UNDER GRADUATE PROGRAMME: COMMERCE (E-COMMERCE)

CHOICE BASED CREDIT SYSTEM

For the Students Admitted from 2024-2027 Batch

DEPARTMENT OF B.COM (E-COMMERCE)

NGM COLLEGE

(*An autonomous college Affiliated to Bharathiar University, Coimbatore)*

POLLACHI - 642 001

REVISED SCHEME OF EXAMINATION AND SYLLABUS

Department of Commerce (E-Commerce)

Vision

- To Make the students well versed in the domain of Electronic Commerce

- To Enrich the communicative ability of the students

- To Increase the employability skills

Mission

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

Programme Educational Objectives:

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

Programme Outcomes:

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

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

Programme Specific Outcomes:

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

Mapping

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

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2024 – 2025 ONWARDS)

I to VI SEMESTERS

SCHEME OF EXAMINATIONS

Part	Course Code	COURSE NAME	Hrs / Week		Hrs/ Sem	Exam Hrs	MAXIMUM MARKS			Credits
			L	**P**	**T**		**Internal**	**External**	**Total**	
		I SEMESTER								
I	24UTL1C1	Tamil Paper-I	5			3	25	75	100	3
	24UHN1C1	Hindi Paper-I								
	24UFR1C1	French Paper-I								
II	24UEN101 / 24UEN102	Communication Skills – I (Level I)/ Communication Skills – I (Level II)	5			3	25	75	100	3
III	24UEC101	**CC I**: Principles of Accounting	5		5	3	25	75	100	4
	24UEC102	**CC II**: Business Application Software	4			3	25	75	100	4
	24UEC1A1/ 24UEC1A2	**GE I – Allied I**: Business Economics/Micro Economics	4			3	25	75	100	4
	24UEC103	**CC Lab I**: Programming Laboratory – I : MS – Office	-	4		3	20	30	50	2
IV	24EVS101	**AECC I**: Environmental Studies	2	-		2	-	50	50	2
	24HEC101	Human Excellence: Personal Values& SKY Yoga Practice - I	1	-		2	20	30	50	1
V		Extension Activities (Annexure – I)	-	-		-	-	-	-	-
EC		Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-		-	-	-	-	Grade
		Total	**30**						**650**	**23**

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course

Part	Course Code	COURSE NAME	Hrs/Week L	Hrs/Week P	Hrs/Week T	Hrs/Sem	Exam Hrs	Internal	External	Total	Credits
								MAXIMUM MARKS			
		II SEMESTER									
I	24UTL2C2	Tamil Paper-II	5				3	25	75	100	3
	24UHN2C2	Hindi Paper-II									
	24UFR2C2	French Paper-II									
II	24UEN202 / 24UEN203	Communication Skills – II (Level I)/ Communication Skills – II (Level II)	5				3	25	75	100	3
III	24UEC204	**CC III**: Business Communication	4				3	25	75	100	4
	24 UEC 205	**CC IV**: Fundamentals of E-commerce	4				3	25	75	100	4
	24UEC2A1/ 24UEC2A2	**GE II – Allied II**: Principles of Management/Financial Markets and Institutions	5		3		3	25	75	100	4
	24 UEC 206	**CC Lab II**: Programming Laboratory – II : Accounting Package Tally	-	4	5		3	20	30	50	2
	24UEC2S1/ 24UEL2S2	**SEC I /Naan Mudhalvan** : Banking theory law and practice/ Profession Skills	2	-			12	38	50	50	2
IV	24HEC202	Human Excellence: Family Values & SKY Yoga Practice - II	1				2	20	30	50	1
V		Extension Activities (Annexure – I)	-	-			-	-	-	-	-
EC	24CMM201	Manaiyiyal Mahathuvam-I	15 Hrs.				2	-	50	50*	Grade
	24CUB201	Uzhavu Bharatham – I	15 Hrs.				2	-	50	50*	Grade
		Online Course(Optional) (MOOC / NPTEL / SWAYAM)	-	-			-	-	-	-	-
		Total	30							650	23

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course;

SEC – Skill Enhancement Course

Part	Course Code	COURSE NAME	Hrs/Week L	P	T	Hrs/ Sem	Exam Hrs	MAXIMUM MARKS Internal	External	Total	Credits
		III SEMESTER									
I	24UTL3C3	Tamil Paper-III									
	24UHN3C3	Hindi Paper-III									
	24UFR3C3	French Paper-III	3				3	25	75	100	3
II	24UEN3C3	Communication Skills – III	3				3	25	75	100	3
III	24UEC307	**CC V**: Modern Marketing	6				3	25	75	100	4
	24UEC308	**CC VI**: Object Oriented Programming with C++	5				3	25	75	100	4
	24UEC309	**CC Lab III**: Programming Laboratory–III: Object Oriented Programming with C++	-	4			3	20	30	50	2
	24UEC310	**CC VII:** Advanced Accounting	6		15		3	25	75	100	4
IV	24UEC3N1/ 24UEC3N2	**Non-Major Elective I:** Dynamics in E-Commerce / E-Banking	2				2	-	50	50	2
	24HEC303	Human Excellence Paper: Professional Values & SKY Yoga Practice - III	1				2	20	30	50	1
V		Extension Activities (Annexure – I)	-	-			-	-	-	-	-
EC	24CMM302	Manaiyiyal Mahathuvam-II	15 Hrs.				2	-	50	50*	Grade
	24CUB302	Uzhavu Bharatham – II	15 Hrs.				2	-	50	50*	Grade
	24UEC3VA	**VAC I: Essentials of Digital Marketing**	30 Hrs				-	-	-	-	-
	Total		**30**							**650**	**23**

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; VAC-Department Specific Value Added Course;

*Extra Credits;

Part	Course Code	COURSE NAME	Hrs/Week L	Hrs/Week P	Hrs/Week T	Hrs/Sem	Exam hrs	MAXIMUM MARKS Internal	MAXIMUM MARKS External	MAXIMUM MARKS Total	Credits
		IV SEMESTER									
I	24UTL4C4	Tamil Paper-IV									
	24UHN4C4	Hindi Paper-IV	3				3	25	75	100	3
	24UFR4C4	French Paper-IV									
II	24UEN4C4	Communication Skills – IV	3				3	25	75	100	3
III	24UEC411	**CC VIII**: Software Development with Visual Basics.Net	4				3	20	30	100	3
	24 UEC 412	**CC IX**: Cost Accounting	5		5		3	25	75	100	4
	24UEC4A1/ 24UEC4A2	**GE III – Allied III**: Business Mathematics and Statistics/Supply Chain Management	6	-	15		3	25	75	100	4
	24 UEC 413	**CC Lab IV**: Programming Laboratory – IV : Software Development with Visual Basics.Net	-	4			3	20	30	50	2
	24 UEC 4S1/ 24 UEC 4S2	**SEC II/ Naan Mudhalvan:** Introduction to Information Technology/ Aptitude for placement/ Quantitative Aptitude	2				2	12	38	50	2
IV	24 UEC 4N3 / 24 UEC 4N4	**Non-Major Elective Paper -II :** Applications of E-Commerce/ E-Commerce	2				2	-	50	50	2
	24HEC404	Human Excellence : Social Values & SKY YogaPractice - IV	1				2	20	30	50	1
V		Extension Activities (NSS, NCC, Sports & Games,etc.,)		-			-	-	-	50	1
EC	24CMM403	Manaiyiyal Mahathuvam-III	15 Hrs.				2	-	50	50*	Grade
	24CUB403	Uzhavu Bharatham – III	15 Hrs.				2	-	50	50*	Grade
	24UEC4VA	VAC II: Introduction to Indian Knowledge System	**30 Hrs.**						-	-	-
Total			**30**	**20**						**750**	**25**

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; SEC – Skill Enhancement Course; VAC-Department Specific Value Added Course;

*Extra Credits;

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Part	Course Code	COURSE NAME	Hrs/ Week L	Hrs/ Week P	Hrs/ Sem T	Exam Hrs	MAXIMUM MARKS Int	MAXIMUM MARKS Ext	MAXIMUM MARKS Total	Credits
**V SEMESTER**
III	24 UEC 514	**CC X**: Income Tax Law and Practice	6		8	3	25	75	100	4
III	24 UEC 515	**CC XI**: Internet & Web Designing	5			3	25	75	100	4
III	24 UEC 516	**CC XII** : Information Security & E-Commerce Technology	6			3	25	75	100	4
III	24 UEC 5E1 / 24 UEC 5E2 / 24 UEC 5E3	**DSE -I**[#]: Advertising and Sales Promotion/ Retail Business Management/ Services Marketing	6			3	25	75	100	4
III	24 UEC 517	**CC Lab V**: Programming Laboratory – V: Internet & Web Designing	-	4		3	20	30	50	2
III	24UEC518	**CC XIII**: Project Work and Viva – Voce	-	-		3	12	38	50	2
	24 UEC 5S1/ 24 UEC 5S2	**SEC III**: Commercial Law/Fundamentals of Entrepreneurship	2	-		2	12	38	50	2
IV	24HEC505	Human Excellence: National Values& SKY Yoga Practice-V	1			2	20	30	50	1
EC	24CSD501	Soft Skills Development – I	-			-	-	-	-	Grade
EC	24GKL501	General Knowledge	SS			2	-	50	50*	Grade
EC	24UEC5AL	Advanced Learner Course (**ALC**) – I (Optional) - Self Study: Organizational Behavior	SS					100	100*	2*
\multicolumn{2}{c}{**Total**}		30						600	23

