



"A College is a temple of wisdom, seed bed of character, model of discipline, training ground of democracy and a nursery of great hearts, strong mind, true faith and willing hands. Hence, education has a pivotal role in harvesting the available resources to contribute to the prosperity of the nation"

- Arutchelvar Dr. N. Mahalingam

Holistic Education for the wholesome development of Human personality for the overall well-being of the Humanity as a whole.

Dr. B. K. Krishnaraj Vanavarayar  
President

**NGM COLLEGE**

(AUTONOMOUS)

Re-Accredited by NAAC

ISO 9001:2015 Certified Institution

**POLLACHI**

**P.G. DEPARTMENT OF  
COMMERCE WITH COMPUTER  
APPLICATIONS - *ITALIC***

## ACADEMIC COUNCIL MEETING

EMPOWER THE YOUTH TO ENRICH THE NATION

11.11.2020

## **PG DEPARTMENT OF COMMERCE(CA)**



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
(AUTONOMOUS)**

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

**POLLACHI - 642 001**

## **Nallamuthu Gounder Mahalingam College**

### **Vision**

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

### **Mission**

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instil research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

## **Department of Commerce (Computer Applications)**

### **Vision**

To provide quality education in Commerce with immense Computer background and to make the Students face the ever growing corporate challenges with moral values.

### **Mission**

To empower the students by instilling the latest knowledge and skills in their study area and thereby make them not only employable but also socially, culturally and ethically a rich citizen.

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

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

| Part           | Subject Code        | Subject                                                              | Thrs. Hours Per Week | Exam  |     |     |       | Credit |
|----------------|---------------------|----------------------------------------------------------------------|----------------------|-------|-----|-----|-------|--------|
|                |                     |                                                                      |                      | Hours | CIA | ESE | Total |        |
|                |                     |                                                                      |                      |       |     |     |       |        |
| Semester - III |                     |                                                                      |                      |       |     |     |       |        |
| III            | 20UCC305            | CORE V : Corporate Accounting                                        | 6                    | 3     | 30  | 70  | 100   | 4      |
|                | 20UCC306            | CORE VI : Business Organisation and Office Management                | 5                    | 3     | 30  | 70  | 100   | 4      |
|                | 20UCC307            | CORE VII : Relational Database Management System and Oracle          | 4                    | 3     | 30  | 70  | 100   | 3      |
|                | 20UCC308            | CORE VIII : Programming Laboratory – III : Oracle                    | 4                    | 3     | 40  | 60  | 100   | 2      |
|                | 20UCC3A3            | ALLIED III : Executive Communication – Practical                     | 4                    | 3     | 40  | 60  | 100   | 4      |
|                | 20UCC309            | Core IX : Company Law                                                | 5                    | 3     | 30  | 70  | 100   | 4      |
| IV             | 20HEC303            | Human Excellence: Professional Values & Sky Yoga Practice-III        | 1                    | 2     | 25  | 25  | 50    | 1      |
|                | 20UCC3N1 /20UCC3N2  | NME: Customer Relationship Management / Supply Chain Management      | 1                    | 2     | -   | 50  | 50    | 2      |
| V              | -                   | Extension Activities (List Enclosed)                                 | -                    | -     | -   | -   | -     | -      |
| Total          |                     |                                                                      | 30                   | -     | 225 | 475 | 700   | 24     |
| Semester - IV  |                     |                                                                      |                      |       |     |     |       |        |
| III            | 20UCC410            | CORE X : Cost Accounting                                             | 5                    | 3     | 30  | 70  | 100   | 4      |
|                | 20UCC411            | CORE XI : Visual Basic                                               | 4                    | 3     | 30  | 70  | 100   | 3      |
|                | 20UCC412            | CORE XII : Programming Laboratory – IV : Visual Basic                | 4                    | 3     | 40  | 60  | 100   | 2      |
|                | 20UCC413            | CORE XIII : Business Law                                             | 5                    | 3     | 40  | 60  | 100   | 4      |
|                | 20UCC4A4            | ALLIED IV : Principles of Management                                 | 5                    | 3     | 30  | 70  | 100   | 4      |
|                | 20UCC414            | Core XIV : Principles of Marketing                                   | 5                    | 3     | 30  | 70  | 100   | 4      |
| IV             | 20HEC404            | Human Excellence: Social Values: Sky Yoga Practice-IV                | 1                    | 2     | 25  | 25  | 50    | 1      |
|                | 20UCC4N3 / 20UCC4N4 | NME: Commerce and Computer Application Practical / Retail Management | 1                    | 2     | -   | 50  | 50    | 2      |
| V              | -                   | Extension Activities (List Enclosed)                                 | -                    | -     | -   | 50  | 50    | 1      |
| Total          |                     |                                                                      | 30                   | -     | 225 | 525 | 750   | 25     |

| Part          | Subject Code          | Subject                                                                                   | Thrs. Hours Per Week | Exam  |      |      |       | Credit |
|---------------|-----------------------|-------------------------------------------------------------------------------------------|----------------------|-------|------|------|-------|--------|
|               |                       |                                                                                           |                      | Hours | CIA  | ESE  | Total |        |
|               |                       |                                                                                           |                      |       |      |      |       |        |
| Semester – V  |                       |                                                                                           |                      |       |      |      |       |        |
|               | 20UCC515              | CORE XV : Income Tax                                                                      | 6                    | 3     | 30   | 70   | 100   | 4      |
| III           | 20UCC516              | CORE XVI : Banking and Insurance Law                                                      | 6                    | 3     | 30   | 70   | 100   | 4      |
|               | 20UCC517              | CORE XVII : Programming in C                                                              | 6                    | 3     | 30   | 70   | 100   | 4      |
|               | 20UCC518              | CORE XVIII : Programming Laboratory – V: C                                                | 4                    | 3     | 40   | 60   | 100   | 2      |
|               | 20UCC519              | CORE XIX : Institutional Training                                                         | -                    | -     | 40   | 60   | 100   | 3      |
|               | 20UCC5E1/<br>20UCC5E2 | Major Elective-I : Stock Market Operations /<br>Consumer Behaviour                        | 6                    | 3     | 30   | 70   | 100   | 5      |
| IV            | 20HEC505              | Human Excellence: National Values: Sky Yoga Practice-V                                    | 1                    | 2     | 25   | 25   | 50    | 1      |
|               | 20UCC5S1/<br>20UCC5S2 | SBE(Major): Practical Marketing /<br>Organisational Behaviour                             | 1                    | 2     | -    | 50   | 50    | 2      |
|               | 20GKL501              | General Knowledge and General Awareness (SBE)                                             | *SS                  | 2     | -    | 50   | 50    | 2      |
| Total         |                       |                                                                                           | 30                   | -     | 225  | 525  | 750   | 27     |
| Semester – VI |                       |                                                                                           |                      |       |      |      |       |        |
| III           | 20UCC620              | CORE XX : Management Accounting                                                           | 6                    | 3     | 30   | 70   | 100   | 4      |
|               | 20UCC621              | CORE XXI : Programming Laboratory – VI: Multimedia                                        | 6**                  | 3     | 30   | 70   | 100   | 3      |
|               | 20UCC622              | CORE XXII : Auditing & Corporate Governance                                               | 6                    | 3     | 40   | 60   | 100   | 4      |
|               | 20UCC6E3/<br>20UCC6E4 | Major Elective-II : Entrepreneurial Development/<br>Services Marketing                    | 5                    | 3     | 40   | 60   | 100   | 5      |
|               | 20UCC6E5/<br>20UCC6E6 | Major Elective-III : E-Commerce and<br>Information Security / Foreign Exchange Management | 5                    | 3     | 30   | 70   | 100   | 5      |
| IV            | 20HEC606              | Human Excellence: Global Values & Yoga Practice-VI                                        | 1                    | 2     | 25   | 25   | 50    | 1      |
|               | 20UCC6S3/<br>20UCC6S4 | SBE (Major) : Commerce and Computer Application<br>Practical / Investment Management      | 1                    | 2     | -    | 50   | 50    | 2      |
| Total         |                       |                                                                                           | 30                   | -     | 195  | 405  | 600   | 24     |
| Grand Total   |                       |                                                                                           | 180                  | -     | 1240 | 2760 | 4000  | 140    |

**Note:-**

\* Self-study Paper;

\*\* Theory 1 hour & Lab 4 hours;

\*\*\* Theory 2 hours & Lab 4 hours

## 2020 - '23 BATCH

### LIST OF PART - V SUBJECTS INCLUDED IN SEMESTER I, II, III & IV

| S.No. | Subject Code | Subjects                                    |
|-------|--------------|---------------------------------------------|
| 1.    | 20UNC 401    | NCC                                         |
| 2.    | 20UNS 402    | NSS                                         |
| 3.    | 20USG 403    | Sports and Games                            |
| 4.    | 20URO 404    | Rotract Club                                |
| 5.    | 20URR 405    | Red Ribbon Club                             |
| 6.    | 20UYR 406    | Youth Red Cross                             |
| 7.    | 20UCA 407    | Consumer Awareness Club                     |
| 8.    | 20UED 408    | Entrepreneurship Development Cell           |
| 9.    | 20UCR 409    | Centre for Rural Development                |
| 10.   | 20USS 410    | Student Guild of Service                    |
| 11.   | 20UGS 411    | Green Society                               |
| 12.   | 20UEO 412    | Equal Opportunity Cell                      |
| 13.   | 20UFA 413    | Fine Arts Club                              |
| 14.   | 20UAM 414    | Arutchelvar Students Thinkers Forum         |
| 15.   | 20USV 415    | Swami Vivekanandhar Students Thinkers Forum |

### Bloom's Taxonomy Based Assessment Pattern

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

#### 1. Theory: 70 Marks

##### (i) TEST- I & II and ESE:

| Knowledge Level |         | Section                                                | Marks   | Description              | Total |
|-----------------|---------|--------------------------------------------------------|---------|--------------------------|-------|
| K1              | 1 – 5   | A(Answer all the questions)                            | 10x1=10 | MCQ                      | 70    |
|                 | 6 – 10  |                                                        |         | Define                   |       |
| K2              | 11 – 15 | B (Either or pattern)                                  | 5x4=20  | Short Answers            |       |
| K3 & K4         | 16 – 21 | C (Answer 4 out of 6 and Question No.16 is compulsory) | 4x10=40 | Descriptive/<br>Detailed |       |

#### 2. Theory: 50 Marks

| Knowledge Level |         | Section                                                 | Marks    | Description              | Total |
|-----------------|---------|---------------------------------------------------------|----------|--------------------------|-------|
| K1              | 1 – 5   | A (Answer all the questions)                            | 10x1=10  | MCQ                      | 50    |
|                 | 6 – 10  |                                                         |          | Define                   |       |
| K2,<br>K3 & K4  | 11 – 17 | B (Answer 5 out of 8 and Question No. 11 is compulsory) | 5 x 8=40 | Descriptive/<br>Detailed |       |

#### 3. Practical Examinations:

| Practical Examinations: |                          |       |       |
|-------------------------|--------------------------|-------|-------|
| Knowledge Level         | Section                  | Marks | Total |
| K3                      | Practicals & Record work | 60    | 100   |
| K4                      |                          |       |       |
| K5                      |                          | 40    |       |

#### 4. Institutional Training and Viva-Voce:

| Knowledge Level | Section    | Marks | Total |
|-----------------|------------|-------|-------|
| K3              | Work Diary | 40    | 100   |
| K4              |            |       |       |
| K5              | Viva-Voce  | 60    |       |

#### Components of Continuous Assessment

| Components              |    | Calculation           | CIA Total |
|-------------------------|----|-----------------------|-----------|
| Test 1                  | 70 | (70+70+20+20+20+10)/7 | 30        |
| Test 2                  | 70 |                       |           |
| Assignment              | 20 |                       |           |
| Seminar/Tutorial        | 20 |                       |           |
| Knowledge Enhancement   | 20 |                       |           |
| Information Acquisition | 10 |                       |           |

**Programme Outcomes**

**PO1:** To enhance the students to expertise in the various fields of Commerce and Computer Arena.

**PO2:** To equip them to meet the local and global challenges.

**Programme Specific Outcomes**

**PS01:** To intensify the knowledge in the fundamentals of accounting and computer package.

**PS02:** To enrich the acquaintanceship in various business related amendments.

**PS03:** To train them to utilize computers in various business operations.

**PS04:** To refine their ability in Communication and Soft Skill domain.

**PS05:** To gain practical knowledge to accommodate themselves in the real time situations.

|                        |          |                              |                                                 |          |
|------------------------|----------|------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>     | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC101 | <b>Course Title</b>          | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-I :Financial Accounting | <b>Semester :</b>                               | I        |
| <b>Hrs/Week:</b>       | 6        |                              | <b>Credits:</b>                                 | 4        |

### Course Objective

To enrich the students' knowledge in basic financial accounting

### Course Outcomes (CO)

|           |            |                                                                                                    |
|-----------|------------|----------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect knowledge on the fundamentals of accounting                                           |
| <b>K2</b> | <b>CO2</b> | To understand the preparation of final accounts and depreciation accounting                        |
| <b>K3</b> | <b>CO3</b> | To implement the knowledge in rectifying accounting errors                                         |
| <b>K4</b> | <b>CO4</b> | To analyze the bank reconciliation statement and preparation of branch and departmental accounting |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                              | Hours |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Accounting: Basics - Principles - <i>Types of Accounts</i> – Accounting Rules - Journal - Ledger - Trial Balance - Subsidiary Books. Single Entry (Theory only)                                                                      | 18    |
| Unit – 2 | Final Accounts of a Sole Trader with Simple Adjustments. <i>Depreciation Accounting – Methods</i> (Theory only) - Straight Line and Diminishing Balance Methods including Changeover Method and Machine Hour Rate Method (Problems). | 14    |
| Unit – 3 | Bank Reconciliation Statement – Pass Book – Cash Book – Preparation of Bank Reconciliation Statement – Rectification of Errors including Suspense Account (Simple Problems only).                                                    | 14    |
| Unit – 4 | Branch Accounts: Meaning – Types of Branches - Preparation of Branch Accounts (Excluding Foreign Branch).                                                                                                                            | 16    |
| Unit – 5 | Departmental Accounting – Meaning – Need for Departmental Accounting – Advantages - Methods and Techniques of Departmental Accounting. Hire Purchase and Installments. Repossession: Meaning – Partial and Complete.                 | 16    |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar and Assignment

**Books for Study**

1. Reddy (2013), T.A. and A. Murthy, *Financial Accounting*, 7<sup>th</sup> Edition, Chennai: Margham Publications.

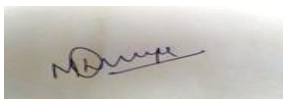
**Books for Reference**

1. Gupta, R.L. and M. Radhaswamy (2012), *Advanced Accounting*, 13<sup>th</sup> Revised Edition, New Delhi: Sultan Chand Company Limited.
2. Shukla, M.C. and T.S. Grewal (2014), *Advanced Accounts-I*, 48<sup>th</sup> Edition, New Delhi: Sultan Chand Company Limited.
3. Vinayagam, N. and B. Charumathi (2008), *Financial Accounting*, 1<sup>st</sup> Edition, New Delhi : Sultan Chand Company Limited.

