

**CAUVERY COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**Nationally Accredited with 'A' Grade by NAAC**

**ISO 9001:2015 Certified**

**TIRUCHIRAPPALLI**

**PG & RESEARCH DEPARTMENT OF  
COMMERCE**



**LEARNING OUTCOME BASED  
CURRICULUM FRAMEWORK  
(CBCS - LOCF)**

**B.Com.**

**2022 -2023 and Onwards**

## **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	<b>LEARNING ENVIRONMENT</b> 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	<b>ACADEMIC EXCELLENCE</b> 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	<b>EMPLOYABILITY</b> 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	<b>PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY</b> 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	<b>GREEN SUSTAINABILITY</b> 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**

<b>PO NO.</b>	<b>On completion of B.Com. /B.Com. CA / B.B.A. Programme, The students will be able to</b>
<b>PO 1</b>	<b>PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY</b> 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.
<b>PO 2</b>	<b>CRITICAL THINKING AND DECISION MAKING SKILLS</b> 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.
<b>PO 3</b>	<b>ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT</b> 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.
<b>PO 4</b>	<b>TEAM WORK AND PROFICIENCY DEVELOPMENT</b> Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
<b>PO 5</b>	<b>PROFESSIONAL SKILLS AND EMPLOYABILITY</b> 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.**

<b>PSO NO</b>	<b>The Students of B.Com. will be able to</b>	<b>POs Addressed</b>
PSO1	Acquire fundamental knowledge in the fields of Commerce, Management, Accounts, Finance and overall general legal framework of the business.	PO1 PO2
PSO2	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	PO2
PSO3	Identify business opportunities to create and manage innovations and entrepreneurship.	PO3
PSO4	Become acquainted with commercial knowledge and professional skills to react the most appropriate way when faced with challenges.	PO4 PO5
PSO5	Obtain the knowledge and skills required for further professional education and research.	PO5



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

**B.Com.– PROGRAMME STRUCTURE**

**LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBSC - 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)	Financial Accounting - I	22UCO1CC1	6	6	3	25	75	100
		Core Course - II (CC)	Management Principles and Application	22UCO1CC2	6	6	3	25	75	100
		First Allied Course - I (AC)	Business Economics	22UCO1AC1	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course-I (AECC)	UGC Jeevan Kaushal - Universal Human Values	22UGVE	2	2	-	100	-	100
		<b>Total</b>			<b>30</b>	<b>23</b>				<b>600</b>

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)	Financial Accounting - II	22UCO2CC3	6	6	3	25	75	100
		Core Course -IV (CC)	Fundamentals of Marketing	22UCO2CC4	6	6	3	25	75	100
		First Allied Course - II (AC)	Banking Theory Law and Practice	22UCO2AC2	5	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course – II (AECC)	Environmental Studies	22UGEVS	2	2	-	100	-	100
		Extra Credit Course	SWAYAM Online Course	As per UGC Recommendations						
		<b>Total</b>			<b>30</b>	<b>23</b>				<b>600</b>



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**B.Com.– 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	Internal	
III	I	Language Course - III (LC)	Kappiyamum Nadagamum	22ULT3	5	3	3	25	75	100
			Hindi Literature & Grammar - III	22ULH3						
			Prose, Textual Grammar and Vakyarachana	22ULS3						
			Intermediate French - I	22ULF3						
	II	English Language Course - III (ELC)	Learning Grammar through Literature - I	22UE3	6	3	3	25	75	100
	III	Core Course - V (CC)	Cost Accounting	22UCO3CC5	6	6	3	25	75	100
		Core Course - VI (CC)	Business Correspondence and Reporting	22UCO3CC6	5	5	3	25	75	100
		Second Allied Course – I (AC)	Business Law	22UCO3AC3	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course – III (AECC)	Innovation and Entrepreneurship	22UGIE	2	1	-	100	-	100
		Generic Elective Course – I (GEC)	Elements of Insurance	22UCO3GEC1	2	2	3	25	75	100
			Basic Tamil - I	22ULC3BT1						
			Special Tamil - I	22ULC3ST1						
	Extra Credit Course		Swayam Online Course		As per UGC Recommendations					
	Total					30	23			

**\*15 Days INTERNSHIP during Semester Holidays.**



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**LEARNING OUTCOMEBASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

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

**IV Semester**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
IV	I	Language Course - IV (LC)	gz;ila ,yf;fpaKk; ciueilAk;	22ULT4	6	3	3	25	75	100
			Hindi Literature & Functional Hindi	22ULH4						
			Drama, History of Drama Literature	22ULS4						
			Intermediate French -II	22ULF4						
	II	English Language Course-IV (ELC)	Learning Grammar through Literature - II	22UE4	6	3	3	25	75	100
	III	Core Course - VII (CC)	Business Statistics	22UCO4CC7	5	5	3	25	75	100
		Core Practical- I (CP)	Accounting Package (P)	22UCO4CC1P	5	5	3	40	60	100
		Second Allied Course – II (AC)	E-Commerce and Web Designing	22UCO4AC4	4	3	3	25	75	100
	Internship			22UCO4INT	-	2	-	-	-	100
	IV	Generic Elective Course– II (GEC)	Advertisement Management	22UCO4GEC2	2	2	3	25	75	100
			Basic Tamil - II	22ULC4BT2						
			Special Tamil - II	22ULC4ST2						
		Skill Enhancement Course– I (SEC)	Introduction to MS-Office (P)	22UCO4SEC1P	2	2	3	40	60	100
	Extra Credit Course		Swayam Online Course	As per UGC Recommendations						
		<b>Total</b>			<b>30</b>	<b>25</b>				<b>800</b>



Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCO1CC1	FINANCIAL ACCOUNTING – I	CORE	6	6

### Course Objective

- To enable the students to understand the Accounting Standards and to apply the accounting principles in the Rectification of Errors, preparation of Final Accounts of sole trader, Non-Profit Organization, Bank Reconciliation Statement and Bills of Exchange.
- To provide accounting knowledge in Branch, Departmental and Hire Purchase businesses.

### Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
CO1	On the successful completion of the course, students will be able to Define and outline the accounting concepts and standards.	K1, K2
CO2	Explain the purpose of financial accounting.	K2
CO3	Apply the accounting procedures for recording various financial transactions.	K3
CO4	Make use of accounting concepts to interpret the performance of business.	K3
CO5	Analyse and evaluate financial statement in any given context or situation	K4, K5

### Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	3	2	2	3
CO2	3	3	3	3	3	3	3	3	3	3
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	COs	COGNITIVE LEVEL
I	Introduction to Accounting Standards. Rectification of Errors – Classification – Suspense Account. Final Accounts of a Sole Trader: Manufacturing Account – Trading Account – Profit and Loss Account – Balance Sheet – Adjustments.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	Bank Reconciliation Statement – Favourable and Unfavourable Balances. Bills of Exchange - Average Due Date – Account Current.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Accounts of Non-Profit Organisation – Receipt & Payment Accounts – Income & Expenditure Accounts – Balance Sheet – Adjustments.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Branch Accounts (Dependent Branches: Debtor System and Stock & Debtor System only) Departmental Accounts – Apportionment of Expenses – Inter – departmental Transfer at cost and Invoice price.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Hire Purchase System: Accounting Treatment – Calculation of Interest – Default and Repossession – Hire Purchase Trading Account: Debtors System and Stock & Debtor System.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	<b>Self-Study for Enrichment</b> <b>(Not to be included for End Semester Examination)</b> Difference between Balance Sheet and Trial Balance, Adjustment and Closing Entries - Negotiable Instrument,	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Difference between Promissory note and Bills of Exchange - Difference between Branch and Department - Capital and Revenue items - Difference between Hire Purchase and Instalment Purchase.			
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### **Distribution of Marks: Theory 20% & Problem 80%**

#### **Text Book**

1. Reddy, T.S, & Murthy A. (2020). *Financial Accounting*. 8<sup>th</sup> Revised Edition, Margham Publication.
2. Jain S.P, & Narang K.L. (2017). *Business Accounting*. 5<sup>th</sup> Edition, Kalyani Publishers.

#### **Reference Books**

1. Dalston L. Cecil & Jenitra L. Merwin. (2015). *Business Accounting*. 4<sup>th</sup> Edition, Learn Tech Publishers.
2. Gupta R.L, & Radhaswamy M. (2019). *Financial Accounting*. 8<sup>th</sup> Edition, Sultan Chand & Sons.
3. Arulanandam M.A, & Raman K.S. (2018). *Advanced Accountancy*. 7<sup>th</sup> Edition, Himalaya Publishing House.