Discipline Specific Elective (DSE) – I[#]
24UEC5E1: Advertising and Sales Promotion
24UEC5E2: Retail Business Management
24UEC5E3: Services Marketing

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

*Extra Credits;**Credits – Based on course content maximum of 4 credits

Part	Course Code	COURSE NAME	Hrs/ Week		Hrs/ Sem	Exam/ Hrs	MAXIMUM MARKS			Credits
			L	P	T		Int	Ext	Total	
		VI SEMESTER								
III	24UEC619	**Core XIV**: Java Programming	5	-		3	25	75	100	4
	24 UEC 6E4 / 24 UEC 6E5 / 24 UEC 6E6	**DSE – II##:** Investment Management / Human Resource Management/ Customer Relationship Management	5	-		3	25	75	100	4
	24 UEC 6E7 / 24 UEC 6E8 / 24 UEC 6E9	**DSE – III###:** Cyber Security/Social Networking Services / Open Source Technologies	5	-		3	25	75	100	4
	24 UEC 620	**CC Lab VI**: Programming Laboratory – VI: Java	-	4		3	20	30	50	2
	24 UEC 6S1/ 24 UEC 6S2	**SEC IV**:/ **Naan Mudhalvan**: Company Law/Fundamentals of Insurance	2	-		2	12	38	50	2
	24 UEC 621	**Core XV:** Commerce Practicals	2	-		2	20	30	50	2
	24 UEC 622	**Core XVI**: Management Accounting	6	-	10	3	25	75	100	4
IV	24HEC606	Human Excellence Paper: GlobalValues & SKY Yoga Practice- VI	1			2	20	30	50	1
EC	24CSD602	Soft Skills Development – II	-			-	-	-	-	Grade
	24 UEC 6AL	Advanced Learner Course (**ALC**) – **II** (Optional) - Self Study: Digital Marketing	SS				100*	100*		2*
		Total	30		10				600	23
		Grand Total							3900	140

Discipline Specific Elective (DSE) – II ##	Discipline Specific Elective (DSE) – III ###
24UCS6E4: Investment Management	24UCS6E7: Cyber Security
24UCS6E5: Human Resource Management	24UCS6E8: Social Networking Services
24UCS6E6: Customer Relationship Management	24UCS6E9: Open Source Technologies

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

*Extra Credits;**Credits – Based on course content maximum of 4 credits

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List of Abbreviations:

CC   – Core Course
GE   – Generic Elective
AECC –Ability Enhancement Compulsory Course
SEC   – Skill Enhancement Course
DSE   – Discipline-Specific Elective
VAC   –Value Added Course
ALC   – Advanced Learner Course

Grand Total = 3900; Total Credits = 140

Question Paper Pattern

(Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	10 * 1 = 10	MCQ / Define	
K3 (Q11-15)	B (Either or pattern)	5 * 5 = 25	Short Answers	**75**
K4 & K5 (Q16 – 20)	C (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	10 * 1 = 10	MCQ	
K3 (Q11 – 15)	B (Either or pattern)	5 * 3 = 15	Short Answers	**50 (Reduced to 38)**
K4 & K5 (Q16-20)	C (Either or pattern)	5 * 5 = 25	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	10 * 1 = 10	MCQ / Define	**50 (Reduced to 38)**
K3, K4 & K5 (Q11-15)	B (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	50	12	25	13
Project	100	25	50	25

* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100;   CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	(75+75+15+10)/7	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars,Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

Components		Calculation	CIA Total
Test 1	50	(50+50+10+10)/10	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	5+5+5+10	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks:50; CIA Mark: 12; CEE Mark: 38;

Components		Calculation	CIA Total
Review I	10		
Review II	10		
Review III	10	10+ 10+10+20	50
Report Submission	20		

* Components for 'Review' may include the following:

    Originality of Idea, Relevance to Current Trend, Candidate Involvement, and Presentation of Report for Commerce, Management & Social Work.

    Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

Continuous Internal Assessment for Project

For Commerce, Management & Social Work Programme

The Final year Commerce, Management & Social Work students should undergo a project work during (V/VI) semester

- ❖ The period of study is for 4 weeks.
- ❖ Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a Mentor.
- ❖ The group should not exceed four students, also interested student can undergo individually.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned

Mentor (Internal Examiner).

- ❖ Project work constitutes 100 marks, out of which 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	2
2	Review – II *	2
3	Review – III *	2
4	Rough Draft Submission	6
Total		**12**

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	25
2	Viva-Voce	13
Total		**38**

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
8-10	5-7	3-4	0-2

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as an interesting story in a logical, easy-to-follow sequence	Information presented in logical sequence; easy to follow	Most of the information is presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of the subject & References	Demonstrated full knowledge; answered all questions with elaboration **&** Material sufficient for clear understanding **AND** exceptionally presented	At ease; answered all questions **but** failed to elaborate **&** Material sufficient for clear understanding **AND** effectively presented	At ease with information; answered most questions **&** Material sufficient for clear understanding **but** not clearly presented	Does not have a grasp of information; answered only rudimentary Questions **&** Material not clearly related to the topic **OR** background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain the text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
Eye Contact	Refers to slides to make points; engaged with the audience	Refers to slides to make points; eye contact the majority of the time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms The voice is clear and steady; the audience can hear well at all times	Incorrectly pronounces a few terms Voice is clear with few fluctuations; the audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear

WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D	F
13-15	10-12	7-9	4-6	0-3

CRITERION	A - Excellent	B - Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	Hits on almost all content exceptionally clear	Hits on most key points and the writing is interesting	Hits in basic content and writing are understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	∗ Word choice is rich and varies ∗ Writing style is consistently strong ∗ Students own formal language	∗ Word choice is clear and reasonably precise ∗ Writing language is appropriate to the topic ∗ Words convey intended message	∗ Word choice is basic ∗ Most writing language is appropriate to the topic ∗ Informal language	∗ Word choice is vague ∗ Writing language is not appropriate to the topic ∗ Message is unclear	∗ Not Adequate
Sources	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
Neatness	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
Timeliness	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

Annexure – I: List of Part – V Subjects

S.No	Subject Code	Subjects
1.	24 UNC 401	NCC
2.	24 UNS 402	NSS
3.	24 USG 403	Sports and Games
4.	24 URO 404	Rotract Club
5.	24 URR 405	Red Ribbon Club
6.	24 UYR 406	Youth Red Cross
7.	24 UCA 407	Consumer Awareness Club
8.	24 UED 408	Entrepreneurship Development Cell
9.	24 UCR 409	Center for Rural Development
10.	24 USS 410	Students Guild of Service
11.	24 UGS 411	Green Society
12.	24 UEO 412	Equal Opportunity Cell
13.	24 UFA 413	Fine Arts Club
14.	24 UAM 414	Arutchelvar Students Thinkers Forum
15.	24 USV 415	Swami Vivekanandar Students Thinkers Forum

List of Part III Subjects (Core Elective Papers)

S.No	Subject Code	Subjects
	24 UEC 5E1	**Core Elective - I** : Advertising and Sales Promotion
	24 UEC5E2	**Core Elective - I** : Retail Business Management
1	24 UEC5E3	**Core Elective - I** : Services Marketing
	24 UEC 6E4	**Core Elective - II :** Investment Management
2	24 UEC 6E5	**Core Elective - II :** Human Resource Management
	24 UEC 6E6	**Core Elective - II :** Customer Relationship Management
	24 UEC 6E7	**Core Elective - III :** Cyber Security
3	24 UEC 6E8	**Core Elective - III :** Social Networking Services
	24 UEC 6E9	**Core Elective – III :** Open Source Technologies

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

CDC / 24 R 1.1

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC101			Title	Batch:	2024-2027
					Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Principles of Accounting	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 CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
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

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC101**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy T.S. and Murthy.A	Financial Accounting	Chennai Margham Publication	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain.S.P and NarangK.L	Advanced Accounting	Kalyani Publishers, New Delhi.	2020
2	Dr.Maheshwari S.N	Financial and ManagementAccounting	Sultan Chand and Sons- New Delhi.	2019
3	T.S.Grewal	Introduction to Accountancy	S.Chand &Company Ltd.,	2018
4	N.Vinayakam, P.L.Mani, K.L.Nagarajan	Principles of Accountancy	S.Chand & Company Ltd.,	2017
5	R.L.Gupta, V.K.Gupta,M.C.Shukla	Financial Accounting	Sultanchand & sons	2015

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC102			Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	3	**Business Application Software**	Semester:	I
					Credits:	04

Course Objective

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

Course Outcomes

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

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

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

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 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

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC102**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nellai Kannan	MS Office	Nels Publications, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Scott Basham	Word 2019	Kindle Edition	2021
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	2018
4	Dorling Kindersky	MS.Office-2007	Seventh Edition, Pearsons (India)pvtLtd.,New Delhi.	2016

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC1A1			Title	Batch:	2024-2027
					Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	4	Business Economics	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 – Theory of consumer behaviour - Cardinal Utility - Ordinal Utility - Law of diminishing Marginal Utility- 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

Direct Instruction

Assessment Methods:

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

Text Book   **24UEC1A1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shankaran.S	Business Economics	Progressive Corporation Private Ltd	2020

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	2015
5	Mankar V.G	Business Economics	McMillan Publishers Chennai	2013

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

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC1A2			Title	Batch:	2024-2027
				Micro Economics	Semester :	I
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5		Credits:	04

Course Objective

To understand the fundamental concepts and theories of Microeconomics.

