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.CA

2023 -2024 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	**LEARNING ENVIRONMENT** To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest qualitystandards and train the students to be effective leaders in their chosen fields.
PEO2	**ACADEMIC EXCELLENCE** To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	**EMPLOYABILITY** To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	**PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY** To develop a sense of social responsibility by formulating ethics andequity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	**GREEN SUSTAINABILITY** To understand the impact of professional solutions in societal andenvironmental contexts and demonstrate the knowledge for an overall sustainable development.

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

B.B.A. PROGRAMME

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

PROGRAMME SPECIFIC OUTCOMES FOR B.Com. CA

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

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF COMMERCE
B.Com. CA – PROGRAMME STRUCTURE
LEARNING OUTCOMEBASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(For the candidates admitted from the academic year 2023 – 2024 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
I	I	Language Course – I (LC)	Podhuthtamil - I	**23ULT1**	6	3	3	25	75	100
			Hindi Ka Samanya Gyan aur Nirbandh	**23ULH1**						
			Poetry, Grammar and History of Sanskrit Literature	**23ULS1**						
			Foundation Course: Paper - I French -I	**23ULF1**						
	II	English Language Course – I (ELC)	General English – I	**23UE1**	6	3	3	25	75	100
	III	Core Course – I (CC)	Financial Accounting –I	**23UCC1CC1**	6	5	3	25	75	100
		Core Course – II (CC)	Principles of Management	**23UCC1CC2**	6	5	3	25	75	100
		First Allied Course – I (AC)	Python Programming and Lab (Theory – 2 hrs. Practical – 2 hrs.)	**23UCC1AC1**	4	3	3	50	50	100
	IV	Ability Enhancement Compulsory Course – I (AECC)	Value Education	**23UGVE**	2	2	-	100	-	100
		Total			**30**	**21**				**600**

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
PG & RESEARCH DEPARTMENT OF COMMERCE
B.Com. CA – PROGRAMME STRUCTURE
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(For the candidates admitted from the academic year 2023 – 2024 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
II	I	Language Course - II (LC)	Podhuthtamil ; - II	**23ULT2**	6	3	3	25	75	100
			Hindi Literature & Grammar – II	**22ULH2**						
			Prose, Grammar and History of Sanskrit Literature	**23ULS2**						
			Basic French – II	**22ULF2**						
	II	English Language Course - II (ELC)	General English – II	**23UE2**	6	3	3	25	75	100
	III	Core Course - III (CC)	Modern Marketing	**23UCC2CC3**	6	5	3	25	75	100
		Core Course -IV (CC)	Web Design	**23UCC2CC4**	6	5	3	25	75	100
		First Allied Course - II (AP)	HTML (P)	**23UCC2AC1P**	4	3	3	40	60	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						
		Total			**30**	**21**				**600**

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	**COURSE TITLE**	**CATAGORY**	**Hrs/ Week**	**CREDITS**
23UCC1CC1	**FINANCIAL ACCOUNTING – I**	**CORE**	**6**	**5**

Course Objective

- To understand the basic accounting concepts and standards.
- To know the basis for calculating business profits.
- To familiarize with the accounting treatment of depreciation.
- To learn the methods of calculating profit for single entry system.
- To gain knowledge on the accounting treatment of insurance claims.

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 and outline the accounting concepts, rectification of errors and Bank Reconciliation Statement.	**K1**
CO2	Explain the purpose of financial accounting and Non-Profit Organisation	**K2**
CO3	Apply the accounting procedures for recording various financial transactions.	**K3**
CO4	Analyse the various methods of providing depreciation and Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.	**K4, K5**
CO5	Analyse and evaluate financial statements 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**	**3**	**3**	**3**	**3**	**3**	**2**	**2**	**3**
CO2	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**2**	**3**	**3**
CO3	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**
CO4	**3**	**2**	**2**	**3**	**3**	**2**	**2**	**2**	**2**	**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	**Fundamentals of Financial Accounting** Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement - Need and Preparation.	**18**	**CO1,CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
II	**Final Accounts** Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments. **Accounts of Non-Profit Organisation** Receipt & Payment Accounts – Income & Expenditure Accounts – Balance Sheet – Adjustments.	**21**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
III	**Depreciation and Bills of Exchange** Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Units of Production Method – Cost Model vs. Revaluation **Bills of Exchange** – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
IV	**Accounting from Incomplete Records – Single Entry System** Incomplete Records – Meaning and Features – Limitations – Difference between Incomplete Records and Double Entry System – Methods of Calculation of Profit – Statement of Affairs Method – Preparation of final statements by Conversion method.	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
V	**Royalty and Insurance Claims** Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease –	**15**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**