#### **Web References**

1. <https://www.icai.org/post/icai-publications-accounting-standards-board>
2. <https://cleartax.in/s/accounting-standards>
3. [https://newhorizonindia.edu/nhc\\_kasturinagar/wp-content/uploads/2020/06/AFA-4.pdf](https://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2020/06/AFA-4.pdf)
4. <https://www.britannica.com/topic/bill-of-exchange>
5. <https://cleartax.in/g/terms/hire-purchase-agreements>
6. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/npo-non-profit-organization/>

#### **Pedagogy**

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

#### **Course Designer**

Dr. C. Subha.

Semester I	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCO1CC2	MANAGEMENT PRINCIPLES AND APPLICATION	CORE	6	6

### Course Objective

- To familiarize the students on the basic concepts of management in order to aid in understanding how an organization functions and the challenging issues a manager 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 basic principles and concepts of management.	K1
CO2	Explain the functions of management and roles, skills of a manager.	K2
CO3	Apply and Integrate planning, organizing, decision-making, staffing and directing process in an organization.	K3
CO4	Analyze the situation that requires specific leadership, communication and control.	K4
CO5	Compare the range of motivation, coordination, leadership, dynamics and control in the business.	K4

### Mapping of CO with PO and PSO

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

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

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

**Syllabus**

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>COs</b>	<b>COGNITIVE LEVEL</b>
<b>I</b>	Management – Meaning – Definition – Nature and Scope – Features-Level of management –Management roles and skills –Management as an art or a science or a profession -Management thoughts: Scientific Management and Modern Management Thoughts - Principles and Functions of Management	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4</b>
<b>II</b>	Nature and Purpose of Planning – Planning Process – Types of Plans – Objectives – Management by Objectives (MBO) – Strategies – Types of Strategies – Policies – Decision Making – Types of Decision – Decision Making Process – Rational Decision-Making Process – Decision Making Under Different Conditions .	<b>18</b>	<b>CO1, CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3, K4</b>
<b>III</b>	Nature and Purpose of Organizing – Organization Structure – Line and Staff Authority – Departmentation – Span of Control – Centralization and Decentralization – Delegation of Authority.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4</b>
<b>IV</b>	Motivation – Meaning – Definition – Nature – Types of motivation – Theories of motivation – Leadership – Functions – Styles – Theories .	<b>18</b>	<b>CO1, CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4</b>
<b>V</b>	Controlling – Meaning – Definition – Characteristics – Steps in controlling – Effective control – Control techniques.  Co-ordination: Definition-Features and	<b>18</b>	<b>CO1, CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3, K4</b>

	benefits of Co-ordination - Techniques of effective Co-ordination.			
<b>VI</b>	<b>Self Study for Enrichment</b> <b>(Not to be included for End Semester Examination).</b> Approaches to Management – Management by Exception – 360 <sup>0</sup> Degree performance appraisal – Functions and responsibility of supervisor– Difference between Controlling and Co-ordination.	-	<b>CO1, CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3, K4</b>

### **Text Book**

1. L.M. Prasad, 2021, Principles and Practice of Management, Sultan Chand & Sons.
2. K.D. Tripathi , 2017, Principles of Management, McGraw Hill Education .

### **Reference Books**

1. T. Ramasamy, 2017 , Principles of Management, Himalaya Publishing House.
2. Dr. S.C. Saksena, 2019 , Principles of Business Management, Sahitya Bhawan Publications.

### **Web References**

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

### **Pedagogy**

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

### **Course Designer**

Ms. B. Lavanya

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCO1AC1	BUSINESS ECONOMICS	ALLIED	4	3

### Course Objective

- To enable the students to interpret the demand function and elasticity interlinked with optimal pricing decisions and recognize different market structures.

### Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
CO1	Recall and summarize the core economic principles, concepts and how they apply to a wide range of real-world issues.	K1,K2, K3
CO2	Apply the basic economic theory to make predictions and to analyze alternative economic policy options.	K3, K4
CO3	Outline the economic models in domestic and global context, to analyze individual decision making, how price and quantities are determined in product and factor market.	K2, K4
CO4	Analyze and interpret the concept of price and output decisions of the firms under various market structures.	K2, K4
CO5	Develop critical thinking and analytical abilities in resolving business problems by applying various tools and techniques of economics.	K3, K4

### Mapping of CO with PO and PSO

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

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

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

**Syllabus**

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>COs</b>	<b>COGNITIVE LEVEL</b>
<b>I</b>	Business Economics - Meaning – Definitions - Characteristics – Distinction between Business Economics and Economics – Scope – Objectives – Roles and responsibilities of business economist.	<b>12</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>
<b>II</b>	Theory of Demand Analysis: Demand determinants – Law of demand – Characteristics – Exceptions – Elasticity of demand – Price elasticity – Types – Determining factors – Change in demand and Elasticity of demand – Business applications of price elasticity – Concepts of income and cross elasticity of demand – Price elasticity of demand – Measurement of price elasticity of demand.	<b>12</b>	<b>CO1,CO2 ,CO3,CO4 ,CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>
<b>III</b>	Demand Forecasting Methods: Introduction – Objectives – Types – Requirements for demand forecasting, Approaches, Methods – Features of a good forecasting method.	<b>12</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>
<b>IV</b>	Production Function: Introduction – Factors, Law of Variable Proportions – Law of returns to Scale, Producer's equilibrium – Economics of Scale – ISO Quant Analysis – Cobb Douglas Production Function.	<b>12</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>
<b>V</b>	Cost and Revenue Analysis: Cost classification – Real cost – Opportunity cost – Money cost – Explicit cost and implicit cost – Economic cost – Fixed cost and Variable cost – Total and Marginal cost – Behavior of short run and long run cost – Cost and output relations – Revenue	<b>12</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>



	concepts – Break Even Analysis – Profit Management – Nature, Theories and Measurement.			
<b>VI</b>	<b>Self-Study for Enrichment</b> <b>(Not to be included for End Semester Examination)</b> Fundamental concepts of managerial economics - Advertising and demand, demand distinctions - Forecasting demand for new products - Elasticity of Supply - Monopoly, Oligopoly and Duopoly – Simple concepts only.	-	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1,K2,K3, K4,K5,K6</b>

### **Text Book**

1. Ahuja H. L, (2016), Business Economics, 13<sup>th</sup> Edition, Sultan Chand & Sons.
2. R Cauvery, Sudhanayak U.K, Girija M, Meenakshi M.R, (2008), Managerial Economics, 7<sup>th</sup> Edition, S.Chand& Company Ltd.

### **Reference Books**

1. Arymalala T,(2013), Business Economics, 4<sup>th</sup> Edition, Vijay Nicole Imprints Pvt. Ltd.
2. Chaturvedi D.D. & Gupta S.L, (2010), Business Economics, 1<sup>st</sup> Edition, Vikas Publication

### **Web References**

1. <https://www.ncertbooks.guru/b-com-economics-notes/>
2. <https://www.toppr.com/guides/business-economics/theory-of-demand/demand-forecasting/>
3. <https://www.investopedia.com/ask/answers/121514/what-are-major-differences-between-monopoly-and-oligopoly.asp>

### **Pedagogy**

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

### **Course Designer**

Capt. Dr. P. Kavitha

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 <b>Non - Violence</b>	K2
CO3	Explain the value of Righteousness <b>and Service</b>	K3
CO4	Practice the values of <b>Renunciation (sacrifice) &amp; Peace</b>	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 Buyaneswari.

<b>Semester II</b>	<b>Internal Marks: 25</b>		<b>External Marks: 75</b>	
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>Hrs. / Week</b>	<b>CREDITS</b>
<b>22UCO2CC3</b>	<b>FINANCIAL ACCOUNTING – II</b>	<b>CORE</b>	<b>6</b>	<b>6</b>

### Course Objectives

- To develop skills in the preparation of Partnership Accounts.
- To enable the students to apply the accounting concepts in the preparation of Royalty Accounts and Fire Insurance claims.

### Prerequisite

Basic knowledge in Partnership Accounts.