Course Outcomes

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

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
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	Definition of Economics - Adam Smith - Marshall - Robbins - Samuelson - Micro and Macro approach - Inductive and deductive methods - positive vs Normative study - static and dynamic analysis -Economic laws - partial vs General Equilibrium	15
Unit II	Theory of consumer behaviour - Cardinal Utility - Ordinal Utility - Law of diminishing Marginal Utility - Law of Equi Marginal Utility - Law of Demand - Indifference curve analysis - Features of indifference curve - Consumer's Equilibrium - Income, price and substitution effects.	15
Unit III	Elasticity of demand - Types and Degrees - Measurement - Factors influencing elasticity of demand -uses - consumer's surplus	15
Unit IV	Factors of Production - Land, Labour, Capital and Organization - Laws of returns - Law ofvariable proportions.	15
Unit V	Cost and Revenue - concepts of cost and revenue - Average, Marginal and Total cost - Nature of short run and long run average cost curves - Revenue; Total Revenue - Importance of revenue curves	15
	Total Contact Hrs	**75**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC1A2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	HL AHUJA	Advanced Economic Theory	S.Chand & Co	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.L. Jhingan	Micro Economic Theory	Vrinda Publications Ltd, New Delhi	2019
2	Dr. S. Sankaran	Micro Economics	Margham Publications Chennai	2016.
3	V. Lokanathan	Principles of Economics, Economic Analysis	S. Chand & Co., New Delhi	2013

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC103		Title	Batch:	2024-2027
			Programming laboratory-I:MS- Office	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4	Credits:	2

Course Objective

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

Course Outcomes

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

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

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

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	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. AutoFilter
8. Advance Filter
9. PivotTable
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 presentation slideshow using Custom animation – Blended Mode*
5. *Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition - Blended Mode*

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
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC204			Title	Batch:	2024-2027
					Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	5	Business Communication	Credits:	4

Course Objective

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

Course Outcomes

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

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

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

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

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 – Layout.	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

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC204**

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.	2020

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, NewDelhi.	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

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC205		Title	Batch:	2024-2027
			Fundamentals of E-Commerce	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem. 4		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
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. Global E-commerce - Cross-border E-commerce Challenges - Localization and Cultural Sensitivity - International Payment Systems - Future Directions - Innovations and Future Trends - Sustainability in E-commerce *(Blended Mode)*	12
Unit V	Internet Security: Secure Transaction -Computer Monitoring -Privacy on Internet - Corporate Email privacy -Computer Crime (Laws, Types of Crimes – Threats - Attack on Computer System - Hacking- Computer Virus- Software Packages for privacy.	12
	Total Contact Hrs	**60**

Pedagogy

Flipped Class

Assessment Methods:

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

Text Book   **24UEC205**

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	2021

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	2018
4	G.S.V.Murthy	E-Commerce Concepts, Models, Strategies	Himalaya Publishing House,New delhi.	2016
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,New Delhi.	2015

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC2A1				Title	Batch:	2024-2027
						Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	5		Principles of Management	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

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)	15
Unit II	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages –Process – Types of Planning.	15
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.	15
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.	15
Unit V	Control –Process of Control – Techniques of Control Communication– Types, Channels of Communication – Barriers of Communication.	15
	Total Contact Hrs	**75**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC2A1**

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 of Management	Vibrant-Publishers	2018
4	RN Gupta	Principles of Management	Sultan Chand &Sons.	2015
5	P.C.Tripatti & P.N.Reddy	Principles of Management	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.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC2A2		Title	Batch:	2024-2027
				Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem. 90	Financial Markets and Institutions	Credits:	04

Course Objective

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

Course Outcomes

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

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

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

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.	15
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.	15
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.	15
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.	15
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.	15
	Total Contact Hrs	**60**

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Quiz, Assignments.

Text Book   **24UEC2A2**

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.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:		Bachelor of Commerce with E-Commerce	
Course Code:	24UEC206			Title		Batch:	2024-2027
				Programming Laboratory-II: Accounting Package Tally		Semester:	I1
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4			Credits:	02

Course Objective

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

Course Outcomes

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

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

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

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 Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC2S1		Title	Batch:	2024-2027
				Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem. 6	SEC –I Banking Theory Law and Practice	Credits:	02

Course Objective

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

Course Outcomes

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

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

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

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	Indian Banking system Introduction: Meaning and Definition- Functions- Classifications of Banks- Commercial Banks and rural financing – Regional Rural Banks – Role of Co-operative banks in the Indian Banking scene. Development Banking – IDBI – ICICI.	6
Unit II	Banker and Customer – Definition – Relationship - Deposits: Savings Deposits, Current Deposits, Fixed Deposits - Loans And Advances: Principles of Sound Lending-Secured and Unsecured Loan-Bank customers – Minor, Married Women, Partnership Firm, Joint Stock Company.	6
Unit III	Banking Regulation Act 2049 - RBI constitution – Functions – Credit control measures.	6
Unit IV	Negotiable instrument Act 1881- Classifications -Cheques- Salient features of Cheque – Crossing-Special crossing, double crossing, who can Cross a Cheque- Opening of Crossing - Endorsement - *Kinds of Endorsement.*	6
Unit V	*Recent Developments in Banking*- E-Banking Meaning and definition- Mobile Banking, On-line Banking-Traditional Banking Vs E-Banking- Facets of E-Banking-Advantages and Disadvantages -E-Cheque - Electronic delivery channels (Debit Card, Credit Card etc).	6
	Total Contact Hrs	**30**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book 24UEC2S1

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Natarajan & Gordon	Banking Theory Law and Practice	Himalaya Publications,Mumbai	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy & Appanniah,.	Banking Theory Law and Practice	Himalaya Publications, Mumbai	2019
2	Natarajan S & Parameswaran R ,	Indian Banking	S Chand Publications, New Delhi.	2017

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.V.Sathiyabama Dr.N.Ponsabarairaj Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC307				Title	Batch:	2024-2027
					Modern Marketing	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	6			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.*(Blended Mode)*	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC307**

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 PVLtd.	2021

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.	2017
3	PhilipKotler,	Principles of Marketing ,	New Delhi, Prentice Hall of India.	2017
4	William Stanton	Fundamentals of Marketing	Mcgraw Hill Publishing	2016
5	Pingali Venugopal	Marketing management	SAGE Publication, New Delhi.	2013

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama Dr.B.Indira Priyaharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC308			Title	Batch:	2024-2027
					Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	6	Object Oriented Programming with C++	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 CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
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	C Programming Basic Concepts-Introduction to C- History of C- Applications of C-Features of C. 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. *(Blended Mode)*	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

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC308**

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++ (4th 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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce				Programme Title:		Bachelor of Commerce with E-Commerce
Course Code:	24UEC309				Title	Batch:	2024-2027
					Programming Laboratory: III: Object Oriented Programming with C++	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4			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	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC310				Title	Batch:	2024-2027
						Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	7		Advanced Accounting	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).	18
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.	18
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.	18
Unit IV	Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares	18
Unit V	Company Final Accounts– Managerial Remuneration-Perquisites to be Included In Managerial Remuneration.	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC310**

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	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	24UEC3N1	Title	Batch: 2024-2027
		Non Major Elective Subject 1:Dynamics in E-Commerce	Semester: III
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem. 3	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.	6
Unit II	E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.	6
Unit III	E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies-Electronic newspapers.	6
Unit IV	Online share trading – Online ticketing- Railway and airway ticket reservation	6
Unit V	E-Filing – Profile creation – Online PAN application – ITR validation – ITR submission –ITR acknowledgement.	6
	Total Contact Hrs	30

Pedagogy

Flipped Class, Digital Presentation .

