



311. M.COM. (COMPUTER APPLICATIONS)

Programme Structure and Scheme of Examination (under CBCS)
(Applicable to the candidates admitted in Affiliated Colleges
for the academic year 2022 -2023 ONLY)

Course ode	Study Components & Course Title	Hours/Week	Credit	Maximum Marks		
				CIA	ESE	Total
SEMESTER - I						
22PCOAC11	Core 1: Strategic Financial Management	5	4	25	75	100
22PCOAC12	Core 2: Managerial Economics	5	4	25	75	100
22PCOAC13	Core 3: Advanced Business Statistics	5	4	25	75	100
22PCOAC14	Core 4: Data Base Management System	5	4	25	75	100
	Core Elective I	5	3	25	75	100
	Open Elective I	5	3	25	75	100
	Total	30	22			600
SEMESTER - II						
22PCOAC21	Core 5: Accounting for Managers	6	4	25	75	100
22PCOAC22	Core 6: Income Tax Law and Practice	6	4	25	75	100
22PCOAC23	Core7: Security Analysis and Portfolio Management	6	4	25	75	100
22PCOAC24	Core 8: E. Commerce	5	3	25	75	100
	Core Elective II	5	3	25	75	100
22PFLDC26	Field Study	-	3	25	75	100
22PHUM27	Compulsory Course: Human Rights	2	2	25	75	100
	Total	30	23			700
SEMESTER - III						
22PCAPC31	Core 9: Visual Basic	5	5	25	75	100
22PCAPC32	Core 10: Goods and Service Tax	5	4	25	75	100
22PCAPC33	Core 11: Research Methodology	5	4	25	75	100
22PCAPC34	Core 12: Internet and its Applications	5	5	25	75	100
22PCOAE35	Core Elective III	5	3	25	75	100
22PCAPO36	Open Elective II	5	3	25	75	100
	Total	30	24			600
SEMESTER - IV						
22PCAPC41	Core 13: V.B Script and HTML	6	5	25	75	100
22PCAPC42	Core 14: Information Technology and its Applications	6	4	25	75	100
22PCAPC43	Core 15: Practical and Viva -Voce Examination	6	4	25	75	100
22PCAPD44	Core Project	6	5	25	75	100
22PCAPE45	Core Elective 4	6	3	25	75	100
	Total	30	21			500
	Grand Total	120	90			2400

List of Core Electives
[Internal Elective for Same Major Students]
(Choose 1 out of 3 in each Semester)

Semester	Course Code	Course Title	H/W	C	CIA	ESE	Total
I	22PCOPE15-1	Organisational Behaviour	5	3	25	75	100
	22PCOPE15-2	Human Resource Management	5	3	25	75	100
	22PCOPE15-3	Banking and Insurance	5	3	25	75	100
II	22PCOPE25-1	Management Informantion System and Computer Applications	5	3	25	75	100
	22PCOPE25-2	Customer Relationship Management	5	3	25	75	100
	22PCOPE25-3	Business Environment	5	3	25	75	100
III	22PCOPE35-1	Capital Markets	5	3	25	75	100
	22PCOPE35-2	Financial Derivatives	5	3	25	75	100
	22PCOPE35-3	Business Analytics	5	3	25	75	100
	22PCOPE45-1	International Finance and Foreign Exchange	6	3	25	75	100
	22PCOPE45-2	Entrepreneurship Development					
	22PCOPE45-3	Retail Management	6	3	25	75	100

List of Open Electives
[External Elective for Other Major Students – Inter/Multi Disciplinary Courses]
(Choose 1 out of 3 in each Semester)

Semester	Course Code	Course Title	H/W	C	CIA	ESE	Total
I	22PCOPO16-1	Basic Accounting	3	3	25	75	100
	22PCOPO16-2	Stock Market Investing	3	3	25	75	100
	22PCOPO16-3	Services Marketing	3	3	25	75	100
III	22PCOPO36-1	Business Communication and Reporting	5	3	25	75	100
	22PCOPO36-2	Secretarial Practice	5	3	25	75	100
	22PCOPO36-3	Project Finance and Management	5	3	25	75	100

PROGRAMME OUTCOMES

- PO1. Domain Knowledge
- PO2. Resource Utilisation
- PO3. Analytical and Technical Skills
- PO4. Critical thinking and Problem solving
- PO5. Project Management

SEMESTER - I CORE - I	22PCOAC11: STRATEGIC FINANCIAL MANAGEMENT	CREDITS: 4 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To have the understanding of the functions of finance management
- 2) To expand the awareness of long term sources of funds
- 3) To facilitate the students to the understanding of capital structure and leverage
- 4) To bring subject knowledge on capital investment decision among the students.
- 5) To let students to be acquainted with the subject of working capital management.

Unit I Financial Management

Financial Management - Functions - Goals of Financial Management - Maximization Vs. optimizations - Time value of money - Risk-return trade off.

Unit II Management of Funds

Management of funds - Long term sources - shares and Debentures - Convertible securities and Term Loans - Working Capital financing - Sources and approaches- Bank credit-Basic principles and methods of assessment- Other sources of short term finance Operating environment of working capital

Unit III Capital Structure

Capital structure planning- Concepts of cost of capital - cost of equity, debt, retained earning - Weighted average cost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance. Dividend policy and practices - Dividend policies - Factors affecting dividend decision - Dividend theories - Graham, Gordon, Walter and MM Theories.

Unit IV Investment Decisions

Investment Decision - The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk Adjusted Discount Rate.

Unit V Working Capital Management

Working capital management-working capital cycle-forecasting of working capital requirements- Factors influencing working capital-Management of inventory, cash and accounts receivables- payables management-credit and collection policies.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the functions of finance Management.
- 2) Know about the long term sources of funds and environment of working capital.
- 3) Gain information about capital structure and leverage

- 4) Gain knowledge about capital investment decision
- 5) Be acquainted with on the subject of working capital Management.

Text Books

- 1) I M Pandey, 2016 Financial Management, Vikas Publishing House Pvt Ltd.
- 2) John H Hampton, 2017 Financial Decision Making, Prentice Hall of India Ltd.
- 3) Prasanna Chandra, 2018, Financial Management, Tata McGraw Hill Publishing Company Limited, Noida,

Supplementary Readings

- 1) Sharma Shashi R.K and Gupta K 2017, Financial Management, Kalyani Publishers, Ludhiana
- 2) M.Y.Khan and P.K.Jain, 2018 Financial Management, Tata McGraw Hill Publishing Company Limited.
- 3) P.V.Ratnam, 2013 Financial Management Theory, Problems and Solutions, Kitab Mahal.
- 4) Maheswari S.N 2017, Financial Management, S.Chand and Sons Publishers, New Delhi
- 5) N.D.Kapoor, Dr.G.K.Kapoor 2019 Corporate Laws and Secretarial Practice, Premier Book Company, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	2
CO2	3	1	3	3	2
CO3	3	2	3	3	2
CO4	3	1	3	3	2
CO5	3	2	3	3	1

***3– Strong, 2- Medium, 1- Low**

SEMESTER - I CORE - II	22PCOAC12: MANAGERIAL ECONOMICS	CREDITS: 4 HOURS:5/W
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COURSE OBJECTIVES

- 1) To enable the students to know the scope and application of managerial economics.
- 2) To knowledge the students to know the managerial use of production function.
- 3) To study about a different marketing structures
- 4) To know about profit planning and forecasting
- 5) To study on business cycle and policies.

Unit I Managerial Economics

Managerial Economics – meaning, nature, scope and application – relationship with other discipline – role of managerial economist – demand analysis – demand determinants – forecasting and techniques.

Unit II Production Function

Production function – managerial use of production function – supply analysis – law of supply – managerial uses of supply curve. Cost concepts, classification & determinants – cost output relationship – economics of scale – cost control and cost reduction.

Unit III Price

Price and output decision under different marketing structures – perfect competition, monopoly, oligopoly & monopolistic competition – price discrimination – pricing objectives, policies, strategies and methods – price differentials-price forecasting.

Unit IV Profit

Profit – nature & concept – profit planning, policies and forecasting – profit theories – measurement of profit – interest – rent and theories.

Unit V Business Cycle and Polices

Business cycle and policies – economic forecasting of business – input output analysis – national income

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the scope and application of managerial economics.
- 2) Acquire Managerial use of production function.
- 3) Gain knowledge in different marketing structures.
- 4) Impart knowledge on Profit planning and forecasting.
- 5) Know the Business cycle and policies.

Text Books

- 1) Joel Dean, 2012 Managerial Economics, Prentice Hall, New York
- 2) Mehta P.L. 2017 Managerial Economics Sultan Chand and Sons, New Delh
- 3) Varshney and Maheswari 2019 Managerial Economics, Sultan Chand and Sons, New Delhi.

Supplementary Readings

- 1) Gupta G.S 2014 Managerial Economics Tata McGraw Hill, New Delhi.
- 2) Mithani D.M 2017 Managerial Economics Himalaya Publishing House, Mumbai.
- 3) Dwivedi D.N. 2019 Managerial Economics Vikas Publishing house P.Ltd, New Delhi.
- 4) Cauvery, Sudha Nayak and Others 2018 Managerial Economics – S.Chand and Sons. New Delhi.
- 5) H. Craig Petersen, W. Cris Lewis, 2017 Managerial Economics, Pearson Education.Chennai.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	3	1
CO2	3	1	2	3	2
CO3	3	2	1	1	1
CO4	3	1	2	3	2
CO5	3	2	2	3	2

*3– Strong, 2- Medium, 1- Low

SEMESTER - I CORE – III	22PCOAC13: ADVANCED BUSINESS STATISTICS	CREDITS: 4 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To enhance the students to know about multiple correlation and multiple regression.
- 2) To extend the knowledge of technique of probability
- 3) To facilitate the students to have the deep knowledge on sampling methods, proportions-large and small samples- Z test and T test.
- 4) To bring the students to get information about chi square test.
- 5) To know about F-Test and ANOVA.

Unit I Partial Correlation

Partial correlation – partial correlation coefficient – partial correlation in case of four variables – multiple correlation – multiple regression.

Unit II Profitability

Theory of profitability – probability rules – Bayes theorem – probability – characteristics and application of binomial, poisson and normal distribution.

Unit III Sampling

Sampling – sampling methods – sampling error and standard error – relationship between sample size and standard error. Testing hypothesis – testing of means and proportions – large and small samples – Z test and T test.

Unit IV Chi square Test

Chi square test - characteristics and application – test of goodness of fit and test of independence – test of homogeneity.

Unit V Variance

F test – testing equality of population variances analysis of variance - one way and two way classification.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the partial and multiple correlations.
- 2) Acquire Probability and Binomial distribution.
- 3) Gain knowledge in Sampling, Hypothesis, Z Test and T Test.
- 4) Impart knowledge on Chi – square test.
- 5) Know the Analysis of variance and F test.

Text Books

- 1) S P Gupta, Statistical methods, 2017 Sultan Chands & Sons. , Sultan Chands & Sons. New Delhi
- 2) D C Samcheri and V K Kapoor, 2019 Business Statistics, Sultan Chand and Sons, New Delhi.
- 3) Manoharan M and Elango P. 2018 Statistical Methods, Palani Paramount Publications, Palani.

Supplementary Readings

- 1) J.K. Sharma, 2017 Business Statistics - Pearson Education, New Delhi.
- 2) Richard I Levin and David S, Rubit, 2018 Statistics for Management, Pearson education New Delhi.
- 3) Ya-Lun-Chou 2016 Statistical Analysis with Business and Economic Applications Holt Richard and Winster, New York.
- 4) Hoel and Jessen, 2016 Basic Statistics for Business and Economics John Willy and Sons, New York.
- 5) Pillai, R.S.N, and Bagavathi, V, 2016 Statistics, S. Chand & Sons, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	2	3	3	3	3

***3– Strong, 2- Medium, 1- Low**

SEMESTER - I CORE – IV	22PCOAC14: DATA BASE MANAGEMENT SYSTEM	CREDITS: 4 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To introduce the conceptual frame work of database system to the students
- 2) To impart the students' basic concepts in relational data structure.
- 3) To enable the students to have a broad understanding of data base concepts and data base management software.
- 4) To know about relational Database Design
- 5) To make an awareness among students about Query Interpretation

Unit I Database System Architecture

Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures : Representation of Data. Data Structures and corresponding operators - Relation Approach, Hierarchical Approach, Network approach..

