

# **CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)**

**NAAC Accreditation III Cycle: A Grade**

**(CGPA 3.41 out of 4)**

**ISO 9001: 2015 Certified by IRCLASS & Accredited by  
NABCB**

## **PG & RESEARCH DEPARTMENT OF COMMERCE**



**2021 - 2024**

**B.Com. CA**

**Syllabus**

## **B.Com. COMPUTER APPLICATIONS**

The Course Programme will acquaint the students with Strong theoretical background of commerce stream along with current digital applications to manage business transactions. Specializing computer application in field of commerce is an extra mileage in placements.

### **PROGRAMME OUTCOMES**

**PO1:** Develop appropriate knowledge in the application of accounting principles integrated with information systems and to provide the required financial information for effective decision-making.

**PO2:** Analyze and apply the latest technologies to solve problems in the areas of computer applications.

**PO3:** Exhibit an understanding on the concepts and emerging trends in the management domain that includes various sectors such as Banking, Insurance along with the legal boundaries.

**PO4:** Develop a wide spectrum of managerial skills through a theoretical foundation in specific areas of management studies.

**PO5:** Recognize and imbibe the critical thinking skills in relation to entrepreneurial development and life ethics along with the environment prospects.

### **PROGRAMME SPECIFIC OUTCOMES**

**PSO1:** Analyze the scope of the business by adopting modern technology in the business practices.

**PSO2:** Understand the application of business knowledge in both theoretical and practical aspects.

**PSO3:** Graduates will gain a strong foundation of knowledge in different areas of Commerce and Computer Application courses.



**CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18**  
**DEPARTMENT OF COMMERCE**

**B.Com. Computer Applications – PROGRAMME STRUCTURE**  
**(For the candidates admitted from the academic year 2021 – 2022 onwards)**

**I Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total	
								Internal	External		
I	I	Language Course - I (LC)	Ikkala Elakkiyam	19ULT1	6	3	3	25	75	100	
			Communication in French - I	19ULF1							
			History of Popular Tales Literature and Sanskrit Story	19ULS1							
			Story, Novel, Hindi Literature - I & Grammar - I	19ULH1							
	II	English Language Course - I (ELC)	Functional Grammar for Effective Communication - I	19UE1	6	3	3	25	75	100	
	III	Core Course - I (CC)	Principles of Accountancy	19UCC1CC1	6	5	3	25	75	100	
			Core Course -II (CC)	Modern Management Concepts	19UCC1CC2	6	5	3	25	75	100
			Allied Course - I (AC)	Fundamentals of Computer & Internet	20UCC1AC1	4	3	3	25	75	100
	IV	UGC - Jeevan Kaushal Life Skills	Universal Human Values	20UGVE	2	2	3	25	75	100	
			<b>Total</b>			<b>30</b>	<b>21</b>			<b>600</b>	



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**II Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
II	I	Language Course - II (LC)	Idaikkala Elakkiyamum Pudhinamum	19ULT2	6	3	3	25	75	100
			Communication in French - II	19ULF2						
			Poetry Textual Grammar and Alankara	19ULS2						
			Prose, Drama, Hindi Literature - 2 & Grammar - II	19ULH2						
	II	English Language Course- II (ELC)	Functional Grammar For Effective Communication - II	19UE2	6	3	3	25	75	100
	III	Core Course - III (CC)	Modern Marketing	20UCC2CC3	6	5	3	25	75	100
		Core Course - IV(CC)	Web Designing	19UCC2CC4	6	5	3	25	75	100
		Allied Practical - I (AP)	HTML Practicals	19UCC2AC1P	4	3	3	40	60	100
	IV		Environmental Studies	21UGES	2	2	3	25	75	100
	V	Extra Credit Course	Swayam Online Course		As per UGC norms					
	<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>	



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**III Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
III	I	Language Course - III (LC)	Kappiyamum Nadagamum	19ULT3	6	3	3	25	75	100
			Communication in French - III	19ULF3						
			Prose, Textual Grammar and Vakyarachana	19ULS3						
			Medieval, Modern Poetry & History of Hindi Literature - 3	19ULH3						
	II	English Language Course III (ELC)	Reading and Writing for Effective Communication - I	19UE3	6	3	3	25	75	100
	III	Core Course - V (CC)	Business Accounting	19UCC3CC5	6	5	3	25	75	100
			Database Management Systems	19UCC3CC6	5	5	3	25	75	100
			Business Tools for Decision Making	19UCC3AC2	5	3	3	25	75	100
	IV	Non Major Elective - I	Elements of Insurance	19UCC3NME1	2	2	3	25	75	100
			Basic Tamil	19ULC3BT1						
Special Tamil			19ULC3ST1							
V	Extra Credit Course	Swayam Online Course		As per UGC norms						
		<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>



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**IV Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total	
								Internal	External		
IV	I	Language Course - IV (LC)	Pandaiya Elakkiyam	19ULT4	6	3	3	25	75	100	
			Communication in French - IV	19ULF4							
			Drama, History of Drama Literature	19ULS4							
			Letter Writing, General Essays, Technical Terms, Proverbs, Idioms & Phrases, Hindi Literature - 4	19ULH4							
	II	English Language Course IV (ELC)	Reading and Writing for Effective Communication - II	19UE4	6	3	3	25	75	100	
	III	Core Course - VII (CC)	Cost Accounting	19UCC4CC7	6	6	3	25	75	100	
			Core Practical - I (CP)	Database Management Systems - Practicals	19UCC4CC1P	4	4	3	40	60	100
			Allied Course - III (AC)	Business Law	19UCC4AC3	4	3	3	25	75	100
	IV	Non-Major Elective - II	Advertisement Management	19UCC4NME2	2	2	3	25	75	100	
			Basic Tamil	19ULC4BT2							
			Special Tamil	19ULC4ST2							
	V	Skill Based Elective - I	A. Accounting Fundamentals with Tally (Practical)	21UCC4SBE1AP	2	2	3	40	60	100	
			B. Creative Advertising (Practical)	21UCC4SBE1BP							
VI	Extra Credit Course	Swayam Online Course		As per UGC norms							
		<b>Total</b>			<b>30</b>	<b>23</b>				<b>700</b>	



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**B.Com. Computer Applications – PROGRAMME STRUCTURE  
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**V Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total	
								Internal	External		
V	III	Core Course - VIII (CC)	Accounting for Managerial Decisions	19UCC5CC8	5	5	3	25	75	100	
		Core Course - IX (CC)	R for Data Analysis	19UCC5CC9	5	5	3	25	75	100	
		Core Course - X (CC)	Entrepreneurial Development	19UCC5CC10	5	5	3	25	75	100	
		Core Practical - II (CP)	R Programming - Practicals	19UCC5CC2P	5	5	3	40	60	100	
		Major Based Elective - I	A. Business Correspondence & Reporting	19UCC5MBE1A	4	3	3	25	75	100	
	B. E-Retailing		19UCC5MBE1B								
	IV	Skill Based Elective - II	A. Tally ERP (Practical)	21UCC5SBE2AP	2	2	3	40	60	100	
			B. Digital Designs for Business Application (Practical)	19UCC5SBE2BP							
		Skill Based Elective - III	A. Commerce - Practical	21UCC5SBE3AP	2	2	3	40	60	100	
			B. Skills for Competitive Examination	19UCC5SBE3B				-	100		
		UGC Jeevan Kaushal Life Skills	Professional Skills	19UGPS	2	2	3	25	75	100	
	V	Extra Credit Course	Swayam Online Course		As per UGC norms						
		<b>Total</b>			<b>30</b>	<b>29</b>					<b>800</b>