Assessment Methods:

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

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

Reference Books

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,Newdelhi.	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	1st Edition 2004,Kalyani Publishers. NewDelhi.	2019
5	Kamlesh K Bajaj and Debjani Nag	Electronic commerce	Tata McGraw Hill Publishing Company Ltd,NewDelhi.	2018

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC3N2		Title	Batch:	2024-2027
			Non Major Elective Subject – 1 E-Banking	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	3	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.	6
Unit II	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	6
Unit III	Software: Need for software – What is software? Types of software – wallet application.(*Blended Mode)*	6
Unit IV	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	6
Unit V	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.	6
	Total Contact Hrs	**30**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC3N2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Abha Singh	E-banking	ABD Publishers New Delhi	2019

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.	2019
3	Reddy & Appanniah.	Banking Theory Law and Practice ,	Himalaya Publications, Mumbai	2018
4	Reddy & Appanniah	Banking Theory Law and Practice	Himalaya Publications, Mumbai.	2018
5	Maheswari S.N	Banking Theory Law and Practice.	(5th Edition). Vikas Publishing House Pvt. Ltd.	2018

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC3VA		Title	Batch:	2024-2027
			Value Added Course : Essentials of Digital Marketing	Semester:	III
Lecture Hrs	30	Tutorial Hrs./Sem.	3		Credits:	02

Course Objective

To gain a comprehensive understanding of the core concepts, tools, and strategies in digital marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Identify different digital marketing channels and platforms.	K1
CO2	To Explain the fundamental principles and strategies of digital marketing.	K2
CO3	To Apply principles of effective content creation and distribution to various digital channels.	K3
CO4	To Analyze case studies or real-world examples to identify successful digital marketing strategies and tactics.	K4
CO5	To Critically assess the effectiveness of digital marketing campaigns and strategies.	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	M	H	H	M	H	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	H	H	M	H	M	H

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

Units	Content	Hrs
Unit I	**Introduction to Digital Marketing** Digital marketing – Meaning, Definition, Objectives-Importance of digital marketing - Difference between traditional and digital marketing - recent trends and current scenario of the industry - digital marketing tools -digital marketing to increase sales competitive analysis - Case studies on digital marketing strategies. Website Planning and Creation- website tool to generate leads, increase their credibility amon g consumers – Basic structure of a website – commercial websites –personal website and Blogs.	10
Unit II	**Search Engine Optimisation (SEO) and Social Media Marketing** Search Engine Optimisation - Objectives, Functions, Advantages- Problems - SEM activities via Google Ads platform - search volume, cost-per- click (CPC), customer lifetime value (CLV) and other such metrics - ad copy, URL, ad description and call-to-action (CTA). Social Media Marketing (SMM) – Need & Importance - social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat and TikTok - Ccost-Per-Click (CPC), Cost-Per-View (CPV), Cost Per-Impression (CPM) .	10
Unit III	**Digital Media Planning and Buying** Media Planning – Meaning, importance- Steps in Media Planning- Digital Media – Types, Uses- Selection of appropriate Media- Media Audit- cost-per-install (CPI), cost per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. - platform based Ad space, and media planning and budgeting. Web Remarketing - Web Remarketing - Remarketing process – Need and Importance, Advantages -remarketing and remarketing list.	10
	Total Contact Hrs	**30**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	DeLadurantey, R., & Barlow, J.	Digital Marketing for Dummies	John Wiley & Sons.	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Simon Kingsnorth	Digital Marketing Strategy: An Integrated Approach to Online Marketing	Kogan Page	2022
2	Self-Learning Management Series	Digital Marketing Essentials You Always Wanted to Know	Vibrant Publishers	2020
3	Vandana Ahuja	Digital Marketing	Oxford University. press	2020

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini Dr.T.Kiruthika Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC411		Title	Batch:	2024-2027
				Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	6	Software Development with Visual Basics.net	Credits:	03

Course Objective

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

Course Outcomes

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

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

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

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 – Evolution of .NET - Starting Visual Basic .NET – Creating and Running the Very First Application – Using the Command Window – Setting in the Start Page – Creating a shortcut to Start VB.NET – IDE – Opening an Existing Project – Using the Auto Hide Facility – Resizing a Window – Creating a Useful Application – Placing the Controls on a form – Selecting a form and the Controls – Resizing a form the Controls – Using the Properties Window – Setting the Properties of Form and Controls Using the Solution Explores – Setting the Startup Object – Writing an Event Procedure – Executing the Project Using Explorer – The Standard Toolbar	12
Unit II	Visual Basic .NET Programming Controls – Text Box Control –Command Button - Radio Button Control – List Box Control – Check Box Control – Timer Control – Picture Box Control – Group Box Control – Combo – Box Control – Horizontal Scrollbar and Vertical Scrollbar Controls – Numeric Up Down, Track bar, Progress bar Controls.	12
Unit III	Setting Properties Using the Properties Window: Classification of Properties – Various Properties of Form – Various Properties of Label. Setting Properties Using Event Procedures: Introduction – Setting the Text Property of Label and Button – Infinite Loop – Do while – Do loop while – Do Until – Do loop until – For next statement, For each statement – Nesting for loop – Arrays –Control Arrays.	12
Unit IV	Visual Basic .NET Programming Language: Variables and Data Types – Using Imports Statements – Functions – The Msg Box() Function – Text Editor Toolbar – The Input Box() Function – MDI forms-Basic Elements of Menu – Creating a simple Menu Application – Enhancing a simple Menu Application – Modifying the Exiting Menu – Assigning and Removing Shortcut Keys – Pop Up Menus – Using Dialog Boxes., Built-in Functions: Mathematical functions – Strings functions – Date & Time function – Data type conversion functions – Financial functions – Option statements	12
Unit V	Overview of ADO.NET - Connection Object - Command Object - Data Readers - Data set & Data Adapters – Execute Non Query, Execute Scalar – Execute Reader – Data Grid View Control	12
	Total Contact Hrs	**60**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shirish Chavan	Visual Basic .Net	Pearson Education,Pvt. Ltd 4th Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jeremy Shapiro	Visual Basic .Net: The Complete Reference Paper	McGraw Hill Education	2019
2	Thearon Willis, Bryan Newsome	Beginning Microsoft Visual Basic 2010	Wrox	1st Edition, 2017
3	Kogent Solutions Inc	Visual Basic 2008 In Simple Steps	Dream tech Press	2016
4	Steven Holzner	Visual Basic .NET Programming Black Book	Dream tech Press	2015
5	Clayton Crooks	Learning Visual Basic .Net Through Applications	Laxmi Publications	First edition 2013

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

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC412			Title	Batch:	2024-2027
					Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	6	Cost Accounting	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	15
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.	15
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.	15
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.	15
Unit V	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)	15
	Total Contact Hrs	**75**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC412**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain. S.P & Narang. K.C	Cost Accounting	Kalyani Publishers, Chennai	2020

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, Newdelhi.	2015
5	Pillai. R.S.N & Bagavathi	Cost Accounting	SAP (Student Aid Publications)	2015

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.V.Sathiyabama Dr.B.Indira Priyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC4A1		Title	Batch:	2024-2027
				Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem. 6	Business Mathematics and Statistics	Credits:	04

Course Objective

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

Course Outcomes

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

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

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

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	Mathematics of finance: Simple Interest - Compound Interest –Depreciation.	18
Unit II	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 III	Meaning and Scope of Statistics - Characteristics and Limitation - Measures of central tendency – Mean, Median, Mode, Geometric mean, Harmonic mean. Measures of Dispersion – Range, Quartile deviation, Standard deviation & Mean Deviation.	18
Unit IV	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	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

Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book   **24UEC4A1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thirchy	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	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC4A2			**Title**	Batch:	2024-2027
				Supply Chain Management	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	6		Credits:	04

Course Objective

To understand the importance and key issues of supply chain management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the importance of supply chain management in the modern times	K1
CO2	Understand the various strategies in supply chain management	K2
CO3	Critiquing the concept of retailer supplier partnership	K3
CO4	Analyze the process of procurement, outsourcing and e-procurement	K4
CO5	Apply innovative ideas about smart pricing strategies and measuring customer values	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	Supply Chain Management – Global Optimization – importance – key issues – Inventory management–economic-lot size model. Supply contracts centralized vs decentralized system	18
Unit II	Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry– retail industry– distribution strategies	18
Unit III	Strategic Alliances: Framework for strategic alliances–3PL–meritsand demerits–retailer –supplier partnership– advantages and disadvantages of RSP– distributor Integration	18
Unit IV	Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision– e-procurement– frame work of e-procurement	18
Unit V	Dimension of customer Value–conformance of requirement –product selection –price and brand–value added services–strategic pricing–smart pricing–customer value measures	18
	Total Contact Hrs	**90**

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book   **24UEC4A2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rushton,A.,Oxley,J& Croucher,P	Handbook of Logistics and Distribution Management.	Kogan Page	2ndEdition,2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.B. Handfield and E.L. Nochols, ,	Introduction to Supply Chain Management	Prentice Hall	1999
2	Sunil Chopra and Peter Meindel.	Supply Chain Management: Strategy,Planning ,and Operation	PrenticeHallofIndia	2002

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC413	Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	4	Programming Lab.-IV: Software Development with Visual Basics.net	Semester:	IV
					Credits:	02

Course Objective

To enhance practical knowledge in Visual Basic.Net

Course Outcomes

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

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

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

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. Write a program to generate prime numbers.