Unit II Relational Approach

Relational Data Structure : relation, Domain, attributes, keys. Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations, special relational operations. .

Unit III Network Approach

Architecture of DBTG system. DBTG Data Structure : The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

Unit IV Relational Database Design

Relational Database Design: Pitfalls – Normalization Using Functional Dependencies- Decomposition – Boyce-Codd Normal Form – Third Normal Form – Normalization Using Multivalued Dependencies- Fourth Normal Form- Normalization Using Join Dependencies – Domain Key Normal Form.

Unit V Query Interpretation

Query Interpretation – Equivalence of Expression – Query Processing Cost – Query Optimizer.

Basic Concepts of Database Recovery- Concurrency Control Database Security and Integrity- Distributed Database..

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the data base concepts and DBMS software.
- 2) Gain knowledge on Data Base Management Components and its functions.
- 3) Understand the Architecture of Database system.
- 4) Improve the quality of database design by normalization.
- 5) Have a high level understanding of Data Base Management Components and its functions.

Text Books

- 1) Abraham Silbers Chatz Henry F. Korth, Sudharshan. S 2012, Database System Concepts 6th Edition, Tata McGraw Hill, New Delhi.
- 2) Jeffery D.Ullman, 2017, Principles of Database System, Galgotia Publishers, New Delhi
- 3) Ramakrishnan, 2017, Database Management System Tata McGraw Hill, New Delhi.

Supplementary Readings

- 1) Ramez Elmasri, Shamkant B. Navathe, 2017, Fundamentals of Database Systems, 4th Edition, Additions Wesley, USA.
- 2) Raghu Ramakrishnan, 2016, Database Management Systems, 3rd Edition Tata McGraw Hill, New Delhi.
- 3) Subhash Batnagar 2017, Information and Communication Technology in Development, Sage Pub. India, New Delhi
- 4) Suresh, Basandra. K, 2017, Computers Today, Galgotia Publisher, New Delhi

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	3	2	3	2
CO3	3	2	1	1	3
CO4	1	1	2	3	2
CO5	1	2	2	1	2

*3- Strong, 2- Medium, 1- Low

SEMESTER - I CORE ELECTIVE – I	22PCOAE15-1: ORGANISATIONAL BEHAVIOUR	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To make the students to understand and the need and importance of Organizational Behavior.
- 2) To impart the students to gain expert knowledge about the application of organizational conflict technique to resolve problems in an organization.
- 3) To make an awareness among students about the implication of organizational changes and its effectiveness.
- 4) To introduce the organisational Effectiveness and Quality of Work Life.
- 5) To understand the Organisational Change and Development.

Unit I : Introduction to Organisational Behaviour

Organisational Behaviour – Meaning- Importance- Nature and Scope- Organisation Goals-Functions- Evolution of Organisational Behaviour-Factors Influencing Organisational Behaviour.

Unit II : Organisational Structure and Culture

Organisational Structure– Meaning-Need – Elements- Typology- Organisational Structure and Employee Behaviour-Meaning and Definition of Organizational Culture-Types Functions –Factors influencing organizational culture- Differentiation between organizational culture and climate.

UNIT III : Organisational Conflicts and Leadership

Organisational Conflicts – Causes and Types – Managing Conflicts – Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict

Unit IV : Organisational Effectiveness and Quality of Work Life

Organisational Effectiveness- Meaning-Approaches to Organisational Effectiveness- Factors influencing Organisational Effectiveness-Quality of Work Life- Meaning – Definition- Evolution and Development of the Concept of QWL- Constituents of QWL.

Unit V: Organisational Change and Development

Organisational Change – Meaning- Reasons for changing – Types of Changes- Organisational Resistance-Managing Resistance to Change- Organisational Development Meaning-Characteristics – Models – Factors influencing of an OD Interventio

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Appreciate the implication of Organizational Behaviour in an organization.
- 2) Compare the strength and limitations of different organizational structure
- 3) Solve the different forms of conflicts and assume different leadership styles
- 4) Recall the significance of quality of work life and organizational changes
- 5) Recognize the factors affecting the organizational effectiveness.

Text Books

- 1) L.M. Prasad 2016 Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- 2) K. Aswathappa 2017 Essentials of Organisational Behaviour, McGraw Hill, New Delhi.
- 3) Fred Luthans, 2012 Organisation Behaviour, McGraw Hill, New Delhi

Supplementary Readings

- 1) Hell Riegel, Slocum and Woodman, 015 Organisation Behaviour, South Western, Thomson Learning, USA.
- 2) R.S. Dwivdi, 2012 Human Relations and Organizational Behaviour, Mc Millan India Ltd., New Delhi.
- 3) Stephen P. Robbins, 2017 Organizational Behaviour, 9th Edition, Pearson Education, New Delhi
- 4) P.Subba Rao, 2012 Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House.Hyderabad
- 5) P.C. Tripathi, 2017 Personnel Management and Industrial Relations, Sultan Chand & Sons.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	2	2	3	2
CO3	3	3	3	3	3
CO4	3	2	2	2	2
CO5	2	3	3	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - I CORE ELECTIVE – I	22PCOAE15-2: HUMAN RESOURCE MANAGEMENT	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To enable the students to have a thorough understanding of changing role of HRM in global and Indian perspective
- 2) To understand the HR Planning and Job Analysis
- 3) To disseminate the students about various methods of recruitment, training and performance appraisal techniques
- 4) To acquire knowledge in Performance Appraisal
- 5) To impart the students to gain expert knowledge of various theories of motivation and human resource audit

Unit I: Introduction to Human Resource Management

HRM Concepts – Significance- Scope –Nature of human resource management – Features of HRM – Personal Management Vs HRM, Functions of HRM-Competencies of HR manager

Unit II : HR Planning and Job Analysis

Importance of HR planning - Characteristics of HR planning – Factors influencing HR planning Levels – Process in HR planning – HR – Format System – Job analysis – Job description – Job designation.

Unit III: Human Resource Development

Recruitment – Factors – Recruitment Policy- Recruitment process – Sources of recruitment – selection – Concept – Selection Strategies – Selection Tests – Interview – Process- Types –Training- Features- Process- Various methods of Training.

Unit IV: Performance appraisal and Compensation Management

Performance appraisal - Ranking, rating scales, critical incident method - MBO as a method of appraisal - Removing subjectivity from evaluation - Criteria for promotions and job enrichment

Unit V: Motivation

Meaning – Nature – Significance – All Theories of Motivation – Approaches to Motivation – Motivational Applications – Human Resource Audit – Meaning – Objectives – Quantitative indicators – HR Audit Plan.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Comprehend the fundamentals of Human Resource Management
- 2) Compute job analysis report and be able to develop job description and job specification.
- 3) Describe the various motivational applications in practice
- 4) Explain performance appraisal techniques and able to prepare performance appraisal forms
- 5) Develop human resource audit plan and conduct HR audit.

Text Books

- 1) Sundar K Srinivasan J 2018, Human Resource Management Vijay Nicole Imprints Pvt Ltd, Chennai.
- 2) A.M. Sheikh, 2015 Human Resource Development and Management, S. Chand & Co, New Delhi
- 3) Aswathappa, 2012 Human Resource and Personnel Management, TataMcGraw Hill, NewDelhi.

Supplementary Readings

- 1) Dressler 2012 Human Resource management, Pearson Education, New Delhi.
- 2) De Cenzo and Robbins,2015 Personnel/Human Resource Management, Prentice Hall of India, New Delhi.
- 3) S.K.Chakraborty, 1999 Values and Ethics for Organization, Oxford University Press USA.
- 4) Prasad, L M, 2017,Human Resource Management, Sultan Chand and Sons, New Delhi.
- 5) Narayan B,2016, Human Resource Management, APH Publishing Corporation, Ansari Road, Darya Ganj, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	2	1
CO2	1	2	2	1	2
CO3	1	3	1	3	1
CO4	3	2	2	2	2
CO5	2	1	3	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - I CORE ELECTIVE – I	22PCOAE15-3: BANKING AND INSURANCE	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To impart the students to have a deep knowledge in the functioning of commercial banks.
- 2) To make the students to comprehend the general principles of contract of insurance and other forms of insurance.
- 3) To impart the students to master over the provisions of banking instruments.
- 4) To understand the Insurance function
- 5) To acquire knowledge in General Insurance policies

Unit I: Banking Functionary Services

Commercial Banks - Functions – services – mechanism of Credit creation; merchant banking – virtual banking – Central banking – Functions – Credit controlling mechanism.

Unit II: Commercial Banks Role on Economic Development

Industrial and priority sectors lending – policies term lending, industrial priority sector lending. Rehabilitation of small sick units, guidelines for priority sector lending commercial bank role in SME - micro credit.

Unit III: Instruments in Banking Negotiable Instruments

Features-Types of Cheques-Draft-Promissory notes-Other type of Banking Institutions. Debit card and Credit card-Smart card-Endorsements-Types.

Unit IV: Insurance and Function

Definition - Importance, Introduction – General Principles of insurance contract - Life insurance Vs other forms of insurance – various plans and claim settlement – recent development in life insurance.

Unit V: General Insurance Policies

Features of marine insurance, types of marine policies, marine clauses – marine losses, Features of fire insurance, insurable interest – types of fire insurance policies.

Recent Trends in Banking and Insurance. Faculty member will impart the knowledge on recent trends in Banking and Insurance to the students and these components will not cover in the examination.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the fundamental concepts of banking and Insurance.
- 2) Recall the role of commercial banks in Economic Development.
- 3) Master over the provisions of banking instruments.
- 4) Understand the applicability of various types of policies.
- 5) Recognize the fundamental principles of general insurance.

Text Books

- 1) Mishra, M.N., S.B.Mishra, 2015, Insurance Principles and Practice, S. Chand and Sons PVT Ltd, Ram Nagar, New Delhi.
- 2) Murthty, A. 2017, Principles and Practices of Insurance Margam Publication, Chennai.
- 3) Gorden Nataraj, 2016 Banking Himalaya Publication, New Delhi.

Supplementary Readings

- 1) Shekhar K.C., Lekshmy Shekhar, 2017, Banking Theory and Practice, Vikas Publishing Houses Pvt Ltd., Chennai
- 2) Ramachandran R. 2015, Banking Theory and Practices MJP Publishers, 5, Muthu Kalathy Street, Triplicane, Chennai – 5.
- 3) Sundaram, KPM, E.N.Sundaram, 2016, Modern Banking Sultan Chand and Sons, New Delhi.
- 4) Gupta, P.K., 2016, Insurance and Risk Management, Himalaya Publishing House, Goregaon, Mumbai.
- 5) Premkumar Srivatsava 2017, Banking Law and Practice, Himalaya Publishing House, Mumbai.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2
CO2	1	2	2	2	2
CO3	1	3	2	3	2
CO4	3	3	2	2	2
CO5	2	3	3	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - I OPEN ELECTIVE – I	22PCOAO16-1: BASIC ACCOUNTING	CREDITS: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To understand the basic principles and practical application of accounting
- 2) To enable the students, understand accounting concepts and conventions and prepare final accounts.
- 3) To draft the accounting structure.
- 4) To Teach rectification and reconciliation of differences between cash book and pass book.
- 5) To Enlighten the students to calculate the financial statements.

Unit I Basic Accounting – An Introduction

Purpose of Accounting and its. Place in Business, Limitations, Relationship with other Financial Areas. Advantages & Importance.

Unit II: Basic Accounting Concepts and conventions

Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions.

Unit III: Accounting Structure

Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,

Unit IV Bank Reconciliation Statement

Bank Reconciliation statement.

Unit V Final Accounts

Preparation of Financial Statements : Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand and apply fundamental concepts and principle of accounting
- 2) Acquire knowledge in cash book and Pass Book for reconciliation
- 3) Gained the knowledge for the preparation of Journal, Ledger and Trial Balance
- 4) Explore the different types of errors
- 5) Learn the knowledge in preparation of financial statement

Text Books

- 1) Gupta, R.L. and Radhaswamy, M 2013 Financial Accounting, Sultan Chand and Sons, New Delhi,
- 2) Junesa, C.M., Chawla, R.C., and Seyena, K K, 2011 Book keeping and Accountancy, Part I, Kalyani Pub., New Delhi.
- 3) Iyengar S.P. Advanced Accounting, 2013 Sultan Chand and Sons, New Delhi.