### Course Outcome and Cognitive Level Mapping

<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and relate appropriate concepts relevant to partnerships and corporations.	<b>K1,K2</b>
<b>CO2</b>	Define and outline the accounting procedures for the various partnership related transactions	<b>K1,K2</b>
<b>CO3</b>	Explain and apply the accounting procedures relating to admission, retirement and death of a partners	<b>K2,K3</b>
<b>CO4</b>	Define and Analyse the accounting procedure relating to insolvency of a partner.	<b>K1, K4</b>
<b>CO5</b>	Apply and explain the accounting concepts in the preparation of Royalty Accounts and Fire Insurance claims.	<b>K2, K3</b>

### Mapping of CO with PO and PSO

<b>COs/ PSOs</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	3	3	2	3	2	3	2	2	3	2
<b>CO2</b>	3	3	2	3	3	3	3	2	3	3
<b>CO3</b>	3	3	2	3	3	3	3	2	3	3
<b>CO4</b>	3	3	2	3	3	3	3	2	3	3
<b>CO5</b>	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	COGNITIVE LEVEL
I	Fundamentals of partnership Accounts – Profit and Loss Appropriation A/c – Capital Accounts of partners (fixed & fluctuating) – Capital ratio – Change in Profit Sharing Ratio – Past Adjustments & Guarantees.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4
II	Admission of a partner – Calculation of Sacrificing Ratio – Adjustment for Goodwill – Methods of valuation of Goodwill.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4
III	Retirement of a Partner – Death of a Partner.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4
IV	Dissolution of a Partnership Firm – Insolvency of a Partner – Garner vs Murray – Piecemeal Distribution.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4
V	Fire Insurance claims for loss of stock and profit – Royalty accounts.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Interest on capital – Interest on drawings – Partnership deed– Types of Partner- Modes of dissolution - Need for fire Insurance – sub- lease.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4

**Theory 20% and Problem 80%**

### **Text Book**

1. Reddy, T.S, & Murthy A. (2021). Financial Accounting. 9<sup>th</sup>Revised Edition, Margham Publication.
2. Jain S.P, & Narang K.L. (2017). Business Accounting. 5<sup>th</sup>Edition, Kalyani Publishers

### **Reference Books**

1. Dalston L. Cecil & Jenitra L. Merwin. (2015). Business Accounting. 4<sup>th</sup>Edition, Learn Tech Publishers.
2. Gupta R.L, & Radhaswamy M. (2019). Financial Accounting. 8<sup>th</sup>Edition, Sultan Chand & Sons.
3. Arulanandam M.A, & Raman K.S. (2018). Advanced Accountancy. 7<sup>th</sup>Edition, Himalaya Publishing House.

### **Web References:**

1. <https://www.icai.org/post/icai-publications-accounting-standards-board>
2. <https://cleartax.in/s/accounting-standards>
3. [https://newhorizonindia.edu/nhc\\_kasturinagar/wp-content/uploads/2020/06/AFA-4.pdf](https://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2020/06/AFA-4.pdf)
4. <https://www.britannica.com/topic/bill-of-exchange>
5. <https://cleartax.in/g/terms/hire-purchase-agreements>
6. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/npo-non-profitorganization/>

### **Pedagogy**

Chalk and talk, Power Point Presentation, Assignment, Seminar and Quiz.

### **Course Designer**

Dr. D. Sarala.

Semester II	Internal Marks:25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UCO2CC4	FUNDAMENTALS OF MARKETING	CORE	6	6

### Course Objective

- To identify factors and processes essential for designing marketing strategy.
- To enable the students to understand the concepts and importance of marketing and the development that has taken place in the global scenario.

### 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	Recall the fundamental concepts and theories in marketing and Explain different types of market.	K1, K2
CO2	Summarize the important factors influencing consumer behavior and explain the product policy and development	K2
CO3	Apply different pricing strategies of a firm and identify various promotional programmes	K3
CO4	Analyse the importance of marketing research 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	2	2	3	2	2	2	2
CO2	3	2	3	2	3	3	3	2	3	3
CO3	3	2	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**

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>CO's</b>	<b>COGNITIVE LEVEL</b>
<b>I</b>	Definition of Market and Marketing, Types of Market – Types of Goods – Evolution of Marketing – Difference between Selling and Marketing – Modern Concepts of Marketing – Nature and Importance of Marketing – Functions of Marketing.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>
<b>II</b>	Consumer Vs. Customer – Importance of Consumer Behaviour – Buying Process – Factors influencing Consumer Behaviour – Theories of Buyer Behaviour- 7O's Frame Work. Market Segmentation – Criteria's of effective Segmentation – Characteristics and Benefits – Strategies opted for Market Segmentation.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>
<b>III</b>	Product – Policy New Product Development – Product Life Cycle – Branding and Packaging – Pricing – Factors affecting Pricing – Kinds of Pricing.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>
<b>IV</b>	Channels of Distribution – Importance – Factors affecting choice of distribution – Channel Members – Promotional Programme – Sales Promotions – Advertising – Personal Selling.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>
<b>V</b>	Recent developments in Marketing: Social Marketing – Online Marketing – Direct Marketing – Services Marketing – Green Marketing – Rural Marketing – Consumerism - Marketing Research – Importance of marketing decision – Interactive marketing – Use of internet – Online action.	<b>18</b>	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>
<b>VI</b>	<b>Self Study for Enrichment (Not to be included for External Examination)</b>		<b>CO1, CO2, CO3, CO4,</b>	<b>K1, K2, K3, K4, K5</b>



	Various environment affecting the marketing functions – Market targeting – Distribution logistics: importance and decisions factors to be considered in channel selection.		<b>CO5</b>	
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### **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](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 Marks:25		ExternalMarks:75	
COURSECODE	COURSE TITLE	CATEGORY	Hrs./ Week	CREDITS
22UCO2AC2	BANKING THEORY, LAW AND PRACTICE	ALLIED	5	3

### Course Objective

- To the students aware of banking business and practices and to enlighten the students regarding the new concepts introduced in the banking system

### 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	Recall the knowledge of working of Indian banking system.	K1
CO2	Explain the broad functions of banking and lending policies and procedure	K2
CO3	Identify the banking product and list out the stakeholders in banking sector	K2, K4
CO4	Apply the various services offered in a banking sector.	K3
CO5	Analyse the banking innovations and latest online banking techniques.	K4

### Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3	3	3	2	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	2	3	3	3	3	3	3	3	3
CO4	3	3	2	2	3	3	3	3	3	2
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	Banking – Meaning – Definition – Classification of Bank – Commercial banking – Functions of Commercial Banking – Central Banking – Need – Principles – Distinguish between Commercial Banking and Central banking.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
II	Banker – Customer – Definition – General Relationship – Special relationship - Rights and Obligations of a banker –Who can be a customer – Various types of account – Types of Deposits – General precautions for opening Accounts – KYC Norms.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
III	Negotiable Instruments Act – Definition - Types of Negotiable Instruments - Promissory Note – Bill of Exchange - Cheques – Crossing of Cheques – Types - Endorsement – Meaning -Definition - Kinds –Truncated cheques and e- cheques.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
IV	Loans and Advances – Principles of sound lending – Types of loans & Advances – Lien – Types – Exception to right of Lien – Mortgage – Forms of mortgage - Pledge – Essential – Rights of bank - Hypothecation – Characteristics.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4
V	E – Banking – Electronic Delivery channels – Credit Cards – Debit Cards – ATM – Internet Banking – E- Banking transactions – Mobile banking – Inter Bank Mobile Payment (IMPs) – Virtual Currency – Model of E-banking – Advantages – Constraints – Security measures – Electronic Payment System (EPS) – NEFT, RTGS, SWIFT, WIRE.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4

<b>VI</b>	<b>Self Study for Enrichment</b>  <b>(Not to be included for End Semester Examination).</b>  Subsidiary Service – Pass book – Material alteration – Marking – Paying banker – Collecting banker.	-	<b>CO1, CO2,</b> <b>CO3, CO4,</b> <b>CO5</b>	<b>K1, K2, K3,</b> <b>K4</b>
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### **Text Book**

1. Sundaram & Varshney, 2014, Banking Theory Law & Practice, Sultan Chand & Sons.
2. Dr. S. Gurusamy, 2016, Banking Theory Law & Practice, Vijay Nicole Imprints(p). Ltd

### **Reference Books**

1. E. Gorden and K. Natarajan, 2017, Banking Theory Law & Practice, Himalaya Publishing House.
2. Kandasami. K.P, 2010, Banking Theory Law & Practice, Sultan Chand & Company

### **Web References**

1. <https://byjus.com/commerce/functions-of-commercial-banks/>
2. <https://www.forbes.com/advisor/in/banking/what-kind-of-bank-accounts-exist/>
3. <https://www.elearnmarkets.com/blog/various-types-of-bank-deposits/>
4. <https://keydifferences.com/difference-between-loans-and-advances.html>
5. <https://www.toppr.com/guides/business-laws-cs/negotiable-instruments-act/definition-of-negotiable-instruments/>
6. <https://www.toppr.com/guides/business-economics-cs/money-and-banking/e-banking/>

### **Pedagogy**

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

### **Course Designer**

Mrs. D. Indumathi.

