

VIVEKANANDHA COLLEGE OF ARTS & SCIENCES FOR WOMEN

(Autonomous)

ELAYAMPALAYAM, TIRUCHENGODE

B.COM (Computer And Application) - REGULATIONS

(Candidates admitted from 2019-2020onwards)

I. SCOPE OF THE COURSE

B.Com (Computer And Application) is an undergraduate programme aimed to create enhanced competence of career positioning tied up with opportunity to become corporate Human Resources with global accounting and management professionals. The program expects a serious commitment and involvement of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other required qualities for an accountant.

The uniqueness of the program is its content, topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodology includes classroom lectures, industrial visits, Commerce programme, group discussion , case study using audio visual adds like PowerPoint presentation through LCD,OHP projector, Conferencing ,Modern methods of teaching and Research oriented education, practical and project work. Focus is also on developing the soft skills development programme for the benefit of the students. For Core subjects, Outsourcing Guest Lectures by Industrialists and Professionals will be invited to enable the students to get wider exposure and gain practical knowledge. Students joining in this program can also enroll for themselves in any one of the professional courses like CA, ICWA, and ACS etc.

II. SALIENT FEATURES

- ✓ Course is specially designed for accounting professionals.
- ✓ Special Guest lecturers from Industrialists, Bankers, Insurance Companies, Company Secretaries and Auditors will be arranged for the benefit of the student.
- ✓ Exclusively this course caters to the students who are interested in pursuing professional courses like CA, ICWA, ACS, etc.
- ✓ Enables students to gain a professional knowledge simultaneously during their B.Com (CA) Degree.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & detective skills among the students

✓ III. OBJECTIVES OF THE COURSE

To impart knowledge in an advanced concepts and applications in various fields of commerce

1. To teach the recent developments in the various areas of commerce.
2. To orient the students in an applied aspect of different advance business practices.
3. To provide the students to learn new avenues introduced in professional courses and computer course.
4. To equip the students to occupy the important positions in business, industries, software companies and related organizations.
5. To inspire the students to apply the knowledge gained for the Development of society in general.

PROGRAMME OUTCOME

PO – 1: After completing three years of Bachelors of Computer applications program, students would gain a thorough grounding in the fundamentals of computer application.

PO – 2: The commerce focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.

PO -3: The all-inclusive view of the course offer a number of value based and job oriented skills ensures that students will be trained into up-to-date. In advanced accounting courses beyond the introductory level, effective development will also progress to the valuing and organization levels.

Program Specific Outcome (PSO)

PSO – 1 Students will be able to demonstrate progressive learning of various accounting methods related to business. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books

PSO – 2 Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.

PSO –3 Students will learn relevant financial accounting skills for preparing financial statements in various business organizations.

PSO – 4 Students will learn relevant accounting skills, applying both quantitative and qualitative knowledge to their future careers in business.

PSO – 5 Learners will gain thorough systematic and subject skills within various disciplines of accounting

PSO – 6 Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.

PSO – 7 Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.

PSO – 8 Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affairs

PSO – 9 Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.

PSO – 10 Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.

PSO - 11 Learners will be able to do higher education and advance research in the field of commerce and finance

IV. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year B.Com (**Computer And Application**) shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamilnadu with Mathematics or Business Mathematics or computer science or statistics or Business statistics as one of the subjects or an examination of any other university or authority accepted by the syndicate, subject to such conditions as may be prescribed there to.

REGULATIONS

V. TRANSITORY PROVISIONS

Candidates who have undergone the UG Course of study before 2018-19 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2019-20. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure she has to complete within 5 years.

Choice Based Credit System

Choice Based Credit System is a flexible system of learning. It allows different weightages in different courses based on the utility in the overall structure of curriculum.

It permits the students to

- i. Choose electives from wide range of elective courses.
- ii. Undergo additional courses and acquire more than the required number of credits.
- iii. Adopt an inter-disciplinary approach in learning.

Eligibility for Award of Degree

A student is eligible for the award of the degree only if she has undergone the prescribed course of study in the college for a period of three academic years (UG) / two academic years (PG) and passed the examinations of all the semesters prescribed earning 140 credits for U.G. and 90 credits for P.G.

Duration

The total period of study for each programme is as below

U.G. Three years - 6 semesters

P.G. Two years - 4 semesters

Each academic year is divided into two semesters. The total number of working days is 90 days for each semester.

Curriculum

U.G. Programme

Part - I	-	Tamil / Hindi / Malayalam / any other
Part - II	-	English
Part - III	-	Core Subjects Allied Subjects Electives Project - Individual / Group Project
Part - IV	-	Skill Based Electives Non - Major Electives Environmental Studies Value Educations
Part - V	-	Extension activities

Extension Activities

All students should enroll in **Part V Vivekanandha Outreach Programme** – to enable her to complete a degree course. Active participation of the student throughout the year in the extension activities choice is mandatory. **(1 Credit in VI Semester)**

The medium of instruction and Examinations

The medium of instruction and examinations, for the papers under part I and II shall be in the language concerned. For part III and IV the medium of instruction and examinations shall be English.

Evaluation of the students

The evaluation of the students in a particular course is based on their performance in (i) the Continuous Internal Assessment (CIA) and (2) the End Semester Examinations. (ESE)

For each theory paper the maximum marks for Continuous Internal Assessment and End Semester Examinations are 25 and 75 respectively and for **practical paper** the corresponding marks are 40 and 60 in both U.G. and P.G. courses.

Continuous Internal Assessment (CIA)

For theory papers two CIA tests with duration of One hour each and one Model Examination with **Three hours** duration will be conducted every semester. **For practical it is as decided by the respective Board of Studies.** CIA test and Model Examinations will be conducted as per End semester Examination pattern.

Schedule of Internal Assessment Tests and Model Examinations are decided in advance by the Principal in consultation with the Controller of Examinations and Heads of the departments and is given in the Hand book.

Every candidate is required to get prior permission (before the test model examination is conducted) from the Head of the Department and the Principal to write the test at a later date on valid reasons/ medical grounds. Where no such permission is obtained, the decision of the Head of the Department and the Principal, to hold or not to hold separate examination for any such candidate shall be final.

The valued answer script of CIA tests (1&2) and Model Examination shall be given to the candidates within 5 days after completion of the tests and examination for their personal verification during the class hours and collected back with the signature. The tests marks should be submitted to the office of the Controller of the Examinations immediately after getting the signature from the students.

Continuous Internal Assessment

The weightage assigned to various components of the Continuous Internal Assessment is as follows.

		UG	PG
1.	CIA Test I & II (Average)	- 5	5
2.	Model Examination	- 10	5
3.	Assignment	- 5	5
4.	Seminar	- 0	5

- Attendance

Upto 75%	-	0		
76 – 80%	-	1		
81 – 85%	-	2	}	5
86 – 90%	-	3		
91 – 95%	-	4		
96 – 100%	-	5		
Total	-			
			----	----
			25	25
			----	----

CIA marks are calculated by the teacher concerned, entered in the register, signed by the candidates and approved by the Heads of Departments and the Principal.

The hard copy and the soft copy (through email) of the CIA marks are submitted to the office of the Controller of Examinations before the last working day of every semester.

End Semester Examinations

End Semester Examinations will be conducted for both **theory** and **practical papers** at the end of each semester (in the month of November for odd semester and April – May for the even semester).

End Semester Examinations Schedule

The schedule for End Semester Examinations is fixed by the Controller of Examinations in consultation with the Principal and Heads of the Departments and is displayed on the notice board and also is circulated to the staff and students through College website (www.vicas.org).

Attendance

The guidelines of attendance requirement issued by the Periyar University are adopted by the college.

S.No	Percentage of Attendance	Remarks
1	Secured not less than 75% of attendance of the 90 working days during the semester. (67.5 days)	Students are permitted to take the End Semester Examinations of any semester
2	Secured attendance between 74% and 65%	Students can write the exam after paying the condo nation fee.
3	Secured attendance between 64% and 50%	Compensate the storage in attendance in the subsequent semester and appear for both semester papers together at the end of the latter semester with condo nation fee.
4	Secured below 50% attendance	Not eligible to the write the End semester examinations and she has to rejoin the same semester

Question Paper

Question Papers for the End Semester Examinations theory papers are set by the external question paper setters and are scrutinized by a team of external experts in the discipline concerned.

For End Semester Practical examinations, setting of question paper, conduct of examinations and valuations are done by both internal and external examiners.

Hall Tickets and Instructions

Hall Ticket which contains Subject code, title, Date, Session, Block name, Hall number & seat number for the End Semester Examinations will be issued to eligible students on time before the End Semester Examinations. Students must bring the Hall Ticket and the college ID Card to every session of the End Semester Examinations for verification.

No student enters the Examination Hall after $\frac{1}{2}$ hour from the commencement of the Examination.

Students can bring to the examination hall only ordinary scientific calculator. They can use the mathematical, statistical or any other table (if required) provided by the college during the End Semester Examinations.

Students are not allowed to bring programmable calculators / Mobile phones or any other unwanted materials inside the Exam Hall.

Malpractice

Any kind of malpractice during the End Semester Examinations / Practical Examinations is strictly prohibited. If it is found she will be debarred from writing that particular paper in that semester or all the papers in that semester based on the nature of the malpractice.

A Complaint regarding the End Semester Examinations Question Papers must be brought to the Controller of Examinations on the same day of the examination by the HOD concerned or the class teacher concerned.

Valuation

After giving dummy numbers the answer scripts are valued by 100% external examiners. The End Semester Examinations results are published in the college website within 10 - 15 days from the date of last examination and it is also put up on the notice board.

Revaluation and Transparency

Provision is available for Improvement / Retotalling / Revaluation /obtaining photo copy of the valued answer scripts for current semester papers.

Students can apply for obtaining photo copy of valued answer scripts to the Controller of Examinations through the Principal in the prescribed format along with the prescribed fee within five working days from the date of publication of results.

After scrutinizing the paper they can apply for revaluation within **three days** (after obtaining the photo copy)

If the marks scored in the revaluation are less than the original marks, original marks will be considered. If the mark scored in the revaluation is higher than the original marks the marks obtained in the revaluation shall stand.

If the difference in marks in the original valuation and the revaluation is more than 10, a third valuation will be done and the average of the nearest two marks shall be the final marks awarded.

PASSING MINIMUM

There is no minimum pass marks for CIA

The minimum mark to obtain a pass in UG Programme is 40% in ESE and 40% in the aggregate of CIA+ESE.

The minimum mark to obtain a pass in PG Programme is 50% in ESE and 50% in the aggregate of CIA+ESE.

MODERATION

A maximum of 8 marks shall be awarded as moderation to each candidate/per semester in the ESE Theory Papers as well as revaluation papers, subject to the following limits:

For a maximum of 100 marks - Not exceeding 5 marks/paper

For a maximum of 75 marks – Not exceeding 4 marks/paper

For a maximum of 50&55 marks – Not exceeding 3 marks/paper

Improvement

A student who obtains a pass mark in a paper in the first attempt can appear for the same paper only in the immediate next semester. Reappearance for improvement is allowed only in theory papers. The highest marks whether the original or improvement will be considered as the final mark. However the improvement marks will be considered only for classification and not for ranking. When there is no improvement there will not be any change in the original mark, already awarded.

Supplementary Examinations

In order to provide an opportunity to the failed final U.G. and P.G. students to complete the programme in the same year without any loss of time supplementary examinations are conducted within 20 days from the date of publication of even semester results of the final year.

1. Student who has cleared all the papers of earlier semesters (First to fifth Semester U.G. / First to Third Semester P.G.) but has failed in one or two papers written in the final semester will be allowed.
2. Student who has cleared all the papers except only one paper in all the semesters can also apply to the supplementary examinations.
3. Student can apply for Supplementary Examinations to the Controller of Examinations through the Principal in the prescribed format along with prescribed fee within seven working days from the date of publication of results.

Reappearance of failed Students

A student failed in the End Semester Examinations can appear for the papers in the subsequent End Semester Examinations.

Failure in any paper / papers in the ESE or absence from the ESE shall not cause detention of the candidate in that semester. All the registered candidates shall be promoted to the next semester.

Credit for U.G. Course

Part	Particulars	Credit	
		B.A., /B.Sc.,	B.Com., / B.Com (CA) / B.B.A., / B.B.A (CA), / B.C.A.,
Part I	Foundation Tamil / Hindi / Malayalam	12	6
Part II	Foundation English	12	6
Part III	Core	63	75
	Allied/ Allied Practical (16+12)	28	28
	Electives (2)	6	6
Part IV	Skill Based Electives (4)	8	8
	Non Major Electives (2)	4	4
	Environmental Studies/ Yoga	4+2	6
Part V	Extension Activities	1	1
Total		140	140

Credit for P.G. Course

Particulars	Credit
Core, Elective and Project	90
Human Rights	1
Total	91

The only credit earned for Part V Extension Activities of a successful student shall not be taken into consideration for classification / Ranking / Distinction.

Mark Statement

Mark Statement Issued at the end of each semester will indicate the credits and marks / grades obtained in each course.

Classification, Grade, Grade Point, GPA & CGPA

The grades are given on the basis of the percentage of marks scored by the students as shown below:

CGPA	Grade	Classification of Final Result
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 – 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	
0.0 and above but below 4.0	U	Re - appear

* The candidates who have passed in the first appearance and within the prescribed semester of the U.G. & P.G. Programme (Major, Allied and Elective courses alone) are eligible.

Only applicable to U.G. programme.

In the consolidated mark sheet issued, the class in which the candidate has passed will be given separately for Part I, II and III. Grade Point Average (GPA) will be given for Part III (Including only core & allied courses) as well as for all the components of the

curriculum separately for UG Programme and for the PG programme based on all the subjects studied by the student.

The Grade Point Average (GPA) will be calculated as follows at the end of the Programme.

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n refers to the semester in which such courses were credited

For a Semester :

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

Sum of the Multiplication of grade points by the credits of the courses

GPA = _____

Sum of the credits of the courses in a semester

For the entire programme :

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme

CGPA = _____

Sum of the credits of the courses of the entire programme

Criteria for Rank

1. Marks secured in all the papers are considered for P.G. programmes and marks secured in core and allied a course that is Part – III are considered for U.G. programme.
2. Student must have passed all papers in the first attempt in the respective semesters.
3. Student should have completed the courses with the minimum period prescribed for the course of study.
4. Improvement marks will not be considered for ranking but will be considered for classification.

Transfer of Students

Students seeking a transfer to the U.G. and P.G. degree course in VICAS have to fulfill the following conditions.

1. Seats must be available in the department concerned
2. The students should not have any arrear paper if they are coming from non Autonomous Colleges.
3. The student must write the papers which are offered in our college, if those papers are not included in the syllabus of the previous college.

**B.COM (Computer application)
PROGRAMME EDUCATIONAL OBJECTIVES**

- 1) To enable the students to cope-up with the advancement in accounting practices with the help of computer systems.
- 2) To equip the women students to get employment opportunities in the locating of their residence.
- 3) To provide opportunities for higher educational and involve in research related to their areas of expertise.
- 4) To make the students to establish their business venture with the help of the acquired knowledge.