Supplementary Readings

- 1) Shukla M.C., Grewal T.S., Guptha S.C.,2014 Advanced Accounts, S. Chand and Co., New Delhi.
- 2) Jain S.P. and Narang K.L.2014 Advanced Accountancy, Kalyani Pub., New Delhi.
- 3) Reddy, T.S and Murthy A,2016 Financial Accounting-Margham Publications,-Chennai.
- 4) Mukerjee and Haneef,2010 Modern Accounting, Tata McGraw Hill Pub., New Delhi.
- 5) Sunder Gary T .Horngren Charles Elli off John, 2017 Introduction to Financial Accounting, Pearson Education, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	2
CO4	3	3	2	2	2
CO5	3	3	3	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - I OPEN ELECTIVE – I	22PCOA016-2: STOCK MARKET INVESTING	CREDITS: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To enable the students to know the investing and investment environment.
- 2) To enable the students to know the Indian securities market.
- 3) To study on analysis of international and domestic economics.
- 4) To know about the trading rules.
- 5) To know about the investing in mutual funds.

Unit I: Basics of Investing

Basics of investment & investment environment. Risk and return, instruments of investment – equity shares, preference shares, bonds and debentures, trading in securities, types of orders, using brokerage and analyst recommendations.

Unit II: Indian Securities Market

An overview of Indian securities market: primary market (IPO, FPO, Private placement, Offer for sale), secondary market (cash market and derivative market: futures and options) Market participants: stock broker, investor, depositories, clearing house, stock exchanges, role of stock exchange, stock exchanges in India: BSE, NSE, MSEI security market indices: Nifty & Sensex, sources of financial information.

Unit III: Fundamental Analysis

Top down and bottom up approaches, analysis of international & domestic economic scenario, industry analysis, company analysis (quality of management, financial analysis : both annual and quarterly, income statement analysis, position statement analysis including key financial ratios, cash flow statement analysis, industry market ratios; PE, PEG, Price over sales, price over book value, EVA), understanding shareholding pattern of the company.

Unit IV: Technical Analysis

Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and chatting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts, DO's Doo's of investing on markets.

Unit V: Investing in Mutual Funds

Concept and background on mutual funds: advantages, disadvantages of investing in mutual funds, types of mutual funds: open ended, close ended, equity, debt, hybrid money market, and entry load vs exit load funds. Factors affecting choice of mutual funds, CRISIL mutual fund ranking and its usage, calculation and use of Net Asset Value.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand different types of Investment in capital market
- 2) Recognize the role of stock exchange in capital markets
- 3) Have an access to on line trading of stock
- 4) Comprehend stock valuation while investment in different portfolio
- 5) Evaluate the mutual funds investment

Text Books

- 1) Kumar.V and Nanga, R.S 2019 Investing in Stock Markets, Ane books New Delhi
- 2) Singh J K & Singh Amit Kumar 2017 Investing in stock markets, A K publications, New Delhi.
- 3) Tripathi Vanita & Panwar N, 2020 Investing in stock markets, Taxmann's publication, New Delhi

Supplementary Readings

- 1) Gitman and Joehnk 2015, Fundamentals of Investing, Pearson Publications, New Delhi
- 2) Chandra Prasanna, 2017, Investment Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.
- 3) Damodaran Asath 2016, Investment Valuation: Tool and Techniques for Determining the value of any Asset, Wiley Finance., New Delhi
- 4) Bhole L.M 2015, Financial Institutions and Markets Tata McGraw Hill Publishing Company Ltd, New Delhi
- 5) Pandian Punithavathy 2015, Security Analysis and Portfolio Management, Vikas publishing company, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	2	1
CO2	1	2	2	1	2
CO3	1	3	1	3	1
CO4	3	2	2	2	2
CO5	2	1	3	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - I OPEN ELECTIVE – I	22PCOAO16-3: SERVICES MARKETING	CREDITS: 3 HOURS: 3/W
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COURSE OBJECTIVES

- 1) To acquaint the students with the concept and features of services marketing
- 2) To enable students to learn the concept of services marketing behaviour.
- 3) To educate students with services marketing mix.
- 4) To learn bank marketing, insurance marketing and transport marketing
- 5) To understand the tourism and hotel marketing

Unit I: Services Marketing

Services Marketing – Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

Unit II : Concept of Service Marketing

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process. Delivering Quality Service - TQM in services marketing – Quality standards - process and technological requirements to implement Quality Standards in services marketing.

Unit III: Service Marketing Mix

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategies during the Product Life Cycle – Product Planning Strategy – Development of new products – Diversification and elimination.

Unit IV : Bank, Insurance and Transport Marketing

Bank Marketing – Insurance Marketing – Transport Marketing.

Unit V: Tourism and Hotel Marketing

Tourism and Hotel Marketing - Education Marketing –Communication Services Marketing – Health services.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Conceptual knowledge in the area of services marketing
- 2) Get knowledge in concept of services marketing in buyer behaviour and awareness
- 3) Acquire analytical skills in marketing mix, product strategy and Product Life Cycle
- 4) Learn in bank marketing, insurance marketing and transport marketing
- 5) Understand the tourism and hotel management.

Text Books

- 1) S.M.Jha, 2017 Services Marketing, Himalaya Publishing House, Mumbai.
- 2) C.B.Memoria & R.K.Suri, 2018 Marketing Management, Kitab Mahal, Mumbai
- 3) M.Y.Khan, 2019 Services Marketing, Tata McGraw Hill, New Delhi.

Supplementary Readings

- 1) R.S.N. Pillai & Bagavathi, 2018 Modern Marketing, S.Chand Publication, New Delhi.
- 2) Natarajan L 2020 Services Marketing, Margham Publications, Chennai.
- 3) Roland T Rust 2016, Services Marketing Addison Wesley, New York
- 4) Balachandran S 2017, Customer Services Management Response Books, New Delhi.
- 5) Chawla A.S and Others 2016, Indian Banking towards 21st Century, Deep and Deep Publications, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	2	1
CO2	2	2	2	1	2
CO3	2	3	2	2	1
CO4	3	2	2	2	2
CO5	2	1	2	2	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE – V PART – III	22PCOAC21: ACCOUNTING FOR MANAGERS	CREDITS: 4 HOURS:6/W
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COURSE OBJECTIVES

- 1) To understand the basic principles and concepts in accounting.
- 2) To draft the final accounts as per accounting standards.
- 3) To acquire knowledge in Rectification of errors and Bank Reconciliation statement.
- 4) To analyse the financial statements like ratios and funds flow statements.
- 5) To enable students to learn the elements of cost.

Unit I: Introduction to Accounting

Need and Types of Accounting, Users of Accounting concepts and conventions of Accounting, Accounting Equation (problems on accounting equation), Generally Accepted Accounting Principles (GAAP).

Preparation of books of Accounts: Journals, Subsidiary books, three column cash book, ledgers and trial balance. Depreciation- Straight line and Written down Value Methods.

Unit II: Preparation of Financial Statements

Final Accounts: Meaning, Features, Uses and Preparation of Trading Account, Statement of Profit and Loss and Balance Sheet - Adjusting and Closing Entries. (Basic problems on Final accounts of companies).

Rectification of Errors: Types of Errors - Rectification of Errors before and after Preparations of Trial balance.

Unit III: Bank Reconciliation Statement

Bank Reconciliation Statement - Need - Reasons for Difference between Cash Book and Pass Book Balances - Problems on Favourable and Overdraft Balances.

Unit IV: Analysis of Financial Statements I

Ratio Analysis- solvency ratios, profitability ratios. activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis.

Analysis of Financial Statements II: Funds Flow Statement. Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

Unit V Cost Accounting

Definition, scope, objectives and significance of Cost Accounting, its relationship with Financial Accounting and Management Accounting Cost Objects, Cost Centers and Cost Units – Elements of Cost Classification of Cost Role of Cost Accountants in Organizations.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the need and types of Accounting, Users of Accounting concepts and conventions.
- 2) Gain knowledge in preparing financial statements.
- 3) Acquire knowledge on preparing the Bank reconciliation statement.
- 4) Understand and apply the different types of ratios.
- 5) Learn the elements of cost.

Text Books

- 1) Narayanaswamy R 2014 Financial Accounting: A Managerial Perspective PHI Learning New Delhi.
- 2) Maheswari S. N. Maheswari Sharad K Maheswari, 2015 A Text book of Accounting for Management, Vikas Publications Nodia.
- 3) Madegowda J 2016 Accounting for managers, Himalaya Publishing House. Hyderabad.

Supplementary Readings

- 1) Jain S.P Narang K L 2017, Advanced Accountancy I and II Kalyani Publishers Ludhiana.
- 2) Gupta R. L and Radhasamy, 2015, Advanced Accounting, S. Chand and Sons Publishers, New Delhi.
- 3) Jain S.P. and Narrang KL 2017 Cost Accounting Kalyani Publishers, Ludhiana.
- 4) Maheswari S.N.,2017, Principles of Management Accounting, Sultan Chand and Sons, New Delhi.
- 5) Sharma Shashi R.K and Gupta K, 2016, Management Accounting, Kalyani Publishers, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER - II CORE – VI	22PCOAC22: INCOME TAX LAW AND PRACTICE	CREDITS: 4 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To get the students to acquaint with knowledge on the provisions of Income Tax Regulations in India.
- 2) To educate the students on computation of Salary and House Property Income.
- 3) To enable the students to learn the Income from Business and Profession, Capital gain and other sources.
- 4) To know Clubbing of Income and Set off & Carry forward losses.
- 5) To impart knowledge to the students to file tax returns.

Unit I Concept of Income

Income Tax Act – Definition – Income – Agriculture Income – Assessee – Previous year – Assessment year – Residential Status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes.

Unit II: Computation of Salary and House property Income

Heads of income - Salaries income – Allowances – Perquisites – Gratuity – Pension – Profits-in-lieu of salary - Provident funds - Income from House property – Definition of annual value - Deductions from annual value - Computation of income house property under different circumstances.

Unit III: Computation of Income from Business and Profession, Capital gain and other sources

Computation of Profits and Gains of Business or Profession – Computation of Capital Gain - Computation of Income from other sources.

Unit IV Clubbing of Income and Set off & Carry forward losses

Clubbing of income – Set off and Carry forward of losses - Permissible deductions from gross total income – Sec.80s.

Unit V Procedure for Assessment

Income Tax Authorities – Procedure for Assessment – Tax Deducted at Source (TDS) – Assessment of Individuals, Hindu Undivided Family, Partnership Firms and Companies.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the concept of income
- 2) Compute the total income of various kinds of assesses
- 3) Understand the clubbing of income and carry forward of losses
- 4) Determine the tax liability under different heads of income
- 5) Get familiarized with filing of return on different kinds of assesses

Text Books

- 1) Srinivasan T 2022-23 Income Tax Law and Practice, Vijay Nicole Imprints Limited, Chennai
- 2) Bhagavathi Prasad, 2022-23 Direct Taxes – Law and Practice, New Age International (P) Ltd. New Delhi.
- 3) Mehrotra and Goyal Sahitya 2022-23 Income Tax Law and Accounts, Bhavan Publications. New Delhi

Supplementary Readings

- 1) Girish Ahuja and Ravi Gupta, 2022-23, Systematic Approach to Income tax, Bharat Law House Ltd., New Delhi.
- 2) Gaur V.P. and Narang. D.B. 2022-23, Income Tax Law and Practice Kalyani Publishers, Ludhiana
- 3) Reddy T.S. and Hariprasad Reddy.Y 2022-23, Income Tax Theory, Law and Practice –Margham Publications, Chennai
- 4) Ramesh Sharma 2022-23, Income tax Pleading, Practice, Bharath Publications, New Delhi
- 5) Vinod K. Singhania 2022-23 Students Guide to Income Tax – Taxmann Publications Pvt. Ltd, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	2	3	3	3	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE – VII	22PCOAC23: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CREDITS: 4 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To enable the students to know the meaning and types of security analysis & portfolio management.
- 2) To make the students to understand the New Issue Market, Stock Exchanges and online trading
- 3) To enable the students to have an understanding of different approaches to security analysis
- 4) To illumine the students on nitty gritty of portfolio management
- 5) To develop Knowledge about mutual funds

Unit I Investment Management

Nature and Scope of investment Management Investment Objectives - Investment Process - Investment Media security And Non-Security Forms of investment gilt edged Securities - Sources of Investment Information.