**Mapping**

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

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. M. Deepa                                                                        | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                                            |                                                 |          |
|------------------------|----------|----------------------------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                                   | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC102 | <b>Course Title</b>                                                        | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-II : Programming Laboratory – I : Office Automation and Web Designing | <b>Semester :</b>                               | I        |
| <b>Hrs/Week:</b>       | 6*       |                                                                            | <b>Credits:</b>                                 | 3        |

### Course Objective

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

### Course Outcomes (CO)

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

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

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

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

\* *Italicized* texts are for self-study.

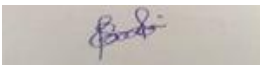
### Teaching Methods

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

## Mapping

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | H           | H           | H           | H           |
| <b>CO2</b>      | M           | H           | H           | H           | H           |
| <b>CO3</b>      | M           | H           | H           | H           | H           |
| <b>CO4</b>      | M           | H           | H           | H           | H           |

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

| <b>Course Designed by</b>                                                                                                                                               | <b>Verified by HoD</b>                                                             | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------|------------------------|
| Dr. P. Anitha &<br>Dr. S. Poongodi                                                                                                                                      | Dr. P. Anitha                                                                      | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
| <br> |  |                       |                        |

|                        |          |                               |                                                 |          |
|------------------------|----------|-------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>      | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC1A1 | <b>Course Title</b>           | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Allied-I : Business Economics | <b>Semester :</b>                               | I        |
| <b>Hrs/Week:</b>       | 5        |                               | <b>Credits:</b>                                 | 4        |

### Course Objective

To prepare the students to examine the importance and applications of economic analysis to make business decision

### Course Outcomes (CO)

|           |            |                                                                                                   |
|-----------|------------|---------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the basic concepts of business economics                                             |
| <b>K2</b> | <b>CO2</b> | To understand the demand and supply analysis with relevant economic problems                      |
| <b>K3</b> | <b>CO3</b> | To apply the law of variable proportions and economies of scale to an existing economic condition |
| <b>K4</b> | <b>CO4</b> | To analysis the various markets structures and know the differences prevailing in each of them    |

| <b>Unit</b> | <b>Content</b>                                                                                                                                                                                                                                                                                                                             | <b>Hours</b> |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit – 1    | Business Economics: Meaning - Definition- Objectives- Concepts Nature and Scope – Recent Trends in Business Economics - Roles and Responsibilities of Business Economist                                                                                                                                                                   | 12           |
| Unit – 2    | Demand Analysis: Demand Determinants - Law of Demand – Exceptions to Law of Demand – Factors affecting Demand Schedule - Demand Distinctions - Elasticity of Demand: Types and Measurement.<br>Demand Forecasting: <i>Market and Company Demand Forecasting</i> - Purpose - Essentials of Good Forecasting - Method of Demand Forecasting. | 12           |
| Unit – 3    | Consumption: Importance - Consumer Sovereignty - Factors Affecting Consumer Sovereignty in the Modern World.<br>Indifference Curve Analysis: Properties - Price, Income and Substitution Effects - Consumer Surplus.                                                                                                                       | 14           |
| Unit – 4    | The Law of Variable Proportions: Increasing, Diminishing and Constant Returns - Economies of Scale: Internal and External Economies.<br>Cost Analysis: Meaning - Cost Concepts - Cost Output Relationship: Total Cost, Average Cost and Marginal Cost.                                                                                     | 13           |

|          |                                                                                                                                                                                                                                           |    |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | Market Structure: Market Forms - Time Elements in Price Fixation - Equilibrium of Firm and Industry. Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Discrimination Monopoly and Oligopoly. | 14 |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion and Brain storming

### Books for Study

1. Reddy, P.N. and H.R. Appanniah (2017), *Principles of Business Economics*, 3<sup>rd</sup> Edition, New Delhi: S. Chand & Company Limited.

### Books for Reference

1. Chopra, P.N. (2013), *Business Economics*, 1<sup>st</sup> Edition, New Delhi: Kalyani Publishers.
2. Leki R. K. Agarwal (2010), *Business Economics*, 3<sup>rd</sup> Edition, Bangalore, Kalyani Publishers.
3. Chaudry Rimu (2012), *Business Economics*, 1<sup>st</sup> Edition, Chennai: Kalyani Publishers

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Archanaa                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                           |                                                 |          |
|------------------------|----------|-------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                  | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC203 | <b>Course Title</b>                       | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-III :<br>Higher Financial Accounting | <b>Semester :</b>                               | II       |
| <b>Hrs/Week:</b>       | 6        |                                           | <b>Credits:</b>                                 | 4        |

### Course Objective

To expose to the students the accounting procedure of partnership firms

### Course Outcomes (CO)

|           |            |                                                                                          |
|-----------|------------|------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the essentials of partnership accounting                                 |
| <b>K2</b> | <b>CO2</b> | To understand the accounting treatments for admission, retirement and death of a partner |
| <b>K3</b> | <b>CO3</b> | To apply the accounting treatments in settlement of partnership accounts                 |
| <b>K4</b> | <b>CO4</b> | To analyze the relevant cases and the accounting treatment for dissolution of a firm     |

### Syllabus

| Unit     | Content                                                                                                                                                                        | Hours |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Introduction to Partnership – <i>Interest on Capital</i> – Profit and Loss Appropriation Account – Capital Ratio - Past Adjustments and Guarantees.                            | 18    |
| Unit – 2 | Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.              | 16    |
| Unit – 3 | Retirement of a Partner - <i>Calculation of Gaining Ratio</i> - Revaluation of Assets and Liabilities-Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only. | 14    |
| Unit – 4 | Settlement of Accounts - Retiring Partner's Loan Account – Admission cum Retirement.                                                                                           | 15    |
| Unit – 5 | Death of a Partner - Dissolution of a Firm - Insolvency of Partners - Garner Vs Murray - Piecemeal Distribution (Proportionate Capital Method only).                           | 15    |

### Note:

**Distribution of Marks :** Theory - 20%; Problems - 80%

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar and Assignment

### Books for Study

1. Reddy, T.A. and A. Murthy (2013), *Financial Accounting*, 7<sup>th</sup> Edition, Chennai: Margham Publications.

### Books for Reference

1. Gupta, R.L. and M. Radhaswamy (2012), *Advanced Accounting*, 13<sup>th</sup> Revised Edition, New Delhi: Sultan Chand Company Limited.
2. Shukla, M.C. and T.S. Grewal (2014), *Advanced Accounts-I*, 48<sup>th</sup> Edition, New Delhi: Sultan Chand Company Limited.
3. Vinayagam, N. and B. Charumathi (2008), *Financial Accounting*, 1<sup>st</sup> Edition, New Delhi: Sultan Chand Company Limited.

### Mapping

| CO \ PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------|------|------|------|------|------|
| CO1      | H    | L    | L    | M    | H    |
| COM      | H    | M    | M    | M    | H    |
| CO3      | H    | M    | M    | M    | H    |
| CO4      | H    | M    | M    | M    | H    |

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by          | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Nirmala                                                                      | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                            |                                                 |          |
|------------------------|----------|--------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                   | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC204 | <b>Course Title</b>                        | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-IV : Programming Laboratory–II: Tally | <b>Semester :</b>                               | II       |
| <b>Hrs/Week:</b>       | 5*       |                                            | <b>Credits:</b>                                 | 3        |

### Course Objective

To enrich students' practical knowledge in accounting package and to prepare them for job market

### Course Outcomes (CO)

|           |            |                                                                                       |
|-----------|------------|---------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the main features of Tally ERP.9 software                             |
| <b>K2</b> | <b>CO2</b> | To understand the steps in preparation of various accounting vouchers                 |
| <b>K3</b> | <b>CO3</b> | To apply the knowledge in preparing stock summary, ratio analysis and bank statements |
| <b>K4</b> | <b>CO4</b> | To evaluate the knowledge in preparing final accounts                                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <ol style="list-style-type: none"> <li>1. <i>Create a Company and display ledgers</i></li> <li>2. Prepare the following Accounting Vouchers: <ol style="list-style-type: none"> <li>a) Payment Voucher</li> <li>b) Receipt Voucher</li> <li>c) Purchase Voucher</li> <li>d) Sales Voucher</li> <li>e) Contra Voucher</li> <li>f) Journal Voucher</li> </ol> </li> <li>3. Make voucher alteration and deletion</li> <li>4. Record the transactions of sample data for Trial Balance</li> <li>5. Display a cash book</li> <li>6. Prepare stock summary</li> <li>7. Create godown summary</li> <li>8. Display Bank Reconciliation Statement</li> <li>9. Prepare cost centre and cost category</li> <li>10. Display bill-wise statements</li> <li>11. Calculate interest for purchase and sales Bills</li> <li>12. <i>Display final accounts of a Company</i></li> <li>13. Computation of ratio analysis</li> <li>14. Display foreign gain or loss</li> <li>15. Print a Bill with GST</li> </ol> | 65 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

Note: \* Theory 1 hour; Lab 4 hours

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

### Books for Reference:

1. Rajesh Chheda (2018), Learn Tally ERP9 with GST & E Way Bill, Ane Books publications .

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|-----------------|
| Ms. R. Ramya                                                                        | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | R. Muthukumaran |
|  |  |                     |                 |

|                        |          |                                                    |                                                 |          |
|------------------------|----------|----------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                           | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC2A2 | <b>Course Title</b>                                | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Allied-II :<br>Business Mathematics and Statistics | <b>Semester :</b>                               | II       |
| <b>Hrs/Week:</b>       | 5        |                                                    | <b>Credits:</b>                                 | 4        |

### Course Objective

To enable the students to apply basic mathematical knowledge to solve the real life business problems and develop the knowledge of students in the application of statistical tools in business analysis

### Course Outcomes (CO)

|           |            |                                                                                    |
|-----------|------------|------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the application of mathematics and statistics in business analysis |
| <b>K2</b> | <b>CO2</b> | To understand the concepts of mathematics in finance                               |
| <b>K3</b> | <b>CO3</b> | To apply basic statistical calculations in business problems                       |
| <b>K4</b> | <b>CO4</b> | To evaluate the business conditions using correlation and regression analysis      |

| Unit     | Content                                                                                                                                                                                | Hours |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Matrix Algebra: <i>Addition, Subtraction and Multiplication of Matrix</i> , Rank of a Matrix, Inverse of Matrix - Determinants and Solution of Simultaneous Linear Equations.          | 13    |
| Unit – 2 | Mathematics of Finance: Basic Concepts– <i>Simple Interest &amp; Compound Interest</i> – Effective Rates & Nominal Rate of Interest - Annuities – Sinking Fund – Discounting.          | 11    |
| Unit – 3 | Statistics: Meaning and Scope – Characteristics and Limitations - Measures of Central Tendency:– Mean, Median, Mode, Geometric Mean and Harmonic Mean – Dispersion: Standard Deviation | 14    |
| Unit – 4 | Correlation: Meaning – Types of Correlation – Pearson's Co-efficient of Correlation – Interpretation of Co-efficient of Correlation – Spearman's Rank Correlation Co-efficient         | 14    |
| Unit – 5 | Regression: Meaning – Uses of Regression – Difference between Correlation and Regression – Methods of Forming the Regression Equation.                                                 | 13    |

**Note:** Theory questions shall be restricted to Section A and B of the Question Paper.

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Assignment and Brain storming

**Books for Study**

1. Navaneetham, P.A. (2018), *Business Mathematics & Statistics*, Trichy, Jai Publishers.
2. Gupta, S.P. (2017), *Statistical Methods*, 42<sup>nd</sup> Revised Edition, New Delhi: Sultan Chand & Sons Company Limited.