<b>Semester: II</b>	<b>Internal Marks:100</b>			
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>22UGEVS</b>	<b>ENVIRONMENTAL STUDIES</b>	<b>ABILITY ENHANCEMENT COMPULSORY COURSE</b>	<b>2</b>	<b>2</b>

### 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

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

### Mapping of CO with PO and PSO

<b>Cos</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
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	COGNITIVE LEVEL
I	Introduction to environmental studies Definition, scope and importance. Need for public awareness	06	CO1,CO2, CO3,CO4	K1, K2, K3,
II	<b>Natural Resources: Renewable and non-renewable resources:</b> 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. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. f. Land resources: Land as resources, land degradation, man induced Land slides, soil erosion and desertification. g. Role of an individual in conservation of natural resources.	06	CO1, CO2, CO3, CO4	K1, K2, K3
III	<b>Ecosystems</b> 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 ecosystem:- Forest ecosystem, Grassland ecosystem and Desert ecosystem, Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)	06	CO1, CO2, CO3,CO4	K1, K2, K3

IV	<p><b>Bio diversity and Environmental Pollution</b> 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:</p> <ol style="list-style-type: none"> <li>Air Pollution</li> <li>Water Pollution</li> <li>Soil Pollution</li> <li>Noise pollution</li> <li>Nuclear hazards</li> </ol> <p>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>	06	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	<p><b>Social Issues and the Environment</b> Water conservation, rain water harvesting, water shed management. Climate change, global warming, acid rain, ozone layer depletion, Wastel and reclamation.</p> <p><b>Environment Protection Act</b> 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><b>Self-Study for Enrichment</b> <b>(Not to be included for End Semester Examination)</b></p> <p>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/mkpandit/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.

Semester III	Internal Marks:25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCO3CC5	COST ACCOUNTING	CORE	6	5

### Course Objective

- To acquire knowledge about accounting concepts and methods.
- To provides information that relates to how cost accounting information is developed and used for various purpose in different types of business entity.

### Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the cost accounting concepts and understand the elements, classification of cost and overheads, levels of material control, purchase and stores control.	K1, K2
CO2	Summarize the techniques of costing and apply the preparation of cost sheet, material control, idle time of labour, methods of calculation of labour turnover and classification of overheads.	K2, K5
CO3	Identify the cost of producing a product and providing a service using job costing,, activity based costing and process costing	K3
CO4	Analyse the process losses, wastage scrap, normal and abnormal losses and reconcile the profit of financial & cost accounting	K4
CO5	Evaluate and solve ethical issues in accounting and business	K5

### Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3	3	3	2	2	3
CO2	3	3	2	2	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	2	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	Cost Accounting – Objectives – Classification of Costs – Cost Unit, Cost Centre – Elements of Cost – Financial Accounting Vs. Cost Accounting – Steps in installing a Cost Accounting System – Preparation of Cost Sheet – Quotation.	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
II	Material Control: Techniques of Material Control – Level Setting, Economic Order Quantity (EOQ), JIT Inventory System, ABC Analysis, VED Analysis, Perpetual Inventory System and FSND Analysis, Material Purchase and Storage Methods of Valuing Material issues: Cost Price Method – FIFO, LIFO, Simple Average, Weighted Average.	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
III	Methods and Measurement of Labour Turnover – Idle time and Over time – Methods of Remuneration: Time rate system, Piece rate system, Straight piece rate system, Taylors differential piece rate system, Merrick's Multiple or differential piece rate system, Gantt's task and bonus plan – Premium Bonus Plan: Halsey premium plan, Halsey-weir scheme, Rowan plan, Barth's variable sharing plan, Emerson's Efficiency plan, Bedeaux's point premium system.	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
IV	Overhead Distribution: Concept – Collection and Classification of Overheads, Allocation and Apportionment of factory overheads – Primary – Secondary distribution – Repeated and Simultaneous Equation Method – Absorption of Factory Overheads – Machine Hours Rate – Reconciliation of Profits as per Cost and Financial Accounts.	18	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
V	Methods of Costing – Contract Costing – Cost Plus – Contracts – Escalation Clause, Process Costing – Normal Loss –	18	CO1,CO2, CO3,CO4,	K1, K2, K3, K4, K5

	Abnormal Loss – Abnormal Gain (Excluding Inter Process Profit and Equivalent Production) – Service Costing – Transport Costing		<b>CO5</b>	
<b>IV</b>	<b>Self-Study for Enrichment (Not to be included for End Semester Examination)</b> Activity based Costing, Life Cycle Costing, Target Costing Lean Costing and Six Sigma.	-	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>

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

### **Text Book**

1. Jain & Narang (2015). *Cost Accounting*, Kalyani Publications

### **Reference Books**

1. S.N. Maheswari (2017), *Cost Accounting*, Sultan Chand & Sons
2. Pillai & Bhagavathi (2016), *Cost Accounting*, Sultan Chand & Sons
3. Reddy T.S & Hari Prasad Reddy Y (2018), *Cost Accounting*, Margham Publications

### **Web References**

1. [https://www.investopedia.com/terms/a/abc.asp#:~:text=Activity%2Dbased%20costing%20\(ABC\)%20is%20a%20method%20of%20assigning,task%20with%20a%20specific%20goal.](https://www.investopedia.com/terms/a/abc.asp#:~:text=Activity%2Dbased%20costing%20(ABC)%20is%20a%20method%20of%20assigning,task%20with%20a%20specific%20goal.)
2. <https://www.godigit.com/business-insurance/business-terms/life-cycle-costing>
3. <https://www.goskills.com/Lean-Six-Sigma>

### **Pedagogy**

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

### **Course Designer**

Ms. S. Praveena

Semester III	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATAGORY	Hrs/ Week	CREDITS
22UCO3CC6	BUSINESS CORRESPONDENCE AND REPORTING	CORE	5	5

### Course Objective

- To acquire good communication skills requisite for business correspondence and reporting.
- To provide an overview of prerequisites to Business Communication.
- To impart and prepare the strategies of Effective Business report writing.

### 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	Outline the basic concept of business communication	K1, K2
CO2	Explains the skill of ethical, legal, cultural and global issues affecting business communication	K2
CO3	Discover and Develop the knowledge of trade enquiries	K3, K4
CO4	Analyze the situation of writing various types of Business letters and reports.	K4
CO5	Evaluate the problem solving skills appropriate to business communication.	K5

### Mapping of CO with PO and PSO

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

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>CO'S</b>	<b>COGNITIVE LEVEL</b>
I	Introduction to Communication – Meaning and Definition – Needs – Types of Communication – Process – Characteristics – Barriers to Communication – E-Communication – Forms of Modern Communication – Applications of the various forms of communication.	15	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	Business Letters –Meaning, Need and kinds of Business letters – Essentials of an effective Business Letter – Layout – Appearance –Size – Style – Form and punctuation –Routine request letters – Responses to letters –Refusal letters – Claim letters – Collection letters – Application Letters – Curriculum Vitae.	15	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Trade Enquiries, Quotations and Offers – Trade Enquiries – Format for trade enquiry letter – Orders and their Execution – Complaints and Adjustments – Quotations – Voluntary offers and quotations – Sentences regarding offers and quotations – Placing an order – Cancellation, Acknowledgement, Refusal and execution of order.	15	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Circular, Sales and Bank Correspondence – Meaning of Circular letters – Objectives – Situations that need Circular letters – Meaning of Sales letters – Objectives – Advantages –Three P's functions, Bank Correspondence – Types – Structure of Banking Correspondence.	15	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Report writing and Communication using Technology – Meaning of a Report – Types of Business Reports – Characteristics of Good Report–Preparing a Report – Organization of a Report–Spoken Communication, the telephone, the public addressing system – Word processor – Telex, Fax, Email –	15	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Teleconferences, Voicemail – Internet - Multimedia – Teleconferencing- Mobile Phone Conversation – Video Conferencing – SMS – Telephone Answering Machine.			
VI	<b>Self Study for Enrichment (Not to be included for External Examination)</b>  Steps to overcome barriers of communication – Functions of Business Letters - Elements of a Good Banking Correspondence - Importance of Oral and Written Reports.	-	<b>CO1, CO2, CO3, CO4, CO5</b>	<b>K1, K2, K3, K4, K5</b>

### **Text Books**

1. Rajendra Pal & Korlahalli,J.S. (2015). *Essentials of Business Communication*, Sultan Chand & Sons.
2. Sharma. (2017). *Business Correspondence and Report Writing*. Tata McGraw Hill.
3. Jain. V.K. & Om Prakash Biyani (2008). *Business Communication*. Sahityabahvan Publication. New Delhi.

### **Reference Books**

1. Hartley P. & Bruckmann. C. (2000). *Business Communication*. Routledge.
2. Subba Roa. P. (2013). *Business Communication*. Cengage.