Unit II New Issue Market

New Issues Market - Methods of Issuing - Parties Involved in the New Issue Market - Secondary Market - Stock Exchanges - NSE and BSE - Trading Mechanism - Online Trading - SEBI and Investors Production.

Unit III Security Analysis

Security Analysis - Approaches to Security Analyses - Fundamental Analysis – Technical Analysis - Dow Theory - Random Walk Theory - Efficient Market Hypothesis.

Unit IV Portfolio Analysis

Portfolio Analysis - Traditional and Modern Approach - Rationate of Diversification of Investments - Markovitz Theory - Sharp Index Model - Capital Asset Pricing Model.

Unit V Mutual Funds

Investment companies in India - Types of Mutual Fund Operations in India - UTI – SEBI and RBI Guidelines For Mutual Funds.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the fundamentals Investment
- 2) Gain knowledge pertaining to new issue market
- 3) Understand the conceptual frame work of security valuation and analysis
- 4) Analyse the Portfolio analysis
- 5) Gain the knowledge about the Mutual funds

Text Books

- 1) Bhalla V.K 2017, Investment Management, S. Chand and Co., New Delhi.
- 2) Prasanna Chandra 2013, Investment Analysis and Portfolio Management, McGraw Hill, New Delhi
- 3) Punithavathy Pandian 2015, Security analysis and Portfolio Management, Vikas Publishing House, New Delhi

Supplementary Readings

- 1) Pretti Singh 2015, Investment Management, Himalaya Publication, Mumbai.
- 2) William F. Sharpe 2016, Investment, Prentice Hal of India, New Delhi
- 3) Fisher and Jordan 2016, Security Analysis and Portfolio Management, Prentice Hall, New Delhi
- 4) Avadhani V.A. 2016, Security Analysis and Portfolio Management, Himalaya Publishing House, Mumbai.
- 5) Jayabal G, Nagarajan S 2018, Security Analysis and Portfolio Management, New Age Publications, Mumbai.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE – VIII	22PCOAC24: E-COMMERCE	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To enable the students to know the Electronic Commerce and its applications in business
- 2) To make the students to understand the Network Infrastructure for E-Commerce
- 3) To enable the students to learn the Network Security and Firewalls
- 4) To acquire knowledge in Electronic Commerce and World-Wide-Web
- 5) To develop Knowledge about Electronic Commerce Catalogues and Document Management and Digital Libraries.

Unit I Basics

Electronic Commerce Framework. Traditional vs. Electronic Business Applications. The Anatomy of E-Commerce Applications.

Unit II Architectural View

Network Infrastructure for E-Commerce Components of the I-way-Global Information Distribution Networks – Public Policy Issues Shaping the I-way. The Internet as a Network Infrastructure. The Business of the Internet Commercialization.

Unit III Security levels

Network Security and Firewalls – Client Server Network Security – Firewalls and Network Security – Data and Message Security – Encrypted Documents and Electronic -Mail.

Unit IV Application

Electronic Commerce and World-Wide-Web, Consumer Oriented E-Commerce, Electronic Payment Systems, Electronic Data Interchange (EDI), EDI Applications in Business, EDI and E-Commerce – EDI Implementation.

Unit V Advanced Concepts

Intra-organizational Electronic Commerce - Supply Chain Management. Electronic Commerce Catalogues - Document Management and Digital Libraries.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the Electronic commerce in Business Application
- 2) Appreciate the Network Infrastructure for E-Commerce Components of the I-way-Global Information Distribution Networks
- 3) Understand Network Security and Firewalls
- 4) Understand the implications of Electronic Commerce and World-Wide-Web
- 5) Implication of Electronic Commerce Catalogues and Document Management and Digital Libraries.

Text Books

- 1) Kalakota, R and Whinston, AB 2002 Frontiers of Electronic Commerce, Addison Westey.
- 2) David Kosiur, 2002 Understanding Electronic Commerce, Microsoft Press.
- 3) Saily Chan & John Wiley 2000 Electronic Commerce Management, Tata McGraw Hill, New Delhi

Supplementary Readings

- 1) Soka, 2002 EDI to Electronic Commerce, Tata McGraw Hill, New Delhi.
- 2) Parag Diwan & Sunil Sharma 2000 "E-Commerce A Managerial guide to E-Business" Deep & Deep Pub., New Delhi
- 3) Agarwal Kamalesh N & Agarwal Deeksha 2000_ Business On the Net – Introduction to the Electronic Commerce, Mc Millan India Pub, New Delhi.
- 4) Rana Tassavehji 2003 E Commerce in Business Saje Publications New Delhi
- 5) Zheng Qin 2010 Introduction to E-Commerce, Springer, New Delhi

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	2
CO2	3	3	3	3	2
CO3	3	3	3	2	2
CO4	2	3	3	3	2
CO5	3	3	3	3	2

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE ELECTIVE – II	22PCOPE25-1: MANAGEMENT INFORMATION SYSTEM	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To study about information system and business model.
- 2) To know about modern information system.
- 3) To study the functional area of information system.
- 4) To enable the students to know testing security and risk of information system
- 5) To know about software engineering qualities.

Unit I: Information System

Information system – establishing the frame work – business model – information system architecture – excolection of information systems.

Unit II: Modern Information System

Modern information system – system development life cycle – structured methodologies – designing computer based method – procedures control and designing structured programme.

Unit III: Functional Areas

Functional areas – finance marketing, production, personnel levels , concepts of DSS, EIS, ES –comparison – concepts and knowledge representation – managing international information system.

Unit IV: Testing Security

Testing security – coding techniques – detectation of error – validation – cost benefit analysis – assessing the value and risk of information system.

Unit V: Software Engineering Qualities

Software engineering qualities – design, production, service, software specification, software metrics, software quality assurance – systems methodology – objectives – time and logic knowledge and human dimension – software life cycle models – verification and validation

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Acquire knowledge in Information System and Business Model
- 2) Understand the Modern InformationSystem
- 3) Familiarise functional areas of information system
- 4) Apply testing security and risk of information system
- 5) Appreciate the implications of software engineering qualities

Text Books

- 1) Goyal D.P 2012 Management Information System : Management Perspective Macmillan, New York.
- 2) Rajagopalan SP Management Information System Margham Publicaions Chennai.
- 3) Gardon B Davis Management Information System:Concept Foundations McGraw Hill USA.

Supplementary Readings

- 1) Edwards, Ward and By the way 2015 The Essence of Information System, Prentice Hall, New Delhi
- 2) Kanter 2015 Management Information System, Prentice Hall, New Delhi.
- 3) James O'Brien 2015 Management Information System, Galgotia Pub., New Delhi.
- 4) David Kronke 2016 Management Information System, McGraw Hill, New Delhi.
- 5) Gupta A.K 2014 Management Information System S.Chand and Co New Delhi

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	2
CO2	1	3	1	1	1
CO3	1	1	1	1	2
CO4	1	3	2	1	1
CO5	3	3	3	3	2

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE ELECTIVE – II	22PCOPE25-2: CUSTOMER RELATIONSHIP MANAGEMENT	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To facilitate the students to understand the principles of Customer Relationship Management
- 2) To understand the process of Customer Relationship Management
- 3) To educate the students Customer Relationship Management Architecture
- 4) To provide opportunities to apply Customer Relationship Management Implementation
- 5) To educate the students to Development of customerization.

Unit I Customer Relationship Management – An Introduction

Introduction and Significance - CRM Emerging Concepts; Need for CRM; CRM Applications; CRM Decisions; The Myth of Customer Satisfaction; CRM Model; Understanding Principles of Customer Relationship; Relationship Building Strategies; Building Customer Relationship Management by Customer Retention; Stages of Retention; Sequences in Retention Process; Understanding Strategies to Prevent Defection and Recover Customers.

Unit II Process of Customer Relationship Management

CRM Process: Introduction and Objectives - an Insight into CRM and e-CRM/ online CRM; The CRM cycle - Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector; Key e-CRM features.

Unit III Customer relationship Management Architecture

CRM Architecture: IT Tools in CRM; Data Warehousing - Integrating Data from different phases with Data Warehousing Technology; Data Mining: - Learning from Information Using Data Mining Technology like OLAP etc.; Understanding of Data Mining Process; Use of Modelling Tools; Benefits of CRM Architecture in Sales & Productivity; Relationship Marketing and Customer Care, CRM Over Internet.

Unit IV Implementation of Customer relationship Management

CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects

Unit V Development of Customization

Development of Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support, System Optimization and Follow-up; Client/Server CRM Model; Use of CRM in Call Centers using Computer Telephony Integration (CTI); CTI Functionality; Integration of CRM with ERP System. Case Studies

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Gain knowledge in the principles of Customer Relationship Management
- 2) Acquire knowledge the process of Customer Relationship Management
- 3) Clearly grasp the Customer Relationship Management Architecture
- 4) Apply Customer Relationship Management Implementation
- 5) Acquire knowledge in Development of customerization

Text Books

- 1) Mohammed, H. Peeru and a Sagadevan 2004. Customer Relationship Management. Vikas Publishing House, Delhi.
- 2) Paul Greenberge 2005. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill. New Delhi
- 3) William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert 2003. Customer Relationships Management. Wiley. USA

Supplementary Readings

- 1) Alex Berson, Stephen Smith, Kurt Thearling 2004. Building Data Mining Applications for CRM. Tata McGraw Hill, New Delhi
- 2) Fransis Buttle 2009 Customer Relationship Management: Concepts and Technologies Elsevier Ltd Netherlands
- 3) Kumar V 2012 Customer Relationship Management: Concepts Strategy and Tools Springer USA
- 4) Ed Peelan 2009 Customer Relationship Management Peasons Publications, USA
- 5) Suganthi R.K 2012 Customer Relationship Management, New Age International Publications, New Delhi

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	2
CO2	1	3	1	1	1
CO3	1	1	1	1	2
CO4	1	3	2	1	1
CO5	3	3	3	3	2

*3– Strong, 2- Medium, 1- Low

SEMESTER - II CORE ELECTIVE – II	22PCOPE25-3: BUSINESS ENVIRONMENT	CREDITS: 3 HOURS: 5/W
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COURSE OBJECTIVES

- 1) To understand the concepts of Business Environment.
- 2) To identify the Social Responsibility of Business to different stakeholders
- 3) To understand How Economic Environment in Industrial Development Policies - Industrial policy, Fiscal policy, Monetary policy, Economic Reforms in India
- 4) To understand the Socio-Cultural Environment.
- 5) To familiarize with the Technological Environment and Modernisation of Technology.

Unit I: Theoretical Framework of Business Environment

Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring. PEST and SWOT analysis

Unit II: Economic Environment of Business

Economic Environment: Significance and Elements of Economic Environment; Economic systems and business environment; Economic Planning in India; Industrial Development Policies- Industrial policy, Fiscal policy, Monetary policy. Economic Reforms in India - Liberalisation and impact of Globalisation. Impact of Rupee Devaluation and Demonetization

Unit III: Political and Legal Environment

Political and Legal Environment: Elements of political environment; Government and Business; Changing Dimensions of Legal Environment in India – Classification of Laws Influencing Business, Competition Act, Consumerism in India - Consumer Protection Act. - Objectives of GST. Significance of Corporate Governance – Need of Environmental Protection.

Unit IV: Socio-Cultural Environment

Business and Society – Objective of Business. Components of Socio-cultural environment; Social institutions and systems; Elements of Culture - Social Values and Attitudes;. Social Responsibility of Business – Guidelines. Ethical Principles in Business. Code of Ethics.

Unit V: Technological Environment:

Technological Environment: Factors governing Technological Environment-Impact. Innovation- Technology Transfer – Modernisation -Factors to be Considered for Appropriate Technology. Incentives and Concessions for Technological Research - Productivity in Indian Industry - Intellectual Property Rights.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Learn Theoretical Framework of Business Environment
- 2) Make the student knowledge about business Economic Environment of Business.
- 3) Familiarize Current Political and Legal Environment.
- 4) Understand the Socio Cultural Environment and Ethics.
- 5) Learn the Latest Technology Environment for Business.

