

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:	18UEC101	Title	Batch :	2018-21
		Principles of Accounting	Semester	I
Hrs/Week:	05		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To acquire fundamental knowledge about the concepts and conventions of accounting.
K2	CO2	To understand the various methods of depreciation.
K3	CO3	To execute the knowledge about bank reconciliation statement.
K4	CO4	To acquire knowledge on hire purchase system and bill of exchange.

Unit I (13 Hrs)

Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments.

Unit II (13 Hrs)

Depreciation – Meaning – Causes – features, **Methods of depreciation** – Straight line method-Written down value method- Annuity method – Sinking fund method – Insurance Policy method.

Unit III (13 Hrs)

Bank reconciliation Statement - rectification of errors.

Unit IV (13 Hrs)

Hire purchase and Installment system – Computation of interest – Repossession –Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)

Unit V (13 Hrs)

Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills – Accommodation (Simple problems only)

**Italicized texts are for self study*

Note: 20% Theory 80%Problems

Seminar & Assignment

Books for Study:

Reddy T.S. and Murthy.A (2018) 'Financial Accounting' Chennai Margham Publication.

Books for Reference:

1. Jain .S.P and Narang K.L (2014) 'Advanced Accounting' Kalyani Publishers, New Delhi.
2. Dr.Maheshwari S.N. (2014) "Financial and Management Accounting" Sultan Chand and Sons-New Delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC102	Title	Batch :	2018-21
		Business Application Software	Semester	I
Hrs/Week:	04		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To recollect the concepts used in business application software.
K2	CO2	To understand fundamentals of computer hardware and software.
K3	CO3	To apply business application software like MS Office, MS-Excel, Power point and MS Access.
K4	CO4	To analyze the miscellaneous features of word.

Unit I (10 hrs)

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.

Unit II (10 hrs)

Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge – ***miscellaneous features of word.***

Unit III (12 hrs)

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.

Unit IV (10 hrs)

Access-Databases and tables-Creating Tables for storing data – Relationship between tables – Selection with queries-***Building user interface with forms*** – Displaying data with reports.

Unit V (10 hrs)

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.

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. Nellai Kannan(2011). MS Office , Nels Publications, New Delhi, 2011
2. Dorling Kindersky(2012), MS.Office-2007, seventh Edition, Pearsons (India)pvt Ltd.,New Delhi.

Books for Reference:

1. Taxalli.R.K,(2014) PC Software for windows made simple, 2nd Edition,The Mc Graw Hill Co
2. Russell Stultz.A, Learn Microsoft Office 97. Wordware; Pap/Dis edition 1997

Mapping

CO \ PS0	PS01	PS02	PS03	PS04	PS05
C01	H	S	M	H	S
C02	H	M	H	S	H
C03	M	M	S	H	M
C04	M	H	H	M	H

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC1A1	Title	Batch :	2018-21
		Business Economics	Semester	I
Hrs/Week:	04		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To Apply an ethical understanding and perspective to business situations.
K2	CO2	To understand marginal analysis for decision making.
K3	CO3	To keep in mind the various concepts of cost and its relationship with output.
K4	CO4	To analyses various pricing policy method.

Unit-1 (10 Hrs)

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.***

Unit-2 (12 Hrs)

Law of Demand – ***Determinants of Demand*** – Indifference Curve Analysis – Consumer’s
Equilibrium – Elasticity of Demand – Types – Demand Forecasting – Methods of Demand
Forecasting - Consumer Surplus –Measurement of Consumer Surplus.

Unit-3 (10 Hrs)

Cost Concepts – Cost – Output Relationship –Production-Function–Isoquants – Law of
variable Proportions – Returns to Scale –Producer’s Equilibrium.

Unit-4 (10 Hrs)

Market Structure – Price and Output Determination under Perfect Competition –Monopoly
Discrimination Monopoly–Monopolistic Competition – Oligopoly: Cartels, Price Leadership

and Price Rigidity.

Unit-5 (10 Hrs)

Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting – Importance – Evaluation techniques National Income – Definition -Concepts Methods.

**Italicized texts are for self study*

Power Point Presentation, Seminar & Assignment.

Books for Study:

Reddy P.N and Appanniah H.R (2003) “Principles of Business Economics”, S.Chand& Company Ltd. New Delhi.

Books for Reference::

1.Shankaran.S(2009) Business Economics, Progressive Corporation Private Ltd .