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**B.Com. Computer Applications – PROGRAMME STRUCTURE  
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**VI Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
VI	III	Core Course - XI (CC)	Corporate Accounting	19UCC6CC11	6	5	3	25	75	100
		Core Course - XII (CC)	Income Tax Theory Law & Practice	19UCC6CC12	6	5	3	25	75	100
		Major Based Elective - II	A. Human Resource Management	19UCC6MBE2A	5	4	3	25	75	100
			B. Modern Banking	19UCC6MBE2B						
		Major Based Elective - III	A. Auditing	19UCC6MBE3A	6	4	3	25	75	100
			B. Management Information System	19UCC6MBE3B						
		Project	Project Work	21UCC6PW	6	5	3	-	-	100
	V		Extension Activities	19UGEA	-	1	-			
			Gender Studies	19UGGS	1	1	3	25	75	100
			<b>Total</b>			<b>30</b>	<b>25</b>			<b>600</b>
		<b>Grand Total</b>			<b>180</b>	<b>140</b>				<b>3900</b>



## CORE COURSE – I

### PRINCIPLES OF ACCOUNTANCY

2019 – 2020 Onwards

<b>Semester - I</b>	<b>Principles of Accountancy</b>	<b>Hours/Week - 6</b>	
<b>Core Course - I</b>		<b>Credits - 5</b>	
<b>Course Code - 19UCC1CC1</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objective

- To equip the students with fundamental knowledge and acquire analytical skills on the accounting concepts.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Define the accounting concepts and conventions.	K1
CO2	Explain the objective and causes of depreciation and to determine the annual depreciation.	K2
CO3	Develop the skills in preparation of final accounts of Non-profit organization and to find out profit under single entry system.	K3
CO4	Summarize the consignment transaction in the books of consignor and consignee and ascertain the profits of joint venture under different sets of accounts.	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M

S – Strong; M – Medium; L – Low

#### Syllabus

#### Unit - I Introduction to Book Keeping (18 Hours)

Book Keeping- Accounting concepts and conventions - Accounting Standards – Double entry system – Journal, Ledger and Trial Balance -Subsidiary books – Bank Reconciliation Statement.

#### Unit - II Final Accounts (18 Hours)

Final Accounts of sole traders with adjustment entries – Rectification of Errors.

**Unit - III Non-Trading Concerns****(18 Hours)**

Accounts of Non-Trading Concerns – Receipts & Payment Account – Income & Expenditure Account - Bills of Exchange – Average Due Date – Account Current.

**Unit - IV Consignment & Joint Venture****(18 Hours)**

Consignment Accounts – Features – Difference between consignment and sale – Accounting treatment in the books of consignor and consignee. Joint Venture – Distinctions between Joint venture and Partnership – Distinction between Joint venture and Consignment – Methods.

**Unit - V Accounting for Incomplete Records & Depreciation****(18 Hours)**

Single Entry System – Net Worth method – Conversion method – Depreciation – Methods of calculating amount of depreciation, provisions and reserves.

**Distribution of Marks: Theory 20% & Problem 80%**

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	T.S. Reddy and A. Murthy	Financial Accounting	Margham Publication	2011
2.	S.P. Jain and K.L. Narang	Advanced Accounting	Kalyani Publishers	2014
3.	Dalston L. Cecil & Jenitra L. Merwin	Principles of Accountancy	Learn Tech Publishers	2010

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	N. Vinayagam and B. Charumaki	Financial Accounting	Sultan Chand & Co	2008
2.	P.C. Tulsian	Financial Accounting	Tata MC Graw Hill Ltd.	2003

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Ms. D. Ramya – Assistant Professor, Department of Commerce.

## CORE COURSE – II

### MODERN MANAGEMENT CONCEPTS

2019 – 2020 Onwards

<b>Semester - I</b>	<b>Modern Management Concepts</b>	<b>Hours/Week - 6</b>	
<b>Core Course - II</b>		<b>Credits - 5</b>	
<b>Course Code - 19UCC1CC2</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objective

- The course facilitates the students to understand about the functional areas of management.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Define and identify the concepts of modern management	K1, K2
CO2	Understanding the planning and decision making	K2
CO3	Build the co-ordination and control among the organization	K3
CO4	Examine the recent era in modern management	K4

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	M	S	S	S
CO3	M	M	S	S	S
CO4	M	M	S	S	S

S – Strong; M – Medium; L – Low

#### Syllabus

##### Unit – I Introduction to Management (18 Hours)

Management – Definition - Meaning – Nature and Scope - Functions, Skills of a Manager, Process of Management, Pioneer thoughts of management ; contribution of Henry Fayol and F.W. Taylor – George Elton Mayo – Douglas Mc Gregor – Renisis Likert – Mary Parker Follett – Chester I Barnard - Chris Argyris – Herbert A Simon - Peter F. Drucker.

##### Unit – II Planning and Decision making (18 Hours)

Planning – Nature – Process, Types, Importance; Decision making: types of Decision, Process of decision making, Models & Issues.

**Unit – III Organizing****(18 Hours)**

Organization - Structure and Types - Departmentation, Decentralization, Delegation, Span of management - Line & Staff Organization - Matrix Organization.

**Unit – IV Co-ordinating and Controlling****(18 Hours)**

Co-ordination and Controlling – Principle – Process, Control – Tools and Techniques – MBO (Management by Objectives) – MBE (Management by Exception) – MBP (Management by Participation) - MBS (Management by Systems).

**Unit – V Recent Trends in Management****(18 Hours)**

Contemporary Issues – Role of Managers in changing environment – Contemporary Organizational Structure, Trends in Management- Challenges in today’s global environment and competitiveness.

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	C .B. Gupta	Business Management	S.Chand& Sons	2012
2.	Ricky W Griffin	Management	Western College Publication	2006

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Koontz, O’Donnel&Wehrich	Essentials of Management	Tata McGraw-Hill	2012
2.	Robbins & Coulter	Management	Pearson	2019
3.	Stoner & Freeman	Principles of Management	Chandra Bose (PHI)	1991
4.	Gareth Jones & Jennifer George	Contemporary Management	McGraw-Hill/Irwin	2016

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar, Activity & Group Discussions.

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**Course Designer**

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Ms. B. Lavanya – Assistant Professor, Department of Commerce.

