functions- Nesting Member Function-Private Member Function-Static Member Function.	15
Unit III	Array of Object – Friend Function – Returning Object – Constant Member Function – Pointed to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.	15
Unit IV	Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function –Pointer to Derived Classes.	15
Unit V	Managing Console I/O Operations – C++ Streams – Stream Classes – Input stream- Output stream – f stream, if stream, of stream, file buff, istr stream, ostr stream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**21UEC308**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy. E	Object Oriented Programming with C++	Delhi: Tata McGraw Hill Publishing Company Ltd, Eighth Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamthane	Programming in C++	Pearson Education India Publication	2018
2	Mike Mcgrath	C++ Programming in Easy Steps	BPB Publishers	2017
3	Herbert Schildt	The Complete Reference C++ (4 th edition)	Tata McGraw Hill publishing Company Ltd	2017
4	Savitch Walter	Problem Solving with C++	Pearson Education India, Ninth Edition	2017
5	Yedidyah Langsam, Moshe J.Augenstein, Aaron M.Tenenbaum	Data Structures using C & C++	Pearson Education India. Second Edition.	2015

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC309			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	105	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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	H	H	H	H
CO2	H	H	H	M	H	L	H	H	M	H
CO3	H	H	H	H	H	H	L	H	H	H
CO4	H	M	H	H	L	H	H	H	H	H
CO5	H	H	H	H	M	H	H	H	L	H

H- High; **M**-Medium; **L**-Low

Units	Content	Hrs
Unit I	Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).	21
Unit II	Admission of Partner: Adjustment in profit sharing Ratio – calculation of sacrificing Ratio – Goodwill – Methods of valuation of goodwill – treatment of Goodwill at the time of Admission.	21
Unit III	Retirement of Partner: Adjustment in profit Sharing Ratio – Calculation of Gaining ratio – distinction between Sacrificing ratio and Gaining ratio – treatment of Goodwill at the time of retirement – Revaluation of Assets and Liabilities settlement to the retiring partner.	21
Unit IV	Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares	21
Unit V	Company Final Accounts– Managerial Remuneration-Perquisites to be Included In Managerial Remuneration.	21
	Total Contact Hrs	105

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

21UEC309

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Margham Publication, Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain .S.P and Narang.K.L	Advanced Accounting	Publishers,New,Delhi.	2018
2	Guptha.R.L and Radhaswamy M.	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2016
3	S.Anil Kumar,V.Rajesh Kumar andB.Mariyappa	Advanced Accountancy	Himalaya Publishing House, New Delhi.	2016
4	M.C Shukla	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014
5	T.S. Grewal	Advanced Accountancy	Sultan Chand and Sons-New Delhi.	2014

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
M.Ragaprabha Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Dr.R.Muthukumaran Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC3A3			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	Statistics	Semester:	III
				For Business	Credits:	04

Course Objective

To enable the students to learn the Statistical methods and their applications in Commerce

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand various types of sampling and the importance of randomization.	K1
CO2	To understand overall process and particular steps in collecting, analyzing, interpreting and presenting results	K2
CO3	To apply the concept of correlation and regression analysis in business	K3
CO4	To apply statistical tool for statistical decision making in a business context	K3
CO5	To understand the usage of Index numbers in business forecasting	K2

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	L	H	M	H	H	H
CO2	H	H	H	M	H	M	M	L	H	H
CO3	H	H	L	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	H	H	L	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems	18
Unit II	Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation.	18
Unit III	Correlation : Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	18
Unit IV	Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression	18
Unit V	Index numbers (Price index only) – Method of consumption – Wholesale and Cost of living indices, weighted index number – Lasperes Method, Paasches Method, Fishers Ideal Index (excluding tests of adequacy of index number formulae).	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

21UEC3A3

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thiruchy	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta S.P. and Gupta M.P	Business Statistics	Sultan Chand & Sons, New Delhi	2020
2	R.S.N. Pillai and V.Bagavathi	Statistics	S Chand & Company 8 th Edition	2019
3	D.C. Sancheti and V.K. Kapoor	Statistics: Theory, Methods & Application	Sultan Chand & Sons, New Delhi 8 th Edition	2019
4	Gupta S.P.	Statistical methods	Sultan Chand & Sons, New Delhi	2017
5	Dr. S.M. Shukla and Dr. K.L. Gupta	Business Statistics	Shahithya Bhavan Publication	2017

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.B.Indirapriyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC310			Title	Batch:	2021 – 2024
				Programmi ng Laboratory: III: Object Oriented Programmi ng with C++	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	60		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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	L	H	H	L	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	M
CO5	H	H	H	H	M	M	M	L	H	H

H- High; M-Medium; L-Low

1. Write a program to display the “Sum of two numbers”.
2. Write a program to display the “Default Argument”.
3. Write a program to display the “Calculating of Class Object”.
4. Write a program to display the “Counting the number of Vowels in given String”.
5. Write a program to display the “Constructor with Destructor”.
6. Write a program to display the “Call by Reference”.
7. Write a program to display the “Inline Function”.
8. Write a program to display the “Nesting Member Function”.
9. Write a program to display the “Array of an Object”.
10. Write a program to display the “Operator Overloading”.
11. Write a program to display “Friend Function”.
12. Write a program to display the “Calculating of Class Object”

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC3N1			Title	Batch:	2021 - 2024
				Non Major Elective Subject – 1:Dynamics in E-Commerce	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	15		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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	H	H	H	H	H
CO2	H	H	H	L	H	M	H	H	H	H
CO3	H	H	H	H	H	H	L	H	H	M
CO4	H	H	H	L	M	H	H	H	H	H
CO5	H	H	H	H	H	L	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	E-Commerce- Scope of E-Commerce – Definition of E-commerce-Framework of e-commerce – Advantages and disadvantages.	3
Unit II	E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.	3
Unit III	E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies-Electronic newspapers.	3
Unit IV	Online share trading – Online ticketing- Railway and airway ticket reservation	3
Unit V	E-Filing – Profile creation – Online PAN application – ITR validation – ITR submission –ITR acknowledgement.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC3N1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota & Andrew B.Whinston	Frontiers of Electronic Commerce	Dorling Kindersley(India) Pvt.Ltd.	2018

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bajaj & Nag	E-commerce	Tata Mc Graw Hill ,New Delhi.	2020
2	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2020
3	C.S.Rayudu	E-Commerce & E- Business	Himalaya Publishing House, New Delhi	2019
4	Gurvider Singh and Rachhpal Singh	A Text book of information Technology in Business	(Gauhati) 1 st Edition 2004,Kalyani Publishers. New Delhi.	2019
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2018