2. Mankar V.G (2009) Business Economics ,Chennai, Mcmillian Publishers.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	H	H	M	H	S
CO2	M	M	H	S	H
CO3	S	S	S	M	M
CO4	M	H	H	M	H

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC103	Title	Batch :	2018-21
		Programming laboratory-I:MS-Office	Semester	I
Hrs/Week:	04		Credits:	02

Course Objective

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

Course Outcomes (CO)

K3	C01	To recollect the usage of computers and its essential components in business and society.
K4	C02	To get the idea of work with files and folders.
K5	C03	To verify technical knowledge and perform specific technical skills .

Content (52 Hrs)

MS Word

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

MS Excel

1. Increment Abstract and Inventory Control
2. Salary Abstract
3. Individual Mark sheet
4. Sales Budget
5. Break Even Chart
6. Sub Total
7. Auto Filter
8. Advance Filter
9. Pivot Table

MS Power Point

1. Sales Slide and Graphical Presentation

2. Advertisement Slide
3. Organizational Chart

MS Access

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

Mapping

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:	18UEC204	Title	Batch :	2018-21
		Business Communication	Semester	II
Hrs/Week:	04		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember fundamentals understanding of business communication.
K2	CO2	To get the idea about various formats and purpose of business communication.
K3	CO3	To apply the knowledge about the correct format, style and tone for various business letters.
K4	CO4	To analyze and define basic rules for correct sentence and paragraph formation .

Unit I (10 Hrs)

Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters : Need – Functions – Kinds – ***Essentials Of Effective Business Letters*** – Lay out.

Unit II (10 Hrs)

Trade Enquiries – Orders and their Execution – Credit and Status enquiries

Unit III (12 Hrs)

Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)

Unit IV (10 Hrs)

Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)

Unit V (10 Hrs)

Application Letters – Preparation of Resume – Interview:Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –***Individual Report***- Business Reports Presentations.

**Italicized texts are for self study*

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

Rajendra Pal, & Korahalli J.S.(2018) , Essentials of Business Communications, Sultan Chand & Co. New Delhi.

Books for Reference:

1.Ramesh, MS, & C.C. Pattanshetti,(2018) Business Communication, S..Chand& Co, New Delhi.

2.R. K. Madhukar.,(2018) Business Communication, Vikas Publishing Company.

Mapping

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC205	Title	Batch :	2018-21
		Fundamentals of E-Commerce	Semester	II
Hrs/Week:	04		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 (CO)

K1	CO1	To remember the fundamental understanding of Information Technology.
K2	CO2	To understand the difference between traditional commerce and e-commerce.
K3	CO3	To apply the acquired knowledge about various models of e-commerce.
K4	CO4	To analyse the legal provisions relating to internet security.

Unit I (10 Hrs)

Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories.

Unit II (10 Hrs)

Internet and Extranet: Definition of Internet-Advantages and Disadvantages of the Internet-Component of a Internet Information technology structure - Development of a Intranet & Extranet and Intranet Difference.

Unit III (10 Hrs)

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.***

Unit IV (12 Hrs)

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee- Influencing

factors of successful E- Commerce – E- Business – Introduction – Meaning & definition – E- Business Architecture.

Unit V (10 Hrs)

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 .

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment

Books for Study:

1. C.S.Rayudu(2018),E-Commerce & E-Business',Himalaya Publishing House, New Delhi.
- 2.Parameswaran.R, Sarvana Kumar, Jayalakshi. T (2014), A Text book of Information Technology ,Publisher : S.Chand Group, New Delhi

Books for Reference:

1. G.S.V.Murthy (2014) E-Commerce Concepts, Models, Strategies, Himalaya Publishing House,New delhi.
2. Kamlesh K Bajaj and Debjani Nag(2012) Electronic commerce ,Tata McGraw Hill Publishing Company Ltd,New Delhi.

Mapping

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC206	Title	Batch :	2018-21
		Programming Laboratory-II: Accounting Package Tally	Semester	II
Hrs/Week:	04		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 (CO)

K3	CO1	To recollect the usage of computers and why tally is essential components in business and society.
K4	CO2	To get the idea of work with tally.
K5	CO3	To verify the technical knowledge of tally and perform specific technical skills .

Content (52 Hrs)

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 Godowns
10. Bill wise Statement
11. Cost Categories and Cost Center

Mapping

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18UEC2A2	Title	Batch :	2018-21
		Principles of Management	Semester	II
Hrs/Week:	04		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the fundamental understanding of management.
K2	CO2	To get the idea to implement the planning strategy in management.
K3	CO3	To apply the management concepts by students in business.
K4	CO4	To interpret the students to develop the management etiquette.