	Accounting Treatment. **Insurance Claims** – Calculation of Claim Amount-Average clause (Loss of Stock only)			
VI	**Self Study for Enrichment (Not to be included for External Examination)** Difference between Balance Sheet and Trial Balance, Adjustment and Closing Entries – Negotiable Instrument, Difference between Promissory note and Bills of Exchange.	-	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**

Distribution of Marks: Theory 20% & Problem80%

Text Books

1. S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3. ShuklaGrewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.
4. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.

Reference Books

1. Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2. Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.
3. Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.
4. Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.

Web References

1. https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
2. https://www.slideshare.net/ramusakha/basics-of-financial-accounting
3. https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

Pedagogy

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

Course Designer

Ms. J. Lalithambigai.

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	**COURSE TITLE**	**CATAGORY**	**Hrs/ Week**	**CREDITS**
23UCC1CC2	**PRINCIPLES OF MANAGEMENT**	**CORE**	**6**	**5**

Course Objective

- To understand the basic management concepts and functions
- To know the various techniques of planning and decision making
- To familiarize with the concepts of organisation structure
- To gain knowledge about the various components of staffing
- To enable the students in understanding the control techniques of management

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 basic principles and concepts of management and summarize the various authorization and responsibilities of an organization.	**K1**
CO2	Explain the importance of planning and decision making in an organization	**K2**
CO3	Apply and integrate planning, organizing, decision-making, staffing and directing processes in an organization.	**K3**
CO4	Analyze the various methods of performance appraisal	**K4**
CO5	Explain the notions of directing, co-ordination and control in management.	**K5**

Mapping of CO with PO and PSO

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

"1" – Slight (Low) Correlation ¬ "2" – Moderate (Medium) Correlation
"3" – Substantial (High) Correlation "-" Indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	CO'S	COGNITIVE LEVEL
I	**Introduction to Management** Meaning – Definitions – Nature and Scope – Levels of Management – Importance – Management Vs. Administration –	**18**	**CO1,CO2, CO3, CO4,**	**K1, K2, K3, K4, K5**

	Management: Science or Art – Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management – Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.		**CO5**	
II	**Planning** Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process – Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types – Steps in Decision Making – Forecasting – Rational Decision Making – Process – Decision Making Under Different Conditions.	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
III	**Organizing** Meaning – Definitions – Nature and Scope – Characteristics – Importance – Types – Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types – Departmentalization – Authority and Responsibility – Centralization and Decentralization – Span of Management.	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
IV	**Staffing** Introduction – Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods – Selection Procedure – Test – Interview– Training: Need – Types– Promotion – Management Games – Performance Appraisal – Meaning and Methods – 360 degree Performance Appraisal – Work from Home – Managing Work from Home [WFH].	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
V	**Directing** Motivation – Meaning – Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature – Types and Theories of Leadership – Styles of Leadership – Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce – Supervision.	**18**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**

	Co-ordination and Control Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].			
VI	**Self Study for Enrichment** **(Not to be included for End Semester Examination).** Departmentalisation – Basis – Meaning and Importance – Policies – Meaning and Types –Procedure – Requisites for excellent co-ordination.	**-**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**

Text Books

1. Gupta. C. B, -Principles of Management-L.M. Prasad, S. Chand& Sons Co. Ltd, New Delhi.
2. Dinkar Pagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
3. P. C. Tripathi& P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
4. L.M. Prasad, Principles of Management, S.Chand&Sons Co. Ltd, New Delhi.
5. R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.