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC3N2			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	15	Non Major Elective Subject – 1	Semester:	III
				E-Banking	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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	H	H	H	H
CO2	H	H	L	H	H	M	H	H	H	H
CO3	H	H	H	H	H	H	L	H	H	H
CO4	H	H	H	L	M	H	H	H	H	H
CO5	H	H	H	H	L	H	M	H	L	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.	3
Unit II	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	3
Unit III	Software: Need for software – What is software? Types of software – wallet application.	3
Unit IV	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	3
Unit V	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC3N2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Abha Singh	e-banking	ABD Publishers New Delhi	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications,Mumbai.	2020
2	Gurusamy S	Banking Theory Law and Practice	(3rdEdition) Vijay Nicole Imprints Private Ltd.	2014
3	Reddy & Appanniah.	Banking Theory Law and Practice ,	Himalaya Publications, Mumbai	2012
4	Reddy & Appanniah	Banking Theory Law and Practice	Himalaya Publications, Mumbai.	2012
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd.	2011

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC304			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	30	Business Ethics for Young Entrepreneurs	Semester:	III
					Credits:	Grade

Course Objective

To know the importance of ethical decision making in business and to impart systematic ethical reasoning to resolve business dilemmas

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 business ethics	K1
CO2	To acquaint the knowledge on ethical decision making	K2
CO3	To analyze the importance of social responsibility in business	K3
CO4	To understand the CSR Practices	K2
CO5	To evaluate the ethical dilemmas in organization	K5

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	L
CO3	H	L	H	H	H	H	M	H	H	H
CO4	H	H	M	M	M	L	H	H	L	H
CO5	H	H	H	L	M	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Ethics – Meaning – Definition - Business Ethics – Meaning - Definition –Concepts - Ethical Values-Ethical Models-Benefits of business ethics between morals, values and ethics- Influencing factors – Importance – Code of Ethics, Practice and Conduct – Unethical Practices in Business – Ethical practices in Business	10
Unit II	Social responsibility of business – Definition – Meaning – Need for Social responsibility in business – Responsibility towards Competitors – Responsibility towards Employees – Responsibility towards Suppliers – Responsibility towards Government – Responsibility towards Community. Corporate Social Responsibility – Introduction – CSR Framework – Benefits of CSR – Barriers to CSR – Critics of CSR – CSR Practices – Case study.	10
Unit III	Ethical decision making – Ethical decision-making frameworks - Ethical dilemmas in organization - Personal ethics - Professional ethics. Ethical issues in the functional areas – Ethics in marketing –Ethical issues in advertising – Ethical issues in takeovers and mergers-Ethics in finance –Ethics in human resource management (HRM)-Ethics in information technology.	10
	Total Contact Hrs	30

Pedagogy and Assessment Methods:

Seminar and Assignment

Text Book

21UEC304

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.D.Balaji	Business Organisation and Management	Margham Publication, Chennai	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ronald D Francis and Mukthi Mishra	Business Ethics: An Indian Perspective	Tata Mc Graw Hill Publishing Company Ltd, New Delhi	2015
2	Joseph Desjardins	An Introduction to Business Ethics	Tata Mc Graw Hill Publishing Company Ltd, New Delhi	2015
3	C.D Balaji and G.Prasad	Principles of Commerce	Margham Publications	2015
4	R.V. Badi and N.V.Badi	Business Ethics	Vrinda Publication	2013
5	La Rue tone Horner	The Ethics of Management	Universal Book Stall	2012

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.M.V.Sathiyabama Dr.R.Vidwakalyani Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Dr.R.Muthukumaran Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21 UEC 411			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	Financial Markets and Institutions	Semester:	IV
					Credits:	05

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	L	H	M	H	M	M	H	M	H
CO3	H	H	H	H	H	H	M	H	H	L
CO4	H	H	M	M	M	H	L	M	H	H
CO5	H	H	H	L	M	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Financial Markets -Meaning- Classification of Financial Market -Financial Instruments-features-Development of financial system in India - Weaknesses of Indian Financial System.	18
Unit II	New Issue Market - Meaning- Functions of New Issue Market -Distinctions between New Issue Market and Stock Exchange - Methods of floating New Issues- Guidelines for IPO - Players in the New Issue Management - Advantages and Disadvantages.	18
Unit III	Secondary Markets - Meaning – Functions/Services of Stock Exchanges - Listing of Securities - Registration of Stock Brokers- Functions of Brokers – Kinds of Brokers and their assistants- Methods of trading in a Stock Exchange.	18
Unit IV	Money Market: Meaning - Segments of Money Markets: Call Money Markets, Repos and Reverse Repo Concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit - Characteristics features of Developed Money Market - Importance of money market - Difference between Money Market and Capital Market - Causes - Steps taken by the Government for development.	18
Unit V	Merchant Banking: Meaning and Functions - Regulatory role of SEBI. Credit Rating: Meaning - Functions – Advantages-Agencies of Credit Rating: CRISIL, ICRA, CARE-Types of Credit Rating - Steps in Credit Rating Process - Limitations.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Quiz, Assignments.

Text Book

21UEC411

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Financial Services	Himalaya Publishing Company Limited, Chennai.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.Vinoth Kumar	Financial markets and Institutions	Taxmenn	2021
2	Khan.M.Y	Financial Services	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2020
3	Sandeep Goel	Financial Services	New Delhi: PHI Learning Private Limited.	2014
4	Santhanam.B	Financial Services	Chennai: Margham Publishers.	2014
5	Boominathan V.K	Financial Services	New Delhi: Sultan Chand Publishers.	2014

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.R.Vidwakalyani	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21 UEC412			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	75	Software Development with Visual Basics	Semester:	IV
					Credits:	04

Course Objective

To enable the students to develop a front-end tool for customer interaction in business.