## ALLIED COURSE – I

### FUNDAMENTALS OF COMPUTER & INTERNET

2020 – 2021 Onwards

Semester - I	Fundamentals of Computer & Internet	Hours/Week –4	
Allied Course - I		Credits –3	
Course Code - 20UCC1AC1		Internal 25	External 75

#### Course Objective

- At the end of the course the students shall be able to get the basic knowledge about computer, memory, input and output devices, OS, networks and internet.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Define the fundamental concepts of computer and parts	K1
CO2	Describe the concepts of operating system and memory management	K2
CO3	Apply the real time usage of internet	K3

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	M	S	S	S	S
CO3	M	S	S	S	S

S – Strong; M – Medium; L – Low

#### Syllabus

##### Unit – I Basics of Computer

(12 Hours)

Introduction – Digital and Analog computers – Characteristics of Computer – History of computer – Generation of computer – Classification of computer – The computer system – Application of computers. Computer memory: Introduction – Memory Representation – Memory Hierarchy – CPU Registers – Cache Memory – Primary memory – Secondary Memory.

##### Unit – II Input, Output devices & OS Management

(12 Hours)

Introduction – Input-output unit – Input devices – Output devices – Operating System(OS): Introduction – Objectives of OS – Type of OS – Function of OS – Examples of Operating System.

##### Unit – III Computer Networks

(12 Hours)

Data communication and computer Network: Computer networks – Network types – LAN Topologies – Communication Protocol – Network Devices – Wireless Networking.

**Unit – IV The Internet****(12 Hours)**

Introduction – History of Internet – Internetworking Protocol – The Internet Architecture – Managing the Internet – Connecting to Internet – Internet Connections – Internet Addresses.

**Unit – V Internet Services****(12 Hours)**

World Wide Web – Electronic Mail - File Transfer Protocol – Terminal Network – News – Internet Relay Chat – Uses of Internet.

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Anita Goel	Computer Fundamentals	Dorling Kindersley (India) Pvt. Ltd	2010

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Dr.Shalii Jain, M.Geeta	Course on computer Concepts	BPB Publications	2016
2.	Paul E. Hoffman	The Internet Instance Reference	BPB Publications	2016

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**Pedagogy**

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Lecturer, Power Point Presentation, Assignment, Quiz, Seminar, Group Discussion & Google Classroom

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**Course Designer**

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Ms. V. Yasodha – Assistant Professor, Department of Computer Applications.



CAUVERY COLLEGE FOR WOMEN (Autonomous), TIRUCHIRAPPALLI- 18

Applicable to the candidates admitted from the Academic year 2020-21 onwards

### Part IV –UNIVERSAL HUMAN VALUES

Hours: 2

Course Code: 20UGVE

Credit: 2

Instructional Hours: 30

Semester	Course title	Category	Instructional Hours	Credits
I	Universal Human Values	Part IV	30	2

#### Course Objective

- This course inculcates the basic human values among the students so as to make them responsible citizens of the Nation.

#### Course Outcomes

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

CO No.	CO Statement	Knowledge Level
CO1	Define the values of Love and Compassion	K1
CO2	Understand the value of Truth	K2
CO3	Explain the value of Non-violence	K3
CO4	Practice the values of Righteousness and Service	K3
CO5	Apply the values of Renunciation (sacrifice) & Peace	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	M	M	S
CO3	M	M	M	M	S
CO4	M	M	M	M	S
CO5	M	M	M	M	S

S – Strong; M – Medium; L – Low

#### Syllabus

##### Unit - I Love and Compassion

(5 Hours)

- **Introduction:** what is love? Forms of love for self, parents family friend, spouse community, nation, humanity and other beings both for living and non-living.
- Love and Compassion and Inter-relatedness
- Love, compassion, empathy, sympathy and nonviolence
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature including local folklore

- Practicing love and compassion: what will learners learn gain if they practice love and compassion? What will learners lose if they Don't Practice love and compassion?
- Sharing learner's individual and/ or group experience(s)
- Simulated situations
- Case studies

## **Unit - II Truth**

**(5 Hours)**

- **Introduction:** what is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others)
- Individuals who are remembered in history for practicing this value
- Narratives and anecdotes from history, literature including local folklore
- Practicing truth: what will learners learn/ gain if they practice truth? What will learners lose if there Don't Practice it?
- Learners' individual and/ or group experience(s)
- Simulated situations
- Case studies

## **Unit - III Non – Violence**

**(5 Hours)**

- **Introduction:** what is non-violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non-violence
- Ahimsa as non -violence and non- killing.
- Individuals and organisations that are known for their commitment to non - violence
- Narratives and anecdotes about non - violence from history and literature including local folklore
- Practicing non-violence: What will learners learn/gain if they practice non- violence? What will learners lose if they don't Practice it?
- Sharing learner's individual and/ or group experience(s) about non - violence
- Simulated situations
- Case studies

## **Unit - IV Righteousness and Service**

**(8 Hours)**

- **Introduction:** What are Righteousness and service?
- Righteousness and dharma, Righteousness and Propriety
- Forms of service for self, parents, family, friend, spouse, community, nation, humanity and other beings- living and non-living persons in distress for disaster.
- Individuals who are remembered in history for practicing Righteousness and Service
- Narratives and anecdotes dealing with instances of Righteousness and Service from history, literature, including local folklore
- Practicing Righteousness: What will learners learn/ gain if they practice righteousness and service? What will learners loose if they Don't Practice these values?
- Sharing learners individual and/ or group experience(s) regarding righteousness and service
- Simulated situations
- Case studies



## **Unit -V Renunciation (sacrifice) & Peace**

**(7 Hours)**

- Introduction: what is renunciation? Renunciation and sacrifice. Self - restraint and ways of overcoming greed. Renunciation with action as true renunciation. What is peace? It's need, relation with harmony and balance.
- Individuals who are recommended in history for practicing Renunciation and sacrifice. Individuals and organisations that are known for their commitment to peace.
- Narratives and anecdotes from history and literature including local folklore about individuals who are remembered for their renunciation and sacrifice. Narratives and anecdotes about peace from history and literature including local folklore practicing peace
- Practicing renunciation, sacrifice and Peace: What will learners learn/ again if they practice Renunciation, sacrifice and Peace? What will learners lose if there Don't Practice these values?
- Sharing learners individual and/ or group experience(s) about Renunciation, sacrifice and Peace
- Simulated situations
- Case Studies

## CORE COURSE – III

### MODERN MARKETING

2020 – 2021 Onwards

<b>Semester - II</b>	<b>Modern Marketing</b>	<b>Hours/Week - 6</b>	
<b>Core Course - III</b>		<b>Credits - 5</b>	
<b>Course Code - 20UCC2CC3</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objective

- To acquaint the basic knowledge of marketing and equip them to contribute the emerging challenges of marketing.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Explain the basic concepts of marketing	K1,K2
CO2	Interpret about market segmentation, marketing mix and buyer behaviour	K2
CO3	Build knowledge about product planning and development.	K3
CO4	Analyze recent trends in marketing.	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	M	S	S	S
CO3	M	M	S	S	S
CO4	M	M	S	S	S

S – Strong; M – Medium; L – Low

#### Syllabus

#### Unit – I Introduction (18 Hours)

Definition of Market and Marketing, Types of market - Types of good - Evolution of marketing – Difference between selling and marketing – Modern concepts of marketing - Nature and importance of marketing- Functions of marketing. Service marketing – Meaning - Characteristics – Difference between goods and services – 7 P's of service marketing mix.

