

**CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)**

Nationally Accredited with 'A' Grade by NAAC

ISO 9001:2015 Certified

TIRUCHIRAPPALLI

**PG & RESEARCH DEPARTMENT OF
COMMERCE**



LEARNING OUTCOMES BASED CURRICULUM

FRAMEWORK

(CBCS - LOCF)

B.Com. CA

2022 -2023 and Onwards

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
PG & RESEARCH DEPARTMENT OF COMMERCE

VISION

Commitment to pursue excellence in commerce education, while equipping students with knowledge and skills in commerce stream, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into national assets, and to pursue a real holistic development, integrity moral and ethical uprightness.

MISSION

- To promote excellent education in the changing environment of information and communication technology and commerce sectors.
- Creating an urge in students to take up entrepreneurship in online to be successful by standing on their feet instead of being dependent on others.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES FOR B.Com., B.Com. CA,

B.B.A. PROGRAMME

PO NO.	On completion of B.Com. /B.Com. CA / B.B.A. Programme, The students will be able to
PO 1	PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO 2	CRITICAL THINKING AND DECISION MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO 3	ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO 4	TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO 5	PROFESSIONAL SKILLS AND EMPLOYABILITY Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES FOR B.Com. CA

PSO NO	The Students of B.Com. CA will be able to	POs Addressed
PSO1	Understand the various concepts related to Commerce and Computer Applications.	PO1 PO2
PSO2	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	PO2
PSO3	Adopt frameworks for sustainable development in their career with virtuous to become a successful entrepreneur and application developer.	PO3
PSO4	Become acquainted with commercial knowledge and professional skills to react the most appropriate way when faced with challenges.	PO4 PO5
PSO5	Exhibit proficiency in globally relevant multidisciplinary areas of computing with environmental considerations.	PO5



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

B.Com. CA – PROGRAMME STRUCTURE

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(For the candidates admitted from the academic year 2022 – 2023 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total									
								Internal	External										
I	I	Language Course - I (LC)	Ikkala Ilakkiyam	22ULT1	6	3	3	25	75	100									
			Hindi Literature & Grammar - I	22ULH1															
			History of Popular Tales Literature and Sanskrit Story	22ULS1															
			Basic French -I	22ULF1															
	II	English Language Course - I (ELC)	Functional English for Effective Communication - I	22UE1	6	3	3	25	75	100									
	III	Core Course - I (CC)	Principles of Accountancy	22UCC1CC1	6	6	3	25	75	100									
											Core Course - II (CC)	Modern Management Concepts	22UCC1CC2	6	6	3	25	75	100
	IV	Ability Enhancement Compulsory Course-I (AECC)	UGC Jeevan Kaushal - Universal Human Values	22UGVE	2	2	-	100	-	100									
		Total				30	23				600								

II	I	Language Course - II (LC)	Idaikkala Ilakkiyamum, Pudhinamum	22ULT2	5	3	3	25	75	100									
			Hindi Literature & Grammar - II	22ULH2															
			Poetry, Textual Grammar and Alankara	22ULS2															
			Basic French -II	22ULF2															
	II	English Language Course - II (ELC)	Functional English for Effective Communication - II	22UE2	6	3	3	25	75	100									
	III	Core Course - III (CC)	Modern Marketing	22UCC2CC3	6	6	3	25	75	100									
											Core Course -IV (CC)	Web Design	22UCC2CC4	6	6	3	25	75	100
	IV	Ability Enhancement Compulsory Course – II (AECC)	Environmental Studies	22UGEVS	2	2	3	100	-	100									
		Extra Credit Course		SWAYAM Online Course	As per UGC Recommendations														
	Total				30	23				600									

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCC1CC1	PRINCIPLES OF ACCOUNTANCY	CORE	6	6