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 concepts of Client/Server technology.	K1
CO2	To understand Visual Basic's Integrated Development Environment (IDE).	K2
CO3	To understand the various data types used in visual basic.	K2
CO4	To apply various data controls in visual basic for creating reports.	K3
CO5	To analyze the various methods for accessing and manipulating databases	K4

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	H	H	M	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.	15
Unit II	Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – Data Types.	15
Unit III	Functions – Procedures – Control Structure: If - Switch – Select – For – While – Do While – Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions	15
Unit IV	Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – Drive List Box – Directory List Box - Time Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.	15
Unit V	Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – record set – Types of record set – Creating a record set – Modifying, Deleting records – Finding records - Data Report – Data Environment – Report Designer – Connection Object– Command Object – Section of the Data Report Designer – Data Report Controls.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book**21UEC412**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Noel Jerke	The Complete Reference VB	Tata McGraw Hill Publishing Company Ltd, New Delhi.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Byron S. Gottfried	Outline of Programming with Visual Basic	Schaums	2020
2	Mike McGrath	Visual Basic in easy steps	Kindle Edition	2020
3	Gary Cornell	VB 6 Programming	Indian Edition	2017
4	Jeremy Shapiro	Visual Basic(R).Net: The Complete Reference	McGraw Hill Education	2017
5	Steven Holzner	VB 6 Programming Black Book	Dream Tech Press, New Delhi.	2013

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC413			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	07	Tutorial Hrs./Sem.	105	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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	H	H	M	H	H
CO2	H	M	H	H	H	H	M	M	H	M
CO3	H	H	M	H	H	H	H	M	H	H
CO4	H	H	M	M	M	H	H	M	H	H
CO5	H	H	H	M	M	H	M	H	H	M

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Cost Accounting – Definition, Meaning, Objectives & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing– Elements of Cost, Preparation of Cost Sheet and Tender(Simple problems only) – Costing as an Aid to Management – Limitations of Cost Accounting	21
Unit II	Materials – Meaning – Techniques of material control – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.	21
Unit III	Labour – methods of remuneration – Time rate system – Piece rate system– Straight piece rate, Taylor piece rate, Merricks multiple piece rate systems – Premium & Bonus plan – Halsey and Rowan plan – Comparison between Halsey & Rowan plan.	21
Unit IV	Overheads – Classification on the basis of elements - Basis of Behaviour – Basis of function– Allocation & Apportionment – Methods of Absorption – Direct material cost, Prime cost, Direct labour , Direct labour hour, Machine hour rate methods.	21
Unit V	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)	21
	Total Contact Hrs	105

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

21UEC413

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain. S.P & Narang. K.C	Cost Accounting	Kalyani Publishers, Chennai	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
2	Dr.S.N.Maheshwari	Cost Accounting and Management accounting	Sultan Chand & Sons Publishers, New Delhi.	2016
3	Jain.S.P and Narang	Advance Cost and Management accounting	Chennai,Kalyani publishers.	2015
4	Chan. M.Y & Jain. P.K,	Cost Account and Financial Management	Tata MC Graw hill education private Ltd,New delhi.	2015
5	Pillai. R.S.N & Bagavathi	Cost Accounting	SAP (Student Aid Publications)	2015

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.M.V.Sathiyabama Dr.B.Indirapriyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Dr.R.Muthukumaran Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC4A4			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	Business Mathematics	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 understand the important role math plays in all facets of the business world.	K2
CO2	To apply the principles of simple interest to solve relevant problems in financial applications such as simple-interest-based loans.	K3
CO3	To apply principles of matrix algebra to linear transformations.	K3
CO4	To understand the concept of business calculus.	K2
CO5	To analyse 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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	H	H	H	L	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	L	H	M	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Set Theory: Definition - Notation - Methods of description of sets - Types of sets - Venn diagram - Set operations - Laws and properties of sets - Number of elements - Cartesian product.	18
Unit II	Mathematics of finance: Simple Interest - Compound Interest –Depreciation.	18
Unit III	Matrix Algebra – Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	18
Unit IV	Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.	18
Unit V	Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

21UEC4A4

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thiruchy	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Asim Kumar Manna	Business Mathematics and Statistics	McGraw Hill Education	2019
2	J.K. Sharma	Business Mathematics	Dream tech Press	2019
3	Dr.S.M. Shukla	Business Mathematics	Shahithya Bhavan Publications	2019
4	Ranganath G K, Sampangiram C S and Rajaram Y	Text Book of Business Mathematics	Himalaya Publishing House	2019
5	Rangaraj G., Mallieswari R. and Rema V.	Business Mathematics	Cengage Learning India Pvt. Ltd.	2019

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.B.Indirapriyadharshini T.Kiruthika Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Dr.R.Muthukumaran Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC414			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	60	Program ming Lab.-IV: Software Developm ent with Visual Basics	Semester:	IV
					Credits:	02

Course Objective

To develop the business applications software using front end and back end tool.

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 design, create, build, and debug Visual Basic applications.	K1
CO2	To understand the basic VB operations	K2
CO3	To apply the file edit and format menu operations	K3
CO4	To apply the various visual Basic Controls for designing a simple calculator	K3
CO5	To Analyze the visual basic controls for creating student database	K4

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	H	H	M	H	H
CO2	H	M	H	H	H	H	M	M	H	M
CO3	H	H	M	H	H	H	H	M	H	H
CO4	H	H	M	M	M	H	H	M	H	H
CO5	H	H	H	M	M	H	M	H	H	M

H- High; M-Medium; L-Low

1. Develop an application to perform simple arithmetic operations.
2. Create a VB application to calculate simple and compound interest.
3. Develop a quiz application in Visual Basic.
4. Create a VB application with File, Edit and Format Menus and perform its operations.
5. Develop a VB program to count number of words in a text.
6. Create a program to select, add and delete a place in the List Box.
7. Design a simple calculator.
8. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations.
9. Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
T.Kiruthika	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC4N21			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	15	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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	M	H	H	H
CO2	H	H	H	M	H	L	H	H	H	L
CO3	H	L	H	H	H	H	M	H	H	H
CO4	H	H	H	L	M	H	H	H	H	H
CO5	H	H	H	H	L	H	H	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	E-Commerce – Definition – Features of E-Commerce – Need for E- Commerce – Essential requirements of E-commerce.	3
Unit II	E-Commerce opportunities in India – teleshopping – E-commerce education and training– Advantages and disadvantages.	3
Unit III	Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols (WAP) - Advantages and limitations.	3
Unit IV	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	3
Unit V	E-Commerce security – Need for security – Cyber crimes – E-commerce – SSL – Digital certificates – Firewalls – Software.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC4N21

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota & Andrew B.Whinston	Frontiers of Electronic Commerce	Pearson Publication Ltd 2013, V Edition.	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House New Delhi.	2020
2	CSV Murthy	E-Commerce – Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019
3	Chaffey.D	E- Business and E-commerce	3rd Edition, Pearson,	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook ,	TataMcGraw Hill Publishing, New Delhi.	2012