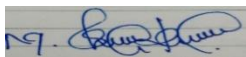
**Books for Reference**

1. Pillai, R.S.N and Bagavathi (2013), *Statistics Theory and Practice*, New Delhi: Sultan Chand & Sons Private Limited.
2. Ranganath, G.K., C.S. Sampamgiram and Y. Rajan (2006), *A Text book for Business Mathematics*, New Delhi: Himalaya Publishing House.
3. Srivastava, T.N. and Shailaja Rego (2008), *Statistics for Management*, 2<sup>nd</sup> Edition, New Delhi: Tata MC Graw Hill Publishing Company Limited.

**Mapping**

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

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

| Course Designed by                                                                                                                                                         | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. M. Deepa Ms. & Ms. M. Shanmuga Priya                                                                                                                                   | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
| <br> |  |                     |                     |

|                        |          |                                  |                                                 |          |
|------------------------|----------|----------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>         | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC305 | <b>Course Title</b>              | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core V :<br>Corporate Accounting | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 6        |                                  | <b>Credits:</b>                                 | 4        |

### Course Objective

To develop the students' knowledge on corporate accounting in conformity with the provision of the Companies Act 2013

### Course Outcomes (CO)

|           |            |                                                                      |
|-----------|------------|----------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the basic concepts of corporate accounting              |
| <b>K2</b> | <b>CO2</b> | To understand the accounting treatment of shares and debentures      |
| <b>K3</b> | <b>CO3</b> | To apply the rules in the preparation of various company accounts    |
| <b>K4</b> | <b>CO4</b> | To analyze the accounting treatments for amalgamation and absorption |

### Syllabus

| <b>Unit</b> | <b>Content</b>                                                                                                                                                                                                                                                                | <b>Hours</b> |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit – 1    | Shares – Meaning – <i>Types of Shares</i> – Issue of Shares - Forfeiture and Reissue. Issue of Debentures – Redemption of Debentures.                                                                                                                                         | 15           |
| Unit – 2    | Preparation of Company Final Accounts.                                                                                                                                                                                                                                        | 15           |
| Unit – 3    | Amalgamation and Absorption of Companies (excluding Inter-Company Owings and Holdings) - External Reconstruction of Companies.                                                                                                                                                | 16           |
| Unit – 4    | Holding Company Accounts: Meaning – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus Issue and Payment of Dividend - Preparation of Consolidated Balance Sheet (Revised Format) (Inter Company and Multiple-holdings excluded).       | 16           |
| Unit – 5    | Banking Company Accounts – Rebate on Bills Discounted – Treatment - Preparation of Profit and Loss Account and Balance Sheet.<br>Insurance Company Accounts: <i>Life Insurance</i> – Calculation of Life Assurance Fund - General Insurance (Fire and Marine Insurance only). | 16           |

**Note:** Distribution of Marks: Theory - 20% Problems-80%

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Brain storming and Case study

### Books for Study

1. Reddy T.S. and A. Murthy (2013), *Corporate Accounting*, 7<sup>th</sup> Revised Edition, Chennai: Margham Publications

### Books for Reference

1. Jain, S.P. and K.L. Narang (2017), *Advanced Accountancy (Corporate Accounting)*, 21<sup>st</sup> Edition, New Delhi: Kalyani Publications.
2. Gupta, R.L. and M. Radhaswamy (2013), *Advanced Accountancy: Theory, Method and Application-Vol.-1*, 1<sup>st</sup> Edition, New Delhi: Sultan Chand & Sons.
3. Arulanandam, M.A. and K.S. Raman (2014), *Advanced Accountancy*, 6<sup>th</sup> Revised Edition, New Delhi: Himalaya Publications.

### Mapping

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

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by CDC      | Approved by COE      |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|----------------------|
| Dr. P. Archanaa                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukuamaran |
|  |  |                     |                      |

|                        |          |                                                         |                                                 |          |
|------------------------|----------|---------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC306 | <b>Course Title</b>                                     | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core VI:<br>Business Organisation and Office Management | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 5        |                                                         | <b>Credits:</b>                                 | 4        |

### Course Objective

To inculcate the expertise knowledge in business formats and office management.

### Course Outcomes (CO)

|           |            |                                                                                                 |
|-----------|------------|-------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To remember the essentials of a Business                                                        |
| <b>K2</b> | <b>CO2</b> | To understand the different forms of organisation                                               |
| <b>K3</b> | <b>CO3</b> | To implement Government policies and analyse the social responsibilities of a Business Concern. |
| <b>K4</b> | <b>CO4</b> | To evaluate the elements of office management                                                   |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                     | Hours |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Business: Meaning - Characteristics of Business – Divisions– Objectives– Requisites for success in Modern Business – Qualities of a business man. Industrial Revolution – Industrialization in India – Problems in Launching an Enterprise. | 13    |
| Unit – 2 | Forms of Organisation: Sole Proprietorship, Partnership, Joint Stock Company and Co-operative Society                                                                                                                                       | 13    |
| Unit – 3 | Rationalisation: Features – Measures. Combinations: Causes – Forms. Government & Business: New Industrial Policy – Social Responsibilities of a business Firm                                                                               | 14    |
| Unit – 4 | Office Management – Elements – Functions – <i>Office Manager</i> – <i>Characteristics</i> – <i>Qualification</i> – Functions. Organisation: Principles – Forms. Centralization and Decentralization.                                        | 13    |
| Unit – 5 | Office Accommodation: Location – Office Building – Office Layout – Office Environment.                                                                                                                                                      | 12    |

\* *Italicized* texts are for self-study.

### Teaching Methods

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

**Books for Study**

1. Bhushan.Y.K.(2013), *Fundamentals of Business Organisation and Management*, 19<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Kathiresan. S and Dr.V.Radha(2005), *Office Management*, 2<sup>nd</sup> Reprint, Chennai: Prasanna Publishers.

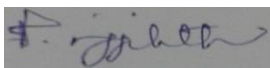
**Books for Reference**

1. Reddy.P.N.(2010), *Principles of Business Organisation and Management*, 2<sup>nd</sup> Reprint, New Delhi: S.Chand & Company.
2. Kumar. N and Mittal. R (2001), *Office Organisation and Management*, 1<sup>st</sup> Edition, New Delhi: Anmol Publications Pvt., Ltd.,
3. Sherlekar. S. A and Sherlekar. V. S(1995), *Modern Business Organisation and Management Systems Approach*, 3<sup>rd</sup> Reprint, Mumbai: Himalaya Publishing House.

**Mapping**

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

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

| Course Designed by                                                                                                                                                         | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Archanaa &<br>Dr. T. VijayaChithra                                                                                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
| <br> |  |                     |                     |

|                        |          |                                                            |                                                 |          |
|------------------------|----------|------------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                   | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC307 | <b>Course Title</b>                                        | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-VII: Relational Database Management System and Oracle | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 4        |                                                            | <b>Credits:</b>                                 | 3        |

### Course Objective

To enrich the knowledge on relational database management system

### Course Outcomes (CO)

|           |            |                                                                       |
|-----------|------------|-----------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the fundamentals of database management system           |
| <b>K2</b> | <b>CO2</b> | To understand the divisions of SQL commands                           |
| <b>K3</b> | <b>CO3</b> | To apply PL/SQL architecture and block and to construct a simple form |
| <b>K4</b> | <b>CO4</b> | To analyze various commands in SQL and PL/SQL to develop a database   |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                                                                                                                                                            | Hours |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Database Systems: Introduction – Purpose – <i>View of Data</i> – <i>Data Abstraction</i> – Instances and Schemas – Data Independence. Data Models: Object based Logical Models, Physical Data Models and Record based Logical Models –Transaction Management – Storage Management – DBA – Database Users.                                                                                                                          | 10    |
| Unit – 2 | Entity: Relational Model – Basic Concepts – Entity Relationship Diagram – Structure of Relational Database – Relational Algebra – Extended Relational Algebra Operations – Modification of the Database – Integrity Constraints.                                                                                                                                                                                                   | 10    |
| Unit – 3 | Oracle: Introduction – Tools of Oracle – Introduction to SQL – Oracle Internal Data Types – Divisions of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transaction Control Language. Keys: Primary Key, Foreign Key and Referential Key. SQL * Plus Functions: Date, Character, Numeric, Conversion, Miscellaneous and Group Functions. Set Operators – Relating Data through Join Concept. | 11    |
| Unit – 4 | Sub-Queries: Meaning - Usage of Sub-Queries. Database Objects: Table, View – Synonym – <i>Sequences</i> – <i>Index</i> . Concept of Locking – Types of Locks. SQL * Plus Formatting Commands: Compute Commands, Title Commands, Setting Page Dimensions and Storing and Printing Query Results.                                                                                                                                    | 11    |

|          |                                                                                                                                                                                                                                                                        |    |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | PL/SQL: Introduction - Advantages – Architecture of PL/SQL Block – Introduction to PL/SQL Block – Attributes. Control Structures – Concept of Error Handling, Cursor Management. Basic Concept of SQL* FORM – Components of an Oracle Form – Simple Form Construction. | 10 |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Books for Study

1. Kevin Loney & George Koch (2002), *Oracle 8i – The Complete Reference*, 11<sup>th</sup> Reprint, New Delhi: Tata Mc Graw Hill Publishing Company Limited.
2. Date, C.J. (2001), *An Introduction to Database Systems*, 8<sup>th</sup> Edition, New Delhi: Addison Wesley Longman Private Limited.

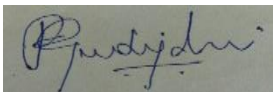
### Books for Reference

1. Jose A. Ramalho (2007), *Learn Oracle 8i*, 1<sup>st</sup> Edition, New Delhi: BPB Publications.
2. William G. Paye Jr, *Oracle 8/8i*, Prentice Hall of India Private Ltd, New Delhi, 1999.
3. Naphtali Rishe (2007), *Database Design Fundamentals*, 1<sup>st</sup> Edition, New Delhi: Prentice Hall of India Private Ltd..

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Gomathi Devi                                                                 | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                  |                                                 |          |
|------------------------|----------|--------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                         | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC308 | <b>Course Title</b>                              | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-VIII: Programming Laboratory – III : Oracle | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 4        |                                                  | <b>Credits:</b>                                 | 2        |

### Course Objective

To develop and manage the relational database design

### Course Outcomes (CO)

|           |            |                                                               |
|-----------|------------|---------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the various SQL commands in table creation       |
| <b>K2</b> | <b>CO2</b> | To understand the usage of different data constraints         |
| <b>K3</b> | <b>CO3</b> | To apply the PL/SQL blocks in creating an oracle application  |
| <b>K4</b> | <b>CO4</b> | To figure out a database design using SQL and PL/SQL commands |

| <b>Programs</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Hours</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <p style="text-align: center;"><b><u>SQL</u></b></p> <ol style="list-style-type: none"> <li>Create a table for employee details using DDL Commands.</li> <li>Create a table for sales details using DML Commands.</li> <li>Create a table for item details using DCL &amp; TCL Commands.</li> <li>Create a table for student details and verify the following data constraints.               <ol style="list-style-type: none"> <li>Primary Key</li> <li>Reference Key</li> <li>Default Key</li> </ol> </li> <li>Create a table for employee details and verify the following data constraints.               <ol style="list-style-type: none"> <li>Not Null</li> <li>Unique Key</li> <li>Check</li> </ol> </li> <li>Create a table for student attendance and mark details and combine the results of two queries using the set operators.</li> <li>Create a table and perform SQL * Plus functions – Group and single row functions</li> <li>Create a table and display the database objects in partition view</li> </ol> | 28           |

**PL / SQL**

9. Create a PL/SQL block and retrieve the records stored in the employee table.
10. Create a PL/SQL program to calculate the bonus of employees based on their salary.
11. Develop PL/SQL block to check the availability of stock for the given product
12. Create a PL/SQL program to display the multiplication table
13. Create a table for student mark details by using percentage type under PL/SQL attribute concept.
14. Generate a program in PL/SQL to calculate the simple interest.
15. Write a program to calculate the discount on sales in PL/SQL.

24

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Experience Discussion, Brain storming and Activity

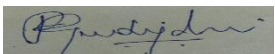
**Books for Reference**

1. Jose A. Ramalho (2007), *Learn Oracle 8i*, 1<sup>st</sup> Edition, New Delhi: BPB Publications.
2. William G. Paye Jr, Oracle 8/8i", Prentice Hall of India Private Ltd, New Dehi, 1999.
3. Naphtali Rishe (2007), *Database Design Fundamentals*, 1<sup>st</sup> Edition, New Delhi: Prentice Hall of India Private Ltd.