PROGRAMME SPECIFIC OUTCOMES

PSO NUMBER	PSO STATEMENT	KNOWLEDGE LEVEL
PSO1	Ability to manage the accounting practices of business organizations with the help of computer system.	K6
PSO2	Skills to compile reports of financial performance of business entities.	K3
PSO3	Investigating capability on issues relegated to accounting practices.	K4

PO and Knowledge level

PO	Programme Outcome	Knowledge Level
1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.	K2
2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share ones views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.	K1
3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.	K4

4	Problem solving: 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 ones learning to real life situations.	K3
5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.	K5
6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesizing and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, 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.	K6
7	Cooperation/Team work: 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.	K6
8	Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.	K4
9	Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.	K2
10	Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.	K3
11	Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.	K6
12	Multicultural competence: 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.	K5

13	Moral and ethical awareness/reasoning: 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 behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.	K3
14	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can 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.	K6
15	Lifelong learning: 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 trades and demands of work place through knowledge/skill development/reskilling.	K6

**COURSE PATTERN
B.COM (CA)
(WITH EFFECT FROM 2019-2020 ONWARDS)**

Subject Code	Course	Subject Title	Hrs / Week	Credits	Int. Mark	Ext. Mark	Total Mark
SEMESTER - I							
18U1LT01	Languages	Tamil or anyone of the modern or Classical Language - I	6	3	25	75	100
17U1LE01B	Languages	English I	6	3	25	75	100
19U1CCC01	Core-1	Financial Accounting- I	5	4	25	75	100
19U1CCC02	Core-2	Business Organization and Management	4	4	25	75	100
19U1CCA01	Allied - I	Fundamentals Of Computer Technology	4	4	25	75	100
19U1CCAP01	Practical - 1	MS Office-lab	3	3	40	60	100
18U1VE01	Value Based Education	Yoga	2	2	25	75	100
Total			30	23	190	510	700
SEMESTER - II							
18U2LT02	Languages	Tamil or anyone of the modern or Classical Language - II	6	3	25	75	100
17U2LE02B	Languages	English II	6	3	25	75	100
19U2CCC03	Core - 3	Financial Accounting- II	5	5	25	75	100
19U2CCC04	Core - 4	Tally	3	2	25	75	100
19U2CCA02	Allied-II	Indian Financial System	4	4	25	75	100
19U2CCAP02	Practical :II	Tally -lab	2	2	40	60	100
18U2ES01	Value Based Education	Environmental Studies	4	4	25	75	100
Total			30	23	190	510	700

Subject Code	Course	Subject Title	Hrs / Week	Credits	Int. Mark	Ext. Mark	Total Mark
SEMESTER – III							
19U3CCC05	Core – 5	Corporate Accounting – I	6	4	25	75	100
19U3CCC06	Core – 6	Business Law	6	4	25	75	100
19U3CCC07	Core – 7	Principles of Marketing	5	3	25	75	100
19U3 CCC08	Core – 8	E-Commerce	5	3	25	75	100
19U3MAA08	Allied – III	Business Statistics – I	4	4	25	75	100
19U3CCS01	SBEC – I	Project Methodology	2	2	25	75	100
19U3CCN01	NMEC – I	Marketing Management	2	2	25	75	100
19U3CCN02	NMEC-I	Entrepreneurial Development					
Total			30	22	175	525	700

Subject Code	Course	Subject Title	Hrs / Week	Credits	Int. Mark	Ext. Mark	Total Mark
SEMESTER – IV							
19U4CCC09	Core – 9	Corporate Accounting – II	5	4	25	75	100
19U4CCC10	Core – 10	Company Law And Secretarial Practices	5	4	25	75	100
19U4CCC11	Core – 11	Human Resource Management	4	2	25	75	100
19U4 CCC12	Core – 12	Data base management system	5	4	25	75	100
19U4MAA12	Allied – IV	Business Statistics – II	4	4	25	75	100
19U4CCCP03	Core Practical	Oracle-Lab	3	2	40	60	100
19U4CCS02	SBEC – II	In-plant Training	2	2	25	75	100
19U4CCNO3	NMEC – II	Fundamentals of company law	2	2	25	75	100
Total			30	24	215	585	800

	Subject Code	Course	Subject Title	Hrs / Week	Credits	Int. Mark	Ext. Mark	Total Mark
SEMESTER – V								
V	19U5CCC13	Core –13	Cost Accounting	6	5	25	75	100
	19U5CCC14	Core – 14	Income Tax Law & Practice -I	6	5	25	75	100
	19U5CCC15	Core – 15	E-Banking	6	4	25	75	100
	19U5CCC16	Core – 16	Introduction to Information Technology	4	3	25	75	100
	19U5CCC17	Core – 17	Practical Auditing	4	3	25	75	100
	19U5CCE01	Elective:1	1.Capital Market	4	3	25	75	100
	19U5CCE02		2. Organizational Behaviour.					
	19U5CCE03		3. Principles of insurance.					
	19U5CCE04		4 . International Business.					
	Total			30	23	150	450	600
	Subject Code	Course	Subject Title	Hrs / Week	Credits	Int. Mark	Ext. Mark	Total Mark
VI	19U6CCC18	Core –18	Management Accounting	6	5	25	75	100
	19U6CCC19	Core – 19	Income Tax Law and Practices-II	6	5	25	75	100
	19U6CCC20	Core – 20	Commerce practical	6	5	25	75	100
	19U6CCC21	Core – 21	Entrepreneur Development	4	3	25	75	100
	19U6CCC22	Core – 22	Office Organization	4	3	25	75	100
	19U6CCE05	Elective:2	1. Industrial law	4	3	25	75	100
	19U6CCE06		2. Corporate law & Governance					
	19U6CCE07		3. Consumer behavior					
	19U6CCEP01		4.Campus to corporate (Project)					
			Extension Activities		1			
			TOTAL	30	25	150	450	600
			GRAND TOTAL	180	140	1070	3030	4100

V SEM-ELECTIVES:

- | | |
|------------------|-------------------------------------|
| 19U5CCE01 | 1.Capital Market. |
| 19U5CCE02 | 2. Organizational Behaviour. |
| 19U5CCE03 | 3. Principles of insurance. |
| 19U5CCE04 | 4. International Business |

VI SEM-ELECTIVES:

- | | |
|-------------------|--|
| 19U6CCE05 | 5. Industrial law |
| 19U6CCE06 | 6. Corporate law & Governance |
| 19U6CCE07 | 7. Consumer behavior |
| 19U6CCEP01 | 8.P1.Campus to corporate |

FINANCIAL ACCOUNTING - I

SUBJECT CODE: 19U1CCC01		
SEMESTER - I	CREDIT : 4	HOURS : 60

OBJECTIVES

1. To enable the Students to learn about the fundamentals about principles of accountancy
2. The students to learn how to provide depreciation for various assets

Learning Outcome

Students will be able to pass journal entries and prepare ledger accounts to record double entry transactions

Students will be able to prepare trading, profit and loss account and balance sheet from incomplete records derived from single entry system.

Students will be able to pass journal entries and prepare ledger accounts to record different methods of depreciation.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To write the financial statements in accordance with appropriate Accounting Concepts & Conventions	K1
CO2	To Compare with legal formats of ledger accounts using double entry bookkeeping and recording journal entries	K2
CO3	To Prove the skill in Interpreting the financial statement analysis and information	K4
CO4	Preparation of accounting information for planning and control and for the evaluation of assets by providing depreciation.	K5
CO5	Apply & Practice the various types of Depreciation Accounting	K3

UNIT-I

Introduction to Accounting: Meaning and objectives – Advantages and Limitations – Importance - Functions - Book Keeping and Accounting – Branches of Accounting – Types of Accounts - Accounting Process and Cycle – Accounting concepts and Conventions.

(11 Hours)

UNIT—II

Preparation of Journal, Ledger and Subsidiary Books: Accounting Rules – Rules of Double Entry System - Book keeping – Journalizing – Types of Journals – Posting to Ledgers – Balancing of Ledger Accounts – Types of Subsidiary Books - Preparation of Subsidiary Books – Trail balance – Features and objectives.

(13 Hours)

UNIT - III

Final Accounts of Companies: Capital and Revenue – Classification of Income and Expenditure – Financial Statement of Companies – Trading account – Profit and Loss Account – Balance sheet with Adjustments.

(11 Hours)

UNIT-IV

Single Entry System: Meaning and Objectives – Features – Limitations – Difference between Single Entry and Double Entry – Ascertainment of Profit – Net Worth method – Conversion method.

(12 Hours)

UNIT-V

Depreciation Accounting: Meaning and objectives– Depletion and amortization - Causes of Depreciation – Methods of Depreciation – Straight Line and Diminishing balance Method - Average Due Date.

(13 Hours)

NOTE: *The question paper shall cover 80%Problem and 20%Theory*

Content beyond the Syllabus:

1. List out various accounting concepts and conventions (GAAP)
2. List out Various Accounting Standards
3. Collection & recording of Royalty agreement with regard to any suitable situation.
4. Collection and recording of Hire Purchase Agreement.
5. Ascertainment of Cash Price and Interest with imaginary figures under Hire Purchase System

TEXT BOOK

Financial Accounting – S.P. Jain & K.L.Narang, Kalyani Publishers, Ludhiana, Fourth Edition 2014.

REFERENCE BOOKS

1. Financial Accounting - Reddy & Murthy, Margam Publications, Chennai-17. Fourth Edition 2016.
2. Financial Accounting-P.C.Tulsian, Tata Mcgraw - Hill, 2010 New Delhi, Fourth Edition 2014.
3. Financial Accounting –R.L.Gupta &Radhaswamy, Sultan Chand & Sons, 2011,New Delhi, Third Edition 2014.
4. Financial Accounting-M.C.Shukla,Grewal and Gupta, S.Chand & Co Ltd, 2010,New Delhi, Third Edition 2012.
5. Financial Accounting — R.C. Gupta and V.K. Gupta, Sultan Chand & Sons, New Delhi, Third Edition 2014.

ONLINE SOURCES:

1. <http://www.futureaccountant.com/accounting-process/study-notes/>
2. <http://www.freebookcentre.net/business-books-download/Financial-Accounting-Lecture-Notes.html>
3. <http://accountingexplained.com/financial/>

Mapping

PO CO	PO 1	PO 2	P O 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	✓	-	-	-	-	✓	✓	-	-	✓	-	-
CO2	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

SUBJECT CODE: 19U1CCC02		
SEMESTER - I	CREDIT : 4	HOURS : 60

BUSINESS ORGANIZATION AND MANAGEMENT

Objective:

1. To gain knowledge of Business Organization, management and its importance.
2. Acquire the knowledge about decision making in different situations

Learning Outcome

Students will be able to know the nature and various forms of business organization.

Students will be enhanced with various management functions and thoughts.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To classify the clear idea about business organization.	K3
CO2	To show them aware about different forms of business.	K1
CO3	To estimate them understand the importance of Planning based on the objectives.	K2
CO4	To compare awareness about Recruitment & Selection process.	K4
CO5	To evaluate the knowledge about Motivation & Controlling process and also acquire insight in adopting the control mechanism and effective co-ordination.	K5

UNIT I

Introduction to Business: Meaning – Nature and Characteristics – Objectives and Importance – Classification of Business – Growth of Various forms - Profession – Characteristics – Difference between business and profession – Ethics in Business – Social Responsibility of Business.
(12 Hours)

UNIT II

Forms of Business Organization: Sole Trader – Partnership firm – Joint Hindu Family – Joint Stock Companies – Co-operative societies – Public utilities and Public enterprises – Public sector vs. Private sector
(11 Hours)

UNIT - III

Management Concepts and Planning: Meaning and Definition – Nature and Characteristics – Principles of Management - importance – Functions – Role of Manager – Scientific Management – Contributions by Hendry Fayol and F.W. Taylor – Planning – Nature and Characteristics – Importance – Steps in Planning process.
(13 Hours)

UNIT IV

Organizing and Staffing: Organization — Meaning - Nature and Importance — Types of Organization — Span of Control — Delegation of Authority and Responsibility – Centralization and Decentralization – Recruitment – Sources of Recruitment – Selection- Steps in process of Selection
(13 Hours)

UNIT V

Direction and Control: Meaning and concept of directing – process – Span of Supervision – Motivation - Theories of Motivation (Maslow's Needs Theory and Herzberg Theory) – Controlling - Principles controlling process – controlling techniques.
(11 Hours)

Content beyond the Syllabus:

1. To understand the concepts of the business organization and the various forms of Business Organization.
2. To know the Planning, Organising, Staffing, Directing & Controlling Process in the organization

TEXT BOOK:

1. Principles of Management - Dinkar Pagare S.Chand & Co Ltd, Fourth edition 2015.

REFERENCE BOOKS

1. Principles of Management -Tirupathi Tata McGrew Hill seventh Edition 2015.
2. Principles of Management - Chatterjee S.Chand & Co Ltd , sixth edition 2014.
3. Principles of Management - T.Ramasamy,The Himalayan Publications, Chennai,ThirdEdition 2010.
4. Principles of Management-C.B.Gupta,Sultan Chand Publications , Second Edition New Delhi-2010

ONLINE SOURCES:

1. https://www.university.youth4work.com/Study-Material/B_Com,Bachelor-of-Commerce-Lectures
2. <http://gurukpo.com>
3. <http://www.taxmann.com/bookstore/academic/business-organization-and-management-b.com.-ist-year.aspx>

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject Title	FUNDAMENTALS OF COMPUTER TECHNOLOGY	Semester	I
Subject Code	19U1CCA01	Specialization	NA
Type	Allied-I Theory	L:T:P:C	4:0:0:4

CREDIT-4

HOURS:60

COURSE OBJECTIVE

To learn about the I/O devices, Memory, Various components in system and the principles of computer system.

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO1: Recall the concept of computer system, its components and types of computers (K1)

CO2: To understand the Characteristics of Computers and parts of Computers (K2)

CO3: Analyze the different types of input, output and storage devices (K4)

CO4: Analyze the Concepts of Computer Networks and its types (K3).

CO5: To know about the structural design of Computer Network Architecture (K6)

CO6: Understand the MS-Office software ()

CO7: Understand the MS-Excel, Functions and Conditioning ().

MAPPING WITH PROGRAM OUTCOMES

CO/PO	PO1	PO2	PO3	PO4
CO1	✓			
CO2	✓			
CO3	✓	✓	✓	✓
CO4	✓	✓	✓	✓
CO5	✓	✓		
CO6	✓	✓		
CO7	✓	✓	✓	

Unit	Syllabus Content	Number of Sessions
I	Introduction to computers: Introduction – Characteristics of computers – Generation of computers - Classification of Digital computer systems: Introduction – Microcomputers- Minicomputers – Mainframes – Supercomputers – Network computers – Components of computer: Introduction – Parts of computer – Input devices – Output devices – Storage devices.	12
II	Input devices: Keyboard – Mouse – Trackball – Touchscreen – Scanners. Output devices: Monitor – Printer – Plotter – Multimedia Projector. Secondary storage devices: Magnetic Tape – Magnetic disk – Optical disk. Programming Languages, Compilers, and Interpreters.	12
III	Internet : Introduction – Internet Access – Internet Basics –Internet Protocols – URL – WWW – Search engines – E-mail	12
IV	Introduction to MS-Office: About MS Office – Why MS-Office.MS-word: Word basics-Formatting Features-Menus-Toolbars and their Icons-Word Formatting Toolbar-Working with text and formatting-Creating Tables-Mail Merge.	12
V	MS-EXCEL: Excel Basics-Introduction-Menus-Toolbars-Icons-Opening Excel-Cells-Entering and Editing Data-Creation of Chart-Entering Formulas-Functions-Sorting-Filtering-Conditional formatting.	12

Learning Resources

Text Books	<ol style="list-style-type: none">1. “Computer Applications in Business”, “Alexis Leon, Mathew’s Leon, Vijay Nicole Imprints Pvt Ltd, 2013.2. Sanjay Saxena,”MS-OFFICE 2000 for Everyone”, Vikas Pub.House, NewDelhi.
Reference Books	<ol style="list-style-type: none">1. Fundamentals of Information Technology, A and Leon M,Leon,Vikas 20022. A first Course in Computers, Saxena, Sanjay, Vikas Publishing 19983. Fundamentals of Information Technology, Bharioke, Deepak Excel Book, 2000
Web Sites / Links	<ol style="list-style-type: none">1. www.allonlinefree.com/computer-applications-in-business-notes/2. https://www.slideshare.net/adnanabdullah92/computer-application-to-business3. https://en.wikipedia.org/wiki/Microsoft_Office

Pedagogy : Chalk and Talk, PPT

Subject Title	MS OFFICE LAB	Semester	I
Subject Code	19U1CCAP01	Specialization	NA
Type	ALLIED LAB – I P – I – Practical	L:T:P:C	0:0:4:3

CREDIT:4

HOURS:4

COURSE OBJECTIVE

To provide the Computer Knowledge in MS Office software.

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO1: Write a program to design different types of font styles, font sizes, headings.

CO2: Write a program to apply an attractive advertisement view for a company.

CO3: Write to create a table with rows and columns.

CO4: Write a program to create a call letter.

CO5: Write a program to make different visualization effects.

CO6: Write a program to make different effects like animations, sounds etc.

MAPPING WITH PROGRAM OUTCOMES

CO/PO	PO1	PO2	PO3	PO4
CO1	✓	✓		
CO2	✓	✓	✓	✓
CO3	✓		✓	✓
CO4			✓	✓
CO5	✓		✓	✓
CO6			✓	✓

List of Programs

1	Type a Bio – Data and do the following a. Heading should be in heading 1 style. b. The content in the page should be 12 in size and book man as font style. c. Set the position of the tab as 0.5 for each paragraph. d. Insert a header and type your Name and insert Date and Time. e. Insert footer with page number. f. Education qualification should be given in table format.
2	Prepare an advertisement to a company requiring software professionals with the following specifications. a) Give Attractive page border. b) Divide the page into two columns. c) One side of the column side contain company details in brief (use bullets if necessary).and other side vacancy position. d) Insert the name of the company in the header using different font style. e) Use at least one gallery. f) Mention number of vacancies in each category (Software Engineers, Data Operators, System Administrators, Managers etc., arranging the order appropriately), qualifications required etc.
3	Prepare a Time table of your class and do the following a) Heading should be provided and it should be 14 in size, bold and underlined. b) Insert a table which contains 9 rows and 6 columns. c) Within the table, cell should contain merging of cells and splitting of cells be done. d) Each subject should be differentiated using the background color or font color. e) Border should contain 1.00pt. f) Content with in the table should be centered.
4	Create an Interview call letter as the main document and create 5 records for 5 persons using MS-Word. Use Mail merge to create letters for 3 selected persons among 5.
5	Presentation and Visualization – graphs, charts, 2D, 3D a) Graphs and Charts in 2D, 3D using open source tools. b) Students mark list analysis using formula in Ms-Excel c) Calculation of salary in Ms-Excel
6	Create text and images with effects.
7	Create animation and sound effects.

Pedagogy : Talk ,Demo.....

SUBJECT CODE: 19U2CCC03		
SEMESTER - II	CREDIT : 5	HOURS : 75

FINANCIAL ACCOUNTING - II

Objective:

1. To gain a knowledge of accounting in general
2. To know the rules and regulations of partnership account

Learning Outcome

Students will be able to pass journal entries for maintaining branch and departmental accounts.

Students will be able to pass journal entries and prepare ledger accounts for hire purchase and instalment transactions.

Students will be able to pass journal entries and prepare ledger accounts for the transactions relating to dissolution, insolvency, conversion of partnership firms.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Compare the Final account System in Branch Accounts	K1
CO2	To Analysis the Inter departmental transfers at cost and selling price and Preparation of Departmental Final Account	K3
CO3	To Compute the skill in Hire purchaser and Hire Vendor – Default and Repossession – Hire Purchase Trading Account – Installment System	K2
CO4	To Create the Preparation of Admission, Retirement and Death of Partners- Goodwill to be treated as per AS10.	K6
CO5	Apply & Practice various Dissolution of Firm – & Settlement of Accounts	K5

UNIT-I

Branch Accounts: Dependent branches – stock and debtor system – wholesale branch – independent branch (foreign branch excluded) – Final account System in Branch Accounts. (13 Hours)

UNIT—II

Departmental Accounts: – Meaning and objectives - Allocation of Incomes and Expenses – Basis for apportionment of expenses - Inter departmental transfers at cost and selling price – Preparation of Departmental Final Account (15 Hours)

UNIT - III

Hire purchase system: – Accounting treatment – Calculation of interest – Books of Hire purchaser and Hire Vendor – Default and Repossession – Hire Purchase Trading Account – Instalment System – Distinction between Hire purchase and Instalment purchase system – Accounting treatment – Books of buyer and seller (simple problem only). (17 Hours)

UNIT-IV

Partnership Accounting I: Admission - Retirement — Death of a partner. Partnership Accounts – Profit and Loss Appropriation Account – Admission, Retirement and Death of Partners- Goodwill to be treated as per AS10 – Adjustments in the Profit Sharing Ratio – Adjustment for Revaluation of Assets and Liabilities – Treatment of goodwill. (16 Hours)

UNIT-V

Partnership Accounts – II: Dissolution of Firm – Settlement of Accounts – Accounting Treatment for unrecorded Assets and Liabilities – Insolvency of partner – Garner Vs. Murray – All Partners insolvency. (14 Hours)

NOTE:

The question paper shall cover 80%Problem and 20%Theory

Content beyond the Syllabus:

1. Understand plant assets
2. Determine the cost of plant assets
3. Explain depletion and natural resources

TEXT BOOK1. Financial Accounting — S.P. Jain & K.L.Narang, Kalyani Publishers, Ludhiana.
Fourth Edition 2015.

REFERENCE BOOKS

1. Financial Accounting-P.C.Tulsian, Tata Mcgraw - Hill, 2010 New Delhi, Fourth Edition 2015.
2. Financial Accounting –R.L.Gupta &Radhaswamy, Sultan Chand & Sons, 2011,New Delhi, Third Edition 2015.
3. Financial Accounting-M.C.Shukla,Grewal and Gupta, S.Chand & Co Ltd, 2010,New Delhi, Third Edition 2016.
4. Financial Accounting — R.C. Gupta and V.K. Gupta, Sultan Chand & Sons, New Delhi, Third Edition 2016.

ONLINE SOURCES:

1. <http://www.futureaccountant.com/accounting-process/study-notes/>
2. <http://www.freebookcentre.net/business-books-download/Financial-Accounting-Lecture-Notes.html>
3. <http://accountingexplained.com/financial/>

Mapping

PO CO	PO 1	PO 2	P O 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject Title	TALLY	Semester	II
Subject Code	19U2CCC04	Specialization	NA
Type	Core-IV Theory	L:T:P:C	4:0:0:2

CREDIT: 2

HOURS: 45

COURSE OBJECTIVE

To learn about the company creation, Accounting and Inventory features.

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO Number	CO Statement	Knowledge Level
CO1	Discussing the features and Components of Tally	K2
CO2	Able to create a Company and Groups in Tally	K6
CO3	Proficiency to generate Accounting Information	K6
CO4	Ability to develop the Inventory Information	K6
CO5	Able to implement VAT, TDS & TCS and Service Tax	K3

UNIT – I

Introduction to Tally: Features and advanced features of tally. Components of Tally: Understanding Horizontal and vertical button bar- Tally Menu. **(9Hours)**

UNIT – II

Company Creation in tally: Company information creation- Alter – Display. Groups-Sub groups: Alter- Display-Multiple Groups-Alter-Display. **(8 Hours)**

UNIT – III

Accounts information: Ledger Creation – Alter-Display.Voucher Creation-Alter-Display.Voucher Entry. – Multi Currency – Interest calculation – Bill Wise Details-Day Book. **(10 Hours)**

UNIT – IV

Inventory info – Stock Group – Stock Category – Stock Item – Unit of Measures-Godowns – Inventory vouchers – Re-order level and status – Batch-wise Details – Bill of Material. **(8 Hours)**

UNIT – V

Statutory and Taxation – Value Added Tax (VAT) – Tax Deducted at Source (TDS) – Tax Collected at Source (TCS) – Service Tax – Security Control and Tally audit – Backup and Restore.

(10 Hours)

Text Books:

1. Tally 9.0 – A complete Reference – Tally Solutions (P) Limited , 2010

Reference Books

1. Tally 9.0 – in simple steps- Kogent solutions Inc.

Web Sites / Links

4. <https://tallysolutions.com/>
5. <https://www.google.com/search+tally+erp+9+website>.

MAPPING WITH PROGRAM OUTCOMES

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	✓	✓	✓						✓						
CO2						✓	✓				✓				
CO3				✓	✓	✓	✓								
CO4					✓	✓	✓				✓				
CO5				✓						✓			✓		

SUBJECT CODE: 19U2CCA02		
SEMESTER - II	CREDIT : 4	HOURS : 60

INDIAN FINANCIAL SYSTEM

Objectives:

1. To familiarize students with the Structure of Indian financial system
2. To identify the functions of Merchant Banking and Mutual Funds
3. To make awareness about the Financial Institutions

Learning Outcome

- *Students will be able to understand the Structure of Indian financial system*
- *Students will understand functions of Merchant Banking and Mutual Funds*
- *Students will gain knowledge about the financial institutions.*

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To outline the Structure of Indian financial system.	K4
CO2	To prove the role of SEBI in Regulation of Merchant Banking.	K5
CO3	To create the Mutual fund-functions –leasing in India.	K6
CO4	To apply of venture capital funds in India	K4
CO5	To design the Reforms in secondary market and investor’s protection.	K6

UNIT-I

Structure of Indian financial system – its significance. Money market and capital market. New Financial Instruments – Commercial Paper, Treasury Bills, Certificate of Deposit, Inter – Bank Participation and Global Depository Receipt. **(12 Hours)**

UNIT-II

Introduction to Financial Services. Meaning of Merchant Banking – Objectives – Functions. Organization – Latest Developments – Merchant Banking in India – Role of SEBI in Regulation of Merchant Banking. **(11 Hours)**

UNIT-III

Mutual fund – Meaning - Types – Functions – Advantages – Institutions involved – Growth of Mutual Funds in India – SEBI Guidelines. Lease Financing – Definition – Types – merits and demerits – hire purchase and lease financing – leasing in India. **(13 Hours)**

UNIT-IV

Securitization – definition – benefits – Securitization Vs. factoring – concepts of factoring – types – factoring mechanism – factoring Vs. leasing – role of Indian banks in factoring. Meaning of venture capital – advantages – venture capital funds in India. **(12 Hours)**

UNIT – V

Reforms in secondary market and investor’s protection – New financial institutions – OTCEI – NSE – DFHI. Meaning of credit rating – functions and benefits - credit rating agencies in India: CRISIL – objectives – operations – ICRA – operations – other services – limitations of rating – future of credit rating in India. **(12 Hours)**

Content beyond the Syllabus

1. Recent SEBI guidelines and Stock Exchanges in India
2. Export and Import Documentation
3. Factoring services in India

TEXT BOOK :

- 1) Emerging Scenario of Financial Services, - E.Gordon & K. Natarajan, Himalaya Publishing House, Mumbai – 4.
- 2) Banking and Financial System - K.Nirmala Prasad & J.Chandradoss, , Himalaya Publishing House, Mumbai – 4.

REFERENCE BOOKS:

- 1.The Indian Financial System – Pearson Education (India) Ltd., 4th Edition,2017.
2. Financial System & Economic Reforms- Deep & Deep Publication Pvt Ltd. New-Delhi, 2018.

ONLINE SOURCES:

1. <http://www.bbamantra.com/indian-financial-system-introduction/>
2. <http://www.bankexamstoday.com/2017/04/overview-of-indian-financial-system.html>
3. <http://www.yourarticlelibrary.com/finance/structure-and-function-of-of-indian-financial-system/23478>

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO3	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	-

Subject Title	TALLY LAB	Semester	II
Subject Code	19U2CCAP02	Specialization	NA
Type	ALLIED LAB – II P – II – Practical	L:T:P:C	0:0:4:2

CREDIT:2

HOURS:30

COURSE OBJECTIVE

To provide the Computer Knowledge in Tally software.

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Ability to create Company Information	K6
CO2	Skills to generate Accounting Information	K6
CO3	Capable to generate Inventory Information	K6
CO4	Able to implement Statutory and Taxation	K3
CO5	Summarize the Display	K2

CO Number	CO Statement	Knowledge Level
CO1	Ability to create Company Information	K6
CO2	Skills to generate Accounting Information	K6
CO3	Capable to generate Inventory Information	K6
CO4	Able to implement Statutory and Taxation	K3
CO5	Summarize the Display	K2

List of Programs

1	Company Information a. Company creation b. Select Company c. Shut Company d. Alter Company e. Split Company Data f. Backup and Restore
2	Gateway of Tally a. Accounts info (Groups, Ledgers, Voucher Types) b. Inventory info (Stock Group, Stock Category, Stock item, Unit of Measures) c. Accounting Vouchers d. Inventory Vouchers
3	Statutory and Taxation a. Value Added Tax (VAT) b. Tax Deducted at Source (TDS) c. Tax Collected at Source (TCS) d. Service Tax
4	Display a. Trial Balance b. Day Book c. Accounts Book d. Statement of Accounts e. Inventory Books f. Statement of Inventory g. Statutory Info h. Statutory Reports, i) Cash flow and Fund flow Statements

MAPPING WITH PROGRAM OUTCOMES

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	✓					✓	✓					✓		✓	✓
CO2			✓			✓									
CO3			✓				✓				✓				
CO4				✓						✓					
CO5	✓								✓						

SUBJECT CODE: 19U3CCC05		
SEMESTER - III	CREDIT : 4	HOURS : 90

CORPORATE ACCOUNTING – I

OBJECTIVES

1. To familiarize the Students with the different types of shares and preparation of journal entries.
2. The lay down the foundation and to learn how to treat redemption of shares and debentures, valuation of shares.

Learning Outcome

- *Students will be able to pass journal entries for issue shares and debentures and reissue of shares and debentures.*
- *Students will be able to understand various methods of redemption of shares and debentures.*
- *Students will be able to know the underwriting of shares and valuation of goodwill.*

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Illustrate the issue of equity shares with pro-rate allotment, par, premium and discount	K2
CO2	To Describe the knowledge in familiarizing various types of preference shares and methods of redemption of preference shares.	K1
CO3	To Demonstrate the knowledge in understanding Debentures and Issue and redemption of Debentures	K3
CO4	To Distinguish the underwriting of shares and valuation of goodwill.	K4
CO5	To Integrate the Final accounts according to companies Act 2013 and Profit prior to incorporation.	K6

UNIT -I

Shares – Meaning- Definition- Types of shares-Difference between Equity shares & Preference shares - Issue of Equity shares with pro rata allotment - par, premium and discount –Forfeiture and Re-issue of shares- par and discount-Effects of Pro-rata Allotment on Forfeiture of Shares-Reissue of Forfeited Shares. (18 Hours)

UNIT –II

Preference shares- Provisions - Types of Preference shares- – Redemption of Preference Shares - Various Methods of Redemption- redemption by fresh issues of shares-redemption without fresh issues of shares-Redemption at par out of fresh issue of shares - redemption partly out of profit and partly out of fresh issue of shares –Redemption at premium partly out of fresh issue and partly out of profits - redemption by capitalization of undistributed profit/reserves. (17Hours)

UNIT – III

Debentures - Types of Debentures – Issue and Redemption of Debentures – Distinction between Debenture and Share –Terms relating to issue price an condition of redemption of debenture-Methods of Debentures Redemption: out of profit- out of capital – redemption by conversion-Cum –Interest and Ex-Interest. (19 Hours)

UNIT -IV

Underwriting of Shares – Purpose and importance of Underwriting-Valuation of Goodwill: Average profit – super profit- capitalization of super profit-Annuity. (19Hours)

UNIT-V

Preparation of final accounts of companies Act 2013-Form of Statement of Profit and Loss-Content of Statement of Profit and Loss-Form of the Balance sheet-Content of Balancesheet. (17 Hours)

CONTENT BEYOND THE SYLLABUS

1. Disclosure of Accounting Policies
2. Accounting for Fixed Assets
3. Revenue Recognition

NOTE: The question paper shall cover 80% Problem and 20%Theory

TEXT BOOK:

1. Advanced Accountancy - S.P.Jain & K.L.Narang. kalyani Publications., Fifth Edition 2018.

REFERENCE BOOKS

1. Corporate Accounting - Reddy & Murthy, Margam Publications, Chennai – 17. Fourth Edition 2017

2. Advanced Accountancy - M.C.Shukla & T.S.Grewal.S.Chand Publications,
Fifth Edition 2017

3. Advanced Accountancy - R.L.Gupta & Radhaswamy,
Sultan & chand, Chennai – 17, Fifth Edition 2018.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

SUBJECT CODE: 19U3CCC06		
SEMESTER - III	CREDIT : 4	HOURS : 90

BUSINESS LAW

OBJECTIVES

This course is designed to provide the student with knowledge of the legal environment of business and legal principles.

Learning Outcomes:

- *Identify the fundamental legal principles behind contractual agreements.*
- *Examine how businesses can be held liable in tort for the actions of parties contract.*
- *Acquire knowledge about previous cases and real time issues,*
- *Understanding Negotiable Instruments and practical knowledge.*

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To outline contract consideration and capacity and recognition of the genuineness of assent in contract formation.	K4
CO2	To prove legality and Statute of Frauds in contracts, Identify contract remedies	K5
CO3	To discuss Performance and Discharge of Contract of sale- Unpaid Seller, recognition of transactions involving the Sales of Goods Act.	K1
CO4	To apply Contract of Agency - Agent and Agency- kinds of Agencies.	K4
CO5	To create Negotiable Instruments and legal aspects.	K6

Unit I

The Indian Contract Act, 1872: Contract – Meaning- definition- Characteristics and Kinds- offer and acceptance - Essentials of a Valid Contract - - Intention to create Legal Relations –Legal Consideration – Capacity to Contract. **(18 Hours)**

Unit II

Misrepresentation -Free Consent – Coercion and undue Influence -Mistake — Fraud — Legality of Object – Agreement not declared Void – Legal Formalities- Contingent Contracts – Performance of Contract – Quasi Contracts - Discharge of a Contract – Remedies against Breach of Contract. **(17 Hours)**

Unit III

The Sale of Goods Act, 1930: Contract of sale Meaning and Difference between Sale and Agreement to Sale - Conditions and Warranties Transfer of Ownership in Goods including Sale by a Non-owner- Performance of Contract of sale- Unpaid Seller – Meaning, Rights of an Unpaid Seller- remedies - GST applications. **(19 Hours)**

Unit IV

Contract of Indemnity and Guarantee -Contract of Bailment- Contract of Agency – introduction, Agent and Agency- kinds of Agencies – Classification of agent – duties and rights of agent- termination of agency **(17 Hours)**

Unit V

The Negotiable Instruments Act 1881: Meaning, Characteristics, and Types of Negotiable Instruments: Promissory Note, Bills of exchange, Cheque - Holder and Holder in Due Course, Privileges of Holder in Due Course - Negotiation - Types of Endorsements- Crossing of Cheque Bouncing of Cheque. **(19 Hours)**

Suggested Readings

Text Book:

1. Kapoor N.D.(2015), *Elements of Mercantile Law*, New Delhi. S.Chand & Co,

Reference Books:

1. Kuchhal, M.C. & Vivek Kuchhal (2018), *Business Law*, Vikas Publishing House, New Delhi.
2. SN Maheshwari & SK Maheshwari (2016), *Business Law*, New Delhi. National Publishing House

4. Agarwal S K, (2017), *Business Law*, New Delhi , Galgotia Publishers Company,.
5. P C Tulsian & Bharat Tulsian (2018), *Business Law*, McGraw Hill Education
6. Sharma, J.P. & Sunaina Kanojia (2019), *Business Laws*, New Delhi, Ane Books Pvt. Ltd.,
7. P.P.Gogna, (2018),s.chand publications.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO2	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO3	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

SUBJECT CODE: 19U3CCC07		
SEMESTER - III	CREDIT : 3	HOURS : 75

PRINCIPLES OF MARKETING

Objectives:

- To facilitate understanding the conceptual framework of marketing.
- To create the marketing knowledge and applications in decision making under various environmental constrains.

Learning Outcomes:

- *Applying principles to create market strategy which optimizes the marketing.*
- *Develop a value proposition for a product life cycle demonstrating the market research..*
- *Identifying key components for launching a product and generating market demand for the product life cycle.*

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute of Market segmentation and capacity and recognition of the government policy.	K3
CO2	Describe of New product development process and branding strategies and positioning.	K1
CO3	Summarize Performance of psychological theories and market research information process.	K2
CO4	Examine of Channel of distribution and inter-mediataries.	K4
CO5	To estimate promotional decisions and mix advertising.	K5

UNIT-I

Marketing management – Meaning – Definition- Nature and scope of marketing-Role of marketing in modern organization-Marketing process- Marketing functions- Marketing Mix- Market planning-organizing-environment-government policies. **(15 Hours)**

UNIT-II

Product planning and policy-Product Mix-New product development process-Product life cycle-Grading-standardizing-packaging-Brand equity-Branding Strategies and positioning. **(14 Hours)**

UNIT-III

Buying decision-consumer behavior-Meaning-nature-factors-buyer behavior theories-Marshellin model-Psychological theory-Psychoanalytic theories-social Psychological theories-Tools to study Buyer behavior-Buying decision process-Market segmentation-Need-types-group of segmentation- Marketing Research and Information process. **(16 Hours)**

UNIT-IV

Pricing decision-Factors affecting price determination-pricing policy and strategies-Nature-functions-channel of distribution-Types of channels-intermediaries- duties and responsibility of intermediaries **(14 Hours)**

UNIT-V

Promotional decisions-promotional Mix-Advertising and Salesmanship-public relation and publicity- Communication Process. **(16 Hours)**

Text books:

1.R.S.Pillai&Baghuvathi-Modern Marketing-S.Chand and Sons 2018.

2.C.B.Guptha &Rajan Nair-Marketing Management-Sulthan Chand&Sons,New Delhi.2017.

References:

- 1.Philip Kotler-Principles of marketing-Prentice-Hall India Pvt Ltd.2017.
- 2.Sherlekar- Marketing Management-Himalaya Publishing House Pvt Ltd.2018
- 3.Rajan Saxena-Marketing Management,MC,Graw Hill,Noida,U.P.2017
- 4.MM-Rajan Saxena-Tata Mc Graw-Hill Publishing co Ltd 2018

Mapping

PO CO	P O 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject Title	E – COMMERCE	Semester	III
Subject Code	19U3CCC08	Specialization	NA
Type	Theory	L:T:P:C	5:0:0:3

CREDIT:3

HOURS:75

COURSE OBJECTIVE

To learn about the business over internet, and to promote and encourage use of computers.

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO1: To understand the growth of internet, advantages and disadvantages of commerce.(K1)

CO2: To understand the Characteristics of address system,ISP (K2)

CO3: Analyze the concept of E-marketing and E-Advertising. (K4)

CO4: Analyze the Concepts of E-Security and firewall concept(K3).

CO5: To know about the mobile commerce(K6)

MAPPING WITH PROGRAM OUTCOMES

CO/PO	PO1	PO2	PO3	PO4
CO1	✓			
CO2	✓			
CO3	✓	✓	✓	✓
CO4	✓	✓	✓	✓
CO5	✓	✓		

Unit	Syllabus Content	Number of Sessions
I	History of E-commerce: Emergence of the internet: Commercial use of internet –Growth of the Internet-Origins of the web-Advantages of E-commerce-Disadvantages of E-commerce-the information Technology ACT 2000. Business models for E-commerce: B2B, B2C, C2C, C2B E-business model: Brokerage model: characteristics –Advantages of the Brokerage model-price discovery mechanisms	9
II	Enabling Technologies of the World Wide Web: Internet client server Applications: Telnet –FTP-Chat on the web-IRC-ICQ-MIME. Networks and internet: Internet protocol suite-IP address system-Domain Name-URLs-Defining URLs-IPVs-TCP. Internet service Provider (ISP): Architecture of public access provide-NAPs and ISPs – terms related to ISPs-Broadband Technologies-Types of Broadband Technologies.	9
III	E-marketing: Traditional Marketing-Identifying Web presence Goals-Achieving web presence Goals-uniqueness of the web-site adhesion: Content, Format and Access-Maintaining a website-metrics defining internet units of measurement. E-advertising: Means of Advertising –Conductions Online Market research-market segmentation- Data mining &market research.	9
IV	E-security: Security on the internet-Network and security risks-How are sites hacked?-Security incidents on the internet –Security and E-mail- Network and web based security. Business risk management issues: The firewall concept-Firewall Components–Benefits of an Internet Firewall-Secure physical Infrastructure. E-Payment System: Classification of new payment system-Digital signature.	9
V	Information system for mobile commerce: Mobile Commerce-Wireless Applications –Wireless Spectrum-Technologies for mobile Commerce-Wireless Technologies.Legal and Ethical Issues: Computer as targets for crime-privacy is at risk in the internet age-cookies and privacy-Phishing – copyright-internet Gambling-Threats to children.	9

Text Books

E-commerce An Indian Perspective P.T. Joseph, S.J., PHI, 4th Edition.

Reference Books

Web Sites / Links

1. <https://www.google.com/E-Commerce+Strategy>.
2. <https://www.google.com/search/E-Commerce>

SUBJECT CODE: 19U3CCS01		
SEMESTER - III	CREDIT : 2	HOURS : 30

SBEC-I: PROJECT METHODOLOGY

Objectives:

- To provide basic knowledge about the project methodology.
- After the successful completion of the course the student will come to know how to carry out the project work.

Learning Outcome

- Students will be able to understand the Structure of project Methodology.
- Students will understand the objectives of project.
- students will gain knowledge about the Data analysis and interpretation..

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute the Structure of Dissertation.	K3
CO2	Describe the role of project problems	K1
CO3	Summarize the Review of literature-sampling.	K2
CO4	Examine Data analysis and interpretation-trend analysis.	K4
CO5	Estimate the project report writing.	K5

UNIT – I

Introduction: Project- Meaning- Features- Objectives of project- Difference between dissertation and Thesis. **(7 Hours)**

UNIT - II

Identification of project problems- Problems related to Finance, Marketing, HRM, EDP, Banking. **(7 Hours)**

UNIT - III

Review of Literature - Sampling- Selection of sample- Collection of data. **(5 Hours)**

UNIT - IV

Data analysis- Percentage and trend analysis- Numerical evaluation- Justification and interpretation. . **(7 Hours)**

UNIT - V

TEXT BOOKS:

1. Project Methodology – Senthilkumar.K & Sasikumar.G, Himalaya Publishing House, Mumbai.
2. Research Methodology – Methods and Techniques, C.R.Kothari, Gourav Garg – New age international publishers, New Delhi.

REFERENCE BOOKS:

1. Project Management – K.Nagarajan, New age international publishers, New Delhi.
2. Elements of project management - K.Nagarajan,,New age international publishers, New Delhi.
3. A Guide to projects – Dr.R.Ravilochanan , Margham publications, Chennai.

Mapping

PO CO	PO 1	P O 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

SUBJECT CODE: 19U3CCN01		
SEMESTER - III	CREDIT : 2	HOURS : 30

NMEC-I: 1.MARKETING MANAGEMENT

Objectives:

- To facilitate understanding the conceptual framework of marketing.
- To create the marketing knowledge and applications in decision making under various environmental constrains.

Learning Outcomes:

- Applying principles to create market strategy which optimizes the marketing.
- Develop a value proposition for a product life cycle demonstrating the market research..
- Identifying key components for launching a product and generating market demand for the product life cycle.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understanding of Market Management and capacity and recognition of the government policy.	K4
CO2	Understanding of New product development process and branding strategies and positioning.	K5
CO3	To know Performance of psychological theories and market research information process.	K6
CO4	Understanding of Channel of distribution and intermediaries.	K4
CO5	To Understand promotional decisions and mix advertising.	K6

UNIT-I

Definition and Meaning of Marketing – Modern Concept of Marketing. **(5 Hours)**

UNIT-II

Marketing Functions-Buying – Selling-Assembling-Transportation –Warehousing. **(5 Hours)**

UNIT-III

Marketing Functions –Financing-Risk bearing- Standardization – Grading MIS–(Marketing Information system). **(7 Hours)**

UNIT-IV

Product Planning and Development – Introduction of a new Product- Product Life Cycle – Product Diversification. **(7 Hours)**

UNIT-V

TEXTBOOKS

1. Marketing –Rajan Nair, Sultan Chand & Sons, New Delhi.
2. Marketing-R.S.N.Pillai and Bhagavathi, S.Chand & Co Ltd, 2009Edition &2011Reprint.

REFERENCEBOOKS

1. Marketing Management – Sherlaxhar S.A,Himalaya Publishing House, Mumbai.
2. Marketing Management –V.S. Ramasamy and Namakumari Macmillan.
3. Principles of Marketing- Sonatakki, Kalyani Publishers, New Delhi.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO3	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓
CO4	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

SUBJECT CODE: 19U3CCNO2		
SEMESTER - III	CREDIT : 2	HOURS : 30

NMEC-I: 2.ENTREPRENEURIAL DEVELOPMENT

Objectives:

- To familiarize students with the requisites needed for being a successful entrepreneur.
- To identify the stages involved in the setting up of a small business unit and to motivate the students to start self-employment.

. Learning Outcomes

- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively
- To make awareness about the Financial support like loan, subsidies and incentives

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To outline Entrepreneur and Entrepreneurship	K4
CO2	To prove Entrepreneurship Development Programs	K5
CO3	To discuss Idea generation ,Opportunity/Product identification .	K1
CO4	To apply Seed capital assistance ,Mudra Scheme .	K4
CO5	To create DIC, NSIC, MSMEDI, ITCOT, , IFCI, IDBI, TIIC, SIPCOT, Commercial bank.	K6

UNIT I : ENTREPRENEURSHIP

Entrepreneur and Entrepreneurship – Evolution – Characteristics of successful entrepreneurs – Functions of entrepreneurs – Types of Entrepreneurs – Women Entrepreneur – Problems of Women Entrepreneur – Difference between Entrepreneur and Intrapreneur – Role of entrepreneur in Economic Growth. **(6 Hours)**

UNIT II: ENTREPRENEURIAL MOTIVATION & IPR

Motivation: Meaning – Process – Theories – Factors. Entrepreneurship Development Programs – Need, Objectives, Phases. Intellectual property rights: Patent – Types, Process. Copy rights – Objectives. Trademark – Functions, categories . **(5 Hours)**

UNIT III : BUSINESS PLAN

Idea generation – Opportunity/Product identification – Opportunity selection –. Business plan – Meaning – Contents, Formulation. Steps in starting a small business enterprise – project appraisal. **(5 Hours)**

UNIT IV: INCENTIVES AND SUBSIDIES

Seed capital assistance – Mudra Scheme – Taxation benefit to SSI. Sickness in small Business – Business Incubators – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting. **(7 Hours)**

UNIT V: A.SUPPORT TO ENTREPRENEURS

Institutional service & finance to entrepreneurs: DIC, NSIC, MSMEDI, ITCOT, IFCI, IDBI, TIIC, SIPCOT, Commercial bank. **(3 Hours)**

UNIT V: B.ENTREPRENEURIAL SKILLS (Practical's)

Making of Doll, Jute bags, Artificial jewels, flowers, Soap oil, Phenoyl, Washing powder, Vessel cleaning powder etc., **(4 Hours)**

TEXTBOOKS :

1. Dynamics of Entrepreneurial Development by Vasant Desai – Himalaya Publications
2. Entrepreneurial Development by C.B. Gupta and N.P. Srinivasan
3. Fundamentals of Entrepreneurship and Small Business by Renu Arora & S.KI.Sood
4. Entrepreneurial Development by Dr. P. Saravanavel, Learntech Press Trichy.

REFERENCES :

- Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.
- Mathew J Manimala, “Enterprenuership theory at cross roads: paradigms and praxis” 2nd Edition Dream tech, 2005.
- Rajeev Roy, ‘Entrepreneurship’ 2nd Edition, Oxford University Press, 2011.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO2	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO3	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

SUBJECT CODE: 19U4CCC09		
SEMESTER - IV	CREDIT : 4	HOURS : 75

CORPORATE ACCOUNTING - II

Objectives:

1. To gain accounting knowledge in advanced corporate accounting.
2. To help the students understand the techniques of restructuring and liquidating the corporate entities.

Course outcomes:

- To equip the students with accounting methods formatted from inception to liquidation and to have knowledge about Amalgamation , Absorption and Reconstruction.
- To lay down a foundation for drafting accounts for special corporate bodies such as banking

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute the concept of Amalgamation-Absorption-External Reconstruction.	K3
CO2	Describe the Alteration of Share capital –Internal Reconstruction- Liquidator final Statement.	K1
CO3	Summarize the Bank accounts- Preparation of Profit and Loss Account and Balance Sheet in Banking.	K2
CO4	Examine the Insurance accounts-Preparation of Revenue Account and Balance Sheet in Insurance companies.	K4
CO5	Estimate the Preparation of Consolidated Balance Sheet of holding companies.	K5

UNIT -I

Amalgamation, Concepts and Accounting Treatment as per Accounting Standard: 14 (ICAI) - Absorption and External Reconstruction: Purchase Consideration – Methods – Amalgamation in the Nature of Merger and Purchase – Absorption – ASI4 (15 Hours)

UNIT -II

Alteration of share capital – Internal Reconstruction – capital reduction account - Liquidator's Final Statement of accounts- liquidator's remuneration (14 Hours)

UNIT - III

Bank Accounts: Introduction - Rebate on Bills Discounted Interest on Doubtful Debts, Preparation of Profit and Loss Account and Balance Sheet with Relevant Schedules (New Method). (16 Hours)

UNIT -IV

Insurance Company Accounts: Introduction – Salient Features – Types of Insurance - Life Insurance– Preparation of Revenue Account and Balance Sheet (New Method). (14 Hours)

UNIT-V

Holding Companies Accounts: Introduction – Legal requirements relating to presentation of accounts – Preparation of Consolidated Balance Sheet (Excluded Inter Company Investment). (16 Hours)

NOTE: The question paper shall cover 80% Problem and 20%Theory

CONTENT BEYOND THE SYLLABUS

1. An overview of Indian Accounting Standards
2. Issue of bonus shares-Provisions of company's Act and SEBI guide lines.
3. Contingencies & Events occurring after Balance Sheet Date

TEXT BOOK:

Advanced Accountancy - S.P.Jain & K.L.Narang. S.Chand Publications. Fifth Edition 2012.

REFERENCE BOOKS:

1. Corporate Accounting - Reddy & Murthy, Margam Publications, Chennai – 17. Fourth Edition 2013
2. Advanced Accountancy - M.C.Shukla & T.S.Grewal.S.Chand Publications, Fifth Edition 2012
3. Advanced Accountancy - R.L.Gupta & Radhaswamy Margam Publications, Chennai – 17, Fifth Edition.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

SUBJECT CODE: 19U4CCC10		
SEMESTER - IV	CREDIT : 4	HOURS : 75

COMPANY LAW AND SECRETARIAL PRACTICE

Objective:

1. To acquire knowledge and develop understanding of the regulatory framework of companies.
2. To know the students about rules, notifications, circulars and schedules of companies act.

Course outcomes:

1. Students will be able to understand the fundamental provisions of Company Law.
2. Students will understand the concept of regulatory framework of companies.
3. Students will come to case laws and secretarial standards.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute the concept of a Private Ltd. Company and a Public Ltd. Company.	K3
CO2	Describe the Certificate of incorporation and commencement of business.	K1
CO3	Summarize the Prospectus-Contents of Prospectus .	K2
CO4	Examine the Company management, Appointment, rights and duties of Managerial Personnel, Meetings-Resolutions .	K4
CO5	Estimate the Concept and modes of Winding up of company .	K5

UNIT I

Introduction: Meaning and Definition of a Company – Characteristics of a Company – Advantages – Limitations – Types of Companies – Distinction between a Private Ltd. Company and a Public Ltd. Company. (15 Hours)

UNIT II

Formation of a company: Company formation – Promotion - Memorandum of Association and its contents - Articles of Association and its contents - Certificate of incorporation and commencement of business. (14 Hours)

UNIT III

Prospectus: Contents of Prospectus - Statement in lieu of prospectus-Consequences of Misstatements in prospectus - Kinds of share and Debentures. (16 Hours)

UNIT IV

Members of a Company: Meaning and Definition – Who can become a Member? – Rights of the Members – Liabilities of the Members – Termination of Membership -Company management-Appointment, rights and duties of Managerial Personnel-Meetings-Resolutions. (14 Hours)

UNIT V

Winding up: Concept and modes of Winding up of company-Types of Winding up-Consequences of Winding up. Whistle blowing: Concept and Mechanism. (16 Hours)

Content: beyond the Syllabus

1. On-line registration of a company.
2. National Company Law Tribunal (NCLT)
3. Analyze various case studies on all related topics.

TEXT BOOK:

1. N.D.Kapoor, Company Law – Sultan & Chand Publication, New Delhi, 2015.

REFERENCE BOOKS

1. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi, New Delhi, 2014.
2. MC Kuchhal, Modern Indian Company Law, Shri Mahaveer Book Depot, New Delhi, 2013.
3. Avtar Singh, Introduction to Company Law, Eastern Book Company New Delhi, 2013.

ONLINE SOURCES:

1. <http://www.taxmann.com/bookstore/academic/company-law -b.com.-2nd-year.aspx>
2. <https://sol.du.ac.in/solsite/Courses/StudyMaterial.aspx?ID=02>
3. <http://gurukpo.com/>

Mapping

PO CO	PO 1	P O 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject code: 19U4CCC11

Semester: IV

Credit: 2

Hours: 60

**B.COM (CA)
HUMAN RESOURCE MANAGEMENT**

Objectives:

1. To study the nature and importance of human resource management for the organization
2. To familiarize students with the various techniques in HRM that contribute to the overall effectiveness of an Organization.

Course outcomes:

1. To bring the attention of the students subject to the latest trends in managing human resources in an organization.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To recall a knowledge about Human Resource management & to create HR managers.	K1
CO2	To analyze clear idea about Human Resource Planning.	K4
CO3	To apply them about Recruitment & Selection.	K3
CO4	To find about the Training & Development.	K2
CO5	To compare about Performance Appraisal & retention of employees.	K4

UNIT-I

Human Resource Management - Definition – Objectives – Functions - Evolution and Growth of HR– Difference between Personnel Management and HRM - Qualities of a good HR Manager – Roles and Responsibilities of a HR Manager - Problems and Challenges faced by HR Manager

(12 Hours)

UNIT-II

Human Resources planning: Definitions – Objectives – Steps in Human Resources Planning – Man power Planning - Job Analysis – Job Description – Job Specification.-Job Rotation.

(11 Hours)

UNIT-III

Recruitment & Selection: Meaning of Recruitment– Objectives of Recruitment – Sources of Recruitment – Recruitment Process- selection process – Induction programme –Computer Applications in Human Resource Management-Human Resource Accounting and auditing. **(13 Hours)**

UNIT IV

Training & Development – purpose –benefits - assessment of training needs – training methods – evaluating the effectiveness of training programmes-employee relationship-self development- carrier planning and carrier anchors **(11 Hours)**

UNIT V

Performance Appraisal: process – methods of performance appraisal – appraisal counselling – Reward System –Motivation:-theories-process of motivation– managing grievances and discipline-retention of employees. **(13 Hours)**

Content beyond the Syllabus

1. Loyalty management
2. Employment law

TEXT BOOK

1. Personnel Management - Tripathi , Sultan Chand & Sons, New Delhi, 2000
2. Human Resource Management - L M Prasad , Sultan Chand & Sons, New Delhi, 2005

REFERENCE BOOKS

1. Human Resource Management - Aswathappa, Tata Mc Graw Hill Publishing Company, New Delhi, 1899
2. Human Resource Management - Davis and Werther, Tata Mc Graw Hill Publishing Company, New Delhi, 2000

Mapping

PO CO	P O 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO4	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-

CO5	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
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SUBJECT CODE: 19U4CCC12		
SEMESTER - IV	CREDIT : 4	HOURS : 75

DATABASE MANAGEMENT SYSTEM

COURSE OBJECTIVE

1. Learn the difference between data and information.
2. How relationships between entities are defined, and how such relationships are incorporated into the database design process.
3. To learn the basic commands and functions of SQL

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO1: To understand the purpose of database(K1)

CO2: To understand the concept of E-R model and Mapping Constraints(K2)

CO3: To know the concept of SQL. (K4)

CO4: Analyze the Concepts of Transaction(K3).

CO5: To know about the Database Architecture(K6)

MAPPING WITH PROGRAM OUTCOMES

CO/PO	PO1	PO2	PO3	PO4
CO1	✓			
CO2	✓			
CO3	✓	✓	✓	✓
CO4	✓	✓	✓	✓
CO5	✓	✓		

Unit	Syllabus Content	Number of Sessions
I	Introduction: Database System Purpose –View of Data-Data models - Database Languages-Transaction Management – Storage management – Database Administrators- Database Users- System Architecture.	15
II	E-R Model: Basic Concepts – Mapping constraints-E-R diagram- Weak Entity sets.Relational Model: Structure of relational database – Relational Algebra: Fundamentals operations-select operations-project operations-union operations-set difference operations-Rename operations.	15
III	SQL: Basic structure-set operations-Aggregate function-null values-nested sub queries-views-Modification of database-Joined relations-Data Definition Language. Integrity Constraints: Assertions-Triggers.	15
IV	Transactions: Transactions Concept- Transactions state-Concurrent Execution- Serializability-Recoverability. Concurrency Control: Lock based protocols-Graph Based protocols.	15
V	Database System Architectures: Centralized Systems-Client-Server Systems-Distributed Systems-Network Types-Local area networks-Wide Area Networks.	15
Learning Resources		
Text Books	A.Silbescatz, N.F.Korth, S.Sudharshan, "Database System Concepts", 5th Edition-McGraw Hill Higher Education, International Edition 2002.	

Reference Books	1.Raghu Ramakrishna and Johannes gehrke, "Database management System", Mcgraw Hill, 2000. 2. Alexis Leon,Mathews Leon,"Essentials of Database management Systems", Vijay Nicoleimprints PVT LTD,2006.
Web Sites / Links	1. https://www.google.com/ database system . 2. https://www.google.com/search/relational database system .

Subject Title	Practical – Oracle Lab	Semester	IV
Subject Code	19U4CCCP03	Specialization	NA
Type	Practical - III	L:T:P:C	4:0:0:2

COURSE OUTCOMES AND ITS COMPETENCY LEVEL

CO1: Understand and Design a Program for using various commands in SQL.

CO2: Write SQL Query to implement views.

CO3: Write SQL Query to implement set operations.

CO4: Design a SQL Query for creating report.

CO5: Understand and design PL/SQL Commands.

MAPPING WITH PROGRAM OUTCOMES

CO/PO	PO1	PO2	PO3	PO4
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CO1	✓	✓	✓	✓
CO2	✓	✓	✓	✓
CO3	✓	✓	✓	✓
CO4	✓	✓	✓	✓
CO5	✓	✓	✓	✓

List of Programs

List of Programs	
	Table Creation
1	<p>i) Create the table with the following attribute Table Name: Employee Attributes: Eno (PK), Ename, Dept, Design, Salary, Phone_Number</p> <p>ii) Alter the table employee, add the column age, community.</p>

2	<p>Data Manipulation</p> <p>i) Insert the values to the above table</p> <p>ii) Display the employee names who is working as “Lecturer”</p> <p>iii) Display the table in ascending order</p> <p>iv) Update the table employee; add 20% Bonus to each employee.</p> <p>QUERIES</p> <p>v) Select ename from employee table such that salary greater than 8000.</p> <p>vi) Select Eno, Ename from employee whose salary between 6000 and 15000.</p>
3	Simple queries using built in functions
4	Simple queries using set operations
5	Report creation using Simple queries

SUBJECT CODE: 19U4CCN03		
SEMESTER - IV	CREDIT : 2	HOURS : 30

NMEC-II: FUNDAMENTALS OF COMPANY LAW

Objectives:

1. To familiarize students with the Structure of Indian financial system
2. To identify the functions of Merchant Banking and Mutual Funds
3. To make awareness about the Financial Institutions

Learning outcomes:

- Students will be able to understand the Structure of Indian financial system
- Students will understand functions of Merchant Banking and Mutual Funds
- Students will gain knowledge about the financial institutions.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute the concept of a Private Ltd. Company and a Public Ltd. Company.	K3
CO2	Describe the Certificate of incorporation and commencement of business.	K1
CO3	Summarize the Prospectus-Contents of Prospectus .	K2
CO4	Examine the Company management, Appointment, rights and duties of Managerial Personnel, Meetings-Resolutions .	K4
CO5	Estimate the Concept and modes of Winding up of company .	K5

UNIT – I

Meaning and Definition of a Joint stock company- Features- Kinds of companies- differences between private and public companies- Amendments in 2013 and 2015. **(5 Hours)**

UNIT- II

Formation of a company- Promotion- Memorandum of Association and its contents- Articles of Association and its contents- Certificate of incorporation and commencement of business **(6 Hours)**

UNIT – III

Prospectus- its contents- statement in lieu of prospectus- consequences of misstatements in a prospectus- Kinds of Shares and Debentures **(7 Hours)**

UNIT – IV

Company management- Appointment, rights and duties of managerial personnel- Meetings Resolutions. **(7 Hours)**

UNIT – V

Winding up of a company- Types of winding up- consequences of winding up **(5 Hours)**

TEXT BOOKS:

1. Company Law - N.D.Kapoor- Sultan Chand & Sons, New Delhi.

2. Company Law - - P.Saravanavel, Himalaya Publishing House Pvt Ltd, Mumbai

REFERENCE BOOKS:

1. Company Law – Thothadri & Gaffoor, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
2. Principles of Company Law - M.C.Shukla & S.S.Gulshan, S. Chand & Company Ltd, New Delhi.
3. Company Law and Secretarial Practice – Dr.M.Sreenivasan, Margham Publications, Chennai.

Mapping

PO CO	PO 1	P O 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject code: 19U5CCC13

Semester: V

Credit: 5

Hours: 90

**B.COM (CA)
COST ACCOUNTING**

Objectives:

1. To enlighten the students on the importance of cost ascertainment reduction and control.
2. To teach the students to calculate the element-wise and the total cost of product and services
3. To understand the methods of costing adopted by different types of industries.

Learning Outcome:

- Students will be able to pass cost sheet and cost per unit.
- Students will be able to understand various concepts of standard costing and difference in variance.
- Students will be able to know the Job, batch and Contract costing .

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Classify the concept of costs, analysis, classification, cost centers and profit centers	K3
CO2	Outline the importance of Cost sheet and applying the concept to prepare the cost sheet and know the cost per unit	K4
CO3	Prove the concept of standard costing and analyzing the variances in material costs, and finding out the difference in variances	K5
CO4	To Prove standard costing and analyzing the variances in labour costs, and finding out the difference in variances	K5
CO5	Make the absorption costing and applying the concept to find out how the common costs are absorbed in various departments and apportioned among them	K6

UNIT - I

Cost Accounting - Meaning, Scope, Objectives - Advantages and Disadvantages - Difference between Cost accounting and Financial Accounting, Cost and Management Accounting - Costing an aid to Management — Types and Methods of Cost- Elements of cost - Preparation of Cost sheet and tender. **(18 Hours)**

UNIT – II

Material Accounting- Material Cost – Purchase Procedure and documentation involved in purchasing – Various stock levels –Minimum, Maximum, Re-Order Level- Economic Order Quantity – Bin card and Stores ledger – Pricing of issues – FIFO , LIFO, HIFO, Base Stock Level - Simple Average and Weighted Average method - Treatment of Scrap, Spoilage, Wastage & Defectives. **(17 Hours)**

UNIT – III

Labour Costing & Control – Labour Turn Over-Job analysis- Elements Of Job Analysis – Payroll Accounting – Treatment of Idle time & Over time – Methods of Wage payments (Time Rate, Piece Rate, Taylor’s Differential piece rate, Merrick’s Multiple piece rate) – Incentive Methods (Halsey & Rowan Plan) – Group Incentive Scheme. **(19Hours)**

UNIT – IV

Overheads – Classification –Importance of overheads cost-Primary distribution of overheads-secondary distribution of overheads- Allocation and Apportionment of Overheads – Methods of Absorption - Redistribution of Overheads – Calculation of Machine hour rate **(17Hours)**

UNIT – V

Job, batch and Contract costing (including estimated Profit Method) – Operating Costing (Transport only) – Process Costing – Features of process costing- Treatment of Normal & Abnormal losses – Valuation of Work-in-progress – Accounting for Joint & By-products

(19Hours)

CONTENT BEYOND THE SYLLABUS

1. International Cost Control Systems.
2. Types of Operation Costing.
3. Variance Costing.

Note: Distribution of marks – Problem 70% and Theory 30%

TEXT BOOK

1. Cost Accounting - R.S.N Pillai & V. Bhagavathi, Cost Accounting, S.Chand Publishing, New Delhi, 2008.
2. Cost Accounting- T.S.Reddy & Y.Hari Prasad Reddy, Margham Publications., Chennai.

REFERENCE BOOKS

1. S.N.Maheswari, Cost Accounting, Sultan Chand Publications, New Delhi, 2002.
2. Jain & Narang, Cost Accounting, Kalyani Publications, New Delhi, 2002.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	✓	-	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

Subject code: 19U5CCC14

Semester: V

Credit: 5

Hours: 90

B.COM (CA)

TAXATION-1

Objectives:

1. To enable the students to compute income under various heads and also the total income subject to deductions.
2. To familiarize students with the procedure of assessment and filing of return.

Learning Outcome:

- Students will be able to understand Agricultural Income
- Students will be able to understand taxable salary income of an individual on a real time basis.
- Students will be able to know the assessment of the individual returns and the official proceeding

CO NUMBER

CO STATEMENT

KNOWLEDGE

		LEVEL
CO1	Write a critical understanding the residential status and the citizenship and its implication on the taxability the various persons	K1
CO2	Understand the various provisions and calculating the taxable salary income of an individual on a real time basi	K2
CO3	Compare the guidelines provided to calculate the various rental values and thereby income from house property	K4
CO4	To prove knowledge on the provisions regarding expenses, depreciation and other items to arrive at the income to be charged to tax for a business	K5
CO5	Apply and practice the assessment of the individual returns and the official proceeding	K3

UNIT-I

Basic Concepts- Agricultural Income – Assessee – Person – Income - Assessment Year -Previous Year - Gross Total income – Difference between Capital Expenditure & Revenue Expenditure.
(18 Hours)

UNIT-II

Basis of Charges: Residential Status of Individuals -HUF –AOP -- Incidence of Tax (Scope of total income) tax liability - Exempted Incomes. (17 Hours)

UNIT-III

Heads of Income - Income from salaries - Computation of salary income - Treatment of PF – Allowances – Perquisites – Gratuity –Pension - Leave encashment – Deduction u/s 16(i) (ii). (19 Hours)

UNIT-IV

Income from House property – Definition - Deemed owner of House Property -Exempted Income from House Property -Types of Rental Values - Computation of income from HP -Let Out house Property - Self occupied House - Deduction U/S 24. (17 Hours)

UNIT-V

Profit and gains of Business or Profession -Definition and meaning of Business and Profession Computation of Profit and Gains of Business or Profession - Deductions – Disallowed Expenses and Income – Valuation of Stock- Computation of Professional Income. **E-Filing-File Returns.**
(19 Hours)

Content beyond the Syllabus

1. Consumption tax Vs Income Tax
2. Current trends in State taxation
3. Tax burden on Labour Income

Note: Distribution of marks - Problems 70% and Theory 30%

TEXT BOOK:

1. Income tax Law and Practice - V.P.Gaur & Narang, Kalyani Publishers, Ludhiana, NewDelhi, 2013.

REFERENCE BOOKS

1. Income Tax Law and Practice - A.Jayakumar & N.Hariharan,Vijay Nicole Imprints (P) Ltd., Chennai-37. Third Edition 2011.
2. Income Tax Law and Practice - Vinoth Sinhanian, Taxman Publications, New Delhi, 2013.
3. Income Tax Theory, Law & Practice – T.S.Reddy & Hari Prasad Reddy, Margham Publications, Chennai.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject code: 19U5CCC15

**Semester: V
B.COM (CA)
E-BANKING**

Credit: 4

Hours: 90

Objective:

To provide the students with the latest development in the field of Banking and Financial System.

Learning Outcome:

- Students will be able to understand the History of Banking , Banking System
- Students will be able to understand SBI Rural Finance, Cooperative Banks.
- Students will be able to know the Electronic Fund Transfer (EFT) , RBI Guidelines.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Indicate the Constituents of Indian money market.	K2

CO2	Analyzing the various Departments of RBI ,Achievements of RBI ,Challenges	K4
CO3	Prove the Knowledge about Achievements ,Pitfalls ,SBI Groups and Functions of SBI and Industrial finance ,SBI Rural Finance .	K5
CO4	Explain the Internet Banking Services, Credit Cards, Debit Card ,Smart Card ,Biometric Cards	K2
CO5	Explain the RBI. Analyzing the various Electronic Fund Transfer (EFT), Real Time Gross Settlement (RTGS)	K4

UNIT-I

Banking – Meaning – Definition – History of Banking – Banking System - Unit Banking Branch Banking - Mixed Banking –Commercial Banking – Functions - Credit Creation – Money Market – Characteristics – Constituents of Indian money market. . **(18 Hours)**

UNIT-II

Central Banking – Functions – Credit Control Devices – RBI – Functions – Different Departments of RBI – Green Banking. **(17 Hours)**

UNIT-III

Nationalizations of Commercial Banks – Causes – Achievements – Pitfalls – SBI – SBI Groups – Functions – SBI and Industrial finance – SBI Rural Finance – RRBs - Functions – Cooperative Banks – Co-operative Credit Structure – Achievements of Co-operative Banking – Challenges. **(19 Hours)**

UNIT-IV

E-Banking – Meaning - Benefits – Internet Banking Services – Drawbacks – Mobile Banking – Features – Drawbacks – Call Centre Banking – Features – Challenges – ATM – Types - Features – Benefits – Challenges – Credit Cards – Benefits – Constraints – Debit Card – Benefits – Smart Card – Features – Biometric Cards – Features – MICR Cheques – Benefits – Cyber Crime. **(17 Hours)**

UNIT-V

Electronic Fund Transfer (EFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E-Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction – Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features. **(19 Hours)**

Content beyond the Syllabus

1. Repo Rate
2. Collateralised debt obligations (CDOs)
3. Anti-Money Laundering

TEXT BOOK :

1. K.P.M.Sundaram and E.N.Sundaram, Modern Banking, Sultan Chand & Sons, New Delhi.
2. Shekhar & Shekhar, Banking and Financial System, Margham Publications, Chennai – 17.

REFERENCE BOOKS:

1. Radhaswami and Vasudevan, A Text book of Banking (Law, Practice and Theory of Banking).
2. B.Santhanam, Banking and Financial System, Margham Publications, Chennai -17.
3. S.K. Baral, Modern Bank Management, Skylark publications - Delhi.

Mapping

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CO1	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO4	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject Code : 19U5CCC16

Semester : V

Credit : 3

Hours : 60

B.COM (CA)

INTRODUCTION TO INFORMATION TECHNOLOGY

Unit	Syllabus Content	Number of Sessions
I	DATA AND INFORMATION Introduction - Types of Data – A simple model of a Computer – Data processing using a Computer – Desktop Computer – Internal representation of Numeric Data – Representation of Characters in Computers.	12
II	DATA STORAGE Introduction – Memory Cell – Random Access Memory: SRAM and DRAM – Read Only Memory: Flash Memory – Secondary Memory: Magnetic Disk Drive	11

	– Disk Interface.	
III	COMPUTER NETWORKS Introduction – Local Area Network - Wide Area Network – Metropolitan Area Network – The OSI Reference Model.	13
IV	INTERNET AND INTRANET Introduction to Internet – Advantages and Disadvantages – Intranet and Applications – E-Mail – World Wide Web – Internet Protocols: TCP/IP - FTP – TFTP – SMTP.	11
V	BUSINESS INFORMATION SYSTEMS Introduction – Types of Information needed by Organizations – Why should we use Computers in Business? – Management Structure and their Information needs – Design of an Operational Information System – System Life Cycle – Computer System for Transaction Processing.	13

Learning Resources

Learning Resources	
Text Books	V.Rajaraman, “Introduction to Information Technology”, PHI Learning Private Ltd, New Delhi, Second Edition, 2018.
Reference Books	Andrew S.Tanenbaum, “Computer Networks”, Prentice Hall of India Private Ltd, New Delhi, Fifth Edition, 2010.

Subject code: 19U5CCC16

Semester: V

Credit: 3

Hours: 60

**B.COM (CA)
PRACTICAL AUDITING**

Objectives:

1. To gain knowledge of the principles and practice of auditing.
2. To learn about the accounting principles with standards

Learning Outcome:

- Students will be able to understand the auditing and investigation and various methods of auditing.
- Students will be able to know about audit programme and vouching and kinds of verification.
- Students will be able to know qualification of auditor. .

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To compare the concept of auditing, audit programme and internal control and applying the concepts to understand the scope of auditing	K2
CO2	To show the importance of vouching, the role played by vouching in auditing, and its implications in scope of auditing	K1
CO3	Analyzing the importance of depreciation and the reserves to be maintained for replacement of assets and accounting for depletion of assets	K4
CO4	To prove the scope of auditors, their appointment, the important role played by them in auditing the accounts of the company, through their qualification	K5
CO5	To change the concept of ERP, the impact of computerization on audit approach and online computer system audit	K3

UNIT-I

Meaning and Definition of Auditing – Nature and Scope of Auditing – Accountancy and Auditing, Auditing and Investigation – Objectives of Auditing – Limitations of Audit – Advantages of Audit – Classification of Audit- Auditing Standards List-SRES-SAES-SRSS.
(12 Hours)

UNIT-II

Audit Programme - Meaning and Definition – Advantages and Disadvantages – Audit File, Audit Note Book, Audit Working Papers – Purposes and Importance of Working Papers – Internal Check – Meaning, Object of Internal Check – Features of Good Internal Check System – Auditors duty with regards to Internal Check System – Internal Check and Internal Audit-External Audit. (11 Hours)

UNIT-III

Vouching – Meaning – Objects – Importance of Vouching – Meaning of Voucher – Vouching of Cash Receipts and Vouching of Cash Payments – Vouching of Trading Transaction (13 Hours)

UNIT-IV

Verification and Valuation of assets and liabilities – Meaning and objects of verification – Vouching and verification – Verification and Valuation of different kinds of Assets and Liabilities. (11 Hours)

UNIT-V

The Audit of Limited Companies – Necessity of Company Audit – Qualification and Disqualification of Auditors – Appointment – Removal – Remuneration – Status of Auditors – Rights – Powers – Duties and Liability of Auditors – Auditor's Report – Importance and Contents – E-Auditing. - Special audit-club, charitable institution, hotels.
(13Hours)

Content beyond the Syllabus

1. Reporting on Internal Financial Controls System
2. Potential Internal Auditor
3. Ethical Behaviour Auditing
- 4.

TEXT BOOK :

1. B.N. Tandon, Sultan Chand – A handbook of practical auditing
2. A Text book of Practical Auditing – B.N.Tandon, S. Chand Publishing Pvt Ltd, New Delhi.
3. Practical Auditing – Dr.V.Radha, Prasanna Publishers, Chennai.

REFERENCE BOOKS:

1. Practical Auditing - S.Vengadamani, Margham Publication, Chennai.
2. Dr.N.Premavathy, Practical Auditing, Sri Vishnu Publications, Chennai.
3. Dr.N.Premavathy, Practical Auditing (in Tamil), Sri Vishnu Publications, Chennai.

Mapping

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CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject Code: 19U5CCE01

Semester: V

Credit: 3

Hours: 60

B.COM (CA)

ELECTIVE-I: 1.CAPITAL MARKET

Objectives:

- To enlighten the students the role of capital markets in India
- To create awareness about the stock market among the students.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Knowledge about the : Indian capital market and its functions- International Market	K3
CO2	Understanding Investors protection .	K2
CO3	Analyzing the Rating agencies	K1
CO4	Understanding the Indian Capital market trade practices- BSE, NSE, Sensex, Nifty .	K4
CO5	Understanding the Stock price movement and Indian economy system- Inflation and GDP	K5

UNIT – I

Introduction: Indian capital market and its functions- International Market- Financial innovations in Indian and International Market. **(12 Hours)**

UNIT - II

Investors protection- The role of SEBI- Investors investment attitude. **(11Hours)**

UNIT - III

Rating agencies- Indian and Global- CRISIL, ICRA, CARE, ONICRA, FITCH & SMERA. Moody's Investors Service and Standard & Poor's (S&P), Fitch ratings, Egan Jones, DBRS . **(13 Hours)**

UNIT - IV

Indian Capital market trade practices- BSE, NSE, Sensex, Nifty, fundamental and technical analysis- Demat Trading and Role of Depositories. **(11 Hours)**

UNIT - V

Stock price movement and Indian economy system- Inflation and GDP. **(13 Hours)**

TEXT BOOK:

1. Merchant Banking and Financial services – Dr.S.Gurusamy, Vijay Nicole Imprints Pvt Ltd, Chennai

BOOKS FOR REFERENCE:

1. Capital Market in India – Reforms and Regulations, Deepak Rathe.
2. Capital Market and Securities market - Sangeeth Kedia.
3. Financial markets and services – Dr.L.Natarajan, Margham Publications, Chennai.
4. Securities Laws and Market operations - Dr.L.Natarajan, Margham Publications, Chennai.

Mapping

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CO2	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject Code: 19U5CCE02 Semester: V Credit: 3 Hours: 60
B.COM (CA)

ELECTIVE-I : 2. ORGANISATIONAL BEHAVIOUR

Objectives:

1. To enlighten the students on the importance of Concept of Organisations.
2. To teach the students to Interpersonal Behaviour and influencing Relationships.

Learning Outcome:

- 1.Students will be able to Characteristics of Organization.
- 2.Students will be able to understand various Tools and Techniques of motivation or incentives
- 3.Students will be able to Interpersonal Behaviour and influencing Relationships.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Classify the Organisational behavior ,Definitions, Nature and Scope and Evolution of organizational behavior, Hawthorne studies.	K3
CO2	Outline the Theories of personality, Personality facts influencing behavior at work.	K4
CO3	Prove the Maslow's Need priority Model and Maslow's Need Hierarchy ,Theories of motivation. Theory X and Y and its assumptions.	K5
CO4	To Prove Stages of group information , Factor affecting group concesiveness.	K5
CO5	Make the Developing inter personal relational ships different ways of influencing Behaviour.	K6

UNIT – I

Introduction- Concept of Organisation – Characteristics of Organization – Types of organization – Importance of Organisation – Organisational behavior – Definitions, Nature and Scope – Evolution of organizational behavior, Hawthorne studies.

UNIT –II

Personality- Meaning and nature – Determinants of personality measurement of personality – Theories of personality – Personality factors influencing behavior at work.

UNIT –III

Motivation – Concept of motivation – nature of motivation – importance of motivation in an organization – Tools and Techniques of motivation or incentives. Maslow's Need priority Model – Maslow's Need Hierarchy – Theories of motivation. Theory X and Y and its assumptions.

UNIT –IV

Group Behaviour – Concepts of group – Definition of Group, Characteristics of group – Types of groups – Reasons for formation of group – Stages of group information – Group behavior – Group cohesiveness – Factors affecting group cohesiveness.

UNIT –V

Interpersonal Behaviour and influencing Relationships – Introduction – Approaches explaining interpersonal attraction – Basic principles of interpersonal attraction – Developing interpersonal relationships different ways of influencing Behaviour.

Note: Question paper shall cover 100% theory

REFERENCES :

- 1.Organisational Behaviour - K. Aswathappa, Himalaya Publishing House, Mumbai.
- 2.Organisational Behaviour - L.M. Prasad, Sultan Chand & Sons, New Delhi.
- 3.Organisational Behaviour - M.N. Mishra, Vikas Publishing, House Pvt Ltd, New Delhi.

4.Organisational Behaviour

- Uma Sekaran -, Tata Mc Graw Hill.

5.Organisational Behaviour

- Sekaran , Text & Cases Tata Mc Graw Hill.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	✓	-	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	-	-	✓	✓	-	-	-	✓	-	-	✓	✓

Subject Code: 19U5CCE03

Semester: V

Credit: 3

Hours: 60

B.COM (CA)

ELECTIVE-I : 3. PRINCIPLES OF INSURANCE

Objectives:

- 1.To enlighten the students the Principles of insurance.
- 2.To create awareness about the Management of Risk.

Learning Outcomes:

- Applying principles to create Classification of insurance.
- Develop a Management of Risk by individuals and Insurers.
- To know about the Various constituents of Insurance Market..

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Classify the Objectives and Functions.	K3
CO2	Describe the Management of Risk by individuals and Insurers.	K1
CO3	Summarize Evolution of Insurance business in India.	K2
CO4	Examine of Role and contributions of insurance market to society and nation.	K4
CO5	To know the principles of indemnity, subrogation and contribution.	K5

UNIT-I

Meaning and Definition – Evolution – Nature and Scope - Classification of insurance – Growth of Insurance business in India – objectives of Insurance – Principles of Insurance – IRDA – Objectives and Functions
(12 Hours)

UNIT – II

Risk – Meaning and Various types - Management of Risk – Management of Risk by individuals and Insurers – Taking care of unexpected eventualities – Fixing Premiums
(11 Hours)

UNIT – III

Evolution of Insurance business in India – Public and Private Sector Insurance organizations – Legal frame work of Insurance Industry – LIC and GIC – objectives and functions

(13Hours)

UNIT - IV

Various constituents of Insurance Market – operations of Intermediates – Reinsurance and its importance for insurers - Role and contributions of insurance market to society and nation

(11 Hours)

UNIT – V

Understanding Insurance customers – their needs – customer satisfaction and behaviour – Insurance contract – terms – principles of indemnity, subrogation and contribution

(13 Hours)

TEXT BOOK:

1. Murthy A. Elements of Insurance, Margham Publications, Chennai.

REFERENCE BOOKS:

1. Mishra M.N. Insurance-Principles and Practice S. Chand & Co. New Delhi.
2. Gupta O-S: Life Insurance, Frank Brothers New Delhi.
3. Vinayakam N.Radhasamy and Vasudevan, S.V. Insurance, Principles and Prctice, S. Chand & Co. New Delhi.
4. Panda G.S. Principles and Practice of Insurance, Kalyani Publishers, New Delhi.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-

CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
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Subject Code: 19U5CCE04 Semester: V Credit: 3 Hours: 60
B.COM (CA)

ELECTIVE-I : 4. INTERNATIONAL BUSINESS.

Objectives:

- 1.To enlighten the students the. international Business
- 2.To create awareness about the International Financial Institutions.

LEARNING OUTCOMES:

- Applying principles to International business.
- To know Foreign Direct Investment in the world economy.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Classify the Features of international business.	K3
CO2	Describe the Composition and Direction ,EXIM Bank and EXIM Policy of India.	K1
CO3	Summarize Foreign Direct Investment in the world economy.	K2
CO4	Examine of International Financial Institutions .	K4
CO5	To know about Foreign Investment Institutions	K5

UNIT -I

International Business – Meaning – Definition – Features – Differences between domestic and International business. (12 Hours)

UNIT -II

Structure of India's Foreign trade: Composition and Direction – EXIM Bank – EXIM Policy of India. (11 Hours)

UNIT - III

Foreign Direct Investment in the world economy – Benefits and advantages to host and home countries. Regional Economic Integration: SAARC, ASEAN, NAFTA. (13Hours)

UNIT -IV

International Financial Institutions – World Bank – IMF- Structure and Functions of IBRD – IFC – WTO. (11 Hours)

UNIT-V

Foreign Investment Institutions: Instruments - GDRs, ADRs, FIIs – Role in Indian capital market. International networks for settlements – SWIFT – CHIPS – CHAPS – FDFIRE. (13 Hours)

TEXT BOOK:

1.International Trade and Export Management - Francis Cherunilam, Himalaya Publishing House, Fifth Edition 2013.

REFERENCE BOOKS:

- 1.International Business - Hill.C.W; Competing In The Global Market Place, Irwin – Mcgraw Hill, Third Edition 2014.
- 2.International Marketing - Philip R.Cateora : Irwin Mcgraw Hill, Ninth Edition 2012.
- 3.International Business - Charles W.L,Hill,Irwin – Mcgraw Hill, Fourth Edition 2014.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

Subject Code: 19U6CCC18

Semester: VI

Credit: 5

Hours: 90

**B.COM (CA)
MANAGEMENT ACCOUNTING**

Objectives:

1. To enable the students to gain knowledge in the application of accounting to Management.
2. To access the financial status of the organization.
3. To learn about budgeting tactics and implementation.

Learning Outcome:

- Students will be able to understand scope of management accounting
- Students will be able to know about concepts of ratio and funds flow statement.
- Students will be able to marginal costing and managerial decision making.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Apply the concept of management accounting, and analyzing the difference between financial accounting and management accounting	K3
CO2	Outline of ratios, and applying the ratios to find out the solvency and profitability of a company, to make an forecasting regarding the future of the financial position of a company.	K4
CO3	Interpret the financial statements, and analyzing the financial statements to know the Fund Flow Statement and Cash Flow Statement	K2
CO4	Value the funds flow and cash flow of the company and analyzing to control the flow of cash and also use of budgetary control for effective means of control of funds.	K5
CO5	Solve the concept of marginal costing and applying the concept for managerial decisions like expansion of plant, foreign markets, make or buy decisions etc.	K4

UNIT - I

Management Accounting – Meaning - Objectives – Nature and Scope – Advantages and its limitations - Distinguish between Management Accounting, Cost Accounting and Financial accounting.
(18 Hours)

UNIT – II

Financial Statement Analysis - Ratio analysis - Meaning - Classifications of ratio- Uses and Limitations.
(17 Hours)

UNIT – III

Fund Flow Statement – Meaning and Importance- Concept of Funds – Merits & Demerits - Cash Flow Statement -Meaning and Importance – Difference between Fund Flow and Cash Flow Statement
New format Account and IFRS.

Hours)

(19 Hours)

UNIT – IV

Budget and Budgetary Control –Types of Budgets- Preparation of Production Budget, Purchase Budget, Sales Budget, Cash Budget and Flexible Budget – Capital Budgeting. - Master budgeting

(17 Hours)

UNIT – V

Marginal Costing – Meaning– Definition of Marginal Costing - Scope and Importance –Salient features of Marginal Costing and its Limitations -- P/V Ratio – Break Even Analysis and Margin of Safety - Profit Planning - Absorption Costing.

(19 Hours)

Note: Distribution of marks – Problems 70% and Theory 30%

Content beyond the Syllabus

1. Responsibility Accounting
2. Position of Management accountant in the organization
3. DUPONT Control chart

TEXT BOOKS:

1. Management Accounting - R.S.N Pillai & V. Bhagavathi, Cost Accounting, S.Chand Publishing, New Delhi, 2008.
2. Management Accounting - Dr.Ramachandran and Dr.R.Srinivasan, Sri Ram Publication, Tiruchy.

REFERENCE BOOK:

1. Management Accounting - S.N.Maheswari, Sultan Chand & Sons, New Delhi.
2. Management Accounting - Dr.R.Ramachandran & Dr.R. Srinivasan, Sriram Publications- Trichy.
3. Management Accounting - Sharma &Shashi K.Gupta, Kalyani Publishers, NewDelhi.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

CO5	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
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Subject code: 19U6CCC19

Semester: VI

Credit: 5

Hours: 90

B.COM (CA)
TAXATION- II

Objectives:

1. Income Tax law and practice - DinkarPagare, Sultan Chand & Sons, New Delhi.
To enable the students to gain knowledge in the application of accounting to Management.
1. To access the financial status of the organization.
2. To learn about budgeting tactics and implementation.

Learning Outcome:

- Students will be able to understand capital gain and loan on capital gain.
- Students will be able to know about income from other sources.
- Students will be able to know computation of tax liability and income tax authority.

CO NUMBER	CO STATEMENT	KNOWLEDG E LEVEL
CO1	Demonstrate a critical understanding of the capital gains and working out the provisions regarding the capital gains	K2
CO2	Analyzing the various provisions and calculating the Income from other sources	K1
CO3	Using the guidelines provided to calculate the clubbing of income and set off and carry forward of losses	K4
CO4	Thorough knowledge on the provisions regarding deductions u/s 80	K5
CO5	Knowledge on the assessment of the individual returns and the official proceedings	K3

UNIT- I

Capital Gain – Basis of charge – Capital assets – Transfer of capital assets – Types of Capital Gain – Exempted Capital Gain-Deemed Capital Gain- Computation of Capital Gain – Capital Loss –Tax on Capital Gain (Sec 45).
(18 Hours)

UNIT- II

Income from Other Sources – General Incomes – Specific Incomes – Deductions in computing Income from other sources – Computation of Income from Other Sources.
(17Hours)

UNIT -III

Aggregation of Income – Deemed Incomes – Deduction from gross total income – Set off and carry forward of losses.
(19 Hours)

UNIT- IV

Computation of tax liability –Surcharge – Tax free income – Assessment of Individual and firms.
(17 Hours)

UNIT –V

Income Tax authorities – Powers and duties – Types of assessment – Appeals and Revisions.
(19 Hours)

Note: Distribution of marks – Problems 70% and Theory 30%

Content beyond the Syllabus

1. Transfer Pricing
2. Wealth Tax Act 1856
3. Collection and Recovery of Tax

TEXT BOOK:

2. V.P.Gaur & D.B.Narang - Kalyani Publishers, New Delhi.2
3. IncomeTax Law and Practice I - Dr. Sha, Himalaya Publishing House Pvt Ltd., Mumbai.

REFERENCE BOOKS

1. Income Tax Law and Practice – Vinoth K Sinhania, Taxman Publications, NewDelhi.
2. Income Tax Law and Practice – Hariharan, Tata Macro Hill Publications , NewDelhi.
3. Student Guide to Income Tax- Vinod K Sinhania& Monica Sinhania, Taxmann Publications PVT LTD
4. Income Tax law and practice – Dr.A.Jayakumar and Dr.C.Dhanapal, Learn Tech Press.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-

CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject Code: 19U6CCC20

Semester: VI

Credit: 4

Hours: 90

COMMERCE PRACTICAL

Objectives:

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compute the concept of Preparation of Invoice	K3
CO2	Describe the Drawings, Endorsing and Crossing of Cheques, Account opening form for SB account	K1
CO3	Summarize the Models of Advertisement	K2
CO4	Examine the Share Application form	K4
CO5	Estimate the Preparation of audit programs and audit report	K5

UNIT-I

Documents: Preparation of Invoice – Receipts – Voucher - Delivery Challan - Entry cum Gate Pass - Debit and Credit Note- **Transactions:** Receipts – Vouchers – Debit Note – Credit Note.

(18 Hours)

UNIT-II

Banking: Drawings, Endorsing and Crossing of Cheques - Filling up of pay in slips - Application and preparation of Demand Drafts – Pass Book - Account opening form for SB account, Current account

and Term Deposits – Fixed Deposit account and FD Receipts, Bills of Exchange – Promissory Note. (17 Hours)

UNIT-III

Advertisement Copy - Models of Advertisement: Consumable goods – Durable – Non-Durable – Services – Automobiles- Loan application forms and deposit challan - Jewel loan application form, procedure for releasing of jewellery from jewel loans. (19 Hours)

UNIT-IV

Share Application form - Share Application Form - Letter of Allotment and Regret - Share Transfer Forms - Online Applications - Railway Reservation – NEFT Transfer- Filling up of an application form of LIC policy - premium form - premium notice and Challan for remittance receipts . (17 Hours)

UNIT-V

Procedure for lapsed policy - procedure for settling account while the insured is alive or dead- Preparation of audit programs and audit report - Filling up Income Tax Returns and Applications for Permanent Account Number – E-filing. (19 Hours)

Note: Distribution of marks – Practical 75% and Record note book 25%

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

Mapping

PO CO	PO 1	P O 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-

SUBJECT CODE: 19U6CCC21

SEMESTER - VI

CREDIT : 3

HOURS : 60

ENTREPRENEURIAL DEVELOPMENT

Objectives:

- To know how to start the business
- To know how to maintain the business

. Learning Outcomes

- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Demonstrate a Entrepreneur ,Types of Entrepreneurs ,Difference between Entrepreneur and Entrepreneurship in Economic Growth	K2
CO2	Analyzing the Major Motives Influencing an Entrepreneur	K1
CO3	Using the guidelines provided Institutional service to entrepreneur	K4

CO4	Thorough knowledge on the Sickness in small Business	K5
CO5	Knowledge on the Incentives and subsidies ,Sub sided services	K3

UNIT I : ENTREPRENEURSHIP

Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth. The start-up process, Project identification – selection of the project – project formulation evaluation – feasibility analysis, Project Report.
(12 Hours)

UNIT II: MOTIVATION

Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.
(11 Hours)

UNIT III : Institutional service to entrepreneur – DIC, SIDO, NSIC, MSMEDI – SSIC, SIDCO – ITCOT, IIC – KVIC.

Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.
(13 Hours)

UNIT IV: SUPPORT TO ENTREPRENEURS

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting.
(11 Hours)

UNIT V:

Incentives and subsidies – Sub sided services – subsidy for market Transport – seed capital assistance – Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.
(13 Hours)

TEXTBOOKS :

1. Dynamics of Entrepreneurial Development by Vasant Desai – Himalaya Publications
2. Entrepreneurial Development by C.B. Gupta and N.P. Srinivasan
3. Fundamentals of Entrepreneurship and Small Business by Renu Arora & S.KI.Sood
4. Entrepreneurial Development by S.S. Khanka – S.Chand & Co.,
5. Entrepreneurial Development by Dr. P. Saravanavel, Learntech Press Trichy.
6. Entrepreneurial Development by S.G. Bhanushali
7. Entrepreneurial Development by Dr. N. Ramu.

REFERENCES :

- Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.
- Mathew J Manimala, “Enterprenuership theory at cross roads: paradigms and praxis” 2nd Edition Dream tech, 2005.
- Rajeev Roy, ‘Entrepreneurship’ 2nd Edition, Oxford University Press, 2011.

EDII “Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development”, Institute of India, Ahmadabad, 1886.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject Code: 19U6CCC22

Semester: VI

Credit: 3

Hours: 60

OFFICE ORGANISATION

Learning Outcome:

- Students will be able to understand the office organization and centralization..
- Students will be able to know about modern office
- Students will be able to know office system ,office furniture &criteria for selection..

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Knowledge about the modern office and location and layout of an office.	K3
CO2	Understanding the Office Organization, Organizational chart ,Centralization , Centralization Vs Decentralization ,Types of Reports .	K2
CO3	Analyzing the office system and design of office form.	K1
CO4	Understanding the stationery and control of stationery system.	K4
CO5	Understanding the office furniture an criteria foe selection.	K5

UNIT: I

Modern office – Meaning – Importance – Functions – Location and layout of an office – Open and Private – Physical conditions of the office **(12 Hours)**

UNIT: II

Office Organisation – Importance – Types – Organizational chart – Office manuals – Delegation of authority and responsibility – Centralisation – Centralisation Vs decentralization – Office Reports- Types of Reports – Essentials of a good report . **(11 Hours)**

UNIT: III

Office systems – Flow of work – Role of Office Manager – Office forms and their control – Objects and purpose of office forms – Advantages and disadvantages of office forms – Design of office forms – Office correspondence – Inward and outward correspondence. **(13 Hours)**

UNIT: IV

Stationery – Importance – Control of stationery cost – purchasing – stationery supplies – Filing – Importance – Functions- Characteristics of good filing system – Indexing – Meaning , Importance and kinds. **(11 Hours)**

UNIT: V

Office furniture – Types of furniture – Selection of furniture – Equipments and machines – types of office machines – Object of Mechanization – Advantages and disadvantages , Mechanization of office work – Criteria for selection. **(13 Hours)**

Text book

1. **B.N.Tandon** – Office management and correspondence –
2. **R.C.Bhatia** – Office management and commercial correspondence

Reference Books:

1. **P.k.Ghosh** – Office management
2. **Pillai and Baghavathi** – Office management and Organisation –

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-

CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject Code: 19U6CCE05

Semester: VI

Credit: 3

Hours: 60

**B.COM (CA)
ELECIVE-II: 1. INDUSTRIAL LAW**

Objectives:

1. To acquire specialized knowledge of practice relating to Industrial law.
2. To Know about the growth and structure of Trade unions in India

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understanding the Factories Act, 1948 and employee safety and welfare.	K3
CO2	Analysis the Trade Unions and Union Structure	K2
CO3	Analyzing the Industrial Conflicts & Grievance and Strikes.	K1
CO4	Explain to Industrial Disputes Act 1947	K4
CO5	Show the The Trade Unions Act 1926 and Consumer Act 1986	K5

UNIT -I

The Factories Act, 1948- definitions - approval, licensing and registration of factories - duties of occupier - inspecting staff - certifying surgeons - provisions for health –safety – welfare - working hours and holidays- employment of young persons and women – annual leave with wages- penalties and procedure.

(12 Hours)

UNIT -II

Trade Unions - Meaning – Functions and Role of Trade Unions – objectives of Trade Unions – AITUC – INTUC – HMS – BMS – HMP – Union Structure – Problems of Trade Unions –Reasons for joining Trade Union– Measures to Strength of Trade Unions - Trade Union movement in India.

(11 Hours)

UNIT -III

Industrial Conflicts & Grievance – Definitions of a Dispute / Conflicts – Causes of Industrial Conflicts – Types of Industrial Conflicts – Strikes – Lockout - Consequences of Industrial Conflicts – Preventions of Industrial Conflicts –Meaning of Grievance – Procedure of Grievance – Causes of Grievance – Need for Grievance. Employees Welfare measures and Schemes

(13 Hours)

UNIT- IV

Industrial Disputes Act 1947- object - definitions- conciliation – machinery adjudication machinery- powers and duties of authorities - procedures - voluntary reference to arbitration – award - strike – and lock outs – lay off – retrenchment – transfer and closing down of their undertaking – penalties.

(11 Hours)

UNIT -V

The Trade Unions Act 1926 – Consumer Act 1986 – The Employees State Insurance Act 1948 – The Payment of Gratuity Act 1972 – Employees State Insurance Corporation - Standing Committee and Medical Benefit Council – Provisions relating to contribution and benefits.

(13 Hours)

Text books:

1. **Jerome joseph**, Industrial Relations: Towards a theory of Negotiated Connectedness, Response Books. 2014
2. **C.S. Venkataratnam**, Globalization and Labor-management Relations, Sage Publications, New Delhi. 2014

Reference Books

1. **Nikolai Rocovsky and Emily Sims**, Corporate Successes Through People: Making International Labor standards Work for you, Academic Foundation, New Delhi, 2006.
2. **P.C. Tripathi**, Personal Management and Industrial Relations, Sultan Chand & Sons, New Delhi, 1984 (Reprint – 2009).
3. **E.H. Mcgrath**, S.J. Industrial Disputes, Prentice Hall of India, New Delhi, 1985.
4. **P.Subba Rao**. Personnel and Human Resources Management, Himalaya Publishing House. 2012.

Websites:

1. http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf

2. http://www.victoria.ac.nz/st_Services/careers/pdf/career-view/career-view-human-resource-management-and-industrial-relations-web.pdf

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO4	-	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject code: 19U6CCE06

Semester: VI

Credit: 3

Hours: 60

ELECIVE-II: 2. CORPORATE LAW AND GOVERNANCE

Objectives :

The objective is to enable the students to get familiarized with the existing Corporate Law and Governance.

Learning Outcome:

- Students will be able to understand the Classes of companies .
- Students will be able to know about Dividends – Borrowings and lending.
- Students will be able to know Basic understanding of Corporate Governance under Companies Act 2013.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Change the Companies Act 1956 as repealed by Companies Act 2013.	K3
CO2	Simplify the Promotion and Incorporation .	K4
CO3	Analyzing the Shares and debentures :.	K4
CO4	Prove to Basic understanding of Corporate Governance under Companies Act 2013.	K5
CO5	Show the Recent guidelines on Mergers and Acquisitions .	K1

UNIT – I - Corporate personality:

The Companies Act 1956 as repealed by Companies Act 2013, Definition of Company, Features, Classes of companies. **(12 Hours)**

UNIT - II - Formation Of a company:

Promotion – Incorporation - Memorandum of Association -Articles of Association-Prospectus and Statement In lieu of Prospectus-Recent Guidelines. Capital subscription, Commencement of Business. Recent changes. **(11 Hours)**

UNIT - III - Corporate financial structure:

Shares and debentures – Application Shares and share capital – Charges – Investments and allotment of shares - members and Shareholders - Dividends – Borrowings and lending – Inter- Corporate. **(13 Hours)**

UNIT - IV – Corporate governance:

Basic understanding of Corporate Governance under Companies Act 2013, Corporate governance practices in India, Tools for ensuring Governance Directors – Meetings - Accounts and Audits – Auditors - Corporate Social Responsibility - Majority powers and minority rights - Prevention of oppression and mismanagement - Insider trading – Investigation. **(11 Hours)**

UNIT – V- Mergers And acquisitions, Compromises.

Recent guidelines on Mergers and Acquisitions, Winding up and kinds of winding up - Administration of NCLT and CLAT and Special Courts - Powers of liquidators. **(13 Hours)**

BOOKS FOR REFERENCE:

1. Dr. Avtar Singh - CompanyLaw.

2. Gower & Davies – The Principles of Modern CompanyLaw.
3. Ramaiah - CompaniesAct
4. Reddy Appaniah- CompanyLaw
5. Raghavendra K S & Tamil Selvan, Corporate Administration, ThakurPublishers.

Mapping

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	-	-	-	✓	-	-	-	-	-	✓	-	-	-	-	-
CO2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject code: 19U6CCE07

Semester: VI

Credit: 3

Hours: 60

ELECIVE-II: 3. CONSUMER BEHAVIOUR.

Objectives :

1. The objective is to enable the students to get familiarized with the existing Consumer behaviour.

Learning Outcome:

- Students will be able to involved in the study of consumer behaviour.
- Students will be able to know about Characteristics of culture.
- Students will be able to know sources of influence on attitude formation.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Change the Consumer Behaviour, consumer and customer.	K3
CO2	Simplify the Culture and consumer behaviour and Cross-cultural consumer analysis .	K4
CO3	Analyzing the Perception and consumer behavior and social class.	K4
CO4	Prove to Perception and consumer behaviour .	K5
CO5	Show the Attitude and consumer behaviour .	K1

UNIT – I –Consumer Behaviour: Definition of Consumer Behaviour, consumer and customer, buyers and users, Development of Consumer Behaviour field, Development of marketing concept, discipline, involved in the study of consumer behaviour. **(12 Hours)**

UNIT - II

Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing. Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives

(11 Hours)

UNIT - III

Perception and consumer behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior- Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.

(13 Hours)

UNIT - IV

Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process.

(11 Hours)

UNIT – V

Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model, Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processing model ,Hierarchy of effects model.

(13 Hours)

BOOKS FOR REFERENCE:

- 1. Consumer Behaviour-Text and case by Satish K. BATRA AND SHH Kazmi-II-Edition, Excel Books.**

2. Consumer Behaviour-Ramanuj MAJUMDAR

3. Consumer Behaviour –Suja Nair,Himalaya publishing House.

Mapping

PO CO	P O 1	P O 2	P O 3	P O 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 13	P O 14	P O 15
CO 1	-	-	-	✓	-	-	-	-	-	✓	-	-	-	-	-
CO 2	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO 3	-	-	✓	-	-	-	-	✓	-	-	-	-	-	-	-
CO 5	-	-	-	✓	-	-	-	-	-	✓	-	-	✓	-	-

Subject code: 19U6CCEP01

Semester: VI

Credit: 3

Hours: 60

ELECIVE-II (PRA:1): P1. CAMPUS TO CORPORATE (PROJECT)

Objective:

1.To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.

UNIT-I

Overview of corporate – History of corporate–campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 word spear minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college.

(12 hours)

UNIT-II

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role-playing. Mock interviews for recruitment – mock press meets.

(12 hours)

UNIT–III

Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized in to groups, which will prepare paper so current issues pertaining to trade, commerce and industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.

(12 hours)

UNIT–IV

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

(12 hours)

UNIT–V

Fundamentals of English – constructing sentences – correct use of tenses – articles –international phonetic alphabet – vowel and consonant sounds–syllable stress – in to nation – listening – principles of good listening – accent comprehension – practical exercises
Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills .Professional competencies : analytical thinking – listening skills – time management – team skills –stress management – assertiveness – Facing group discussion and interview.

(12 hours)

TEXT BOOKS

1. Rajendra Pal & Korlahall, Essentials of Business Communication, Sultan Chand & Sons, 2008.

REFERENCE BOOKS

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing.
3. V.Sasikumar, P .KiranmaiDutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.B.B.A.