2. Write a program for calculator using VB.net

3. Write a VB.net application to calculate Simple Interest

4. Write a VB.net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.

5. Write a VB.net program to implement For….Next loop for displaying only even numbers from n given numbers

6. Write a VB.net program to implement do … while loop for validating the age of vote for given number of persons

7. Write a VB.net program to implement Menu Editor for displaying different types of shapes and its formulas

8. Write a VB.net program to implement String Functions

9. Write a VB.net program to display the given date with different format

10. Create an Electricity Bill using VB.net

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

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC4S1				Title	Batch:	2024-2027
					SEC II:	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	3		Introduction to Information Technology	Credits:	02

Course Objective

To develop an understanding of hardware and software computer system and to know about components of computers and its application

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the hardware and software Information Systems.	K1
CO2	Recall the different types of computer system and networking	K2
CO3	Gain knowledge about components of computers	K3
CO4	Describe the operating systems and mobile computers	K4
CO5	Understand the System analysis and design, management information system-decision support systems-expert system	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	Hardware and software: computer systems ,importance of computers in business, data and information, data processing ,data storage and data retrieval capabilities ,computer application sin various areas of business computer related jobs in business.	6
Unit II	Types of computer systems Micro, mini, mainframe and super computers. Analog, digital and Hybird computers, business and Scientific computer systems, First, second ,third and fourth generation computers, Laptopor notebook computers, data processing systems- batch, online and Real time system. Time sharing, multiprogramming and multiprocessing systems. Networkings :Local and wide area networks.	6
Unit III	Components of computer input output and storage devices ,software: system software and application software: Programming language- machine language-assembly language ,higher level languages. Flow chart and programme flow charts. Step sin developing a computer programme.	6
Unit IV	Operating systems: Dos, windows, UNIX, windoms NT, windoms98 – E- Commerce. Internet- Extranet E mailand its uses- world wide web sites – mobile computers.	6
Unit V	System analysis and design, computer based information systems- Transaction processing office automation- management information system- decision support systems-expert system	6
	Total Contact Hrs	**30**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Parameswaran.R, Sarvana Kumar, Jayalakshi. T	A Text book of Information Technology	S.Chand Group, New Delhi	2020

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 ,	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	UEC		ProgrammeTitle:	B.A., / B.Sc., / B. Com.,	
CourseCode:	24UEC4S2		Title	Batch:	2024-2027
			SEC II: Naan Mudhalvan: Aptitude for placement	Semester:	IV
LectureHrs./Week or PracticalHrs./Week	2	Tutorial Hrs./Sem.	5	Credits:	2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.

- The student will be able to answer real-life simple problems by using HCF and LCM.

- The student isable to apply the correct sequence of operations to find out the value of a given mathematical expression.

- The student will be able to solve the problem involving square roots, cube roots, and average.

- To make them prepare for various public and private sector exams and placement drives.

- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

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

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

| CO5 | Use their logical thinking and analytical abilities to evaluatepuzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles. | K5 |
| | Todevelop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation. | K6 |

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

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

Units	Content	Hrs
UnitI	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
UnitII	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6
UnitIV	Permutation and Combination-Probability, Height and Distances-Boats and Streams-Odd Man Out &Series.	6
UnitV	Interpretation: Tabulation, Bar Graphs, Pie Chart,Line Charts.	6
	Total Contact Hrs	**30**

Pedagogy

Direct Instruction,FlippedClass,DigitalPresentation

Assessment Methods

Seminar,Quiz,Assignments,GroupTask.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & CompanyLtd., NewDelhi.	2018

ReferenceBooks

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \EDITION	YEAR OF PUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2nd Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3rd Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant PublicationsIndia Limited, New Delhi	2018
4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7th Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant PublicationsIndia Limited, New Delhi; Twelve edition	2022

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC4N3		Title	Batch:	2024-2027
			Non Major Elective Subject – 2 Applications of E-Commerce	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem. 3		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.	6
Unit II	E-Commerce opportunities in India – teleshopping – E-commerce education and training– Advantages and disadvantages.	6
Unit III	Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols (WAP) - Advantages and limitations.	6
Unit IV	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations. *(Blended Mode)*	6
Unit V	E-Commerce security – Need for security – Cyber crimes – E-commerce – SSL – Digital certificates – Firewalls – Software.	6
	Total Contact Hrs	**30**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC4N3**

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.	2020

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 ,	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce	Programme Title:	Bachelor ofCommerce with E-Commerce
Course Code:	24UEC4N4	Title	Batch:	2024-2027
		Non Major Elective	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem.	3	Subject – 2 E-Commerce	Credits:	02

Course Objective

To enrich the students about the basics of E-Commerce

Course Outcomes

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

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

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

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	6
Unit II	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	6
Unit III	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	6
Unit IV	Intranet and Extranet - Architecture of Intranet and Extranet- Applications of Intranet and Extranet.	6
Unit V	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace.	6
	Total Contact Hrs	**30**

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book   **24UEC4N4**

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.	2020

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	Pearson 3rd Edition	2018
4	Bharat Bhasker	Electronic Commerce	Tata McGraw Hill Publishing Co Ltd, New Delhi.	2014
5	Daniel Minoli & Emma Minoli	Web Commerce Technology Handbook	Tata McGraw Hill Publishing, New Delhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC4VA			Title	Batch:	2024-2027
				Value Added Course: Introduction to Indian Knowledge System	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	30	Tutorial Hrs./Sem.	-		Credits:	02

Course Objective

To enable the students to understand the concept of Indian Knowledge Systems (IKS) and emphasize its importance in preserving and disseminating indigenous knowledge.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand the diverse paths of spirituality in Bhartiya culture, including Gyaan Marg, Bhakti Marg, Karm Marg, and Yog Marg, and recognize their significance in individual and collective spiritual growth.	K1
CO2	To Evaluate the Bhartiya philosophy of life derived from Shashtras and analyze its implications for contemporary Bhartiya lifestyles, fostering a deeper understanding of the connection between spirituality and everyday life.	K2
CO3	To Explain the concept of Indian Knowledge Systems (IKS) and recognize its importance in preserving and promoting indigenous knowledge, fostering a sense of cultural identity and pride.	K3
CO4	To Demonstrate knowledge of various Indian knowledge systems, such as Ayurveda, Vedic sciences, Yoga, Vedanta, and Jyotish, and appreciate their contributions to human knowledge and well-being	K4
CO5	Analyze the Bhartiya wisdom related to life sciences, including physics, chemistry, and botany, as described in ancient texts, and understand their relevance and potential applications in contemporary scientific research	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	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	Spritual Bharat and Introduction to IKS - Bhartiya Concept of Spirituality : Gyaan Marg, Bhakti Marg, Karm marg, Yog Marg - Bhartiya Spiritual Thinking Leading to Unity - Bhartiya Philosophy of Life Derived from Shashtras and its Implications for Bhartiy Life Style.	10
Unit II	Introduction to IKS and Its Importance - Introduction of Various Indian Knowledge Systems Contribution of IKS to the World - Bhartiya Contribution in Mathematics and Astronomy.	10
Unit III	Bhartiya Wisdom related to Life Science: Physics, Chemistry, Botany - Bhartiy Science of Architecture with reference to Lothal, Mohan Jo Daro, Dholavira, Temple Architecture	10
Total Contact Hrs		30

Pedagogy and Assessment Methods:

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

Text Book   **24UEC4VA**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mahadevan, B., Bhat, Vinayak Rajat, Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	Phi learning pvt. Ltd.	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Radhakrishnan, S.	The Hindu View of Life	HarperCollins Publishers	1992
2	by Buddhadev Chandra (Author), Sourav Ghosh (Author)	Indian Knowledge System and Its Applications	Global Net Publication	2024

Online References :

- Indian Knowledge Systems Vol 1 https://iks.iitgn.ac.in/wp content/uploads/2016/01/Indian Knowledge-Systems-Kapil-Kapoor.pdf

- Traditional Knowledge Systems of India https://www.sanskritimagazine.com/india/traditional-knowledge-systems-of india/

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.V.Sathiyabama Dr.N.Ponsabariraj Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC514				Title	Batch:	2024-2027
						Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	8		Income Tax Law and Practice	Credits:	04

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	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.	18
Unit II	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.	18
Unit III	Income from House Property– Annual Value Computation - Let out House and Self-Occupied House - 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.	18
Unit IV	Capital Gains – Mode of Computation – Exemption -Short -term and long- term Capital Gain– Exempted Capital Gains. Income from Other Sources- General Income-Specific Income.	18
Unit V	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.	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

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

Text Book 24UEC514

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur.V.P, Narang, Pujaghai.D.B, Rajeev Puri	Income Tax Law and Practice	Kalyani Publishers	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Government of India	Income Tax	Edu Creation Publishers	2022
2	J.K.Lasser Institute	Income Tax 2022	Willey	2022
3	Taxmann	Income Tax Act	Taxmann	2020
4	Dr.T.S.Srinivasan & Dr.S.Mayilvaganan	Income Tax Law & Practice	Schitech Publications (India) Pvt Ltd, Chennai	2016
5	T.S Reddy & Y.Hari Prasad Reddy	Income Tax Law and Practice	Margham Publishers, Chennai.	2016

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.IndiraPriyadharshini Dr.T.Kiruthika Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC515				Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	8		Internet and Web Designing	Semester:	V
						Credits:	4

Course Objective

To make the students expertise in Creating Web Page

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	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-Content Management System.	15
Unit II	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.	15
Unit III	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.	15
Unit IV	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.	15
Unit V	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.	15
	Total Contact Hrs	**75**

Pedagogy

Flipped Class, Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book   **24UEC515**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas A Powell	The complete Reference HTML & CSS	Mc Graw Hill Publishers, London	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.Imtiyaz Hassan	Internet Technology and Web designing	Gold books India	2020
2	T.Balaji	Internet Technology and Web designing	T.Balaji	2020
3	Group ISRD	Internet Technology and Web designing	McGraw Education	2019
4	Eric Ladd, Jim O' Donnel	Using HTML 4, XML and JAVA	Prentice Hall of India QUE, Platinum Edition	2012
5	Ramesh Bangia	Web Technology (including HTML ,CSS,XML,ASP,JAVA)	Firewall Media	2008