**Mapping**

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | H           | H           | M           | M           |
| <b>CO2</b>      | M           | H           | H           | H           | H           |
| <b>CO3</b>      | M           | M           | M           | M           | M           |
| <b>CO4</b>      | M           | M           | M           | M           | M           |

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

| <b>Course Designed by</b>                                                           | <b>Verified by HoD</b>                                                              | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------|------------------------|
| Dr. P. Gomathi Devi                                                                 | Dr. P. Anitha                                                                       | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
|  |  |                       |                        |

|                        |          |                                                    |                                                 |          |
|------------------------|----------|----------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                           | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC3A3 | <b>Course Title</b>                                | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Allied-III:<br>Executive Communication – Practical | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 4        |                                                    | <b>Credits:</b>                                 | 4        |

## Course Objective

To develop the oral and written communication skills of the students

### Course Outcomes (CO)

|           |            |                                                                       |
|-----------|------------|-----------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To deploy assignments for developing oral communication skills        |
| <b>K2</b> | <b>CO2</b> | To analyze the students' communication skills in real world situation |
| <b>K3</b> | <b>CO3</b> | To recollect the structure of trade letters                           |
| <b>K4</b> | <b>CO4</b> | To understand the format of preparing resume, agenda and minutes      |

| Content                                                                                                                                                                                                                                                                                                                                                                              | Hours |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Part – A (Oral Communication)</b> <ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Self- Introduction</li> <li>3. Group Discussion</li> <li>4. Public Speaking</li> <li>5. <i>Telephonic Conversation</i></li> <li>6. Mock Interview</li> <li>7. Business Presentation</li> <li>8. Role Play</li> <li>9. Reading</li> </ol>                                        | 22    |
| <b>Part – B (Written Communication)</b> <ol style="list-style-type: none"> <li>1. Trade Letters : Enquiries - Orders and Execution</li> <li>2. Credit and Status Enquiries</li> <li>3. Claims and Adjustments</li> <li>4. Collection Letters</li> <li>5. Sales Letters</li> <li>6. Complaint Letters</li> <li>7. Circular Letters</li> <li>8. Drafting Agenda and Minutes</li> </ol> | 30    |

|                                  |  |
|----------------------------------|--|
| 9. Bank Correspondence           |  |
| 10. Insurance Correspondence     |  |
| 11. Agency Correspondence        |  |
| 12. Application Letters          |  |
| 13. <i>Preparation of Resume</i> |  |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power Point Presentations, Group discussions, Assignment, Experience Discussion, Brain storming and Activity

### Books for Study

1. Rajendra Pal Korahill (2012), *Essentials of Business Communication*, 9<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Ramesh, M.S., C.C. Pattanshetti and Madhumati M. Kulkarani (2011), *Business Communication*, 28<sup>th</sup> Edition, New Delhi: R Chand & Company.
3. Rodriquez, M.V. (2003), *Effective Business Communication Concept*, 13<sup>th</sup> Edition, Mumbai: Vikas Publishing Company.

### Note:

1. Practical Examination will be conducted at the end of semester.

2. Distribution of Marks

|                       |        |   |                                           |
|-----------------------|--------|---|-------------------------------------------|
| End of Semester       | Part B | - | 60 Marks (Record 10 & Practical 50 Marks) |
| Continuous Assessment | Part A | - | 40 Marks (Internal Assessment only)       |

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Anitha & Ms. R. Ramya                                                        | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                          |                                                 |          |
|------------------------|----------|--------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b> | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC309 | <b>Course Title</b>      | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core IX: Company Law     | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 5        |                          | <b>Credits:</b>                                 | 4        |

### Course Objective

To provide basic knowledge on the provisions of the Companies Amendment Act, 2013

### Course Outcomes (CO)

|           |            |                                                                     |
|-----------|------------|---------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To remember the basic characteristics of a company form of business |
| <b>K2</b> | <b>CO2</b> | To understand the legal structure and nature of a company           |
| <b>K3</b> | <b>CO3</b> | To analyze the basic requirements of conducting company meetings    |
| <b>K4</b> | <b>CO4</b> | To figure out the process followed in winding up of companies       |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                                               | Hours |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Company– Meaning and Definition – Characteristics – <i>Kinds</i> – Privileges of Private Company – Conversion of a Private Company into a Public Company – Formation of a Company – Difference Between Companies Act 1956 and 2013                                                                                    | 12    |
| Unit – 2 | Memorandum of Association – Meaning and Importance – Alteration – Doctrine of Ultravires – Effects – Articles of Association – Alteration – Doctrine of Indoor Management – Differences between Memorandum and Articles. Prospects – Meaning – Contents – Misstatements in the Prospects – Remedies for Misstatement. | 14    |
| Unit – 3 | Management of a Company – Appointment of Directors – Removal of Directors – Legal Position of Directors – Powers, Duties and Liabilities of Directors – Managing Director – Manager – Independent Director.                                                                                                           | 14    |
| Unit – 4 | Share Capital – <i>Kinds of Shares</i> – Transfer and Transmission of Shares – Company Meetings – Statutory Meeting – Annual General Meetings – Extra-ordinary General Meetings – Requisition of a Valid Meeting: Notice, Quorum, Chairman, Proxy, Voting, Resolutions and Minutes.                                   | 13    |
| Unit – 5 | Winding up of Companies – Modes of winding up – Powers and Duties of Liquidator – National Company Law Tribunal Act (NCLT) – Functions - Advantages                                                                                                                                                                   | 12    |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment and Case study

### Books for Study

1. N.D. Kapoor (2016), *Company Law*, 31<sup>st</sup> Edition, Sultan Chand & Sons

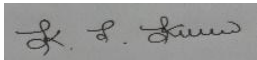
### Books for Reference

1. Kapoor, G.K. and Sanjay Dhamija (2019), *Company Law and Practice*, 24<sup>th</sup> Edition, Mumbai: Taxmann Publications Private Limited.
2. PM S Abdul Gafoor & S. Thothadri (2016), *Company Law*, 2<sup>nd</sup> Edition, Vijay Nicole Imprints Private Limited, Chennai
3. Ashok K. Bakerial (2010), *Company Law*, 12<sup>th</sup> Edition, New Delhi: Vikas Publication House Private Limited.

### Mapping

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

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. K.S. Kavitha                                                                    | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

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

### Course Objective

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

### Course Outcomes (CO)

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

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

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

**Books for Study**

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

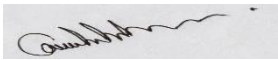
**Books for References**

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

**Mapping**

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | L           | L           | M           | H           |
| <b>CO2</b>      | M           | L           | L           | L           | M           |
| <b>CO3</b>      | M           | L           | L           | L           | H           |
| <b>CO4</b>      | M           | L           | M           | M           | H           |

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

| <b>Course Designed by</b>                                                           | <b>Verified by HoD</b>                                                              | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------|------------------------|
| Mr. A. Prakalathan                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
|  |  |                       |                        |

|                        |          |                                                |                                                 |          |
|------------------------|----------|------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                       | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC3N2 | <b>Course Title</b>                            | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Non-Major Elective:<br>Supply Chain Management | <b>Semester :</b>                               | III      |
| <b>Hrs/Week:</b>       | 1        |                                                | <b>Credits:</b>                                 | 2        |

### Course Objective

To improve the knowledge of students in the areas of product delivery system

### Course Outcomes (CO)

|           |            |                                                                |
|-----------|------------|----------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the significance of supply chain               |
| <b>K2</b> | <b>CO2</b> | To understand the various distribution networks                |
| <b>K3</b> | <b>CO3</b> | To apply the forecasting methods in supply chain               |
| <b>K4</b> | <b>CO4</b> | To evaluate the planning and sourcing decision in supply chain |

### Syllabus

| Unit     | Content                                                                                                                                                                                             | Hours |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Supply Chain – Introduction – Meaning – Definition - Decision Phases in a Supply Chain - Process View of Supply Chain – Importance - Supply Chain Performance - Supply Chain Drivers and Obstacles. | 3     |
| Unit – 2 | Designing the Distribution Network in Supply Chain - Network Design in the Supply Chain - Network Design in an Uncertain Environment.                                                               | 2     |
| Unit – 3 | <i>Demand Forecasting in a Supply Chain</i> - Aggregate Planning in the Supply Chain.                                                                                                               | 2     |
| Unit – 4 | Planning and Managing Inventories in a Supply Chain - Managing Economies of Scale in the Supply Chain - Managing Uncertainty in the Supply Chain: Safety Inventory.                                 | 3     |
| Unit – 5 | Sourcing Decisions in a Supply Chain - Transportation in a Supply Chain - <i>Information Technology and Supply Chain</i> - E-business and Supply Chain.                                             | 3     |

\* *Italicized* texts are for self-study.

**Teaching Methods**

|                                                                      |
|----------------------------------------------------------------------|
| Power point Presentations, Group discussions, Seminar and Assignment |
|----------------------------------------------------------------------|

**Books for Study**

2. Sunil Chopra and Peter Meindl (2012), *Supply Chain Management*, 5<sup>th</sup> Edition, New Delhi: Prentice Hall.

**Books for References**

1. Raghuram, G. and N. Rangaraj (2011), *Logistics and Supply Chain Management Cases and Concepts*, 1<sup>st</sup> Edition, New Delhi: Macmillan India Limited.
2. Sunil Chopra (2013), *Supply Chain Management: Strategy, Planning and Operation*, 5<sup>th</sup> Edition, New Delhi: Pearson Education Limited.
3. Sahay, B.S. (2006), *Emerging Issues in Supply Chain Management*, 5<sup>th</sup> Edition, New Delhi, Macmillan India Limited.

**Mapping**

| CO \ PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------|------|------|------|------|------|
| CO1      | M    | L    | L    | L    | L    |
| CO2      | M    | L    | L    | L    | M    |
| CO3      | M    | L    | L    | L    | M    |
| CO4      | M    | L    | L    | L    | M    |

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Shanmuga Priya                                                               | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                          |                                                 |          |
|------------------------|----------|--------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b> | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC410 | <b>Course Title</b>      | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-X: Cost Accounting  | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 5        |                          | <b>Credits:</b>                                 | 4        |

### Course Objective

To expose the students the basic concepts and tools used in cost accounting

### Course Outcomes (CO)

|           |            |                                                                     |
|-----------|------------|---------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the basics of cost accounting                       |
| <b>K2</b> | <b>CO2</b> | To understand the various types of inventory and costing            |
| <b>K3</b> | <b>CO3</b> | To apply the various methods in calculation of labour and overheads |
| <b>K4</b> | <b>CO4</b> | To analyse the principles used in process, contract and job costing |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                              | Hours |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Cost Accounting: Definition - Meaning and Scope - <i>Relationship of Cost Accounting with Financial Accounting and Management Accounting - Costing as an Aid to Management</i> – Limitations and Objections against Cost Accounting - Elements of Cost - Cost Sheet. | 13    |
| Unit – 2 | Inventory Control Techniques – Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average.                                                                                                         | 12    |
| Unit – 3 | Labour – Methods of Payment Systems: Time Rate and Piece Rate System. Incentive Systems: Halsey and Rowan.<br>Overheads: Meaning - Classification – Allocation, Apportionment & Absorption of Overheads – Computation of Labour Cost.                                | 14    |
| Unit – 4 | Process Costing – Meaning - Features - General Principles - Process Losses - Normal Loss-Abnormal Loss - Abnormal Gain. (Excluding Equivalent Production)                                                                                                            | 14    |
| Unit – 5 | Contract and Job Costing – Reconciliation of Cost and Financial Accounts                                                                                                                                                                                             | 12    |

Note: Theory – 20% Problems – 80%

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Seminar and Assignment

**Books for Study**

1. Jain, S.P. and K.L. Narang (2013), *Cost Accounting – Principles and Practice*, 23<sup>rd</sup> Edition, New Delhi, Kalyani Publishers.

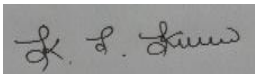
**Books for Reference**

1. Pillai, R.S.N. and V. Bagavathi (2010), *Management Accounting*, 5<sup>th</sup> Revised Edition, New Delhi: S. Chand & Company Limited.
2. Jain, S.P. and K.L. Narang (2012), *Cost and Management Accounting*, 13<sup>th</sup> Revised Edition, New Delhi, Kalyani Publishers.
3. Saxena, V.K. and C.D. Vashist (2014), *Essentials of Cost Accounting*, 2<sup>nd</sup> Edition, New Delhi: Sultan Chand & Sons.

**Mapping**

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

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by          | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. K. S. Kavitha                                                                   | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                          |                                                 |          |
|------------------------|----------|--------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b> | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC411 | <b>Course Title</b>      | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-X1: Visual Basic    | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 4        |                          | <b>Credits:</b>                                 | 3        |

### Course Objective

To enable the students to develop an application oriented software

### Course Outcomes (CO)

|           |            |                                                                      |
|-----------|------------|----------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the fundamentals of client / server architecture     |
| <b>K2</b> | <b>CO2</b> | To understand the concepts of Integrated Development Environment     |
| <b>K3</b> | <b>CO3</b> | To apply the procedures and functions to create application software |
| <b>K4</b> | <b>CO4</b> | To analyse the Data Access Objects and generate data reports         |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                                                                                                                                                                        | Hours |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Client/Server Architecture: Benefits – Downsizing – Upsizing – Right sizing – Models – Architecture: Technical Architecture, Application Architecture, Two Tier Architecture, Three Tier Architecture, OLTP & n Tier Architecture.                                                                                                                                                                                                             | 10    |
| Unit – 2 | Visual Basic: Introduction – Steps in VB Application – Integrated Development Environment (IDE) - Properties, Methods and Events – Event Driven Programming - Variables – Scope of Variables – Constants – Data Types.                                                                                                                                                                                                                         | 11    |
| Unit – 3 | Control Functions: Procedures – Control Structure: If - Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.                                                                                                                                                                                                                                   | 10    |
| Unit – 4 | Tools: Creating and Using Standard Controls: Form, <i>Label</i> , <i>Text box</i> , Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – File List Box - Drive List Box – Directory List Box - Timer Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation. | 11    |

|          |                                                                                                                                                                                                                                                                                                                                                      |    |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | Data Controls: Data Access Objects (DAO) – Accessing and Manipulating Databases – Record set – Methods 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. | 10 |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Experience Discussion

### Books for Study

1. Krishnan, N. and N. Saravanan (2015), *Visual Basic 6.0 in 30 Days*, 2<sup>nd</sup> Edition, Chennai: SciTech Publications (India) Private Limited.