Text Books

- 1) Acharya and Govekar 2015, Business Policy and Administration, Himalaya Publishing House, Mumbai
- 2) Aswathappa, K 2016, Essentials of Business Environment, Himalaya Publishing House, Mumbai
- 3) Charles W.L. Hill 2014, Global Business Today, Tata McGraw Hill, UK.

Supplementary Readings

- 1) Haldi Vernon 2016, Business and Society, Tata McGraw Hill, UK.
- 2) Adrian Palmer and Bob Hartley 2017, The Business Environment McGraw Hill, UK.
- 3) Rajan, V.R 2017, Globalisation of Indian Industries – Strategies and Management, Deep and Deep Publications, New Delhi.
- 4) Cherunilam, Francis 2017, Business Environment, Himalaya Publishing House, Mumbai.
- 5) Ghosh P.K 2017, Business Policy-Strategic Planning and Management Sultan Chand and Sons, New Delhi. Outcome Mapping.

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	2
CO2	1	3	1	1	1
CO3	1	1	1	1	2
CO4	1	3	2	1	1
CO5	3	3	3	3	2

*3– Strong, 2- Medium, 1- Low

SEMESTER – II	2PHUMR27: HUMAN RIGHTS	CREDIT:2 HOURS:2/W
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COURSE OBJECTIVES

- 1) To understand the conceptual background of Human Rights.
- 2) To study international and regional norms and institutional mechanisms of Human Rights.
- 3) To know the international concern for Human Rights.
- 4) To explore the emerging issues in international human rights.
- 5) To study the Classification of Human Rights.

UNIT-I: CONCEPTUAL BACKGROUND OF HUMAN RIGHTS

Meaning, Nature and Scope of Human Rights - Need for the Study of Human Rights - Philosophical and Historical foundations of Human Rights - Classification of Human Rights -Major Theories of Human rights.

UNIT-II: INTERNATIONAL HUMAN RIGHTS NORMS AND MECHANISMS

UN Charter - Universal Declaration of Human Rights - International Covenant on Civil and Political Rights - International Covenant on Economic, Social and Cultural Rights - Other Major instruments on Human rights (Conventions on Racial Discrimination. Women and Child Rights. Torture, Apartheid and Refugees) -UN High Commissioner for Human Rights and its Sub-Commissions - Geneva Conventions and Protocols - UN High Commission for Refugees -Humanitarian Interventions of UN

UNIT-III: REGIONAL HUMAN RIGHTS STANDARDS AND MECHANISMS

European Convention on the protection of Human Rights - European Commission on Human Rights -American Convention on Human Rights - American Commission and Court of Human Rights - African Charter on Human and People's Rights -African Commission and African Court for Human Rights-Universal Islamic Declaration of Human rights (1981)

UNIT-IV: ISSUES

Violence against Women and Children - Refugees & Internally Displaced People's rights - Racism - Rights of Prisoners, Rights of Prisoners of War - Rights of Disabled, Aged, and Homeless Persons - Cyber Crimes and Human Rights - Euthanasia Debate- Bio-Technology and Human Rights (Human Cloning. Feticide and Medical Termination of Pregnancy, Surrogate Parenthood, Sale of Human Organs. Drugs and Technologies)

UNIT V: EMERGING DIMENSIONS

Third Generation Human Rights: Right to Water, Food, Health, Clothing, Housing, and Sanitation- Right to Education – Right to Peace and Prosperity - Right to have Clean Environment.

COURSE OUTCOMES

At the end of the course, the student

- 1) will have knowledge about the conceptual background of Human Rights.
- 2) can apprise on International Human Rights norms and mechanisms.
- 3) can understand the emerging dimensions of Human Rights in international forum.
- 4) can explain about the Third Generation Human Rights
- 5) can discuss about Right to Clean Environment.

Text Books

- 1) M.P. Tandon. Anand. V.K. International Law and Human Rights. Haryana. Allahabad Law house, Allahabad, 2013.
- 2) N. Sanajauba. Human Rights in the New Millennium, New Delhi Manas Publications, 2011.
- 3) S.K. Kapoor. Human Rights under International Law and Indian Law. Allahabad: Central Law Agency. 2012,
- 4) Daniien Kings Lurge & Leena Avonius. Ed. Human Rights in Asia, London. Maemillan Publishers. 2016.

Supplementary Readings

- 1) Todd, Land Man, ed., Human Rights. London. Sage Publications. 2018.
- 2) G. Van Bueren, The International Law on the Rights of the child. Dordrecht: Martinus Nijhoff Publishers, 2011.
- 3) B.S. Waghmnre. ed. Human Rights. Problems and Prospects. Delhi. Lalinga Publications. 2011.

OUT COME MAPPING

CO/PO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	3	2
CO2	1	2	2	3	3
CO3	2	2	3	2	2
CO4	2	3	3	2	3
CO5	2	2	2	3	3

***1-Low *2-Medium *3-Strong**

SEMESTER: III CORE: IX	22PCAPC31: VISUAL BASIC	HOURS: 5 CREDIT: 5/W
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COURSE OBJECTIVES

- 1) To enable the students to know the Visual Basic methods and events
- 2) To make the students to understand the working with controls
- 3) To enable the students to learn the Variable and Procedures
- 4) To acquire knowledge in Data Base connection & Reports
- 5) To develop Knowledge about oracle 8i Finance

Unit I: Introduction

First steps with Microsoft VB6: Integrated Development Environment - First program in VB -Introduction to forms: Common properties, methods and events.

Unit II: Working with Controls

Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box, dir-list box and file list box controls and other controls, control arrays.

Unit III: Procedures

Variables & Procedures: Scope & Lifetime of variables, native data types, And aggregate data types - Arrays-VB for application and VB libraries: Control flow, working with numbers, strings, date and time.

Unit IV: Database Connection & Reports

Databases: Data access SAGA, Visual db tools, ADO data binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, processing data. Tables and Reports-Data grid control, Flex grid control, Data report designer.

Unit V: Oracle 8i Finance

An introduction DBMS and RDMS- Working with tables- Oracle Data types – Working with constraints –Overview of Operators, Built in functions –Querying the tables – Set Operators-Views –Synonyms- Sequences.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the Visual Basic methods and events
- 2) Appreciate working with controls
- 3) Understand the Variable and Procedures
- 4) Understand the implications of Data Base connection & Reports
- 5) Implication of oracle 8i Finance.

Text Books

- 1) Francesco Balena 2002 Programming Microsoft Visual Basic 6.0”, WP Publishers and Distributors. New Delhi
- 2) Jeffrey Jtsay 2000 Visual Basics 6 Programming Business Applicarions with Design Perspective Prentice Hall,New Delhi

- 3) Michael Halvorson 2010 Microsoft Visual Basic 2010 Step-by-Step Pearson Education New Delhi

Supplementary Readings

- 1) Lony, 2015 Oracle 8i complete reference, Tenth Edition, TMH
- 2) Urman, 2015 Oracle 8 PL/SQL Programming, TMH 20
- 3) Paul Vick 2004 The Visual Basic Net Programming Language Addison – Wesley New york
- 4) Vryan New Some 2015 Beginning Visual Basics 2015
- 5) DS.Rajendraprasad MA.Jayaram 2011 Visual Basic 6.0 A simple Approach Sapna Book House Banglore

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: III CORE: X	22PCAPC32: GOODS AND SERVICES TAX	HOURS: 5 CREDIT: 4/W
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COURSE OBJECTIVES

- 1) To enable the students to understand the basic concept of indirect tax.
- 2) To provide the students basic knowledge of provisions of GST.
- 3) To educate the students with registration process, returns and payment procedure of GST.
- 4) To study on input tax credit.
- 5) To understand and apply the e-filing of GST in practice.

Unit I: Introduction to Goods and Services Tax

Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out the preview of GST – Other indirect Taxes

Unit II: Structure of GST

GST Structure – CGST –SGST- IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates

Unit III: GST Registration Process

Registration process in GST – Types – Compulsory Registration - Cancellation

Unit IV:Input Tax Credit

Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit

Unit V: Returns, Payments, Refund Process and Assessment

Process of Return Filing-Types of Returns - E-Ledger and E-Payment Process in GST- Assessment Methods – Refund under GST – Refund under Special Occasions - Authorities of GST

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Comprehend the fundamentals of indirect tax and need for GST
- 2) Understand the structure of GST and their schemes in practice
- 3) Disseminate various modes of registration of GST
- 4) Familiarize themselves with the adjustment of debit and credit notes
- 5) Understand and apply the e-filing of GST in practice

Text Books

- 1) Balachandran V., 2022, Indirect Taxes, Sultan Chand and Sons, New Delhi.
- 2) Satrangi G., Goods and Services Tax Precept and Practice 2021,Centax Publications, New Delhi.
- 3) Anandaday Mishra, 2022, GST Law and Procedure, Taxmann Publications Pvt Limited,New Delhi.

Supplementary Readings

- 1) Raj. C. A., Agarwa. K, 2022, Taxation and Indirect Taxes, Taxmann Publications Pvt Limited, New Delhi.
- 2) Anjali Agarwal, 2022, Goods and Service Tax, New Century Publications, New Delhi.
- 3) Sanjeet Sharma and Shaileja Anand, 2020, VK Global Publications (P) Ltd., New Delhi.
- 4) Mishra. SK, 2021, Simplified Approach to GST, Educreation Publishing, New Delhi.
- 5) Viswanthan.B, 2021, Goods and Services Tax in India, New Century Publications, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	2	2	3	3	2
CO3	3	3	1	2	3
CO4	3	2	2	2	3
CO5	3	3	2	1	3

***3**– Strong, **2**- Medium, **1**- Low

SEMESTER: III CORE: XI	22PCAPC33: RESEARCH METHODOLOGY	HOURS: 5 CREDITS:4/W
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COURSE OBJECTIVES

- 1) To enhance the abilities of learners to undertake research in business and social sciences.
- 2) To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
- 3) To enable the learners in understanding and developing the most appropriate methodology for their research.
- 4) To make the learners familiar with the basic statistical tools and techniques applicable for research.
- 5) To impart the best practice of report writing

Unit I: Introduction to Research

Features and Importance of research in business, Objectives and Types of research Basic, Applied, Descriptive, Analytical and Empirical Research.

Unit II: Formulation of Research Problem

Formulation of research problem, Research Design, significance of Review of Literature. Hypothesis: Formulation, Sources, Importance and Types Sampling: Significance, Methods, Factors determining sample size

Unit III: Research Process

Stages in Research Process-Data Collection: Primary data: Observation, Experimentation, interview, Schedules, Survey, Limitations of Primary data

Secondary data: Sources and Limitations, Factors affecting the choice of method of data collection. Questionnaire: Types, Steps in Questionnaire Designing Essentials of a good questionnaire.

Unit IV: Data Processing and Statistical Analysis

Data Processing: Significance in Research, Stages in Data Processing: Editing Coding, Classification, Tabulation, Graphic Presentation Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis Testing of Hypotheses Parametric Test-t test, f test, z test Non-Parametric Test-Chi square test, ANOVA, Factor Analysis Interpretation of data: significance and Precautions in data interpretation

Unit V: Report writing

Preparation of a Report-Types of Report-Research Report Format-Principles of Writing Reports-Documentation-Footnotes and Bibliography.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Describe the objectives and types of research
- 2) Construct a good research design
- 3) Understand the significance and process of Business research
- 4) Have an insight into the statistical techniques and develop analysis
- 5) Analyze and interpret the data and write the research report

Text Books

- 1) Anusree, M., Mohapatra, S., and Sreejesh, S, 2017, Business Research Methods - An Applied Orientation. Springer International Publishing, New Dehi
- 2) Kothari, C. 2018 ,Research Methodology Methods and Techniques. New Delhi:New Age International (P) Limited, Publishers, New Delhi
- 3) Kumar, R., 2017, Research Methodology - A step-by Step Guide for Beginners SAGE Publications India Pvt Ltd., New Delhi

Supplementary Readings

- 1) Creswell, J. 2017, Research Design Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications India Pvt. Ltd. New Delhi:
- 2) Neuman, W. 2014, Social Research Methods Qualitative and Quantitative Approaches. Harlow, Essex: Pearson Education Limited. New Delhi
- 3) Walliman, N. 2018, Research Methods - The Basics. New York: Routledge.
- 4) Zikmund, W. G. 2017, Business Research Methods Cengage Learning India Private Limited. New Delhi
- 5) Panneerselvam, R. 2018, Research Methodology Prentice-Hall of India Private Limited. New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	3
CO2	2	2	3	3	2
CO3	3	3	1	3	3
CO4	3	2	2	2	3
CO5	2	2	2	3	3

***3**- Strong, **2**- Medium, **1**- Low

SEMESTER: III CORE: XII	22PCAPC34: INTERNET AND ITS APPLICATIONS	HOURS: 5 CREDITS: 5/W
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COURSE OBJECTIVES

- 1) To enable the students to know the Internet Concepts
- 2) To make the students to understand the E-mail Concepts
- 3) To enable the students to learn the internet services
- 4) To acquire knowledge in Web concepts and Browsers
- 5) To develop Knowledge about internet explorer.