### **Web References**

1. <https://accountingseekho.com/>
2. <https://www.testpreptraining.com/business-communications-practice-exam-questions>
3. <https://bachelors.online.nmims.edu/degree-programs>

### **Pedagogy**

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

### **Course Designer**

Ms. A. Vinodhini

Semester III	Internal Marks: 25	External Marks:75		
COURSECODE	COURSE TITLE	CATEGORY	Hrs. /Week	CREDITS
22UCO3AC3	BUSINESS LAW	ALLIED	4	3

### Course Objective

- To make the students to learn the elements of general contract and special contracts.
- To enable the students to understand and deal with various contracts in day – to – day life, be it for his business or profession.

### Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and summarize consequences of applicability of various laws on business situation.	K1, K2
CO2	Outline and Examine the rights and duties under various legal acts.	K2, K4
CO3	Explain and analyze the legal framework governing business trade and commerce in India.	K2, K4
CO4	Identify the fundamental legal principles behind contractual agreement	K3
CO5	Explain important laws that have a bearing on the conduct of business in India.	K5

### Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	3	2	2	3
CO2	3	3	3	3	3	3	3	3	3	3
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	COs	COGNITIVE LEVEL
I	Meaning & Definition of Contract – Nature of Contract – Classification of Contract –Essentials of a valid Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Objects – Void Agreements.	12	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
II	Performance of Contract – Different Modes of discharge of Contract – Remedies of Breach – Quasi Contracts – Contract of Indemnity and Guarantee – Contract of Bailment and Pledge – Law of Agency.	12	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
III	Introduction of Sale of Goods Act 1930 - Formalities of the Contract of Sale – Distinction between Sale & Agreement to Sell – Distinction between sale and Hire Purchase agreement – Conditions and Warranties – Transfer of Property as between the seller and the buyer – Principle of “Caveat Emptor” and its limitations – Rights of an unpaid seller	12	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
IV	Indian Partnership Act1932 - definition – Essentials of Partnership – Kinds of Partners – rights and duties of partners – reconstitution of firms – Dissolution of a firm – Limited Liability Partnership, 2008 – Nature of LLP – Distinction between LLP and Partnership – Conversion to LLP – Extent and Limitation of liability of LLP and its partners.	12	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
V	Introduction of Competition Act 2002 – Objectives – Salient features – Anti Competitive Agreements–Prevention of abuse of dominant position– Combination– Competition advocacy– Competition Commission of India.	12	CO1,CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5
IV	<b>Self-Study for Enrichment (Not to be included for End Semester Examination)</b>	-	CO1,CO2, CO3,CO4,	K1, K2, K3, K4, K5

	Contingent Contract – Winding up and Dissolution of the LLP – Intellectual Property Rights – Indian Companies Act 2013		<b>CO5</b>	
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### **Text Books**

1. N. D. Kapoor, *Element of Mercantile Law*, Sultan Chand & Sons Private Limited, New Delhi, 2001.
2. R.S.N. Pillai & Bagavathi, *Business Law*, S. Chand & Co. Ltd, New Delhi, 2006.
3. N. D. Kapoor, *Elements of Company Law*, Sultan Chand & Sons Private Limited, New Delhi, 2020.

### **Reference Books**

1. Srinivasan, *Business Law*, Margham Publishers, Chennai, 2004.
2. Kuchcal, *Mercantile Law*, Vikas Publishing house, New Delhi, 2003.

### **Web References**

1. <https://www.legalserviceindia.com/legal/article-2190-essential-elements-of-a-contract.html><https://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/special-contracts-indemnity-guarantee-bailment-and-pledge-agency/>
2. <https://blog.ipleaders.in/the-sale-of-goods-act-1930/>
3. <http://student.manupatra.com/Academic/Abk/Indian-Partnership-Act/Toc.htm>
4. [https://www.sccc.edu/sites/default/files/B.com%20H\\_sem%20vi\\_Consumer%20affairs%20and%20Customer%20Care\\_Ms.%20Kavita%20Kamboj.pdf](https://www.sccc.edu/sites/default/files/B.com%20H_sem%20vi_Consumer%20affairs%20and%20Customer%20Care_Ms.%20Kavita%20Kamboj.pdf)

### **Pedagogy**

Chalk and Talk, Seminar, PPT Presentation, Assignment and Group Discussion and Case Study.

### **Course Designer**

Dr. J. Praba

## INNOVATION & ENTREPRENEURSHIP

Semester III	Internal marks:40		External marks: 60	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs/week	CREDITS
22UGIE	INNOVATION & ENTREPRENEURSHIP	Ability Enhancement Compulsory Course -III	2	1

### Course Objective

- The course is designed to motivate the students in Entrepreneurship with innovative ideas and build interest in Venture Creation.

### Course Outcome and Cognitive Level Mapping

The students will be able to

CO	CO Statement	Knowledge Level
CO 1	Identify Self-Entrepreneurial traits and passion leads.	K3
CO 2	Discover problem solving opportunities and generate ideas	K3
CO 3	Analyse the process of design thinking	K4
CO 4	Develop Business Model canvas for the idea generated	K5
CO 5	Validate the business idea by creating Capstone project	K6

### Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	2	3	2	2	2
CO2	2	2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	2	3	3	2	3	3	2	3	3
CO5	2	3	3	2	3	3	2	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 LEVELS
I	<p><b><u>Entrepreneurship &amp; Intrapreneurship</u></b></p> <p>Importance of Entrepreneurship Development-The entrepreneurial mind set –Attributes and Characteristics of a successful entrepreneur.</p> <p>Intrapreneurship- Importance- Attributes, Contribution and Characteristics of a successful Intrapreneur- Types of Intrapreneurs.</p> <p><b>Self-Discovery- Learnings from famous company cases that promote entrepreneurship and Intrapreneurship. (Activity)</b></p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>
II	<p><b><u>Entrepreneurial Skill Sets</u></b></p> <p>Significance of Entrepreneurship skills- Business Management Skill- Decision making skills- Principles of Effectuation- Analytical &amp; Problem- solving skill- Critical thinking skill- Lateral thinking skill- Factors associated with lateral thinking along with examples.</p> <p><b>Opportunity Discovery- Identify problems worth solving through JTBD method (Activity)</b></p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>

<b>III</b>	<b>Design Thinking &amp; Innovation</b>  Innovation & Creativity- Role in Industry and Organizations- Dynamics of Creative Thinking-Process of Design Thinking-Implementing the Process in Driving Innovation through scientific technologies and Non technology process.  <b>Business Idea Generation – Build your own Idea Bank with Innovative Approaches (Activity)</b>	<b>6</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b> <b>CO5</b>	<b>K3</b> <b>K4</b> <b>K5</b>
<b>IV</b>	<b>Crystallising the business Idea</b>  Customer Discovery- Identification of customer segments-Drafting of Value Proposition Canvas with a venture creation Idea. Basics of Business Model and LEAN Approach, Blue Ocean Strategy Approach.  <b>Crafting business model for a venture using the Lean Canvas – (Activity)</b>	<b>6</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b> <b>CO5</b>	<b>K3</b> <b>K4</b> <b>K5</b>
<b>V</b>	<b>Start -up Business Plan</b>  Presentation of Capstone project; Validation Analysis; Pre-incubation and Incubation stages to develop a start-up ecosystem.	<b>6</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b> <b>CO5</b>	<b>K3</b> <b>K4</b> <b>K5</b> <b>K6</b>
<b>VI</b>	<b>Self study for enrichment:</b> (Not to be included for External examination) Case study analysis on Entrepreneurship	<b>-</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b> <b>CO5</b>	<b>K3</b> <b>K4</b> <b>K5</b>

### **Textbooks**

1. Elias G.Carayannis, Elbida.D.Samra (2015), Innovation and Entrepreneurship,
2. Peter.F. Drucker (2006), Innovation and Entrepreneurship, Harper Publications

### **Reference books**

1. John R.Bessant, Joe Tidd (2015), Innovation and Entrepreneurship, Wiley Publictaions
2. Mike Kennard (2021), Innovation and Entrepreneurship, Routledge, Taylor and Frnacis

### **Web References**

1. <https://innovation-entrepreneurship.springeropen.com/>
2. <https://www.worldcat.org/title/innovation-and-entrepreneurship-practice-and-principles/oclc/11549089/lists>

### **Pedagogy**

e- Content modules, Activity worksheet, Case Studies

### **Course Designer**

Dr.R.Subha, Assistant Professor, Innovation ambassador, Department of Chemistry

Dr.S.Sowmya, Assistant Professor, Innovation ambassador, Department of Commerce

**ABILITY ENHANCEMENT COMPULSORY COURSE - III**  
**INNOVATION AND ENTREPRENEURSHIP**

**Assessment Rubrics for 100marks**

<b>S.No</b>	<b>Particulars</b>	<b>Marks</b>
1	Self Analysis / Preparation of Self Identification Report / Case study presentation	20
2	Identification of Problem / Innovative practice/ Business plan report	20
3	Lean Canvas / Value Proposition Model / Prototype	20
4	VIVA VOCE	
	a. Novelty of Business Idea	20
	b. Commercial Scalability	10
	c. Pitching Presentation	10
	<b>TOTAL</b>	<b>100</b>

There will be no End Semester Examination for this Course. The subject teacher will make the assessment of students performance based on the above mentioned components and an internal VIVA VOCE will be conducted by the Institution Innovation Ambassadors of Institution Innovation Council, Ministry of Education. Marks will be awarded and submitted to CoE in the Prescribed format specified by the Controller of the examination approved by the Head of respective Departments.