#### Unit – II Consumer Behaviour and Market Segmentation (18 Hours)

Consumer Vs. Customer- Importance of consumer behaviour –Buying process –Factor influencing consumer behaviour- Theories of buyer behaviour-7 O's frame work. Market segmentation – Criteria's of effective segmentation – Characteristics and benefits– Strategies opted for market segmentation.

**Unit – III Product & Pricing****(18 Hours)**

Elements of marketing Mix – Product Policy New product development – Product life cycle – Branding and Packaging – Pricing – Factors affecting pricing – Kinds of pricing.

**Unit – IV Channels of Distribution & Promotion****(18 Hours)**

Channels of distribution – Importance – Factor affecting choice of distribution – Channel members - Promotional Programme – Sales promotions – Advertising – Personal selling.

**Unit – V E-Marketing****(18 Hours)**

Recent trends in marketing – E – Marketing – E – Retailing – Relationship marketing – Mobile marketing – Green marketing – Test marketing – Social media marketing – Guerilla marketing Digital marketing Neuro marketing – Plano gram marketing.

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	R.S.N.Pillai&Bagavathi	Modern Marketing	S.Chand&Co	2010
2.	N. RajanNair ,Sanjith R Nair	Marketing	Sultan Chand&Sons	2015

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	S.A.Sherlekar, R.Krishnamoorthy	Marketing Management	Himalaya Publishing house	2010
2.	Dhruv Grewal	Marketing	TataMcGrawHill India	2018
3.	PhilipKotler	Marketing Management	Sultan Chand&Sons	2015

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussion.

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**Course Designer**

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Ms. D. Indumathi – Assistant Professor, Department of Commerce.

## CORE COURSE – IV

### WEB DESIGNING

2019 – 2020 Onwards

<b>Semester - II</b>	<b>Web Designing</b>	<b>Hours/Week - 6</b>	
<b>Core Course - IV</b>		<b>Credits - 5</b>	
<b>Course Code - 19UCC2CC4</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objective

- This course will introduce you to the realm of web design. The first and necessary step for that goal is to understand how HTML works.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Recall the concepts of Internet	K1
CO2	Understand the HTML web page tags	K2
CO3	Analyse graphics and tables in web pages	K3
CO4	Develop a website using frames and form elements	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	M	S	M	M	M
CO3	M	S	M	M	M
CO4	M	S	M	M	M

S – Strong; M – Medium; L – Low

#### Syllabus

##### Unit – Introduction to Internet

(18 Hours)

Introduction to Internet –World Wide Web (WWW) – Web Page – Hyper Text – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols – TCP/IP – FTP – HTTP.

##### Unit – II HTML

(18 Hours)

Introduction to HTML –Head and Body Sections- Designing the Body Section- Ordered and Unordered Lists.

**Unit – III Links and Table Tags****(18 Hours)**

Links – Link to another Web Page – The Anchor Tag-Absolute and Relative Linking–Intra-Page Linking-Mail Links-Using Multiple Links on a Page. Tables –Importance of Tables- Create a Table – Understanding Table Tag Attributes- Nested Tables.

**Unit – IV Images and Frames****(18 Hours)**

The IMG Tag-Image Tag Attributes-Floating Images-Linking Images-Aligning Multiple Images.Working with Frames–The Frameset- Building a Framed Page-Setting FRAMESET and FRAME Tag Attributes-Exploring a Frame with Margin, Resize and Scroll Controls –Working with Borderless Frames – Advanced Frame Concepts-Designing Fixed and Dynamic Frames – The NOFRAMES Tag– Inline Frame.

**Unit – V Forms****(18 Hours)**

Introduction to Forms – Action Attribute- Method Attribute- Enctype Attribute- Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label Form Elements.

**Text Book**

S.No.	Authors	Title	Publishers	Year of Publication
1.	Alexis Leon & Mathews Leon	Internet for Everyone	Leon Tech World, Chennai	1998
2.	C.Xavier	World Wide Web Design with HTML	Tata McGraw-Hill	2004
3.	Molly E. Holzschlag	Special Edition Using HTML 4 , 6 <sup>th</sup> Edition	Que Pub	2000

**Reference Book**

S.No.	Authors	Title	Publishers	Year of Publication
1.	John Zabour, Jeff Foust & David Kerven	HTML 4 HOW- TO	BPB Publications	2001
2.	Deborah S.Ray, Eric J.Ray,	Mastering HTML 4, 1 <sup>st</sup> Edition,	BPB Publications	2000

**Pedagogy**

Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

**Course Designer**

Ms. H. Krishnaveni – Associate Professor, Department of Computer Applications.

## ALLIEDPRACTICAL– I

### HTML - PRACTICALS

2019 – 2020 Onwards

<b>Semester - II</b>	<b>HTML Practicals</b>	<b>Hours/Week - 4</b>	
<b>Allied Practical - I</b>		<b>Credits - 3</b>	
<b>Course Code - 19UCC2AC1P</b>		<b>Internal 40</b>	<b>External 60</b>

#### Course Objective

- To impart Practical Training in web page designing using HTML.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO 1	Design a webpage using basic HTML tags	K4
CO2	Navigation between web pages using form elements and frame tags	K5

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	M	S	M	M	M

S – Strong; M – Medium; L - Low

#### Syllabus

##### List of Programmes:

Develop a webpage using

- 1) Develop a web using
- 2) Back ground design and text color
- 3) Link tags
- 4) Ordered list and Unordered list
- 5) Image tags
- 6) Nested tables
- 7) Form elements
- 8) Frames and frame sets

#### Pedagogy

Lecture & Power Point Presentation.

#### Course Designer

Ms. H. Krishnaveni – Associate Professor, Department of Computer Applications.



**CAUVERY COLLEGE FOR WOMEN (Autonomous), TIRUCHIRAPPALLI- 18**  
(Applicable to the candidates admitted from the Academic year 2021-22 onwards)

**ENVIRONMENTAL STUDIES**

**Hours: 2**  
**Course Code: 21UGES**

**Credit: 2**  
**Instructional Hours: 30**

SEMESTER	COURSE TITLE	CATEGORY	INSTRUCTIONAL HOURS	CREDITS
II	Environmental Studies	PART IV	2	2

**Course Objective**

To train the students to get awareness about total environment and its related problems and to make them to participate in the improvement and protection of the environment.

**Course Outcome**

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

CO No.	CO Statement	Knowledge Level
CO 1	Outline the nature and scope of environmental studies	K2
CO2	Illustrate the various types of natural resources and its importance	K2
CO3	Classification of various types of ecosystems with its structure and function	K2
CO4	Develop an understanding of various types of pollution and biodiversity	K3
CO5	List out the various types of social issues related with environment	K4

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S – Strong; M – Medium; L – Low

**Unit: I Introduction to environmental studies (6 Hours)**  
Definition, scope and importance. Need for public awareness

**Unit: II      Natural Resources:      (6 Hours)**

Renewable and non-renewable resources:

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.
- e) Land resources: Land as a resource, land degradation, man induced Landslides, soil erosion and desertification.

Role of an individual in the conservation of natural resources.