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC516		Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	7	Skill Enhanced Course: Information Security & E- Commerce Technology	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	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.	18
Unit II	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.	18
Unit III	Internet Advertising – Emergence of the internet as a competitive advertising media-Models of internet advertising – Weakness in Internet advertising. Internet Marketing-Internet marketing techniques. Electronic data interchange – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	18
Unit IV	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. E-Banking- Changing dynamics in e-banking-Advantages of e-banking-Limitations of e- banking-Transaction Processing.	18
Unit V	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS. Supply Chain Management (SCM)- E-commerce Supply Chain Models - Inventory Management- Logistics and Distribution *(Blended Mode)*	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC516**

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	2018

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,Newdelhi.	2014
5	Kamlesh K Bajaj and Debjani Nag	Electronic Commerce	Tata McGraw Hill Publishing Company Ltd,NewDelhi.	2012

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.B.Indira Priyadharshini

Signature | Dr.M.V.Sathiyabama

Signature | Thiru.K.Srinivasan

Signature | Thiru.K.Srinivasan

Signature |

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC5E1		Title	Batch:	2024-2027
			Advertising and Sales Promotion	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	8		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Pedagogy and Assessment Methods:

Units	Content	Hrs
Unit I	Introduction to Advertisement - Concept and definition of advertisement – Advantages and Disadvantages of Advertisement – Setting advertisement objectives – Advertising organisation – selection and remuneration – advertisement campaign.	18
Unit II	Advertisement Media -Media plan – Social effects of advertising – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.	18
Unit III	Design and Execution of Advertisements-Message development – different types of advertisements – layout – design appeal – copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.	18
Unit IV	Promotion – Significance – Promotion Mix - Introduction to Sales Promotion - Scope and role of sale promotion – Objective of Sales Promotion- Sales Promotion Techniques – Trade Oriented and Consumer Oriented.	18
Unit V	Sales Promotion Campaign - Sales promotion – Requirement identification – designing of sales promotion campaign – involvement of salesmen and dealers – out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – online sales promotions.	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.H.H.Kazmi, Satish K Batra	Advertising & Sales Promotion	Excel Books, New Delhi	2021

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	NewDelhi, Sultan Chand & Sons.	2016
3	PhilipKotler,	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	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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC5E2		Title	Batch:	2024-2027
			Retail Business Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	8	Credits:	4

Course Objective

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

To knows the functioning of retail market.

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	Definition, importance and scope of Retailing; Evolution of Retail Competition- The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats.	18
Unit II	Information Gathering in Retailing; Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays.	18
Unit III	Merchandise Planning, Buying and Handling; Merchandise Pricing; Retail communication Mix; Promotional Strategy; Retail Human Resources Management; Customer Service, The GAPs Model, Customer Relationship Management.	18
Unit IV	Retail Selling Skills -Pre-check, Opening the Sale, Probing, Demonstration, Trial Close Handling Objections, Closing, Confirmations & Invitations	18
Unit V	Retail Management Information Systems; Retail Audits; Online Retailing; Global Retailing; Legal and Ethical Issues in Retailing	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC5E2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bajaj C, Tuli R., Srivanstava N.V.	Retail Management	Oxford University Press, Delhi.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Retail management: A strategic approach	Barry Berman; Joel R Evans; Patrali Chatterjee	Pearson	2018
2	Dr.Rajan Nair	Marketing management	NewDelhi, Sultan Chand & Sons.	2016
3	PhilipKotler,	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	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC5E3		Title	Batch:	2024-2027
			Services Marketing	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	8	Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	Services – Introduction – Meaning – Characteristics – Importance – Classification – Players in Service Sector - Service Sectors in Indian Economy – Components of Service Economy – Evolution and Growth of Service Sector	18
Unit II	Service Marketing System – Importance – Service Marketing Mix – Service Product Planning – Service Pricing Strategy – Service Distributions – Employees' and Customers' Role in Service Delivery– Service Promotion – Physical Evidence – Role of Technology in Service Marketing	18
Unit III	Service Quality – Understanding Customer Expectations and Perceptions – Measuring Service Quality – Gap Model of Service Quality – Service Quality Function Development – Service Quality Management – Quality Function Deployment for Services.	18
Unit IV	Services from Sector Perspective – Hospitality – Travel and Tourism – Financial Logistics – Educational - Entertainment – Healthcare and Medical – Telecom Services	18
Unit V	Marketing the Financial Services – Devising of Strategies in Financial Services – Marketing Mix – Education as Service – Marketing of Educational Services–Strategies for Educational Marketing.	18
	Total Contact Hrs	**90**

Pedagogy

Digital Presentation Direct Instruction

Assessment Methods:

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

Text Book   **24UEC5E3**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Private Ltd	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wirtz Jochen , Lovelock Christopher ,Chatterjee Jayanta	Services Marketing	Pearson	2018
2	Dr.Rajan Nair	Marketing Management	NewDelhi, Sultan Chand & Son.	2016
3	PhilipKotler	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	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.N.Ponsabarairaj	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC517		Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4	Programming Laboratory – V : Internet and Web Designing	Semester:	V
					Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes

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

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

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

Mapping

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

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

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 –UGCOURSE

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC518		Title	Batch:	2024-2027
			Project Work and Viva-Voce	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	--	Tutorial Hrs./Sem. 3		Credits:	02

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Guidelines for Project / Internship – Commerce, Management & Social Work

The final year Commerce, Management & Social Work students should undergo a project work during V / VI semester

- ➢ The period of study is for 4 weeks.

- ➢ Project/Internship work has to be done in an industrial organization (or) work on any industrial

- ➢ Problem outside the organization is allowed.

- ➢ Students are divided into groups and each group is guided by a mentor.

- ➢ The group should not exceed four students, also interested student can undergo individually.

- ➢ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.

- ➢ Viva – Voce is conducted at the end of this semester, by an external examiner and concerned mentor (Internal Examiner).

- ➢ Project work constitutes 100 marks, out of which 50 is internal and 50 is external marks.

Mark Split UP

Internal	External	Total
12	38	50

S. No	Internal Components	Marks
1	Review – I	02
2	Review – II	02
3	Review – III	02
4	Rough Draft Submission	06
Total		**12**

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05

5	Presentation of Report	05
6	Viva-Voce	13
Total		**38**

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC5S1		Title	Batch:	2024 - 2027
			Skill based elective subject – 1 Commercial law	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	39	Credits:	2

Course Objective

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

Course Outcomes

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

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

Mapping

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

Units	Content	Hrs
Unit I	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.	6
Unit II	Consideration –Essentials of Valid Consideration – Stranger to Consideration- No Consideration No Contract – Exceptions	6
Unit III	Capacity to Contract–Law Relating To Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.	6
Unit IV	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.	6
Unit V	Contract of indemnity and Guarantee – Rights of indemnity holder –Rights and liabilities of surety – Bailment and pledge- Contract of Agency –Rights and duties	6
	Total Contact Hrs	30

Pedagogy and Assessment Methods:

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

Text Book   **24UEC5S1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Business Law	Sultan Chand & Sons New Delhi	2020

Reference Books

S.no	Author	Title of the book	Publishers \ edition	Year of publication
1	Dr.D. Sasikala devi	Basics of mercantile law	New win technoloiges	2020
2	Pillai.r.s.n&bagavathi	Business law	S.chand& company ltd .new delhi	2018
3	Arun kumar sen	Commercial law	The world press pvt ltd , kolkatta	2018
4	M.c.kuchhal and vivek kuchhal	Commercial law	Vikas publishers	2019
5	P. P. S. Gogna	Business laws	S.chand publishers	2019

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC5S2		Title	Batch:	2024- 2027
			Fundamentals of Entrepreneurship	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem. 39		Credits:	2

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes

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

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

Mapping

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

Units	Content	Hrs
Unit I	Entrepreneur-Entrepreneurship-Meaning-Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.	6
Unit II	Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-EDP in India-Phases of EDP.	6
Unit III	Institutional support to Entrepreneurs-National Small Industries Corporation(NSIC)-District Industries Centre(DIC)-Small Industries Development Corporation(SIDCO).	6
Unit IV	Source of Finance-Own Fund-Lease-Venture Capital.	6
Unit V	Institutional Finance-IFCI-SFC-EXIM Bank.	6
	Total Contact Hrs	**30**

Pedagogy and Assessment Methods:

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

Text Book   **24UEC5S2**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SS Khanka	Entrepreneurship Development	S Chand & Co. New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Mintu Gogoi (Author), Anil Tanti (Author), Gautom Hazarika (Author)	Entrepreneurship Development	Mahaveer Publications	2021
2	Robert D Hisrich; Michael P Peters; Dean	Entrepreneurship, Boston	McGraw-Hill/Irwin.	2018

	A Shepherd			
3	Dr. D. Kesavan and N. Vivek	Entrepreneurship Development	Notion Press	2019
4	Gupta CB & Khanka SS	Entrepreneurship & Small Business Management	Sultan Chand & Sons , New Delhi.	2014
5	Gupta S	Entrepreneurship Development	Abd Publishers	2011