Course Objective

- Understand the significance of preparing the different books of accounts of a firm and the preparation of final accounts, Non – Trading Organization, Bank Reconciliation Statement.
- Realize the meaning and importance of Fire Insurance, Royalty and its accounting treatment.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and summarize the general principles of accounting in maintenance of financial records.	K1, K2
CO2	Explain the various procedures in recording different types of financial transactions.	K2
CO3	Apply the components of final accounts using double entry system of booking keeping.	K3
CO4	Categorize the suitable methods of accounting system to determine the profit, loss and claims.	K4
CO5	Analyse and explain the accounting concepts and standards in the preparation of financial statement.	K4, K5

Mapping of CO with PO and PSO

COs / POSs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Accounting Standards – Double entry system – Journal, Ledger and Trial Balance – Subsidiary books – Bank Reconciliation Statement: Favorable and Unfavorable Balance.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

II	Rectification of Errors: Errors disclosed by Trial balance – Errors not disclosed by Trial Balance – Suspense Account. Final Accounts of sole traders: Trading Account – Profit & Loss Account – Balance Sheet – Adjustment.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Accounts of Non-Trading Concerns: Receipts & Payment Account – Income & Expenditure Account – Balance Sheet. Average Due Date – Account Current.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Single Entry System: Difference between Single Entry and Double Entry System of accounting – Ascertainment of profit - Net worth Method – Conversion Method. Depreciation: Meaning – Importance – Methods of providing Depreciation.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Fire Insurance: Meaning – Importance - Loss of Stock – excluding Loss of Profit – various methods of calculating Loss of Stock. Royalty Accounts: Analytical table – Accounting Treatment in the books of Lessor and Lessee - excluding sublease.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	Self-Study for Enrichment (Not included for End Semester Examination) Bases of Accounting – Difference between Trial Balance and Balance Sheet – Classification of Capital and Revenue items – Difference between Bills Receivable and Bills Payable – Various types of royalty.	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Distribution of Marks: Theory 20% & Problem 80%

Text Book

1. T.S. Reddy & Murthy A. (2020). *Financial Accounting*. 8th Revised Edition, Margham Publication.
2. Jain S.P and Narang K.L. (2016). *Financial Accounting*. Kalyani Publishers.

Reference Books

1. Dalston L. Cecil and Jenitra L. Merwin. (2015). *Business Accounting*. 4th Edition, Learn Tech Publishers.
2. R.L. Gupta & Radhaswamy M. (2018). *Financial Accounting*. 8th Edition, Sultan Chand Sons.

3. Shukla & Grewal. (2018). *Advanced Accountancy*. Sultan Chand Sons.

Web References

1. www.accountingcoach.com
2. www.accountingstudyguide.com
3. www.futureaccountant.com
4. www.onlinelibrary.wiley.com

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designer

Dr. D. Ramya, Assistant Professor, Department of Commerce

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCC1CC2	MODERN MANAGEMENT CONCEPTS	CORE	6	6

Course Objective

- To familiarize the students on the modern management concepts in order to aid in understanding how an organization functions and the challenging issues a management confronts in today's business firm.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the concepts and functions of modern management	K1
CO2	Demonstrate the roles, skills and functions of management	K2
CO3	Explain various types of planning and decision-making process	K2
CO4	Identify issues and challenges of management	K3
CO5	Analyze different processes in organizing and controlling	K4

Mapping of CO with PO and PSO

COs / POSs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2	3	2	3	3	3
CO2	2	3	3	3	3	2	3	3	3	3
CO3	1	2	3	3	3	2	2	2	2	2
CO4	1	3	3	3	3	2	3	3	2	2
CO5	2	2	2	2	2	1	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Management – Definition - Meaning – Nature and Scope - Functions, Skills of a Manager, Process of Management, Pioneer	18	CO1, CO2,	K1, K2, K3, K4