**Unit: III      Ecosystems      (6 Hours)**

- Concept, Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem and Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit: IV      Biodiversity and Environmental Pollution      (6 Hours)**

- Introduction, types and value of biodiversity
- India as a mega diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Definition, Causes, effects and control measures of :
  - a. Air Pollution
  - b. Water Pollution
  - c. Soil Pollution
  - d. Noise pollution
  - e. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Disaster management: floods, earthquake, cyclone and landslides.



## Unit: V Social Issues and the Environment

(6 Hours)

- Water conservation, rain water harvesting, watershed management.
- Climate change, global warming, acid rain, ozone layer depletion,
- Wasteland reclamation.
- Environment Protection Act
- Wildlife Protection Act.
- Forest Conservation Act.
- Population explosion – Family Welfare Programmes
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health

### References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: [mapin@icenet.net](mailto:mapin@icenet.net)(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
18. Survey of the Environment, The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB)
22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p

**CORE COURSE – V**  
**BUSINESS ACCOUNTING**  
**2019 – 2020 Onwards**

<b>Semester – III</b>	<b>Business Accounting</b>	<b>Hours/Week – 6</b>	
<b>Core Course–V</b>		<b>Credits –5</b>	
<b>Course Code –19UCC3CC5</b>		<b>Internal 25</b>	<b>External 75</b>

**Course Objectives**

- To understand how to maintain books of recording under Hire Purchase and Instalment Method.
- To enable the students to prepare different kinds of Financial Statements.
- To understand different types of Branches.

**Course Outcome**

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

<b>CO No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understanding the Accounting Principles adopted in a Partnership Firm	K1
CO2	Explain the methods of dissolution of the Partnership Firm	K2
CO3	Prepare the transactions of Branch Accounts and Departmental Accounts	K3
CO4	Infer the accounting procedures related to Fire Insurance Claim, Hire Purchase, Instalment Accounting and Royalty accounts	K4

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	M	M	M
<b>CO2</b>	S	M	M	M	M
<b>CO3</b>	S	M	M	M	M
<b>CO4</b>	S	M	M	M	M

S – Strong; M – Medium; L - Low

**Syllabus**

**Unit – I Partnership Accounts (18 Hours)**

Admission of a Partner – Retirement of a Partner – Death of a Partner.

**Unit – II Dissolution of Firm (18 Hours)**

Dissolution of Firm – Insolvency of Partner – Insolvency of All Partners – Garner Vs. Murray – Gradual Realization of Assets and Piecemeal Distribution.

**Unit – III Branch & Departmental Accounts (18 Hours)**

Branch Accounts – Dependent Branch – Debtor System – Stock and Debtor System – Final Accounts System – Wholesale Branches – Independent Branches (Excluding Foreign Branches) – Departmental Accounts.

**Unit – IV Hire Purchase & Instalment Accounts (18 Hours)**

Hire Purchase Accounts – Default and Repossessions – Hire Purchase Trading Accounts – Instalment Purchase Accounts.

**Unit – V Insurance Claims & Royalty Accounts (18 Hours)**

Insurance Claims for Loss of Stock and Profit – Royalty Accounts.

**Distribution of Marks: Theory 20% & Problem 80%**

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	T.S. Reddy & Murthy A	Financial Accounting	Margham Publishers	Reprint 2018
2.	S.P. Jain & K.L. Narang	Advanced Accounting	Kalyani Publishers	Reprint 2016

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	S.N. Maheshwari	Advanced Accounting	Vikash Publishers	10 <sup>th</sup> Edition

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Dr. D. Sarala – Assistant Professor, Department of Commerce.

## CORE COURSE – VI

### DATABASE MANAGEMENT SYSTEMS

2019 – 2020 Onwards

<b>Semester – III</b>	<b>Database Management Systems</b>	<b>Hours/Week – 5</b>	
<b>Core Course–VI</b>		<b>Credits –5</b>	
<b>Course Code –19UCC3CC6</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objectives

- To provide the essentials knowledge about the database systems and also to understand the various Database Concepts.
- To learn and practice data modeling using the entity-relationship and developing Database Designs.
- To understand the needs of Database Design.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO1	Describe the Data Models with Relationships and Transaction Management.	K1
CO2	Illustrate the principles of Functional Dependencies, Normalization, Relational Algebra and Relational Calculus.	K2
CO3	Implement Operators in database queries and sub queries.	K3

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

S – Strong; M – Medium; L - Low

#### Syllabus

#### Unit – I Introduction to Database Management Systems (15 Hours)

Information – Data and Data Management – File-based Data Management –Database Systems – Why a database? – Comparison between Database and File Processing Systems – Organization of a Database – Characteristics of Data in a Database – Database Management Systems (DBMS): Benefits of using DBMS – Functions of DBMS – Components of a DBMS – Data Dictionary – Database users.

**Unit – II Database Architecture and Design****(15 Hours)**

Introduction – Database Architecture – Data Abstraction – ANSI/SPARC Architecture – Database Languages – Database Design – Design Constraints – Data Models: Introduction – Conceptual, Physical and Logical Database Models – E-R Model: Advantages – Disadvantages – Entity – Relationship(E-R) Modeling: Components of an E-R Model – Relationships – E-R Diagrams(ERDS): Types of E-R Diagrams – E-R Modeling Symbols.

**Unit – III Relational Database Management Systems (RDBMS)****(15 Hours)**

RDBMS Terminology – The Relational Data Structure – Codd’s Rules – Relational Data Integrity and Database Constraints: Introduction – Integrity Constraints – Data Normalization: Pitfalls in Relational Database Design – Decomposition – Functional Dependencies – Normalization – Keys – Relational Algebra – Relational Calculus.

**Unit – IV Structured Query Language (SQL)****(15 Hours)**

Characteristics of SQL – Advantages of SQL – Types of SQL Commands – SQL Operators – Arithmetic Operators – Comparison Operators – Logical Operators – Set Operators – Tables, Views and Indexes – Queries and Subqueries.

**Unit – V Structured Query Language (SQL)****(15 Hours)**

Aggregate Functions – Insert, Update and Delete Operations – Joins and Unions – Transaction Management and Concurrency Control: Introduction – Transactions – Transaction Properties (ACID Properties) – Database Structure – Transaction States – Concurrency Control.

**Text Book**

S.No.	Authors	Title	Publishers	Year of Publication
1.	Alexis Leon, Mathews Leon	Essentials of Database Management Systems	Tata McGraw Hill Education India Pvt. Ltd.	Revised Edition 2009

**Reference Book**

S.No.	Authors	Title	Publishers	Year of Publication
1.	Abraham Silbers Chatz, Henry F. Korth, S. Sudharsan	Database System Concepts	Tata McGraw Hill Education India Pvt. Ltd.	6 <sup>th</sup> Edition
2.	Elmasri & Navathe Addison & Weisely	Fundamentals of Database Systems	Hi Elmasri & Navathe Addison & Weisely Publication Himalaya Publishing House, Mumbai	7 <sup>th</sup> Edition
3.	C.J. Date	Database Systems	Pearson Education	8 <sup>th</sup> Edition

			Dorling Kindersley(India) Pvt., Ltd.	
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**Web References:**

1. [www.tutorialspoint.com/dbms](http://www.tutorialspoint.com/dbms)
2. [www.guru99.com/dbms-tutorials](http://www.guru99.com/dbms-tutorials)
3. [www.W3Schools.in/dbms](http://www.W3Schools.in/dbms)
4. [beginnersbook.com/2015/04/dbms-tutorials](http://beginnersbook.com/2015/04/dbms-tutorials)

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**Pedagogy**

Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

Ms. Anandhavalli - Assistant Professor, Department of Computer Applications.