Reference Books

1. K Sundhar, Principles Of Management, Vijay Nichole Imprints Limited, Chennai
2. Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3. Grifffin, Management principles and applications, Cengage learning, India.
4. Eccles, R. G. & Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India.

Web References

- http://www.universityofcalicut.info/sy1/management
- https://www.managementstudyguide.com/manpower-planning.htm
- https://www.businessmanagementideas.com/notes/managementnotes/coordination/coordination/21392

Pedagogy

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

Course Designer

Ms. Shilpa A. Talreja.

ELECTIVE - I

PYTHON PROGRAMMING AND LAB

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
23UCC1AC1	2		2		3	4	50	50	100

Learning Objectives	
LO1	Describe the core syntax and semantics of Python programming language.
LO2	Discover the need for working with the strings and functions.
LO3	Illustrate the process of structuring the data using lists, dictionaries, tuples and sets.
LO4	Understand the usage of packages and Dictionaries

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Introduction: Computer algorithms-Computer Hardware-Computer Software-Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types, Input / output	12
II	Control Structures: Boolean Expressions - Selection Control - If Statement- Indentation in Python- Multi-Way Selection -- Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flag. String, List and Dictionary, Manipulations Building blocks of python programs, Understanding and using ranges.	12
III	Functions: Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope. Recursion: Recursive Functions	12
IV	Objects and their use: Software Objects - Turtle Graphics – Turtle attributes-Modular Design: Modules - Top-Down Design - Python Modules -	12
V	Dictionaries and Sets: Dictionary type in Python - Set Data type. Text Files: Opening, reading and writing text files – Exception Handling	12
	Total	**60**

Course Outcomes	
CO1	Develop and execute simple Python programs
CO2	Write simple Python programs using conditionals and looping for solving problems
CO3	Decompose a Python program into functions
CO4	Represent compound data using Python lists, tuples, dictionaries etc.

Textbooks	
1	Charles Dierbach, “Introduction to Computer Science using Python - A computational Problem-solving Focus”, Wiley India Edition, 2015.

2	Wesley J. Chun, "Core Python Applications Programming", 3rd Edition , Pearson Education, 2016
3	Mark Lutz, "Learning Python Powerful Object Oriented Programming", O'reilly Media 2018, 5th Edition.
Reference Books	
1	Timothy A. Budd, "Exploring Python", Tata MCGraw Hill Education Private Limited 2011, 1 st Edition.
2	John Zelle, "Python Programming: An Introduction to Computer Science", Second edition, Course Technology Cengage Learning Publications, 2013, ISBN 978- 1590282410
3	Michel Dawson, "Python Programming for Absolute Beginers" , Third Edition, Course Technology Cengage Learning Publications, 2013, ISBN 978-1435455009
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://onlinecourses.swayam2.ac.in/cec22_cs20/preview

Python Programming Lab	

Learning Objectives: (for teachers: what they have to do in the class/lab/field)

- Acquire programming skills in core Python.
- Acquire Object-oriented programming skills in Python.
- Develop the skill of designing graphical-user interfaces (GUI) in Python.
- Develop the ability to write database applications in Python.
- Acquire Python programming skills to move into specific branches

Course Outcomes: (for students: To know what they are going to learn)

CO1: To understand the problem solving approaches

CO2: To learn the basic programming constructs in Python

CO3: To practice various computing strategies for Python-based solutions to real world problems

CO4: To use Python data structures - lists, tuples, dictionaries.

List of Programs

1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.
2. Write a Python program to construct the following pattern, using a nested loop

```
*
**
***
****
*****
****
***
**
*
```

3. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the

following criteria:

Grade A: Percentage >=80 Grade B: Percentage >=70 and 80

Grade C: Percentage >=60 and <70 Grade D: Percentage >=40 and <60

Grade E: Percentage < 40

4. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.
5. Write a Python script that prints prime numbers less than 20.
6. Program to find factorial of the given number using recursive function.
7. Write a Python program to count the number of even and odd numbers from array of N numbers.
8. Write a Python class to reverse a string word by word.
9. Read a file content and copy only the contents at odd lines into a new file.
10. Create a Turtle graphics window with specific size.