### Books for Reference

1. Steven Holzner (2012), *VB 6 Programming Black Book*, 3<sup>rd</sup> Edition, New Delhi: Dream Tech Press.
2. Gary Cornell (2017), *Visual Basic-6*, 2<sup>nd</sup> Edition, New Delhi: Tata McGraw Hill.
3. Michael Halvorson (2010), *Microsoft Visual Basic 6.0 Professional*, 2<sup>nd</sup> Edition, New Delhi: PHI Learning Private Limited.

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Jayanthi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                         |                                                 |          |
|------------------------|----------|---------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC412 | <b>Course Title</b>                                     | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-XII:<br>Programming Laboratory-IV:<br>Visual Basic | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 4        |                                                         | <b>Credits:</b>                                 | 2        |

### Course Objective

To develop the business application software using Visual Basic

### Course Outcomes (CO)

|           |            |                                                                                     |
|-----------|------------|-------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the fundamental concepts of visual basic programming                   |
| <b>K2</b> | <b>CO2</b> | To understand the significance of visual basic programming for software development |
| <b>K3</b> | <b>CO3</b> | To implement the integration of back end with front end tool using DAO control      |
| <b>K4</b> | <b>CO4</b> | To execute the various control structures to create application software            |

| <b>Programs</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Hours</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <ol style="list-style-type: none"> <li>1. Create a VB application to calculate simple and compound interest</li> <li>2. Develop a quiz application in Visual Basic.</li> <li>3. Create a VB application with File, Edit and Format Menus and perform its operations.</li> <li>4. Develop a VB program to count number of words in a text.</li> <li>5. Create a Program to select, add and delete a place in the List Box.</li> <li>6. <i>Design a form to show the employee pay slip using if statement.</i></li> <li>7. Design a simple calculator.</li> <li>8. Design a student Login Form using Functions</li> <li>9. Prepare an advertisement banner using VB application.</li> <li>10. Develop an Application to move an object using Timer Control</li> <li>11. Design a super market bill using VB application</li> <li>12. Create a VB application to prepare inventory control.</li> <li>13. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations.</li> <li>14. <i>Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations.</i></li> </ol> | 52           |

15. Design a Electricity Bill using DAO / ADO Control by considering the following conditions:

| Unit Consumed    | Rate Per Unit (Rs.) |
|------------------|---------------------|
| Up to 100 Units  | NIL                 |
| 101 to 200 Units | 3.50                |
| 200 to 500 Units | 4.60                |
| Above 500 Units  | 6.60                |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

### Books for Reference

1. Steven Holzner (2012), *VB 6 Programming Black Book*, 3<sup>rd</sup> Edition, New Delhi: Dream Tech Press.
2. Gary Cornell (2017), *Visual Basic-6*, 2<sup>nd</sup> Edition, New Delhi: Tata McGraw Hill.
3. Michael Halvorson (2010), *Microsoft Visual Basic 6.0 Professional*, 2<sup>nd</sup> Edition, New Delhi: PHI Learning Private Limited

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Jayanthi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                            |                                                 |          |
|------------------------|----------|----------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>   | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC413 | <b>Course Title</b>        | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core-XIII:<br>Business Law | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 5        |                            | <b>Credits:</b>                                 | 4        |

### Course Objective

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

### Course Outcomes (CO)

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

### Syllabus

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

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

\* *Italicized* texts are for self-study.

### Teaching Methods

|                                                               |
|---------------------------------------------------------------|
| Power Point Presentations, Seminar, Assignment and Case study |
|---------------------------------------------------------------|

### Books for Study

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

### Books for Reference

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

### Mapping

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

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

| Course Designed by                                                                  | Verified by HOD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Anitha                                                                       | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

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

### Course Objective

To familiarize the students with concepts and principles of management

### Course Outcomes (CO)

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

### Syllabus

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

|          |                                                                                                                                                                |    |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | Controlling: Process of control - Types of control – budgetary and non-budgetary control- Leadership - Type of leadership styles – Qualities of a Good Leader. | 10 |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment

### Books for Study

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

### Books for Reference

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

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Mr. A. Prakalathan                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                      |                                                 |          |
|------------------------|----------|--------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>             | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC414 | <b>Course Title</b>                  | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XIV:<br>Principles of Marketing | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 5        |                                      | <b>Credits:</b>                                 | 4        |

### Course Objective

To endow students with the knowledge of principles of marketing

### Course Outcomes (CO)

|           |            |                                                                                                                                                    |
|-----------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To remember the basic principles of marketing                                                                                                      |
| <b>K2</b> | <b>CO2</b> | To get the idea about new product designing, branding, packing and pricing                                                                         |
| <b>K3</b> | <b>CO3</b> | To apply the distribution strategy in marketing and to expose the concepts of personal selling, recruitment, selection and training of sales force |
| <b>K4</b> | <b>CO4</b> | To analyze the standardization, trading and agricultural marketing in India                                                                        |

### Syllabus

| <b>Unit</b> | <b>Content</b>                                                                                                                                                                                                                                                                                                     | <b>Hours</b> |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit – 1    | Introduction to Marketing: Marketing – Meaning – Definition – Evolution of Marketing - Importance – Functions of Marketing – Marketing Mix - Introduction to 4 Ps.<br>Market Segmentation: Basis of Market Segmentation – Benefits of Market Segmentation.                                                         | 13           |
| Unit – 2    | Product: Features – Classification of products – Product Planning and Development – Product Line and mix – Product Life cycle - Product Branding; Packaging and Containerisation.<br>Pricing: Meaning – objectives – Factors influencing pricing –Procedure of price determination – Methods and Types of Pricing. | 14           |
| Unit – 3    | Advertisement: Meaning– Kinds – Advertising Media.<br>Personal Selling: Meaning - Personal selling – kinds – Functions – Qualities of a good salesman – <i>Personal selling Vs. Sales promotion</i> – Market research.                                                                                             | 13           |
| Unit – 4    | Channels of Distribution: Definition- Functions- Importance – Types of Channels –Transportation- Meaning – Types Transportation –Storage and Warehousing.<br>Consumer behaviour – Marketing and Government –Bureau of Indian Standards –Agmark –Consumerism – Consumer Protection – Rights of consumers            | 12           |

|          |                                                                                                                                                                                                                  |    |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | Online marketing: Meaning – Importance – Kinds–Advantages – Disadvantages. Modern Marketing concept-Global Marketing –E-marketing – Tele marketing- Viral Marketing- Green Marketing - <i>Marketing Ethics</i> . | 13 |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Books for Study

1. Pillai, R.S.N. and V. Bagavathi (2019), *Modern Marketing Principles and Practices*, 14<sup>th</sup> Edition, New Delhi: S. Chand & Company Limited.

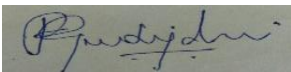
### Books for Reference

1. Rajan Nair, N. and C.B. Gupta (2018), *Marketing Management – Text and Cases*, 19<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Philip Kotler and Kevin Lane Keller (2012), *Marketing Management*, 14<sup>th</sup> Global Edition, New Delhi: Prentice Hall of India.
3. Ravilochanan, P. (2010), *Principles of Marketing*, 2<sup>nd</sup> Reprint, New Delhi: Vrinda Publications (P) Limited.

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Gomathi Devi                                                                 | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                                    |                                                 |          |
|------------------------|----------|--------------------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                           | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC4N3 | <b>Course Title</b>                                                | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Non-Major Elective:<br>Commerce and Computer Application Practical | <b>Semester :</b>                               | IV       |
| <b>Hrs/Week:</b>       | 1        |                                                                    | <b>Credits:</b>                                 | 2        |

### Course Objective

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

### Course Outcomes (CO)

|           |            |                                                                            |
|-----------|------------|----------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the filling of various forms in business                      |
| <b>K2</b> | <b>CO2</b> | To understand the new concepts used in Commerce and Computer arena         |
| <b>K3</b> | <b>CO3</b> | To apply the knowledge of computer in various online business applications |
| <b>K4</b> | <b>CO4</b> | To evaluate the students' knowledge on real business operations            |

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

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

\* *Italicized* texts are for self-study.

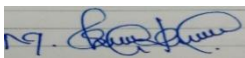
### Teaching Methods

|                                                                           |
|---------------------------------------------------------------------------|
| Power point Presentations, Assignment, Experience Discussion and Activity |
|---------------------------------------------------------------------------|

### Mapping

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

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

| Cour4e De4igned by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Shanmuga Priya                                                               | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                          |                                                 |          |
|------------------------|----------|------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                 | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC4N4 | <b>Course Title</b>                      | <b>Batch :</b>                                  | 2020-'23 |
| <b>Hrs/Week:</b>       | 1        | Non-Major Elective:<br>Retail Management | <b>Semester :</b>                               | IV       |
|                        |          |                                          | <b>Credits:</b>                                 | 2        |

### Course Objective

To expose the students in the area of retail marketing management

### Course Outcomes (CO)

|           |            |                                                            |
|-----------|------------|------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the essentials of retailing                |
| <b>K2</b> | <b>CO2</b> | To understand the retail strategy and retail marketing mix |
| <b>K3</b> | <b>CO3</b> | To apply the pricing policies in retail market             |
| <b>K4</b> | <b>CO4</b> | To evaluate the need of HRM and IT in retail market        |

### Syllabus

| Unit     | Content                                                                                                                                                            | Hours |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Retailing: Meaning, Importance-Risk of Retailers- Challenges facing Global Retailers-Retail in India: Drivers of Retail changes-Challenges for Retail Development. | 3     |
| Unit – 2 | Customer Decision Making Process- Retail Strategy: Meaning – Steps involved in Developing Strategy- <i>Choosing a Retail Location</i> .                            | 2     |
| Unit – 3 | Retail Marketing Mix- STP Approach-Retail Communication Mix-Customers Service: GAP Model.                                                                          | 2     |
| Unit – 4 | Retail Merchandising: Meaning- Process of Merchandise Planning – Methods of Procuring Merchandise –Retail Pricing Policies/ Strategies.                            | 3     |
| Unit – 5 | HRM in Retail – Measuring Retail Store, Spare Performance and Employee Productivity- <i>Importance and Applications of Information Technology in Retail</i> .      | 3     |

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Group discussions, Seminar and Assignment

**Books for Study**

1. Swapna Pradhan (2009), *Retailing Management*, 2<sup>nd</sup> Reprint, New Delhi: Tata McGraw Hill Education.

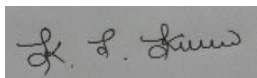
**Books for Reference**

1. Levy, I.M. and B.A. Weitz (2007), *Retail Management*, New Delhi: Tata Mc Graw Hill Publishing Company Limited.
2. Chetan Bajaj, Rajnish Tuli and Nidhi V. Srivastava (2005), *Retail Management*, 2<sup>nd</sup> Edition, New Delhi: Oxford University Press.
3. Barry Berman and Joel R. Evans (2012), *Retail Management: A Strategic Approach*, 12<sup>th</sup> Edition, Chennai: Prentice Hall.

**Mapping**

| CO \ PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------|------|------|------|------|------|
| CO1      | M    | L    | L    | L    | M    |
| CO2      | M    | L    | L    | M    | M    |
| CO3      | M    | M    | M    | M    | M    |
| CO4      | M    | L    | L    | L    | M    |

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. K.S. Kavitha                                                                    | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                          |                                                 |          |
|------------------------|----------|--------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b> | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC515 | <b>Course Title</b>      | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XV:<br>Income Tax   | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 6        |                          | <b>Credits:</b>                                 | 4        |

### Course Objective

To facilitate the students to gain adequate knowledge in Income-Tax

### Course Outcomes (CO)

|           |            |                                                                                        |
|-----------|------------|----------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the fundamental concept of Income Tax Act 1961                            |
| <b>K2</b> | <b>CO2</b> | To get the idea of the various sources of incomes                                      |
| <b>K3</b> | <b>CO3</b> | To apply the income tax laws for computation of an individual's adjusted gross incomes |
| <b>K4</b> | <b>CO4</b> | To evaluate individual income computation statement.                                   |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                             | Hours |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit - 1 | Income Tax – Introduction –Definitions under Income Tax Act – Person – Assesses – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Exception to General Rule – <i>Residential Status</i> – Scope of Total Income      | 15    |
| Unit - 2 | Income from Salaries - 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 - 3 | Profits and Gains of Business and Profession – Business Vs Profession - Computation of Profits and Gains of Business and Computation of Professional Income – Doctors, Chartered Accountant and Lawyer.                                             | 15    |
| Unit - 4 | Income from House Property – Annual Value Computation - Let out House and Self-Occupied House- Income from Capital Gains- Short - term and long- term Capital Gains – Exempted Capital Gains.                                                       | 15    |
| Unit - 5 | Income from other Sources-General Income-Specific Income – Carry Forward and Set off of Losses. <i>Exempted Incomes</i> - Deductions from Gross Total Income - 80C to 80GG, 80QQB and 80U (Theory only). Calculation of Tax Liability of Individual | 15    |

Note: 80% Problem and 20% Theory

\* *Italicized* texts are for self-study

### Teaching Methods

Group discussions, Seminar and Assignment

### Books for Study:

1. Gaur and Narang, Income Tax Law and Practice, 44th Edition ,New Delhi, Current Edition Kalyani publishers.

### Books for Reference:

1. Mehrotra, HC. Income-tax Law and Account, New Delhi, Current Edition Sahithya Bhavan Publisher
2. Bhagawathi Prasad, Law & Practice of Income Tax in India, New Delhi, Current Edition Navman Prakashan Aligarh.