## ALLIED COURSE – II

### BUSINESS TOOLS FOR DECISION MAKING

2019 – 2020 Onwards

Semester – III	Business Tools for Decision Making	Hours/Week – 5	
Allied Course–II		Credits –3	
Course Code –19UCC3AC2		Internal 25	External 75

#### Course Objectives

- To impart the basis in statistics to help students acquire new skills on the application of business tools.
- To Estimate the Mean and Standard Deviation of the Marginal Distribution of the response variable and use this information to inform a business decision.
- To obtain a point of estimate for variance and Standard Deviation.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO1	Recall the basic concepts of Statistics	K1
CO2	Apply the formulas on Central Tendency and Dispersion	K2
CO3	Identify the linear relationship between the variables through Correlation and Regression	K3
CO4	Analyse the Time Series, Price and Quantity Index Numbers	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M

S – Strong; M – Medium; L - Low

#### Syllabus

**Unit – I Introduction to Statistics (15 Hours)**

Introduction– Definition – Importance and Scope of Statistics – Limitations of Statistics – Classification and Tabulation – Diagrammatic representation of Data – Bar and Pie Diagrams.

**Unit – II Measures of Central Tendency (15 Hours)**

Measures of Central Tendency – Mean, Median and Mode – Geometric Mean and Harmonic Mean – Weighted Arithmetic Mean. Measures of Dispersion: Range – Quartile Deviation – Mean

Deviation – Standard Deviation – Co-efficient of Variation – Combined Mean and Standard Deviation –Skewness (Karlpearson’s & Bowley’s Method only)

**Unit – III Correlation & Regression (15 Hours)**

Correlation – Karlpearson’s Co-efficient of Correlation – Spearman’s Rank Correlation Co-efficient – Regression – Properties of Regression Co-efficient and Regression lines.

**Unit – IV Analysis of Time Series (15 Hours)**

Components of Time Series – Measurement of Trend – Semi-Average Method – Moving Average Method – Least Square Methods

**Unit – V Index Numbers (15 Hours)**

Constructions of Index Numbers – Unweighted – Weighted Index Numbers – Laspeyre’s Method – Paasche’s Method – Bowley Method – MarshallEdgeworth Method – Fisher’s Method – Kelly’s Method – Quantity Index Numbers – Chain Index Numbers – Base Shifting – Consumer Price Index Number.

**Distribution of Marks: Theory 20% & Problem 80%**

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	S.P.Gupta	Statistical Methods	Sultan Chand and Sons Publishers	1980
2.	P.A. Navanitham	Business Statistics And Tools for Decision Making	Jai publishers	2017

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	S.C Gupta and V.K.Kapoor	Statistics	Sultan Chand and Sons Publishers	1980
2.	R.S.N. Pillai and Bagavathi	Statistics Theory and Practice	S.Chand and Company Ltd.	2016
3.	D. Joseph Anbarasu	Business Statistics	Vijay Nicole Imprints Pvt., Ltd.	2008
4.	S. L. Aggarwal & S. L. Bharadwaj	Tools and Decision Making	Kalyani Publishers	2014

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Dr. P. Kavitha – Associate Professor, Department of Commerce.



## NON-MAJOR ELECTIVE – I

### ELEMENTS OF INSURANCE

2019 – 2020 Onwards

<b>Semester – III</b>	<b>Elements of Insurance</b>	<b>Hours/Week – 2</b>	
<b>Non-Major Elective–I</b>		<b>Credits –2</b>	
<b>Course Code –19UCC3NME1</b>		<b>Internal 25</b>	<b>External 75</b>

#### Course Objectives

- To understand the concept and scope of Insurance.
- To implant the concept of General Insurance Principles and Practices of Insurance.
- To understand the risk and various Insurance Policies along with their structures and the legal dimensions involved.

#### Course Outcome

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

<b>CO No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Define the conceptual framework of Insurance.	K1
CO2	Explain the features and procedures of various types of Insurance Policies	K2
CO3	Identify the methods of premium calculation related to different schemes.	K3
CO4	Analyse the latest trends and challenges in Insurance	K4

#### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	M
<b>CO2</b>	S	S	S	M	M
<b>CO3</b>	S	S	S	M	M
<b>CO4</b>	S	S	M	M	S

S – Strong; M – Medium; L - Low

#### Syllabus

#### Unit – I Introduction to Insurance (6 Hours)

Introduction to Insurance: Purpose and Need of Insurance – Insurance as a Social Security Tool – Insurance and Economic Development – Types of Insurance.

#### Unit – II Procedure for becoming an Agent (6 Hours)

Procedure for becoming an Agent: Pre-requisites for obtaining a License – Duration Of license – Cancellation of License – Revocation or Suspension/Termination of Agent Appointment – Code of Conduct – Unfair Practices.

**Unit – III Fundamentals of Agency (6 Hours)**

Fundamentals of Agency – Definition of an Agent – Agents Regulations – Insurance Intermediaries – Agents’ Compensation – IRDA

**Unit – IV Functions of the Agent (6 Hours)**

Functions of the Agent: Proposal Form and other forms for grant of cover – Financial and Medical Underwriting – Material Information – Nomination and Assignment – Procedure regarding Settlement of Policy Claims.

**Unit – V Marine & Fire Insurance (6 Hours)**

Fundamentals and Principles of Marine and Fire Insurance – Contracts of various kinds of Insurance – Insurable Interest – Actuarial science

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Dr. P. Periyasamy	Insurance	Tata McGraw Hill	2 <sup>nd</sup> Edition 2018

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	M.N Mishra	Insurance Principles and Practices	S.Chand& Co	22 <sup>nd</sup> Edition 2018
2.	Dr. P.K. Gupta	Insurance and Risk Management	Himalaya Publishing House, Mumbai	2017
3.	Kaninika Mishra	Fundamentals of Life Insurance, Theories and Application	Prentice Hall of India, New Delhi	2016

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Ms. B. Lavanya – Assistant Professor, Department of Commerce.

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**CORE COURSE – VII**  
**COST ACCOUNTING**  
**2019 – 2020 Onwards**

Semester – IV	<b>Cost Accounting</b>	Hours/Week – 6	
Core Course – VII		Credits – 6	
Course Code – 19UCC4CC7		Internal 25	External 75

**Course Objective**

- To familiarize the students with the basic concepts of cost and various methods and techniques of cost accounting.
- To make aware about cost structure and cost elements.
- To understand the concept of contract costing along with job and batch costing.