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC4N22			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	01	Tutorial Hrs./Sem.	15	Non Major Elective Subject – 2 ECommerce	Semester:	IV
					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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	H	H	L	H
CO2	H	H	L	H	H	M	L	H	H	H
CO3	H	H	H	L	H	H	M	H	H	H
CO4	H	H	H	M	L	H	H	H	H	H
CO5	H	H	H	H	H	L	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Foundation of electronic Commerce: - Definition and content of the field –Benefits and Limitations of EC Retailing in EC	3
Unit II	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	3
Unit III	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	3
Unit IV	Intranet and Extranet - Architecture of Intranet and Extranet- Applications of Intranet and Extranet.	3
Unit V	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace.	3
	Total Contact Hrs	15

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC4N22

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ravi Kalakota & Andrew B.Winston,	Frontiers of Electronic Commerce	Dorling Kindersley (India) Pvt Ltd.	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House New Delhi.	2020
2	CSV Murthy	E-Commerce – Concepts, Models Strategies	Himalaya Publishing House, 1st Edition	2019

3	Chaffey.D	E- Business and E-commerce	3rd Edition, Pearson,	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook ,	TataMcGraw Hill Publishing, New Delhi.	2012

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
M.Ragaprabha	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	20UEC515	Title	Batch :	2020-23
		Income Tax Law and Practice	Semester	V
Hrs/Week:	07		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 (CO)

K1	CO1	To keep in mind the basic concepts of income tax.
K2	CO2	To understand the computation of income under various heads.
K3	CO3	To analyze the deductions and exemptions in the income tax.
K4	CO4	To apply the income related theories and practical's.

Unit-1(19 Hrs)

Tax System in India – Definitions under Income Tax Act – Agricultural Income – Person – Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Residential Status – Scope of Total Income on the basis of residential status- Exempted income under section 10.

Unit-2 (20 Hrs)

Income from Salary – Computation of Income from Salary – Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary.

Unit-3 (20 Hrs)

Profits and Gains of Business or Profession – Computation of Profits and Gains of Business or Profession and Computation of Professional Income – Doctors, Chartered Accountant and

Lawyer - Income from House Property– Annual Value Computation - Let out House and Self-Occupied House.

Unit-4 (20 Hrs)

Capital Gains – Mode of Computation – Exemption -Short -term and long- term Capital Gain – Exempted Capital Gains. **Income from Other Sources**- General Income-Specific Income.

Unit-5(20 Hrs)

Set off and Carry forward - Set off Losses - Exempted Income – debate of Tax - Theoretical aspects of reduction from the Gross Total Income- **80C to 80GG, 80QQB and 80U** - **e-filing** - Concept of e-filing – GST fundamental concepts.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment
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Books for Study:

Gaur.V.P, Narang, Pujaghai.D.B, Rajeev Puri (2016) Income Tax Law and Practice, Kalyani Publishers.

Books for Reference:

1. Dr.T.S.Srinivasan & Dr.S.Mayilvaganan (2016) Income Tax Law & Practice ,Schitech Publications (India) Pvt Ltd, Chennai.

2.T.S Reddy & Y.Hari Prasad Reddy (2016) Income Tax Law and Practice, Margham Publishers, Chennai.

Mapping

PSO CO \	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	M	H
C02	M	H	M	H	M
C03	H	H	H	H	H
C04	H	M	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE

Name: R.Vidwakalyani	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC5E1	Title	Batch :	2020-23
		Information Security & E- Commerce Technology	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the information security threats and how to overcome the threats.
K2	CO2	To apply knowledge on internet marketing and advertising.
K3	CO3	To understand electronic data interchange in the business.
K4	CO4	To analyze the legal provisions relating to Cyber Law and the concept of cyberspace.

Unit I (20 hrs)

Components of communication systems – 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: Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege.

Unit II (19 hrs)

Authentication- Password management – E-Commerce security – windows security- Network security: Network intrusion detection 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.

Unit III (20 hrs)

Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- The PROS and CONS of online shopping-The cons of online shopping- Justify an Internet business- Internet marketing techniques.

Unit IV (20 hrs)

Electronic data interchange - Benefits – EDI legal, security and privacy issues – ***EDI Software implementation*** –Advantages and limitations.

Unit V (20 hrs)

Introduction- Computer crimes and cyber crimes – distinction between cyber crimes and conventional crimes ; cyber forensics ; kinds of cyber crimes – cyber stalking – cyber terrorism, forgery and fraud.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment.

Books for Study:

- 1.C.S.Rayudu (2018),E-Commerce & E-Business,Himalaya Publishing House,New Delhi.
- 2.GurviderSingh, Rachhpal Singh (2014),A Text book of information Technology in Business ,Kalyani Publishers.

Books for Reference:

1. Bharat Bhasker (2014) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, NewDelhi.
2. Bajaj & Nag(2012) E-commerce , Tata MCGraw Hill ,New delhi

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H

C02	H	M	H	H	H
C03	M	H	H	H	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC5E2	Title	Batch :	2020-23
		Software Engineering	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

To facilitate the students to understand the discipline of software engineering and encompasses with a detailed knowledge of techniques for the analysis and design of complex software intensive systems and to get success in their chosen profession.

Course Outcomes (CO)

K1	CO1	To recollect the software models, techniques and technologies
K2	CO2	To identify the issues affecting the organization planning and control of software based systems development.
K3	CO3	To apply the end user requirements into system and software requirements.
K4	CO4	To analyze, formulate and solve the problems as well as the computing requirements.

Unit I (18 hrs)

System Concepts and the Information Systems Environment: System Definition- Characteristics of System Elements of a System- Types of System- The System Development Life Cycle: Recognition of Need - Feasibility Study – Analysis – Design – Implementation - Post implementation and Maintenance- Consideration for Candidate System.

Unit II (19 hrs)

Software-Software Characteristics-Software Components-Software Applications-The Process-Software Engineering a Layered Technology-The Process, Methods, Tools-A Generic View of Software Engineering - The Software Process-The topics given in Italics are noted as Self-Study topics.

Unit III (18 hrs)

An Agile view of Process-Agility-Agility Process The Politics of Agile Development-Human Factors-Agile Process Models-Extreme Programming-Adaptive Software Development –

Dynamic System Development Method Scrum-Crystal-Feature Driven Development-Agile Modeling. Analysis Concepts and Principles-Requirement Analysis-Communication Techniques-Initiating the Process FAST-QFD-Analysis Principles-Information Domain Modeling.