Unit-1 (12 Hrs)

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)

Unit-2 (10 Hrs)

Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages – Process – Types of Planning.

Unit-3 (10 Hrs)

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.

Unit-4 (10 Hrs)

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.***

Unit-5 (10 Hrs)

Control –Process of Control – Techniques of Control Communication– Types, ***Channels of Communication*** – Barriers of Communication.

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. Dinkar Pagare,(2018)Principles of Management, New Delhi: Sultan Chand & Sons,
2. Gupta C.B(2018), Business Management”,New Delhi: Sultan Chand & Sons.

Books for Reference:

1. P.C.Tripatti & P.N.Reddy,(2014) “Principles of Management” New Delhi: Tata McGraw Hill Publishing Company Ltd.

Mapping

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC307	Title	Batch :	2018-21
		Modern Marketing	Semester	III
Hrs/Week:	06		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the modern marketing concepts
K2	CO2	To understand the marketing strategy in achieving firm's goals
K3	CO3	To implement and evaluate trends, changes and opportunities presented in the promotions field for product and service, consumer and industrial markets
K4	CO4	To analyze the consumer rights and consumer exploitation

Unit I (14 hrs)

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.***

Unit II (16 hrs)

Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.

Unit III (16 hrs)

Pricing – Definition – Objectives –Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.

Unit IV (16 hrs)

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.

Unit V (16 hrs)

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.

**Italicized texts are for self study*

Group discussions, Seminar & Assignment

Books for Study:

- 1.Pillai R.S.N & Bagavathi (2012) Modern Marketing Principles and Practice, New Delhi S. Chand & co PV Ltd.
- 2.Dr.Rajan Nair(2016) , Marketing management, New Delhi, Sultan Chand & Son.

Books for Reference:

- 1.Philip Kotler,(2014) Principles of Marketing ,New Delhi, Prentice Hall of India.
- 2.Pingali Venugopal (2010) Marketing management, SAGE Publication, New Delhi.
- 3.William Stanton.J (2012) Fundamentals of Marketing, McGraw Hill Publishing.

Mapping

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18UEC308	Title	Batch :	2018-21
		Object Oriented programming with C++	Semester	III
Hrs/Week:	05		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 (CO)

K1	CO1	To keep in mind the various concepts of object oriented programming.
K2	CO2	To comprehend the procedures and associatively of operators.
K3	CO3	To execute the deterministic and in-deterministic loops.
K4	CO4	To analyze the numerical methods and functions.

Unit-1 (13 Hrs)

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 – Application of OOPs.

Unit-2 (13 Hrs)

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.

Unit-3 (13 Hrs)

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.

Unit-4 (13 Hrs)

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.

Unit-5 (13 Hrs)

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.

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

Balagurusamy.E. Object Oriented Programming with C++. New Delhi: Tata McGraw Hill Publishing Company Ltd, 2014.

Books for Reference:

1. Ravichandran.D (2012) 'Programming with C++' Tata McGraw Hill Publishing Company Ltd, New Delhi.-

2.Govindaraj.K (2011) ‘Object Oriented Programming with C++’ New Century Book House Pvt Ltd, Chennai.

Mapping

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Name and Signature	Name and Signature	CDC	COE
Name:R.Vidwakalyani	Name:Dr.M.V.Sathiyabama	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18 UEC 309	Title	Batch :	2018-21
		Advanced Accounting	Semester	III
Hrs/Week:	07		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To recollect the fundamentals of partnership.
K2	CO2	To understand the admission and retirement of partnership accounts for critical thinking and problem solving.
K3	CO3	To implement the adjustments in profit sharing ratio and methods valuation of goodwill.
K4	CO4	To analyze knowledge of company accounts.

Unit I (18 hrs)

Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).

Unit II (18 hrs)

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.

Unit III (19 hrs)

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.

Unit IV (18 hrs)

Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares.

Unit V (18 hrs)

Company Final Accounts– Managerial Remuneration-*Perquisites to be Included In Managerial Remuneration.*

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Note : 20% Theory 80%Problems

Seminar, Assignment.

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Name and Signature	Name and Signature	CDC	COE
Name:M.Ragaprabha	Name:Dr.M.V.Sathiyabama	Name:Dr.M.Durairaju	Name:Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18UEC310	Title	Batch :	2018-21
		Programming Laboratory - III: Object Oriented programming with C++	Semester	III
Hrs/Week:	04		Credits:	02

Course Objective

To equip the students to write a programming language for developing a system based computer project for the business enterprises.