**Course Outcome**

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

CO No.	CO Statement	Knowledge Level
CO1	Define the fundamental concepts of Cost Accounting	K1
CO2	Explain the different methods of labour turnover and compute remuneration	K2
CO3	Identify relevant costs for different types of managerial decisions	K3
CO4	Analyse the various methods of overheads allocation and prepare reconciliation statement	K4

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	M	S	M	M	M
CO3	S	S	M	M	S
CO4	S	S	M	M	S

S – Strong; M – Medium; L – Low

**Syllabus**

**Unit – I Introduction to Cost**

**(10 Hours)**

Introduction – Evolution and Cost Accounting and Management Accounting – Cost Concepts – Classifications – Objectives and Advantages – Demerits of cost accounting – Methods and techniques – Cost unit – Cost centre – Cost sheet – Tender & Quotation.

**Unit – II Material Cost**

**(20 Hours)**

Material Cost – Purchase Procedures – Stores Procedure – Receipts and Issue of Materials – Stores organization and layout – Inventory Control – Levels of Stock, Perpetual

Inventory, ABC Analysis, EOQ – Stores Ledger – Pricing of Materials Issues, FIFO, LIFO, HIFO, Simple and Weighted average.

**Unit – III Labour Cost (20 Hours)**

Labour Cost – Time recording and Time Booking – Methods of Remuneration and Incentive Scheme – Overtime and Idle time – Labour Turnover Types, Causes and Remedies.

**Unit – IV Overheads (20 Hours)**

Overheads – Collection, Classification, Allocation, Apportionment, Absorption – Recovery Rates – Over and Under Absorption – Activity Based Costing – Reconciliation of Cost and Financial Accounts

**Unit – V Job Costing, Process Costing & Operating Costing (20 Hours)**

Job Costing, Contract Costing – Process Costing (Normal Loss, Abnormal Loss and Gains) – Operating Costing.

**Distribution of Marks: Theory 20% & Problem 80%**

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**Text Book**

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S. No.	Authors	Title	Publishers	Year of Publication
1.	Jain & Narang	Cost Accounting	Kalyani Publications	Reprint 2015

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**Reference**

S. No.	Authors	Title	Publishers	Year of Publication
1.	S.N. Maheswari	Principles of Cost Accounting	Sultan Chand & Sons	2017
2.	Bhagavathi & Pillai	Cost Accounting	Sultan Chand & Sons	2016
3.	Reddy T.S & Hari Prasad Reddy Y	Cost Accounting	Margham Publication	2018

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**Pedagogy**

Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Ms. J. Lalithambigai – Assistant Professor, Department of Commerce.

## CORE PRACTICAL – I

### DATABASE MANAGEMENT SYSTEMS - PRACTICALS

2019 – 2020 Onwards

Semester – IV	Database Management Systems – Practicals	Hours/Week – 4	
Core Practical – I		Credits – 4	
Course Code – 19UCC4CC1P		Internal 40	External 60

#### List of Practicals

##### 1. DDL COMMANDS

To perform the following using DDL commands

- a) Creation of a table
- b) Alter the structure of the table
- c) Modify the table
- d) Drop the column.

##### 2. DML COMMANDS

To perform table manipulation using DML commands.

##### 3. CONSTRAINTS

Develop MySQL queries to implement the following constraints on the table

- a) Primary Key
- b) Foreign Key
- c) NOT NULL

##### 4. LOGICAL OPERATORS

Develop MySQL queries to implement the following logical operations

- a) AND
- b) OR
- c) NOT

##### 5. AGGREGATE FUNCTIONS

Develop MySQL queries to implement the following aggregate functions

- a. SUM ( ) b. AVG ( ) c. MAX ( ) d. MIN ( ) e. COUNT ( )

## **6. STRING OPERATIONS**

Develop MySQL queries to implement

- a) String operations using "%" b) String operations using “\_”.

## **7. GROUPING and ORDERING OF DATA**

Develop MySQL queries to implement the grouping and ordering of data.

## **8. NESTED QUERIES and SUB QUERIES**

Develop MySQL queries to implement the concept of nested queries and sub queries.

## **9. VIEWS**

Develop MySQL queries to implement the following view operations

- a) Create View b) Update View c) Drop

## **10. INDEX**

Develop MySQL queries to implement the concept of creation and validation of index.

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### **Course Designer**

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Ms. A. Anandhavalli – Assistant Professor, Department of Computer Applications.

## ALLIED COURSE – IV

### BUSINESS LAW

2019 – 2020 Onwards

Semester – IV	Business Law	Hours/Week – 4	
Allied Course – III		Credits – 4	
Course Code – 19UCC4AC3		Internal 25	External 75

#### Course Objective

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business.
- To familiarize students with case laws related to business.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO1	Define the concept of contract and state the law relating to Indian Contract Act	K1
CO2	Explain the different elements of contract, performance of contract and different modes of discharge of contract	K2
CO3	Illustrate the process for registration of partnership	K3
CO4	List out the objectives of competition act	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	S	M	M
CO4	S	M	S	M	M

S – Strong; M – Medium; L – Low

#### Syllabus

##### Unit – I The Indian Contract Act, 1872: General Principles of Contract (12 Hours)

Contract – Meaning & Definition – Nature of Contract – Characteristics and Kinds – Essentials of a Valid Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Objects – Void Agreements.

##### Unit – II The Indian Contract Act, 1872: Specific Contracts (12 Hours)

Performance of Contract – Modes of Discharge of a Contract – Breach and its Remedies – Contingent Contracts – Quasi Contracts – Contract of Indemnity and Guarantee – Contract of Bailment and Pledge – Contract of Agency.

**Unit – III The Sale of Goods Act, 1930****(12 Hours)**

Formation of Contract of Sale – Sale & Agreement to Sell – Conditions and Warranties – Doctrine of Caveat Emptor – Transfer of Property – Passing of Property – Performance of Contract of Sale – Unpaid seller – Remedies for Breach of Contract of Sale – Auction Sale.

**Unit – IV Partnership Act, 1932 & Limited Liability Partnership Act 2008 (14 Hours)**

Nature and Characteristics of Partnership – Registration of a Partnership Firms – Types of Partners – Rights and Duties of Partners – Implied Authority of a Partner – Incoming and outgoing Partners – Mode of Dissolution of Partnership – The Limited Liability Partnership Act, 2008.

**Unit – V Competition Act, 2002****(10 Hours)**

Objectives – Salient Features – Anti-Competitive Agreements – Prevention of abuse of dominant position – Combination – Competition Advocacy – Competition Commission of India.

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**Text Book**

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S. No.	Authors	Title	Publishers	Year of Publication
1.	N. D. Kapoor	Elements of Mercantile Law	Sultan Chand & Sons Private Limited, New Delhi	2014
2.	R. S. N. Pillai & Bagavathi	Business Law	S. Chand & Co. Ltd., New Delhi	2016

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**Reference**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	P.C. Tulsian & Bharat Tulsian	Mercantile Law	Tata McGraw Hill Education India	2014
2.	P.P.S. Gogna	Mercantile Law	S. Chand & Co. Ltd., New Delhi	2005

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Ms. D. Indumathi – Assistant Professor, Department of Commerce.