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature

Programme Code:	B.Com E-Commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC5AL		Title	Batch:	2024-2027
				Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Organisational Behaviour	Credits:	2*

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	Organizational Behaviour – Meaning - Importance- Organization as a Social System – Socio - Technical System- Constraints over Organization and Managerial Performance.	-
Unit II	Stages of Personality Development - Determinants of Personality-Learning-Perception-Factors Influencing Perception-Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status	-
Unit III	Group and Group Dynamics- Reasons for the Formations of Groups-Characteristics of Groups - Theories of Group Dynamics - Types of Groups in Organizations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making	-
Unit IV	Leadership - Characteristics- Leaderships Styles –. Motivation – Concepts and Importance Theories of Motivation.	-
Unit V	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organizational Change- Factors Contributing to Organizational Change.	-
	Total Contact Hrs	-

Pedagogy

Flipped Class, Direct Instruction

Assessment Methods:

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

Text Book   **24UEC5AL**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.J.Jayashankar	Organisational Behaviour	Margham Publishers	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Paul Smith, Marilyn Farmer, Wendy Yellowley	Organisational Behaviour	Routledge	2020
2	Robbins, P. Stephen	Organisational Behaviour – Concepts Controversies and Applications,	Prentice Hall of India Ltd., New Delhi.	2018
3	Aswathappa	Organisational Behaviour	Himalaya Publishing House	2018
4	Sarah Sabir	Organisational Behaviour	Oxford Fajar Sdn.	2017
5	Khanna, S.S	Organisational Behaviour	S Chand &Co. Ltd., New Delhi	2017

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

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC619			Title	Batch:	2024-2027
				Java Programming	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	8		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	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.	15
Unit II	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).	15
Unit III	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.	15
Unit IV	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.	15
Unit V	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. Android Application: Android development Fundamentals - Working with Android Layouts and Views and handling user interactions-Android App Development.	15
	Total Contact Hrs	**75**

Pedagogy

Direct Instruction, Digital Presentation

Assessment Methods*:*

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

Text Book   **24UEC621**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balagurusamy. E	Programming with Java - A Primer.	Tata McGraw Hill Publishing Company Ltd New Delhi	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cay.S.Horstmann	Java Volume I – Fundamentals	Pearson Publishing	2020
2	Joshua Loch	Effective Java	Addison Wesley	2018
3	Liang	Introduction to Java Programming	Pearson Publishing House, London	2014
4	Sachin Malhotra and Saurabh Choudhary	Programming in Java	Oxford University Press India	2013
5	Cay.S.Horstmann	Java	Pearson Publishing House, London	2013

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Signature	Dr.M.V.Sathiyabama

Signature | Thiru.K.Srinivasan

Signature | Thiru.K.Srinivasan

Signature |

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	24UEC6E4				Title	Batch:	2024-2027
						Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	7		Investment Management	Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	Investment- Meaning- Nature and Scope- Investment Media- Investment Vs. Gambling Vs Speculation- Investment Process- Risks of Investment- Types of Risks.	15
Unit II	Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.	15
Unit III	Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.	15
Unit IV	Portfolio Management- Meaning and Objectives- Scope- Principles of Portfolio Decision- Portfolio Construction.	15
Unit V	Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.	15
	Total Contact Hrs	**75**

Pedagogy

Direct Instruction, Flipped Class.

Assessment Methods:

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

Text Book   **24UEC6E4**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Preeti Singh	Investment Management security Analysis and Portfolio Management	Himalaya PublishingHouse	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Geradus Blokdyk	Investment management	5 star cooks	2020

2	SIA Publishers	Investment management	SIA Publishers	2020
3	Dr.Avadhani.V.A	Security Analysis andPortfolio Management	Himalaya Publishning House, New Delhi.	2016
4	Bhalla V.K.	Investment management (Security Analysis and Portfolio Management),	S.Chand and Sons, NewDelhi	2011
5	Gopalakrishnan .V	Investment Management	S.Chand and sons, New Delhi	2005

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC6E5		Title	Batch:	2024-2027
			Human Resource Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	7	Credits:	4

Course Objective

To expose the students to the Human Resource Management.

Course Outcomes

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

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

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

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	Human Resource Management- Meaning and Scope – Importance - Evolution of Human Resource Management – HR Policies – HR Information System – International HRM – HRM vs. IHRM - Human Resource Function.	15
Unit II	Manpower Planning - Importance – Factors governing Human Resource Planning. Recruitment – Factors Governing Recruitment - Recruitment Process - Sources of Recruitment - Selection Process – Tests – Interviews - Placement – Induction - Evaluation of Recruitment Methods.	15
Unit III	Concept and Importance - Identifying Training and Development needs - Methods of Training – Evaluating Training effectiveness – Training Process Outsourcing - Management and career development	15
Unit IV	Performance Appraisal - Objectives – Importance – Modern techniques of performances appraisal – Compensation: Concepts and Policies – Methods of wage Payment and incentive plans – Fringe benefits – Performance linked compensation.	15
Unit V	Employee relations - An overview – Grievances handling and redressal - Conflict Management- Types of Conflict- Stages of Conflict - Causes and Remedies of Conflict – Measures to Stimulate Conflicts.	15
	Total Contact Hrs	**75**

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

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

Text Book   **24UEC6E5**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa.K.	Human Resources and Personnel Management- Text and Cases.	7th Edition, New Delhi, Tata MC.Graw- Hill Publishing Ltd	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shashi K Gupta and Rosy Joshi	Human Resource Management Text and Cases	Kalyani Publishers	2019
2	Verma N	Human Resource Management	Published by Vayu Education of India.	2018
3	Subba Rao. P.	Personal and Human Resources Management- Text and Cases,	4th Edition, Mumbai, Himalaya Publishing House.	2017
4	Tripathi.P.C	Human Resource Development.	7th Edition, New Delhi, Sultan Chand & Sons.	2016
5	Decenzo D A	Human Resource Management	John Wlley, 11 Edition	2015

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC6E6		Title	Batch:	2024-2027
			Customer Relationship Management	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem. 7		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

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	Relationship Marketing- Overview, Meaning- Basis of Building Relationships Customer Lifetime Value- Conflict Management and Customer Retention.	15
Unit II	CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM& Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies Types of CRM.	15
Unit III	Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.	15
Unit IV	Call centre - Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps, Collecting payments over the telephone, Converting Customer Enquiries into sales, make outbound telesales calls, Information Processing- Data Mining Technology and Process.	15
Unit V	CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls.	15
	Total Contact Hrs	**75**

Pedagogy

Direct Instruction, Digital Presentation

Assessment Methods:

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

Text Book   **24UEC6E6**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/EDITION	YEAR OF PUBLICATION
1	Shraddha M. Bhome, Dr.Amarpreet Singh Ghura	Customer Relationship Management a theory and Practice to manage and retain customers	International book house	2018
2	S. Shajahan	Relationship Marketing	McGraw Hill	2018
3	Paul Green Breg	Customer Relationship Management	Tata McGraw hill	2016
4	Alok Kumar, Chhabisinba, RakeshSharama	Customer Relationship Management concepts and Application	Biztantra Publication	2014
5	Francis Buttleand Stan Maklan	Customer Relationship Management	Routledge	2014

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-commerce
Course Code:	24UEC6E7		Title	Batch:	2024-2027
			Cyber Security	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	05	Tutorial Hrs./Sem.	8		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

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	H
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	H

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

Units	Content	Hrs
Unit I	History of Internet – Overview of Cyber Security – The Security Environment –Threats: Cyber Crime, Warfare, terrorism and Espionage. Vulnerabilities: vulnerabilities in software, System administration, Network Architectures, Open Access Data, Weak Authentication.	18
Unit II	Cyber space – web browsing and browser security – Email security, firewall in browsers, security certificate – basic security for HTTP applications and services. Password security – guidelines to choose a password – two steps authentication – WiFi security. Securing social media – social media secure networking – smart phone security –Android, IoS	18
Unit III	Cyber Intrusion, Abuse of Privileges, Unauthorized Access, Malware infection, Intrusion detection and Prevention Techniques: Network based and hostbased, Anti-Malware software. Cyber Security Regulations – Government and Private organizations in Cyberspace – Cyber Security Standards – National Cyber Security Policy 2013.	18
Unit IV	Introduction to Cryptography, Classifications of Cryptography: Symmetric key and Asymmetric key Cryptography, Applications of Cryptography. Firewalls- Types of Firewalls, VPN Security Security Protocols: - Application Layer security - PGP and S/MIME, Transport Layer security – SSL and TLS, Network Layer Security - IPSec.*(Blended Mode)*	18
Unit V	Introduction to Cyber Forensics, Preliminary Investigations procedure and methods, Conducting disk-based analysis, Tracing Internet access, Tracing memory. Recovering from Information Loss – Destroying Sensitive Information – Cleaner for Windows – Defensive Programming – Emerging Cyber Security Threats.	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

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

Text Book   **24UEC6E7**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael E Whitman and Herbert J Mattord	Principles of Information Security	Vikas Publishing House 4thEdition	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cyber Security	Rahul Sahu	Blue Rose Publishers	2020
2	William Stallings	Cryptography and Network Security Principles and Practices	7th Edition, Pearson	2017
3	Atul Kahate	Cryptography and Network Security	Tata Mc Graw Hill New Delhi.	2013
4	Man Young Rhee	Internet Security: Cryptographic Principles	Wiley Publications	2010
5	Nelson, Phillips, Enfinger, Steuart	Computer Forensics and Investigations	Cengage Learning, India Edition	2008

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC6E8			Title	Batch:	2024-2027
				Social Networking Services	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	8		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Mapping

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

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

Units	Content	Hrs
Unit I	Social Networking Service –Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.	15
Unit II	Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm -Tumblr -Flickr- Google+ - LinkedIn – Pinterest –VK- ClassMates -Meetup	15
Unit III	Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY	15
Unit IV	Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings	15
Unit V	Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings	15
	Total Contact Hrs	**75**

Pedagogy

Direct Instruction, Digital Presentation.