Extended Professional Component	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC –CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from the course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Learning Resources:

- **Recommended Texts**

1. Charles Dierbach, “Introduction to Computer Science using Python - A computational Problem-solving Focus”, Wiley India Edition, 2015.

2. Wesley J. Chun, “Core Python Applications Programming”, 3rd Edition , Pearson Education, 2016

- **Reference Books**

1. Mark Lutz, “Learning Python Powerful Object Oriented Programming”, O’reilly Media 2018, 5th Edition.
2. Timothy A. Budd, “Exploring Python”, Tata MCGraw Hill Education Private Limited 2011, 1 st Edition.
3. John Zelle, “Python Programming: An Introduction to Computer Science”, Second edition, Course Technology Cengage Learning Publications, 2013, ISBN 978-1590282410
4. Michel Dawson, “Python Programming for Absolute Beginers” , Third Edition, Course Technology Cengage Learning Publications, 2013, ISBN 978-1435455009

Semester II	Internal Marks:25		External Marks:75	
COURSE CODE	**COURSE TITLE**	**CATEGORY**	**HOURS/ WEEK**	**CREDITS**
23UCC2CC3	**MODERN MARKETING**	**CORE**	**6**	**5**

Course Objectives

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

Course Outcome and Cognitive Level Mapping

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

Mapping of CO with PO and PSO

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

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

Syllabus

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

Text Books

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

Reference Books

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

Web References

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

Pedagogy

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

Course Designer

Ms. Shilpa A. Talreja.

Semester II	Internal Marks: 25			External Marks: 75
COURSE CODE	**COURSE TITLE**	**CATEGORY**	**HRS/WEEK**	**CREDITS**
23UCC2CC4	**Web Design**	**CORE**	**6**	**5**

Course Objectives

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

Course Outcomes and Cognitive Level Mapping

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

Mapping of CO with PO and PSO

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

"1" – Slight (Low) Correlation

"2" – Moderate (Medium) Correlation

"3" – Substantial (High) Correlation

"-" indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	**Getting Started with HTML5:** Introduction to HTML5 – Defining HTML Markup – Basic Structure of an HTML – Modifying the Background of an HTML Web Page – Specifying Metadata about an HTML Web Page - **Introduction to New Elements in HTML5:** The Markup Elements – The Media Elements – The Canva Element – The Form Element – The Input Type Attribute Values – The New Attributes – The New Event Attributes – The Window Event Attributes – The Form Events – The Mouse Events – The Media Events	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	**Working with Text:** Adding Plain Text to an HTML Web Page – Adding Text in New Line – Creating Headings on a Web Page – Creating Paragraph – Creating Horizontal Rule – Creating Subscript and Superscript – Aligning the Text – Grouping the Text – Indenting Quotations – Working with Character Entities. **Lists:** Working with Lists – Nested Lists	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	**Tables:** Creating a Table – Table caption – Adding a Table Heading – Table Border – Aligning Table and Cell Content – Table width and Column Width - Changing Background – Cell Padding – Cell Spacing – Spanning Rows and Columns – Nesting Tables **Frames:** Creating a Frame – Defining a new Element with Specific Attributes – Height and Width of Frame – Hyperlinks to Frames	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	**Hyperlinks, Images and Multimedia:** Working with Hyperlinks – Working with Images – Creating Image Maps – Working with Multimedia. **Forms and Controls:** Creating an HTML Form – Specifying the Action URL and The Method to Send the Form – Adding Controls to an HTML Form – Understanding New Form Elements – Grouping the Controls of HTML Forms – Specifying a Label for a Control	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	**Working with Cascading Style Sheets:** Understanding Style Sheets – Working with Styles – Working with Background Properties – Working with Text Properties – Working with List Properties – Working with HTML Element Box Properties – Working with Positioning and Block Properties	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