Semester III	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UCO3GEC1	ELEMENTS OF INSURANCE	GENERIC ELECTIVE COURSE – I	2	2

### Course Objective

- ❖ 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 and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the conceptual frame work 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 of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	3	3	2	2
CO2	3	3	3	2	2	3	3	3	2	2
CO3	3	3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	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	Introduction to Insurance: Purpose and Need of Insurance – Insurance as a Social Security Tool – Insurance and Economic Development – Types of Insurance.	6	CO1,CO2, CO3,CO4	K1,K2,K3, K4



<b>II</b>	Procedure for becoming an Agent: Pre-requisites for obtaining a License – Duration of License – Cancellation of License – Revocation or Suspension / Termination of Agent.	<b>6</b>	<b>CO1,CO2, CO3,CO4</b>	<b>K1,K2,K3, K4</b>
<b>III</b>	Fundamentals of Agency – Definition of an agent – Agents Regulations – Insurance intermediaries – IRDA – Introduction – Purpose, Duties, Powers and Functions of IRDA .	<b>6</b>	<b>CO1,CO2, CO3,CO4</b>	<b>K1,K2,K3, K4</b>
<b>IV</b>	Functions of the Agent: Proposal Form and other forms for grant of cover – Financial and Medical Underwriting – Material Information– Procedure regarding settlement of Policy Claims.	<b>6</b>	<b>CO1,CO2, CO3,CO4</b>	<b>K1,K2,K3, K4</b>
<b>V</b>	Fundamentals and Principles of Life, Marine and Fire Insurance – Contracts of various kinds of Insurance – Insurable interest. – actuarial science	<b>6</b>	<b>CO1,CO2, CO3,CO4</b>	<b>K1,K2,K3, K4</b>
<b>VI</b>	<b>Self-Study for Enrichment (Not to be included for End Semester Examination)</b> Code of Conduct – Unfair Practices –Agents' Compensation – Operations of IRDA – Insurance Policyholders' Protection under IRDA – Exposure/Prudential Norms - Summary Provisions of Related Acts. Personal Accident Insurance – Motor Insurance – Burglary Insurance – Reinsurance-Employers Liability Insurance.	<b>-</b>	<b>CO1,CO2, CO3,CO4</b>	<b>K1,K2,K3, K4</b>

### **Text Book**

1. Dr. P. Periyasamy, Insurance, Tata McGraw Hill, 2nd Edition 2018.
2. Dr. P. K. Gupta, Insurance and Risk Management , Himalaya Publishing House, Mumbai 2017.
3. Dr. E. Dharmaraj, Elements of Insurance , SIMRES Publications, Chennai 2009.

### **Reference Books**

1. M. N. Mishra & Dr. S. B. Mishra , Insurance – Principles and Practice, S. Chand & Company LTD. 2012
2. Mishra M.N , Modern Concepts of Insurance, S. Chand& Company LTD. 2004
3. Kaninika Mishra, Fundamentals of Life Insurance, Theories and Application Prentice Hall of India, New Delhi 2016.

### **Web References**

1. [https://ebooks.lpude.in/commerce/bcom/term\\_6/DCOM309\\_INSURANCE\\_LAWS\\_AND\\_PRACTICES.pdf](https://ebooks.lpude.in/commerce/bcom/term_6/DCOM309_INSURANCE_LAWS_AND_PRACTICES.pdf)
2. <https://kamarajcollege.ac.in/wp-content/uploads/Core-Principles-of-Insurance.pdf>
3. <https://irdai.gov.in/document-detail?documentId=398265>
4. <https://nios.ac.in/media/documents/VocInsServices/m3-f2.pdf>

### **Pedagogy**

Lecture, PowerPoint Presentation, Assignment, Quiz, Seminar & Group Discussion.

### **Course Designer**

**Ms. S. J. Sureya**

Semester IV	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
22UCO4CC7	BUSINESS STATISTICS	CORE	5	5

### Course Objectives

- To understand the basic concepts of statistics in relation to business environment.
- To compute measures of location of variation and its relative measures.
- To construct and interpret the index numbers.

### Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of statistics.	K1
CO2	Explain and apply the logic and methodology for calculation of various index numbers, time series, measure of central tendency and dispersion.	K2, K3
CO3	Apply laws of probability which helps to make sense of uncertainties and examine the cause accruing when price level changes.	K3, K4
CO4	Identify and analyze the linear relationship between the variables through correlation and regression.	K3, K4
CO5	Analyze the time series, price and quantity index numbers.	K4

### Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	2	2	2	2
CO2	3	3	2	3	3	3	3	2	2	2
CO3	3	3	2	3	3	3	3	2	2	2
CO4	3	3	2	3	3	3	3	2	2	2
CO5	3	3	2	3	3	3	3	2	2	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	Statistics: Meaning, Definition, Importance, Scope, Limitations and Distrust of statistics – Measures of Central. Tendency and Dispersion: Mean, Median, Mode, Quartiles. Standard Deviation and Co-efficient of variation. Skewness and Kurtosis.	21	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4
II	Correlation – Karl Pearson’s Co-efficient of Correlation – Spearman’s Rank Correlation of co-efficient – Regression – Properties of Regression co-efficient, Co-efficient of determination.	15	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4
III	Probability – Concepts of probability – Application of addition and multiplication theorems – Conditional probability – Baye’s theorem (no proof, simple problems and business applications only)	15	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4
IV	Index Numbers – Definition, Simple Index Number and Weighted Index Number: Laspeyres’s -Paasche’s- Fisher’s -Marshal Edge-worth -Bowley’s - Kelly’s formula. Mathematical test of consistency: Time reversal test, Factor reversal test – Fixed index number – Chain index number – Cost of living index.	12	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4
V	Elements of Time Series – Secular trend: Graphic method, Method of Semi-Averages, Method of moving averages, Method of least squares. Seasonal Fluctuations: Method of simple averages, Method of moving averages, Ratio to trend method, Method of link relatives, Cyclical fluctuations, Random fluctuations.	12	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4
VI	<b>Self-Study for Enrichment (Not to be included for External Examination)</b> Sampling – Methods – Collection of data – Tabulation of data – Diagrammatic representation of Data.	-	CO1, CO2,CO3,C O4,C05	K1, K2, K3,K4

**Distribution of Marks: Theory 25% & Problem 75%**

**Text Books**

1. Gupta S.P. (2022). *Statistical Methods*. 46<sup>th</sup> Edition, Sultan Chand & Sons.
2. Navanitham P A. (2022). *Business Statistics*. Reprint, Jai Publishers.
3. Vittal P.R. (2020). *Business Statistics*. Reprint, Margham Publications.

**Reference Books**

1. Gupta S.C. (2018). *Fundamentals of Statistics*. 7<sup>th</sup> Edition, Himalaya Publishing House.
2. Jani P.N. (2017). *Business Statistics Theory and Applications*, Reprint, PHIPvt., Ltd.
3. Sharma J.K. (2018). *Business Statistics*. 5<sup>th</sup> Edition, Vikas Publishing House Pvt., Ltd.

**Web Reference**

1. <https://www.geeksforgeeks.org/introduction-of-statistics-and-its-types/>
2. <https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one/11-correlation-and-regression>
3. <https://www.cuemath.com/data/probability/>
4. <https://www.tableau.com/learn/articles/time-series-analysis>
5. <https://www.geeksforgeeks.org/index-number-meaning-characteristics-uses-and-limitations/>

**Pedagogy**

Chalk and Talk, Powerpoint Presentation, Discussion, Assignment, Quiz and Seminar.

**Course Designer**

Ms. J. Lalithambigai.

<b>Semester IV</b>	<b>Internal Marks: 40</b>	<b>External Marks: 60</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HOURS / WEEK</b>	<b>CREDITS</b>
<b>22UCO4CC1P</b>	<b>ACCOUNTING PACKAGE (P)</b>	<b>CORE PRACTICAL</b>	<b>5</b>	<b>5</b>

### Course Objectives

- To enable the students to learn basic concepts of accounting packages.
- To impart knowledge about Goods and Services Tax.
- To access the applications of accounting by using Tally ERP 9.