Unit I: Internet concepts

Introduction – Internet Connection Concepts – Connecting to Dial-up Internet Accounts – High Speed Connections : ISDN, ADSL, and Cable Modes – Intranets : Connecting LAN to the Internet.

Unit II: E-mail concept

E-mail Concepts – E-mail Addressing – E-mail Basic Commands – Sending and Receiving Files by e-mail – Controlling e-mail Volume – Sending and Receiving secure e-mail.

Unit III: Internet services

Online Chatting and Conferencing Concepts – E-mail Mailing Lists – Usenet Newsgroup Concepts – Reading Usenet Newsgroups – Video Conferencing.

Unit IV: Web concepts and Browsers

World-Wide-Web Concepts – Elements of Web – Clients and Servers – URL and –Web Browsers – Netscape Navigator and Communicator-Microsoft Internet Explorer.

Unit V: Search Engines

Search Engines – Web Directories – Microsoft Internet Explorer – Searching for Information – Bigfoot, Info space, Who where, Yahoo- Subscriptions and Channels – Web Sites-Making use of Web Resources – New and Weather, Sports, Personal Finance and Investing – Entertainment – Shopping – Travel, Kids, Teems, Parents and Communities, Health and Medicine, Religion and Spirituality.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the Internet Concepts
- 2) Appreciate working of E-mails
- 3) Understand the internet services
- 4) Understand the webconcepts and Browsers
- 5) Implication of search engines

Text Books

- 1) Kamlesh N. Agarwal 2002 Business on the Net,
- 2) Alexis Leon and Mathews Leon 2012 Internet for everyone, Leon Techworld, Chennai,

- 3) Douglas E-commerce- 2012 Computer Networks and Internet, PHI (Addition Wesley Lonman), New Delhi.

Supplementary Readings

- 1) Kamlesh N. Agarwal & Prateek A. Agarwal 2002 Web the Net McMillan India Ltd., New Delhi
- 2) Margaret Levine Young 2012 -The Complete Reference-Internet, TMG Pub., New Delhi.
- 3) James F Kurose Keith Ross 2005 Computer Networking A top down Approach featuring the Internet Pearsons Education New Delhi
- 4) William Mougayar 2016 The Business Blockchain Promise Practice and Application of Next Internet Technology Wily, New Jersey
- 5) Dey, Linilanjana 2018 Big Data analytics for smart and connected cities IGI Global USA

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: III CORE ELECTIVE: III	22PCAPE35-1: CAPITAL MARKETS	HOURS: 5 CREDITS:3/W
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COURSE OBJECTIVES

- 1) To expose the students to the world of financial markets
- 2) To create general awareness about new issue market.
- 3) To enable the students to learn the working mechanism of stock exchanges
- 4) To impart special knowledge about venture capital
- 5) To teach the nuances of venture Factoring services.

Unit I: Financial Market

Financial markets: definition role functions constituents financial instruments Indian financial market - global financial market - Capital Market: evolution and growth-constituents-capital market instruments: types-preference shares-equity shares-non voting equity shares-company fixed deposits-warrants-debentures and bonds.

Unit II: Primary Market

Primary market-meaning- NIM VS secondary market methods of new issue intermediaries in the new issues market - SEBI guidelines on primary market-Listing -agreement benefits consequences of non-listing-Underwriting-definition-types-mechanics-benefits Book-building-concept-characteristics-process-IPO including e-IPO.

Unit III: Stock Exchange

Stock Exchange: history-meaning-functions-stock exchange Vs commodity exchange - stock exchange traders-regulation of stock exchanges-steps in stock trading-BSE and NSE-SEBI functions and working.

Unit IV: Venture Capital

Venture Capital – Meaning – Features – Methods of venture capital financing – Modes of venture financing – Venture capital investment process – Factors determining venture investment – Exit mechanism – Advantages of venture capital – Issues of Indian venture capital industry

Unit V : Factoring

Factoring – Concepts – Significance – Types – Factoring mechanism – Factoring vs bills discounting – Factoring in India – Forfeiting – Meaning – Forfeiting vs Export factoring – Problems of Forfeiting/ factoring.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the range of financial service products in financial market.
- 2) Know the implications of new issue market.
- 3) Comprehend the functions of stock exchange
- 4) Comprehend the methods of venture capital financing.
- 5) Understand the modalities of Factoring Mechanism.

Text Books

- 1) Gordon E.andK.Natarajan 2017 Financial markets and Services, Himalaya Publishing house, New Delhi
- 2) Dharmaraj E 2016 Financial Services S.Chand and Co., New Delhi
- 3) Gurusamy S 2017 Financial Services Vijay Nicole Imprints (P) Ltd, Chennai

Supplementary Readings

- 1) Vinod Kothari 2016 Lease Financing and Hire Purchase Wadhaw and Co., Nagpur.
- 2) Santhanam B Financial Services, 2017 ,Margham Publications, Chennai
- 3) Khan M.Y 2016 Financial Services, S.Chand and Sons , New Delhi
- 4) Peter Rose, Sylvia Hudgins, 2017 Bank Management and Financial Services, McGraw Hill Education, New Delhi
- 5) Evelyn Ehrlich, Duke Fanelli 2012 The Financial Service Marketing, Bloomberg Press

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: III CORE ELECTIVE: III	22PCAPE35-2: FINANCIAL DERIVATIVES	HOURS: 5 CREDITS:3/W
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COURSE OBJECTIVES

- 1) To enable the students to know the digital derivatives.
- 2) To study the future and forward market.
- 3) To enable the students to understand options.
- 4) To make the students to acquire knowledge about commodity market.
- 5) To enable the students to understand swaps.

Unit I: Introduction to Digital Derivatives

Development and growth of derivative markets, types of derivatives uses of derivatives, fundamental linkages between spot & derivative markets, the role of derivatives market, uses and misuses of derivatives.

Unit II: Future and Forward Market

Structure of forward and future markets, mechanics of future markets hedging strategies, using futures, determination of forward and future prices, interest rate futures currency futures and forwards.

Unit III: Basic Option Strategies

Options, distinguish between options and futures, structure of options market, principles of option pricing. Option pricing models: the binomial model, the Black- Scholes Merton model. Basic option strategies, advanced option strategies, trading with options, hedging with options, currency options.

Unit IV: Commodity Market Derivatives

Introduction, types, commodity, futures and options, swaps commodity exchanges multi commodity exchange, national commodity derivative exchange role, functions and trading.

Unit V: Swaps

Concept and nature, evolution of swap market, features of swaps, major types of swaps, interest rate swaps, currency swaps, commodity swaps, equity index swaps, credit risk in swaps, credit swaps, using swaps to manage risk, pricing and valuing swaps.

COURSE OUTCOMES

After successful completion of the course, the Scholars will be able to:

- 1) Acquire knowledge about digital derivatives.
- 2) Explore future and forward market.
- 3) Understand options.
- 4) Know the concepts of commodity market derivatives..
- 5) Understand swaps.

Text Books

- 1) Gordon E.andK.Natarajan 2017 Financial markets and Services, Himalaya Publishing house, New Delhi
- 2) Dharmaraj E 2016 Financial Services S.Chand and Co., New Delhi
- 3) Gurusamy S 2017 Financial Services Vijay Nicole Imprints (P) Ltd, Chennai

Supplementary Readings

- 1) Vinod Kothari 2016 Lease Financing and Hire Purchase Wadhaw and Co., Nagpur.
- 2) Santhanam B Financial Services, 2017 ,Margham Publications, Chennai
- 3) Khan M.Y 2016 Financial Services, S.Chand and Sons , New Delhi
- 4) Peter Rose, Sylvia Hudgins, 2017 Bank Management and Financial Services, McGraw Hill Education, New Delhi
- 5) Evelyn Ehrlich, Duke Fanelli 2012 The Financial Service Marketing, Bloomberg Press

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

***3**- Strong, **2**- Medium, **1**- Low

SEMESTER: III CORE ELECTIVE: III	22PCAPE35-3: BUSINESS ANALYTICS	HOURS: 5 CREDITS: 3/W
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COURSE OBJECTIVES

- 1) To enable the students to understand the role of business analytics in business data processing
- 2) To educate the students about application of information technology in the core business Process.
- 3) To enable the students to understand OLTP and OLAP.
- 4) To educate the learners to understand the data integration.
- 5) To equip the students with Performance and Measurement System Terminology.

Unit I: Introduction to Business Analytics

Business Analysis-Different Levels - Business Analyst- Role of Business Analyst -Basic rules-Requirements and Tasks performed by Business Analyst – Project Definition and Scoping –Project phases and approaches – Role of Business Analyst across the project Life cycle.

Unit II: Information Technology Applications

Core business Process – Baldrige Business Excellence framework-Key purpose of using IT in Business – Enterprise Applications – Information users and their requirements – Data-Types- Attributes and Measurement-Types of data sets-Data quality-Types of Digital Data.

Unit III: Introduction to OLTP and OLAP

Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models-Tools in Business Intelligence-Role of DSS, EIS, MIS and digital Dash boards – Need for Business Intelligence- Business Intelligence value chain-Components-applications-roles and responsibilities.

Unit IV: Data Integration

Data Integration-Data Warehouse-Goals-Data Sources- Data Integration Technologies-Data Quality maintenance-Data profiling-Data modeling-Types and Techniques-Fact table-Dimension Table-Typical Dimensional Models-Life cycle-Designing.

Unit V: Performance and Measurement System Terminology

Performance and Measurement System terminology- Role of Metrics – Supply Chain-Fact based decision making and KPIS use of KPIS-Potential source for metrics-Enterprise Reporting –Report Standardization –Balanced score card Scoreboards Vs Dashboards-Business Intelligence in Real world-Mobility-Cloud computing.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Apply the language of business analytics, theory and models in the field of business analytics
- 2) Perceive skills in data analytics and its application

- 3) Gain expert knowledge in data integration technology
- 4) Analyze different types of digital data, use of appropriate models for analysis and derive insights from results
- 5) Use in practice key analytical tools and techniques of business intelligence

Text Books

- 1) Edward Mize 2017, Data Analysis, Create Space Independent Publishing Platform.
- 2) Seema Acharya R.N. Prasad 2016, Fundamentals of Business Analysis Wiley.
- 3) Pang –Ning Tan, Michael Steinbach, Anuj Karpatne and Vipin Kumar 2018, Pearson Publishers, New Delhi.

Supplementary Readings

- 1) Paul Turner 2018, Business Analysis Techniques, International Institute of Business Analyst, London
- 2) Howard Podeswa 2017, Handbook of Business Analyst , Outskirts Press, London
- 3) Debra Paul, Lynda Girvan 2018, Business Analyst, BCS Learning and Development Limited, New Delhi.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

***3- Strong, 2- Medium, 1- Low**

SEMESTER: III OPEN ELECTIVE: II	22PCAP036-1: BUSINESS COMMUNICATION AND REPORTING	HOURS: 5 CREDITS: 3/W
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COURSE OBJECTIVES

- 1) To Enable the student to understand the concept of communication
- 2) To teach the students for the Channels and Objectives of Communication
- 3) To understand the modes of communication
- 4) To gain knowledge in Problems of Communication
- 5) To Educate the students on preparing reports

Unit I: Concept of Communication

Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Globalworld - Impact of technological advancements on Communication

Unit II: Channels of Communication

Formal and Informal-Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication-Information, Advice, Order and Instruction. Persuasion, Motivation, Education. Warning, and Boosting the Morale of Employees

Unit III: Methods and Modes of Communication

Verbal and Nonverbal-Characteristics of Verbal Communication-characteristics of Non-verbal Communication-Landline, Wireless and Cellular Phones Facsimile Communication [Fax]-Computers and E- communication Video and Satellite Conferencing.