**NON-MAJOR ELECTIVE – II**  
**ADVERTISEMENT MANAGEMENT**

**2019 – 2020 Onwards**

<b>Semester – IV</b>	<b>Advertisement Management</b>	<b>Hours/Week – 2</b>	
<b>Non-Major Elective – II</b>		<b>Credits – 2</b>	
<b>Course Code – 19UCC4NME2</b>		<b>Internal 25</b>	<b>External 75</b>

**Course Objective**

- To know the basic marketing communication and the processes.
- To understand the process involved in personal selling and its implications for relationship development.
- To comprehend the ethical issues and social aspects of advertising.

**Course Outcome**

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

<b>CO No.</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Recall the conceptual framework of advertising	K1
CO2	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	K2
CO3	Identify the recent era in advertising and its powerful tools	K3
CO4	Analyze the ethical issues and social aspects of advertising	K4

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	M	M	M	M
<b>CO2</b>	M	S	S	S	S
<b>CO3</b>	M	S	S	S	S
<b>CO4</b>	M	S	S	S	S

S – Strong; M – Medium; L – Low

**Syllabus**

**Unit – I Introduction to Advertising (6 Hours)**

Advertising – Definition – Objectives, Scope and Types – Role & Significances – Advertising an element of Marketing Mix – Communication Process in Advertising.

**Unit – II Technological Aspects (6 Hours)**

Advertisement Message, Themes, Appeal, Structure, Copywriting and Layout – DAGMAR Approach, Determination of Target Audience – Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal and Layout.

**Unit – III Advertising Media****(6 Hours)**

Media Planning, Electronic Media, Buying Advertising Aids, Trademarks, Slogans, Packaging, Pop - Up Displays, Premiums, Free Samples etc.

**Unit – IV Advertising Agencies****(6 Hours)**

Advertising Agencies: Selection, Compensation and Appraisal of an Agency – Methods of Measuring Advertising Effectiveness – Developing Corporate Image – Techniques, Concepts and Practices.

**Unit – V Advertising in India****(6 Hours)**

Role of Advertising in Modern Business - Economic, Social and Ethical aspects of Advertising and Advertising Goals – Recent Developments and Issues in Advertising.

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	S.L. Gupta & V.V. Ratna	Advertising and Sales Promotion Management, An Indian perspective Text and Cases	Sultan Chand & Sons, New Delhi	2004

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**Reference Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Ruchi G.	Advertising Principles & Practice	S.Chand & Company Ltd, Delhi	2012
2.	Dr. Ansuya. Angadi	Advertising & Sales Management	Sri Siddalingeshwara Prakashana, Gulbarga	2010
3.	Aaker, David A., Rajeev Batra and John G. Mayers	Advertising Management	Prentice Hall of India Pvt. Ltd., New Delhi	2001

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**Pedagogy**

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Lecture, Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions.

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**Course Designer**

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Ms. Shilpa A. Talreja – Assistant Professor, Department of Commerce.



**Unit – III      Account groups and ledgers      (6 Hours)**

Hierarchy of account groups and ledgers, reserved account groups, account groups balance sheet – Account groups of liabilities, account groups of assets account groups of profit & loss account – Account groups of direct income and direct expenses apart from sale and purchases, indirect income and indirect expenses account masters – Account groups creation and account ledgers creation – Feeding of opening balances, alteration / deletion of account master records – Feeding of closing stock value

**Unit – IV      Grouping of accounts      (6 Hours)**

Creation – Accounts and inventory – Entering transactions: Vouchers – Types – Numbering – Deleting and Editing vouchers – Opening and closing balances – Stock valuation

**Unit – V      Reports      (6 Hours)**

Petty cash book – Trial balance – Profit and loss account – Balance sheet – Group wise - Accounts wise – Data range reports – Stock reports – Budget variance reports – Transactions list – Accounts list.

**List of Practicals:**

1. Creation, alteration and deletion of companies and user defined accounting groups.
2. Grouping of accounts.
3. Creation, alteration and deletion of ledger accounts.
4. Preparation of final accounts.
5. Voucher entries.
6. Creation, alteration and deletion of inventory masters.
7. Generating accounting and inventory reports.
8. Bank Reconciliation Statement

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**Reference**

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<b>S.No.</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	A.K. Nadhani	Implementing Tally	BPB Publications	2019
2.	S. V. Srinivasa Vallabhan	Computer Application in Business	Sultan Chand and Sons	2018
3.	Mohan Kumar K & Rajkumar S	Computer Applications in Business	Vijay Nicole Imprints (P) Ltd	2009

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**Pedagogy**

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Lecture, Lab demonstration and Power Point Presentation.

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**Course Designer**

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Ms. J. Lalithambigai, Assistant Professor, Department of Commerce.

## SKILL BASED ELECTIVE – I

### B. CREATIVE ADVERTISING (PRACTICAL)

2021 – 2022 Onwards

Semester – IV	Creative Advertising (Practical)	Hours/Week – 2	
Skill Based Elective – I		Credits – 2	
Course Code – 21UCC4SBE1BP		Internal 40	External 60

#### Course Objective

- To understand the communication process that takes place while advertising and to analyse it from the view point of a customer.
- To highlight the importance of advertising as a business strategy.

#### Course Outcome

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

CO No.	CO Statement	Knowledge Level
CO1	Recall basic concepts of advertisement	K1
CO2	Explain how creativity can be incorporated in an advertisement	K2
CO3	Develop advertising media buying and planning strategies	K3
CO4	Analyse effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication	K4

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	M	M	M	M	M
CO3	M	S	M	M	M
CO4	M	M	M	M	M

S – Strong; M – Medium; L – Low

#### Syllabus

#### Unit – I Introduction (6 Hours)

Creative Advertising Meaning – definition of marketing and advertising – functions of advertising – communication and persuasion process – human communication process – advertising exposure model – applying communication process to advertising.

#### Unit – II Consumer Perception (6 Hours)

Consumer Behaviour – consumer decision making process – consumer perception process.

**Unit – III Creative Advertising (6 Hours)**

Creativity in advertising, creative thinking – Creative process – Appeals – Copy Writer – Copy Writing – Print Copy elements, Headlines – body Copy – Slogan elements of design and principles of design.

**Unit – IV Designing (6 Hours)**

Designing Print Ad – choosing format – designing page – choosing typefaces – working with visuals – lay-out ready for print.

**Unit – V Advertising Strategy (6 Hours)**

Advertising and Media strategy – Role of Media; types of media, their advantages and Disadvantages, media planning, selection & scheduling strategies.

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**Text Book**

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S.No.	Authors	Title	Publishers	Year of Publication
1.	Chunawalla & K. C. Sethia	Foundation of Advertising Theory & Practice	Himalaya Publishing House, New Delhi	2000
2.	William H. Bolew	Advertising	John Wiley & Sons New York	1995
3.	Courtland Bovee John Thill & George Dovel	Advertising Excellence	Tata Mc Graw Hill Publications, New Delhi,	1995

**Pedagogy**

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Lab demonstration, Power Point Presentation and Activity

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**Course Designer**

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Ms. S. Praveena, Assistant Professor, Department of Commerce.