	thoughts of management; contribution of Henry Fayol and F.W. Taylor – George Elton Mayo – Douglas McGregor – Renisis Likert – Mary Parker Follett – Chester I Barnard – Chris Argyris – Herbert A Simon – Peter F. Drucker		CO3, CO4, CO5	
II	Planning – Nature – Process – Types – Importance – Decision making: types of Decision – Process of decision making – Models & Issues	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
III	Organization – Structure and Types – Departmentation – Centralization-Decentralization, Delegation – Span of management – Line & Staff Organization – Matrix Organization – Motivation – Meaning – Definition – Nature – Types of motivation – Theories of motivation.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
IV	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).	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
V	Contemporary Issues – Objectives – Changing Environment – Recent trends and Challenges and challenges for the future manager – Changing Indian Business Environment – Role of managers in twenty first century – Emerging issues and challenges of management – Trends in management and its challenges – Emerging principles of management.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Environmental factors that a manager should consider in an organization – Forecasting and its techniques – Organization chart and manual – Information Technology in management control – Contemporary managerial approaches.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4

Text Book

1. C.B. Gupta, 2018, Business Management, Sultan Chand & Sons.
2. Koontz, O'Donnell & Weihrich, 2020 Essentials of Management, Tata McGraw-Hill.

Reference Books

1. R.N. Gupta, 2018, Principles of Management, S Chand & Co.
2. Robbins & Coulter, 2019, Management, Pearson education, 12th edition.

Web References

1. <https://cbseacademic.nic.in>.
2. <https://ncert.nic.in/textbook>.
3. <http://www.freebookcentre.net>.
4. <https://www.egyankosh.ac.in>.
5. <https://www.yourarticlelibrary.com>.
6. <http://courses.washington.edu>.
7. <https://www.googleadservices.com>.
8. <https://www.toppers.com>.

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designer

Ms. B. Lavanya

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCC1AC1	FUNDAMENTALS OF COMPUTER AND INTERNET	ALLIED	4	3

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, DB, networks, security and internet.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Describe the fundamental concepts of computer and its parts, OS, DB, networks, security and internet.	K1
CO2	Summarize the concepts of memory representation, OS, DB, networks, security and internet.	K2
CO3	Interpret the concepts of input, output devices, algorithm, types of OS, hacking and firewalls in security and internet connections.	K3
CO4	Apply the Number system conversions and the real time usage of internet, sketch the flowchart, Use the Computer-Based Information System (CBIS)	K3
CO5	Distinguish the different types of memories, number systems, OS, networks and internet.	K4

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2	3	2	2	1	-
CO2	3	2	2	3	2	3	2	1	1	-
CO3	2	2	1	1	2	2	2	1	2	1
CO4	3	3	3	2	3	3	2	1	2	-
CO5	2	2	1	1	1	2	1	1	1	1

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Computer: Characteristics of Computer - Classification of Computer – The Computer System – Application of Computers. The Computer System Hardware: Central Processing Unit. Computer Memory: Memory Representation – Memory Hierarchy – CPU Registers – Cache Memory – Primary	12	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4

	Memory – Secondary Memory. Input and Output devices: Input-Output Unit – Input devices – Output devices.			
II	Data Representation: Number System – Conversions – Binary Arithmetic. Computer Programming Fundamentals: Program Development Life Cycle – Algorithm – Control Structures – Flowchart.	12	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
III	Interaction of User and Computer: Types of Software - System Software - Application Software. Operating System (OS): Introduction – Objectives of OS – Type of OS – Function of OS - Examples of OS. Information Systems (IS): Data, Information and Knowledge - Characteristics of Information - Information System (IS) - Computer-based Information System (CBIS) - Need for Efficient Information System - Categories of Information System - Operations support System - Management Support System - Specialized Information System - Careers in information System.	12	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
IV	Data Communication and Computer Network: Importance of Networking - Computer Network – Network types – LAN Topologies – Communication Protocol – Network Devices – Wireless Networking. Computer Security: Security Thread and Security Attack – Malicious Software – Hacking – Security Services – Firewall – User Identification and Authentication.	12	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
V	Introduction –Internetworking Protocol – The Internet Architecture – Managing the Internet – Connecting to Internet – Internet Connections – Internet Addresses - World Wide Web – Electronic Mail – Uses of Internet.	12	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) E-mail Address Creation – Send and Receive Mails – Chatting – Search Engines – Search and Download E-Books – Online Course Registration – Online Purchasing and Cancellation – Creating a Meet ID through zoom and Google meet.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4