Unit IV: Problems in Communication /Barriers to Communication

Physical/ Semantic/Language/Socio-Cultural/Psychological / Barriers Ways to Overcome these, Barriers.

Unit V: Listening and Report Writing:

Importance of Listening Skills -Cultivating good Listening Skills How to read the details and present them as a report especially in the organizational set up.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand and apply the basic concepts of business correspondence
- 2) Acquire knowledge in Channels of Communication
- 3) Write the different methods and modes of communication.
- 4) Acquire knowledge in problems in communication
- 5) Prepare different types of business reports

Text Books

- 1) K.Sundar and A.Kumara Raj 2020 Business Communication Vijay Nicoles Imprints Pvt., Ltd.,Chennai
- 2) Ramesh and Pattanchetti 2019 Business Communication S.Chand & Co NewDelhi

- 3) Rajendra Pal, 2015 Essentials of Business communications, Sultan Chand, New Delhi.

Supplementary Readings

- 1) Sharma R.C. and Krishna Mohan, 2017 Business Correspondence and Report Writing, McGraw – Hill, New Delhi.
- 2) Gupta C.B. 2017 Business Correspondence and Reporting, Taxmann Publications Pvt Limited, New Delhi.
- 3) Vainder Kumar, Bodh Raj, 2014 Business Communication, Kalyani Publishers, Chennai
- 4) Kaul 2015, Effective Business Communication, Prentice Hall India (P) Ltd, New Delhi.
- 5) Raghunathan N.S. Santhanam, B. 2019 Business Communications, Margham Publications, Chennai.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: III OPEN ELECTIVE: II	22PCAPO36-2: SECRETARIAL PRACTICE	HOURS: 5 CREDITS:3/W
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COURSE OBJECTIVES

- 1) To enable the students to understand the rights, duties and responsibilities of Company Secretaries
- 2) To teach the students how the companies are formed
- 3) To educate the students how the company is registered and what are the documents prepared
- 4) To teach the students how the meetings are conducted
- 5) To educate the students how the notices are drafted

Unit I: Company Secretary

Definition – Secretarial work – Types of secretaries –Routine secretary, Executive secretary – Appointment – Dismissal – Rights – Duties and responsibilities.

Unit II: Company Formation

Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing –Industries (Development and Regulation) Act – Controller of Capital Issues.

Unit III: Company Registration

Preparation and filing of relevant documents – Memorandum, Articles etc. – Incorporation – Certificate of Commencement – Prospectus – Allotment of shares – Forfeiture – Re-Issue of share certificates and share warrants.

Unit IV: Law and Procedure of meeting

Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chairman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Companies Act, 2013 needed).

Unit V: Company Meeting and Secretarial Work

Drafting notices – Agenda – Motion – Resolution, minutes- minutes books – Drafting of statutory report – Director’s report and chairman’s speech

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Clearly grasp the rights, duties and responsibilities of Company Secretaries
- 2) Gain knowledge in the formation of a company
- 3) Acquire knowledge in registration of a company
- 4) Understand to conduct company meetings
- 5) Drafting the company minutes

Text Books

- 1) Kapoor N.D 2017 Company Law and Secretarial Practice Sulthan Chand and Sons.New Delhi
- 2) Acharya and Govekar 2017 Company Law and Secretarial Practice Himalaya Publishing House, Mumbai
- 3) Ashok K Bagrial K 2017 Company Law Vikas Publishing House Private Limited Mumbai

Supplementary Readings

- 1) Sharma R.C. and Krishna Mohan, 2017 Business Correspondence and Report Writing, McGraw – Hill, New Delhi.
- 2) Gupta C.B. 2017 Business Correspondence and Reporting, Taxmann Publications Pvt Limited, New Delhi.
- 3) Vainder Kumar, Bodh Raj, 2014 Business Communication, Kalyani Publishers, Chennai
- 4) Kaul 2015, Effective Business Communication, Prentice Hall India (P) Ltd, New Delhi.
- 5) Raghunathan N.S. Santhanam, B. 2019 Business Communications, Margham Publications, Chennai.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	1
CO2	2	2	3	2	2
CO3	2	1	1	1	3
CO4	2	2	2	2	1
CO5	2	2	2	3	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: III OPEN ELECTIVE: II	22PCAPO36-3: PROJECT FINANCE AND MANAGEMENT	HOURS: 5 CREDITS:3/W
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COURSE OBJECTIVES

- 1) To enable the students to understand the need for innovative projects
- 2) To make the students to gain knowledge on Project feasibility study
- 3) To make the students to gain knowledge on Network Analysis of PERT and CPM methods
- 4) To gain expert knowledge on monitoring of cost control
- 5) To gain expert knowledge on evaluate the project performance

Unit I: Project an Introduction

Meaning and Definition of Project – Features – Establishing a New Project – Organisation – Innovative Projects – Need for Project Management – Duties and Responsibilities of a Project Manager.

Unit II: Project Feasibility Study

Project Feasibility Study – Market or Demand analysis –Technical and Financial Analysis of Projects.

Unit III: Net Work Analysis

Minimization of Cost and Time of Projects – Net Work Analysis – PERT – Methods – CPM methods – Details.

Unit IV: Project Cost Control

Project Cost Control – Cost forecasting – Monitoring and Control of Costs – Estimation techniques – Factorial, Man-hour, unit rate and operational cost estimation.

Unit V: Project performance

Project performance – Indicators – Review of Project performance – Benefits –Project report – Project failures – Precautions and Practical guidelines.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the role of project manager in establishing a New Project.
- 2) Evaluate the project feasibility study of new project in the market
- 3) Gain the knowledge of Network Analysis of PERT and CPM methods.
- 4) Determine the cost control methods in project.
- 5) Conduct performance appraisal of project report.

Text Books

- 1) Choudhury, S 2016, Project Management, Tata McGraw Hill Pub., New Delhi
- 2) KesavaRao,P.C 2017, Project Management and Control, Sultan Chand and Sons, New Delhi
- 3) Prasanna Chandra 2017, Project Preparation, Appraisal, Implementation Tata McGraw Hill (P)., New Delhi.

Supplementary Readings

- 1) Goel, BB 2017, Project Management: Principles and Techniques Deep and Deep Pub., New Delhi.
- 2) Harvey Maylor 2017, Project Management, MacMillan India Ltd., New Delhi.
- 3) John M. Nicholas- 2018, Project Management for Business Technology, Prentice Hall of India, New Delhi.
- 4) Carmel F de Nahlik Frank J 2021 Project Financing: Financial Instruments and Risk Management World Scientific Singapore
- 5) Rajesh Kumar B 2022 Project Finance Structuring Valuation and Risk Management Springer USA

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	2	3
CO2	2	2	3	2	3
CO3	2	1	1	1	3
CO4	2	2	2	2	3
CO5	2	2	2	3	3

***3**- Strong, **2**- Medium, **1**- Low

SEMESTER: IV CORE: XIII	22PCAPC41: V.B SCRIPT AND HTML	HOURS: 6 CREDITS: 5/W
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COURSE OBJECTIVES

- 1) To enable the students to know the VB Script fundamentals
- 2) To make the students to understand the Active Code Components
- 3) To enable the students to learn HTML
- 4) To acquire knowledge in DHTML
- 5) To develop Knowledge IN XML

Unit I: VB Script

Introduction – VB Script Fundamentals – Using VB Script in IE – File Handling objects – Objects in VB Script – Forms using VB Script – Active server pages

Unit II: ActiveX Control

Active code components – Class Modules – Instances – Activex Exe VS Activex DLL – Creating & Using Activex Controls – Ambient Properties – Activex Documents – The User Document Object.

Unit III: HTML

Introduction – Learning HTML and DHTML Basics – Cascading Style Sheets – Toward Objects – Scripting – Multimedia – Dragging and Dropping – Working with Data and Dialog Boxes – Dynamically Changing Content.

Unit IV: DHTML

The Elements of DHTML – DHTML Cascading Style Sheets – The Document Object Model(DOM) – DHTML Event Handlers-I – DHTML Event Handlers-II – DHTML Event Handlers -III.

Unit V: Overview of XML

Introduction – Structure of XML – Creating DTD – Content Types – Referencing DTD Declarations in XML – Declaring Attributes in a DTD – Using XML Parser – Links in XML – Styling XML Files

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the VB Scripts
- 2) Appreciate Active code Components
- 3) Understand the HTML
- 4) Understand the DHTML
- 5) Implication of structure of XML

Text Books

- 1) Cornell, 1998 Visual Basic Book from the ground up , Tata McGraw Hill, New Delhi.
- 2) Jerke, 2001 Visual Basic 6: The Complete Reference:, TMH.
- 3) Danny Goodman, 1998 Dynamic HTML , SPD, Mumbai,

Supplementary Readings

- 1) Flangan, 2000 Java Script: The Definite Guide, SPD, Mumbai 26
- 2) Paul Lomax 1997 Learning VB Script O Reilly & Associates USA
- 3) Shashi Banzal 2009 Internet and its Implications with HTML & VB Script Lakshmi Publications,Chennai
- 4) Matt Childs Paul Lomax Ronold VB Script in Nutshell: A Desktop Quick Reference O Reilly & Associates USA
- 5) Elizabeth Castro 1997 HTML for the World Wide Web Peachipit Press USA

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

***3-** Strong, **2-** Medium, **1-** Low

SEMESTER: IV CORE: XIV	22PCAPC42: INFORMATION TECHNOLOGY AND ITS APPLICATIONS	HOURS: 6 CREDITS: 4/W
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COURSE OBJECTIVES

- 1) To enable the students to know the input devices in the computer
- 2) To make the students to understand the communication Processors
- 3) To enable the students to learn the Multi-Media and Artificial Intelligence
- 4) To acquire knowledge in Computer Applications in Management
- 5) To develop Knowledge in Tally

Unit I : Basics of Computer

Organization of Computers – Types of Computers – Input Devices – Output Devices – Storage Devices. Software – System Software – Overview of DOS, UNIX, Windows Operating Systems – Programming Languages – Compiler – Interpreter – Application Software – Evaluation of Software Packages.

Unit II: Computer Networks

Overview of Network – Communication Processors – Communication Media –Types of Networks – Communication Satellites – Radar – ISDN – ATM. Internet – Intranet – Extranet –Wireless LANs – Virus Detection and Elimination.

Unit III: Computer Applications

Multimedia – Artificial Intelligence and Expert Systems – Computer Applications in Business, Project Management, Personnel and Administration, Accounting & Information Systems – System Design for Accounting, Inventory and Pay-roll.

Unit IV : Computer Application in Management

Computer Applications in Material Management, Purchase, Credit and Collection, Ware-housing, Marketing Information Systems, Manufacturing Information Systems

Unit V: Software for Finance & Accounting

Introduction to Application Software – Package Development – Familiarization of Accounting and Financial Packages such as Tally.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the Basics of Computer Hardware and Software
- 2) Appreciate the Computer Networks
- 3) Understand the Multi-Media
- 4) Understand the Computer Applications in Management
- 5) Implication of Tally software

Text Books

- 1) Alexis Leon & Mathews Leon, 2000 Fundamentals of Information Technology, Leon Techworld.
- 2) Jaiswal,S 2000 Information Technology Today, Galgotio.
- 3) Ravindranath, H 2002 Infrastructure for Information Technology, McMillanIndia, New Delhi

Supplementary Readings

- 1) Robert Gowart and Brian Knittel, Using Microsoft Windows 2000-2002 Professional, PHI, New Delhi.
- 2) Sanjay Saxena, 2000 A first course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi
- 3) Ed. Bott, 2002 Practical Microsoft Windows 2000 professional, PHI, New Delhi. 28.
- 4) Hocine Cherifi 2011 Digital Information and Communication Technology Springer USA.
- 5) Terry Corbitt 1990 Information Technology and its Applications Longman, USA.