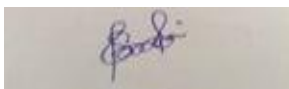
### Note:

Problems shall be confined to Residential Status, Income from Salaries- Profits and Gains of Business or Profession, Income from House Property and Capital Gains, Other sources, Set Off, Carry Forward and Set Off of Losses and deductions applicable to individuals only.

### Mapping

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

H-High; M-Medium; L-Low

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. S. Poongodi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                        |                                                 |          |
|------------------------|----------|----------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>               | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC516 | <b>Course Title</b>                    | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XVI:<br>Banking and Insurance Law | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 6        |                                        | <b>Credits:</b>                                 | 4        |

### Course Objective

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

### Course Outcomes (CO)

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

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                               | Hours |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Banking – Definition - Concepts of Banking Terms: Cash Reserve Ratio[CRR] – Statutory Liquidity Ratio[SLR] – Bank Rate – Prime Lending Rate[PLR] – Repo Rate[RR] – Reverse Repo Rate[RRR] – Marginal Standing Facility[MSF] - Relationship between Banker and Customer – Special Types of Customers . | 16    |
| Unit – 2 | Cheque: Material Alteration – Crossing – Endorsement.<br>Loans - Precautions while Lending Loans against Document of Title to Goods, Shares, Insurance Policies and Bank Receipts, Land and Buildings.                                                                                                | 16    |
| Unit – 3 | Paying and Collecting Banker – Duties and Liabilities – Circumstances for refusing Payment of Cheque – Consequences of Wrong Dishonor – Statutory Protection for Paying and Collecting Banker.                                                                                                        | 16    |
| Unit – 4 | Insurance: Definition – Functions – Nature – Principles – Classification - Evolution of Insurance – Purpose & Need of Insurance – Role of Insurance in the development of Economy                                                                                                                     | 16    |
| Unit – 5 | Insurance Contract – Utmost Good Faith – Insurable Interest - <i>Types of Insurance: LIC, GIC, Marine – Merits and Demerits of Insurance</i> - Insurance Regulatory and Development Authority Act (1999): Meaning – Importance.                                                                       | 14    |

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Books for Study

- Gordon, E. and K. Natarajan (2016), *Banking Theory, Law and Practice*, 25<sup>th</sup> Revised Edition, Chennai: Himalaya Publishing House.
- Dr. A. Murthy (2018), *Elements of Insurance*, Chennai: Margham Publications

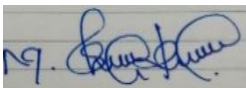
### Books for Reference

- Dr. V. Leela and Dr. R. Manikandan (2019), *Banking*. Chennai: Charulatha Publications
- Sharma and Shashi K. Gupta (2013), *Banking Theory, Law and Practice*, 16<sup>th</sup> Edition, New Delhi: Deepa and Deepa Publications Private Limited.
- Dr. P. Periyasamy (2015), *Principles and Practice of Insurance*, Mumbai: Himalaya Publishing House

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Shanmuga Priya                                                               | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                |                                                 |          |
|------------------------|----------|--------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>       | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC517 | <b>Course Title</b>            | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XVII:<br>Programming in C | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 6        |                                | <b>Credits:</b>                                 | 4        |

### Course Objective

To promote the students' knowledge in 'C' programming language

### Course Outcomes (CO)

|           |            |                                                                                                              |
|-----------|------------|--------------------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the basic concepts of C language                                                                |
| <b>K2</b> | <b>CO2</b> | To apprehend the knowledge on loop structures and arrays                                                     |
| <b>K3</b> | <b>CO3</b> | To implement the concept of functional events and arguments in running a program                             |
| <b>K4</b> | <b>CO4</b> | To figure out the practical exposure in developing C programming using the various input / output operations |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Hours |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Introduction to C: 'C' Character Set – Tokens – Keywords – Identifiers – Constants – Variables – Rules for Defining Variables - Data Types – Declaring and Initializing Variables – Type Conversion– Operators and Expressions – Input / Output Operations.<br>Decision Making and Branching –Decision making and Looping: If, If...else Statements, Else...if Ladder – Switch Statement – Go to Statement – While Statement – Do Statement – For Statement – Jumps in Loops.               | 16    |
| Unit – 2 | Arrays: One Dimensional Arrays – Two Dimensional Arrays – Multi Dimensional Arrays – Structures – Arrays within Structures – Structures within Structures – Structures and Functions - Union – Size of Structures. Characteristics of Arrays & String Manipulation: Introduction - Declaring & Initializing Variables – Reading String from Terminal, Writing String to Screen – Arithmetic Operations and Characters – String Handling Functions.                                          | 16    |
| Unit - 3 | Functions: User-defined Functions- A-Multi-function Programme - Elements of User Defined Function, Definition of Function - Return Value &their Types, Function Calls & Declarations - Category of Functions: No Arguments & No Return Values - Arguments that No Return Values – Arguments with Return Values - No Arguments that Return a Value - Nesting of Functions - Recursion & Passing Arrays & Strings to Functions. The scope, Visibility and Lifetime of Variables in Functions. | 16    |

|          |                                                                                                                                                                                                                                             |    |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 4 | Pointers: Introduction - Accessing, Declaring & Initializing Pointer Variables - Chain of Pointers - Pointer Expression, Increments - Pointer Arrays - Pointers and Character Strings - Array of Pointers - Pointers as Function arguments. | 15 |
| Unit – 5 | Files: Defining and Opening a File – Closing a File –I/O Operations of File – Error Handling during I/O Operations – Random Access Files – Command Line Argument.                                                                           | 15 |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar, Assignment and Activity

### Books for Study

1. Balagurusamy, .E (2017), *Programming in Anc C*, Seventh Edition, New Delhi, Tata McGraw-Hill Publishing Company Ltd.

### Books for Reference

1. Herbert Schildt (2013), *C – The Complete Reference*, 4<sup>th</sup> Edition, New Delhi, Tata McGraw Hill Publishing Company Limited
2. Yashwant D. Kanetkar (2016), *Let us C*, 15<sup>th</sup> Edition, New Delhi, BPB Publication
3. Stephen G. Kochan (2010), *Programming in C*, Revised Edition, CBS Publisher and Distributors, New Delhi

### Mapping

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

H-High; M-Medium; L-Low

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Jayanthi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                 |                                                 |          |
|------------------------|----------|-------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                        | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC518 | <b>Course Title</b>                             | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XVIII:<br>Programming<br>Laboratory –V : C | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 4        |                                                 | <b>Credits:</b>                                 | 2        |

**Course Objective**

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

**Course Outcomes (CO)**

|           |            |                                                                                                          |
|-----------|------------|----------------------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To remember the usage of basic concepts of C                                                             |
| <b>K2</b> | <b>CO2</b> | To understand the loop structures and arrays in application development                                  |
| <b>K3</b> | <b>CO3</b> | To execute the functions and argument events in generating the applications                              |
| <b>K4</b> | <b>CO4</b> | To figure out the ability of developing applications in C using the theoretical exposure of the language |

| <b>Programs</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Hours</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1. Generate a program to calculate simple interest<br>2. Develop an application to find out the compound interest for the given data.<br>3. Create a program to get the percentage of depreciation for a machine using C Program.<br>4. <i>Generate a program to calculate the electricity bill.</i><br>5. Write a program to find the greatest number among three numbers.<br>6. Create a program to find the given number is palindrome or not.<br>7. Write a program to demonstrate the bitwise operator.<br>8. Construct a program to find number of days in a month using switch case.<br>9. Build a program to sort the numbers in ascending and descending order.<br>10. Design a program to find the square root of a given number using function.<br>11. Write a program to calculate factorial of a number using recursive.<br>12. Generate a program to find students average using structure.<br>13. Write a program to calculate the size of memory using union.<br>14. <i>Create a program to find the length of a string using pointer.</i> | 52           |

|                                                                                        |  |
|----------------------------------------------------------------------------------------|--|
| 15. Design a program to find the sum of all elements stored in an array using pointer. |  |
|----------------------------------------------------------------------------------------|--|

\* *Italicized* texts are for self-study.

### Teaching Methods

|                                                    |
|----------------------------------------------------|
| Power point Presentations, Assignment and Activity |
|----------------------------------------------------|

### Books for Reference

1. Herbert Schildt (2013), C – The Complete Reference, 4<sup>th</sup> Edition, New Delhi, Tata McGraw Hill Publishing Company Limited
2. Yashwant D. Kanetkar (2016), *Let us C*, 15<sup>th</sup> Edition, New Delhi, BPB Publication
3. Stephen G. Kochan (2010), Programming in C, Revised Edition, CBS Publisher and Distributors, New Delhi

### Mapping

| CO \ PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------|------|------|------|------|------|
| CO1      | 3    | 3    | 2    | 2    | 3    |
| CO2      | 3    | 3    | 3    | 3    | 3    |
| CO3      | 3    | 4    | 3    | 4    | 4    |
| CO4      | 3    | 4    | 3    | 4    | 4    |

4 - Strong; 3-High; 2-Medium; 1-Low.

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr. P. Jayanthi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |                    |                                     |                                                 |          |
|------------------------|--------------------|-------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA               | <b>Programme Title :</b>            | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC519           | <b>Course Title</b>                 | <b>Batch :</b>                                  | 2020-'23 |
|                        |                    | Core XIX:<br>Institutional Training | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | One Month Training |                                     | <b>Credits:</b>                                 | 3        |

### Course Objective

To train the students in real business situations

### Course Outcomes (CO)

|           |            |                                                                    |
|-----------|------------|--------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the practical knowledge in real business applications |
| <b>K2</b> | <b>CO2</b> | To understand the real applications in business                    |
| <b>K3</b> | <b>CO3</b> | To apply the theoretical knowledge in practical business           |
| <b>K4</b> | <b>CO4</b> | To evaluate the outside business exposure                          |

| Instructions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |                        |                        |   |                        |                       |   |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------|------------------------|---|------------------------|-----------------------|---|------------------------|
| <ol style="list-style-type: none"> <li>The student has to undergo training in financial institutions / companies for a period of 30 days in the fourth semester vacation</li> <li>Work Diary should be maintained with Attendance Certificate</li> <li>Maximum of two students are permitted to undergo training in the same institution.</li> <li>Student Evaluation: Internal and External Examiner</li> <li>Distribution of Marks (ESE) <table> <tr> <td>Work Diary Maintenance</td><td>–</td><td>40 (Internal Examiner)</td></tr> <tr> <td>Viva-voce Examination</td><td>–</td><td>60 (External Examiner)</td></tr> </table> </li> </ol> |   |                        | Work Diary Maintenance | – | 40 (Internal Examiner) | Viva-voce Examination | – | 60 (External Examiner) |
| Work Diary Maintenance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | – | 40 (Internal Examiner) |                        |   |                        |                       |   |                        |
| Viva-voce Examination                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | – | 60 (External Examiner) |                        |   |                        |                       |   |                        |

### Teaching Methods

|                                    |
|------------------------------------|
| Experience Discussion and Activity |
|------------------------------------|

**Mapping**

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | L           | L           | M           | M           |
| <b>CO2</b>      | H           | L           | L           | L           | H           |
| <b>CO3</b>      | M           | L           | L           | L           | H           |
| <b>CO4</b>      | M           | L           | L           | L           | H           |

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

| <b>Course Designed by</b>                                                          | <b>Verified by HoD</b>                                                             | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------|------------------------|
| Dr. P. Anitha                                                                      | Dr. P. Anitha                                                                      | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
|  |  |                       |                        |

|                        |          |                                              |                                                 |          |
|------------------------|----------|----------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                     | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC5E1 | <b>Course Title</b>                          | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Major Elective I:<br>Stock Market Operations | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 6        |                                              | <b>Credits:</b>                                 | 5        |

### Course Objective

To inculcate the proficiency in building career opportunities in stock market

### Course Outcomes (CO)

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

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

|          |                                                                                                                                                                                |    |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit - 5 | Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in – Circuit breakers - Inside Trading, Circular Trading, Price Rigging – market indices | 15 |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Text Book:

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

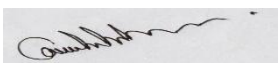
### Reference Books:

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

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Mr. A. Prahalathan                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                         |                                                 |          |
|------------------------|----------|-----------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC5E2 | <b>Course Title</b>                     | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Major Elective I:<br>Consumer Behaviour | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 6        |                                         | <b>Credits:</b>                                 | 5        |

### Course Objective

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

### Course Outcomes (CO)

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

| <b>Unit</b> | <b>Content</b>                                                                                                                                                               | <b>Hours</b> |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit – 1    | Consumer Behaviour: Introduction – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention – Marketing Ethics. | 15           |
| Unit – 2    | Consumer Research – Paradigms – The Process of Consumer Research – Consumer Motivation – Dynamics – <i>Types – Measurement of Motives – Consumer Perception</i>              | 16           |
| Unit – 3    | Consumer Learning – Behavioural Learning Theories – Measures of Consumer Learning – Consumer Attitude – Formation – Strategies for Attitude Change.                          | 16           |
| Unit – 4    | Social Class Consumer Behaviour – Life Style Profiles of Consumer Classes – Cross Cultural Customers Behaviour Strategies.                                                   | 16           |
| Unit - 5    | Consumer Decision Making – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making                                           | 15           |

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Text Book:

1. Leon G. Schiffman, (2018), “*Consumer Behaviour*”, Pearson Education

### Reference Books:

1. Ramanuj Majumdar, (2012), “*Consumer Behaviour – Insights from Indian Market*”, New Delhi, PHI Learning Pvt. Ltd.
2. Rajneesh Krishna, (2014), “*Consumer Behaviour*”, Oxford University Press,

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Nirmala                                                                      | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

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

### Course Objective

To enable the students to enhance the marketing scenario

### Course Outcomes (CO)

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

### Syllabus

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

\* *Italicized* texts are for self-study.