Text Book

1. Anita Goel. (2022). *Computer Fundamentals*. Pearson India Education Services Pvt. Ltd. Thirty Fourth Impression.

Reference Books

1. Dr. Shalii Jain & Geeta M. (2016). *Course on Computer Concepts*. 2nd Edition, BPB Publications.
2. Paul E. Hoffman. (2016). *The Internet Instance Reference*. BPB Publications.

Web References

1. https://www.tutorialspoint.com/computer_fundamentals/index.htm
2. <https://www.javatpoint.com/computer-fundamentals-tutorial>

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designer

Ms. V. Yasodha.

Semester I	Internal Marks: 100	External Marks: -		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UGVE	UNIVERSAL HUMAN VALUES	Part - IV	2	2

Course Objectives

- To enable the learners to learn the values of love and compassion.
- To foster the values of righteousness and service among the learners.
- To enhance the morale of the learners by inculcating the values renunciation and peace.
- To inspire the learners to practice the basic human values so as to make them become responsible citizens of the Nation.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the values of Love and Compassion	K1
CO2	Understand the value of Truth and Non - Violence	K2
CO3	Explain the value of Righteousness and Service	K3
CO4	Practice the values of Renunciation (sacrifice) & Peace	K4
CO5	Prioritize Human Values in their day today life	K5

Syllabus

UNIT – I

(6 Hours)

Love and Compassion

- **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.

UNIT – II

(6 Hours)

Truth and Non - Violence

- **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
- **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

UNIT – III

(6 Hours)

Righteousness and Service

- **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.

UNIT – IV

(6 Hours)

Renunciation (sacrifice) & Peace

- 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

UNIT – V

(6 Hours)

Practicing human values

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

Pedagogy

Chalk & Talk, Seminar, PPT Presentation, Group Discussion, Blended Method, and Case Study.

Course Designer

Dr. G. Mettilda Buvaneswari.

Semester II	Internal Marks:25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UCC2CC3	MODERN MARKETING	CORE	6	6

Course Objective

- To familiarize the students with basic knowledge of various concepts, dimensions and trends in modern marketing practices.
- To understand the moralities of sales distribution and control.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the various terms used in marketing and list out channels of distribution in marketing	K1
CO2	Outline the role and importance of marketing and explain the factors and theories of buyer behaviour	K2
CO3	Apply different pricing strategies of a firm and identify various promotional programmes	K3
CO4	Analyse the recent developments in marketing and strategies opted for market segmentation.	K4
CO5	Examine the factors influencing buyer behaviour and Categories the customers and their wants and needs	K4

Mapping of CO with PO and PSO

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2	3	2	2	2	2
CO2	3	3	2	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1”–Slight (Low) Correlation □ “2”– Moderate (Medium)Correlation □

“3”–Substantial (High) Correlation □ “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	CO's	COGNITIVE LEVEL
I	Marketing – Definition, Concepts– Significance & Functions of Marketing – Approaches to the study of Marketing – Relevance of Marketing in a	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	developing economy – Role & functions of Marketing Manager.			
II	Consumer Behaviour: Nature and Importance – Factors influencing Consumer buying behaviour. Market Segmentation: Concept – Importance and bases – Product differentiation vs. Market Segmentation.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Product: Meaning – Product Planning – Policies – Positioning – New Product Development – Product Life Cycle – Branding, Packing, Labeling. Pricing: Pricing Objectives – Factors, Methods and Procedure.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Promotion: Promotion Mix – Advertisement – Message – Copywriting - Budgeting – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Personal Selling and Publicity.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Marketing Strategies – Tools for competitive differentiation of product – Strategies for competitors – Leaders, challenges, follower and niches – Marketing of services – Consumerism.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	Self Study for Enrichment (Not to be included for External Examination) Various environment affecting the marketing functions – Market targeting – Distribution logistics: importance and decisions factors to be considered in channel selection		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Text Book

1. R. S. N. Pillai & V. Bagavathi (2010). Modern Marketing. S. Chand & Co.
2. N Rajan Nair, Sanjith R Nair.(2015). Marketing, Sultan Chand & Sons.