Unit IV (18 hrs)

Design Concepts and Principles-The Design Process Design Principles-Design Concepts-Abstraction, Refinement, Modularity, Software Architecture, Control Hierarchy, Structured Partitioning, Software Procedure, Information Hiding-Effective Modular Design-Functional Independence Cohesion-Coupling-Design Documentation.

Unit V (18 hrs)

Design Method-Data Design-Architectural Design Architectural Design Process-Transform Mapping Transaction Mapping- Interface Design -Human Computer Interface Design – Interface Design Models-Task Analysis and Models-Design Issues-Implementation Tools-Design Evaluation-Tabular Design Notation-Program Design Notation-Program Design Languages.

Books for Study

1. Elias M.Award, System Analysis and Design , Galgotia Publications (P) Ltd, Second Edition, 1996 .
2. Roger Pressman, Software Engineering, A Practioner's Approach, Fourth Edition, 1997.
3. Roger Pressman, Software Engineering, A Practioner's Approach, Sixth Edition, 2005

Books for Reference

1. Sommerville, Software Engineering, Pearson education, Sixth Edition.

Mapping

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

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC516	Title	Batch :	2020-23
		Software Project & Viva Voce	Semester	V
Hrs/Week:	01		Credits:	03

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 (CO)

K1	C01	To remember the techniques involved in website development for business.
K2	C02	To understand plan, calculate and adjust project variables.
K3	C03	To Apply knowledge of software development models.
K4	C04	To interpret the software project estimation and assurance.

Content (26 hrs)

1. Commerce/Computer Application based projects are permitted.
2. Group (Two members per group) Project under a Supervisor/Guide
3. Students have to carry out the project during V Semester.
4. Viva-voce PPT presentation will be conducted in the V Semester.
5. The Project Report Evaluation and Viva-voce Examination will carried out jointly by internal (Supervisor/Guide) and external examiner.
6. Distribution of Marks:

Project Report Evaluation: 10 Marks

Viva-voce Examination : 40 Marks

50 Marks

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	H	M	H	H
C03	M	H	H	M	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.V.Sathiyabama	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title : B.com E-commerce	Bachelor of Commerce E-Commerce	
Course Code:	20UEC517	Title	Batch :	2020-23
		Commerce Practical's	Semester	V
Hrs/Week:	02		Credits:	01

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.

Content (26 hrs)

1. Report Writing - Sales report
2. Letter to editor – Current Issues
3. Computation of Tax Liability
Filing and preparation of Saral form and Form 16
4. Inward mail register – Outward mail register
5. Preparation of Application Form for PAN Card
6. Filling up of Cheque leaf, Withdrawal Slip, Pay-in-slip, DD Challan
7. Filling money order form
8. Filling up Share application
9. Preparation of Employee History Card
10. Preparation of Pay Roll
11. Preparation of Pay slip

12. Fixing brand name for six products with USP
13. Designing Office layout
14. Filling of Insurance Proposal

Sche

me of Evaluation for Commerce Practical's:

Separate written examination is conducted for Commerce Practicals

1. Time of Examination : 3 Hrs
2. Pattern of Examination Marks:50 Marks
3. The required forms for Commerce Practicals are provided to the students who appear for the exam

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC518	Title	Batch :	2020-23
		Internet and Web Designing	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

To make the students expertise in Creating Web Page.

Course Outcomes (CO)

K1	CO1	To Understand fundamental tools and technologies for internet Service Feature.
K2	CO2	To comprehend web Search Engine Function.
K3	CO3	To impart the knowledge regarding Hypertext Mark-up Language (HTML) for designing a web page.
K4	CO4	To apply various tags used to link an image, sound and video to a web page.

Unit-1 (20 Hrs)

Introduction to Internet – Internet Access/dialer - connection – Internet services features – TCP/IP Vs Shell Accounts – Configure the machine for TCP/IP Account – Configuring Shell Account – Telnet – (WWW) World Wide Web– Web Page – Hyper Text – HTML Tags – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – **Uniform Resource Locator (URL)** – Internet Protocols- TCP/IP – FTP – HTTP – Telnet-Gopher – WAIS.

Unit-2 (20 Hrs)

Searching the Web – Web Index – **Web Search Engine** – Web Meta – Searcher Function – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail(E- Mail) – E- Mail Message – Customizing E- Mail Programs – Managing Mails – Address Book – Signature Features – File Attachment Facility – Setting Priority – Advantages and Disadvantages of E-Mail.

Unit-3 (19 Hrs)

Introduction to HTML- HTML Code for the Web Page – Web Page Basics – Set up a Web Page – Display a Web Page in a Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript - Subscript – Font Style and Size Color – Ordered List – Unordered list – Nested list – Definition list – Images- Added Image – Background – Border – Wrap Text - Around an Image – Aligning the Image – Horizontal Role - Image List – Convert an Image to GIF or JPEG.

Unit-4 (20 Hrs)

Links – Link to another Web – Link within a page - Link to an image – Link to an File – E-Mail Link- Link to an FTP Site – Change in color – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create Table – Add a Border – Caption – Column Groups – Row Groups – Color- Background Images – Aligning Data – Size of the Table – Size of the cell – Span cells – Cell Spacing and Padding – Borders – Text Wrapping – Nested Wrapping – Nested Tables – Wrap Text around a Table.

Unit-5 (20 Hrs)

Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended video – video Consideration – internal Video – introduction to Forms – Set up the Form and reset button -- Hidden File – Organize Form Elements – Label from Elements – introduction to Frames – hyper creative frame- frame consideration - Wide alternative information – Link to a Frame – Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Frame sets – In line Frame.

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

Thomas A Powell (2010) The complete Reference HTML & CSS, Mc Graw Hill Publishers, London

Books for Reference:

- 1.Eric Ladd, Jim O’ Donnel (2012) Using HTML 4, XML and JAVA, Prentice Hall of India – QUE,Platinum Edition.
2. Ramesh Bangia, (2008).Web Technology (including HTML ,CSS,XML,ASP,JAVA), Firewall Media.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	M	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Kiruthika	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC519	Title	Batch :	2020-23
		Programming Laboratory – V : Internet and Web Designing	Semester	V
Hrs/Week:	04		Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes (CO)

K1	CO1	To remember how to combine basic HTML elements to create Web pages.
K2	CO2	To understand how to use HTML tags and attributes to design Web page appearance.
K3	CO3	To access through web page using internal link and external link.