Course Outcomes (CO)

K1	CO1	To apply the object oriented programming in various real life situations.
K2	CO2	To analyze the quality techniques in terms of experience.
K3	CO3	To evaluate the functions and concepts in object oriented programming.

Content (52 Hrs)

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"

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC3A3	Title	Batch :	2018-21
		Business Mathematics and Statistics	Semester	III
Hrs/Week:	06		Credits:	04

Course Objective

It enable students to understand the applications of business mathematics and statistics in business descision.

Course Outcomes (CO)

K1	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.
K4	CO4	To understand the concept of usage of Index numbers.

Unit I (14 hrs)

Mathematics of finance: Simple Interest - Compound Interest –Depreciation.

Unit II (16hrs)

Matrix Algebra – **Addition, Subtraction & Multiplication of matrix** – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.

Unit III (16 hrs)

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.

Unit IV (16 hrs)

Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.

Unit V (16 hrs)

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).

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. Navanitham.P.A.(2018) “Business mathematics & Statistics”, Jai Publishers, Thiruchy
2. Gupta S.P. (2014) “Statistical methods” , Sultan Chand & Sons, New Delhi

Books for Reference:

1. Sundaresan & Jayaseelan (2014) Introduction to Business Mathematics, Jai Publishers, Thiruchy
2. Sanchetti.D.C & Kapoor. V.K(2018) Business Mathematics, Sultan Chand & Sons, New Delhi

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC3N1	Title	Batch :	2018-21
		Non Major Elective Subject - 1 Dynamics in E-Commerce	Semester	III
Hrs/Week:	01		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 (CO)

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

Unit I (3 hrs)

E-Commerce- Scope of E-Commerce – Definition of E-commerce-Framework of e-commerce – Advantages and disadvantages.

Unit II (3 hrs)

E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.

Unit III (3 hrs)

E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies- Electronic newspapers.

Unit IV (2 hrs)

Online share trading – online ticketing- Railway and airway ticket reservation.

Unit V (2 hrs)

E-Filing – profile creation – **Online PAN application** – ITR validation – ITR submission – ITR acknowledgement.

**Italicized texts are for self study*

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

- 1.Ravi Kalakota&Andrew B.Whinston(2014) Frontiers of Electronic Commerce,Dorling Kindersley (India) Pvt.Ltd.
- 2.Dr.C.S.Rayudu (2018), E-Commerce &E-Business, ,Himalaya Publishing House New Delhi.

Books for Reference:

- 1.Bharat Bhasker (2014), Electronic Commerce , Tata McGraw Hill Publishing Co Ltd, New Delhi.
2. Daniel Minoli & Emma Minoli (2012) Web Commerce Technology Handbook , TataMcGraw Hill Publishing, New Delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC3N2	Title	Batch :	2018-21
		Non Major Elective Subject - 1 E-Banking	Semester	III
Hrs/Week:	01		Credits:	02

Course Objective

To enhance students knowledge about the computer technology in banks.

Course Outcomes (CO)

K1	C01	To keep in mind the computer technology used in banks.
K2	C02	To get an idea to differentiate traditional banking and e-banking.
K3	C03	To apply electronic funds transfer in business.
K4	C04	To analyze the security considerations in internet banking.

Unit I (3 hrs)

Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.

Unit II (3 hrs)

Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.

Unit III (2 hrs)

Software : Need for software – What is software? Types of software – wallet application.

Unit IV (2 hrs)

Technology based products in banking – ATMs – Home Banking MICR cheques ***Electronic Funds Transfer (EFTs)***

Unit V (3 hrs)

Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment.

Books for Study:

Abha Singh (2012) e-banking ,ABD Publishers,New Delhi

Books for Reference:

1.Natarajan & Gordon(2018), Banking Theory Law and Practice , Himalaya Publications,Mumbai.

2. Reddy & Appanniah(2012), Banking Theory Law and Practice , Himalaya Publications,Mumbai.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18 UEC 411	Title	Batch :	2018-21
		Financial Markets and Institutions	Semester	IV
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

K1	C01	To remember the significance of financial markets.
K2	C02	To understand of new issue market and stock exchanges in this scenario.
K3	C03	To implement the current trends in capital and money markets.
K4	C04	To analyze the theory and practice of Indian financial services.