Reference Books

1. Dhruv Grewal. (2018).Marketing. Tata McGraw Hill India.
2. Philip Kotler.(2015).Marketing Management. Sultan Chand & Sons.
3. S. A. Sherlekar , R. Krishnamoorthy, (2010). Marketing Management. Himalaya Publishing House.

Web References

1. <http://gundasrinivas.com/wp-content/uploads/2020/11/Fundamentals-of-Marketing.pdf>
2. http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
3. <https://library.wbi.ac.id/repository/212.pdf>
4. [http://www.mdudde.net/books/mcom/mcom-f/marketing-management-final\(crc\).pdf](http://www.mdudde.net/books/mcom/mcom-f/marketing-management-final(crc).pdf)

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designer

Ms. Shilpa A. Talreja.

Semester II	Internal Mark: 25		External Mark: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs/Week	CREDITS
22UCC2CC4	WEB DESIGN	CORE	6	6

Course Objectives

- To introduce the realm of web design
- To impart theoretical knowledge in designing web page using HTML5 and CSS

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, the students will be able to	
CO1	Define the basic concepts of web design	K1
CO2	Illustrate the components of web design	K2
CO3	Identify the different type of tags to create web pages	K3
CO4	Apply the theoretical knowledge to develop websites	K4
CO5	Construct basic websites using HTML5 and Cascading Style Sheets	K5

Mapping of CO with PO and PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	1	1	2	2	2	3	2
CO2	3	2	3	1	1	3	3	2	3	2
CO3	3	3	3	2	2	3	3	2	3	3
CO4	3	2	3	2	2	2	2	2	3	3
CO5	3	3	3	2	2	3	3	2	2	3

“1” – Slight (Low) Correlation “2” – Moderate (Medium) Correlation

“3” – Substantial (High) Correlation “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Getting Started with HTML5: Introduction to HTML5 – Defining HTML Markup – Basic Structure of an HTML – Modifying the Background of an HTML Web Page – Specifying Metadata about an HTML	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5

	Web Page - Introduction to New Elements in HTML5: The Markup Elements – The Media Elements – The Canva Element – The Form Element – The Input Type Attribute Values – The New Attributes – The New Event Attributes – The Window Event Attributes – The Form Events – The Mouse Events – The Media Events			
II	Working with Text: Adding Plain Text to an HTML Web Page – Adding Text in New Line – Creating Headings on a Web Page – Creating Paragraph – Creating Horizontal Rule – Creating Subscript and Superscript – Aligning the Text – Grouping the Text – Indenting Quotations – Working with Character Entities. Lists: Working with Lists – Nested Lists	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
III	Tables: Creating a Table – Table caption – Adding a Table Heading – Table Border – Aligning Table and Cell Content – Table width and Column Width - Changing Background – Cell Padding – Cell Spacing – Spanning Rows and Columns – Nesting Tables Frames: Creating a Frame – Defining a new Element with Specific Attributes – Height and Width of Frame – Hyperlinks to Frames	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
IV	Hyperlinks, Images ang Multimedia: Working with Hyperlinks – Working with Images – Creating Image Maps – Working with Multimedia. Forms and Controls: Creating an HTML Form – Specifying the Action URL and The Method to Send the Form – Adding Controls to an HTML Form – Understanding New Form Elements – Grouping the Controls of HTML Forms – Specifying a Label for a Control	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
V	Working with Cascading Style Sheets: Understanding Style Sheets – Working with Styles – Working with Background Properties – Working with Text Properties – Working with List Properties – Working with HTML Element Box Properties – Working with Positioning and Block Properties	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
VI	UNIT VI - Self Study for Enrichment (Not to be included for External Examination) Introduction to Internet –World Wide	-	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5

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.			
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Textbook

1. DT Editorial Services. (2015). HTML 5 in Simple Steps, 2nd Edition, Dreamtech Press New Delhi.

References

1. Mike McGrath. (2017). HTML 5 in Easy Steps, 2nd Edition, In Easy Steps Limited.
2. Ben Frain. (2020) Responsive Web Design with HTML5 and CSS, 3rd Edition, Packt Publishing Ltd. UK.

Web References

1. <https://www.tutorialspoint.com/html5/index.htm>
2. <https://www.javatpoint.com/html5-tutorial>
3. <https://www.w3schools.com/html/>

Pedagogy

Chalk and Talk, Power Point Presentation, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designers

Ms. V. Infine Sinduja, Assistant Professor, Department of Computer Applications.

Semester II	Internal Mark: 40		External Mark: 60	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs/Week	CREDITS
22UCC2AC1P	HTML (P)	ALLIED	5	3

Course Objective

- To impart practical knowledge in designing web page using HTML5 and CSS

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, the students will be able to	
CO1	Define the basic concepts of web design	K1
CO2	Illustrate the components of web design	K2
CO3	Identify the different type of tags to create web pages	K3
CO4	Apply the practical knowledge to develop websites	K4
CO5	Construct basic websites using HTML5 and Cascading Style Sheets	K5

Mapping of CO with PO and PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	1	1	2	2	3	3	2
CO2	3	2	3	1	1	3	3	3	3	2
CO3	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	2	2	2	2	3	3	3
CO5	3	3	3	2	2	3	3	3	2	3

“1” – Slight (Low) Correlation “2” – Moderate (Medium) Correlation

“3” – Substantial (High) Correlation “-” indicates there is no correlation.

List of Practical

1. Creating a Webpage Layout using Semantic elements
2. Example for Audio element
3. Example for Video element
4. Creating a Registration form with validation
5. Drawing 2D graphics using Canvas
6. Example for Local Storage
7. Example for Drag and Drop
8. Rose bud using Canvas
9. Animation using Canvas

10. Creating a Webpage using CSS

Web References

1. <https://tutorial.techaltum.com/html5.html>
2. http://www.makeitsimple.co.in/HTML5_programs.php
3. <https://www.tutorialspoint.com/html5/index.htm>
4. <https://www.javatpoint.com/html5-tutorial>

Pedagogy

Chalk and Talk, Power Point Presentation, Discussion, Assignment, Demo, Quiz and Seminar.

Course Designer

Ms. V. Infine Sinduja, Assistant Professor, Department of Computer Applications

Semester: II	Internal Marks: 100			
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UGEVS	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 and Cognitive Level Mapping

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

CO Number	CO Statement	Cognitive Level
CO1	Outline the nature and scope of environmental studies	K1, K2
CO2	Illustrate the various types of natural resources and its importance.	K2
CO3	Classify various types of ecosystem with its structure and function.	K2, K3
CO4	Develop an understanding of various types of pollution and biodiversity.	K3
CO5	List out the various types of social issues related with environment and explain protection acts	K4, K5

Mapping of CO with PO and PSO

Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	3	3	2	2	3	2	3
CO2	3	3	2	3	3	3	2	3	3	3
CO3	2	3	3	2	3	3	3	3	3	2
CO4	2	3	3	3	2	3	2	3	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1”–Slight (Low) Correlation “2” – Moderate (Medium) Correlation

“3”–Substantial (High) Correlation “-“ indicates there is no correlation

Syllabus

UNIT	CONTENT	HOURS	COS	COGNITIVEL EVEL
I	Introduction to environmental studies Definition, scope and importance. Need for public awareness	06	CO1,CO2, CO3,CO4	K1, K2, K3,
II	<p>Natural Resources: Renewable and non-renewable resources:</p> <p>a. Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>b. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.</p> <p>c. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.</p> <p>d. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.</p> <p>e. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.</p> <p>f. Land resources: Land as resources, land degradation, man induced Land slides, soil erosion and desertification.</p> <p>g. Role of an individual in conservation of natural resources.</p>	06	CO1, CO2, CO3, CO4	K1, K2, K3