### Course Outcome and Cognitive Level Mapping

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of manual accounting.	<b>K1</b>
<b>CO2</b>	Explain the procedure for creating a company.	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for Ledger creation, Accounting Vouchers and Cost centre.	<b>K3</b>
<b>CO4</b>	Analyse stock group, stock category, stock item and compare stock category summary with godown summary.	<b>K4</b>
<b>CO5</b>	Assess the Estimate of the budget calculation.	<b>K5</b>

### Mapping of CO with PO and PSO

<b>COs/ PSOs</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	3	2	2	3	3	2	3	2	2	2
<b>CO2</b>	2	2	3	2	2	3	2	2	2	2
<b>CO3</b>	2	3	3	3	2	2	2	2	2	2
<b>CO4</b>	2	3	3	3	2	2	3	2	2	2
<b>CO5</b>	3	3	2	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
<b>I</b>	Introduction to Accounting Packages – Features – Introduction to Tally – Features of Tally –Creation – Alteration and Deletion of Company – Accounting Features – Accounting Groups – User defined groups – Ledger creation, alteration and deletion– Final Accounts and Balance Sheet.	<b>15</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>
<b>II</b>	Accounting Vouchers - Various types of Accounting Vouchers–Voucher entries– Extraction of Day book and Trial balance– Cost centres–Cost categories– Cost centre.	<b>15</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>
<b>III</b>	Budget creation and alteration – Variance analysis – Payroll preparation – Statutory features – Voucher entries.	<b>15</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>
<b>IV</b>	Inventory Masters: Creation, Alteration and Deletion of Stock Groups, Stock Categories, Units of Measures, Godowns and Stock items – Inventory Features – Entries in Accounting and Inventory Vouchers using stock items.	<b>15</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>
<b>V</b>	Introduction and enabling GST in Tally-Recording GST transactions-Accounting intrastate supply of goods and service - Accounting interstate supply of goods and service- Purchase and Sales Returns of goods and service.	<b>15</b>	<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>
<b>VI</b>	<b>Self-Study for Enrichment (Not to be included for External Examination)</b>  Financial Reports: Trial Balance – Profit and Loss – Balance Sheet – Working Capital – Cash Flow and Fund Flow Statement – Bank Reconciliation Statement – Stock Summary.		<b>CO1,CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,K5</b>

**List of Practicals**

1. Creation, alteration and deletion of companies and user defined accounting groups.
2. Creation, alteration and deletion of ledger.
3. Preparation of final accounts and balance sheet preparation.
4. Voucher entries in double entry mode.

5. Voucher entries using cost centers and cost categories.
6. Creation and alteration of budgets and variance analysis.
7. Creation, alteration and deletion of inventory masters.
8. Order processing and voucher entries using accounting and inventory vouchers.
9. Generating Accounting and Inventory Reports.
10. Enabling GST in tally, Recording GST.

#### **Text Books**

1. Vishnu P. Singh. (2021). *Tally ERP 9 with GST*, Revised Edition, Sultan Chand & Sons.
2. Srinivasa vallabhan.V. (2020). *Computer Applications in business*, Revised Edition Sultan Chand & Sons.
3. Mohan Kumar K, Rajkumar S. (2019). *Computer applications in business*, Revised Edition. Tata McGraw Hill Education.

#### **Reference Books**

1. Parag Joshi.(2017). *Tally ERP 9 with GST*. Revised Edition. Dnyansankul Prakashan.
2. Nadhani.A.K. (2019). *Implementing Tally*, Revised Edition. BPB Publications.
3. Sanjay Satapathy. (2018). *Tally ERP 9 book*. Revised Edition. Advanced usages.

#### **Web Reference**

1. <https://gstcentre.in/gst-in-tally-erp-9.php#collapseOne>
2. <http://www.tallysolutions.com>
3. [https://help.tallysolutions.com/docs/te9rel66/Job\\_Work/#gref](https://help.tallysolutions.com/docs/te9rel66/Job_Work/#gref)
4. <https://www.tallyofficialbooks.com/>
5. <https://ncsmindia.com/wp-content/uploads/2012/04/TALLY-9.0-PDF.pdf>.

#### **Pedagogy**

Lecture, Power Point Presentation, Lab Demonstration, Group Discussion, Quiz, Assignment and Activity.

#### **Course Designer**

Dr. A.Vinodhini



<b>Semester IV</b>	<b>Internal Marks: 25</b>	<b>External Marks: 75</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HOURS / WEEK</b>	<b>CREDITS</b>
<b>22UCO4AC4</b>	<b>E-COMMERCE AND WEB DESIGNING</b>	<b>ALLIED</b>	<b>4</b>	<b>3</b>

### Course Objective

- To acquaint the basic concepts of e-commerce and web design.
- To identify, define and differentiate the various modes of electronic commerce.
- To facilitate the students to know the importance of SEO and to build e-commerce applications based on security guidelines.

### Course Outcome and Cognitive Level Mapping

<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	List out the technological changes in trade.	<b>K1</b>
<b>CO2</b>	Demonstrate awareness of usability, website design and network issues.	<b>K2</b>
<b>CO3</b>	Explain e-commerce in business models and make use of e-commerce strategies.	<b>K2, K3</b>
<b>CO4</b>	Interpret the various terminologies of electronic commerce and analyze information searching methods, resource discovery and information retrieval techniques.	<b>K3, K4</b>
<b>CO5</b>	Examine the effectiveness of a web design with respect to security measures.	<b>K4</b>

### Mapping of CO with PO and PSO

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

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>COs</b>	<b>COGNITIVE LEVEL</b>
<b>I</b>	Electronic Commerce – Introduction – Business Models of e-Commerce - B2B e-commerce and EDI – Business Applications of e-commerce. Infrastructure for e-commerce – Communication networks for e-commerce.	<b>12</b>	<b>CO1, CO2,CO3, CO4,CO5</b>	<b>K1, K2, K3,K4</b>
<b>II</b>	Network Services – Secure messaging – Payment systems in e-commerce – Structured electronic documents. e-online Banking: Introduction Concepts and Meaning - Need for computerization - Electronic delivery channels - e-Cheque - Financial Transactions Terminals - MICR Cheques - e-Banking in India. Android Applications – Introduction - Concept - Applications. V-Commerce: Introduction and Features.	<b>12</b>	<b>CO1, CO2,CO3, CO4,CO5</b>	<b>K1, K2, K3,K4</b>
<b>III</b>	Search Engine Optimization (SEO) - Introduction - Importance of SEO - How search Engines Operate - Crawling Techniques - Basic types of search tools - Page rank - Anatomy of hyperlink - Keywords and Queries - Site structure importance - On page optimization vs. off page optimization - Critical components of optimizing a site - Information architecture.	<b>12</b>	<b>CO1, CO2,CO3, CO4,CO5</b>	<b>K1, K2, K3,K4</b>
<b>IV</b>	Webhost – Types – VPS - Domain for a website - DNS Information - Webhost: Bandwidth - Control Panels – Statistics – Uptime - Ecommerce. Website Design: Introduction - Role of Website in B2C. E-commerce - Website strategies and Goals - Website Specification - Design principles - Push and pull approaches - E-mail- E-mail Etiquette- E-mail Security - Online Marketing and promotion.	<b>12</b>	<b>CO1, CO2,CO3, CO4,CO5</b>	<b>K1, K2, K3,K4</b>
<b>V</b>	E-Commerce Technology – Security issues in e-Commerce – Legal and ethical issues - Role of social media in e-Commerce industry - M-Commerce and WAP - Mobile Commerce Risk, Security and Payment Methods - Mobile money-infrastructure and fraud prevention for M-payment - Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care.	<b>12</b>	<b>CO1, CO2,CO3, CO4,CO5</b>	<b>K1, K2, K3,K4</b>

VI	<b>Self-Study for Enrichment (Not to be included for External Examination)</b> Introduction to computers- Importance - Computer Applications in various Areas of Business- General Application of Computers in Various Fields. Classification of Computers- Basic Principles of operation of Digital Computer-Computer system-computer virus- Development of computers and Computer Generation- Computer Number System.	-	<b>CO1, CO2, CO3,CO4, CO5</b>	<b>K1, K2, K3,K4,</b>
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#### **Text Books**

1. Rajaraman V. (2021). *Essentials of E-Commerce Technology*. Revised Edition, PHI Learning Pvt. Ltd.
2. Joseph P.T. (2019). *E-Commerce -An Indian Perspective*. 6<sup>th</sup> Edition, PHI Learning Pvt. Ltd.
3. Pandey U.S. & Saurabh Shukla. (2019). *E-Commerce and Mobile Commerce Technologies*. Revised Edition, S.Chand.