**Teaching Methods**

|                                                                      |
|----------------------------------------------------------------------|
| Power point Presentations, Group discussions, Seminar and Assignment |
|----------------------------------------------------------------------|

**Text Book:**

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

**Reference Books:**

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

**Mapping**

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr.P.Anitha &<br>Dr.P.Archanaa                                                      | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                         |                                                 |          |
|------------------------|----------|---------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC5S2 | <b>Course Title</b>                                     | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Skill Based Major Elective:<br>Organizational Behaviour | <b>Semester :</b>                               | V        |
| <b>Hrs/Week:</b>       | 1        |                                                         | <b>Credits:</b>                                 | 2        |

### Course Objective

To expose the students to understand the organization structure and maintain relationships

### Course Outcomes (CO)

|           |            |                                                                                            |
|-----------|------------|--------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the structure of organization                                              |
| <b>K2</b> | <b>CO2</b> | To understand the various stages in personality development and theories of group dynamics |
| <b>K3</b> | <b>CO3</b> | To deploy leadership styles and motivational theories in real business                     |
| <b>K4</b> | <b>CO4</b> | To analyse the factors leading to change in organization                                   |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                  | Hours |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Organisational Behaviour – Meaning and Definition - Importance- Organisation as a Social System –Socio -Technical System- Constraints over Organisation and Managerial Performance.                                                      | 3     |
| Unit – 2 | Stages of Personality Development - Determinants of Personality-Learning – Perception – Factors - Influencing Perception - Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status.                        | 2     |
| Unit – 3 | Group and Group Dynamics- Reasons for the Formations of Groups- Characteristics of Groups-Theories of Group Dynamics-Types of Groups in Organisations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making. | 3     |
| Unit – 4 | <i>Leadership – Characteristics - Leaderships Styles –</i> . Motivation – Concepts and Importance Theories of Motivation.                                                                                                                | 2     |
| Unit – 5 | Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organisational Change- Factors Contributing to Organisational Change.                       | 3     |

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment

### Books for Study

1. Aswathappa, K. (2012), *Organisational Behaviour*, 10<sup>th</sup> Edition, Mumbai: Himalaya Publishing House Private Limited.

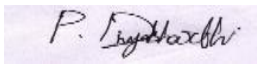
### Books for Reference

1. Udai Pareek and Sushama Khanna (2011), *Understanding Organisational Behaviour*, 3<sup>rd</sup> Edition, New Delhi: Oxford University Press.
2. Stephen P. Robbins (2011), *Organisational Behaviour*, 11<sup>th</sup> Edition, New Delhi: Prentice Hall of India.
3. Khanka, S.S, *Organisational Behaviour*, 11<sup>th</sup> Edition, New Delhi: S Chand & Co. Ltd., New Delhi

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. P. Divya Bharathi                                                               | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                   |                                                 |          |
|------------------------|----------|-----------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>          | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC620 | <b>Course Title</b>               | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XX:<br>Management Accounting | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 6        |                                   | <b>Credits:</b>                                 | 4        |

### Course Objective

To enlighten the students on the different concepts of management accounting

### Course Outcomes (CO)

|    |     |                                                                                                                                   |
|----|-----|-----------------------------------------------------------------------------------------------------------------------------------|
| K1 | CO1 | To remember the concepts and importance of management accounting in decision making.                                              |
| K2 | CO2 | To understand and analyze financial statement to help managerial decision making.                                                 |
| K3 | CO3 | To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision. |
| K4 | CO4 | To learn the various tools and techniques in cost control like variance analysis and budgetary control.                           |

### Syllabus

| Unit   | Content                                                                                                                                                                                                                                                                                                                                                                          | Hours |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit-1 | Basis of Management Accounting: Management Accounting – Meaning – Definition – Objectives and Scope –Advantages and Limitations - Tools - Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting – Analysis and Interpretation of Financial Statements – Methods : Comparative & Common size Statements, Trend Analysis | 13    |
| Unit-2 | Ratio analysis: Ratio Analysis – Meaning – Uses – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements                                                                                                                                                                                                                                       | 20    |
| Unit-3 | Funds Flow and Cash Flow Statement: Funds Flow Analysis – Cash Flow Analysis (New format) (AS-03).                                                                                                                                                                                                                                                                               | 16    |
| Unit-4 | Budgetary Control: Budgetary Control – Flexible Budget – Sales Budget – Cash Budget – Production Budget – Purchase Budget. Working Capital – <i>Sources of Working Capital</i> – Estimation of Working Capital Requirements.                                                                                                                                                     | 15    |

|        |                                                                                                                                                                                                           |    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit-5 | Marginal Costing Techniques: Marginal Costing – Break-Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only) | 14 |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

**Note:** 80% Problem and 20% Theory

\* *Italicized* texts are for self-study

### Teaching Methods

|                                           |
|-------------------------------------------|
| Group discussions, Seminar and Assignment |
|-------------------------------------------|

### Books for Study:

1. Pillai R.S.N. & Bhagavathy (2015), *Management Accounting*, Revised Edition, New Delhi, S.Chand & Company

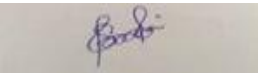
### Books for Reference:

1. Sharma R.K and Shashi K. Gupta. (2017) *Management Accounting*, 13<sup>th</sup> Edition, New Delhi, Kalyani Publishers
2. Dr. Maheswari.S.N. (2017), *Cost and Management Accounting*, 16<sup>th</sup> edition, New Delhi, Sultan Chand & Sons.
3. Jain.S.P and Narang. K L (2017), *Cost and Management Accounting*, New Delhi, Kalyani Publishers.

### Mapping

| <div>PSO</div> <div>CO</div> | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|------------------------------|------|------|------|------|------|
| CO1                          | H    | H    | M    | M    | L    |
| CO2                          | L    | L    | M    | H    | M    |
| CO3                          | M    | M    | H    | L    | H    |
| CO4                          | M    | M    | H    | M    | H    |

H-High; M-Medium; L-Low

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|-------------------|
| Dr. S. Poongodi                                                                     | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumar |
|  |  |                     |                   |

|                        |          |                                                   |                                                 |          |
|------------------------|----------|---------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                          | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC621 | <b>Course Title</b>                               | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XXI: Programming Laboratory – VI: Multimedia | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 6**      |                                                   | <b>Credits:</b>                                 | 3        |

### Course Objective

To promote the students' designing skills in multimedia application

### Course Outcomes (CO)

|           |            |                                                                                    |
|-----------|------------|------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the application of multimedia                                      |
| <b>K2</b> | <b>CO2</b> | To point out the effects of picturaization on Photoshop and flash applications     |
| <b>K3</b> | <b>CO3</b> | To implement the multimedia effects in developing applications                     |
| <b>K4</b> | <b>CO4</b> | To review the application of audio, video and graphical representation practically |

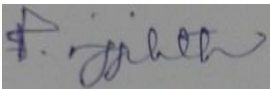
| Programs                                                                                                                                                                                                                                                                                                                                                           | Hours |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Photoshop</b> <ol style="list-style-type: none"> <li>1. Reduce Picture Size</li> <li>2. Replace colour in an Image</li> <li>3. Merging of two Images</li> <li>4. <i>Add a pattern as background</i></li> <li>5. Make a simple book cover by using basic functionalities</li> <li>6. Panning shot of an image</li> <li>7. Hallowen Effect of an image</li> </ol> | 45    |
| <b>Flash</b> <ol style="list-style-type: none"> <li>8. Raining Effect</li> <li>9. <i>Logo</i></li> <li>10. Bouncing ball</li> <li>11. Drawing and creating text with effects</li> <li>12. Transforming a shape into another Shape (Circle, Square and Triangle)</li> </ol>                                                                                         | 33    |

**Teaching Methods**

Power point Presentations, Assignment, Experience Discussion and Activity

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | M           | M           | M           | M           |
| <b>CO2</b>      | M           | H           | H           | H           | H           |
| <b>CO3</b>      | M           | H           | H           | H           | H           |
| <b>CO4</b>      | M           | H           | H           | H           | H           |

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

| <b>Course Designed by</b>                                                          | <b>Verified by HoD</b>                                                             | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------|------------------------|
| Dr. P. Archanaa &<br>Dr. T. Vijayachithra                                          | Dr. P. Anitha                                                                      | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
|  |  |                       |                        |

|                        |          |                                              |                                                 |          |
|------------------------|----------|----------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                     | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC622 | <b>Course Title</b>                          | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Core XXII: Auditing and Corporate Governance | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 6        |                                              | <b>Credits:</b>                                 | 4        |

**Course Objective**

To inculcate the students about auditing and corporate governance

**Course Outcomes (CO)**

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

**Syllabus**

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

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Books for Study:

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

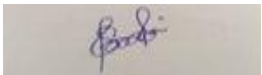
### Books for Reference

1. Anil Kumar, Lovleen Gupta and Jyotsna Rajan, (2019), *Auditing and Corporate Governance* – Taxmann's Publications.
2. Gupta, Kamal and Ashok Arora, *Fundamentals of Auditing*, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
3. Biswa Mohana Jena Braja Kishore Das, (First Edition : 2019) *Auditing And Corporate Governance*, Himalaya Publishing House Pvt. Ltd., .
4. D. Geeta Rani and R.K. Mishra, (2008) *Corporate Governance- Theory and Practice*, Excel Books, New Delhi.

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Dr.S.Poongodi & Ms.P.Divya Bharathi                                                 | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

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

### Course Objective

To encourage students to become entrepreneurs.

### Course Outcomes (CO)

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

### Syllabus

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

\* *Italicized* texts are for self-study

## Teaching Methods

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

## Books for Study

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

## Reference Books

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

## Mapping

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

H-High; M-Medium; L-Low

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE  |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|------------------|
| Dr.P.Anitha &<br>Dr. P. Archanaa                                                    | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. Muthukumaran |
|  |  |                     |                  |

|                        |          |                                          |                                                 |          |
|------------------------|----------|------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                 | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC6E4 | <b>Course Title</b>                      | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Major Elective II:<br>Services Marketing | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 5        |                                          | <b>Credits:</b>                                 | 5        |

### Course Objective

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

### Course Outcome

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

| <b>Unit</b> | <b>Content</b>                                                                                                                                                                                                                                                                     | <b>Hours</b> |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit – 1    | 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                                                         | 13           |
| Unit – 2    | 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 | 14           |
| Unit – 3    | Service Quality – Understanding Customer Expectations and Perceptions – Measuring Service Quality – Gap Model of Service Quality – <i>Service Quality Function Development</i> – <i>Service Quality Management</i> – Quality Function Deployment for Services.                     | 15           |
| Unit – 4    | Services from Sector Perspective – Hospitality – Travel and Tourism – Financial Logistics – Educational - Entertainment – Healthcare and Medical – Telecom Services                                                                                                                | 12           |
| Unit - 5    | Marketing the Financial Services – Devising of Strategies in Financial Services – Marketing Mix – Education as Service – Marketing of Educational Services – Strategies for Educational Marketing                                                                                  | 11           |

\* *Italicized* texts are for self-study

### Teaching Methods

Group discussions, Seminar and Assignment.