Content (52 Hrs)

1. Write a HTML code for designing a web page for system configuration.
2. Create a HTML to show the web page for the list of elements.
3. Design a HTML document to show a web page for semester paper title.
4. List out the names of software companies using Ordered List.
5. List out the Educational website using Unordered List.
6. Create a web page using Definition List to prepare definitions for tags in the HTML document.
7. Create a HTML documents to show a web page for the syllabus of B.Com, E-com II Year third semester.
8. Design a table to show the time table for II B.com E-Commerce.
9. Create a web page using a HTML document to show a weather report.
10. Create a HTML document to link files internally.
11. Create a HTML document to show a web page for external link.
12. Design a HTML document to show a web page for FRAME –UG COURSE

Mapping

CO \ PSO	PSO	PS01	PS02	PS03	PS04	PS05
C01		H	H	M	H	H
C02		M	M	H	H	H
C03		M	H	H	M	M
C04		M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Kiruthika	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC5S1	Title	Batch :	2020-23
		SKILL BASED ELECTIVE SUBJECT - 1 Commercial Law	Semester	V
Hrs/Week:	01		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Unit I (3 hrs)

Introduction and meaning of Indian Contract –Contract Act-Definition- Classification of contracts – Essential elements of valid contract. Offer and acceptance-Essential of Valid offer and Acceptance.

Unit II (2 hrs)

Consideration –*Essentials of Valid Consideration* – Stranger to Consideration- No Consideration No Contract – Exceptions.

Unit III (2 hrs)

Capacity to Contract–Law Relating To Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.

Unit IV (3 hrs)

Performance of contract – Modes of performance – By whom must be contract performed- Demand performance - Quasi contract - Types of quasi contracts. Modes of discharge of contract – Remedies for breach of contract.

Unit V (3 hrs)

Contract of indemnity and Guarantee – Rights of indemnity holder –Rights and liabilities of surety – ***Bailment and pledge***- Contract of Agency –Rights and duties

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

N.D.Kapoor(2018)“Business Law”, Sultan Chand & Sons, New Delhi

Books for Reference:

1. Pillai.R.S.N&Bagavathi (2018). Business Law .S.Chand& Company Ltd .New Delhi
- 2.Arun Kumar Sen (2011), Commercial Law: The World Press Pvt Ltd , Kolkatta

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC5S2	Title	Batch :	2020-23
		Fundamentals of Entrepreneurship	Semester	V
Hrs/Week:	01		Credits:	02

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes (CO)

K1	CO1	To remember the entrepreneurial process.
K2	CO2	To understand the need for EDP in India.
K3	CO3	To apply knowledge acquired on various institutional support to entrepreneurs.
K4	CO4	To analyze the legal provisions for formation of business.

Unit I (3 hrs)

Entrepreneur-Entrepreneurship-Meaning - Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.

Unit II (2 hrs)

Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-**EDP in India**-Phases of EDP.

Unit III (3 hrs)

Institutional support to Entrepreneurs-National Small Industries Corporation(NSIC)-District Industries Centre(DIC)-**Small Industries Development Corporation(SIDCO)**.

Unit IV (3 hrs)

Source of Finance-Own Fund-Lease-Venture Capital.

Unit V (2 hrs)

Institutional Finance-IFCI-SFC-EXIM Bank.

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

1.SS Khanka (2014) Entrepreneurship Development ,S Chand & Co. New Delhi.

Books for Reference:

1.Gupta CB & Khanka SS(2014), Entrepreneurship & Small Business Management, Sultan Chand & Sons , New Delhi.

2.Robert D Hisrich; Michael P Peters; Dean A Shepherd(2018) Entrepreneurship,Boston : McGraw-Hill/Irwin.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	20UEC6E3	Title	Batch :	2020-23
		Management Accounting	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit I (16 hrs)

Management Accounting- Meaning, Objectives & Scope - **Need and Significance** - Relationship between Management Accounting, Cost Accounting & Financial Accounting.

Unit II (14 hrs)

Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.

Unit III (16 hrs)

Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.

Unit IV (16 hrs)

Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing – **Significance and limitations of Marginal Costing.**

Unit IV (16 hrs)

Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation cash budget, sales budget, purchase budget- Raw material budget and flexible budget- Zero base budgeting.

Note : 20% Theory 80%Problems

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. Dr.S.N.Maheswari. (2012) Cost and Management Accounting, Sultan Chand & Sons, New Delhi
2. Sharma and Gupta. S.K (2014) Management Accounting, Kalyani Publishers, New Delhi.

Books for Reference:

1. Jain.S.P and Narang. K L (2014) Cost and Management Accounting, Kalyani Publishers, New Delhi.
2. Bhattacharya.S.K (2010) Accounting and Management, Vikas Publishing House.

Mapping

PSO CO \	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.V.Sathiyabama	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature Name: M.Ragaprabha	Signature	Signature	Signature
Signature			

Programme code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	20UEC6E4	Title	Batch :	2020-2023
Hrs/Week:	06	CORPORATE ACCOUNTING	Semester	VI
			Credits:	05

Course Objective

To inculcate knowledge among the students about corporate accounting and its implication

Course Outcomes (CO)

K1	CO1	To recollect the basic concepts and terms of the corporate accounting.
K2	CO2	To familiarize students with the accounting treatment adopted for raising funds and redeeming them
K3	CO3	To understand the basis in preparing financial statements of joint stock company.
K4	CO4	To apply the knowledge in evaluating goodwill & share of a company

Syllabus

Unit 1 (15 hrs)

Share – Meaning – Types – *Share Vs Stock* - Issue of Shares- at Par, Premium, Discount – Allotment of Shares on Pro-rata Basis - Forfeiture and Reissue of Shares- Full and Partial Re-issue-Capital Reserve on Forfeiture.

Unit 2 (15 hrs)

Preference shares- Meaning –Types- Methods of Redemption of Preferences Shares -Capital Redemption Reserve- Conditions of redemption of Preference share. Debentures-Meaning –Types- Issue-Redemption (Sinking Fund Method only) .

Unit 3 (16 hrs)

Financial Statement of Companies - Statement of profit and loss - Statement of Balance Sheet (Vertical Form) Calculation of Managerial Remuneration (Basic adjustments).

Unit 4 (16 hrs)

Valuation of Shares – *Need* – Methods of Valuing Shares. Valuation of Goodwill – *Need* – Methods of Valuing Goodwill.

Unit 5 (16 hrs)

Liquidation of Companies - Preparation of Statement of Affairs and Deficiency Accounts – Preparation of Liquidators Final Statement of Account.

