

# PERIYAR UNIVERSITY

**SALEM-636011**



**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
(CDOE)**

**Syllabus for**

**B.COM.**

**(SEMESTER PATTERN)**

For the Candidate admitted from 2023-2024 onwards

# Contents

- i. Regulations
- ii. PO and PSO Description
- iii. UG–Template
- iv. Methods of Evaluation & Methods of Assessment
- v. Semester Index.
- vi. Subjects–Core, Elective, Non major, Skill Enhanced, Ability Enhanced, Extension Activity, Environment, Professional Competency
  - 1) Course Lesson Box
  - 2) Course Objectives
  - 3) Units
  - 4) Learning Outcome
  - 5) Reference and Text Books
  - 6) Web Sources
  - 7) PO & PSO Mapping tables

**REGULATIONS FOR UNDER GRADUATE DEGREE COURSES**  
**IN SCIENCES, HUMANITIES, SOCIAL SCIENCES AND**  
**COMMERCE CBCS PATTERN**

**Definitions :**

**Programme:** – Programme means a course of study leading to the award of a degree in a discipline.

**Course** : Course refers to a subject offered under the degree programme.

**Part I** : Tamil/ Other languages: means–Tamil/other languages offered under Part I of the programme

**Part II** : English: means–English language offered under Part II of the programme.

**Part III** : Means Core courses and Elective courses including laboratory.

: Elective Papers -An open choice of topics categorized under Generic and Discipline Centric

**Part IV** : **Non-Major Electives** Mean selective subjects offered under Part IV

**Skill Enhancement Courses** - means the courses offered as skill based courses under Part IV of the programme aimed at imparting Advanced Skill.

**Foundation Course:** means courses such as to ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning abstract Statistics and simulating mathematical concepts to real world.

**Value Education (III year - V Semester)**

**Environmental Studies (II year – III & IV Semester)**

**Internship/Industrial Training-** Practical training at the Industry, Banking Sector, Private, Public sector organizations, Educational institutions, enable the students gain professional experience and also become responsible citizens.

**Project with Viva – voce** - Application of the concept to real situation is conceived resulting in tangible outcome.

## **Introduction of Professional Competency Component**

**Part V** : Extension Activities: means all those activities under NSS/ NCC/ Sports/ YRC programme and other co and extra curricular activities offered under part V of the programme.

Detailed explanations of the above with relevant credits are given under Schemes of Examination along with Distribution of Marks and Credits.

**Duration:** Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the under graduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions of the University.

**Credits:** Means the weightage given to each course of study (subject) by the experts of the Board of Studies concerned.

**Credit System:** Means, the course of study under this regulation, where weightage of credits are spread over different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of 140 credits are prescribed for the Undergraduate Programme (Three years).

**Choice Based Credit System:** All Under graduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

### **1. Eligibility for Admission to the Course**

Candidate for admission to the first year of the UG degree programme shall be required to have passed the higher secondary examination (Academic or Vocational) conducted by the Govt. of Tamil Nadu in the relevant subjects or other examinations accepted as equivalent thereto by the Syndicate, subject to such other conditions as may be prescribed therefor.

## **2. Duration of the Course**

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examinations shall be conducted at the end of every semester for the respective subjects. Each semester has 90 working days consisting of 5 teaching hours per working day. Thus, each semester has 450 teaching hours, and the whole programme has 2,600 teaching hours.

## **3. Course of Study**

The course of study for the UG degree courses of all branches shall consist of the following:

### **Part-I: Tamil**

Tamil or any one of the following modern/classical languages, i.e., Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic, & Urdu. The subject shall be offered during the first four semesters with one examination at the end of each semester (4 courses – 12 credits).

### **Part II: English**

The subject shall be offered during the first four semesters with one examination at the end of each semester (4 courses – 12 credits).

### **PartIII:**

#### **Core subject**

As prescribed in the scheme of examination. Examinations shall be conducted in the core subjects at the end of every semester. For the programmes with 4-semester languages, 15 core courses with 68 credits are to be offered.

#### **Electives courses**

Four elective courses with 12 credits are to be offered, one in each of the first four semesters. Elective subjects are to be selected from the list of electives prescribed by the Board of Studies concerned.

## **Discipline Specific Elective**

Four DSE courses with 12 credits are to be offered: two in the fifth semester and two in the sixth semester. DSE subjects are to be selected from the list of DSEs prescribed by the Board of Studies concerned.

## **Part IV**

### **1. Skill Enhancement Course:**

All the UG programmes shall offer seven courses of Skill Enhancement subjects in I, II, III, and IV semesters with 13 credits, for which examinations shall be conducted at the end of the respective semesters.

### **2. Environmental Studies:**

All the UG programmes shall offer a course in Environmental Studies subjects and it shall be offered in the third and fourth semester. Examination shall be conducted at the end of fourth semester (one course with 2 credits).

### **3. Value Education:**

All the UG programmes shall offer a course in 'Value Education,' which shall be offered in the fifth semester. Examination shall be conducted at the end of the semester.

## **Part V: Extension Activities (One Credit)**

Every student shall participate compulsorily for a period of not less than two years (4 semesters) in any one of the following programmes.

NSS NCC

Sports YRC

Other Extra curricular activities.

The student's performance shall be examined by the staff in charge of extension activities, along with the Head of the respective department and a

senior member of the department, on the following parameters. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for regularity of attendance.

60% of marks for active participation in classes/camps/games/special camps/programmes in the college/district/state/university activities.

10% of marks for exemplary awards/certificates/prizes.

10% of marks for other social components such as blood donations, fine arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A	-	Exemplary	-	80 and above
B	-	Very Good	-	70-79
C	-	Good	-	60-69
D	-	Fair	-	50-59
E	-	Satisfactory	-	40-49

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

#### **4. Requirement to appear for the examinations**

- a) A Candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if he/she secures **not less than 75%** of attendance in the number of working days during the semester.
- b) A candidate who has secured less than 75% but 65% and above attendance in any semester has to pay a fine of Rs. 800/-, and the candidate shall be permitted to appear for the university examination in that semester itself.

- c) A candidate who has secured less than 65% but 50% and above attendance in any semester has to pay a fine of Rs. 800/-, and can appear for both semester papers together at the end of the later semester.
- d) A candidate who has secured less than 50% of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 50%.

## **5. Scheme of examination**

As given in the annexure.

## **6. Restrictions to appear for the examinations**

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) Candidates who fail in any of the courses of Part I, II, III, IV, & V of UG degree examinations shall complete the course concerned within 5 years from the date of admission to the said programme. Should they fail to do so, they shall take the examination in the texts/revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus, they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to a change of regulation and/or curriculum after the 5-year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation curriculum for the award of the degree.

## **7. Medium of Instruction and examinations**

The medium of instruction and examinations for the courses of Part I, II, & IV shall be the language concerned. For Part III courses other than modern languages, the medium of instruction shall be either Tamil or English, and the medium of examinations is English/Tamil irrespective of the medium of instruction. For modern languages, the medium of instruction and examination shall be the language concerned.



## 8. Submission of Record Notebooks for practical examinations

Candidates appearing for practical examinations should submit bona fide Record Notebooks prescribed for practical examinations; otherwise, the candidates shall not be permitted to appear for the practical examinations.

## 9. Passing Minimum

- a) A candidate who secures not less than 40% in the University (external) examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III, & IV shall be declared to have passed the examination in the subject (theory or practical).
- b) A candidate who secures not less than 40% of the total marks prescribed for the subject under Part IV degree programme, irrespective of whether the performance is assessed at the end-of-semester examination or by continuous internal assessment, shall be declared to have passed in that subject.
- c) A candidate who passes the examination in all the courses of Part I, II, III, IV, & V shall be declared to have passed the whole examination.

## 10. Distribution

Table 1(A): The following is the distribution of marks for external and internal for University (external) examination and continuous internal assessment, and the passing minimum marks for theory papers of UG programmes.

**Table1 (A)**

TOTAL MARKS	EXTERNAL		INTERNAL		Overall Passing Minimum for total marks (Internal +External)
	Max. marks	Passing Minimum for external alone	Max. marks	Passing Minimum for external alone	
100	75	30	25	10	40

Table 1(B): The following are the distribution of marks for continuous internal assessments in theory papers of UG programmes:

**Table 1 (B)**

<b>METHODS OF EVALUATION</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		<b>25 Marks</b>
	Assignments/Snap Test/Quiz		
	Seminars		
	Attendance and Class Participation		
<b>External Evaluation</b>	End Semester Examination		<b>75 Marks</b>
<b>Total</b>			<b>100 Marks</b>

Table 2(A): The following is the distribution of marks for University (external) examinations and continuous internal assessments, and the passing minimum marks for the practical courses of UG programmes.

**Table 2 (A)**

<b>TOTAL MARKS</b>	<b>EXTERNAL</b>		<b>INTERNAL</b>		<b>Overall Passing Minimum for total marks (Internal + External)</b>
	<b>Max. marks</b>	<b>Passing Minimum for external alone</b>	<b>Max. marks</b>	<b>Passing Minimum for external alone</b>	
<b>100</b>	<b>75</b>	<b>30</b>	<b>25</b>	<b>10</b>	<b>40</b>

Table 2(B): The following are the distribution of marks for the continuous internal assessment in UG practical courses:

**Table 2 (B)**

<b>METHODS OF EVALUATION</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	<b>25 Marks</b>
	Assignments/Snap Test/Quiz	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	<b>75 Marks</b>
<b>Total</b>		<b>100 Marks</b>

The following courses shall have end-semester examinations and continuous internal assessment:

**Table3**

<b>S.No.</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
1.	Value Education	25	75	100
2.	Environmental Studies	25	75	100
3.	Non Major Electives 1 <sup>st</sup> semester	25	75	100
4.	Non Major Electives 2 <sup>nd</sup> semester	25	75	100

## **11. Grading**

Once the marks of the CIA and end-semester examinations for each course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade and grade point as per the details given below:

**Table 4**

**Conversion of Marks to Grade Points and Letter Grade**

**(Performance in a Course / Paper)**

<b>RANGE OF MARKS</b>	<b>GRADE POINTS</b>	<b>LETTER GRADE</b>	<b>DESCRIPTION</b>
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	VeryGood
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

i = Credits earned for course i in any semester.

G<sub>i</sub> = Grade point obtained for course i in any semester.

n = Refers to the semester in which such course was credited..

**Grade point average (for a Semester):**

**Calculation of grade point average semester-wise and part-wise is as follows:**

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the multiplication of grade points by the credits of the courses offered under each part

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses offered under each part}}{\text{Sum of the credits of the courses under each part in a semester}}$$

### Calculation of Grade Point Average (CGPA) (for the entire programme):

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part-wise computed final grades based on the range of CGPA.

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i (C_{ni} G_{ni})}{\sum_n \sum_i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme under each part  
CGPA =  $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme under each part}}{\text{Sum of the credits of the courses of the entire programme under each part}}$

**Table - 5**

CGPA	GRADE
9.5 - 10.0	O+
9.0 and above but below 9.5	O
8.5 and above but below 9.0	D++
8.0 and above but below 8.5	D+
7.5 and above but below 8.0	D
7.0 and above but below 7.5	A++
6.5 and above but below 7.0	A+
6.0 and above but below 6.5	A
5.5 and above but below 6.0	B+
5.0 and above but below 5.5	B
4.5 and above but below 5.0	C+
4.0 and above but below 4.5	C
0.0 and above but below 4.0	U

### 12. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

### 13. Classification of Successful candidates

A candidate who passes all the examinations in Part I to Part V securing the following CGPA and Grades shall be declared as follows for Part I or Part II or Part III:

**Table 6**

CGAP	GRADE	CLASSIFICATION OF FINAL RESULTS
9.5 -10.0	O+	First Class Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	

- a. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 with equivalent grades “O” or “O+” in Part III comprising Core, Electives, and Allied subjects shall be placed in the category of “**First Class – Exemplary**”.
- b. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 with equivalent grades “D” or “D+” or “D++” in Part III comprising Core, Electives, and Allied subjects shall be placed in the category of “**First Class With Distinction**”.
- c. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades “A” or “A+” or “A++” shall be declared to have passed that part in “**First Class**”.
- d. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.5 to 6 and equivalent grades “B” or “B+” shall be declared to have passed that part in “**Second Class**”.

- e. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 4.5 to 5 and equivalent grades “C” or “C++” shall be declared to have passed that part in “**Third Class**”.
- f. There shall be no classifications of final results; therefore, there will be no award of class for Part IV and Part V. However, those parts shall be awarded final grades in the end semester statements of marks and in the consolidated statement of marks.

#### **14. Conferment of the Degree:**

No candidate shall be eligible for conferment of the degree unless he/she

- i. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed thereof.
- ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. Has successfully completed the prescribed Field Work/Institutional Training as evidenced by a certificate issued by the Principal of the College.

#### **15. Ranking**

A candidate who qualifies for the UG degree course by passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course, and secures First Class shall be eligible for ranking. Such ranking shall be confined to 10% of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

#### **16. Additional Degree**

- a. The following are the norms prescribed for students admitted from 2010-11 onwards.  
Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so, and such a candidate shall join a college in the III year of the course. He/she shall be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV, and Part V, and

common allied subjects (if any) already passed by the candidate. A candidate desirous of obtaining an additional UG degree involving practical shall also be permitted to do so. Such a candidate shall join a college in the II year of the course, and he/she shall be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV, and Part V, and the common allied subjects (if any) already passed. Such candidates should obtain exemption from the university by paying a fee of Rs. 500/-.

b. The following is for students admitted prior to 2008-09:

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so, and such a candidate shall join a college in the III year of the course. He/she shall be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV, Part V, and common allied subjects (if any) already passed by the candidate. A candidate desirous of obtaining an additional UG degree involving practical shall also be permitted to do so. Such a candidate shall join a college in the II year of the course, and he/she shall be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV, Part V, and the common allied subjects (if any) already passed. Such candidates should obtain exemption from the university by paying a fee of Rs. 500/-.

### 17. Evening College

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

### 18. Question Paper Pattern

**Table – 7**

<b>Maximum 75 Marks wherever applicable</b>			
<b>Section A</b>	Multiple Choice Questions	15*1=15	15 questions 3 each from every unit
<b>Section B</b>	Short answer questions of either/or type (like 1.a or b)	2*5=10	2 questions 1 each from every unit
<b>Section C</b>	Essay type question of any three out of five questions.	5*10=50	5 questions 1 each from every unit with internal choice of (a) or (b).



### 1. Syllabus

The syllabus for various courses shall be clearly demarcated into five viable units in each paper/subject.

### 2. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations shall be in vogue without any change for a minimum period of three years from the date of approval of their approval. The University may revise/amend/change the Regulations and Scheme of Examinations, if found necessary.

### 3. Transitory Provision

Candidates who have undergone the Course of Study prior to the Academic Year 2023-2024 shall be permitted to take the Examinations under those Regulations for a period of four years, i.e., up to and inclusive of the Examination of April 2028. Thereafter, they shall be permitted to take the Examination only under the Regulations in force at that time.

#### PROGRAMME OBJECTIVE:

The B.Com Degree Programme provides ample exposure to courses from the fields of Commerce, Accountancy, and Management. The course equips the students for entry-level jobs in industry, promotes the growth of their professional career, entrepreneurship, and is a key contributor to the economic development of the country.

<b>TANSICHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDERGRADUATE PROGRAMME</b>	
<b>Programme:</b>	<b>B.Com General</b>
<b>Programme Code:</b>	
<b>Duration:</b>	<b>UG-3 years</b>
<b>Programme Outcomes</b>	<b>PO1: Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study. <b>PO2: Communication Skills:</b> Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise

	<p>manner to different groups.</p> <p><b>PO3: Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, and beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies, and theories by following a scientific approach to knowledge development.</p> <p><b>PO4: Problem solving:</b> Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real-life situations.</p> <p><b>PO5: Analytical reasoning:</b> Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.</p> <p><b>PO6: Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing, and articulating; ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret, and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute, and report the results of an experiment or investigation.</p>
--	---

	<p><b>PO7: Cooperation/Teamwork:</b> Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.</p> <p><b>PO8: Scientific reasoning:</b> Ability to analyze, interpret, and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence, and experiences from an open-minded and reasoned perspective.</p> <p><b>PO9: Reflective thinking:</b> Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.</p> <p><b>PO10: Information/digital literacy:</b> Capability to use ICT in a variety of learning situations, demonstrate the ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.</p> <p><b>PO11: Self-directed learning:</b> Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p><b>PO12: Multicultural competence:</b> Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p><b>PO13: Moral and ethical awareness/reasoning:</b> Ability to embrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one’s work, avoid unethical behavior such as fabrication, falsification, or</p>
--	--

	<p>misrepresentation of data, or committing plagiarism, and not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased, and truthful actions in all aspects of work.</p> <p><b>PO14: Leadership readiness/qualities:</b> Capability for mapping out the tasks of a team or an organization, setting direction, formulating an inspiring vision, building a team to help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination in a smooth and efficient way.</p> <p><b>PO15: Lifelong learning:</b> Ability to acquire knowledge and skills, including "learning how to learn," that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trends and demands of the workplace through knowledge/skill development/reskilling.</p>
<p><b>Programme Specific Outcomes:</b></p>	<p><b>PSO1 – Placement:</b> To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, and beliefs, and apply diverse frames of reference to decisions and actions.</p> <p><b>PSO2 – Entrepreneur:</b> To create effective entrepreneurs by enhancing their critical thinking, problem-solving, decision-making, and leadership skills that will facilitate startups and high-potential organizations.</p> <p><b>PSO3 – Research and Development:</b> Design and implement HR systems and practices grounded in researches that comply with employment laws, leading the organization towards growth and development.</p> <p><b>PSO4 – Contribution to Business World:</b> To produce employable, ethical, and innovative professionals to sustain in the dynamic business world.</p> <p><b>PSO5 – Contribution to the Society:</b> To contribute to the development of society by collaborating with stakeholders for mutual benefit.</p>

### Credit Distribution for UG Programmes

SemI	Credit	H	SemII	Credit	H	SemIII	Credit	H	SemIV	Credit	H	SemV	Credit	H	SemVI	Credit	H
Part 1.Language –Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course– \CCIX	4	5	6.1 Core Course – CC XIII	4	6
Part.2E nglish	3	6	Part...2 English	3	6	Part.2 English	3	6	Part.2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CCXIV	4	6
1.3 Core Course–CCI	5	5	2..3 Core Course – CCIII	5	5	3.3 Core Course –CCV	5	5	4.3 Core Course – CCVII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CCXV	4	6
1.4 Core Course – CCII	5	5	2.4 Core Course – CCIV	5	5	3.4 Core Course –CCVI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course– /Project with viva- voce CC-XII	4	5	6.4 Elective-VII Generic/ Discipline Specific	3	5
1.5Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5ElectiveIII Generic/ Discipline Specific	3	4	4.5ElectiveI V Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 ElectiveVII IGeneric/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC- 4,(Entrepreneuri alSkill)	1	1	4.6Skill Enhancement Course SEC-6	2	2	5.6 ElectiveVI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-

1.7 Skill Enhancement (Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement CourseSEC-5	2	2	4.7Skill Enhancement CourseSEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8E.V.S.	-	1	4.8E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	<b>23</b>	<b>30</b>		<b>23</b>	<b>30</b>		<b>22</b>	<b>30</b>		<b>25</b>	<b>30</b>		<b>26</b>	<b>30</b>		<b>21</b>	<b>30</b>
<b>Total– 140Credits</b>																	

**Choice Based Credit System (CBCS),  
Learning Outcomes Based Curriculum Framework (LOCF)  
Guideline Based Credit and Hours Distribution System for all UG courses,  
Including Lab Hours**

**FirstYear–Semester-I**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language–Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [inTotal]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		<b>23</b>	<b>30</b>

**Semester-II**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No.of Hours</b>
Part-1	Language–Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [inTotal]	13	14
Part-4	Skill Enhancement Course-SEC-2: NME	2	2
	Skill Enhancement Course-SEC-3(Discipline/Subject Specific)	2	2
		<b>23</b>	<b>30</b>

**Second Year–Semester-III**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language-Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory[inTotal]	13	14
Part-4	Skill Enhancement Course-SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course-SEC-5(Discipline/Subject Specific)	2	2
	E.V.S	-	1
		<b>22</b>	<b>30</b>

### Semester-IV

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No.of Hours</b>
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [inTotal]	13	13
Part-4	Skill Enhancement Course-SEC-6 (Discipline/Subject Specific)	2	2
	Skill Enhancement Course-SEC-7 (Discipline/Subject Specific)	2	2
	E.V.S	2	1
		<b>25</b>	<b>30</b>

### Third Year Semester-V

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No.of Hours</b>
<b>Part-3</b>	Core Courses including Project/Elective Based	22	26
<b>Part-4</b>	Value Education	2	2
	Internship/Industrial Visit/Field Visit	2	2
		<b>26</b>	<b>30</b>

### Semester-VI

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No.of Hours</b>
<b>Part-3</b>	Core Courses including Project/Elective Based & LAB	18	28
<b>Part-4</b>	Extension Activity	1	-
	Professional Competency Skill	2	2
		<b>21</b>	<b>30</b>

### Consolidated Semester-wise and Component-wise Credit Distribution

<b>Parts</b>	<b>Sem I</b>	<b>Sem II</b>	<b>Sem III</b>	<b>Sem IV</b>	<b>Sem V</b>	<b>Sem VI</b>	<b>Total Credits</b>
<b>Part I</b>	3	3	3	3	-	-	12
<b>Part II</b>	3	3	3	3	-	-	12
<b>Part III</b>	13	13	13	13	22	18	92
<b>Part IV</b>	4	4	3	6	4	1	22
<b>Part V</b>	-	-	-	-	-	2	2
<b>Total</b>	23	23	22	25	26	21	<b>140</b>

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the undergraduate programme. The other components, IV and V, have to be completed during the duration of the programme as per the norms to be eligible for obtaining the UG degree.**



<b>METHODS OF EVALUATION</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	<b>25 Marks</b>
	Assignments/Snap Test/Quiz	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	<b>75 Marks</b>
<b>Total</b>		<b>100 Marks</b>
<b>METHODS OF ASSESSMENT</b>		
<b>Remembering (K1)</b>	<ul style="list-style-type: none"> <li>• The lowest level of questions requires students to recall information from the course content.</li> <li>• Knowledge questions usually require students to identify information in the textbook.</li> </ul>	
<b>Understanding (K2)</b>	<ul style="list-style-type: none"> <li>• Understanding of facts and ideas by comprehending, organizing, comparing, translating, interpolating, and interpreting in their own words.</li> <li>• The questions go beyond simple recall and require students to combine data together.</li> </ul>	
<b>Application (K3)</b>	<ul style="list-style-type: none"> <li>• Students have to solve problems by using/applying a concept learned in the classroom.</li> <li>• Students must use their knowledge to determine an exact response.</li> </ul>	
<b>Analyze (K4)</b>	<ul style="list-style-type: none"> <li>• Analyzing the question is one that asks the students to break down something into its component parts.</li> <li>• Analyzing requires students to identify reasons, causes, or motives and reach conclusions or generalizations.</li> </ul>	
<b>Evaluate (K5)</b>	<ul style="list-style-type: none"> <li>• Evaluation requires an individual to make a judgment on something.</li> <li>• Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem.</li> <li>• Students are engaged in decision-making and problem-solving.</li> <li>• Evaluation questions do not have a single right answer.</li> </ul>	
<b>Create (K6)</b>	<ul style="list-style-type: none"> <li>• The questions of this category challenge students to get engaged in creative and original thinking.</li> <li>• Developing original ideas and problem-solving skills.</li> </ul>	

## Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial projects, projects with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components, and incorporating application-oriented content wherever required.
- The Core subjects include the latest developments in education and the scientific front, advanced programming packages allied with the discipline topics, practical training, devising statistical models and algorithms for providing solutions to industry/real-life situations. The curriculum also facilitates peer learning with advanced statistical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Statistics-based problem-solving skills are included as mandatory components in the "Training for Competitive Examinations" course at the final semester, a first of its kind.
- The curriculum is designed to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Statistical Quality Control course is included to expose the students to real-life problems and train them on designing a mathematical model to provide solutions to industrial problems.
- The Internship during the second-year vacation will help the students gain valuable work experience that connects classroom knowledge to real-world experience and to narrow down and focus on their career path.
- The project with a viva-voce component in the fifth semester enables the student to apply conceptual knowledge to practical situations. The state-of-the-art technologies in conducting and explaining in a scientific and systematic way, and arriving at a precise solution, are ensured. Such innovative provisions of industrial training, projects, and internships will give students an edge over their counterparts in the job market.
- State-of-the-art techniques from the streams of multi-disciplinary, cross-disciplinary, and interdisciplinary nature are incorporated as elective courses, covering conventional topics to the latest DBMS and computer software for analytics.

**Value additions in the Revamped Curriculum:**

Semester	Newly introduced Components	Outcome/Benefits
I	<p><b>Foundation Course</b></p> <p>To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning abstract statistics and simulating mathematical concepts to real world.</p>	<ul style="list-style-type: none"> <li>• Instill confidence among students.</li> <li>• Create interest for the subject.</li> </ul>
I,II,III,IV	<p><b>Skill Enhancement Papers</b> (Discipline centric/Generic/ Entrepreneurial)</p>	<ul style="list-style-type: none"> <li>• Industry-ready graduates.</li> <li>• Skilled human resources.</li> <li>• Students are equipped with essential skills to make them employable.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Training on computing/computational skills enables the students to gain knowledge and exposure on the latest computational aspects.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Data analytical skills will enable students to gain internships, apprenticeships, and fieldwork involving data collection, compilation, analysis, etc.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Entrepreneurial skill training will provide an opportunity for independent livelihood.</li> <li>• Generates self-employment.</li> <li>• Creates small-scale entrepreneurs.</li> <li>• Training for girls leads to women empowerment.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Discipline-centric skills will improve the technical know-how of solving real-life problems using ICT tools.</li> </ul>

<b>III,IV,V &amp;VI</b>	Elective papers - An open choice of topics categorized under Generic and Discipline-Centric.	<ul style="list-style-type: none"> <li>• Strengthening the domain knowledge.</li> <li>• Introducing the stakeholders to state-of-the-art techniques from the streams of multi-disciplinary, cross-disciplinary, and interdisciplinary nature.</li> <li>• Students are exposed to the latest topics on Computer Science/IT that require a strong statistical background.</li> <li>• Emerging topics in higher education, industry, communication networks, health sector, etc., are introduced with hands-on training, facilitating the design of statistical models in the respective sectors.</li> </ul>
<b>IV</b>	DBMS and Programming skill Biostatistics Statistical Quality Control Official Statistics Operations Research	<ul style="list-style-type: none"> <li>• Exposure to industry molds students into solution providers.</li> <li>• Generates industry-ready graduates.</li> <li>• Employment opportunities enhanced.</li> </ul>
<b>II year Vacation activity</b>	Internship/Industrial Training	<ul style="list-style-type: none"> <li>• Practical training at the Industry/ Banking Sector/ Private/ Public sector organizations/ Educational institutions enables the students to gain professional experience and also become responsible citizens.</li> </ul>
<b>V Semester</b>	Project with Viva-voce	<ul style="list-style-type: none"> <li>• Self-learning is enhanced.</li> <li>• Application of the concept to real situations is conceived, resulting in tangible outcomes</li> </ul>
<b>VI Semester</b>	Introduction of Professional Competency component	<ul style="list-style-type: none"> <li>• Curriculum design accommodates all categories of learners; the "Statistics for Advanced Explanation" component will comprise advanced topics in statistics and allied fields, for those in the peer group/aspiring researchers.</li> <li>• "Training for Competitive Examinations" caters to the needs of aspirants towards the most sought-after services of the nation, such as UPSC, ISS, CDS, NDA, Banking Services, CAT, TNPSC group services, etc.</li> </ul>
<b>Extra Credits: For Advanced Learners / Honors degree Skills acquired from the Courses</b>		<ul style="list-style-type: none"> <li>• To cater to the needs of peer learners/research aspirants. Knowledge, Problem Solving, Analytical Ability Professional Competency, Professional Communication, Transferable Skills</li> </ul>

**B.COM – GENERAL - CREDIT DISTRIBUTION**

<b>Part</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Credits</b>	<b>Hours</b>
<b>FIRST YEAR</b>				
<b>FIRST SEMESTER</b>				
Part I	24DUFTA01	Language–Tamil	<b>3</b>	<b>6</b>
Part II	24DUFEN01	English	<b>3</b>	<b>6</b>
Part III	24DUCM01	Core Paper I– <b>Financial Accounting I</b>	<b>5</b>	<b>5</b>
Part III	24DUCM02	Core Paper II- <b>Principles of Management</b>	<b>5</b>	<b>5</b>
Part III	24DUCME01	Elective I- Business Communication	3	4
	24DUCME02	Elective I-Indian Economic Development		
	24DUCME03	Elective I- Business Economics		
Part IV	24DUCMN01	Skill Enhancement Course SEC– 1: NME	<b>2</b>	<b>2</b>
	24DUCMFC01	Foundation Course FC (Elements of Industry4.0)	<b>2</b>	<b>2</b>
		<b>TOTAL</b>	<b>23</b>	<b>30</b>
<b>SECOND SEMESTER</b>				
Part I	24DUFTA02	Language–Tamil	<b>3</b>	<b>6</b>
Part II	24DUFEN02	English	<b>3</b>	<b>6</b>
Part III	24DUCM03	Core Paper III– <b>Financial Accounting II</b>	<b>5</b>	<b>5</b>
Part III	24DUCM04	Core Paper IV- <b>Business Law</b>	<b>5</b>	<b>5</b>
Part III	24DUCME04	Elective II-Business Environment	3	4
	24DUCME05	Elective II-Insurance and Risk Management		
	24DUCME06	Elective II–International Trade		
	24DUCMN02	Skill Enhancement Course SEC–2: NME	<b>2</b>	<b>2</b>

PartIV	24DUCMN03	Skill Enhancement Course– SEC3 (Industrial Law)	2	2
		<b>TOTAL</b>	<b>23</b>	<b>30</b>
<b>Part</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Credits</b>	<b>Hours</b>
<b>SECOND YEAR</b>				
<b>THIRD SEMESTER</b>				
Part I	24DUFTA03	Language–Tamil	3	6
Part II	24DUFEN03	English	3	6
Part III	24DUCM05	Core Paper V- <b>Corporate Accounting I</b>	5	5
Part III	24DUCM06	Core Paper VI- <b>Company Law</b>	5	5
Part IV	24DUCME07	Elective III–Business Legislation	3	4
	24DUCME08	Elective III–Business Mathematics & Statistics		
	24DUCME09	Elective III–E-Commerce		
PartIV	24DUCMN04	Skill Enhance Course SEC – 4 (Tally Practical)	1	1
	24DUCMN05	Skill Enhancement Course – SEC 5 (Capital Markets)	2	2
		Environmental Studies		1
		<b>TOTAL</b>	<b>22</b>	<b>30</b>
<b>FOURTH SEMESTER</b>				
Part I	24DUFTA04	Language–Tamil	3	6
Part II	24DUFEN04	English	3	6
Part III	24DUCM07	Core Paper VII– <b>Corporate AccountingII</b>	5	5
Part III	24DUCM08	Core Paper VIII – <b>Principles of Marketing</b>	5	5
Part III	24DUCME10	Elective IV– Financial Services		
	24DUCME11	Elective IV– Consumerism & Consumer Protection		

	24DUCME12	Elective IV – Operations Research	3	3
Part IV	24DUCMN06	Skill Enhance Course SEC – 6 (Service Marketing)	2	2
	24DUCMN07	Skill Enhancement Course– SEC7 (Commerce Practical)	2	2
		Environmental Studies	2	1
		<b>TOTAL</b>	<b>25</b>	<b>30</b>

Part	Course Code	Title of the Course	Credits	Hours
	Second year Vacation Internship -45hours			
<b>THIRD YEAR</b>				
<b>FIFTH SEMESTER</b>				
Part III	24DUCM09	Core Paper IX – <b>Cost Accounting I</b>	4	5
Part III	24DUCM10	Core Paper X – <b>Banking Law and Practice</b>	4	5
Part III	24DUCM11	Core Paper XI– <b>Income Tax Law and PracticeI</b>	4	5
Part III	24DUCM12	Core Paper XII– Project Vivavoce/ <b>Auditing and Corporate Governance</b>	4	5
Part III	24DUCME13 /	Discipline Specific Elective1/2- Financial Management/ Indirect Taxation	3	4
	24DUCME14			
	24DUCME15 /	Discipline Specific Elective 3/4 – Human Resource Management/Office Management & Secretarial Practice	3	4
24DUCME16				
Part IV		Value Education	2	2
		Summer Internship/ Industrial Training	2	-
		<b>TOTAL</b>	<b>26</b>	<b>30</b>

<b>SIXTH SEMESTER</b>				
Part III	24DUCM13	Core Paper XIII– <b>Cost Accounting-II</b>	<b>4</b>	<b>6</b>
Part III	24DUCM14	Core Paper XIV- <b>Management Accounting</b>	<b>4</b>	<b>6</b>
Part III	24DUCM15	Core Paper XV- <b>Income Tax Law and PracticeII</b>	<b>4</b>	<b>6</b>
Part III	24DUCME17 / 24DUCME18	Discipline Specific Elective 5/- Entrepreneurial Development / Computer Application in Business	<b>3</b>	<b>5</b>
	24DUCME19 / 24DUCME20	Discipline Specific Elective 7/8- Logistics and Supply Chain Management/ 8/8 –Spreadsheet for Business	<b>3</b>	<b>5</b>
	24DUCMCE01	General awareness for Competitive Examination	<b>2</b>	<b>2</b>
PartV		Extension Activity	<b>1</b>	<b>-</b>
		<b>TOTAL</b>	<b>21</b>	<b>30</b>
<b>GRAND TOTAL</b>			<b>140</b>	<b>180</b>



**FIRST YEAR – SEMESTER – I**

**CORE-I: FINANCIAL ACCOUNTING I**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM01	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the basic accounting concepts and standards.								
<b>LO2</b>	To know the basis for calculating business profits.								
<b>LO3</b>	To familiarize with the accounting treatment of depreciation.								
<b>LO4</b>	To learn the methods of calculating profit for the single entry system.								
<b>LO5</b>	To gain knowledge on the accounting treatment of insurance claims.								
<b>Prerequisites: Should have studied Accountancy in XII Std.</b>									
Unit	Contents								No.of Hours
I	<b>Fundamentals of Financial Accounting</b> Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts - Subsidiary Books - Trial Balance - Classification of Errors - Rectification of Errors - Preparation of Suspense Account Bank Reconciliation Statement – Need and Preparation								15
II	<b>Final Accounts</b> Final Accounts of Sole Trading Concern - Capital and Revenue Expenditure and Receipts - Preparation of Trading, Profit and Loss Account, and Balance Sheet with Adjustments								15
III	<b>Depreciation and Bills of Exchange</b> Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method - Units of Production Method–Cost Model vs Revaluation <b>Bills of Exchange</b> –Definition–Specimens–Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal –Retirement of Bill under rebate.								15

IV	<b>Accounting from Incomplete Records – Single Entry System</b> Incomplete Records-Meaning and Features-Limitations- Difference between Incomplete Records and Double Entry System – Methods of Calculation of Profit –Statement of Affairs Method – Preparation of final statements by Conversion method.	15
V	<b>Royalty and Insurance Claims</b> Meaning – Minimum Rent – Short Working – Recoupment of Short Working–Lessor and Lessee–Sublease–Accounting Treatment. <b>Insurance Claims</b> –Calculation of Claim Amount-Average clause (Loss of Stock only)	15
<b>TOTAL</b>		<b>75</b>

<b>THEORY 20% &amp; PROBLEM 80%</b>	
<b>CO</b>	<b>Course Outcomes</b>
CO1	Remember the concept of rectification of errors and bank reconciliation statements.
CO2	Apply the knowledge in preparing detailed accounts of sole trading concerns.
CO3	Analyze the various methods of providing depreciation.
CO4	Evaluate the methods of calculation of profit
CO5	Determine the royalty accounting treatment and claims from insurance Companies in case of loss of stock.
<b>Textbooks</b>	
1.	S.P. Jain and K.L. Narang, Financial Accounting-I, Kalyani Publishers, New Delhi.
2.	S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3.	Shukla, Grewal, and Gupta, Advanced Accounts, Volume 1, S. Chand and Sons, New Delhi.
4.	Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand, New Delhi.
5.	R.L. Gupta and V.K. Gupta, -Financial Accounting II, Sultan Chand, New Delhi.
<b>Reference Books</b>	
1.	Dr. Arulanandan and Raman, Advanced Accountancy, Himalaya Publications,

	Mumbai.
2.	Tulsian, Advanced Accounting, Tata McGraw-Hill, Noida.
3.	Charumathi and Vinayagam, Financial Accounting, S. Chand and Sons, New Delhi.
4.	Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5.	Robert N. Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases, McGraw-Hill Education, Noida.
<b>NOTE: Latest Edition of Text books May be Used</b>	
<b>Web Resources</b>	
1.	<a href="https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1">https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1</a>
2.	<a href="https://www.slideshare.net/ramusakha/basics-of-financial-accounting">https://www.slideshare.net/ramusakha/basics-of-financial-accounting</a>
3.	<a href="https://www.accountingtools.com/articles/what-is-a-single-entry-system.html">https://www.accountingtools.com/articles/what-is-a-single-entry-system.html</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	3	2	3	2	2	3	2	2
<b>CO2</b>	3	2	3	3	3	2	2	2	3	2	2
<b>CO3</b>	3	2	3	3	3	2	2	2	3	2	2
<b>CO4</b>	3	2	3	3	2	2	2	2	3	2	2
<b>CO5</b>	3	2	3	3	3	2	2	2	3	2	2
<b>TOTAL</b>	15	10	15	15	13	11	10	10	15	10	10
<b>AVERAGE</b>	3	2	3	3	2.6	2.2	2	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**FIRST YEAR – SEMESTER – I**  
**CORE –II:PRINCIPLES OF MANAGEMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM02	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the basic management concepts and functions.								
<b>LO2</b>	To know the various techniques of planning and decision making.								
<b>LO3</b>	To familiarize with the concepts of organization structure.								
<b>LO4</b>	To gain knowledge about the various components of staffing.								
<b>LO5</b>	To enable the students in understanding the control techniques of management								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>IntroductiontoManagement</b> Meaning-Definitions–Nature and Scope-Levels of Management – Importance - Management Vs. Administration – Management: Science or Art–Evolution of Management Thoughts–F.W.Taylor, HenryFayol, Peter F. Drucker, Elton Mayo - Functions of Management – Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.								15
II	<b>Planning</b> Planning–Meaning–Definitions–Nature–Scope and Functions –Importance and Elements of Planning–Types–Planning Process - Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types – Steps in Decision Making–Forecasting.								15
III	<b>Organizing</b> Meaning-Definitions-Nature and Scope – Characteristics – Importance –Types - Formal and Informal Organization– Organization Chart – Organization Structure: Meaning and Types - Departmentalization–Authority and Responsibility–Centralization and Decentralization–Span of Management.								15
IV	<b>Staffing</b> Introduction-Concept of Staffing-Staffing Process–Recruitment –Sources of Recruitment–Modern Recruitment Methods-Selection Procedure – Test- Interview– Training: Need - Types–Promotion– Management Games – Performance Appraisal-Meaning and Methods–360 degree Performance Appraisal–Work from Home – Managing Work from Home [WFH].								15

V	<p><b>Directing</b> Motivation–Meaning-Theories–Communication–Types-Barriers to Communications–Measures to Over come the Barriers.Leadership–Nature-Types and Theories of Leadership–Styles of Leadership-Qualities of a Good Leader–Successful Women Leaders – Challenges faced by women in workforce - Supervision.</p> <p><b>Co-ordination and Control</b> Co-ordination –Meaning-Techniques of Co-ordination. Control-Characteristics-Importance–Stages in the Control Process-Requisites of Effective Control and Controlling Techniques–Management by Exception [MBE].</p>	15
<b>Total</b>		<b>75</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Demonstrate the importance of principles of management.	
<b>CO2</b>	Paraphrase the importance of planning and decision making in an organization.	
<b>CO3</b>	Comprehend the concept of various authorities and responsibilities of an organization.	
<b>CO4</b>	Enumerate the various methods of performance appraisal.	
<b>CO5</b>	Demonstrate the notion of directing, coordination, and control in management.	
<b>Text books</b>		
1	Gupta.C.B,- Principles of Management-L.M.Prasad, S.Chand&SonsCo. Ltd, NewDelhi.	
2	DinkarPagare,Principles of Management,Sultan Chand & Sons Publications, NewDelhi.	
3	P.C.Tripathi&P.N Reddy,Principles of Management.Tata Mc Graw,Hill, Noida.	
4	L.M.Prasad, Principles of Management, S.Chand & Sons Co. Ltd, NewDelhi.	
5	R.K.Sharma,Shashi K.Gupta,Rahul Sharma,Business Management,Kalyani Publications, NewDelhi.	
<b>Reference Books</b>		
1	K Sundhar,Principles Of Management,Vijay Nichole Imprints Limited, Chennai	
2	Harold Koontz,Heinz Weirich,Essentials of Management, Mc Graw Hill, Sultan Chand and Sons, NewDelhi.	

3	Griffin, Management principles and applications, Cengage learning, India.
4	H.Mintzberg-The Nature of Managerial Work, Harper & Row, New York.
5	Eccles, R.G. & Nohria, N. Beyond the Hype: Red is covering the Essence of Management. Boston The Harvard Business School Press, India.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://www.universityofcalicut.info/syl1/management">http://www.universityofcalicut.info/syl1/management</a>
2	<a href="https://www.managementstudyguide.com/manpower-planning.htm">https://www.managementstudyguide.com/manpower-planning.htm</a>
3	<a href="https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392">https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	2	3	3	2	2	2	3	2	3
<b>CO2</b>	3	2	3	3	2	2	2	2	3	2	2
<b>CO3</b>	3	2	2	3	2	2	2	1	3	2	2
<b>CO4</b>	3	2	2	3	2	2	2	2	3	2	2
<b>CO5</b>	3	2	3	3	2	2	2	1	3	2	2
<b>TOTAL</b>	15	10	12	15	11	10	10	8	15	10	11
<b>AVERAGE</b>	3	2	2.4	3	2.2	2	2	1.6	3	2	2.2

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

**FIRST YEAR – SEMESTER – I**

**ELECTIVE-I: BUSINESS COMMUNICATION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME01	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To enable the students to know about the principles, objectives, and importance of communication in commerce and trade.								
<b>LO2</b>	To develop the students to understand about trade enquiries.								
<b>LO3</b>	To make the students aware about various types of business correspondence..								
<b>LO4</b>	To develop he students to write business reports.								
<b>LO5</b>	To enable the learners to update with various types of interviews								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to Business Communication</b> Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication –E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters–Layout								12
II	<b>Trade Enquiries</b> Trade Enquiries – Orders and their Execution – Credit and Status Enquiries–Complaints and Adjustments–Collection Letters–Sales Letters – Circulars								12
III	<b>Banking &amp; Insurance Correspondence</b> Banking Correspondence – Types –Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance–Meaning and Types–Insurance Correspondence–Difference between Life and General Insurance – Meaning of Fire Insurance–Kinds–Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence– Terms of Agency Correspondence								12

IV	<b>Secretarial Correspondence</b> Company Secretarial Correspondence– Introduction – Duties of Secretary–Classification of Secretarial Correspondence– Specimenletters–Agenda and Minutes of Report writing– Introduction –Types of Reports–Preparation of Report Writing	<b>12</b>
V	<b>Interview Preparation</b> Application Letters–Preparation of Resume–Interview: Meaning –Objectives and Techniques of Various Types of Interviews– Creating & maintaining Digital Profile	<b>12</b>
	<b>TOTAL</b>	<b>60</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Acquire the basic concept of business communication.	
<b>CO2</b>	Exposed to effective business letter	
<b>CO3</b>	Paraphrase the concept of various correspondences.	
<b>CO4</b>	Prepare Secretarial Correspondence like agenda, minutes and various business reports.	
<b>CO5</b>	Acquire the skill of preparing an effective resume	
<b>Text books</b>		
<b>1</b>	Rajendra Pal&J.S.Korlahalli,Essentials of Business Communication-Sultan Chand & Sons-New Delhi.	
<b>2</b>	Guptaand Jain,Business Communication,Sahityabahvan Publication,New Delhi.	
<b>3</b>	K.P.Singha, Business Communication, Taxmann, NewDelhi.	
<b>4</b>	R.S.N.PillaiandBhagavathi.S,Commercial Correspondence,Chand Publications, NewDelhi.	
<b>5</b>	M.S.Ramesh and R.Pattenshetty,Effective Business English and Correspondence, S.Chand&Co, Publishers, New Delhi.	
<b>Reference Books</b>		
<b>1</b>	V.K.JainandOmPrakash, Business communication, S.Chand, NewDelhi.	
<b>2</b>	RithikaMotwani, Business communication, Taxmann, NewDelhi.	
<b>3</b>	ShirleyTaylor, Communication for Business-PearsonPublications-NewDelhi.	



4	Bovee, Thill, Schatzman, Business Communication Today-Pearson Education, PrivateLtd-NewDelhi.
5	Penrose, Rasbery, Myers, Advanced BusinessCommunication, Bangalore.
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://accountingseekho.com/">https://accountingseekho.com/</a>
2	<a href="https://www.testpreptraining.com/business-communications-practice-exam-questions">https://www.testpreptraining.com/business-communications-practice-exam-questions</a>
3	<a href="https://bachelors.online.nmims.edu/degree-programs">https://bachelors.online.nmims.edu/degree-programs</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	2	3	2	2	2	2	2	2	2
<b>CO2</b>	3	3	2	3	2	2	2	3	2	2	2
<b>CO3</b>	3	3	2	3	2	2	2	2	2	2	2
<b>CO4</b>	3	3	2	3	2	2	2	2	2	2	2
<b>CO5</b>	3	3	2	3	2	2	2	2	2	2	2
<b>TOTAL</b>	15	15	15	15	10	10	10	11	10	10	10
<b>AVERAGE</b>	3	3	3	3	2	2	2	2.2	2	2	2

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

**FIRST YEAR – SEMESTER – I**

**ELECTIVE-I: INDIAN ECONOMIC DEVELOPMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME02	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the concepts of economic growth and development.								
<b>LO2</b>	To know the features and factors affecting economic development.								
<b>LO3</b>	To gain understanding about the calculation of national income.								
<b>LO4</b>	To examine the role of public finance in economic development.								
<b>LO5</b>	To understand the causes of inflation								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Economic Development and Growth</b> Meaning & Definition-Concepts of Economic Growth and Development. Differences between Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure-Factor affecting Economic Development								12
II	<b>Classification of Nations on the basis of development</b> Characteristics of Developing Countries and Developed Countries -Population and Economic Development-Theories of Demographic Transition. Human Resource Development and Economic Development								12
III	<b>National Income</b> Meaning, Importance, National Income-Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and EconomicWelfare								12

IV	<b>Public Finance</b> Meaning,Importance,Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits - Revenue, Budgetary, Primary and Fiscal, Deficit Financing.	12
V	<b>Money Supply</b> Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation -Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policyin Controlling Money supply	12
<b>TOTAL</b>		<b>60</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Elaborate the role of state and market in economic development.	
<b>CO2</b>	Explain the Sectorial contribution to National Income	
<b>CO3</b>	Illustrate and Compare National Income at constant and current prices.	
<b>CO4</b>	Describe the canons of public expenditure	
<b>CO5</b>	Understand the theories of money and supply	
<b>Textbooks</b>		
1	Duttand Sundaram, Indian Economy,S.Chand,NewDelhi	
2	V.K.Puri,S.K.Mishra,Indian Economy,Himalaya Publishing house, Mumbai	
3	RemeshSingh, Indian Economy,McGraw Hill,Noida.	
4	Nitin Singhania, Indian Economy,McGraw Hill,Noida.	
5	Sanjeverma,The Indian Economy, unique publication, Shimla.	
<b>Reference Books</b>		
1	Ghatak Subrata: Introduction to Development Economics,Routledge Publications, New Delhi.	
2	Sukumoy Chakravarthy:Development Planning- Indian Experience,OUP, NewDelhi.	
3	Ramesh Singh, Indian Economy, Mc Graw Hill,Noida.	

4	Mier,Gerald, M:Leading issues in Economic Development, OUP,New Delhi.
5	Todaro,MichealP :Economic Development in the third world,Orient Longman,Hyderabad
<b>NOTE:Latest Edition of Text books May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://www.jstor.org">http://www.jstor.org</a>
2	<a href="http://www.indiastat.com">http://www.indiastat.com</a>
3	<a href="http://www.epw.in">http://www.epw.in</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	2	3	2	2	2	2	2	2	2
<b>CO2</b>	3	2	3	3	2	2	2	2	2	3	2
<b>CO3</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO4</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO5</b>	3	2	3	3	2	2	2	2	2	2	2
<b>TOTAL</b>	15	10	14	15	10	10	10	10	10	13	10
<b>AVERAGE</b>	3	2	2.8	3	2	2	2	2	2	2.2	2

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

**FIRST YEAR – SEMESTER – I**  
**ELECTIVE-I: BUSINESS ECONOMICS**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME03	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the approaches to economic analysis								
<b>LO2</b>	To know the various determinants of demand								
<b>LO3</b>	To gain knowledge on concept and features of consumer behaviour								
<b>LO4</b>	To learn the laws of variable proportions								
<b>LO5</b>	To enable the students to understand the objectives and importance of pricing Policy								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									

Unit	Contents	No. of Hours
I	<b>Introduction to Economics</b> Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics-Concepts: Production Possibility frontiers–Opportunity Cost–Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles–Concept of Efficiency - Business Cycle:- Theory, Inflation, Depression, Recession, Recovery, Reflation and Deflation.	12
II	<b>Demand &amp; Supply Functions</b> Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting – Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.	12
III	<b>Consumer Behaviour:</b> Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi - Marginal Utility – Cardinal and Ordinal concepts of Utility - Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods-Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.	12

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
IV	<b>Theory of Production</b> Concept of Production - Production Functions: Linear and Non-Linear Homogeneous Production Functions-Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale–Economies of Scale–Internal and External Economies–Internal and External Diseconomies - Producer’s equilibrium	12
V	<b>Market Structure</b> Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives–Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly –Monopolistic Competition–Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly–Meaning–features,–Kinked Demand Curve	12
	<b>TOTAL</b>	<b>60</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Explain the positive and negative approaches in economic analysis.	
<b>CO2</b>	Understood the factors of demand forecasting	
<b>CO3</b>	Know the assumptions and significance of indifference curve	
<b>CO4</b>	Outline the internal and external economies of scale	
<b>CO5</b>	Relate and apply the various methods of pricing	
<b>Text books</b>		
1	H.L. Ahuja, Business Economics – Micro & Macro, Sultan Chand & Sons, New Delhi.	
2	C.M. Chaudhary, Business Economics-RBSA Publishers-Jaipur-03.	
3	Aryamala.T, Business Economics, Vijay Nocole, Chennai.	
4	T.P Jain, Business Economics, Global Publication Pvt. Ltd, Chennai.	
5	D.M.Mithani, Business Economics, Himalaya Publishing House, Mumbai.	
<b>Reference Books</b>		
1	S.Shankaran, Business Economics-Margham Publications, Chennai.	

2	P.L.Mehta,Managerial Economics–Analysis,Problems & Cases,Sultan Chand & Sons, NewDelhi.
3	Peter Mitchelson and Andrew Mann, Economics for Business-Thomas Nelson Australia
4	Ramsingh andVinaykumar, Business Economics, Thakur Publication Pvt. Ltd, Chennai.
5	Saluram and Priyanka Jindal, Business Economics, CA Foundation Study material, Chennai.
<b>NOTE:Latest Edition of Textbooks May beUsed</b>	
<b>Web Resources</b>	
1	<a href="https://youtube.com/channel/UC69_-P77nf5-rKrjcpVESqQ">https://youtube.com/channel/UC69_-P77nf5-rKrjcpVESqQ</a>
2	<a href="https://www.icsi.edu/">https://www.icsi.edu/</a>
3	<a href="https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160">https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	2	2	2	2	2	2	1	2	2
<b>CO2</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO3</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO4</b>	3	2	2	3	2	2	2	2	2	2	2
<b>CO5</b>	3	2	3	3	2	2	2	2	2	2	2
<b>TOTAL</b>	15	10	13	14	11	10	10	10	10	10	10
<b>AVERAGE</b>	3	2	2.6	2.8	2.2	2	2	2	2	2	2

**3–Strong, 2-Medium, 1-Low**

**FIRST YEAR– SEMESTER– I**  
**FOUNDATION COURSE – ELEMENTS OF INDUSTRY4.0**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMFC01	1				1	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	Learned the essentials of Industry 4.0								
<b>LO2</b>	Understand the need and application of Artificial Intelligence								
<b>LO3</b>	Set a base for big data and Internet of Things								
<b>LO4</b>	Familiarize the applications and tools of Industry 4.0								
<b>LO5</b>	Train on the skills required by industries								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>Introduction To Industry 4.0</b> Industry: Meaning- types. Industrial Revolution: Industrial Revolution 1.0 to 4.0-Technologies of Industry 4.0								10
II	<b>Artificial Intelligence</b> Artificial Intelligence: History of AI - Foundations of AI -The AI environment-Challenges of AI								10
III	<b>Big Data</b> Big Data : Meaning – Essentials of Big Data in Industry 4.0 - Big Data Components – Big Data Characteristics - Big Data Applications								15
IV	<b>Iot</b> Internet of Things(IoT): Introduction to IoT –Applications of IoT : Manufacturing – Healthcare – Education – Aerospace and Defense–Agriculture–Transportation and Logistics.								15
V	<b>Impact of industry 4.0</b> Impact of Industry 4.0 on Society, Business, Government and People. Framework for aligning Education with Industry 4.0								10
									60
<b>Course Outcomes</b>									



<b>CO1</b>	Define and explain the technologies of industry 4.0
<b>CO2</b>	Analyze and apply AI in the relevant sector
<b>CO3</b>	Summarize the characteristics of big data
<b>CO4</b>	Apply the tools of Industry 4.0
<b>CO5</b>	Adapt to the changing needs of the industry
<b>Textbooks</b>	
1	<ol style="list-style-type: none"> <li>1. Seema Acharya J, Subhashini Chellappan (2019), "Big Data and Analytics," 2nd Edition, Wiley Publication, New Delhi.</li> <li>2. Russell S, Norvig P (2010), "Artificial Intelligence: A Modern Approach," 3rd Edition, Prentice Hall, New York.</li> <li>3. Pethuru Raj and Anupama C. Raman (2017), "The Internet of Things: Enabling Technologies, Platforms, and Use Cases," Auerbach Publications.</li> </ol>
<b>Reference Books</b>	
1	Judith Hurwitz, Alan Nugent, Fern Halper, Marcia Kaufman, –Big Data for Dummies, John Wiley & Sons, Inc.
2	Nilsson (2000), Artificial Intelligence: A new synthesis, Nils J Harcourt Asia PTE Ltd.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SEEA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SEEA1403.pdf</a>
2	<a href="https://library.oapen.org/bitstream/handle/20.500.12657/43836/external_content.pdf?sequence=1">https://library.oapen.org/bitstream/handle/20.500.12657/43836/external_content.pdf?sequence=1</a>
3	<a href="https://www.vssut.ac.in/lecture_notes/lecture1428643004.pdf">https://www.vssut.ac.in/lecture_notes/lecture1428643004.pdf</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	3	2	3	3	3	2	2
<b>CO4</b>	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	14	13	13	13	10	13	13	15	10	12
<b>AVERAGE</b>	2.8	2.6	2.6	2.6	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**

**FIRST YEAR – SEMESTER – II**

**CORE – III: FINANCIAL ACCOUNTING-II**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM03	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	The students are able to prepare different kinds of accounts, such as Higher Purchase and Instalments System.								
<b>LO2</b>	To understand the allocation of expenses under departmental accounts								
<b>LO3</b>	To gain an understanding about partnership accounts relating to admission and retirement								
<b>LO4</b>	Provides knowledge to the learners regarding partnership accounts relating to dissolution of firm								
<b>LO5</b>	To know the requirements of international accounting standards								
<b>Prerequisites:Should have studied Accountancy in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>Hire Purchase and Instalment System</b> Hire Purchase System – Accounting Treatment – Calculation of Interest-Default and Repossession - Hire Purchase Trading Account-Instalment System -Calculation of Profit								15
II	<b>Branch and Departmental Accounts</b> Branch – Dependent Branches: Accounting Aspects – Debtors system-Stock and Debtors system–Distinction between Wholesale Profit and Retail Profit–Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.								15
III	<b>Partnership Accounts-I</b> Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill–Retirement of a Partner– Death of a Partner.								15
IV	<b>Partnership Accounts-II</b> Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill–Preparation of Balance Sheet-One or more Partners in solvent–All Partners in solvent–Application of Garner Vs Murray Theory–Accounting Treatment-Piecemeal Distribution–Surplus Capital Method–Maximum Loss Method.								15
V	<b>Accounting Standards for financial reporting(Theory only)</b> Objectives and Uses of Financial Statements for Users–Role of Accounting Standards - Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between IndAS and IFRS.								15
<b>TOTAL</b>								<b>75</b>	

<b>THEORY 20 % &amp; PROBLEMS 80 %</b>	
<b>Course Outcomes</b>	
<b>CO1</b>	To evaluate the hire purchase accounts and instalment systems
<b>CO2</b>	To prepare branch accounts and departmental accounts.
<b>CO3</b>	To understand the accounting treatment for admission and retirement in partnership
<b>CO4</b>	To know the settlement of accounts at the time of dissolution of a firm.
<b>CO5</b>	To elaborate the role of IFRS
<b>Textbooks</b>	
1	Radhaswamy and R.L.Gupta: Advanced Accounting, Sultan Chand, New Delhi.
2	M.C.Shukla T.S.Grewal & S.C.Gupta, Advance Accounts, S Chand Publishing, NewDelhi.
3	R.L. Guptaand V.K. Gupta, -Financial Accountingll, Sultan Chand, NewDelhi.
4	S P Jain and K.L.Narang: Financial Accounting-I, Kalyani Publishers, New Delhi.
5	T.S.Reddy & A.Murthy, Financial Accounting, Margam Publishers, Chennai.
<b>Reference Books</b>	
1	Dr.S.N.Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr.Venkataraman & others (7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr.Arulanandan and Raman:Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian Advanced Accounting, Tata M C.Grawhills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chandandsons, NewDelhi.
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1">https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1</a>
2	<a href="https://www.slideshare.net/ramusakha/basics-of-financial-accounting">https://www.slideshare.net/ramusakha/basics-of-financial-accounting</a>
3	<a href="https://www.accountingtools.com/articles/what-is-a-single-entry-system.html">https://www.accountingtools.com/articles/what-is-a-single-entry-system.html</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO1</b>	3	2	3	3	2	3	2	2	3	2	2
<b>CO2</b>	3	2	3	3	3	2	2	2	3	2	2
<b>CO3</b>	3	2	2	3	3	2	2	2	3	2	2
<b>CO4</b>	3	2	3	3	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	3	3	3	3
<b>TOTAL</b>	16	11	14	15	14	12	11	11	15	11	11
<b>AVERAGE</b>	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2

**3–Strong, 2-Medium, 1-Low**

**FIRST YEAR – SEMESTER – II**

**CORE – IV: BUSINESS LAW**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM04	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the nature and objectives of Mercantile Law and the essentials of a valid contract								
<b>LO2</b>	To gain knowledge on performance contracts.								
<b>LO3</b>	To be acquainted with the rules of indemnity and guarantee.								
<b>LO4</b>	To make aware of the essentials of bailment and pledge								
<b>LO5</b>	To understand the provisions relating to the sale of goods.								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Elements of Contract Indian Contract Act 1872:</b> Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance–Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract								15
II	<b>Performance of Contract</b> Meaning of Performance, Offer to Perform, Devolution of Jointliabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract – Quasi Contract								15
III	<b>Contract of Indemnity and Guarantee</b> Contract of Indemnity and Contract of Guarantee - Extent of Surety’s Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety.								15
IV	<b>Bailment and Pledge</b> Bailment and Pledge – Bailment – Concept – Essentials - Classification of Bailments, Duties and Rights of Bailor and Bailee–Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.								15
V	<b>Sale of Goods Act 1930:</b> Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties- Transfer of Property–Contracts involving Sea Routes – Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller								15
<b>TOTAL</b>								<b>75</b>	
<b>Course Outcome</b>									
<b>CO1</b>	Explain the objectives and significance of Mercantile Law								
<b>CO2</b>	Understand the clauses and exceptions of the Indian Contract Act.								

<b>CO3</b>	Outline the contract of indemnity and guarantee
<b>CO4</b>	Familiar with the provisions relating to bailment and pledge
<b>CO5</b>	Explain the various provisions of the Sale of Goods Act, 1930
<b>Text books</b>	
1	N.D.Kapoor, Business Laws-Sultan Chand and Sons, NewDelhi.
2	R.S.N.Pillai–Business Law, S.Chand, NewDelhi.
3	M C Kuchhal & Vivek Kuchhal, Business law,S Chand Publishing, New Delhi
4	M.V.Dhandapani, Business Laws, Sultan Chand and Sons, NewDelhi.
5	Shusma Aurora, Business Law, Taxmann, NewDelhi.
<b>Reference Books</b>	
1	PreethiAgarwal, Business Law, C A foundation study material, Chennai.
2	Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3	Kavya and Vidhyasagar, Business Law, Nithya Publication, NewDelhi.
4	D.Geet, Business Law Nirali Prakashan Publication, Pune.
5	M.R.Sreenivasan, Business Laws, Margham Publications,Chennai.
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://www.cramerz.com">www.cramerz.com</a> <a href="http://www.digitalbusinesslawgroup.com">www.digitalbusinesslawgroup.com</a>
2	<a href="http://swcu.libguides.com/buslaw">http://swcu.libguides.com/buslaw</a>
3	<a href="http://libguides.slu.edu/businesslaw">http://libguides.slu.edu/businesslaw</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	2	3	2	2	2	2	2	2	2
<b>CO2</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO3</b>	3	2	2	3	2	2	2	2	2	2	2
<b>CO4</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO5</b>	3	2	3	3	2	2	2	2	2	2	2
<b>TOTAL</b>	15	10	13	15	10	10	10	10	10	10	10
<b>AVERAGE</b>	3	2	2.6	3	2	2	2	2	2	2	2

**3–Strong, 2–Medium, 1–Low**

**FIRST YEAR – SEMESTER – II**

**ELECTIVE – II: BUSINESS ENVIRONMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME04	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the nexus between environment and business.								
<b>LO2</b>	To know the political environment in which businesses operate.								
<b>LO3</b>	To gain an insight into the social and cultural environment.								
<b>LO4</b>	To familiarize with the concepts of an economic environment.								
<b>LO5</b>	To learn the trends in the global environment/technological environment.								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>An Introduction</b> The Concept of Business Environment-Its Nature and Significance –Elements of Environment-Brief Overview of Political–Cultural –Legal–Economic and Social Environments and their Impact on Business and Strategic Decisions.								12
II	<b>Political Environment</b> Political Environment–Government and Business Relationship in India–Provisions of Indian Constitution Pertaining to Business.								12
III	<b>Social and Cultural Environment</b> Social and Cultural Environment–Impact of Foreign Culture on Business–Cultural Heritage- Social Groups- Linguistic and Religious Groups–Types of Social Organization–Relationship between Society and Business -Social Responsibilities of ----- Business.								12
IV	<b>Economic Environment</b> Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP-Growth Rate of Population –Urbanization-Fiscal Deficit–Plan Investment–Per Capita Income and their Impact on Business Decisions.								12
V	<b>Technological Environment</b> Technological Environment – Concept – Meaning - Features of Technology - Sources of Technology Dynamics - Transfer of Technology - Impact of Technology on Business - Status of Technology in India – Determinants of Technological Environment.								12
<b>TOTAL</b>								<b>60</b>	
<b>Course Outcomes</b>									
<b>CO1</b>	Remember the next us between environment and business.								
<b>CO2</b>	Apply the knowledge of the political environment in which businesses operate								
<b>CO3</b>	Analyze the various aspects of the social and cultural environment.								
<b>CO4</b>	Evaluate the parameters in the economic environment								
<b>CO5</b>	Createa conduciveTechnologicalEnvironmentforbusinessstooperateglobally.								



<b>Text books</b>	
1	C.B.Gupta, Business Environment, Sultan Chand & Sons, New Delhi
2	Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3.	Dr. V.C.Sinha, Business Environment, SBPD Publishing House, UP.
4.	Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai
5.	Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi
<b>Reference Books</b>	
1.	Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi
2.	Shaikhsaleem, Business Environment, Pearson, New Delhi
3.	S.Sankaran, Business Environment, Margham Publications, Chennai
4.	Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5.	Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, FT Prentice Hall, New Jersey
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://www.mbaofficial.com">www.mbaofficial.com</a>
2	<a href="http://www.yourarticlelibrary.com">www.yourarticlelibrary.com</a>
3	<a href="http://www.businesscasestudies.co.uk">www.businesscasestudies.co.uk</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>CO1</b>	3	2	3	3	3	2	2	3	2	3	3
<b>CO2</b>	3	2	2	3	3	2	3	3	2	3	3
<b>CO3</b>	3	2	3	3	3	2	3	3	2	3	3
<b>CO4</b>	3	2	3	3	3	2	2	3	2	3	3
<b>CO5</b>	3	2	3	3	3	2	3	3	3	3	3
<b>TOTAL</b>	15	10	14	15	15	10	13	15	11	15	15
<b>AVERAGE</b>	3	2	2.8	3	3	2	2.6	3	2.2	3	3

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

**FIRST YEAR – SEMESTER – II**

**ELECTIVE -II: INSURANCE AND RISK MANAGEMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME05	4	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the concepts and principles of the contract of insurance.								
<b>LO2</b>	To understand the basic concepts of life insurance.								
<b>LO3</b>	To gain knowledge on the principles of general insurance.								
<b>LO4</b>	To examine the Insurance Regulatory and Development Authority 1999 (IRDA).								
<b>LO5</b>	To know the risk management process.								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to Insurance</b> Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance – Insurance and Hedging – Types of Insurance – Insurance Intermediaries – Role of Insurance in Economic Development.								12
II	<b>Life Insurance</b> Life Insurance Business - Fundamental Principles of Life Insurance – Basic Features of Life Insurance Contracts - Life Insurance Products – Traditional and Unit Linked Policies–Individual and Group Policies- With and Without Profit Policies – Types of Life Insurance Policies – Pensionand Annuities – Reinsurance–Double Insurance								12
III	<b>General Insurance</b> General Insurance Business – Fundamental Principles of General Insurance–Types-Fire Insurance–Marine Insurance–Motor Insurance– Personal Accident Insurance–Liability Insurance–Miscellaneous Insurance– Claims Settlement.								12
IV	<b>Risk Management</b> Risk Management–Objectives–Process–Identification and Evaluation of Potential Losses – Risk Reduction - Risk Transfer – Risk Financing –Level of Risk Management–Corporate Risk Management– –Personal Risk Management.								12
V	<b>IRDA Act 1999</b> Insurance Regulatory and Development Authority (IRDA) 1999 – Introduction – Purpose, Duties, Powers and Functions of IRDA – Operations of IRDA – Insurance Policy holders Protection under IRDA–Exposure/Prudential Norms-Summary Provisions of related Acts.								12
<b>TOTAL</b>								<b>60</b>	

<b>Course Outcomes</b>	
<b>CO1</b>	Identify the workings of insurance and hedging
<b>CO2</b>	Evaluate the types of insurance policies and settlement
<b>CO3</b>	Settle claims under various types of general insurance
<b>CO4</b>	Know the protection provided for insurance policyholders under IRDA
<b>CO5</b>	Evaluate the assessment and retention of risk
<b>Textbooks</b>	
1	Neeti Gupta, Anuj Gupta and Abha Chopra, Risk Management and Insurance, Kalyani Publishers, New Delhi.
2	Dr. N. Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
3	M. N. Mishra & S. B. Mishra, Insurance Principles and Practice, S Chand Publishers, New Delhi.
4	Michel Crouhy, The Essentials of Risk Management, Mc Graw Hill, Noida.
5	Thomas Coleman, A Practical Guide to Risk Management, CFA, India.
<b>Reference Books</b>	
1	John C. Hull, Risk Management and Financial Institutions (Wiley Finance), John Wiley & Sons, New Jersey.
2	P. K. Gupta, Insurance and Risk Management, Himalaya Publications, Mumbai.
3	Dr. Sunilkumar, Insurance and Risk Management, Gargia Publishers, New Delhi.
4	Nalini Prava Tripathy, Prabir Paal, Insurance Theory & Practice, Prentice Hall of India.
5	Anand Ganguly – Insurance Management, New Age International Publishers.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.mcminnlaw.com/principles-of-insurance-contracts/">https://www.mcminnlaw.com/principles-of-insurance-contracts/</a>
2	<a href="https://www.investopedia.com/terms/l/lifeinsurance.asp">https://www.investopedia.com/terms/l/lifeinsurance.asp</a>
3	<a href="https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&amp;flag=1">https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&amp;flag=1</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	2	2	2	2	2
<b>CO2</b>	3	2	3	2	2	2	2	2	2	2	2
<b>CO3</b>	3	2	3	2	2	2	2	2	2	2	2
<b>CO4</b>	3	2	3	2	2	2	2	2	2	2	2
<b>CO5</b>	3	2	3	2	2	2	2	2	2	2	2
<b>TOTAL</b>	15	10	15	10	10	10	10	10	10	10	10
<b>AVERAGE</b>	3	2	3	2	2	2	2	2	2	2	2

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

**FIRST YEAR – SEMESTER – II**  
**ELECTIVE-II: INTERNATIONAL TRADE**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME06	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To enable students to familiarize themselves with the basics of international trade								
<b>LO2</b>	To know the various theories of international trade.								
<b>LO3</b>	To impart knowledge about balance of trade and exchange rates.								
<b>LO4</b>	To gain knowledge about international institutions.								
<b>LO5</b>	To gain insights on the World Trade Organization								
<b>Prerequisite:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	Introduction to International Trade–Meaning–Definition– Difference between Internal and International Trade – Importanceof International Trade in the Global context								12
II	Theories of International trade: Classical theories - Adam smith’s theory of Absolute Advantage–Ricardo’s Comparative cost theory– Modern theories of International Trade - Haberler’s Opportunity Cost theory – Heckscher –Ohlin’s Modern theory–International trade and Factor Mobility Theory – Leontiff’s Paradox – International trade and economic growth theory–Immiserating growth theory.								12
III	Balance of Payments– Componentsof Balance of Payments– Current account, Capital account & Official settlement accounts - Disequilibrium in BOP -Methods of correcting Disequilibrium – Balance of Payment adjustment Theories–Marshall Lerner mechanism.Balance of Trade – Terms of Trade – Meaning – Definition –Difference between BOP and BOT.								12

IV	International Economic Institutions - International Monetary System - Bretton Woods Conference – IMF -Objectives, Organizational structure–Membership–Quotas–Borrowing and Lending Programme of IMF – SDRs – India and IMF -World Bank and UNCTAD.	12
V	World Trade Organisation (WTO) – Functions and Objectives– Agricultural Agreements – GATS - TRIPS – TRIMS.	12
<b>TOTAL</b>		<b>60</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Distinguish between the concept of internal and international trade.	
<b>CO2</b>	Define the various theories of international trade.	
<b>CO3</b>	Examine the balance of trade and exchange rates	
<b>CO4</b>	Appraise the role of IMF and IBRD.	
<b>CO5</b>	Define the workings of WTO and with special reference to India.	
<b>Textbooks</b>		
1	Francis Cherunilam, International Trade and Export Management–Himalaya Publishing House -Mumbai –04.	
2	Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) – Pears on Education Asia- Addison Wesley Longman (P) Ltd. - Delhi –92.	
3	Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company - California.	
4	H.G.Mannur, International Economics –Vikas Publishing House (P) Ltd – New Delhi-14.	
5	Bimal Jaiswal & Richa Banerjee, Introduction To International Business, Himalaya Publication, Mumbai	
<b>Reference Books</b>		
1	Dr.T.Aryamala,VijayNicole, International Trade,Chennai	
2	Avadhani,V.A.International Financial Management, Himalaya Publications, Mumbai	
3	Punam Agarwal and Jatinder Kaur, International Business, Kalyani Publications, NewDelhi	

4	S Sankaran, International Trade, Margham Publication, Chennai
5	C B Gupta, International Business, S Chand Publishing, NewDelhi
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://opentext.wsu.edu/cpim/chapter/2-1-international-trade/">https://opentext.wsu.edu/cpim/chapter/2-1-international-trade/</a>
2	<a href="https://www.economicdiscussion.net/balance-of-payment/balance-of-payments-international-trade-economics/30644">https://www.economicdiscussion.net/balance-of-payment/balance-of-payments-international-trade-economics/30644</a>
3	<a href="https://www.wto.org/english/thewto_e/countries_e/india_e.htm">https://www.wto.org/english/thewto_e/countries_e/india_e.htm</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	2	2	2	2	2	3	2
<b>CO2</b>	3	2	3	2	3	2	2	2	2	3	2
<b>CO3</b>	3	2	3	2	3	2	2	2	2	3	2
<b>CO4</b>	3	2	3	2	2	2	2	2	2	3	2
<b>CO5</b>	3	2	3	2	2	2	2	2	2	3	2
<b>TOTAL</b>	15	10	15	10	12	10	10	10	10	15	10
<b>AVERAGE</b>	3	2	3	2	2.4	2	2	2	2	3	2

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

**FIRST YEAR – SEMESTER – II**  
**SEC-3-INDUSTRIAL LAW**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN03	1	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To Understand and apply the concept of Factories act								
<b>LO2</b>	To capable students to comprehend the legal frame work governing Industrial Law to settle industrial disputes								
<b>LO3</b>	To expose students to the principles relating to health and safety laws in the workplace								
<b>LO4</b>	To explain the relevant laws governing ESI Act 1948 and EPF Act 1952								
<b>LO5</b>	To know the development and the judicial setup of Payment of Bonus Act.								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	Factories act 1948. Definitions – Health – Safety – Welfare – Working Hours of Adults – Employment of Women – Employment of Young Persons – Leave with Wages.								3
II	Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, LayOffs, Retrenchment and Closure								3
III	The Workmen’s Compensation Act – Nature and Scope – Definitions – Workmen’s Compensations – Employ’s Liability – Meaning of Accident Compensation Permanent –Partial and Temporary–Disablement– Compensation of Half Month Payment (Table Not Necessary).								3
IV	Employees State Insurance Act 1948 Objects – definitions – ESI Corporation, functions - contribution and recovery benefits. Employees Provident Fund and Miscellaneous Provision Act, 1952. Objects – definition - provident fund schemes – contribution and recovery.								3
V	The Payment of Bonus Act 1965 – Object – Application – Definitions – Methods of Computing Gross Profits – Payment of Bonus – Importance.								3
<b>TOTAL</b>								15	
<b>Course Outcomes</b>									



<b>CO1</b>	Remember and recall the various concepts of Factories Act 1948
<b>CO2</b>	Demonstrate the provisions and concepts of Industrial Disputes Act, 1947
<b>CO3</b>	Analyze the various measures and policies in the Workmen's Compensation Act
<b>CO4</b>	Examine the different aspects of ESI and EPF Act
<b>CO5</b>	Critically evaluate the case studies relating to the Bonus Act
<b>Textbooks</b>	
1	N.D.Kapoor – Industrial Laws, Sultan Chand & Sons, NewDelhi.
2	P.C.Tripathi - Industrial Laws, Sultan Chand & Sons, New Delhi
<b>Reference Books</b>	
1	Dr.M.R.Sreenivasan & C.D.Balaji – Industrial Laws & Public Relations, Margham Publications, Chennai.
2	B.Nandha Kumar, Industrial Laws, Vijay Nichole Prints, Chennai.
3	"Industrial Relations and <b>Labour Laws</b> "-S C Srivastava – Vikas Publishing
4.	"Industrial Relations and <b>Labour Laws</b> "-Piyali Ghosh and Shefali Nandan-Mc Graw Hill India
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf">https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf</a>
2	<a href="https://www.mlsu.ac.in/econtents/1185_Industrial%20Relations%20and%20Labour%20Laws.pdf">https://www.mlsu.ac.in/econtents/1185_Industrial%20Relations%20and%20Labour%20Laws.pdf</a>
3	<a href="https://sbs.ac.in/wp-content/uploads/2021/02/BBA-5th-IRLL-Complete-Notes-updated1.pdf">https://sbs.ac.in/wp-content/uploads/2021/02/BBA-5th-IRLL-Complete-Notes-updated1.pdf</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	13	13	12	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

**3–Strong,2-Medium,1-Low**

**SECOND YEAR – SEMESTER – III**

**CORE –V: CORPORATE ACCOUNTING I**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM05	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand about the pro-rata allotment and underwriting of shares.								
<b>LO2</b>	To know the provisions of the Companies Act regarding the issue and redemption of preference shares and debentures								
<b>LO3</b>	To learn the form and contents of financial statements as per Schedule III of the Companies Act, 2013.								
<b>LO4</b>	To examine the various methods of valuation of goodwill and shares.								
<b>LO5</b>	To identify the significance of International Financial Reporting Standards (IFRS).								
<b>Prerequisite: Should have studied Financial Accounting in I Year.</b>									
Unit	Contents								No.of Hours
I	<b>Issue of Shares</b> Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment Issue of Rights and Bonus Shares – Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.								15
II	<b>Issue &amp; Redemption of Preference Shares &amp; Debentures</b> Redemption of Preference Shares – Provisions of Companies Act – Capital Redemption Reserve – Minimum Fresh Issue – Redemption at Par, Premium and Discount. Debentures: Issue and Redemption – Meaning – Methods – In-One lot–in Instalment – Purchase in the Open Market includes ExInterest and CumInterest –Sinking Fund Investment Method.								15
III	<b>Final Accounts</b> Introduction – Final Accounts – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration								15

IV	<b>Valuation of Good will &amp; Shares</b> Valuation of Good will – Meaning – Need for Valuation of Good will – Methods of Valuing Good will – Average Profit – Super Profit – Annuity and Capitalisation Method. Valuation of Shares – Need for Valuation of Shares – Methods of Valuation of Shares – Net Assets Method – Yield and Fair Value Methods.	15
V	<b>Indian Accounting Standards</b> International Financial Reporting Standard (IFRS)–Meaning and its Applicability in India – Indian Accounting Standards–Meaning – Objectives – Significance – Procedures for Formulation of Standards – Ind AS – 1 Presentation of Financial Statement, Ind AS – 2 Valuation of Inventories, Ind AS – 7 Cash Flow Statement, Ind AS – 8 Accounting Policies, Changes in Accounting Estimate and Errors, Ind AS – 16 – Property, Plant & Equipment, Ind AS 38 – Intangible Assets Ind AS – 103, Business Combinations Ind AS 110, Consolidated Financial Statement. (Theory Only)	15
<b>TOTAL</b>		<b>75</b>

<b>THEORY 20% &amp; PROBLEMS 80%</b>	
<b>Course Outcomes</b>	
<b>CO1</b>	Prepare and account for various entries to be passed in the case of issue, forfeiture, and reissue of shares, and compute the liability of underwriters.
<b>CO2</b>	Assess the accounting treatment of issue and redemption of preference shares and debentures
<b>CO3</b>	Construct financial statements applying relevant accounting treatments.
<b>CO4</b>	Compute the value of goodwill and shares under different methods and assess its applicability.
<b>CO5</b>	Integrate theoretical knowledge on all accounting in par with IFRS and IND AS.
<b>Textbooks</b>	
1	S.P. Jain and N.L.Narang, Advanced Accounting Vol I, Kalyani Publication, New Delhi.
2	R.L.Gupta and M.Radhaswamy, Advanced Accounts Vol I, Sultan Chand, New Delhi.
3	Broman, Corporate Accounting, Taxmann, New Delhi.

4	Shukla, Grewal and Gupta – Advanced Accounts Vol I, S.Chand, NewDelhi.
5	M.C.Shukla, Advanced accounting Vol I, S.Chand, NewDelhi.
<b>Reference Books</b>	
1	T.S.Reddy, A.Murthy – Corporate Accounting – Margham Publication, Chennai.
2	D.S.Rawat & Nozer Shroff, Students Guide To Accounting Standards, Taxmann, NewDelhi
3	Prof.Mukesh bramhbutt, Devi, Corporate Accounting I, Ahilya Publication, Madhya Pradesh
4	AnilKumar, Rajeshkumar, Corporate accounting I, Himalaya Publishing house, Mumbai.
5	Prasanth Athma, Corporate Accounting I, Himalaya Publishing house, Mumbai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.tickertape.in/blog/issue-of-shares/">https://www.tickertape.in/blog/issue-of-shares/</a>
2	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf</a>
3	<a href="https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html">https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	2	2	3	2	2
<b>CO4</b>	3	1	3	2	3	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	2	2	3	2	2
<b>TOTAL</b>	15	11	15	10	13	10	10	10	15	10	10
<b>AVERAGE</b>	3	2.2	3	2	2.6	2	2	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**SECOND YEAR – SEMESTER – III**

**CORE –VI: COMPANY LAW**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM06	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know Company Law 1956 and Companies Act 2013.								
<b>LO2</b>	To have an understanding on the formation of a company								
<b>LO3</b>	To understand the requisites of meetings and resolutions.								
<b>LO4</b>	To gain knowledge on the procedure to appoint and remove directors.								
<b>LO5</b>	To familiarize with the various modes of winding up.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No. of Hours
I	<b>Introduction to Company law</b> Companies Act 2013 – Definition of a Company, Characteristics of Company – Lifting or Piercing the Corporate Veil – Company Distinguished from Partnership and Limited Liabilities Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control.								15
II	<b>Formation of Company</b> Formation of a Company – Promoter –Incorporation Documentse-filing – Memorandum of Association – Contents – Alteration –Legal Effects–Articles of Association – Certificate of Incorporation – Prospectus – Contents – Kinds – Liabilities – Share Capital – Kinds – Issue – Alteration – Dividend – Debentures.								15
III	<b>Meeting</b> Meeting and Resolution – Types – Requisites – Voting & Poll – Quorum – Proxy - Resolution – Ordinary & Special - Audit & Auditors – Qualification, Disqualification, Appointment and Removal of an Auditor								15

IV	<b>Management &amp; Administration</b> Management & Administration – Directors – Legal Position –Board of Directors – Appointment / Removal – Disqualification - Director Identification Number – Director ships – Powers – Duties–Board Committees – Related Party Transactions – Contract by One Person Company – Insider Trading- Managing Director – Manager – Secretarial Audit – Administrative Aspects and Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.	15
V	<b>Winding up</b> Meaning – Modes – Compulsory Winding Up – Voluntary Winding Up – Consequences of Winding Up Order – Powers of Tribunal – Petition for Winding Up – Company Liquidator.	15
<b>TOTAL</b>		<b>75</b>

<b>Course Outcomes</b>	
<b>CO1</b>	Understand the classification of companies under the Act.
<b>CO2</b>	Examine the contents of the Memorandum of Association and Articles of Association.
<b>CO3</b>	Know the qualifications and disqualifications of auditors.
<b>CO4</b>	Understand the workings of the National Company Law Appellate Tribunal (NCLAT).
<b>CO5</b>	Analyze the modes of winding up.
<b>Textbooks</b>	
1	N.D.Kapoor, Business Laws, Sultan Chand and Sons, Chennai
2	R.S.N.Pillai – Business Law, S.Chand, NewDelhi.
3	M.V.Dhandapani, Business Laws Sultan Chand and Sons, Chennai
4	Shusma Aurora, Business Law, Taxmann, NewDelhi
5	M.C.Kuchal, Business Law, Vikas Publication, Noida
<b>Reference Books</b>	
1	Gaffoor & Thothadri, Company Law, Vijay Nichole Imprints Limited, Chennai
2	M.R.Sreenivasan, Business Laws, Margham Publications, Chennai
3	Kavya And Vidhyasagar, Business Law, Nithya Publication, Bhopal

4	S.D.Geet, Business Law Nirali Prakashan Publication, Pune
5	Preethi Agarwal, Business Law, C A foundation study material
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html">https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html</a>
2	<a href="https://vakilsearch.com/blog/explain-procedure-formation-company/">https://vakilsearch.com/blog/explain-procedure-formation-company/</a>
3	<a href="https://www.investopedia.com/terms/w/windingup.asp">https://www.investopedia.com/terms/w/windingup.asp</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	3	2	3	3	2	2
<b>CO2</b>	3	2	3	2	3	3	2	3	3	2	2
<b>CO3</b>	3	2	3	2	3	3	2	3	3	2	2
<b>CO4</b>	3	2	3	2	3	3	2	3	3	2	2
<b>CO5</b>	3	2	3	2	3	3	2	3	3	2	2
<b>TOTAL</b>	15	10	15	10	15	15	10	15	15	10	10
<b>AVERAGE</b>	3	2	3	2	3	3	2	3	3	2	2

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



**SECOND YEAR – SEMESTER – III**

**ELECTIVE-III: BUSINESS LEGISLATION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME07	3	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To impart knowledge on the Factories Act, 1948								
<b>LO2</b>	To provide insights on the Foreign Exchange Management Act, 1999.								
<b>LO3</b>	To inculcate knowledge about the Prevention of Money Laundering Act, 2002.								
<b>LO4</b>	To enable the students to learn about the Competition Act, 2002.								
<b>LO5</b>	To familiarize the students about the existence of Intellectual Property Rights.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No.of Hours
I	<b>Factories Act 1948</b> Definitions-Objects–Scope–Approval–Licensing–Registration of Factories – Notice by Occupier – General Duties of Occupier and Manufacturer–Measures to be Taken by Factories for Health, Safety and Welfare of Workers–Measures–Special Provisions Relating to Hazard ous Processes–Working Hours of Adults – Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children–Annual Leave with Wages–Penalties and Procedures.								12
II	<b>Foreign Exchange Management Act, 1999</b> Introduction – Board Structure of FEMA – Definitions - Regulation & Management of Foreign Exchange – Contraventions & Penalties – Procedure for Compliance.								12
III	<b>Prevention of Money Laundering Act, 2002</b> Definitions – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession-Adjudication Authorities & Procedures.								12

IV	<b>Competition Act, 2002</b> Definitions - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy-Adjudication Authorities – Penalties & Prosecution.	<b>12</b>
V	<b>Intellectual Property Rights</b> Intellectual property rights (IPR) – An Introduction – Kinds of Intellectual Property Rights - Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge – Trade Secret-IPR in India: Genesis and development.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

<b>Course Outcomes</b>	
<b>CO1</b>	Acquire knowledge on the Factories Act, 1948.
<b>CO2</b>	Analyze the role of the Foreign Exchange Management Act, 1999.
<b>CO3</b>	Understand the practical implications of the Prevention of Money Laundering Act, 2002.
<b>CO4</b>	Evaluate the importance of the Competition Act, 2002.
<b>CO5</b>	Gain knowledge on Intellectual Property Rights.
<b>Textbooks</b>	
1	Akhilleshwar Pathak, Legal Aspects of Business, McGraw Hill Education, Noida.
2	R.S.N. Pillai & Bagavathi, Legal Aspects of Business, S. Chand, New Delhi.
3	Rashmi Aggarwal, Rajinder Kaur, Legal Aspects of Business, Pearson Education Limited, New Delhi.
4	P.K. Padhi, Legal Aspects of Business, PHI Learning, New Delhi.
<b>Reference Books</b>	
1	Ravinder Kumar, Legal aspects of business, Cengage Learning, Noida
2	Shawn Kopel, Guide to business law, Oxford University Press, England
3	M.C.Kuchhal, Vivek Kuchhal, Business Law, S Chand Publishers, New Delhi
4	C.L. Bansal. Business law, Taxmann, New Delhi
<b>NOTE: Latest Edition of Textbooks May be Used</b>	

<b>Web Resources</b>	
1	<a href="https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf">https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf</a>
2	<a href="https://legislative.gov.in/sites/default/files/A1999-42_0.pdf">https://legislative.gov.in/sites/default/files/A1999-42_0.pdf</a>
3	<a href="https://stfrancislaw.com/blog/intellectual-property-rights/">https://stfrancislaw.com/blog/intellectual-property-rights/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	3	2	3	2	2
<b>CO2</b>	3	2	2	2	3	2	3	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO4</b>	3	2	2	2	2	2	3	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	3	2	3	2	2
<b>TOTAL</b>	15	10	13	10	12	10	15	10	15	10	10
<b>AVERAGE</b>	3	2	2.6	2	2.4	2	3	2	3	2	2

**3–Strong,2-Medium,1-Low**

**SECOND YEAR – SEMESTER – III**

**ELECTIVEIII: BUSINESS MATHEMATICS & STATISTICS**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME08	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To impart knowledge on the basics of ratio, proportion, indices, and proportions.								
<b>LO2</b>	To learn about simple and compound interest and arithmetic, geometric, and harmonic progressions.								
<b>LO3</b>	To familiarize with the measures of central tendency.								
<b>LO4</b>	To conceptualize the correlation coefficient.								
<b>LO5</b>	To gain knowledge on time series analysis.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No. of Hours
I	<b>Ratio</b> Ratio, Proportion and Variations, Indices and Logarithms.								12
II	<b>Interest and Annuity</b> Banker's Discount – Simple and Compound Interest - Arithmetic, Geometric and Harmonic Progressions. Annuity – Meaning – Types of Annuity Applications.								12
III	<b>Business Statistics Measures of Central Tendency</b> Arithmetic Mean, Geometric Mean - Harmonic Mean-Mode and Median – Quartiles – Deciles - Percentiles. Measures of Variation Range - Quartile Deviation and Mean Deviation – Variance and Standard Deviation & Co-efficient.								12
IV	<b>Correlation and Regression</b> Correlation - Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation –Regression Lines and Coefficients.								12
V	<b>Time Series Analysis and Index Numbers</b> Time Series Analysis : Secular Trend – Seasonal Variation – Cyclical variations - Index Numbers – Aggregative and Relative Index – Chain and Fixed Index – Wholesale Index – Cost of Living Index.								12
<b>TOTAL</b>								<b>60</b>	
<b>Course Outcomes</b>									
<b>CO1</b>	Learn the basics of ratio, proportion, indices, and logarithms.								
<b>CO2</b>	Familiarize with calculations of simple and compound interest and arithmetic, geometric, and harmonic progressions.								
<b>CO3</b>	Determine the various measures of central tendency								
<b>CO4</b>	Calculate the correlation and regression coefficients								
<b>CO5</b>	Assess problems on time series analysis								

<b>Textbooks</b>	
1	Dr. B.N. Gupta, Business Mathematics & Statistics, Shashibhuvan Publishing House, Chennai.
2	Asim Kumar Manna, Business Mathematics & Statistics, McGraw Hill Education, Noida
3	A.V. Rayarikar and Dr. P.G. Dixit, Business Mathematics & Statistics, Nirali Prakashan Publishing, Pune.
4	Dr. S. Sachdeva, Business Mathematics & Statistics, Lakshmi Narain Agarwal, Agra.
5	P.R. Vittal, Business Mathematics & Statistics, Margham Publications, Chennai.
<b>Reference Books</b>	
1	J.K. Sharma, Fundamentals of Business Statistics, Vikas Publishing, Noida.
2	Peter Waxman, Business Mathematics & Statistics, Prentice Hall, New York.
3	Andre Francis, Business Mathematics & Statistics, Cengage Learning EMEA, Andover.
4	Aggarwal B.M., Business Mathematics & Statistics, AneBook Pvt. Ltd., New Delhi
5	R.S. Bhardwaj, Business Mathematics & Statistics, Excel Books Publisher, New Delhi.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.britannica.com/biography/Henry-Briggs">https://www.britannica.com/biography/Henry-Briggs</a>
2	<a href="https://corporatefinanceinstitute.com/resources/data-science/central-tendency/">https://corporatefinanceinstitute.com/resources/data-science/central-tendency/</a>
3	<a href="https://www.expressanalytics.com/blog/time-series-analysis/">https://www.expressanalytics.com/blog/time-series-analysis/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	3	2	3	2	2
<b>CO2</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO4</b>	3	2	3	2	2	2	3	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	3	2	3	2	2
<b>TOTAL</b>	15	10	15	10	12	10	15	10	15	10	10
<b>AVERAGE</b>	3	2	3	2	2.4	2	3	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**SECOND YEAR – SEMESTER – III**

**ELECTIVE-III: E-COMMERCE**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME09	3				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the goals of electronic commerce.								
<b>LO2</b>	To understand the various business models in emerging e-commerce areas								
<b>LO3</b>	To have an insight on the internet marketing technologies.								
<b>LO4</b>	To understand the benefits and implementation of EDI.								
<b>LO5</b>	To examine the ethical issues of e-commerce.								
<b>Prerequisite: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to E-Commerce</b> Defining E-Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E-Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.								12
II	<b>E-Commerce Business Models &amp; Consumer Oriented ECommerce</b> E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas – E - tailing: Traditional Retailing and E-retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.								12
III	<b>E-Commerce Marketing Concepts</b> The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - Eservices: Categories of E-services, Web - Enabled Services, Information – Selling on the Web								12
IV	<b>Electronic Data Interchange &amp; Security</b> Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System – Digital Economy –Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.								12

V	<b>Ethics in E-Commerce</b> Issues in E-Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites.	<b>12</b>
	<b>TOTAL</b>	<b>60</b>
<b>CO</b>	<b>Course Outcomes</b>	
<b>CO1</b>	Understand the role and features of the World Wide Web	
<b>CO2</b>	Understand the benefits and model of e-tailing	
<b>CO3</b>	Use the web enabled services	
<b>CO4</b>	Tackle the threats in internet security system	
<b>CO5</b>	Know about the Ethical principles Privacy and Information Rights	
<b>Textbooks</b>		
1	KennethC. Laudon,E-Commerce: Business,Technology,Society,4theEdition, Pearson Education Limited,NewDelhi	
2	S.J.Joseph,E-Commerce:an Indian perspective, PHI LearningPvt.Ltd., New Delhi	
3	David Whitley,E-Commerce-Strategy,Technologies & Applications,TMI, Mc Graw-Hill, London	
4	Kamlesh K.Bajaj, E-Commerce-The cutting edge of business, TMH, Mc Graw-Hill, Noida	
5	W Clarke,E-Commerce through ASP -BPB,Wrox Publisher, Mumbai	
<b>Reference Books</b>		
1	Agarwala, K.N. and D. Agarwala, Business on the Net: What's and How's of E-Commerce, Mc Millan Publisher India Pvt. Ltd., Chennai	
2	Ravi Kalkota, Frontiers of E-Commerce, T M, Pearson Education Limited, New Delhi	
3	Elias M Awad, Electronic Commerce: From Vision to Fulfillment. PHI Learning Pvt. Ltd., NewDelhi	
4	Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP,SQL Server 7.0 & MTS,Wrox Publishers, Mumbai	



5	J.Christopher West I and Theodore H. K Clark Global Electronic Commerce-Theory and Case Studies,The MIT Press, Cambridge, London
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.investopedia.com/terms/e/ecommerce.asp">https://www.investopedia.com/terms/e/ecommerce.asp</a>
2	<a href="https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/">https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/</a>
3	<a href="https://techbullion.com/the-importance-of-ethics-in-ecommerce/">https://techbullion.com/the-importance-of-ethics-in-ecommerce/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	2	2	3	3	2
<b>CO2</b>	3	2	2	2	3	2	2	2	3	3	2
<b>CO3</b>	3	2	3	2	3	2	2	2	3	3	2
<b>CO4</b>	3	2	2	2	3	2	2	2	3	3	2
<b>CO5</b>	3	2	3	2	3	2	2	2	3	3	2
<b>TOTAL</b>	15	10	13	10	15	10	10	10	15	15	10
<b>AVERAGE</b>	3	2	2.6	2	3	2	2	2	3	3	2

**3–Strong, 2-Medium, 1-Low**

**SECOND YEAR – SEMESTER – III**

**SEC4 – TALLY PRACTICAL**

<b>COURSE CODE:SEC 6 24DUCMN04</b>	<b>PaperNo 22</b>	<b>Year and Semester : II year / IV semester</b>	<b>Pre -Requisite: Basic Accounting Knowledge</b>	<b>Total hours / Week 1</b>		
<b>Lead to other courses</b>	<b>Practical applicability in work Environment</b>			<b>L</b>	<b>T</b>	<b>P</b>
<b>Theory</b>	<b>Marks:75</b>	<b>Credits:2</b>	<b>0</b>	<b>0</b>	<b>1</b>	
<b>LEARNING OBJECTIVES</b>						
1.To enable the students to acquire sound knowledge of the basics of Tally.						
2.To gain knowledge about the creation of ledgers, groups, vouchers, and generation of various reports.						

**COURSE OUTCOMES – COGNITIVE LEVEL MAPPING**

<b>COS</b>	<b>TALLY ACCOUNTING SOFTWARE</b>	<b>COGNITIVE LEVEL</b>
CO1	Students can perform with basic skills of tally with accounting features – creation of company, groups and ledgers	K1,K2,K3, K4
CO2	Execute the knowledge of tally accounting features for creation of accounting vouchers and report generations	K5, K6

**(K1-Remembering, K2-Understanding, K3-Applying, K4-Analyzing, K5-Evaluating, K6-Creating)**

**TEACHING PEDAGOGY:**

Class room lectures, PPT presentations, Practical sessions at lab, demonstration of outputs in computers.

**Note:** These methodologies are indicative and teachers can innovate new methodologies to achieve the desired learning outcomes.

<b>Unit</b>	<b>Contents</b>	<b>No.of Hours</b>
I	<b>Introduction and Accounting Features of Tally:</b> Introduction to Tally-Salient features of Tally-Accounting features of Tally	3
II	<b>Company Information</b> Components of Tally – Create a company – Select company-Shuta company- Alter a company - Delete a company – Split company Data– Backup and Restore	4
III	<b>Gateway of Tally - Accounts Info</b> Introduction to groups – Single and Multiple Group Creation, display and altering	6
IV	Introduction to ledgers – creating a ledger – single and multiple Ledger creation, Display and altering	7
V	<b>Accounting Features of Tally:</b> Introduction to voucher type - Creating - Displaying and altering a voucher type - Creating accounting voucher - Introduction to invoices- Creating an invoice entry - Reports in the tally : Basic features of displaying reports - Balance Sheet - Profit & Loss Account - Trial Balance– Daybook	10
	<b>Recommended Text Books</b>	
	AsokK.Nadhani-TALLY ERP 9 TRAINING GUIDE - 4TH EDITION, BPS Publications	
	<b>Reference Books</b>	
	Official Guide To Financial Accounting Using Tally ERP9 With Gst by Tally Education Pvt.Ltd	
	<b>Web Resources:</b>	
	1. <a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a> 2. <a href="https://www.sarkarirush.com/tally-erp-9-book-pdf-download/">https://www.sarkarirush.com/tally-erp-9-book-pdf-download/</a> 3. <a href="https://tallyonlinetraining.com">https://tallyonlinetraining.com</a> 4. <a href="https://www.tallyacademy.in">https://www.tallyacademy.in</a> 5. <a href="https://help.tallysolutions.com">https://help.tallysolutions.com</a>	

### CO-PO-PSOMAPPING

	PO 1	PO2	PO 3	PO 4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3
<b>Average</b>	3	3	3	3	3	3	3	3	3	3

*(Correlation level: 3 – Strong 2 – Medium 1 - Low)*

**Distribution of marks for practical is as follows:**

<b>External Marks</b>	
<b>1.Practical</b>	60 Marks,(2 Questions x 30 marks =60 marks),5 questions – 1each from every unit
<b>2.RecordNote</b>	15 Marks
<b>External Total Marks</b>	<b>75 Marks</b>
<b>Internal Marks</b>	<b>25 Marks</b>
<b>Total</b>	<b>100 Marks</b>

**Note:**

- Tally Practical should be handled by commerce faculty only.
- Likewise, question paper setter, internal and external examiners for these papers should be commerce faculties.

**SECOND YEAR – SEMESTER – III**

**SEC5 – CAPITAL MARKET**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN05	1				1	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the Indian capital market, primary market methods, and the functioning of the secondary market								
<b>LO2</b>	To explore the features and characteristics of mutual funds and understand their operation.								
<b>LO3</b>	Define the depository system and comprehend the process of dematerialization.								
<b>LO4</b>	To become familiar with the objectives, functions, and powers of the Securities and Exchange Board of India (SEBI).								
<b>LO5</b>	To gain knowledge on derivatives and their characteristics, and understand the participants in the derivative market								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	Indian capital market: Primary Market (New Issue Market) – methods of floating new issues – parties involved in new issue Market – Secondary Market (Stock Exchange) – definition of Stock Exchange – BSE, NSE & OTCEI.								10
II	Mutual Fund: Features & Characteristics–Mechanism of mutual fund operation – benefits of mutual fund – types & various Schemes of mutual fund.								10
III	Depository System: Meaning & definition of Depository system– process of dematerialization – NSDC– CDSL.								15
IV	Securities Exchange Board of India (SEBI) – objectives & Functions – powers of SEBI – SEBI guidelines for primary market & Secondary market– measures for investor protection.								15
V	Derivatives – characteristics for derivatives –participants in derivative market – types of financial derivatives – forwards, futures, options & Swaps.								10

	<b>TOTAL</b>	60
<b>Course Outcomes</b>		
<b>CO1</b>	Differentiate between the primary and secondary markets, identify parties involved in new issue markets, and describe the stock exchanges in India (BSE, NSE, and OTCEI).	
<b>CO2</b>	Evaluate the benefits of mutual funds, identify various types and schemes of mutual funds, and analyze the mechanism of mutual fund operation	
<b>CO3</b>	Explain the meaning and functions of the depository system, describe the process of dematerialization, and discuss the roles of NSDL and CDSL.	
<b>CO4</b>	Analyze SEBI guidelines for the primary and secondary markets, assess the measures taken for investor protection, and evaluate the role of SEBI in regulating the securities market.	
<b>CO5</b>	Identify various types of financial derivatives (forwards, futures, options, and swaps), explain their characteristics, and discuss the roles of participants in the Derivative market	
<b>Textbooks</b>		
1	Capital Markets: Institutions and Instruments by Fabozzi and Frank J	
<b>Reference Books</b>		
1	Financial Market & Services – E.Gardon & Natrajan, Himalaya Publishing House.	
2	Financial Services – D.Sanathanam, Margham Publication.	
<b>NOTE: Latest Edition of Textbooks May be Used</b>		
<b>Web Resources</b>		
1	<a href="https://www.icsi.edu/media/webmodules/publications/CapitalMarketandSecuritiesLaw.pdf">https://www.icsi.edu/media/webmodules/publications/CapitalMarketandSecuritiesLaw.pdf</a>	
2	<a href="https://www.icsi.edu/media/webmodules/16112021_Final_SLCM.pdf">https://www.icsi.edu/media/webmodules/16112021_Final_SLCM.pdf</a>	
3	<a href="https://www.researchgate.net/publication/337676067_Capital_Markets_in_India_A_Conceptual_Framework">https://www.researchgate.net/publication/337676067_Capital_Markets_in_India_A_Conceptual_Framework</a>	

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	13	13	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.6	2.6	2.6	2	2.6	2.6	3	2	2.4

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

**SECOND YEAR – SEMESTER – IV**  
**CORE–VII: CORPORATE ACCOUNTING -II**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM07	5	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the types of Amalgamation, Internal and external Reconstruction								
<b>LO2</b>	To know Final statements of banking companies								
<b>LO3</b>	To understand the accounting treatment of insurance company accounts								
<b>LO4</b>	To understand the procedure for preparation of consolidated Balance sheet								
<b>LO5</b>	To have an insight on modes of winding up of a company								
<b>Prerequisite: Should have studied Financial Accounting in I Year</b>									
Unit	Contents								No.of Hours
I	<b>Amalgamation, Internal &amp; External Reconstruction</b> Amalgamation – Meaning – Purchase Consideration –Lumpsum Method, NetAssets Method, Net Payment Method, Intrinsic Value Method - Types of Methods of Accounting forAmalgamation – The Pooling of Interest Method – The Purchase Method (Excluding Inter – Company Holdings). Internal & External Reconstruction Internal Reconstruction – Conversion of Stock–Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction								15
II	<b>Accounting of Banking Companies</b> Final Statements of Banking Companies (As Per New Provisions) – Non - Performing Assets - Rebate on Bills Discounted- Profit and Loss a/c –Balance Sheet as Per Banking Regulation Act1949.								15
III	<b>Insurance Company Accounts:</b> Meaning of Insurance – Principles – Types – Preparation of Final Accounts of Insurance Companies – Accounts of Life Insurance Business – Accounts of General Insurance Companies – New Format.								15
IV	<b>Consolidated Financial Statements</b> Introduction - Holding & Subsidiary Company - Legal Requirements Relating to Preparation of Accounts -Preparation of Consolidated Balance Sheet (Excluding Inter - Company Holdings).								15
V	<b>Liquidation of Companies</b> Meaning – Modes of Winding Up –Preparation of Statement of Affairs and Statement of Deficiency <b>or Surplus (List H)</b> Order of Payment – Liquidators Remuneration- Liquidator’s Final Statement of Accounts.								15
<b>TOTAL</b>									<b>75</b>



<b>THEORY 20% &amp; PROBLEMS 80%</b>	
<b>Course Outcomes</b>	
<b>CO1</b>	Understand the accounting treatment to amalgamation, Internal and external reconstruction
<b>CO2</b>	Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format.
<b>CO3</b>	Synthesize and prepare final accounts of Insurance companies in the Prescribed format
<b>CO4</b>	Give the consolidated accounts of holding companies
<b>CO5</b>	Preparation of liquidator's final statement of account
<b>Textbooks</b>	
1	S.P.Jain and K.L.Narang. Advanced Accountancy, Kalyani Publishers, New Delhi.
2	Dr.K.S.Raman and Dr.M.A.Arulanandam, Advanced Accountancy, Vol. II, Himalaya Publishing House, Mumbai.
3	R.L.Gupta and M. Radhaswamy Advanced Accounts, Sultan Chand, New Delhi.
4	M.C.Shukla and T.S. Grewal, Advanced Accounts Vol.II, S Chand & Sons, New Delhi.
5	T.S.Reddy and A.Murthy, Corporate Accounting II, Margham Publishers, Chennai
<b>Reference Books</b>	
1	B.Raman, Corporate Accounting, Taxmann, New Delhi
2	M.C.Shukla, Advanced Accounting, S.Chand, New Delhi
3	Prof.Mukesh Bramhbut, Devi Ahilya publication, Madhya Pradesh
4	Anilkumar, Rajeshkumar, Advanced Corporate Accounting, Himalaya Publishing house, Mumbai.
5	Prasanth Athma, Corporate Accounting, Himalaya Publishing house, Mumbai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.accountingnotes.net/amalgamation/amalgamation-absorption-and-reconstruction-accounting/126">https://www.accountingnotes.net/amalgamation/amalgamation-absorption-and-reconstruction-accounting/126</a>
2	<a href="https://www.slideshare.net/debchat123/accounts-of-banking-companies">https://www.slideshare.net/debchat123/accounts-of-banking-companies</a>

3	<a href="https://www.accountingnotes.net/liquidation/liquidation-of-companies-accounting/12862">https://www.accountingnotes.net/liquidation/liquidation-of-companies-accounting/12862</a>
---	---

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	3	2	3	2	2
<b>CO2</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO4</b>	3	2	3	2	2	2	3	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	3	2	3	2	2
<b>TOTAL</b>	15	10	15	10	12	10	15	10	15	10	10
<b>AVERAGE</b>	3	2	3	2	2.4	2	3	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**SECOND YEAR– SEMESTER– IV**

**CORE PAPER VIII–PRINCIPLES OF MARKETING**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM08	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the concept and functions of marketing								
<b>LO2</b>	To understand the importance of market segmentation								
<b>LO3</b>	To examine the stages of new product development								
<b>LO4</b>	To gain knowledge on the various advertising medias								
<b>LO5</b>	To analyze the global market environment								
<b>Prerequisite: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to Marketing</b> Meaning–Definition and Functions of Marketing–Evolution of Marketing Concepts–Innovations in Modern Marketing. Role and Importance of Marketing–Classification of Markets–Niche Marketing.								15
II	<b>Market Segmentation</b> Meaning and definition–Benefits–Criteria for segmentation–Types of segmentation–Geographic–Demographic–Psychographic–Behavioural–Targeting, Positioning & Repositioning Introduction to Consumer Behaviour – Consumer Buying Decision Process and Post Purchase Behaviour – –Motives. Freud’s Theory of Motivation.								15
III	<b>Product &amp; Price</b> Marketing Mix—an overview of 4P’s of Marketing Mix– Product–Introduction to Stages of New Product Development–Product Life Cycle–Pricing–Policies– Objectives–Factors Influencing Pricing–Kinds of Pricing.								15
IV	<b>Promotions and Distributions</b> Elements of promotion – Advertising – objectives –Kinds of Advertising Media -Traditional vs Digital Media-Sales Promotion – Types of sales promotion – Personal Selling–Qualities needed for a personal seller –Channels of Distribution for Consumer Goods – Channel Members –Channels of Distribution for Industrial Goods.								15
V	<b>Competitive Analysis and Strategies</b> Global Market Environment–Social Responsibility and Marketing Ethics- Recent Trends in Marketing –A Basic Understanding of E–Marketing & M–Marketing – E-Tailing – CRM – Market Research – MIS and Marketing Regulation.								15
<b>TOTAL</b>								<b>75</b>	

<b>CO</b>	<b>Course Outcomes</b>
<b>CO1</b>	Develop an understanding on the role and importance of marketing
<b>CO2</b>	Apply the 4 P's of marketing in their venture
<b>CO3</b>	Identify the factors determining pricing
<b>CO4</b>	Use the different channels of distribution of industrial goods
<b>CO5</b>	Understand the concept of E-marketing and E-tailing
<b>Textbooks</b>	
1	Philip Kotler, Principles of Marketing: A South Asian Perspective, Pearson Education. NewDelhi
2	Dr.C.B. Gupta & Dr.N. Rajan Nair, Marketing Management, Sultan Chand & Sons, NewDelhi.
3	Dr.Amit Kumar, Principles Of Marketing, Shashibhawan Publishing House, Chennai
4	Dr.N.Rajan Nair, Marketing, Sultan Chand & Sons. NewDelhi
5	Neeru Kapoor Principles of Marketing, PHI Learning, NewDelhi
<b>Reference Books</b>	
1	Prof Kavita Sharma, Dr Swati Agarwal, Principles of Marketing Book, Taxman, newdelhi
2	Dr.J.Jayasankar, Marketing Management, Margham Publications, Chennai.
3	Assael, H.Consumer Behaviour and Marketing Action, USA: PWS - Kent
4	Hoyer, W.D. And Macinnis, D.J.,Consumer Behaviour, USA:Hought on Mifflin Company
5	BakerM, Marketing Management And Strategy, Macmillan Business, Bloombury Publishing, India
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.aha.io/roadmapping/guide/marketing/introduction">https://www.aha.io/roadmapping/guide/marketing/introduction</a>
2	<a href="https://www.investopedia.com/terms/m/marketsegmentation.asp">https://www.investopedia.com/terms/m/marketsegmentation.asp</a>
3	<a href="https://www.shiprocket.in/blog/understanding-promotion-and-distribution-management/">https://www.shiprocket.in/blog/understanding-promotion-and-distribution-management/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	2	2	2	3	2
<b>CO2</b>	3	2	3	2	3	2	2	2	2	3	2
<b>CO3</b>	3	2	3	2	3	2	2	2	2	3	2
<b>CO4</b>	3	2	3	2	2	2	2	2	2	3	2
<b>CO5</b>	3	2	3	2	2	2	2	2	2	3	2
<b>TOTAL</b>	15	10	15	10	12	10	10	10	10	15	10
<b>AVERAGE</b>	3	2	3	2	2.4	2	2	2	2	3	2

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

**SECOND YEAR – SEMESTER – IV**

**ELECTIVE IV- FINANCIAL SERVICES**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM10	4				3	3	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To impart knowledge on the role and function of the Indian financial system.								
<b>LO2</b>	To enrich their knowledge on key areas relating to management of financial products and services.								
<b>LO3</b>	To familiarize students about Venture Capital, Leasing.								
<b>LO4</b>	To make them understand the Credit Rating system.								
<b>LO5</b>	To provide insights into mutual funds and the operation of NSDL and CSDL.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to Financial System</b> Structure of Financial System–Role of Financial System in Economic Development–Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.								9
II	<b>Introduction to Financial Services</b> Concept, Nature and Scope of Financial Services– Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers –Role of Merchant Bankers in Issue Management –Regulation of Merchant Banking in India.								9
III	<b>Venture Capital and Leasing</b> Venture Capital– Growth of Venture Capital in India–Financing Pattern under Venture Capital– Legal Aspects and Guidelines for Venture Capital, Leasing–Types of Leases–Evaluation of Leasing Option Vs. Borrowing.								9
IV	<b>Credit Rating</b> Credit Rating – Meaning, Functions –Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context.								9

V	<b>Mutual Funds</b> Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services-Need and Operations - Role of NSDL and CSDL.	<b>9</b>
<b>TOTAL</b>		<b>45</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Summarize the role and function of the financial system	
<b>CO2</b>	Gain practical knowledge on key areas relating to management of financial products and services.	
<b>CO3</b>	Familiarize students about Venture Capital, Leasing	
<b>CO4</b>	Infer the importance of the Credit Rating system	
<b>CO5</b>	Understand various types of mutual fund schemes and the roles of NSDL and CSDL.	
<b>Textbooks</b>		
1	Gurusamy.S, Financial Services, Tata Mc Graw Hill, Noida.	
2	C.Rama Gopal, Financial Services, Vikas Publishing House, Noida.	
3	M.Y.Khan, Financial Services, Tata Mc Graw Hill, Noida.	
4	E.Dharmaraj, Financial Services, S.Chand, NewDelhi.	
<b>Reference Books</b>		
1	Mike Heffner, Business process management in Financial Services, F.W.Oline Graduateschool of Business, United States.	
2	Perry Stinson, Bank management and Financial Services, Clanrye International, USA.	
3	E.Gordon and K.Natarajan, Financial Market and Services, Himalaya Publishing House, Mumbai.	
4	B.Santhanam, Financial Services, Margham Publications, Chennai.	
<b>NOTE: Latest Edition of Textbooks May be Used</b>		
<b>Web Resources</b>		
1	<a href="https://www.civilserviceindia.com/subject/Management/notes/leasing-hire-purchase-and-venture-capital.html">https://www.civilserviceindia.com/subject/Management/notes/leasing-hire-purchase-and-venture-capital.html</a>	
2	<a href="https://corporatefinanceinstitute.com/resources/fixed-income/credit-rating/">https://corporatefinanceinstitute.com/resources/fixed-income/credit-rating/</a>	
3	<a href="https://scripbox.com/mf/what-is-mutual-fund/">https://scripbox.com/mf/what-is-mutual-fund/</a>	

## MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	13	13	12	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**



**SECONDYEAR–SEMESTER-IV**

**ELECTIVE -IV: CONSUMERISM & CONSUMER PROTECTION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM11	3				3	3	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the nature of consumers and consumerism.								
<b>LO2</b>	To know how consumers are exploited.								
<b>LO3</b>	To be familiar with consumer rights and duties.								
<b>LO4</b>	To learn about Consumer Protection Act.								
<b>LO5</b>	To gain insights into consumerism in India.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No.of Hours
I	<b>Consumerism</b> Meaning of Consumer and Customer -Consumer Movements – Historical Perspectives-Concept of Consumerism–Need and Importance.								9
II	<b>Consumer Exploitation</b> Meaning and Causes of Consumer Exploitation- Forms of Consumer - Exploitation – Under weight Measures, High Prices, Substandard Quality, Poor or Inadequate After Sales Services - Challenges of Consumer Exploitation.								9
III	<b>Consumer Rights and Duties</b> Consumer Rights – John F Kennedy’s Consumer Bill of Rights.-Types of Consumer Rights – Right to Safety, Right to Information (RTI), Right to Redressal, Right to Consumer Education-Duties of Consumers.								9
IV	<b>Consumerism in India</b> Reasons for the Growth of Consumerism in India-Recent Trends in Consumerism - Problems Faced by Consumers in India.								9
V	<b>Consumer Protection Act 2019</b> Consumer Protection Council–Central, State, Districts Consumer Protection Councils – Consumer Dispute Redressal Mechanism.								9
<b>TOTAL</b>								<b>45</b>	

<b>Course Outcomes</b>	
<b>CO1</b>	Remember and recall aspects in consumerism
<b>CO2</b>	Identify the reasons for consumer exploitation
<b>CO3</b>	Discover the rights and duties of a consumer
<b>CO4</b>	Create an environment which protects the consumers in India.
<b>CO5</b>	Critically appraise the Consumer Protection Act.
<b>Textbooks</b>	
1	Premavathy and Mohini Sethi, Consumerism – Strategies and Tactics, CBS Publication
2	Prof Kavita Sharma, Dr Swati Aggarwal, Principles of Marketing Book, Taxmann
3	Dr.J.Jayasankar, Marketing Management, Margham Publications, Chennai.
4	Assael, H. Consumer Behaviour and Marketing Action, PWS-Kent, USA
<b>Reference Books</b>	
1	Hoyer, W.D. and Mac Innis, D.J., Consumer Behaviour, Houghton Mifflin Company, USA
2	Y.V.Rao, Consumer Protection Act, 1986, Asia Law House, Hyderabad
3	G B.Reddy and Baglekar Akash Kumar, Consumer Protection Act, Eastern Book Company, Bengaluru
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://lawcorner.in/forms-of-consumer-exploitation/">https://lawcorner.in/forms-of-consumer-exploitation/</a>
2	<a href="https://consumeraffairs.nic.in/en/organisation-and-units/division/consumer-protection-unit/consumer-rights">https://consumeraffairs.nic.in/en/organisation-and-units/division/consumer-protection-unit/consumer-rights</a>
3	<a href="http://www.chdsla.gov.in/right_menu/act/pdf/consumer.pdf">http://www.chdsla.gov.in/right_menu/act/pdf/consumer.pdf</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO2</b>	3	2	2	2	3	2	2	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	2	2	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	2	2	3	2	2
<b>TOTAL</b>	15	10	13	10	12	10	10	10	15	10	10
<b>AVERAGE</b>	3	2	2.6	2	2.4	2	2	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**SECOND YEAR– SEMESTER – IV**

**Elective IV- Operation Research**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME12	3				3	3	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To introduce the students to operations research and linear programming.								
<b>LO2</b>	To impart knowledge about transportation and assignment problems.								
<b>LO3</b>	To get acquainted with game theory and simulation.								
<b>LO4</b>	To develop abilities to analyze and manage inventories using various methods.								
<b>LO5</b>	To acquire knowledge on network analysis.								
<b>Prerequisite: Should have studied Statistics in 1<sup>st</sup> year B.Com.</b>									
UNIT	Contents								No.of Hours
I	<b>Introduction to Operations research and Linear Programming Problem</b> Operations research–Origin and development–Role in decision making - Phases and approaches to OR – Linear programming problem–Applications and limitations- Formulation of LPP - Optimal Solution to LPP – Graphical method - Simplex Method								9
II	<b>Transportation and Assignment problem</b> Transportation Problem – methods - North West corner method - Least cost method-Vogel’s approximation method Moving towards optimality – Stepping stone & MODI methods – Assignment problem								9

III	<b>Game Theory and Simulation</b> Game Theory-different strategies followed by the player sinagame – Optimal strategies of a game using maxi - min Criterion – Dominance property – Graphical method - Simulation	9
IV	<b>Inventory Management</b> Introduction to inventory systems, inventory classification. Economic order quantity (EOQ) model, Single period probabilistic inventory models with discrete and continuous demand, determination of reorder point for deterministic and probabilistic Inventory System. Basic concepts of Just – in – Time (JIT) and Material Requirement Planning (MRP)	9
V	<b>Network Analysis</b> Network models- CPM and PERT Determination of Critical Path Method (CPM) – PERT cost – Crashing a project – Scheduling of a project - Application of PERT and CPM.	9
	Total	45
<b>CO</b>	<b>Course Outcomes</b>	
<b>CO1</b>	Frame a linear programming problem for quantitative decisions in business planning.	
<b>CO2</b>	Optimize economic factors by applying transportation and assignment problems.	
<b>CO3</b>	Apply the concept of game theory and simulation for optimal decision making.	
<b>CO4</b>	Analyze and manage inventories to meet the changes in market demand.	
<b>CO5</b>	Construct networks including PERT, CPM for strategic management of business projects.	
Textbooks		
1.	C.R.Kothari, -Quantitative Techniques, Vikas Publications, Noida	
2.	V.K.Kappor, "Operations Research – Problems and Solutions", Sultan Chand & Sons Publisher, New Delhi	
3.	Anand Sharma, Operation Research, Himalaya Publishing House, 2014, Mumbai	

4.	M Sreenivasa Reddy, Operation Research, CENGAGE, NewDelhi
5.	S.Gurusamy, Elements of Operation Research, Vijay Nicole Imprints Private Limited
<b>Reference Books</b>	
-	S Kalavathy, Operations Research, Vikas Publications, Noida
-	S.P. Gupta, –Statistical Methods, S.Chand & Sons Publisher, NewDelhi. 2019
-	Sarangi, S K Applied Operations Research and Quantitative Methods, Himalaya Publishing House, 2014, Mumbai
-	N D Vohra, Quantitative Techniques in Management, Mc Graw Hill, 6th Edition, New Delhi 2021
-	P.R.Vittal - Operation Research, Margham Publications, Chennai
<b>Web Resources</b>	
1.	<a href="http://www.orsi.in">www.orsi.in</a>
2.	<a href="http://www.learnaboutor.co.uk">www.learnaboutor.co.uk</a>
3.	<a href="http://www.theorsociety.com">www.theorsociety.com</a>

### MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO3</b>	3	2	3	2	3	2	2	2	3	2	2
<b>CO4</b>	3	1	3	2	3	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	2	2	3	2	2
<b>TOTAL</b>	15	11	15	10	13	10	10	10	15	10	10
<b>AVERAGE</b>	3	2.2	3	2	2.6	2	2	2	3	2	2

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

**SECONDYEAR – SEMESTER – IV**

**SEC-6–SERVICE MARKETING**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN06	2				2	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the service concept, its evolution, and growth								
<b>LO2</b>	To understand Marketing Mix in service marketing and its effective management.								
<b>LO3</b>	To know the service marketing techniques applied in various sectors.								
<b>LO4</b>	To emphasize the distinctive aspects of Services Marketing.								
<b>LO5</b>	To visualize the different Service Marketing strategies.								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	Introduction to Services – Service Marketing – Meaning and Definition-Nature and Scope Characteristics –Challenges and issuesof service marketing – Service marketing in India – Classifications of services								6
II	Marketing Mix in Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies and Tactics, Promotion of Service –additional dimension in Services Marketing – People, Physical Evidence and Process.								6
III	Positioning of services – Designing service delivery System – Pricing of services–objectives–methods–Serviceson retail sector – Service Level Agreements (SLA) – Service marketing triangle.								6
IV	Managing service operations – Participants in services – Employees and customer’s role in service delivery – Mass production and delivery - Importance of quality in services – Delivering Quality Service.								6
V	Service Marketing Strategies for health – Hospitality – Tourism – Financial & Information technique Services - Applying technology to Service settings –e-services.								6
	<b>TOTAL</b>								30

<b>Course Outcomes</b>	
<b>CO1</b>	Understand the concept of services and intangible products.
<b>CO2</b>	Discuss the relevance of the services industry to industry.
<b>CO3</b>	Examine the characteristics of the services industry and the modus operandi.
<b>CO4</b>	Analyze the role and relevance of quality in services.
<b>CO5</b>	Critically visualize future changes in the services industry.

<b>Textbooks</b>	
1	S. M. Jha, Services Marketing, Himalaya Publishers, India.
2	Baron, Services Marketing, Second Edition. Palgrave Macmillan.
<b>Reference Books</b>	
1	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2	Dr. L. Natarajan, Services Marketing, Margham Publications, Chennai.
3	Thakur G. S. Sandhu, Supreet & Dogra Babzan, Services Marketing, Kalyani Publishers, Ludhiana.
4.	Zeithaml Valerie A., Bitner Mary Jo, Gremler Dwayne D., Pandit Ajay; Services Marketing, McGraw Hill.
5.	Wirtz Jochen, Lovelock Christopher H., Chatterjee Jayanta; Services Marketing, 8th Edition, Pearson.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://kanchiuniv.ac.in/coursematerials/T5MM1servicesmarketing.pdf">https://kanchiuniv.ac.in/coursematerials/T5MM1servicesmarketing.pdf</a>
2	<a href="https://sde.uoc.ac.in/sites/default/files/sde_videos/SLM-MCom-SERVICE%20MARKETING.pdf">https://sde.uoc.ac.in/sites/default/files/sde_videos/SLM-MCom-SERVICE%20MARKETING.pdf</a>
3	<a href="https://www.enotesmba.com/2012/06/service-marketing-and-service-marketing.html">https://www.enotesmba.com/2012/06/service-marketing-and-service-marketing.html</a>



**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	13	13	12	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

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

**SECONDYEAR – SEMESTER – IV**  
**SEC-7-COMMERCEPRACTICAL**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN07			2		2	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the fundamentals of concepts and applications in Indian Accounting Standards								
<b>LO2</b>	To grasp the practical knowledge in advertising								
<b>LO3</b>	To train them in secretarial practices like preparation of agenda and minutes for company meetings.								
<b>LO4</b>	To provide practical knowledge to fill forms like insurance, bank, loan application, membership form, income tax return forms, etc.								
<b>LO5</b>	To explore in share market applications								
<b>Prerequisites:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>UNIT-I :ACCOUNTING STANDARD PRACTICE:</b> Concept and it application. a. Accounting standard I b. Accounting standard II c. Accounting standard III								6
II	<b>UNIT-II: ADVERTISING PRACTICE:</b> Preparation of an advertisement copy, collection of advertisements in dailies and journals, critically evaluating the advertisement copy.								6
III	<b>UNIT-III: SECRETARIAL PRACTICE:</b> Preparation of Agenda and minutes of meetings –both general body and board of directors. (Students are asked to write agenda and minutes of their own and should not use printed format).								6

IV	<b>UNIT- IV:BANKING PRACTICES:</b> 1.Drawing, Endorsing and crossing of cheques filling up of pay in slips demand draft application and preparation of demand drafts. 2.Application for Opening Bank Account – Saving Account & Current Account.	6
V	<b>UNIT-V:SHAREMARKET APPLICATION</b> 1.Application for PAN (Permanent Account Number) Application for Opening DEMAT Account	6
	<b>TOTAL</b>	30

<b>Course Outcomes</b>	
<b>CO1</b>	Remember and recall the various concepts of Indian Accounting Standards and its compliances.
<b>CO2</b>	Demonstrate a practical model of advertisement for new products.
<b>CO3</b>	Analyze the previous agenda and minutes of meetings and explore in preparation of agendas for the new meetings of the company.
<b>CO4</b>	Applying the rules in filling the application forms for banking transactions.
<b>CO5</b>	Evaluate the share market applications and train in opening the DEMAT accounts.
<b>Web Resources</b>	
1	<a href="https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction%20to%20Accounting%20Standards_7iWCuHN.pdf">https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction%20to%20Accounting%20Standards_7iWCuHN.pdf</a>
2	<a href="https://blog.hubspot.com/marketing/how-to-make-an-ad">https://blog.hubspot.com/marketing/how-to-make-an-ad</a>
3	<a href="https://clickup.com/blog/meeting-agenda/">https://clickup.com/blog/meeting-agenda/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	13	13	12	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**

**THIRD YEAR – SEMESTER – V**

**CORE–IX: COST ACCOUNTING-I**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM09	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the various concepts of cost accounting.								
<b>LO2</b>	To prepare and reconcile cost accounts.								
<b>LO3</b>	To gain knowledge regarding valuation methods of material.								
<b>LO4</b>	To familiarize with the different methods of calculating labour cost.								
<b>LO5</b>	To know the apportionment of overheads.								
<b>Prerequisite:Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction of Cost Accounting</b> Definition-Nature and Scope–Principles of Cost Accounting–Cost Accounting and Financial Accounting–Cost Accounting Vs Management Accounting –Installation of Costing System – Classification of Costs– Cost Centre– Profit Centre.								15
II	<b>Cost Sheet and Methods of Costing</b> Preparation of Cost Sheet-Tenders & Quotations-Reconciliation of Cost and Financial Accounts–Unit Costing-Job Costing.								15
III	<b>Material Costing</b> Material Control – Meaning and Objectives – Purchase of Materials – EOQ –Stores Records – Reorder Levels – ABC Analysis - Issue of Materials–Methods of Issue–FIFO–LIFO–Base Stock Method– Specific Price Method–Simple and Weighted Average Method.								15
IV	<b>Labour Costing</b> Direct Labour and Indirect Labour – Time Keeping – Methods and Calculation of Wage Payments–Time Wages–Piece Wages–Incentives – Different Methods of Incentive Payments - Idle time–Overtime–Labour Turnover-Meaning, Causes and Measurement.								15
V	<b>Overheads Costing</b> Overheads–Definition–Classification–Allocation and Apportionment of Overheads – Basis of Apportionment – Primary and Secondary Distribution - Absorption of Overheads – Methods of absorption Preparation of Overheads Distribution Statement–Machine Hour Rate – Computation of Machine Hour Rate.								15
<b>TOTAL</b>								<b>75</b>	
<b>THEORY 20% &amp; PROBLEMS 80%</b>									
<b>Course Outcomes</b>									
<b>CO1</b>	Remember and recall the various concepts of cost accounting.								
<b>CO2</b>	Demonstrate the preparation and reconciliation of cost sheet.								
<b>CO3</b>	Analyze the various valuation methods of issue of materials.								
<b>CO4</b>	Examine the different methods of calculating labour cost.								
<b>CO5</b>	Critically evaluate the apportionment of overheads.								

<b>Textbooks</b>	
1	Jain S.P. and Narang K.L., Cost Accounting. Kalyani Publishers, New Delhi
2	Khanna B.S., Pandey I.M., Ahuja G.K., and Arora M.N., Practical Costing, S. Chand & Co, New Delhi,
3	Dr. S.N. Maheswari, Principles of Cost Accounting, Sultan Chand Publications, New Delhi
4	T.S. Reddy and Y. Hari Prasad Reddy, Cost Accounting, Margham publications, Chennai
5	S.P. Iyengar, Cost Accounting, Sultan Chand Publications, New Delhi
<b>Reference Books</b>	
1	Polimeni, Cost Accounting: Concepts and Applications for Managerial Decision Making, 1991, Mc Graw-Hill, New York.
2	Jain S.P. and Narang K.L. Cost Accounting, Latest Edition. 2013, Kalyani Publishers, New Delhi,
3	V.K. Saxena and C.D. Vashist, Cost Accounting, Sultan Chand publications, New Delhi
4	Murthy A & Gurusamy S, Cost Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai
5	Prasad. N. and Prasad. V. K., Cost Accounting, Book Syndicate, Kolkata
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://study.com/learn/lesson/cost-accounting-principles-examples-what-is-cost-accounting.html">https://study.com/learn/lesson/cost-accounting-principles-examples-what-is-cost-accounting.html</a>
2	<a href="https://www.accountingtools.com/articles/what-is-material-costing.html">https://www.accountingtools.com/articles/what-is-material-costing.html</a>
3	<a href="https://www.freshbooks.com/hub/accounting/overhead-cost">https://www.freshbooks.com/hub/accounting/overhead-cost</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO3</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	2	2	3	2	2
<b>TOTAL</b>	15	10	13	10	10	10	10	10	15	10	10
<b>AVERAGE</b>	3	2	2.6	2	2	2	2	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**THIRD YEAR – SEMESTER – V**  
**CORE–X: BANKING LAW AND PRACTICE**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM10	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To help the students understand various provisions of the Banking Regulation Act, 1949, applicable to banking companies including cooperative banks.								
<b>LO2</b>	To trace the evolution of the central bank concept and prevalent central banking systems around the world and their roles and functions.								
<b>LO3</b>	To throw light on the Central Bank in India, its formation, nationalizing, its organization structure, role of the bank to government, role in promoting agriculture and industry, and role in financial inclusion.								
<b>LO4</b>	To understand how capital funds of commercial banks, objectives, and processes of asset securitization, etc.								
<b>LO5</b>	To explore practical banking systems, relationship of bankers and customers, crossing of cheques, endorsement, etc.								
Unit	Contents								No. of Hours
I	<b>Introduction to Banking</b> History of Banking- Provisions of Banking Regulations Act 1949 - Components of Indian Banking - Indian Banking System-Phases of Development-Banking Structure in India–PublicSectorBanks,Private Banks, Foreign Banks, RRB, UCB, Payment Banks and SmallFinance Banks - Banking System – Branch Banking- Unit Banking –Universal Banking-Financial Inclusion								15
II	<b>Central Bank and Commercial Bank</b> Central Banking: Definition – Need – Principles –Central Banking Vs Commercial Banking – Functions of Central Bank–Credit Creation. Commercial Banking:Definition-Functions–Personal Banking–Corporate Banking–Digital banking–Core Banking System(CBS)- Role of Banks in Economic Development.								15
III	<b>Banking Practice</b> Types of Accounts CASA–Types of Deposits - Opening Bank Account-Jan Dhan Yojana-Account Statement vs Passbook vs E - statement – Banker Customer Relationship –Special Types of Customers – KYC norms. Loans & Advances –Lending Sources-Lending Principles-Types of Loans - classification of assets and income recognition / provisioning (NPA) – Repo Rate & Reverse Repo Rate- securities of lending-Factors influencing bank lending.								15



IV	<p><b>Negotiable Instruments Act</b> Negotiable Instruments – Meaning &amp; Definition– Characteristics -Types of negotiable instruments.</p> <p>Crossing of Cheques– Concept - Objectives – Types of Crossing - - Consequences of Non-Crossing.</p> <p>Endorsement – Meaning – Components - Kinds of Endorsements- Cheques payable to fictitious person Endorsement by legal representative–Negotiation bank-Effect of endorsement-Rules regarding Endorsement. Paying banker - Banker’s duty – Dishonouring of Cheques- Discharge by paying banks - Payments of a crossed cheque -Refusal of cheques Payment. Duties of Collecting Banker- Statutory protection under section 131-Collecting bankers’duty–RBI instruction – Paying Banker Vs Collecting Banker-Customer Grievances – Grievance Redressal – Banking Ombudsman.</p>	15
V	<p><b>Digital Banking</b></p> <p>Meaning-Services-e-banking and financial services-Initiatives- Opportunities -Internet bankingVs Traditional Banking</p> <p>Mobile banking–Anywhere Banking-Any Time Banking- Electronic Mobile Wallets.ATM–Concept-Features-Types-.Electronic money- Meaning-Categories-Merits of e-money - National Electronic Funds Transfer (NEFT), RTGS, IMPS, UPI and Digital currency – Differences-Safety and Securityin Digital Banking.</p>	15
<b>TOTAL</b>		<b>75</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Aware of various provisions of the Banking Regulation Act, 1949, applicable to banking companies including cooperative banks	
<b>CO2</b>	Analyze the evolution of the central banking concept and prevalent central banking system in India and their roles and functions.	
<b>CO3</b>	Gain knowledge about the Central Bank in India, its formation, nationalizing, its organization structure, role of the bank to government, role in promoting agriculture and industry, and role in financial inclusion.	
<b>CO4</b>	Evaluate the role of capital funds of commercial banks, objectives and processes of asset securitization, etc.	
<b>CO5</b>	Define the practical banking systems, relationship of bankers and customers, crossing of cheques, endorsement, etc.	

<b>Textbooks</b>	
1	Gurusamy S., Banking Theory: Law and Practice, Vijay Nicole Publication, Chennai.
2	Muraleedharan, Modern Banking: Theory and Practice, Prentice Hall India Learning Private Ltd, New Delhi
3	Gupta P.K. Gordon E. Banking and Insurance, Himalaya Publication, Kolkata
4	Gajendra, A Text on Banking Theory Law & Practice, Vrinda Publication, Delhi
5	K.P. Kandasami, S. Natarajan & Parameswaran, Banking Law and Practice, S. Chand Publication, New Delhi
<b>Reference Books</b>	
1	B. Santhanam, Banking & Financial System, Margam Publication, Chennai
2	Katait Sanjay, Banking Theory and Practice, Lambert Academic Publishing
3	Henry Dunning Macleod, The Theory and Practice of Banking, Hard Press Publishing, Old New Zealand
4	William Amasa Scott, Money and Banking: An Introduction to the Study of Modern Currencies, Kesinger Publication, USA
5	Nektarios Michail, Money, Credit, and Crises: Understanding the Modern Banking System, Palgrave Macmillan, London
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.rbi.org.in/">https://www.rbi.org.in/</a>
2	<a href="https://businessjargons.com/e-banking.html">https://businessjargons.com/e-banking.html</a>
3	<a href="https://www.wallstreetmojo.com/endorsement/">https://www.wallstreetmojo.com/endorsement/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	2	2	3	3	2
<b>CO2</b>	3	2	2	2	3	2	2	2	3	3	2
<b>CO3</b>	3	2	3	2	3	2	2	2	3	3	2
<b>CO4</b>	3	2	2	2	3	2	2	2	3	3	2
<b>CO5</b>	3	2	3	2	3	2	2	2	3	3	2
<b>TOTAL</b>	15	10	13	10	15	10	10	10	15	15	10
<b>AVERAGE</b>	3	2	2.6	2	3	2	2	2	3	3	2

**3–Strong, 2-Medium, 1-Low**

**THIRDYEAR-SEMESTER-V**

**CORE –XI:INCOME TAXLAWANDPRACTICE-I**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM11	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the basic concepts & definitions under the Income Tax Act, 1961								
<b>LO2</b>	To compute the residential status of an assessee and the incidence of tax.								
<b>LO3</b>	To compute income under the head salaries.								
<b>LO4</b>	To learn the concepts of annual value, associated deductions, and the calculation of income from house property.								
<b>LO5</b>	To compute the income from business & profession considering its basic principles & specific disallowances.								
<b>Prerequisite: Should have studied Commerce in XII Std</b>									
Unit	Contents								No.of Hours
I	<b>Introduction to Income Tax</b> Introduction to Income Tax – History – Objectives of Taxation - Features of Income Tax – Meaning of Income – Types – Important Definitions Under the Income Tax Act–Types of Assessee–Income exempted under Section10.								15
II	<b>Residential Status</b> Residential Status–Residential Status of an Individual–Company – HUF – Basic Conditions – Additional Conditions – Incidence of Tax and Residential Status – Problems on Residential Status and Incidence of Tax.								15
III	<b>Income from Salary</b> Salary Income-Definition–Allowances–Taxability -Perquisites– Kinds of Perquisites–Types of Provident Fund-Gratuity–Pension – Commutation of Pension–Deduction of Salary- Profitsin Lieu of Salary - Computation of Salary Income.								15

IV	<p><b>Income from House Property</b></p> <p>Income from House Property –Basis of Charge – Annual Value – Gross Annual Value, Net Annual Value -Let-out vs Deemed to be let out Self-Occupied Property–Deductions–Computation of Income from House Property.</p>	15
V	<p><b>Profits and Gains from Business or Profession</b></p> <p>Income from Business or Profession – Allowable Expenses– Expenses Disallowed – General Deductions – Depreciation – Undisclosed Income &amp; Investments, Unexplained expenditure (Sec69A,69B,69C,69D)–Compulsory Maintenance of Books of Accounts–Audit of Accounts of Certain Persons–Special Provisions for Computing Incomes on Estimated Basis (Deemed Income)–Computation of Income from Business or Profession.</p>	15
	<b>TOTAL</b>	<b>75</b>

<b>Course Outcomes</b>	
<b>THEORY 20% &amp; PROBLEMS 80%</b>	
<b>CO1</b>	Demonstrate the understanding of the basic concepts and definitions under the Income Tax Act.
<b>CO2</b>	Assess the residential status of an assessee & the incidence of tax.
<b>CO3</b>	Compute income of an individual under the head salaries.
<b>CO4</b>	Ability to compute income from house property.
<b>CO5</b>	Evaluate income from a business carried on or from the practice of a profession.
<b>Textbooks</b>	
1	V.P. Gaur, Narang, Puja Gaur, and Rajeev Puri - Income Tax Law and Practice, Kalyani Publishers, New Delhi.
2	T.S. Reddy and Hariprasad Reddy, Income Tax Law and Practice, Margham Publications, Chennai.
3	Dinkar Pagare, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi.
4	H.C. Mehrotra, Dr. Goyal S.P., Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.
5	T. Srinivasan – Income Tax & Practice – Vijay Nicole Imprints Private Limited, Chennai.
<b>Reference Books</b>	
1	Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd., Chennai.
2	Bhagwati Prasad, Income Tax Law and Practice, Vishwa Prakasan, New Delhi.
3	Vinod K. Singhanian, Student's Guide to Income Tax, U.K. Bhargava Taxman.
4	Dr. Vinod K Singhanian, Dr. Monica Singhanian, Taxmann's Students' Guide to Income Tax, New Delhi.
5	Mittal Preethi Rani and Bansal Anshika, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://cleartax.in/s/residential-status/">https://cleartax.in/s/residential-status/</a>
2	<a href="https://www.legalraasta.com/itr/income-from-salary/">https://www.legalraasta.com/itr/income-from-salary/</a>
3	<a href="https://taxguru.in/income-tax/income-house-properties.html">https://taxguru.in/income-tax/income-house-properties.html</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	2	2	3	3	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO3</b>	3	3	3	2	3	2	2	2	3	3	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	3	2
<b>CO5</b>	3	3	3	2	3	2	2	2	3	2	2
<b>TOTAL</b>	15	12	13	10	13	10	10	10	15	13	10
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2	2	3	2.6	2

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

**THIRD YEAR – SEMESTER – V**

**24DUCM12**

**CORE–XII: PROJECT WORK (GROUP)**

**5 Hours, 4 Credits**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination. The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

<b>Learning Objectives</b>	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

<b>Course Outcome</b>	<b>On completion of thiscourse,studentswill;</b>	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8



## **PROJECT DESCRIPTION GUIDELINES**

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Sub heading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the VivaVoce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		20 Marks
	Review I		
	Review II		
<b>External Evaluation</b>	Project Report–VivaVoce		80 Marks
	Total		100 Marks

<b>Method of Assessment</b>	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report–VivaVoce

### **CO-PO Mapping (Course Articulation Matrix)**

#### **Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

### THIRDYEAR–SEMESTER– V

#### CORE –XII: AUDITING & CORPORATE GOVERNANCE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM12	5				4	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To enable students to understand the process of auditing and its classification.								
<b>LO2</b>	To impart knowledge on internal check and internal control								
<b>LO3</b>	To illustrate the role of auditors in a company.								
<b>LO4</b>	To help students understand the framework, theories, and models of Corporate Governance.								
<b>LO5</b>	To provide insights into the concept of Corporate Social Responsibility.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No. of Hours
I	<b>Introduction to Auditing</b> Meaning and Definition of Auditing–Distinction between Auditing and Accounting–Objectives–Advantages and Limitations of Audit – Scope of Audit – Classifications of Audits –Auditof For Profit enterprises and Non–profit Organizations								15
II	<b>Audit Procedures and Documentation</b> Audit Planning–Audit Programme–Procedures-Internal Audit- Internal Control–Internal Check System–Vouching–Cash and TradeTransactions-Verification of Assets and Liabilities and its Valuation								15
III	<b>Company Auditor</b> Appointment and Removal of Auditors–Rights, Duties and Liabilities of Auditor –Audit Report - Recent Trends in Auditing – Information Systems Audit (ISA)–Auditing around the computer –Auditing through the computer-e-audit tools.								15

IV	<p><b>Introduction to Corporate Governance</b></p> <p>Conceptual Framework of Corporate Governance: Theories &amp; Models, Broad Committees – Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Introduction to Environment, Social and Governance (ESG-Code of Conduct –Directors and Auditors</p>	<b>15</b>
V	<p><b>Corporate Social Responsibility</b></p> <p>Concept of CSR, Corporate Philanthropy, Strategic Relationship of CSR with Corporate Sustainability - CSR and Business Ethics,CSR and Corporate Governance-CSR Provision under the Companies Act, 2013 (Section 135 schedule – VII). – CSR Policy Rules</p>	<b>15</b>
	<b>TOTAL</b>	<b>75</b>

<b>Course Outcomes</b>	
<b>CO1</b>	Define auditing and its process.
<b>CO2</b>	Compare and contrast essence of internal check and internal control.
<b>CO3</b>	Identify the role of auditors in companies.
<b>CO4</b>	Define the concept of Corporate Governance.
<b>CO5</b>	Appraise the implications of Corporate Social Responsibility
<b>Textbooks</b>	
1	Dinkar Pagare, Principles and Practice of Auditing, Sultan Chand & Sons, New Delhi
2	B.N.Tandon, S.Sudharsanam & S.Sundharabahu, Practical Auditing, S.Chand & Sons New Delhi.
3	Dr.T.R.Sharma, Dr.Gaurav Sankalp, Auditing & Corporate Governance, Sahithya Bhawan Publications, Agra
4	Aruna Jha, Auditing & Corporate Governance, Taxmann Publication Pvt. Ltd, New Delhi.
<b>Reference Books</b>	
1	Kevin Keasey, Steve Thompson & Mike Wright, Governance & Auditing, Emerald Group Publishing Limited, Bingley
2	Dr.T.R.Sharma, Auditing, Sahithya Bhawan Publications, Agra
3	C.B.Gupta, Neha Singhal, Auditing & Corporate Governance, Scholar Tech Press, New Delhi.
4	Shri.Vengadamani, Practical Auditing, Margham Publication, Chennai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.wallstreetmojo.com/audit-procedures/">https://www.wallstreetmojo.com/audit-procedures/</a>
2	<a href="https://theinvestorsbook.com/company-auditor.html">https://theinvestorsbook.com/company-auditor.html</a>
3	<a href="https://www.investopedia.com/terms/c/corp-social-responsibility.asp">https://www.investopedia.com/terms/c/corp-social-responsibility.asp</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	3	3	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO3</b>	3	3	3	2	3	2	3	3	3	3	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	3	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	2
<b>TOTAL</b>	15	12	13	10	13	10	13	13	15	13	10
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2.6	2.6	3	2.6	2

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

**THIRD YEAR – SEMESTER – V**

**DISCIPLINE SPECIFIC ELECTIVE–1/2: FINANCIAL MANAGEMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME13	5				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To introduce the concept of financial management.								
<b>LO2</b>	To learn the capital structure theories.								
<b>LO3</b>	To gain knowledge about techniques in capital budgeting.								
<b>LO4</b>	To learn about dividend payment models.								
<b>LO5</b>	To understand the needs and calculation of working capital in an organization.								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>Introduction</b> <b>Meaning and Objectives of Financial Management</b> – Functions of Financial Management. Finance – Sources of Finance – Role of Financial Manager – Financial Goals – Profit Maximization vs. Wealth Maximization – Concept of Time Value of Money – Risk and Return – Components of Financial Management.								12
II	<b>Financial Decision</b> Capital Structure – Definition – Meaning – Theories – Factors determining Capital Structure – Various approaches to Capital Structure. Cost of Capital – Meaning – Factors determining the cost of capital – Methods – Cost of Equity Capital – Cost of Preference Capital – Cost of Debt – Cost of Retained Earnings – Weighted Average (or) Composite Cost of Capital (WACC). Leverage – Concept – Operating and Financial Leverage.								12
III	<b>Investment Decision</b> <b>Capital Budgeting</b> – Meaning – Process – Cash Flow Estimation – Capital Budgeting Appraisal Methods: Traditional Methods (Payback Period, Accounting Rate of Return (ARR)), Discounted Cash-Flow								12

	Methods (Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index).	
IV	<b>Dividend Decision</b> <b>Dividend Decision</b> – Meaning – Dividend Policies – Factors Affecting Dividend Payment – Provisions on Dividend Payment in Company Law – Dividend Models: Walter’s Model, Gordon’s Model, M&M Model.	12
V	<b>Working Capital Decision</b> Working Capital – Meaning and Importance – Classification – Working Capital Cycle – Factors Influencing Working Capital – Determining Working Capital – Management of Current Assets: Inventories, Accounts Receivables, and Cash.	12
	<b>TOTAL</b>	60



<b>THEORY 40% &amp; PROBLEMS 60%</b>	
<b>Course Outcomes</b>	
<b>CO1</b>	Recall the concepts in financial management.
<b>CO2</b>	Apply the various capital structure theories.
<b>CO3</b>	Apply capital budgeting techniques to evaluate investment proposals.
<b>CO4</b>	Determine dividend pay-outs.
<b>CO5</b>	Estimate the working capital of an organization.
<b>Textbooks</b>	
1	R.K.Sharma, Shashi K Gupta, Financial Management, Kalyani Publications, New Delhi.
2	M.Y.Khan and P.K.Jain, Financial Management, Mc Graw Hill Education, Noida.
3	I.M.Pandey, Financial Management, Vikas Publications, Noida.
4	Dr.S.N.Maheshwari, Elements of Financial Management, Sultan Chand & Sons, New Delhi.
5	Dr.Kulkarni and Dr.Sathya Prasad, Financial Management, Himalaya Publishing House, Mumbai.
<b>Reference Books</b>	
1	Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi.
2	I.M.Pandey, Financial Management, Vikas Publishing, Noida.
3	Khan & Jain, Financial Management, Sultan Chand & Sons, New Delhi.
4.	A.Murthy, Financial Management, Margham Publications, Chennai.
5.	J.Srinivasan and P.Periyasamy, Financial Management, Vijay Nicole Publishers, Chennai.
<b>NOTE: Latest Edition of Text books May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://efinancemanagement.com/financial-management/types-of-financial-decisions">https://efinancemanagement.com/financial-management/types-of-financial-decisions</a>
2	<a href="https://efinancemanagement.com/dividend-decisions">https://efinancemanagement.com/dividend-decisions</a>
3	<a href="https://www.investopedia.com/terms/w/workingcapital.asp">https://www.investopedia.com/terms/w/workingcapital.asp</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	3	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	3	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	2
<b>TOTAL</b>	15	12	13	10	15	10	13	13	15	10	11
<b>AVERAGE</b>	3	2.2	2.6	2	3	2	2.6	2.6	3	2	2.1

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

**THIRDYEAR–SEMESTER-V**

**DISCIPLINE SPECIFIC ELECTIVE – 2/2: INDIRECT TAXATION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME14	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To get introduced to indirect taxes.								
<b>LO2</b>	To have an overview of indirect taxes.								
<b>LO3</b>	To be familiar with the CGST and IGST Acts.								
<b>LO4</b>	To learn procedures under GST.								
<b>LO5</b>	To gain knowledge about Customs Duty.								
<b>Prerequisite: Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>Introduction to Indirect Tax</b> Concept and Features of Indirect Taxes – Difference between Direct and Indirect Taxes – Special Features of Indirect Tax Levies – Contribution to Government Revenues – Role of Indirect Taxation – Merits and Demerits of Indirect Taxation – Reforms in Indirect Taxation – Introduction to Foreign Trade Policy (FTP) 2023.								12
II	<b>An Overview of Goods &amp; Service Tax (GST)</b> Introduction of Goods and Services Tax in India – Kelkar Committee – Constitutional Amendment – Goods and Services Tax: Concepts, Meaning, Significance, Features, and Benefits – Important GST Common Portals – Taxes and Duties Not Subsumed in GST – Rates of GST in India – Role of GSTN in Implementation of GST – Challenges in Implementation of GST.								12

III	<p><b>CGST &amp; IGST Act 2017</b></p> <p>Supply – Meaning – Classification – Time of Supply – Valuation – Voluntary vs. Compulsory Registration – Input Tax Credit – Eligibility – Reversal – Reverse Charge Mechanism – E-Way Bill – Provisions Regarding E-Way Bill in GST – IGST Act – Export and Import of Goods and Services – Inter-State vs. Intra-State Supply – Place of Supply – Anti-Profiteering Rules – Doctrine of Unjust Enrichment.</p>	<b>12</b>
IV	<p><b>Procedures under GST</b></p> <p>Registration under GST Law, Tax Invoice, Credit and Debit Notes, Different GST Returns, Electronic Liability Ledger, Electronic Credit Ledger, Electronic Cash Ledger, Different Assessments under GST, Interest and Penalty under GST, Mechanism of Tax Deducted at Source (TDS) and Tax Collected at Source (TCS), Audit under GST.</p>	<b>12</b>
V	<p><b>Customs Act 1962</b></p> <p>Custom Duty: Concepts; Territorial Waters – High Seas – Levy of Customs Duty – Types of Custom Duties – Valuation – Baggage Rules &amp; Exemptions.</p>	<b>12</b>
	<b>TOTAL</b>	<b>60</b>

<b>Course Outcomes</b>	
<b>CO1</b>	Acquaintance with indirect tax laws.
<b>CO2</b>	Exposure to the overview of GST.
<b>CO3</b>	Apply provisions of CGST and IGST.
<b>CO4</b>	Summarize procedures of GST.
<b>CO5</b>	Discuss aspects of Customs Duty in India.
<b>Textbooks</b>	
1	Vinod K Singhania, Indirect Taxes, Taxman's Publications, New Delhi.
2	Dr.H.C.Mehrotra & Prof. V.P Agarwal, Goods and Services Tax (GST), Sahitya Bhawan Publications, Agra.
3	Rajat Mohan, Goods & Services Tax, Bharat Law Publications House, New Delhi.
4	CA.Pushendra Sisodia, Indirect Tax Laws, Bharat Publications, New Delhi.
<b>Reference Books</b>	
1	V.S.Datey, All About GST, Taxmann Publications, New Delhi.
2	T.S.Reddy & Y.Hariprasad Reddy, Business Taxation, Margham Publications, Chennai.
3	Study Material on GST - The Institute of Chartered Accountants of India / The Institute of Cost Accountants of India, Chennai.
4	Guidance material on GST issued by CBIC, Government of India.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://iimskills.com/goods-and-services-tax/#:~:text=GST-%20an%20acronym%20for%20Goods%20and%20Services%20Tax-,etc.%2C%20to%20stand%20as%20a%20unified%20tax%20regime.">https://iimskills.com/goods-and-services-tax/#:~:text=GST-%20an%20acronym%20for%20Goods%20and%20Services%20Tax-,etc.%2C%20to%20stand%20as%20a%20unified%20tax%20regime.</a>
2	<a href="https://tax2win.in/guide/gst-procedure">https://tax2win.in/guide/gst-procedure</a>
3	<a href="https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch9">https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch9</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	13	10	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2.6	2.6	3	2	2.4

**3 – Strong, 2 - Medium, 1 - Low**

**THIRD YEAR– SEMESTER-V**

**DISCIPLINE SPECIFIC ELECTIVE–3/4:HUMAN RESOURCE MANAGEMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME15	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>C1</b>	To explore the aspects related to Human Resource Management.								
<b>C2</b>	To equip with the various processes of Recruitment and Selection.								
<b>C3</b>	To be acquainted with Training methods and the concept of Performance Appraisal.								
<b>C4</b>	To learn about Industrial Relations.								
<b>C5</b>	To assimilate knowledge on employee welfare.								
<b>Prerequisite:Should have studied Commerce in XII Std</b>									

Unit	Contents	No. of Hours
I	<b>Introduction to HRM</b> Definition of HRM, Objectives – Importance – Nature – Scope – Role and Qualities of an HR Manager – Human Resource Planning (HRP): Meaning, Definition, Importance, Factors Affecting HRP, Process Involved in HRP – Human Resource Information System (HRIS) – Job Analysis: Need for Job Analysis, Steps in Job Analysis, Job Description, and Specification.	12
II	<b>Recruitment and Selection</b> Definition – Objectives – Factors Affecting Recruitment – Internal and External Sources of Recruitment – Selection Process – Curriculum Vitae – Types of Tests – Kinds of Employment Interviews – Medical Screening – Appointment Order.	12

III	<b>Training and Development</b> Induction – Training Methods and Techniques – Identification of Training Needs – Training and Development – Performance Appraisal – Transfer – Promotion and Termination of Services – Career Development.	12
IV	<b>Industrial Relations</b> Industrial Disputes and Settlements (Laws Excluded) – Settling Industrial Disputes in India – Arbitration – Adjudication – Settlement of Labour Relations – Functions of Trade Unions – Forms of Collective Bargaining – Workers' Participation in Management – Types and Effectiveness..	12
V	<b>Employee Welfare</b> Employee Welfare: Meaning, Objectives, Philosophy, Scope, Limitations, Types of Employee Welfare, Statutory and Non-Statutory Welfare Measures, Labour Welfare Theories – Social Security, Health, Retirement & Other Benefits – Remuneration: Components of Remuneration – Incentives and Benefits.	12
	<b>TOTAL</b>	<b>60</b>
<b>CO</b>	<b>Course Outcomes</b>	
<b>CO1</b>	Examine the role of HRM in a new-age organization and plan manpower requirements.	
<b>CO2</b>	Implement techniques of job design.	
<b>CO3</b>	Formulate action plans for employee recruitment and selection.	
<b>CO4</b>	Choose appropriate methods of training.	
<b>CO5</b>	Estimate, defend, and handle legal compliance in HRM involving trade union disputes and employee retention.	
	<b>Textbooks</b>	
1	Ashwathappa, Human Resource Management, Tata Mc Graw – Hill Education, Noida.	
2	Mamoria, C.B. and Gaonkar, S.V, Personnel Management, Himalaya Publishing House, Mumbai.	
3	Sunil Lalla and Neha Shukla, Human Resource Management, Nirali Prakashan	



	Publishers, Pune.
4	P.SubbaRao, Personnel and Human Resource Management, Himalaya Publishing House, Mumbai.
<b>Reference Books</b>	
1	L.M.Prasad, Human Resource Management, Sultan and Chand sons Publications, New Delhi.
2	De Cenzo, D.A.and Robbins, S.P Human Resource Management, Wiley, India.
3	Dr.K.Sundar and Dr.J Srinivasan, Human Resource Development, Margham Publications, Chennai.
4	Jane Weightman, Human Resource Management, VMP Publishers, Mumbai.
<b>NOTE:Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://hr.university/shrm/strategic-human-resource-management/">https://hr.university/shrm/strategic-human-resource-management/</a>
2	<a href="https://www.investopedia.com/terms/c/collective-bargaining.asp">https://www.investopedia.com/terms/c/collective-bargaining.asp</a>
3	<a href="https://www.yourarticlelibrary.com/human-resource-management-2/employee-welfare/employee-welfare/99778">https://www.yourarticlelibrary.com/human-resource-management-2/employee-welfare/employee-welfare/99778</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	13	10	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2.6	2.6	3	2	2.2

**3 – Strong, 2 - Medium, 1 - Low**

**THIRD YEAR – SEMESTER – V**

**DISCIPLINE SPECIFIC ELECTIVE – 4/4: OFFICE MANAGEMENT & SECRETARIAL PRACTICE**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME16	4				3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To become familiar with modern office management.								
<b>LO2</b>	To understand the work atmosphere.								
<b>LO3</b>	To train students in maintaining and running an office effectively.								
<b>LO4</b>	To understand and organize data records.								
<b>LO5</b>	To gain knowledge about the role of a secretary.								
<b>Prerequisite: Should have studied Commerce in XI Std</b>									
Unit	Contents								No. of Hours
I	<b>Modern Office and Its Function</b> Introduction – Meaning of Office – Office Work – Office Activities – Purpose of an Office – Office Functions – Importance of an Office – The Changing Office – The Paperless Office – Office Management: Elements, Functions – Office Manager – Success Rules for Office Managers – The Ten Commandments.								12
II	<b>Office Space and Environment Management</b> Introduction – Principles – Location of Office – Office Building – Office Layout – Preparing the Layout – Re-layout – Open and Private Offices – New Trends in Office Layout. Office Lighting: Types of Lighting Systems – Designing a Lighting System – Benefits of Good Lighting in Office – Ventilation – Interior Decoration – Furniture – Freedom from Noise and Dust – Safety from Physical Hazards – Sanitary Requirements – Cleanliness – Security – Secrecy.								12

III	<b>Office Systems and Procedures</b> The Systems Concept – Definitions – Systems Analysis – Flow of Work – Analysis of Flow of Work – Role of Office Manager in Systems and Procedures – Systems Illustrated – Office Machines and Equipment. Office Forms: Design, Management, and Control.	12
IV	<b>Records Management</b> Records – Importance of Records – Records Management – Filing – Essentials and Characteristics of a Good Filing System – Classification and Arrangement of Files – Filing Equipment – Methods of Filing – Modern Filing Devices – Centralized vs. Decentralized Filing – Indexing – Types of Indexing – Selection of a Suitable Indexing System – The Filing Routine – The Filing Manual – Records Retention – Evaluating the Records Management Program – Modern Tendencies in Records Making.	12
V	<b>Secretarial Practice</b> Role of Secretary: Definition, Appointment, Duties, and Responsibilities of a Personal Secretary – Qualifications for Appointment as a Personal Secretary. Modern Technology and Office Communication: Email, Voice Mail, Internet, Multimedia, Scanner, Video Conferencing, Web-Casting. Agenda and Minutes of Meeting – Drafting – Fax Messages, Email – Maintenance of Appointment Diary.	12
<b>TOTAL</b>		<b>60</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Familiarised with modern office management	
<b>CO2</b>	Adapt with the modern work atmosphere	
<b>CO3</b>	Trained in maintaining the office independently and effectively	
<b>CO4</b>	Ability to organized at are cords in office	
<b>CO5</b>	Motivated to act as a company secretary	
<b>Textbooks</b>		
1	R S N Pillai & Bagavathi , Office Management, S Chand Publications, New Delhi	
2	P.K.Ghosh, Office Management, Sultan Chand & Sons,New Delhi.	
3	R.K.Chopra,Office Management,Himalaya Publishing House, Mumbai.	
4	Bhatia,R.C.Principles of Office Management, Lotus Press,New Delhi.	
5	Leffing well and Robbinson:Text book of Office Management,TataMcGraw-Hill, Noida.	

<b>Reference Books</b>	
1	Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi.
2	Terry, George R, Office Management and Control, Irwin, United States.
3	Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
4	Dr. I.M. Sahai, Office Management & Secretarial Practice, Sahitya Bhawan Publications, New Delhi.
5	T Ramaswamy, Principles Of Office Management, Himalaya Publishers, Mumbai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://accountlearning.com/basic-functions-modern-office/">https://accountlearning.com/basic-functions-modern-office/</a>
2	<a href="https://records.princeton.edu/records-management-manual/records-management-concepts-definitions">https://records.princeton.edu/records-management-manual/records-management-concepts-definitions</a>
3	<a href="https://www.yourarticlelibrary.com/secretarial-practice/secretarial-practice-definition-importance-and-qualifications/75929">https://www.yourarticlelibrary.com/secretarial-practice/secretarial-practice-definition-importance-and-qualifications/75929</a>

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO3</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO4</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO5</b>	3	2	3	2	2	2	2	2	3	2	2
<b>TOTAL</b>	15	10	15	10	10	10	10	10	15	10	10
<b>AVERAGE</b>	3	2	3	2	2	2	2	2	3	2	2

**3–Strong, 2-Medium, 1-Low**

**THIRD YEAR – SEMESTER – VI**

**CORE–XIII: COST ACCOUNTING-II**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM13	6				4	6	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the standards in Cost Accounting.								
<b>LO2</b>	To know the concepts of Contract Costing.								
<b>LO3</b>	To be familiar with the concept of Process Costing.								
<b>LO4</b>	To learn about Operation Costing.								
<b>LO5</b>	To gain insights into Standard Costing.								
<b>Prerequisite: Should have studied Cost Accounting in V Semester.</b>									
Unit	Contents							No. of Hours	
I	<b>Cost Accounting Standards</b> An Introduction to CAS – Purpose of CAS – Advantages of CAS – Difference between CAS and FAR Regulations – Different Degrees of CAS Coverage – Cost Accounting Standards – Responsibility Accounting and Divisional Performance Measurement.							18	
II	<b>Job Costing, Batch Costing, and Contract Costing</b> Definitions – Features – A Comparison – Calculation of Profit on Contracts – Cost Plus Contract – Preparation of Contract A/c.							18	
III	<b>Process Costing</b> Process Costing – Meaning – Features of Process Costing – Application of Process Costing – Fundamental Principles of Process Costing – Preparation of Process Accounts – Treatment of Loss and Gain: Normal and Abnormal Loss – Abnormal Gain – Concept of Equivalent Production – Joint Products and By-Products.							18	
IV	<b>Operation Costing</b> Operation Costing – Meaning – Preparation of Operating Cost Sheet – Transport Costing – Power Supply Costing – Hospital Costing – Simple Problems.							18	
V	<b>Standard Costing and Variance Analysis</b> Definition – Objectives – Advantages – Standard Cost and Estimated Cost – Installation of Standard Costing System – Variance Analysis: Material, Labour, Overhead, and Sales Variances – Calculation of Variances.							18	
<b>TOTAL</b>							<b>90</b>		
<b>Theory 20% &amp; Problems 80%</b>									
<b>Course Outcomes</b>									
<b>CO1</b>	Remember and recall standards in Cost Accounting.								
<b>CO2</b>	Apply the knowledge in Contract Costing.								
<b>CO3</b>	Analyze and assimilate concepts in Process Costing.								
<b>CO4</b>	Understand various bases of classification cost and prepare an operating cost statement.								

<b>CO5</b>	Set up standards and analyze variances.
<b>Textbooks</b>	
1	Jain, S.P. and Narang, K.L. Cost Accounting. Kalyani Publishers, New Delhi.
2	Khanna, B.S., Pandey, I.M., Ahuja, G.K., and Arora, M.N. Practical Costing. S. Chand & Co., New Delhi.
3	Dr. S.N. Maheshwari, Principles of Cost Accounting. Sultan Chand Publications, New Delhi.
4	T.S. Reddy and Y. Hari Prasad Reddy, Cost Accounting. Margham Publications, Chennai.
5	S.P. Iyengar, Cost Accounting. Sultan Chand Publications, New Delhi.
<b>Reference Books</b>	
1	Polimeni, Cost Accounting: Concepts and Applications for Managerial Decision Making. McGraw–Hill, Noida.
2	Jain S.P. and Narang K.L. Cost Accounting, Kalyani Publishers, New Delhi.
3	V.K. Saxena and C.D. Vashist, Cost Accounting. Sultan Chand Publications, New Delhi.
4	Murthy, A. & Gurusamy, S., Cost Accounting. Vijay Nicole Imprints Pvt. Ltd., Chennai.
5	Prasad, N.K. and Prasad, V.K., Cost Accounting. Book Syndicate, Bangladesh.
<b>NOTE: Latest editions of textbooks may be used.</b>	
<b>Web Resources</b>	
1	<a href="https://www.economicdiscussion.net/cost-accounting/contract-costing/32597">https://www.economicdiscussion.net/cost-accounting/contract-costing/32597</a>
2	<a href="https://www.wallstreetmojo.com/process-costing/">https://www.wallstreetmojo.com/process-costing/</a>
3	<a href="https://www.accountingnotes.net/cost-accounting/operating-costing/17755">https://www.accountingnotes.net/cost-accounting/operating-costing/17755</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3	2	2
<b>CO2</b>	3	3	3	2	2	3	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	3	3	3	3	2	2
<b>CO4</b>	3	3	3	2	2	3	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	3	3	3	3	2	3
<b>TOTAL</b>	15	15	15	10	13	15	13	13	15	10	12
<b>AVERAGE</b>	3	3	3	2	2.6	3	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**

**THIRD YEAR – SEMESTER – VI**

**CORE–XIV: MANAGEMENT ACCOUNTING**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM14	6				4	6	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the basics of Management Accounting.								
<b>LO2</b>	To know the aspects of Financial Statement Analysis.								
<b>LO3</b>	To familiarize with Fund Flow and Cash Flow Analysis.								
<b>LO4</b>	To learn about Budgetary Control.								
<b>LO5</b>	To gain insights into Marginal Costing.								
<b>Prerequisite: Should have studied Financial Accounting in I Semester.</b>									
Unit	Contents								No. of Hours
I	<b>Introduction to Management Accounting</b> Management Accounting – Meaning – Scope – Importance – Limitations – Management Accounting vs. Cost Accounting – Management Accounting vs. Financial Accounting. Analysis and Interpretation of Financial Statements – Nature and Significance – Types of Financial Analysis – Tools of Analysis – Comparative Statements – Common Size Statement – Trend Analysis.								<b>18</b>
II	<b>Ratio Analysis</b> Ratio Analysis: Meaning – Advantages – Limitations – Types of Ratios – Liquidity Ratios – Profitability Ratios – Turnover Ratios – Solvency Ratios – Leverage Ratios – Preparation of Financial Statements from Ratios.								<b>18</b>
III	<b>Funds Flow &amp; Cash Flow Analysis</b> Introduction – Meaning of Funds Flow Statement – Ascertainment of Flow of Funds – Schedule of Changes in Working Capital – Adjusted Profit and Loss Account – Preparation of Funds Flow Statement. <b>Cash Flow Statement:</b> Meaning – Advantages – Limitations – Preparation of Cash Flow Statement as per AS 3 – Cash Flow from Operating, Financing, and Investing activities.								<b>18</b>
IV	<b>Budget and Budgetary Control</b> Meaning – Preparation of Various Budgets – Cash Budget – Flexible Budget – Production Budget – Sales Budget – Master Budget – Budgetary Control – Benefits.								<b>18</b>

V	<b>Marginal Costing</b> Meaning – Features – Marginal Costing vs. Absorption Costing – Fixed Cost, Variable Cost, and Semi-Variable Cost – Contribution – Marginal Cost Equation – P/V Ratio – Break-Even Point – Margin of Safety – Cost-Volume-Profit Analysis. Decision Making: Selection of a Product Mix – Make or Buy Decision – Discontinuance of a Product Line – Change or Status Quo – Limiting Factor or Key Factor.	18
	<b>TOTAL</b>	<b>90</b>
<b>THEORY 20% &amp; PROBLEMS 80%</b>		
<b>CO</b>	<b>Course Outcomes</b>	
<b>CO1</b>	Remember and recall basics in Management Accounting.	
<b>CO2</b>	Apply the knowledge of preparation of Financial Statements.	
<b>CO3</b>	Analyze the concepts relating to Fund Flow and Cash Flow.	
<b>CO4</b>	Evaluate techniques of Budgetary Control.	
<b>CO5</b>	Formulate criteria for decision making using principles of Marginal Costing.	
<b>Textbooks</b>		
1	Jain S.P. & Narang, K.L. (2018). <i>Cost and Management Accounting</i> . Kalyani Publishers.	
2	R.D.S. Maheswari. <i>Cost and Management Accounting</i> . Sultan Chand Sons	
3	Sharma and Shashi K. Gupta. <i>Management Accounting</i> . Kalyani Publishers	
4	Jenitra L. Mervin & Daslton L. Cecil. <i>Management Accounting</i> . Lerantec Press	
5	T.S. Reddy & Y. Hari Prasad Reddy. <i>Management Accounting</i> . Margham Publications	
<b>Reference Books</b>		
1	Chadwick – <i>The Essence of Management Accounting</i> . Financial Times Publications	
2	Charles T. Horngren & Gary N. Sundem – <i>Introduction to Management Accounting</i> . Pearson	
3	Murthy	
4	Hansen & Mowen – <i>Cost Management Accounting and Control</i> . South Western	



	College
5	N.P. Srinivasan – <i>Management Accounting</i> . New Age Publishers
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>WebResources</b>	
1	<a href="https://www.accountingnotes.net/companies/fund-flow-analysis/fund-flow-analysis-accounting/13300">https://www.accountingnotes.net/companies/fund-flow-analysis/fund-flow-analysis-accounting/13300</a>
2	<a href="https://accountingshare.com/budgetary-control/">https://accountingshare.com/budgetary-control/</a>
3	<a href="https://www.investopedia.com/terms/m/marginalcostofproduction.asp">https://www.investopedia.com/terms/m/marginalcostofproduction.asp</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	3	2	2	2	3	2	3
<b>CO3</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	3	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	11	13	10	15	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.1	2.6	2	2	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**

**THIRD YEAR – SEMESTER – VI**  
**CORE–XV: INCOME TAXLAWANDPRACTICE -II**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM15	6				4	6	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the provisions relating to Capital Gains								
<b>LO2</b>	To know the provisions for computation of income from other sources.								
<b>LO3</b>	To familiarize with laws relating to set-off and carry forward of losses and deductions from Gross Total Income.								
<b>LO4</b>	To learn about assessment of individuals.								
<b>LO5</b>	To gain knowledge about assessment procedures.								
<b>Prerequisite: Should have studied Financial Accounting in I Semester.</b>									
Unit	Contents								No. of Hours
I	<b>Capital Gains</b> Capital Assets – Transfer – Short-term vs Long-term Capital Assets – Computation of Capital Gains – Exemption under Section 54, 54B, 54D, 54EC, 54F, 54GA.								18
II	<b>Income from Other Sources &amp; Clubbing of Income</b> Chargeability – Computation of Income from Other Sources – Deductions Allowed – Clubbing of Income – Concept.								18
III	<b>Set-Off and Carry Forward of Losses and Deductions from Gross Total Income</b> Gross Total Income vs Total Income – Provisions for Set-off and Carry Forward of Losses (Simple Problems) – Deductions under sections 80C, 80CC, 80CCB, 80CCC, 80CCD, 80CCE, 80D, 80DD, 80DDB, 80E, 80EE, 80EEA, 80EEB, 80G, 80GG, 80GGA, 80TTA, 80TTB, and 80U only.								18
IV	<b>Computation of Total Income – Individual</b> Computation of Total Income – Tax Liability of Individuals (Old Regime vs New Regime).								18

V	<b>Income Tax Authorities</b> Administration of Income Tax Act – Income Tax Authorities – Powers of CBDT – Powers of Income Tax Officer – Procedure for Assessment – Filing of Return – Due Dates of Filing – Voluntary Filing – Return of Loss – Belated Return – Defective Return – Signing of Return – Permanent Account Number (PAN), e-PAN – Tax Credit Statement (26AS) and Annual Information Statement (AIS).	<b>18</b>
	<b>TOTAL</b>	<b>90</b>
<b>THEORY 20 % &amp; PROBLEMS 80 %</b>		
<b>Course Outcomes</b>		
<b>CO1</b>	Remember and recall provisions on Capital Gains.	
<b>CO2</b>	Apply knowledge about income from other sources.	
<b>CO3</b>	Analyze the set-off and carry forward of losses provisions.	
<b>CO4</b>	Learn about the assessment of individuals.	
<b>CO5</b>	Apply procedures learned about assessment procedures.	
<b>Textbooks</b>		
1	V.P. Gaur Narang, Puja Gaur, & Rajeev Puri – <i>Income Tax Law and Practice</i> . Kalyani Publishers, New Delhi.	
2	T.S. Reddy & Hariprasad Reddy – <i>Income Tax Law and Practice</i> . Margham Publications	
3	Dinkar Pagare – <i>Income Tax Law and Practice</i> . Sultan & Chand Sons	
4	Mehrotra H.C. & Dr. Goyal S.P. – <i>Income Tax Law and Accounts</i> . Sahitya Bhavan Publications	
5	T. Srinivasan – <i>Income Tax &amp; Practice</i> . Vijay Nicole Imprints Private Limited	
<b>Reference Books</b>		
1	Hariharan N. – <i>Income Tax Law &amp; Practice</i> . Vijay Nicole Imprints Pvt. Ltd.	
2	Bhagwati Prasad – <i>Income Tax Law and Practice</i> . Vishwa Prakasan	
3	Vinod K. Singhania – <i>Students Guide to Income Tax</i> . U.K. Bharghava	
4	Dr. Vinod K. Singhania & Dr. Monica Singhania – <i>Taxmann's Students' Guide to Income Tax</i>	

5	Mittal Preethi Rani & Bansal Anshika – <i>Income Tax Law and Practice</i> . Sultan & Chand Sons
<b>NOTE: Latest editions of textbooks may be used.</b>	
<b>Web Resources</b>	
1	<a href="https://www.investopedia.com/terms/c/capitalgain.asp">https://www.investopedia.com/terms/c/capitalgain.asp</a>
2	<a href="https://www.incometaxmanagement.com/Direct-Taxes/AY-2021-22/assessment/1-assessment-of-an-individual.html">https://www.incometaxmanagement.com/Direct-Taxes/AY-2021-22/assessment/1-assessment-of-an-individual.html</a>
3	<a href="https://www.incometax.gov.in/iec/foportal/">https://www.incometax.gov.in/iec/foportal/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC  
OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	13	10	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2.6	2.6	3	2	2.2

**3–Strong,2-Medium,1-Low**

**THIRD YEAR – SEMESTER – VI**

**DISCIPLINE SPECIFIC ELECTIVE 5/6 ENTREPRENEURIAL  
DEVELOPMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCM16	4				3	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the meaning and characteristics of entrepreneurship.								
<b>LO2</b>	To identify various business opportunities.								
<b>LO3</b>	To understand the process of setting up an enterprise.								
<b>LO4</b>	To gain knowledge in the aspects of legal compliance when setting up an enterprise.								
<b>LO5</b>	To develop an understanding of the role of MSMEs in economic growth.								
<b>Prerequisite: Should have studied Commerce in XII Std.</b>									
Unit	Contents								No. of Hours
I	<b>Introduction to Entrepreneur</b> Meaning of Entrepreneurship – Characteristics of Entrepreneurship – Types of Entrepreneurship – Self-Employment. Difference between Entrepreneurship and Employment. Meaning of Entrepreneur – Traits – Classification – Functions. Entrepreneurial Scenario in India.								15
II	<b>Design Thinking</b> Idea Generation – Identification of Business Opportunities – Design Thinking Process. Creativity, Invention, Innovation – Differences – Value Addition. Concept and Types – Tools and Techniques for Generating Ideas. Turning Ideas into Business Opportunities.								15
III	<b>Setting Up an Enterprise</b> Process of Setting Up an Enterprise. Forms of Enterprises: Sole Proprietorship, Partnership, Limited Liability Partnership (LLP), Joint Stock Company, One-Man Partnership. Choice of Form of Enterprise – Feasibility Study: Marketing, Technical, Financial,								15

	Commercial, and Economic.	
IV	<b>Business Model Canvas and Formulation of Project Report</b> Introduction to Project Report – Contents of Project Report – Project Description – Market Survey – Fund Requirement. Legal Compliance for Setting Up an Enterprise – Registration – Sources of Funds – Modern Sources of Funds.	<b>15</b>
V	<b>MSMEs and Support Institutions</b> Government Schemes and Women Entrepreneurship – Importance of MSMEs for Economic Growth. MSME: Definition, Role of Government Organizations in Entrepreneurship Development. MSME DI, DIC, Khadi and Village Industries Commission, NSIC, NABARD, SICVI, SFC, SDC, EDII, EPCCB, Industrial Estates. Government Schemes – Prime Minister's Employment Generation Programme – Women Entrepreneurship in India.	<b>15</b>
<b>TOTAL</b>		<b>75</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Identify the various traits of an entrepreneur	
<b>CO2</b>	Turn ideas into business opportunities	
<b>CO3</b>	Do feasibility study before starting a project	
<b>CO4</b>	Identify the sources of funds for funding project	
<b>CO5</b>	Develop an understanding about the Government schemes available for women entrepreneurs	
<b>Textbooks</b>		
1	Jayashree Suresh,(Reprint 2017) Entrepreneurial Development, Margham Publications.Chennai.	
2	Dr.C.B.Gupta & Dr.S.S. Khanka (Reprint 2014).Entrepreneurship And Small Business Management, Sultan Chand & Sons, New Delhi.	
3	Charantimath Poornima, (Reprint 2014.), Entrepreneurship development-Small, Pears on Education, India.	
4	Raj Shankar, (Reprint 2016), Entrepreneurship Theory and Practice, Vijay Nicoleand Imprints Pvt. Ltd, Chennai.	
5	Vasant Desai, (Reprint 2017). Dynamics of Entrepreneurial Development & Management Twenty Fourth Edition.Himalaya Publishing House. Mumbai.	

<b>Reference Books</b>	
1	Anilkumar, Poornima, Principles of Entrepreneurial development, Newage publication, Chennai.
2	Dr.A.K.singh, Entrepreneurial development and management, Laxmi publications, Chennai.
3	Dr.R.K.Singal, Entrepreneurial development and management, S.K.Kataria publishers, NewDelhi.
4	Dr.M.C.Garg, Entrepreneurial Development, New Delhi.
5	E.Gordon, K.Natrajan, Entrepreneurial development, Himalaya publishing, Mumbai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1.	<a href="https://www.interaction-design.org/literature/topics/design-thinking">https://www.interaction-design.org/literature/topics/design-thinking</a>
2.	<a href="https://www.bms.co.in/steps-involved-in-setting-up-of-an-enterprise/">https://www.bms.co.in/steps-involved-in-setting-up-of-an-enterprise/</a>
3.	<a href="http://www.msme.gov.in/">http://www.msme.gov.in/</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME  
SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	13	10	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.2	2.6	2	2.6	2	2.6	2.6	3	2	2.4

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

**THIRD YEAR– SEMESTER – VI**

**DISCIPLINE SPECIFIC ELECTIVE–6/6: COMPUTER APPLICATION IN  
BUSINESS**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME18	1	2	2		3	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To apply various terminologies used in the operation of computer systems in a business environment.								
<b>LO2</b>	To understand the basic concepts of a word processing package								
<b>LO3</b>	To apply the basic concepts of electronic spreadsheet software in business.								
<b>LO4</b>	To understand and apply the basic concepts of PowerPoint presentation.								
<b>LO5</b>	To generate electronic mail for communicating in an automated office for business environment.								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
Unit	Contents								No. of Hours
I	<b>Word Processing</b> Introduction to Word-Processing, Word-Processing Concepts, Use of Templates, and Working with Word Document: Editing Text, Find and Replace Text, Formatting, Spell Check, Auto correct, Auto Text-Bullets and Numbering, Tabs, Paragraph Formatting, Indent, and Page Formatting, Header and Footer.								15
II	<b>Mail Merge</b> Tables-Inserting, Filling and Formatting a Table- Inserting Pictures and Video- Mail Merge Including Linking with Database Printing Documents, Creating Business Documents.								15
III	<b>Preparing Presentations</b> Basics of Presentations: Slides, Fonts, Drawing, Editing, Inserting, Tables, Images, texts, Symbols. Media-Design-Transition-Animation-								15



	Slideshow. Creating Business Presentations.	
IV	<b>Spreadsheet and its Business Applications</b> Spreadsheet: Concepts, Managing Worksheets- Formatting, Entering Data, Editing, and Printing a Worksheet- Handling Operators in Formula, Project Involving Multiple Spreadsheets, Organizing Charts and Graphs. Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and Reference, Database, and Text Functions.	15
V	<b>Creating Business Spreadsheet</b> Creating Spreadsheet in the Area of: Loan and Lease Statement, Ratio Analysis, Payroll Statements, Capital Budgeting, Depreciation Accounting, Graphical Representation of Data, Frequency Distribution and its Statistical Parameters, Correlation and Regression.	15
	<b>TOTAL</b>	<b>75</b>
<b>THEORY 20% &amp; PROBLEMS 80%</b>		
<b>Course Outcomes</b>		
<b>CO1</b>	Recall various techniques of working in MS-WORD.	
<b>CO2</b>	Prepare appropriate business document.	
<b>CO3</b>	Create Presentation for Seminars and Lecture.	
<b>CO4</b>	Understanding various tools used in MS-EXCEL.	
<b>CO5</b>	Apply Excel tools in various business areas of Finance, HR, Statistics.	
<b>Textbooks</b>		
1	R Parameswaran, Computer Application in Business - S. Chand Publishing, UP.	
2	Dr. Sandeep Srivastava, Er. Meera Goyal, Computer Applications In Business - SBPD Publications, UP.	
3	Mansi Bansal, Sushil Kumar Sharma, Computer Application In Business, Mumbai, Maharashtra.	
4	Peter Norton, -Introduction to Computers - Tata McGraw-Hill, Noida.	

5	RenuGupta:ComputerApplicationsinBusiness,ShreeMahavirBookDepot (Publishers)NewDelhi.
---	--

<b>Reference Books</b>	
1	Gupta, Swati, Office Automation System, Lap LambertAcademicPublication. USA.
2	Jennifer Ackerman Kettel, GuyHat-Davis, Curt Simmons, -Microsoft 2003, TataMcGrawHill, Noida.
3	Dr.R.Deepalakshmi,ComputerFundamentalsandOffice Automation, CharulathaPublications, Tamilnadu.
4	JohnWalkenbach,MS Excel2007 Bible,WileyPublication,NewJersey,USA.
5	Glyn Davis & BrankoPecar: Business Statisticsusing Excel, Oxford publications,Chennai.
<b>NOTE:LatestEditionof TextbooksMaybeUsed</b>	
<b>Web Resources</b>	
1	<a href="https://www.youtube.com/watch?v=Nv_Nnw01FaU">https://www.youtube.com/watch?v=Nv_Nnw01FaU</a>
2	<a href="https://www.udemy.com/course/office-automation-certificate-course/">https://www.udemy.com/course/office-automation-certificate-course/</a>
3	<a href="https://guides.lib.umich.edu/ld.php?content_id=11412285">https://guides.lib.umich.edu/ld.php?content_id=11412285</a>

### **MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	2	3	2	2
<b>CO2</b>	3	2	3	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	2	3	2	2
<b>CO4</b>	3	2	3	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	2	3	2	3	2	3	2	3
<b>TOTAL</b>	15	12	15	10	13	10	13	10	15	10	12
<b>AVERAGE</b>	3	2.4	3	2	2.6	2	2.6	2	3	2	2.4

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

**THIRD YEAR – SEMESTER – VI**

**DISCIPLINE SPECIFIC ELECTIVE – 7/8: LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME19	5				3	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the origin and principles of logistics management.								
<b>LO2</b>	To learn about the various types of inventory control.								
<b>LO3</b>	To gain insight into the importance of supply chain management.								
<b>LO4</b>	To identify the key enablers in supply chain improvement.								
<b>LO5</b>	To analyze the SCOR model.								
<b>Prerequisites: Students should have studied Commerce in XII Standard.</b>									
Unit	Contents								No. of Hours
I	<b>Logistics Management</b> Origin – Meaning –Importance - Types of Logistics – Principles of Logistics Management –Warehouse Management – Meaning – Definition – Importance – Types of WM – Automation and Outsourcing – Customer Service and Logistics Management – Perspective – Concepts in Logistics and Physical Distribution – Distribution and Inventory.								15
II	<b>Transportation and Distribution</b> Types of Inventory Control – Demand Forecasting – Routing – Transportation Management – Some Commercial Aspects in Distribution Management – Codification –Distribution Channel Management – Distribution Resource Planning (DRP) – Logistics in 21 <sup>st</sup> Century.								15
III	<b>Supply Chain Management</b> Introduction and Development – Nature and Concept– Importance of Supply Chain – Value Chain – Components of Supply Chain – The Need for Supply Chain– Understanding the Supply Chain– Management – Participants in Supply Chain– Global Applications.								15

IV	<b>Supply Chain Drivers</b> Role of a Manager in Supply Chain – Supply Chain Performance Drivers – Key Enablers in Supply Chain Improvement – Inter Relation between Enablers and Levels of Supply Chain Improvement – Systems and Values of Supply Chain.	<b>15</b>
V	<b>Aligning the Supply Chain with Business Strategy</b> SCOR Model– Outsourcing 3PLs – Fourth Party Logistics–Bull Whip Effect and Supply Chain – Supply Chain Relationships –Conflict Resolution Strategies – Certifications.	<b>15</b>
<b>TOTAL</b>		<b>75</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Examine the importance of Customer Service in Logistics Management	
<b>CO2</b>	Develop an understanding on the Distribution Channel Management	
<b>CO3</b>	Interpret the Global applications of supply chain management	
<b>CO4</b>	Understand the Inter Relation between Enablers and Levels of Supply Chain Improvement	
<b>CO5</b>	Identify the conflict resolution strategies	
<b>Textbooks</b>		
1	G.Raghuram & N.Rangaraj: Logistics and Supply Chain Management, Macmillan Publications,India.	
2	Martin Christopher: Logistics of Supply Chain Management: Creating Value Adding Networks – FT Press, New Jersey, USA.	
3	D.K.Agrawal:Textbooks of Logistics and Supply Chain Management, Mac Millan Publications, India.	
4	Tan Miller (Author), Matthew J.Liberatore Logistics Management:An Analytics – Based Approach, Business expert, NewJersey, USA.	
5	Peter Bolstorff Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, Amazon publishing, Washington,USA.	
<b>Reference Books</b>		
1	Waters Donald, Logistics: Introduction toSupply Chain Management, Palgrave Macmillan Publications, India.	
2	Christopher Martin, Logistics and Supply ChainManagement:CreatingValue– Adding Networks, FT Press, NewJersey, USA.	

3	Dalmina Sanjay, Financial Supply Chain Management, McGraw Hill Publishing Co.Pvt.,Ltd, Noida.
4	Robert F. Jacobs, William L. Berry Manufacturing Planning and Control for Supply Chain Management: The CPIM Reference, 2 <sup>nd</sup> Edition, McGrawHill, Noida.
5	Douglas Long International Logistics:Global Supply Chain Management, SpringerPublications,NewYork.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://lapaas.com/logistics-management-overview-types-and-process/">https://lapaas.com/logistics-management-overview-types-and-process/</a>
2	<a href="https://www.investopedia.com/terms/s/scm.asp">https://www.investopedia.com/terms/s/scm.asp</a>
3	<a href="https://scm.ncsu.edu/scm-articles/article/the-scor-model-for-supply-chain-strategic-decisions">https://scm.ncsu.edu/scm-articles/article/the-scor-model-for-supply-chain-strategic-decisions</a>

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	2	2	3	2	3
<b>CO3</b>	3	3	2	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	2	2	2	2	2	2	2	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	12	10	13	10	13	13	14	10	12
<b>AVERAGE</b>	3	2.4	2.4	2	2.6	2	2.6	2.6	2.8	2	2.4

**3–Strong,2-Medium,1-Low**

**THIRD YEAR – SEMESTER – VI**

**DISCIPLINE SPECIFIC ELECTIVE – 8/8: SPREADSHEET FOR BUSINESS**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCME20	1	2	2		3	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To introduce students to Excel as an essential tool in business applications.								
<b>LO2</b>	To familiarize students with the features and functions of spreadsheets.								
<b>LO3</b>	To help students understand the concepts of accounting, reporting, and analysis using spreadsheets.								
<b>LO4</b>	To enable students to construct formulas, including the use of built-in functions, and understand relative and absolute references.								
<b>LO5</b>	To develop various business-related applications using MS Excel.								
<b>Prerequisites: Students should have studied Commerce in XII Standard.</b>									
Unit	Contents								No.of Hours
I	<b>Introduction</b> Spreadsheets - Workbook - Cell Referencing, Cell Addressing, File Menu; Home Menu, Conditional Formatting, Formatting as a Table, Cell Styles, AutoSum, Sort and Filter; Insert Menu, Inserting Tables and PivotTables, Smart Arts, Charts; PageLayout, Review and View Menus; Converting Text to Columns, Removing Duplicates, DataValidation, Grouping and Ungrouping.								15
II	<b>Financial, Logical and Text Functions</b> <b>Financial Functions</b> Depreciation(DB, DDB, VDB), Simple Interest(PMT, NPER, INTRATE) Present Value, Net Present Value, Future Value (PV, NPV, FV) – Internal Rate of Return (IRR, MIRR); <b>Logical Functions:</b> AND, OR, NOT, IF, TRUE; <b>Text Functions:</b> UPPER, LOWER, LEFT, RIGHT, TRIM, T, TEXT, LEN, DOLLAR, EXACT; Practical Exercises Based on Financial, Logical and Text Functions.								15
III	<b>Statistical Analysis</b> Functions Statistical Functions: Mean, Median, Mode, Standard Deviation, Correlation, Skewness, F Test, Z Test, and Chi-Square								15

	Analysis.	
IV	<b>Reference</b> Date & Time Functions: Date, Date Value, Day, Days 360, Now, Time, Time Value, Workday, Weekday, Year. Lookup and Reference Functions: Hlookup, Vlookup, Transpose, Getpivot Data, Hyperlink - Practical Exercises Based on Statistical, Date & Time, Lookup and Reference Functions.	<b>15</b>
V	<b>Projects and Applications</b> Ratio Analysis, Cash Flow Statement, Payroll Processing, Marketing, Sales and Advertising Data Analytics, Social Media Marketing Analysis, Basic Applications with Macros and VBAs; Trending Business Applications Using MS Excel.	<b>15</b>
	<b>TOTAL</b>	<b>75</b>
<b>THEORY 20 % &amp; PROBLEMS 80 %</b>		
<b>Course Outcomes</b>		
<b>CO1</b>	Develop And Apply Fundamental Spread Sheet Skills.	
<b>CO2</b>	Understanding Various Tools Used In Ms-Excel.	
<b>CO3</b>	Knowledge On Various Statistical Tests in Ms-Excel.	
<b>CO4</b>	Demonstrate Proficiency in Using Complex Spread Sheet Tools Such as Formulas and Functions.	
<b>CO5</b>	Develop Trending Application Using MS – Excel	
<b>Textbooks</b>		
1	John Walkenbach, MS Excel Bible, Wiley Publication, New Jersey, USA.	
2	Ramesh Bangia, Learning Microsoft Excel 2013, Khanna Book Publishing, Bangalore.	
3	Wayne L Winston, Microsoft Excel, Data Analysis and Business Modelling, Prentice Hall, New Jersey, USA.	
4	Greg Harvey, Excel 2016 for Dummies, Chennai.	
<b>Reference Books</b>		
1	Glyn Davis & Branko Pecar: Business Statistics using Excel, Oxford Publications, Chennai.	

2	Google Sheets Basics: Masato Takeda and others; Tekuru Inc,India.
3	Harjit Suman, Excel Bible for Beginners, Kindle Editio,Chennai.
4	Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, –Microsoft 2003, TataMc GrawHill, Noida.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.freebookkeepingaccounting.com/using-excel-in-accounts">https://www.freebookkeepingaccounting.com/using-excel-in-accounts</a>
2	<a href="https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance">https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance</a>
3	<a href="https://www.youtube.com/watch?v=Nv_Nnw01FaU">https://www.youtube.com/watch?v=Nv_Nnw01FaU</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO1	3	2	3	3	3	2	3	3	3	2	2
CO2	3	2	3	3	2	2	2	2	3	2	3
CO3	3	3	3	3	3	2	3	3	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	12	15	15	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.4	3	3	2.6	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**



**THIRD YEAR – SEMESTER – VI**

**PROFESSIONAL COMPETENCY SKILL**

**GENERAL AWARENESS FOR COMPETITIVE EXAMINATION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMCE01	2				2	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To create the opportunity for learning across different disciplines and builds experience for students as they grow in to life long learners.								
<b>LO2</b>	To build experiences for students as they grow into life long learners.								
<b>LO3</b>	To know the basic concepts of various discipline								
<b>Prerequisites: Should have studied Commerce in XII Std</b>									
UNIT	Details								No.of Hours
I	<b>Indian Polity</b> Basics concepts Three organs of Indian government (Executives, Legislature, Judiciary), Introduction to Indian Constitution –Salient features of constitution, Preamble, Fundamental rights, Fundamental duties, Directive Principles of Statepolicy, Types of Majority, Amendments to the Constitution, Basic structure Doctrine, Division of subjects between the union and the states local Governance, Elections in India and Election Commission, CAG.								6
II	<b>Geography</b> Major oceans of the world –Important Canals– Gulfs – Straits and passes – Indian Rivers and its Tributaries – Climatology – Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon – Indian’s physical features, Indian Soil typesand Distribution – Importance Trade routes and projects, Indian naturalsvegetation – Indian agriculture- Major crops and its distribution, Indian Industries and its Distribution.								6

III	<b>Economy</b> National Income – Inflation – Money and Banking - Agriculture in India Union Budget – Planning in India – Poverty – Unemployment – Inclusive Development and Development issues – Industrial polices – Financial Markets.	6
IV	<b>History</b> Modern India – formation of Indian National Congress – Morley Minto Reforms, Revolutionary activities – World War I and India’s Response – Home Rule league – Montague Chelmsford reforms – Rowlett Act – Non – Cooperation Movement – Simon commission and Nehru Report – Civil Disobedience Movement and Round Table conferences –Quit India Movement and Demand for Pakistan – Cabinet Mission – Formation of Constituents Assembly and partition of India.	6
V	<b>Environment and Ecology</b> Basic concepts – Ecology, Biodiversity- Food chain and food web – Bio Geo Chemical Cycles – International Bio Diversity organizations – International Conventions – Conferences and Protocol –Indian Environmental laws and Environment Related organisation	6
<b>TOTAL</b>		<b>30</b>
<b>Course Outcomes</b>		
<b>CO1</b>	Develop board knowledge of the different components in polity	
<b>CO2</b>	Understand the Geographical features across countries and in India	
<b>CO3</b>	Acquire knowledge on the aspects of Indian Economy	
<b>CO4</b>	Understand the significance of India’s Freedom Struggle	
<b>CO5</b>	Gain knowledge on Ecology and Environment	

<b>Textbooks</b>	
1	Class XI and XII NCERT Geography
2	History – Old NCERT’S Class XI and XII
<b>Reference Books</b>	
1	M. LaxmiKant (2019), Indian polity, McGraw-Hill

2	Ramesh Singh (2022), Indian Economy, McGraw-Hill
3	G.C Leong, Physical and Human Geography, Oxford University Press
4	Majid Hussain- India Map Entries in Geography, GK Publications Pvt, Ltd.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.freebookkeepingaccounting.com/using-excel-in-accounts">https://www.freebookkeepingaccounting.com/using-excel-in-accounts</a>
2	<a href="https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance">https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance</a>
3	<a href="https://www.youtube.com/watch?v=Nv_Nnw01FaU">https://www.youtube.com/watch?v=Nv_Nnw01FaU</a>

**Note: NME papers offered by Commerce Department to other Departments**

Semester I – Business Organisation

Semester II – Advertising

**FIRST YEAR–SEMESTER–I**

**SEC1–Non Major Elective–BUSINESS ORGANIZATION**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN01	1				1	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	Understand business, profession, organization, social responsibilities, and business ethics.								
<b>LO2</b>	Explore business forms, distinguish public and private sectors.								
<b>LO3</b>	Comprehend industry location factors, analyze large-scale operation advantages.								
<b>LO4</b>	Familiarize with stock exchanges, understand business combinations.								
<b>LO5</b>	Understand trade associations and chambers of commerce in India.								
<b>Unit</b>	<b>Contents</b>							<b>No.of Hours</b>	
I	Business - meaning and types - Profession - meaning and importance of business Organization - Social Responsibilities of Business – Business Ethics.							10	
II	Forms of Business organization - sole trader - partnership - joint Hindu family-joint stock companies-co-operative societies -public utilities And public enterprises-Public Sectorvs.Private Sector							15	
III	Location of industry - factors influencing location - size of industry - optimum firm - advantages of large - scale operation –limitation of small scale operation -industrial estates-district Industries centres.							15	
IV	Stock Exchange - Function - Types - Working - Regulation of Stock Exchanges in India-Business Combination-Causes-Types-Effects of Combination in India							10	

V	Trade association-Chamber of commerce-Functions-Objectives-Working in India	10
<b>TOTAL</b>		60
<b>Course Outcomes</b>		
<b>CO1</b>	Differentiates business types, evaluates business organization's importance, analyzes ethical considerations in business.	
<b>CO2</b>	Compare forms of business organizations, assess public and private sector advantages and disadvantages	
<b>CO3</b>	Analyze industry location factors, evaluate advantages of large-scale operations, assess industrial estates and district industries centers.	
<b>CO4</b>	Explain stock exchange functions and regulation, analyze business combinations' causes, types, and effects.	
<b>CO5</b>	Discuss trade associations and chambers of commerce functions and objectives, evaluate their significance in promoting trade and commerce in India	
<b>Textbooks</b>		
	Business Organisation and Management, Publisher: P. Allan (January 1, 1978).	
<b>Reference Books</b>		
1	Y. K. Bhushan, <i>Business Organization</i> , Sultan Chand, New Delhi.	
2	Prakash & Jagedesh, <i>Business Organization &amp; Management</i> .	
3	Reddy & Gulshar, <i>Principles of Business Organization &amp; Management</i> .	
4.	Vasudevan & Radhasivam, <i>Business Organization</i> .	
<b>NOTE: Latest Edition of Textbooks May be Used</b>		
<b>Web Resources</b>		
1	<a href="https://www.vedantu.com/commerce/forms-of-business-organizations">https://www.vedantu.com/commerce/forms-of-business-organizations</a>	
2	<a href="https://ncert.nic.in/textbook/pdf/kebs102.pdf">https://ncert.nic.in/textbook/pdf/kebs102.pdf</a>	
3	<a href="https://www.teachmint.com/tfile/studymaterial/b-com/BusinessOrganization/Chapter1/46db05e8-ee83-497e-aa56-573a1388f80e">https://www.teachmint.com/tfile/studymaterial/b-com/BusinessOrganization/Chapter1/46db05e8-ee83-497e-aa56-573a1388f80e</a>	

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME  
SPECIFIC OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	3	3	2	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	2	3
<b>TOTAL</b>	15	14	14	12	13	10	13	13	15	10	12
<b>AVERAGE</b>	3	2.8	2.8	2.4	2.6	2	2.6	2.6	3	2	2.4

**3–Strong, 2-Medium, 1-Low**

**FIRST YEAR–SEMESTER–II**

**SEC2 –Non Major Elective– ADVERTISING**

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
24DUCMN02	1				1	2	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	Understand the meaning, objectives, and scope of advertising, as well as the benefits and elements of advertising.								
<b>LO2</b>	Explore the features and types of advertising agencies, understand the criteria for selecting an agency, and learn how to maintain a client-agency relationship.								
<b>LO3</b>	Examine the ethical and social issues in advertising, and understand the positive and negative influences of advertising on Indian values and culture.								
<b>LO4</b>	Understand the communication process and explore the role of advertising in developing brand image and brand equity, and learn strategies for managing brand crises.								
<b>LO5</b>	Learn copywriting essentials, copy elements and types, layout principles, execution styles, and pre-testing and post-testing methods in advertising.								
<b>Unit</b>	<b>Contents</b>							<b>No. of Hours</b>	
I	INTRODUCTION: Advertising meaning-definition-objectives-scope-benefits-Elements-Media in Advertising							10	
II	ADVERTISING AGENCY: Advertising agency Features-Types of advertising agencies –Agency's election criteria-Maintaining Agency client relationship.							10	
III	SOCIAL AND ECONOMIC ASPECTS OF ADVERTISING: Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. Economic aspect: Effect of advertising on consumer demand, monopoly and competition, price.							15	
IV	BRAND BUILDING: The communication process-AIDA Model, role of advertising in developing brand image and brand equity, and managing brand crises.							10	

V	FUNDAMENTALS OF CREATIVITY IN ADVERTISING: Essentials of copywriting, copy-elements–types-layout-principles-executionstyles- Pretesting and post testing of advertisements - methods and objectives.	15
	<b>TOTAL</b>	60
<b>Course Outcomes</b>		
<b>CO1</b>	Define advertising, analyze its objectives, evaluate its scope and benefits, and identify media elements used in advertising	
<b>CO2</b>	Differentiates types of advertising agencies, assesses criteria for selecting agencies, and demonstrates effective client-agency relationship management	
<b>CO3</b>	Analyze ethical and social issues in advertising, evaluate the impact of advertising on Indian values and culture.	
<b>CO4</b>	Explain the communication process and analyze advertising's role in brand building and managing brand crises.	
<b>CO5</b>	Apply effective copywriting techniques, identify copy elements and types, utilize layout principles and execution styles, and conduct pre-testing and post-testing of advertisements.	



<b>Textbooks</b>	
1	<i>Advertising Principles and Practice</i> by Ruchi Gupta, S. Chand Publishing
<b>Reference Books</b>	
1	Rathor, B. S. – <i>Advertising Management</i> , Himalaya Publishing House.
2	Myers – <i>Advertising Management</i> , PHI. Norms – <i>Advertising</i> , PHI.
3	Sontakki, C. N., <i>Advertising</i> , Kalyani Publishers, Ludhiana.
4.	<i>Brand Positioning: Strategies for Competitive Advantage</i> by Subroto Sengupta, Tata McGraw Hill Publication.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf">https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf</a>
2	<a href="https://uascku.ac.in/wp-content/uploads/2020/04/Advertising-B.Com_-VI-Semester-Unit-Wise-Notes.pdf">https://uascku.ac.in/wp-content/uploads/2020/04/Advertising-B.Com_-VI-Semester-Unit-Wise-Notes.pdf</a>
3	<a href="http://osou.ac.in/eresources/DJMC-06-BLOCK-02.pdf">http://osou.ac.in/eresources/DJMC-06-BLOCK-02.pdf</a>

**MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	3	3	2	3	3	3	3	2
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	3	3	2	3	3	3	3	2
<b>CO4</b>	3	2	2	3	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	2	3	3	3	3	3
<b>TOTAL</b>	15	13	13	15	13	10	13	13	15	13	12
<b>AVERAGE</b>	3	2.6	2.6	3	2.6	2	2.6	2.6	3	2.6	2.4

**3–Strong, 2-Medium, 1-Low**