### Books for Study:

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

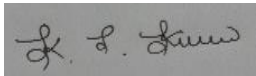
### Books for Reference:

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

### Mapping

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

H-High; M-Medium; L-Low

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE  |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|------------------|
| Dr. K.S. Kavitha                                                                    | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. Muthukumaran |
|  |  |                     |                  |

|                        |          |                                                            |                                                 |          |
|------------------------|----------|------------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                   | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC6E5 | <b>Course Title</b>                                        | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Major Elective III:<br>E-Commerce and Information Security | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 5        |                                                            | <b>Credits:</b>                                 | 5        |

### Course Objective

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

### Course Outcomes (CO)

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

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                                                                                                                                                                                                       | Hours |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Introduction to E-Commerce – Meaning – Definition – Perspectives of E-Commerce – <i>History of E-Commerce</i> – Framework of E-Commerce – E-Commerce Drivers – Adoption of E-Commerce – Traditional Vs Electronic Commerce – <i>Advantages and Disadvantages of E-Commerce</i> .                                                                                                                                              | 12    |
| Unit – 2 | Models of E-Commerce: B2B - B2C – C2B – C2C – B2G.<br>EDI – Meaning – Definition – Components – Future of EDI.<br>EDI Standards: Data Standard in EDI. Mobile Commerce – Meaning – Definition – Architecture – Application – Advantages and Disadvantages.                                                                                                                                                                    | 13    |
| Unit – 3 | Electronic Payment System (EPS) – Meaning – Problems with Traditional Payment Systems – Features – Types of Electronic Payment Systems – Advantages and Disadvantages.<br>Online Banking: Core Banking Solution (CBS) – Advantages and Disadvantages.                                                                                                                                                                         | 14    |
| Unit – 4 | Components of Communications System – Transmission Media. Protocol – Definition – Introduction to TCP / IP – Wireless Network – Basics of Internet. Types of Attack: Phishing, Spoofing, Impersonation, Dumpster diving – Information Security Goals. Information Security Threats and Vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege. | 13    |

|          |                                                                                                                                                                                                                                                                                                                                                            |    |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – 5 | Authentication – Password Management – E-Commerce Security – Windows Security. Network Security: Network Intrusion and Prevention Systems – Firewalls – Software Security. Web Security: User authentication, Authentication – Secret and Session Management, Cross Site Scripting, Cross Site Forgery, SQL Injection. Computer Forensics – Steganography. | 13 |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

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

\* *Italicized* texts are for self-study.

### Teaching Methods

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

### Books for Study

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

### Books for Reference

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

### Mapping

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Mr. A. Prakashan                                                                    | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                    |                                                 |          |
|------------------------|----------|----------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                           | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC6E6 | <b>Course Title</b>                                | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Major Elective III:<br>Foreign Exchange Management | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 5        |                                                    | <b>Credits:</b>                                 | 5        |

### Course Objective

To get familiarize in the areas of foreign exchange management and to enrich various foreign exchange operations.

### Course Outcomes (CO)

|           |            |                                                                           |
|-----------|------------|---------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the exchange rates and its types                          |
| <b>K2</b> | <b>CO2</b> | To get the idea of foreign exchange transactions                          |
| <b>K3</b> | <b>CO3</b> | To understand the administration of foreign exchange with RBI Regulation  |
| <b>K4</b> | <b>CO4</b> | To review the foreign exchange rates with the contract of interbank deals |

### Syllabus

| Unit     | Content                                                                                                                                                                                                                                 | Hours |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit – 1 | Foreign exchange and foreign trade- Exchange rate- Types -Administration of foreign exchange - RBI Regulations – FEDAI-FEMA-Role of banks in foreign exchange - FOREX department - Foreign currency accounts - Foreign exchange market. | 14    |
| Unit – 2 | Purchase and sales transactions - Exchange quotations - Direct, Indirect and two way quotations - Spot and forward transaction Features of forward exchange contract - Exchange control methods and regulations.                        | 11    |
| Unit – 3 | Buying and selling rate - Types – Cross rates on buying and selling rate - Future contract and option contract - <i>Forward contract</i> - Forward exchange rate based on cross rates.                                                  | 13    |
| Unit – 4 | Interbank dealings - Cover deals – Trading - Swap deals - Arbitrage operations - <i>Foreign exchange risk management</i> - Transaction, Translation and Economic exposures.                                                             | 12    |
| Unit – 5 | Permitted Currencies - ACU - Export Realization - Procedure & Related documents - <i>Trends in India's Export &amp; Import</i> .<br>Opening of NRI account - NRO account - NRE account.                                                 | 15    |

\* *Italicized* texts are for self-study.

**Teaching Methods**

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

**Book for Study**

1. C. Jeevanandam, *Foreign Exchange Management* –, (2012), Fifteenth Edition, Jain Book Publication

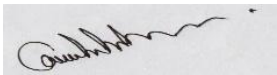
**Books for Reference**

1. Sa.L.Shapiro, *Multinational Financial Management*, (2009), Ninth Edition, Wiley Publication
2. P.G.Apte, *Multinational Financial Management*, (2008), Second Edition, Tata Mcgraw - Hill

**Mapping**

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

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Mr. Prakalathan. A                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

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

### Course Objective

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

### Course Outcomes (CO)

|           |            |                                                                            |
|-----------|------------|----------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the filling of various forms in business                      |
| <b>K2</b> | <b>CO2</b> | To understand the new concepts used in Commerce and Computer arena         |
| <b>K3</b> | <b>CO3</b> | To apply the knowledge of computer in various online business applications |
| <b>K4</b> | <b>CO4</b> | To evaluate the students' knowledge on real business operations            |

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

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

\* *Italicized* texts are for self-study.

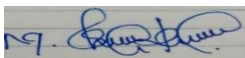
### Teaching Methods

|                                                                           |
|---------------------------------------------------------------------------|
| Power point Presentations, Assignment, Experience Discussion and Activity |
|---------------------------------------------------------------------------|

### Mapping

| PSO<br>CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----------|------|------|------|------|------|
| CO1       | H    | L    | L    | L    | M    |
| CO2       | L    | M    | H    | L    | M    |
| CO3       | L    | H    | H    | H    | H    |
| CO4       | H    | M    | M    | M    | H    |

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

| Course Designed by                                                                  | Verified by HoD                                                                     | Checked by CDC      | Approved by COE     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------|---------------------|
| Ms. M. Shanmuga Priya                                                               | Dr. P. Anitha                                                                       | Prof. K. Srinivasan | Dr. R. Muthukumaran |
|  |  |                     |                     |

|                        |          |                                                      |                                                 |          |
|------------------------|----------|------------------------------------------------------|-------------------------------------------------|----------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                             | Bachelor of Commerce with Computer Applications |          |
| <b>Course Code:</b>    | 20UCC6S4 | <b>Course Title</b>                                  | <b>Batch :</b>                                  | 2020-'23 |
|                        |          | Skill Based Major Elective:<br>Investment Management | <b>Semester :</b>                               | VI       |
| <b>Hrs/Week:</b>       | 1        |                                                      | <b>Credits:</b>                                 | 2        |

### Course Objective

To make the students to understand the fundamentals of investment management

### Course Outcomes (CO)

|           |            |                                                                                           |
|-----------|------------|-------------------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To keep in mind the basics of investment                                                  |
| <b>K2</b> | <b>CO2</b> | To understand the alternative forms of investment                                         |
| <b>K3</b> | <b>CO3</b> | To implement the knowledge on risk and return analysis and role of Credit Rating Agencies |
| <b>K4</b> | <b>CO4</b> | To review the fundamental and technical analysis                                          |

### Syllabus

| Unit     | Content                                                                                                                       | Hours |
|----------|-------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit - 1 | Investment – Meaning – Investment and Speculation – <i>Investment and Gambling – Source of Investment</i> – Investment Media. | 3     |
| Unit - 2 | Alternative Forms of Investment.                                                                                              | 3     |
| Unit - 3 | Return and Risk – Credit Rating.                                                                                              | 3     |
| Unit - 4 | Fundamental Analysis.                                                                                                         | 2     |
| Unit - 5 | Technical Analysis.                                                                                                           | 2     |

\* *Italicized* texts are for self-study.

### Teaching Methods

|                                                   |
|---------------------------------------------------|
| Power point Presentations, Seminar and Assignment |
|---------------------------------------------------|

### Books for Study

1. Preeti Singh (2011), *Investment Management*, 5<sup>th</sup> Revised Edition, Mumbai: Himalaya Publishing House.

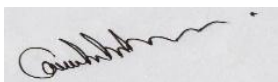
**Books for Reference**

1. Avadhani, V.A. (2011), *Investment Management*, 5<sup>th</sup> Revised Edition, New Delhi: Himalaya Publishing House.
2. Prasanna Chandra (2008), *Investment Analysis and Portfolio Management*, 3<sup>rd</sup> Edition, New Delhi, Tata McGraw Hill Education Private Limited.
3. Frank J. Fabozzi (2011), *Investment Management*, 5<sup>th</sup> Edition, Chennai: Prentice Hall.

**Mapping**

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | M           | L           | L           | L           | M           |
| <b>CO2</b>      | M           | L           | L           | L           | M           |
| <b>CO3</b>      | M           | L           | L           | L           | H           |
| <b>CO4</b>      | M           | L           | L           | L           | M           |

4 - Strong; 3-High; 2-Medium; 1-Low.

| <b>Course Designed by</b>                                                           | <b>Verified by HoD</b>                                                              | <b>Checked by CDC</b> | <b>Approved by COE</b> |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------|------------------------|
| Mr. A. Prakalathan                                                                  | Dr. P. Anitha                                                                       | Prof. K. Srinivasan   | Dr. R. Muthukumaran    |
|  |  |                       |                        |

|                        |          |                                                           |                                                 |            |
|------------------------|----------|-----------------------------------------------------------|-------------------------------------------------|------------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>                                  | Bachelor of Commerce with Computer Applications |            |
| <b>Course Code:</b>    | 20UCCV01 | <b>Course Title</b>                                       | <b>Batch :</b>                                  | 2019 – '22 |
|                        |          | <b>Value Added Course:</b><br>Basics of Digital Marketing | <b>Semester :</b>                               | IV         |
| <b>Total Hrs:</b>      | 30       |                                                           | <b>Credits:</b>                                 | 1          |

### Course Objective

To endow the students with the basic knowledge of marketing and its digitalization

### Course Outcomes (CO)

|           |            |                                                                                  |
|-----------|------------|----------------------------------------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the basic concepts digital marketing                                |
| <b>K2</b> | <b>CO2</b> | To get idea about the trends in digital Marketing                                |
| <b>K3</b> | <b>CO3</b> | To implement the digital marketing through various channels or media             |
| <b>K4</b> | <b>CO4</b> | To analyze viable digital marketing in modern era and knowledge exchange effects |

| Unit     | Content                                                                                                                                                                                                                                                                                                                            | Hours |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Unit - 1 | Digital Marketing: Introduction – History – Digital Marketing Vs Traditional Marketing – Trends of Digital Marketing – Benefits of Digital Marketing.<br>Business Process Management: Evolution and History of Outsourcing – BPM Industry in India – Structure of IT BPM Industry – BPM Sub-Sector – Key Trends in BPM Sub-Sector. | 10    |
| Unit - 2 | Digital: Introduction to Digital – Meaning – History of Digital – Working of Digital – Digital for Industry Trends – Importance of Digital.<br>Understanding Advertising – Sales – B2B Vs B2C – Services Vs Product – Marketing Sales Vs Advertising.                                                                              | 10    |
| Unit - 3 | Channels of Digital Marketing: SEO-Overview – SEM-Overview – Content Management-Overview – Other Platforms of Digital Marketing: Social Media Marketing – Social Networking Websites – Social Book Marking – Blogs and Micro Blogs – Media Sharing – Mobile Marketing – Types of Mobile Ads..                                      | 10    |

### Text Book

#### 1. Mysore Infosys Training Campus Material

|                        |          |                               |                                                 |            |
|------------------------|----------|-------------------------------|-------------------------------------------------|------------|
| <b>Programme Code:</b> | BCCA     | <b>Programme Title :</b>      | Bachelor of Commerce with Computer Applications |            |
| <b>Course Code:</b>    | 20UCCV02 | <b>Course Title</b>           | <b>Batch :</b>                                  | 2018 – ‘21 |
|                        |          | <b>Value Added Course:</b>    | <b>Semester :</b>                               | VI         |
| <b>Total Hrs:</b>      | 30       | Basics of Rural Market Survey | <b>Credits:</b>                                 | 1          |

### Course Objective

To impart the students with the basic knowledge of rural market

### Course Outcomes (CO)

|           |            |                                                  |
|-----------|------------|--------------------------------------------------|
| <b>K1</b> | <b>CO1</b> | To recollect the basic concepts rural marketing  |
| <b>K2</b> | <b>CO2</b> | To get idea about the promotion strategy         |
| <b>K3</b> | <b>CO3</b> | To implement the range of pricing strategies     |
| <b>K4</b> | <b>CO4</b> | To analyze the various trends in rural marketing |

| <b>Unit</b> | <b>Content</b>                                                                                                                                                                                                        | <b>Hours</b> |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit - 1    | Rural Marketing - Concept -Nature -Scope –Difference between Rural and urban Marketing –Rural - features of rural markets.-characteristics of rural consumers-4Ps of rural marketing.                                 | 10           |
| Unit - 2    | Pricing policies - innovative pricing methods for rural markets - promotion strategy – sales promotion –merits and demerits                                                                                           | 10           |
| Unit - 3    | Rural Marketing- India. Rural Marketing in India – Role, Types and Minimization of Risk in Rural Marketing-rural marketing difference between rural marketing and urban marketing-current scenario in rural marketing | 10           |

### Text & References:

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2. Dogra B. & Ghuman K. (2010), *Rural Marketing Concepts and Practices*, Tata McGraw-Hill. ISBN: 81-7992-085-2 •
3. Krishnama charyulu C.S.G. & Ramakrishnan Lalitha (2011), *Rural Marketing Text & Cases*, Pearson Education ISBN:978-81-317-3263-2