Group discussions, Seminar and Assignment

- Italics denotes self study topics

Books for Study:

Jain S.P and Narang K.L (2017), Advanced Accountancy ,New Delhi, Kalyani Publications

Books for Reference:

1.Gupta R.L and Radha Swamy. M. (2017), Corporate Accounts, Theory Method and Applications, 13th 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
C01	H	H	H	M	H
C02	H	H	H	H	H
C03	M	H	H	M	H
C04	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.V.Sathiyabama Signature: Name:M.Ragaprabha Signature	Name: Dr.M.V.Sathiyabama Signature:	Name: Mr.K.Srinivasan Signature:	Name: Dr.R.Muthu kumaran Signature:

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC6E5	Title	Batch :	2020-23
		E-Commerce Strategy & Application	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the framework and anatomy of E-Commerce.
K2	CO2	To understand the Electronic payment systems and its types
K3	CO3	To analyse the effectiveness of mobile computing applications.
K4	CO4	To figure out the provisions of e-banking and analyse the use of E-Commerce.

Unit I (20 hrs)

Why study e-commerce? Seven unique features of e-commerce technology-Framework of E-Commerce – Anatomy of E-Commerce. *E-Commerce in India* – E-Commerce and the future. Network security and firewalls - Data and message security- Technology behind the web- Security and the web.

Unit II (15 hrs)

Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS.

Unit III (15 hrs)

M-Commerce – Introduction – Mobile Computing Applications – Advantages and Disadvantages. E-Learning - Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning.

Unit IV (15 hrs)

E-Banking- *changing dynamics in e-banking*-advantages of e-banking-limitations of e-banking-Transaction Processing - Online Purchases-Online share trading –Railway/air ticket reservation. The Information Technology Act 2000-Definitions-Authentication Of Electronic Records- Electronic Governance-Digital Signature - & Digital Certificates.

Unit V (15 hrs)

E-commerce computer practical's: Online shopping – Online share trading – Online ticket reservation – Electronic payment systems – Online employment registration.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar, Assignment & role play.

Books for Study:

- 1.Bharat Bhasker (2018) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, NewDelhi.
2. C.S.Rayudu (2018) E-Commerce & E-Business, Himalaya Publishing House, New Delhi.

Books for Reference:

- 1.Gurvinder Singh and Rachhpal Singh(2014), A Text book of information Technology in Business (Gauhati) 1st Edition 2004,Kalyani Publishers. New Delhi.
- 2.Bajaj & Nag (2012) E-commerce , Tata Mc Graw Hill ,New Delhi.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	H	H	H	M	M
C04	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	19UEC6E6	Title	Batch :	2020-23
		Open Source Technologies	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit - I [18 hrs]

Introducing PHP: History – Unique features – Basic Development Concepts – Creating your First PHP Script – Sample Applications. Using Variables and Operators: Storing Data in Variables – Understanding PHP's Data types – Setting and Checking Variable Data Types – Using Constants – Manipulating Variables with Operators* – Handling Form Input.

Unit - II [15 hrs]

Controlling Program Flow: Writing Simple Conditional Statements – Writing More Complex Conditional Statements – Repeating Actions with Loops – Working with String and Numeric Functions. Working with Arrays: Storing Data in Arrays – Processing Arrays with Loops and Iterations – Using Arrays with Forms – Working with Array Functions – Working with Dates and Times.

Unit - III [15 hrs]

Using Functions and Classes: Creating User-Defined Functions – Creating Classes – Using Advanced OOP Concepts. Working with Files and Directories: Reading Files – Writing Files – Processing Directories – Performing Other File and Directory Operations.

Unit - IV [15 hrs]

Working with Databases and SQL: Introducing Databases and SQL – Creating and Populating a Database – Using PHP's MySQLi Extension – Adding or Modifying Data – Handling Errors. Using PHP's SQLite Extension – Using PHP's PDO Extension – Using a MySQL Database – Switching to a different Database.

Unit - V [15 hrs]

Working with Cookies, Sessions and Headers: Working with Cookies – Saving and Restoring User Preferences – Working with Sessions – Using HTTP Headers. Handling Errors: Handling Script Errors – Using Exceptions – Validating form Input – Logging Errors – Debugging Errors.

Note: *Italicized texts are for self study

Power point Presentations, Group Discussions, Seminar, Quiz, Assignment

Books for Study

1. Vikram Vaswani, (2009), "PHP: A Beginner's Guide", Second Reprint, Tata McGraw Hill Publications, ISBN-13: 9780070140691.

Books for Reference

1. Tim Converse, (2000), "PHP 4 Bible", IDG Books Worldwide, INC, An International Data Group Company, ISBN-13: 9788126501472.

2. Rasmus Lerdorf, Kevin Tatroe, (2011), "Programming PHP", 2 nd Edition, O'Reilly Media, 1 st Edition, ISBN-13: 9788184042719.

3. Luke Welling; Laura Thomson, (2010), "PHP and MySQL-Web Development",

4 th Edition, ISBN-13: 9788131729878. Power point Presentations, Group Discussions, Seminar, Quiz, Assignment

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	H	H	H	M	M
C04	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B.Indirapriyadharshini	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC620	Title	Batch :	2020-23
		Investment Management	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

K1	CO1	To keep in mind the various categories of investment media.
K2	CO2	To understand the concepts of fundamental and technical analysis.
K3	CO3	To apply the basic principles of portfolio theory.
K4	CO4	To analysis assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.

Unit-1 (16 Hrs)

Investment- Meaning- Nature and Scope- Investment Media- ***Investment Vs. Gambling Vs Speculation***- Investment Process- Risks of Investment- Types of Risks.

Unit-2 (14 Hrs)

Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.

Unit-3 (16 Hrs)

Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.

Unit-4 (16 Hrs)

Portfolio Management- Meaning and Objectives- Scope- ***Principles of Portfolio Decision- Portfolio Construction.***

Unit-5 (16 Hrs)

Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.

**Italicized texts are for self study*

Group discussions, Seminar & Assignment,

Books for Study:

1. Bhalla V.K. (2011) Investment management (Security Analysis and Portfolio Management), S.Chand and Sons, New Delhi.
2. Preeti Singh (2018) Investment Management security Analysis and Portfolio Management, Himalaya Publishing House.

Books for Reference:

1. Gopalakrishnan .V (2005) Investment Management, S.Chand and sons, New Delhi.
- 2.Dr.Avadhani.V.A, (2016) Security Analysis and Portfolio Management, Himalaya Publishning House, New Delhi.