Unit-1 (15 Hrs)

Financial Markets -Meaning- Classification of Financial Market-Financial Instruments- features-Development of financial system in India - Weaknesses of Indian Financial System.

Unit-2 (15 Hrs)

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.

Unit-3 (16 Hrs)

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.*

Unit-4 (16 Hrs)

Money Market: Meaning - Instruments - 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.

Unit-5 (16 Hrs)

Merchant Banking: Meaning and Functions - Regulatory role of SEBI. Credit Rating: Meaning - Functions - Advantages.

**Italicized texts are for self study*

Group discussions, Seminar & Assignment

Books for Study::

1. Gordon and Natarajan (2014) Financial Services, Himalaya Publishing Company Limited, Chennai.
2. Khan.M.Y (2018) Financial Services, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Books for Reference::

1. Sandeep Goel (2014) Financial Services. New Delhi: PHI Learning Private Limited.
2. Santhanam.B(2014) Financial Services. Chennai: Margham Publishers.
3. Boominathan V.K(2014) Financial Services. New Delhi: Sultan Chand Publishers.

Mapping

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

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with Ecommerce	
Course Code:	18 UEC412	Title	Batch :	2018-21
		Software Development with Visual Basics	Semester	IV
Hrs/Week:	05		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the fundamental concepts of object-oriented programming.
K2	CO2	To understand Visual Basic's Integrated Development Environment(IDE).
K3	CO3	To Impart the knowledge of various data types used in visual basic.
K4	CO4	To analyse various data controls used in visual basic for creating reports.

Unit-1 (13 Hrs)

Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.

Unit-2 (13 Hrs)

Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – ***Scope of Variables*** – Constants – Data Types.

Unit-3 (13 Hrs)

Functions – Procedures – Control Structure: If - Switch – Select – For – While – Do While – Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.

Unit-4 (13 Hrs)

Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – Drive List Box – Directory List Box - Time Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.

Unit-5 (13 Hrs)

Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – record set – Types of record set – Creating a record set – Modifying, Deleting records – Finding records - ***Data Report*** – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.

**Italicized texts are for self study*

Power Point Presentations, Seminar, Assignment.

Books for Study:

Noel Jerke (2012) “The Complete Reference VB” ,Tata McGraw Hill Publishing Company Ltd, New Delhi.

Books for Reference::

1. Krishnan.N & Saravanan.N(2013) “Visual Basic 6.0 in 30 days”, Scitech Publications, (India) Pvt Ltd., Chennai.
2. Steven Holzner,(2010) “VB 6 Programming Black Book”, Dream Tech Press, New Delhi.

Mapping

CO \ PS0	PS01	PS02	PS03	PS04	PS05
C01	H	S	M	H	S
C02	M	M	H	S	H
C03	H	M	M	M	M
C04	M	H	H	H	H

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

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

Programme code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18 UEC 413	Title	Batch :	2018-21
		Cost Accounting	Semester	IV
Hrs/Week:	07		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To keep in mind the basic concepts and principles of cost accounting.
K2	CO2	To provide knowledge to study the effective control of cost.
K3	CO3	To apply various methods of labour cost and overheads.
K4	CO4	To analyze the process costing and treatment of normal loss, abnormal loss and gain.

Unit I (19 hrs)

Cost Accounting – Definition – Meaning, Objectives, Scope, Advantages and disadvantages – Cost centre – Cost unit – ***Relationship of Cost accounting with Financial accounting.***
Elements of cost – Preparation of cost sheet & tender (simple problems only)

Unit II (18 hrs)

Materials – Meaning – ***Techniques of material control*** – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.

Unit III (18 hrs)

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.

Unit IV (18 hrs)

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.

Unit V(18 hrs)

Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss, abnormal loss & abnormal gain (simple problems only)

**Italicized texts are for self study*

Note : 40% Theory 60%Problems

Seminar & Assignments

Books for Study:

- 1.Jain. S.P & Narang. K.C(2018) Cost Accounting ,Kalyani Publishers, Chennai.
- 2.Dr.S.N.Maheshwari (2016), Cost accounting and Management accounting, Sultan Chand & Sons Publishers, New Delhi.