VI	**UNIT VI -Self Study for Enrichment (Not to be included for External Examination)** Introduction to Internet –World Wide Web (WWW) – Web Page – Hyper Text – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols – TCP/IP – FTP – HTTP.	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Textbook

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

References

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

Web References

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

Pedagogy

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

Course Designer

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

Semester II	Internal Mark: 40			External Mark: 60
COURSE CODE	**COURSE TITLE**	**CATEGORY**	**Hrs/Week**	**CREDITS**
23UCC2AC2P	**HTML (P)**	**ALLIED**	**4**	**3**

Course Objective

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

Course Outcomes and Cognitive Level Mapping

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

Mapping of CO with PO and PSO

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

"1" – Slight (Low) Correlation

"2" – Moderate (Medium) Correlation

"3" – Substantial (High) Correlation

"-" indicates there is no correlation.

List of Practical

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

Web References

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

Pedagogy

PowerPoint Presentation, Demonstration, Discussion and Practical Session.

Course Designer

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

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

Course Objective

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

Course Outcome and Cognitive Level Mapping

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

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

Mapping of CO with PO and PSO

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

"1"–Slight (Low) Correlation"2" – Moderate (Medium) Correlation

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

Syllabus

UNIT	CONTENT	HOURS	COS	COGNITIVEL EVEL
I	Introduction to environmental studies Definition, scope and importance. Need for public awareness	**06**	**CO1,CO2, CO3,CO4**	**K1, K2, K3,**
II	**Natural Resources: Renewable and non-renewable resources:** a. Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. c. Mineral resources: Useandexploitation,environmentaleffectsofextractingandusingmineralresources. 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	**Ecosystems** Concept, Structure and function of an eco system. Producers, consumers and decomposers Energy flow in the eco system and Ecological succession. Food chains, food webs and ecological pyramidsIntroduction,types,characteristicfeatures,structureandfunctionofthefollowingecosystem:-Forestecosystem,GrasslandecosystemandDesertecosystem,Aquaticecosystems,(ponds,streams,lakes,rivers,oceans,estuaries)	**06**	**CO1, CO2, CO3,CO4**	**K1, K2, K3**

IV	**Bio diversity and Environmental Pollution** Introduction, types and value of biodiversity. India as a mega diversity nation. Hot-spots ofbiodiversity.Threatstobiodiversity:habitatloss,poachingofwildlife,man-wildlifeconflicts.Endangeredandendemicspecies ofIndia.Conservationofbiodiversity:In-situand Exsituconservationofbiodiversity.Definition,Causes,effectsandcontrolmeasuresof: a. Air Pollution b. Water Pollution c. Soil Pollution d. Noise pollution e. Nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes. E Waste Management: Sources and Types of E-waste. Effect of E waste on environment and human body. Disposal of E-waste, Advantages of Recycling E -waste. Role of an individual in prevention of pollution. Disaster management: floods, earthquake, cyclone and landslides.	**06**	**CO1, CO2, CO3, CO4, CO5**	**K1, K2, K3, K4, K5**
V	**Social Issues and the Environment** Water conservation, rain water harvesting, water shed management. Climate change, global warming, acid rain, ozone layer depletion, Wastel and reclamation. **Environment Protection Act** Wild life Protection Act. Forest Conservation Act. Population explosion–Family Welfare Programmes Human Rights-Value Education.HIV/ AIDS- Women and Child Welfare. Role of Information Technology in Environment and human health.	**06**	**CO1, CO2, CO3,CO4, CO5**	**K1, K2, K3,K4, K5**
VI	**Self-Study for Enrichment** **(Not to be included for End Semester Examination)** Global warming – climate change – importance of ozone – Effects of ozone depletion. Biogeography – history, ecology and conservation. International laws and policy	**-**	**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. Thamilmarai Selvi

Ability Enhancement Compulsory Course II (AECC) : Environmental Studies

(22UGEVS)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 willevaluate 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.