#### **Reference Books**

1. Rayudu C.S. (2016). *E-Commerce, E-Business*. 4<sup>th</sup> Edition, Himalaya Publishing House.
2. Murthy C.S.V. (2021). *e-Commerce*, Reprint, Himalaya Publishing House.
3. Schneider Gary P. (2020). *e-Commerce: Strategy, Technology and Implementation*., Cengage Learning.

#### **Web Reference**

1. <https://www.tutorialspoint.com/e-commerce/e-commerce-business-models.htm>
2. <https://www.techtarget.com/whatis/definition/search-engine-optimization-SEO>
3. <https://www.tutorialspoint.com/e-commerce-and-security-threats-to-e-commerce>
4. <https://www.ionos.com/digitalguide/e-mail/e-mail-marketing/e-mail-etiquette-rules-for-the-perfect-e-mail/>
5. <https://openstax.org/books/principles-marketing/pages/16-4-ethical-issues-in-digital-marketing-and-social-media>

#### **Pedagogy**

Chalk and Talk, Powerpoint Presentation, Discussion, Assignment, Demo by e-Content tutorials, Quiz and Seminar.

#### **Course Designer**

Ms. J. Lalithambigai.

Semester IV	Internal Marks:25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
22UCO4GEC2	ADVERTISEMENT MANAGEMENT	GENERIC ELECTIVE	2	2

### Course Objectives

- 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 and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall the conceptual framework of advertising.	K1
CO2	Explain the function of Advertising Agencies.	K2
CO3	Identify the formulation of advertising through effective marketing Strategy to promote the product and service for economic development.	K3
CO4	Apply the principles of advertising layout and campaign.	K3
CO5	Analyze the ethical issues and social aspects of advertising.	K4

### Mapping of CO with PO and PSO

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

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

“3”–Substantial(High)Correlation“-”Indicatesthereisnocorrelation

**Syllabus**

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Advertising: Advertising– Definition- Objectives – Scope - Types – Role and Significance – Advertising an element of marketing mix– Communication process in advertising.	6	CO1,CO2, CO3,CO4, CO5	K1, K2, K3,K4
II	Technological Aspects: 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.	6	CO1, CO2,CO3, CO4,CO5	K1, K2, K3,K4
III	Advertising Media: Media planning-Electronic media- Buying advertising aids-Trademarks- Slogans - Packaging- Pop-up displays – Premiums- Free samples.	6	CO1, CO2,CO3, CO4,CO5	K1, K2, K3,K4
IV	Advertising Agencies: Meaning and Definition- Service Rendered by an Ad Agency - Agency Selection Criterion - Agency Accreditation - Agency Client Relationship - Organization Structure of an Advertising Agency - Changing of Advertising Agency - Career Options in Advertising.	6	CO1, CO2,CO3, CO4,CO5	K1, K2, K3,K4
V	Advertising in India: Role of Advertising in modern business-Economic, Social and Ethical aspects of advertising - Advertising goals– Recent developments and Issues in advertising. Advertising Standard Council of India (ASCI) - Techniques for measuring advertising effectiveness.	6	CO1, CO2,CO3, CO4,CO5	K1, K2, K3,K4
VI	<b>Self-Study for Enrichment (Not to be included for External Examination).</b> Difference between National Advertising and Retail Advertising-Film Advertising - Purchase Point Advertising-Media Vehicle choice-Media Survey-Marketing through Social Sites- Ethics in Advertising.		CO1, CO2,CO3, CO4,CO5	K1, K2, K3,K4

### **Text Books**

1. Sunil KR. (2023). *Advertisement Management*. Revised Edition. Kindle.
2. Saravanel.P, Sumathi.S. (2017). *Advertising and salesmanship*. Revised Edition. Margham Publication
3. Gupta.S.L ,Ratna.V.V. (2011). *Advertising and Sales Promotion Management*. An IndianperspectiveTextandCases. Sultan Chand & Sons. NewDelhi

### **Reference Books**

1. Ruchi. G. (2012).*Advertising Principles & Practice*.Revised Edition. S.Chand& CompanyLtd,Delhi
2. Dr.AnsuyaAngadi. (2010).*Advertising & Sales Management*. Sri SiddalingeshwaraPrakashana. Gulbarga.
3. George E. Belch & Michael A belch.(2014).*Advertising & Promotion*. Revised Edition. McGraw Hill Publishing.

### **Web Reference**

1. <https://business.linkedin.com/marketing-solutions>
2. <https://www.vedantu.com/commerce>.
3. <https://www.easymanagementnotes.com/advertising-study-material/>
4. <https://www.studocu.com/in>
5. <https://byjus.com/>

### **Pedagogy**

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

### **Course Designer**

Ms.B.Lavanya

Semester IV	Internal Marks: 40		External Marks: 60	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
22UCO4SEC1P	INTRODUCTION TO MS-OFFICE (P)	SKILL ENHANCEMENT	2	2

### Course Objectives

- To acquire and apply the computer applications in different aspects of business.
- To get insight knowledge on MS-Word, MS-Excel and Powerpoint.
- To know the database maintenance in every type of application using MS-Access.

### 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	Recall the basic concepts of computer applications.	K1
CO2	Demonstrate a presentation slide using PowerPoint tools.	K2
CO3	Develop Word documents using Word package tools.	K3
CO4	Build worksheets using various statistical tools to analyse business transactions.	K3, K4
CO5	Construct a new database with related tables and examine database concepts.	K3, K4

### Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	2	3	3	2	2	3
CO2	2	3	2	3	3	2	2	2	2	2
CO3	2	3	2	3	3	2	2	2	2	2
CO4	2	3	3	3	3	2	2	2	2	2
CO5	2	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	Computer Definition - Characteristics and Limitations of Computer - Generations of Computer, Primary and Secondary Memories - Input and Output Devices - Operating System- Function of Operating System- Types of Operating System.	4	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4
II	Word Processing: Features - Advantages and Applications - Parts of Word Window Toolbar - Creating, Saving, Closing, Opening and Editing of a Document - Moving and Coping a Text -Formatting of Text and Paragraph - Bullets and Numbering - Find and Replace - Insertion of objects - Headers and Footers - Page Formatting - Auto Correct Spelling and Grammar - Mail Merge – Macros.	8	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4
III	Spread Sheet: Features - Workbook – Cell - Parts of a window - Saving, Closing, Opening of a Work Book – Editing – Advantages – Formulas - Types of Function -Templates – Macros – Sorting - Charts – Filtering.	6	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4
IV	PowerPoint: Introduction – Starting – Parts - Creating of Tables - Create Presentation – Templates Auto Content Wizard - Slide Show - Editing of Presentation - Inserting Objects and charts.	6	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4
V	Orientation to Microsoft Access : Create a Simple Access Database - Working with Table Data - Modify Table Data - Sort and Filter Records - Querying a Database - Create Basic Queries - Sort and Filter Data in a Query - Perform Calculations in a Query - Create Basic Access Forms - Work with Data on Access Forms - Create a Report - Add Controls to a Report - Format Reports.	6	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4
VI	<b>Self-Study for Enrichment (Not to be included for External Examination)</b> Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture -Languages and its Types.	-	CO1, CO2,CO3,C O4,CO5	K1, K2, K3,K4



### **List of Practicals**

1. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
2. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
3. Prepare Bio-Data by using Wizard/Templates.
4. Prepare a mark statement (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
5. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
6. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
7. Design presentation slides using animation Effects and perform the following operations: Creation of different slides, changing background colour, font colour using word art.
8. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

### **Text Books**

1. Bittu Kumar (2017). *Mastering MS Office*. Revised Edition, V & S Publishers.
2. LokeshLalwani (2019). *Excel 2019*. 1<sup>st</sup> Edition, BPB Publications.
3. Wallace Wang. (2018). *Microsoft Office 2019*. Wiley Publications.

### **Reference Books**

1. Michale Price(2019). *Office 2019*.BPB Publications.
2. Kevin Pitch(2022). *PowerPoint*, Career Office Elevator, Kindle Edition.
3. Kevin Pitch (2022). *Microsoft Word*, Career Office Elevator, Kindle Edition.

### **Web Reference**

1. <https://support.office.com/en-us/office-training-center>
2. <https://www.skillshare.com/browse/microsoft-office>
3. [https://www.tutorialspoint.com/computer\\_fundamentals/index.htm](https://www.tutorialspoint.com/computer_fundamentals/index.htm)
4. <https://edu.gcfglobal.org/en/subjects/office/>
5. <https://www.microsoft.com/en-us/learning/training.aspx>

### **Pedagogy**

Lab Demonstration and Powerpoint Presentation.

### **Course Designer**

Ms. J. Lalithambigai.