Books for Reference:

1. Jain. S.P and Narang(2018) Advance Cost and Management Accounting, Chennai,Kalyani publishers.
2. Chan. M.Y &Jain. P.K,Cost Account and Financial Management,(2018),Tata MC Graw hill education private Ltd,New delhi.
3. Pillai. R.S.N & Bagavathi (2018),Cost Accounting,SAP (Student Aid Publications)

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC414	Title	Batch :	2018-21
		Programming Lab.-IV: Software Development with Visual Basics	Semester	IV
Hrs/Week:	04		Credits:	02

Course Objective

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

Course Outcomes (CO)

K1	C01	To keep in mind how to design, create, build, and debug Visual Basic applications.
K2	C02	To understand the principles of good program analysis and design.
K3	C03	To verify and run a complete program.

Content (52 Hrs)

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:	18 UEC4A4	Title	Batch :	2018-21
		Modern Banking	Semester	IV
Hrs/Week:	06		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the fundamentals of banking system.
K2	CO2	To understand about various types of banks and its activities.
K3	CO3	To implement Banking Regulation Act and its functions.
K4	CO4	To analyze the role of recent developments of the modern banks in a globalised economic system.

Unit I (16 hrs)

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.

Unit II (16 hrs)

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.

Unit III (14 hrs)

Banking Regulation Act 2049 - RBI constitution – Functions – Credit control measures.

Unit IV (16 hrs)

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*.

Unit V (16 hrs)

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).

**Italicized texts are for self study*

Group discussions, Seminar & Assignment

Books for Study:

1.Natarajan & Gordon(2018),Banking Theory Law and Practice,Himalaya Publications,Mumbai.

2. Reddy & Appanniah(2012), Banking Theory Law and Practice, Himalaya Publications, Mumbai.

Books for Reference:

Natarajan S & Parameswaran R (2014) , Indian Banking ,S Chand Publications, New Delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC4N3	Title	Batch :	2018-21
		Non Major Elective Subject – 2 Applications of E-Commerce	Semester	IV
Hrs/Week:	01		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Unit I (2 hrs)

E-Commerce – Definition – Features of E-Commerce – Need for E-Commerce – Essential requirements of E-commerce.

Unit II (3 hrs)

E-Commerce opportunities in India – teleshopping – E-commerce education and training – Advantages and disadvantages.

Unit III(2 hrs)

Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols (WAP) - Advantages and limitations.

Unit IV (3 hrs)

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

Unit V (3 hrs)

E-commerce security – Need for security – **Cyber crimes** – E-commerce – SSL – Digital certificates – Firewalls – Software.

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

1. Ravi Kalakota & Andrew B. Whinston, (2014) Frontiers of Electronic Commerce, Dorling Kindersley (India) Pvt. Ltd.
2. Dr. Rayudu. C. S. (2018) E-Commerce & E-Business, Himalaya Publishing House, New Delhi.

Books for Reference:

1. Bharat Bhasker (2013) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, New Delhi-
2. Daniel Minoli & Emma Minoli (2012) Web Commerce Technology Handbook, Tata McGraw Hill Publishing, New Delhi,
3. Bajaj & Nag (2012) E-commerce, Tata McGraw Hill, New Delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC4N4	Title	Batch :	2018-21
		Non Major Elective Subject – 2 E-Commerce	Semester	IV
Hrs/Week:	01		Credits:	02

Course Objective

To enrich the students about the basics of E-Commerce.

Course Outcomes (CO)

K1	CO1	To recollect the foundation of e-commerce.
K2	CO2	To understand about business models of e-marketing and advertising
K3	CO3	To implement intranet and extranet technology.
K4	CO4	To analyze the importance of electronic commerce on retailing system.

Unit I (2 hrs)

Foundation of electronic Commerce: - Definition and content of the field –Benefits and Limitations of EC Retailing in EC.

Unit II (3 hrs)

Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

Unit III (3 hrs)

Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – *Online Catalogs*.

Unit IV (2 hrs)

Intranet and Extranet - *Architecture of Intranet and Extranet*- Applications of Intranet and Extranet.

Unit V (3 hrs)

Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace.

**Italicized texts are for self study*

Power Point Presentations, Seminar & Assignment.

Books for Study:

Ravi Kalakota & Andrew B.Whinston, (2014) Frontiers of Electronic Commerce, Dorling Kindersley (India) Pvt Ltd.

Books for Reference:

1.Bharat Bhasker(2018) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd ,NewDelhi.

2.Bajaj & Nag(2012) , E-commerce , Tata MCGraw Hill ,New delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18UEC515	Title	Batch :	2018-21
		Income Tax Law and Practice	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit-1(19 Hrs)

Tax System in India – Definitions under Income Tax Act – Agricultural Income – Person – Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Residential Status – Scope of Total Income.