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Branding	Social Media Marketing and Facebook Marketing	Createspace Independent Pub	2022

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pam Dsouza	Social Networking Sites: Various Social Networking	Createspace Independent Pub	2019
2	Gerardus Blokdyk	Social Networking Service	Createspace Independent Pub	2018
3	Tara Hunt	The Power of Social Networking: Using the Whuffie Factor to Build Your Business	Crown Business	2018
4	Valerio Arnaboldi Andrea Passarella Marco Conti Robin Dunba	Online Social Networks	Elsevier	2018
5	C.S.Rayudu	E-Commerce & E-Business	Himalaya Publishing House, New Delhi	2018

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce			Programme Title:	Bachelor of Commerce with E-Commerce
Course Code:	24UEC6E9			Title	Batch:	2024-2027
				Open Source Technologies	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	7		Credits:	4

Course Objective

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

Course Outcomes

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

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

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

Units	Content	Hrs
Unit I	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.	15
Unit II	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.	15
Unit III	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.	15
Unit IV	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.	15
Unit V	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.	15
	Total Contact Hrs	**75**

Pedagogy

Direct Instruction, Flipped Class.

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vikram Vaswani	PHP: A Beginner's Guide	Second Reprint, Tata McGraw Hill Publications	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Tim Converse	PHP 4 Bible	IDG Books Worldwide, INC, An International Data Group Company	2018
2	Rasmus Lerdorf Kevin Tatroe	Programming PHP	O'ReillyMedia 2 nd Edition	2018
3	Luke Welling; Laura Thomson	PHP and MySQL- WebDevelopment	4th Edition	2018
4	P.Rizwan Ahmed	Open source software	Margham Publication	2015
5	Steve Holzner	HTML Black book	Dream Tech Press	2017

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce				Programme Title:	Bachelor of Commerce with E-Commerce		
Course Code:	24UEC620				Title	Batch:	2024-2027	
					Programming Lab.VI: Java Programming	Semester:	VI	
Lecture Hrs./Week or Practical Hrs./Week	04	Tutorial Hrs./Sem.	4			Credits:	2	

Course Objective

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

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

Course Outcomes

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

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

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

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

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

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 inheritances.

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 displays 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.

14. Create an Android App Applications.

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

Programme Code:	B.com E-commerce	Programme Title:	Bachelor of Commerce with E-Commerce		
Course Code:	24UEC6S1	Title	Batch:	2024-2027	
		SEC – IV	Semester:	VI	
Lecture Hrs./Week or Practical Hrs./Week	02	Tutorial Hrs./Sem. 3	Company Law	Credits:	2

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes

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

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	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	Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.	6
Unit II	Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultra virus – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management.	6
Unit III	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Kinds of Shares and Debentures.	6
Unit IV	Director and Secretary ,Board of Directors– Qualification and Disqualification – Appointment – Removal –Remuneration – Powers, Duties and Liabilities	6
Unit V	Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.	6
	Total Contact Hrs	**30**

Pedagogy:

Direct Instruction, Flipped Class

Assessment Methods:

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

Text Book **24UEC6S1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law	Sultan Chand & Sons, New Delhi.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D.Kapoor	Company Law and Secretarial Practice	Sultan Chand & Sons, New Delhi	2020
2	Corporate Professionals	Handbook of Company Law Procedures	Corporate Professionals	2020
3	Bagrial A.K	Company Law	Vikas Publishing House, New Delhi	2014
4	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi	2014
5	Avtar Singh	Company Law	Eastern Book Company	2018

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC6S2		Title	Batch:	2024-2027
			Nan Mudhalvan: Fundamentals of Insurance	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem. 3		Credits:	2

Course Objective

To provide a customized business education that prepares students for seeking career

opportunities in the growing risk and Insurance industry.

Course Outcomes

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

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

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

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	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	What is Insurance - Purpose and Need of Insurance - Insurance as a Social Security Tool Role of Insurance Economic in Development - Advantage of Life Insurance.	6
Unit II	Insurance Agency as a Career - Definition of an Agent - Agent Regulations - Other Intermediaries - Methods of Remunerating Agents - Procedure of Becoming an Agent.	6
Unit III	Principles of Life Assurance - Life Insurance Contract - Principle of utmost Good Faith - Insurable Interest - Principle of Indemnity - Needs and Insurance.	6
Unit IV	What is Premium - Premium Calculation & Actuarial Variation - Bonus - Life Insurance Product Tradition / Unit Linked Policies - Individual & Group Policies With Profit And Without Profit - Types of Insurance Products as Whole Life Product, Interest Sensitive Products Term Assurance – Annuities Endowment Assurance, etc - Insurance Products for Female and Children, etc.	6
Unit V	What is Insurance Agent - Selling Process - Consumerism in Insurance - Personal Development - Product Knowledge - Customer Orientation.	6
	Total Contact Hrs	**30**

Pedagogy :

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

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

Text Book 24UEC6S2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.N. Mishra	Insurance Principles and Practice	S Chand & Co.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bali, S.K.	Insurance in India	A.K.Publications	2020
2	Bhargava, B.D.	Legal practices of Insurance	Peard Books, NewDelhi.	2019

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	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title : B.com E-commerce	Bachelor of Commerce E-Commerce	
Course Code:	24UEC621	Title	Batch :	2024-2027
		Commerce Practical's	Semester	VI
Hrs/Week:	02		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

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

I Scheme of Evaluation for Commerce Practical's:

Criteria	Marks
End Semester Examination – Practical written exam	25
Record Note	25
Total	**50**

II Question paper pattern ESE:

1. Separate written examination is conducted for Commerce Practical

2. Duration of examination 3 hours

3. Pattern of Questions Part A -1*10= 10 (Preparation of Saral and Form 16 and Acknowledgement Sheet (Income Tax problem)) Part B - 5*6 = 30 (five out of Seven) Record = 10 Max Marks:

The required forms for Commerce Practical are provided to the students who appear for the exam.

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

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	**Name and Signature**	**CDC**	**COE**
Dr.B.Indira Priyadharshini	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Thiru.K.Srinivasan
Signature	Signature	Signature	Signature

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC622			Title	Batch:	2024-2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	8	Management Accounting	Semester:	VI
					Credits:	4

Course Objective

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

Course Outcomes

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

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

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

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	Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting.	18
Unit II	Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet	18
Unit III	Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.	18
Unit IV	Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing –Significance and limitations of Marginal Costing	18
Unit V	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.	18
	Total Contact Hrs	**90**

Pedagogy

Flipped Class, Digital Presentation

Assessment Methods:

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

Text Book   **24UEC622**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.S.N.Maheswari	Cost and Management Accounting	Sultan Chand & Sons, New Delhi	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chinmoy Bhattacharyya	Cost & Management Accounting	B.C. Publication	2020
2	Kalpesh Ashar	Cost Accounting and Management	Vibrant Publishers	2019
3	Sharma and Gupta. S.K	Management Accounting	Kalyani Publishers, NewDelhi	2014
4	Jain.S.P and Narang. K L	Cost and Management Accounting	Kalyani Publishers, NewDelhi	2014
5	Bhattacharya.S.K	Accounting and Management	Vikas PublishingHouse	2010

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

Programme Code:	B.com E-commerce		Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	24UEC6AL		Title	Batch:	2024-2027
				Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Credits:	2*

Course Objective

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

Course Outcomes

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

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	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	Concept- scope and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.	-
Unit II	Digital - Marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer - relationship management. Digital consumers and their buying decision process.	-
Unit III	Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	-
Unit IV	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	-
Unit V	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	-
	Total Contact Hrs	-

Pedagogy

Direct Instruction, ,Flipped Class.

Assessment Methods:

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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeru Kapoor	Fundamentals of E-Marketing	Pinnacle learning	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston	Internet Marketing: Strategy, Implementation, and Practice	Pearson India	2018
2	Frost, Raymond D., Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education (India) Private Ltd	2018
4	Kotler, Philip, HermawanKartajaya, and Iwan Setiawan	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
5	Ryan, Damian and Jones Calvin	Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.	Koganpage	2016

Course Designed by	HOD	CDC	COE
Name and Signature	**Name and Signature**	**Name and Signature**	**Name and Signature**
Dr.M.V.Sathiyabama Dr.B.Indira Priyadharshini Signature	Dr.M.V.Sathiyabama Signature	Thiru.K.Srinivasan Signature	Thiru.K.Srinivasan Signature