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	1	1	3	3	1
CO2	2	2	1	3	1
CO3	2	3	3	2	3
CO4	3	3	1	3	2
CO5	3	3	3	3	2

***3**– Strong, **2**- Medium, **1**- Low

SEMESTER: IV CORE PRACTICAL: XV	22PCAPC43: PRACTICAL AND VIVA-VOCE EXAMINATION	CREDITS:4 HOURS: 6/W
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SEMESTER: IV	22PCAPD44: CORE PROJECT	CREDITS: 5 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To enable the students to gain practical exposure to functioning of various types of business institutions
- 2) To equip the students with the skills of organizing and operating the business applying relevant business models
- 3) To impart the students in the industrial concerns or institutions of their choice and facilitate them to gain hands on experience in practical setting and strengthening their conceptual knowledge
- 4) To gain knowledge on working performance of the Business institutions
- 5) To provide the students an exposure to prepare the various project reports

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Understand the functioning of Business organisations and institutions
- 2) Assess the performance of Business organisations and institutions
- 3) Organize specific Business institutions of their choice by them
- 4) Audit the working and performance of Business institutions and various Portfolios
- 5) Offer suggestions for efficient management of Business Institutions

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	1	1	3	3	3
CO2	2	2	1	3	3
CO3	2	3	1	3	3
CO4	3	3	1	2	3
CO5	3	3	3	2	3

***3**- Strong, **2**- Medium

CONDITIONS TO BE FULFILLED BY PROJECT STUDENTS

- 1) The students have to be allotted under the guidance of the affiliated colleges in Cuddalore, Villupuram, Kallakurichi and Mayiladuthurai as PROJECT GUIDES within a fortnight from the First working day of the fourth Semester through a Coordinator nominated by the Head of the Department for the purpose.
- 2) The respective Guide teachers have to create a WhatsApp / Telegram Group for their wards along with the HOD as a group Admin. for passing on instructions to them. Student-teacher email communication is also admissible.
- 3) The Project Students have to discuss with the respective guide teachers about their area of interest for selection of the Project Topic and scope of the study to be undertaken and SUBMIT the written PROJECT TOPICS TO THE Head of the Department of the affiliated colleges to be certified by the guide teachers WITHIN 15 DAYS since allotment. The guides can certify the project topics only on production of at least 10 relevant articles downloaded by the students as per the prior instructions given by the guides.
- 4) Student have to collect necessary data/Information about the PROJECT TOPIC from the Annual Reports and Periodical Publications for preparing the Project Report, besides collection of primary data wherever applicable/necessary during the week-ends and holidays through a proper and approved Questionnaire or Schedule.
- 5) The students have to prepare the Project Report for about 50 pages and Submission of the same at least 21 days (Three Weeks) before the last working day of the IV Semester through **the Guide Teachers** as per the FORMAT given below.
- 6) A Maximum of Three Students can join the same institution for PROJECT WORK at a time. However, they have to produce the Report based on approved objectives taken in different divisions' viz., H R, Marketing and Finance. However students allotted to the same guide teacher cannot choose the same institution for Project work in the same academic year.
- 7) The students or their officials of the Industrial unit concerned can contact with the Head of the department Affiliated colleges of the department of Commerce through for exchange of information, if any. Similarly, the Coordinator for the Project work will be a Senior Teaching Staff, who will KEEP SENDING WhatsApp / Telegram MESSAGES to staff members then and there, including the guide allotment on the advice of the Head of the Department of the Commerce.
- 8) Evaluation of the project Reports will be done (for 75 marks, which would have a 25 marks component for viva voce examination, conducted online or offline) as usual during the end Semester Exams; however the academic quality of the reports will be based on the **certificate issued by the Guide teachers** who will award internal marks (25 = 10+15 for two Successive Reviews) based on the regularity and performance in report writing by the student-trainees.

SEMESTER: IV CORE ELECTIVE: IV	22PCAPE45-1: INTERNATIONAL FINANCE AND FOREIGN EXCHANGE	CREDITS: 3 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To enable the students to gain knowledge on international finance
- 2) To make the students to understand the International Financial Institutions
- 3) To make the students to understand the Regional Financial Institutions
- 4) To make the students to comprehend the foreign exchange dealings by commercial banks and RBI
- 5) To educate the students to understand and compute the exchange rates

Unit I: Introduction

Significance and Importance of International Finance – Scope and Limitation – Foreign Aid – Indian Experience.

Unit II: International Financial Institutions

Organisation, Functions, Objective and working of International Bank for Reconstruction and Development (IBRD) and International Monetary Fund (IMF).

Unit III: Regional Financial Institutions

Objectives and Functions of International Development Association, International Finance Corporation – The Bank for International Settlements (BIS) and Asian Development Bank (ADB).

Unit IV: Foreign Exchange

Foreign Exchange – Meaning and Definition – Foreign Exchange Market – Authorised Dealers – Money changers – Foreign Exchange Dealings by Commercial Bank and Reserve Bank of India

Unit V: Rate of Exchange

Introduction – Factors influencing exchange rates – Direct rate and Indirect Rate — Exchange arithmetic – Computation of exchange rates.

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Appraise the fundamental knowledge on working of international financial Institutions in India.
- 2) Gain knowledge of role of international financial institutions like BIS and ADB
- 3) Monitor foreign exchange market movement
- 4) Recall the foreign exchange dealings by commercial banks and RBI.
- 5) Calculate and compute foreign exchange rates.

Text Books

- 1) Alan C. Shapiro 2017, Multinational Financial Management, Prentice Hall of India, New Delhi
- 2) Bhalla, V.K. 2016 International Financial Management, Anmol Pub., New Delhi.

- 3) Keshkamat,V.V-2015, Foreign Exchange: A Introduction, Vivek Pub., Mumbai.

Supplementary Readings

- 1) Balagopal,T.A.S 2016, Export Management, Himalaya Pub., Mumbai
- 2) Buckly 2016 Multinational Finance, PHI, New Delhi.
- 3) Jeevanatham 2016, Foreign Exchange and Risk Management, Sultan Chand, New Delhi.
- 4) Jeevanatham 2016, Foreign Exchange –Principles Practices and Control, Sultan Chand, and Sons, New Delhi.
- 5) Simha, SLN 2017, International Monetary Reforms, Vora and Co, Mumbai

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	1	1	3	3	3
CO2	2	2	1	3	3
CO3	2	3	1	3	3
CO4	3	3	1	2	3
CO5	3	3	3	2	3

***3**– Strong, **2**- Medium

SEMESTER: IV CORE ELECTIVE: IV	22PCAPE45-2: ENTREPRENEURSHIP DEVELOPMENT	CREDITS: 3 HOURS:6/W
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COURSE OBJECTIVES

- 1) To Instruct the characteristics essential for entrepreneur and the role of entrepreneur in economic development.
- 2) To make the students to understand the training
- 3) To Teach the student to conduct various types of feasibility studies.
- 4) To enable the students to learn the legal requirements to establish industrial Units
- 5) To Educate the students of various sources of obtaining funds from financing agencies and enlightening them about incentives and subsidies available for starting entrepreneurial ventures.

Unit I: Introduction to Entrepreneurship:

Entrepreneur – Definition – Characteristics – Types – functions - Entrepreneurship – Role of environment in entrepreneurship - Theories of entrepreneurship – Role of Entrepreneur in economic development – Social Responsibility.

Unit II: Training and Development:

Entrepreneurial Behaviour – Motivation – Motivational Drivers – Internal and External - Need for Training- Phases of EDP Training - Evaluation of EDP – Institutions involved in Entrepreneurial Development Programmes – DIC - EDII.

Unit III: Feasibility Study

Business Idea Generation – Sources of Business Ideas – Project Identification and formulation - feasibility analysis – Project Evaluation – Project Report.

Unit III: Support for Entrepreneur:

Promotion of a Venture – Legal requirements for establishing units – Raising funds – Venture capital sources – Documents required – Institutional support by government for funding MSME – Commercial banks.

Unit IV: Incentives and Subsidies:

Need for incentives and subsidies – Subsidized services – subsidy for market – Transport subsidy – Seed capital assistance – Taxation benefits – Special subsidies for exports - Role of export promotion and import substitution.

Unit V: Recent Development in Entrepreneurship

Development of women entrepreneurs – Rural Entrepreneurship - Social Entrepreneur – Self Help group - Need for inclusion of self help groups in entrepreneurship - Franchising – Types – Net working – Places for Networking – Stages of Net working .

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Groom entrepreneurial qualities and learn the modalities of undertaking feasibility studies.
- 2) Gain awareness about the sources of funding the ventures and various incentives and subsidies
- 3) Understand the legal requirement for establishing ventures and institutional support for starting ventures.
- 4) Keep themselves posted of recent developments in the sphere of entrepreneurial development.
- 5) Apply entrepreneurial fundamentals in practice in starting ventures.

Text Books

- 1) Khanka.S, 2017 Entrepreneurial Development, S.Chand and Co, New Delhi.
- 2) Gupta C.B and N.P. Srinivasan, 2013 Entrepreneurial Development, Sultan Chand and Sons, New Delhi.
- 3) Sundar.K 2019 Entrepreneurship Development, Vijay Nicole Imprints Ltd, Chennai

Supplementary Readings

- 1) Desai, V. 2012. The Dynamics of Entrepreneurial Development and Management Himalaya Publications Ltd. Mumbai
- 2) Scharantimath, P. M. 2017 Entrepreneurial Development, Pearson Education. New Delhi.
- 3) Gupta S.L and Arun Mittal, 2011 Entrepreneurial Development, International Pvt Book House Ltd, Chennai
- 4) Vasant Urmila Rai 2017 Entrepreneurial Development, Himalaya Publishing House, New Delhi
- 5) Rajshankar, 2012 Entrepreneurial Development Vijay Nicole ImprintsLtd,Chennai

OUTCOME MAPPING

	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	1	1	3	3	3
CO2	2	2	1	3	3
CO3	2	3	1	3	3
CO4	3	3	1	2	3
CO5	3	3	3	2	3

*3- Strong, 2- Medium, 1- Low

SEMESTER: IV CORE ELECTIVE: IV	22PCOME45-3: RETAIL MANAGEMENT	CREDITS 3 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To sensitize the students to various retail marketing.
- 2) To enable the students to comprehend the global trends in retailing.
- 3) To educate the student to understand the retail formats.
- 4) To provide knowledge on merchandise management
- 5) To acquaint the students with strategies of retail shop management.

Unit I : Retail Marketing

Retailing: Meaning, Definition – Characteristics – Traditional and Non-Traditional Retailing – Applications of Information Technology in Retail Management – E-Retailing.

Unit II : Global Trends in Retailing

Global trend in Retailing: Indian Retail Industry – Drivers to the growth of retail – Macro and Micro Environmental Influences – Creativity in Retailing – Emerging trends and Challenges – FDI in Retailing – Rural Retailing.

Unit III : Retail Formats

Retail Formats: Types – Choice of Location – Store Layout and Designs – Positioning of Retail Shops – Retail Store Image – Retail Service Quality Management – Retail Administration; Store Management, HRM, Information Systems.

Unit IV: Merchandise Management

Merchandise Management: Service Retailing Vs. Product Retailing – Retail Branding – Pricing for Retail – Promotion – Supply Chain and Logistics – Handling Returns – Retail Marketing Strategies – Retail Communications – Mail Management

Unit V : Shopping Process

Shopping Process: Influences of Shoppers attitude, perception, personality and life style in retail shopping behavior – Handling Complaints – Delivering Value to retail shoppers – CRM in retailing – Retail Research

COURSE OUTCOMES

After the successful completion of the course, the students will be able to:

- 1) Learn the channels of distribution in place in Retail Trade.
- 2) Appreciate the dynamics of global trends in retailing.
- 3) Formulate strategies to operate successfully in retail
- 4) Apply the concept of retail shop management in practice.
- 5) Apply knowledge in framing Retail strategies.

Text Books

- 1) Natarajan L 2016 Retail Marketing, Margham Publications, Chennai
- 2) Balaji C 2016 Retail Management, Oxford University Press, New Delhi

- 3) U.C.Mathur 2013 Retail Management Text and Cases. IK International Publishing Houses (P) Ltd, New Delhi

Supplementary Readings

- 1) Gibson 2017 Retail Management, Pearson Publication, New Delhi
- 2) Bernan.B, Evens and Shrivastava, 2017 Retail Management – A Strategic Approach, Pearsons Publications, New Delhi
- 3) Sudarshan 2017 Sessaanna and Raga Prasad Mcgraw-Hill Education, New Delhi
- 4) Nayak J.K and Prakash C.Dash 2016 Retail Management, Cegage India Private Ltd, New Delhi
- 5) Herbert S.Collins 2017 Retail Store Management. Forgotten Books, New Delhi.