Unit-2 (18 Hrs)

Income from Salary – Computation of Income from Salary.

Unit-3 (18 Hrs)

Profits and Gains of Business or Profession – Computation of Profits and Gains of Business or Profession - Income from House Property.

Unit-4 (18 Hrs)

Capital Gains – Mode of Computation – Exemption - Income from Other Sources.

Unit-5(18 Hrs)

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

**Italicized texts are for self study*

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

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

Books for Reference:

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

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC516	Title	Batch :	2018-21
		Information Security & E- Commerce Technology	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

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

Course Outcomes (CO)

K1	C01	To remember the information security threats and how to overcome the threats.
K2	C02	To apply knowledge on internet marketing and advertising.
K3	C03	To understand electronic data interchange in the business.
K4	C04	To analyze the legal provisions relating to Cyber Law and the concept of cyberspace.

Unit I (18 hrs)

Components of communication systems – Transmission Media – Protocol definition – Introduction to TCP/IP – wireless Network – Basics of internet – Types of attack : Phishing, spoofing, Impersonation, Dumpster diving – Information security goals- Information security threats –and vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege.

Unit II (19 hrs)

Authentication- Password management – E-Commerce security – windows security- Network security: Network intrusion detection and prevention systems – firewalls – software security – Web security: User authentication, authentication – secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics – Steganography.

Unit III (18 hrs)

Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- The

PROS and CONS of online shopping-The cons of online shopping- Justify an Internet business- Internet marketing techniques.

Unit IV (18 hrs)

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

Unit V (18 hrs)

Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-***Cyber law in E- Commerce***-Contract Aspects.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment.

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC518	Title	Batch :	2018-21
		Software Project & Viva Voce	Semester	V
Hrs/Week:	01		Credits:	03

Course Objective

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

Course Outcomes (CO)

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

Content (26 hrs)

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

Project Report Evaluation: 10 Marks

Viva-voce Examination : 40 Marks

50 Marks

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title : B.com E-commerce	Bachelor of Commerce E-Commerce	
Course Code:	18UEC518	Title	Batch :	2018-21
		Commerce Practical's	Semester	V
Hrs/Week:	02		Credits:	01

Course Objective

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

Course Outcomes (CO)

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

Content (26 hrs)

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

14. Filling of Insurance Proposal

Scheme of Evaluation for Commerce Practical's:

Separate written examination is conducted for Commerce Practicals

1. Time of Examination : 3 Hrs
2. Pattern of Examination Marks:75 Marks
Part A – $1 \times 25 = 25$ (Preparation of Saral forms and Form 16, Acknowledgement sheet, Income tax problems)
3. The required forms for Commerce Practicals are provided to the students who appear for the exam
4. Maximum marks obtained by the students is 50 marks

Mapping

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

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC519	Title	Batch :	2018-21
		Internet and Web Designing	Semester	V
Hrs/Week:	07		Credits:	05

Course Objective

To make the students expertise in Creating Web Page.

Course Outcomes (CO)

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

Unit-1 (18 Hrs)

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

Unit-2 (18 Hrs)

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

Unit-3 (19 Hrs)

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

Unit-4 (18 Hrs)

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

Unit-5 (18 Hrs)

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

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC520	Title	Batch :	2018-21
		Programming Laboratory – V : Internet and Web Designing	Semester	V
Hrs/Week:	04		Credits:	02

Course Objective

To prepare the students for developing websites by using HTML

Course Outcomes (CO)

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

Content (52 Hrs)

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC5S1	Title	Batch :	2018-21
		SKILL BASED ELECTIVE SUBJECT - 1 Commercial Law	Semester	V
Hrs/Week:	01		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Unit I (3 hrs)

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

Unit II (2 hrs)

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

Unit III (2 hrs)

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

Unit IV (3 hrs)

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

Unit V (3 hrs)

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

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC5S2	Title	Batch :	2018-21
		Fundamentals of Entrepreneurship	Semester	V
Hrs/Week:	01		Credits:	02

Course Objective

To enable the students to apply knowledge to business problems.

Course Outcomes (CO)

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

Unit I (3 hrs)

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

Unit II (2 hrs)

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

Unit III (3 hrs)

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

Unit IV (3 hrs)

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

Unit V (2 hrs)

Institutional Finance-IFCI-SFC-EXIM Bank.

**Italicized texts are for self study*

Seminar & Assignment.