Mapping

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

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Kiruthika	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	20UEC621	Title	Batch :	2020-23
		Java Programming	Semester	VI
Hrs/Week:	5		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	C01	To remember the design and concept of java programming.
K2	C02	To understand the decision making in java programmes.
K3	C03	To apply Java language for creating technological skills.
K4	C04	To analyze the use of packages and applets in java.

Unit-1(13 Hrs)

Introduction to Java - Java Program Structure - Java Tokens - Java Statements - Implementing Java Program - Command Line Arguments - Constants - Variables - Data types - Type Casting - Operators : Arithmetic - Relational - Logical - Assignment - Increment - Decrement - Conditional - Bitwise - Special.

Unit-2 (13 Hrs)

Decision Making and Branching statements - Decision Making and Looping Statements - Classes, Objects and Methods : **Defining a Class** - Adding Variables - Adding Methods - Creating Objects - Accessing Class Members - Constructors - Method Overloading - Inheritance - Overriding of Methods - Final Variables, Methods and Class - Abstract Methods and Class - Visibility Control : Public - Friendly - Protected - Private (Simple Concepts).

Unit-3 (13 Hrs)

Arrays : One-Dimensional Array – Two-Dimensional Array – String : String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance): Defining Interfaces – Extending Interfaces – Implementing Interface – Packages : System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.

Unit-4 (13 Hrs)

Multithreaded Programming: Creating Threads – Extending the Thread Class – Stopping and Blocking Thread – Life Cycle of a Thread – Using Thread Methods – Implementing the 'Runnable' Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code.

Unit-5(13 Hrs)

Applet Programming : Applets – Difference between Applet and Application Preparing to Write Applets – Building Applet Code – Applet Life Cycle – Creating Executable Applet – Applet Tag – Adding Applet to HTML File – Running the Applet – Aligning the Display – Getting Input from User - ***Managing Input/Output Files in Java*** : Stream Concept – Stream Classes – Other I/O Classes – Creating Files – Reading/Writing Characters, Bytes. (Only Simple Concepts)

Books for Study:

1. Balagurusamy.E. (2014) Programming with Java - A Primer. New Delhi: Tata McGraw Hill Publishing Company Ltd.

Books for Reference:

1.Liang (2014) Introduction to Java Programming, Pearson Publishing House, London.

2.Cay.S.Horstmann, Java (2013) Pearson Publishing House, London.

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Power point Presentations ,Seminar & Assignment

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	H	H	H
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C03	H	M	H	M	H
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: R.Vidwakalyani	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	20UEC622	Title	Batch :	2020-23
		Programming Lab.VI: Java Programming	Semester	VI
Hrs/Week:	04		Credits:	02

Course Objective

To develop the business application oriented programme relating multithreading, multiple inheritance and applet viewer programmes.

Course Outcomes (CO)

K1	C01	To implement the programs for generate a solutions in real life problems.
K2	C02	To interpret the concepts to produce output.
K3	C03	To figure out the results in risky tasks.

Content (52 Hrs)

1. Program to generate a Pascal Triangle.
2. Program for roots of a Quadratic Equation.
3. Program for merging two sorted arrays.
4. Program for counting letter frequencies in a given string.
5. Program for Multithreading
6. Program for preparing mark list using inheritance.
7. Program for Multiple inheritance.
8. Program for creating your own package.
9. Program that counts the number of lines, words and characters in a given text file.
10. Program that right-justifies a text file.
11. Program that display a digital clock using applet.
12. Program that generates a human face using applet.
13. Create an applet containing three buttons labeled red, green and blue. Depending on the button pressed, the background color of the applet should change.

Mapping

CO \ PS0	PS01	PS02	PS03	PS04	PS05
C01	H	H	H	H	M
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Name: R.Vidwakalyani	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	20UEC6S3	Title	Batch :	2020-23
		Skill Based Elective Subject -2 Company Law	Semester	VI
Hrs/Week:	01		Credits:	02

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes (CO)

K1	CO1	To remember the major topics in Company Law.
K2	CO2	To understand the contents in memorandum of association and articles of association.
K3	CO3	To figure out prospectus, shares and debentures of a company.
K4	CO4	To analyze the powers of directors, secretary and winding up procedures, modes of winding up.

Unit 1 (3hrs)

Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.

Unit II (2 hrs)

Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – **Doctrine of Ultravires** – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management.

Unit III (3hrs)

Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus – Kinds of Shares and Debentures.

Unit IV (2hrs)

Director and Secretary – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities.

Unit V (3hrs)

Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - ***Modes of Winding Up.***

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. N.D.Kapoor (2018) Company Law, Sultan Chand & Sons, New Delhi.
2. Bagriyal A.K (2009) Company Law, Vikas Publishing House, New Delhi.

Books for Reference:

1. N.D.Kapoor (2014) Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
2. Bagriyal A.K (2009) Company Law, Vikas Publishing House, New Delhi.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
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C03	M	H	M	H	M
C04	M	H	H	M	H

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Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.V.Sathiyabama	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	20UEC6S4	Title	Batch :	2020-23
		Skill Based Elective Subject -2 Project Management	Semester	VI
Hrs/Week:	01		Credits:	02

Course Objective

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

Course Outcomes (CO)

K1	CO1	To recollect the concepts used in identification and selection of network planning techniques.
K2	CO2	To understand the fundamentals of PERT,CPM, and Project Report.
K3	CO3	To apply feasibility analysis.
K4	CO4	To analyze the effectiveness of small scale industries in economic development.

Unit 1 (2hrs)

Project-Meaning-Project Identification-Selection-Network Planning Techniques-**PERT-CPM.**

Unit II (2 hrs)

Project Formulation-Significance-Stages in Project Formulation-Feasibility Analysis-**Project Report.**

Unit III (3hrs)

Project Appraisal-Methods-Payback Period- Average rate of return- Discount cash flow techniques.

Unit IV (3hrs)

Plant Location - Importance- Factors affecting Location- Factory Design- Types of Factory.

Unit V (3hrs)

Micro and Small Scale Industries-Definition-Features-Role of SSI in Economic Development-Problems of SSI-Tax Concessions.

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Seminar & Assignment

Books for Study:

1. SS Khanka (2010) Entrepreneurship Development, S Chand & Co.

Books for Reference:

1. Gupta CB & Khanka SS (2005), Entrepreneurship & Small Business Management, Sultan Chand & Sons, New Delhi.
2. Robert D Hisrich; Michael P Peters; Dean A Shepherd(2008) Entrepreneurship, Boston : McGraw-Hill/Irwin.

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C04	M	H	H	H	H

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Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.M.V.Sathiyabama	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature