

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	
			Total			30	21			600	



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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					
	Total			30	21				600	



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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						
		Total			30	21				600



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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						
		Total			30	23				700	



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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						
		Total			30	29					800



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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
			Total			30	25			600
		Grand Total			180	140				3900

CORE COURSE – I

PRINCIPLES OF ACCOUNTANCY

2019 – 2020 Onwards

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

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%

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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

CORE COURSE – II

MODERN MANAGEMENT CONCEPTS

2019 – 2020 Onwards

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

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.

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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.

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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

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

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.

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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

CORE COURSE – IV

WEB DESIGNING

2019 – 2020 Onwards

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

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 th 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 st 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

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

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
Definition, scope and importance. Need for public awareness

(6 Hours)

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(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

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

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

CO No.	CO Statement	Knowledge Level
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

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

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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

CORE COURSE – VI

DATABASE MANAGEMENT SYSTEMS

2019 – 2020 Onwards

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

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 th Edition
2.	Elmasri & Navathe Addison & Weisely	Fundamentals of Database Systems	Hi Elmasri & Navathe Addison & Weisely Publication Himalaya Publishing House, Mumbai	7 th Edition
3.	C.J. Date	Database Systems	Pearson Education	8 th Edition

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

1. www.tutorialspoint.com/dbms
2. www.guru99.com/dbms-tutorials
3. www.W3Schools.in/dbms
4. beginnersbook.com/2015/04/dbms-tutorials

Pedagogy

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

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%

Text Book

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

Reference Book

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

Pedagogy

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

Course Designer

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

NON-MAJOR ELECTIVE – I

ELEMENTS OF INSURANCE

2019 – 2020 Onwards

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

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

CO No.	CO Statement	Knowledge Level
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

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

Text Book

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

Reference Book

S.No.	Authors	Title	Publishers	Year of Publication
1.	M.N Mishra	Insurance Principles and Practices	S.Chand& Co	22 nd 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

Pedagogy

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

Course Designer

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