Books for Study:

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

Books for Reference:

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

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	18UEC621	Title	Batch :	2018-21
		Management Accounting	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit I (16 hrs)

Management Accounting – Meaning – Objectives and Scope – ***Relationship between Management Accounting, Cost Accounting and Financial Accounting.***

Unit II (14 hrs)

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

Unit III (16 hrs)

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

Unit IV (16 hrs)

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

Unit IV (16 hrs)

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

Note : 40% Theory 60%Problems

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC622	Title	Batch :	2018-21
		Investment Management	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit-1 (16 Hrs)

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

Unit-2 (14 Hrs)

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

Unit-3 (16 Hrs)

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

Unit-4 (16 Hrs)

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

Portfolio Construction.

Unit-5 (16 Hrs)

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

**Italicized texts are for self study*

Group discussions, Seminar & Assignment,
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Books for Study:

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

Books for Reference:

1. Gopalakrishnan .V (2005) Investment Management, S.Chand and sons, New Delhi.
- 2.Dr.Avadhani.V.A, (2018) Security Analysis and Portfolio Management, Himalaya Publishning House, New Delhi.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	18UEC623	Title	Batch :	2018-21
		E-Commerce Strategy & Application	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Unit I (18 hrs)

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

Unit II (15 hrs)

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

Unit III (15 hrs)

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

Unit IV (15 hrs)

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

Unit V (15 hrs)

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

**Italicized texts are for self study*

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

Books for Study:

1.Bharat Bhasker (2018) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, NewDelhi.

2. C.S.Rayudu (2018) E-Commerce & E-Business, Himalaya Publishing House, New Delhi.

Books for Reference:

1.Gurvinder Singh and Rachhpal Singh(2014), A Text book of information Technology in Business (Gauhati) 1st Edition 2004,Kalyani Publishers. New Delhi.

3.Bajaj & Nag (2012) E-commerce , Tata Mc Graw Hill ,New Delhi.

Mapping

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

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

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

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	18UEC624	Title	Batch :	2018-21
		Java Programming	Semester	VI
Hrs/Week:	5		Credits:	04

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the design and concept of java programming.
K2	CO2	To understand the decision making in java programmes.
K3	CO3	To apply Java language for creating technological skills.
K4	CO4	To analyze the use of packages and applets in java.

Unit-1(13 Hrs)

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

Unit-2 (13 Hrs)

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

Unit-3 (13 Hrs)

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

Unit-4 (13 Hrs)

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

Unit-5(13 Hrs)

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

Books for Study:

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

Books for Reference:

- 1.Liang (2014) Introduction to Java Programming, Pearson Publishing House, London.
- 2.Cay.S.Horstmann, Java (2013) Pearson Publishing House, London.

**Italicized texts are for self study*

Power point Presentations ,Seminar & Assignment

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC625	Title	Batch :	2018-21
		Programming Lab.VI: Java Programming	Semester	VI
Hrs/Week:	04		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Content (52 Hrs)

1. Program to generate a Pascal Triangle.
2. Program for roots of a Quadratic Equation.
3. Program for merging two sorted arrays.
4. Program for counting letter frequencies in a given string.
5. Program for Multithreading
6. Program for preparing mark list using inheritance.
7. Program for Multiple inheritance.
8. Program for creating your own package.
9. Program that counts the number of lines, words and characters in a given text file.
10. Program that right-justifies a text file.
11. Program that display a digital clock using applet.

12. Program that generates a human face using applet.

13. Create an applet containing three buttons labeled red, green and blue. Depending on the button pressed, the background color of the applet should change.

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC6S3	Title	Batch :	2018-21
		Skill Based Elective Subject -2 Company Law	Semester	VI
Hrs/Week:	01		Credits:	02

Course Objective

To provide various provisions laid on Indian Companies Act.

Course Outcomes (CO)

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

Unit 1 (3hrs)

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

Unit II (2 hrs)

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

Unit III (3hrs)

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

Unit IV (2hrs)

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

Unit V (3hrs)

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

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce With E-Commerce	
Course Code:	18UEC6S4	Title	Batch :	2018-21
		Skill Based Elective Subject -2 Project Management	Semester	VI
Hrs/Week:	01		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Unit 1 (2hrs)

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

Unit II (2 hrs)

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

Unit III (3hrs)

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

Unit IV (3hrs)

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

Unit V (3hrs)

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

**Italicized texts are for self study*

Seminar & Assignment

Books for Study:

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

Books for Reference:

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

Mapping

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

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

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