<p>III</p>	<p>Ecosystems Concept, Structure and function of an eco system. Producers, consumers and decomposers Energy flow in the eco system and Ecological succession. Food chains, food webs and ecological pyramids Introduction, types, characteristic features, structure and function of the following ecosystems:- Forest ecosystem, Grassland ecosystem and Desert ecosystem, Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)</p>	<p>06</p>	<p>CO1, CO2, CO3, CO4</p>	<p>K1, K2, K3</p>
<p>IV</p>	<p>Bio diversity and Environmental Pollution 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. E Waste Management: Sources and Types of E-waste. Effect of E waste on environment and human body. Disposal of E-waste, Advantages of Recycling E -waste. Role of an individual in prevention of pollution. Disaster management: floods, earthquake, cyclone and landslides.</p>	<p>06</p>	<p>CO1, CO2, CO3, CO4, CO5</p>	<p>K1, K2, K3, K4, K5</p>

V	<p>Social Issues and the Environment Water conservation, rain water harvesting, water shed management. Climate change, global warming, acid rain, ozone layer depletion, Wastel and reclamation.</p> <p>Environment Protection Act Wild life 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.</p>	06	CO1, CO2, CO3,CO4, CO5	K1, K2, K3,K4, K5
VI	<p>Self-Study for Enrichment (Not to be included for End Semester Examination) Global warming – climate change – importance of ozone – Effects of ozone depletion. Biogeography – history, ecology and conservation. International laws and policy</p>	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

References

1. Beard, J.M. 2013. Environmental Chemistry in Society (2nd edition). CRC Press.
2. Girard, J. 2013. Principles of Environmental Chemistry (3rd edition). Jones & Bartlett.
3. Brebbia, C.A. 2013. Water Resources Management VII. WIT Press.
4. Pandit, M.K. &Kumar, V. 2013. Land use and conservation challenges in Himalaya: Past, present and future. In: Sodhi, N.S., Gibson, L. & Raven, P.H. Conservation Biology: Voices from the Tropics. pp. 123-133. Wiley-Blackwell, Oxford, UK
(file:///Users/mkpanidit/Downloads/Raven%20et%20al.%202013.%20CB%20Voices%20from%20Tropics%20(2).pdf)
5. Hites, R.A. 2012. Elements of Environmental Chemistry (2nd edition). Wiley & Sons.
6. Harnung, S.E. & Johnson, M.S. 2012. Chemistry and the Environment. Cambridge

University Press.

7. Boeker, E. & Grondelle, R. 2011. Environmental Physics: Sustainable Energy and Climate Change.
8. Wiley. Forinash, K. 2010. Foundation of Environmental Physics. Island Press.
9. Evans, G.G. & Furlong, J. 2010. Environmental Biotechnology: Theory and Application (2nd edition). Wiley-Blackwell Publications.
10. Williams, D. M., Ebach, M.C. 2008. Foundations of Systematic and Biogeography. Springer
11. Pani, B. 2007. Textbook of Environmental Chemistry. IK international Publishing House.
12. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Dr. B. Thamilmalai Selvi

Ability Enhancement Compulsory Course II (AECC) : Environmental Studies

(22UGEV5) Assessment Rubrics for 100 Marks

1. Documentary (or) Poster Presentation (or) Elocution-25 Marks
2. Quiz (or) MCQ Test-25 Marks
3. Album Making (or) Case study on a topic (or) Field Visit -25 Marks
4. Essay Writing (or) Assignment (Minimum 10 pages) -25 Marks

There will be no End Semester Examination for this course. However, the subject teacher will evaluate the above-mentioned components based on the performance of the students and submit the marks out of 100 (in the format to be supplied by the COE) with the approval of the concerned Head of the Department to the COE along with CIA marks of other courses.