Dr. N.G.P.ARTS AND SCIENCE COLLEGE (Autonomous)

REGULATIONS 2019-20 for Under Graduate Programme
(Outcome Based Education model with Choice Based Credit System)

B.Com. B.A. Degree

(For the students admitted during the academic year 2021-22 and onwards)

Programme: Bachelor of Commerce with Business Analytics

Eligibility

A candidate who has passed in Higher Secondary Examination with any Academic Stream or Vocational Stream as one of the subjects under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Commerce with Business Analytics Degree Examination** of this College after a programme of study of three academic years.

Programme Educational Objectives

On successful completion of the programme, the following are the expected Programme Educational Outcomes

- To acquire a particular skill-set to succeed in a business analytics career. Inquisitiveness, interpretation skills, thorough understanding of tools and methods, ability to do in-depth research and quantitative skills.
- Having a basic understanding in analytics, statistics, economics, accounting concepts, operation research.
- To develop students and help them to learn and apply modern decision technology and statistical methods to decision-making.
- To develop professional skills, ethical values, personal values among the students
- To get hold of destined critical and analytical positions out of progressive and comprehensive knowledge in information technology field

PROGRAMME OUTCOMES:

On the successful completion of the program, the following are the expected outcomes.

PO Number	PO Statement
PO1	To assimilate and to shine as Business analyst and finance experts
PO2	To get along with erudition in accounting concepts , policies and operations
PO3	To gain a full scale knowledge in data analytics and lead to data scientist in IT sector
PO4	To procure wisdom in communication and information technology to serve as analytics professionals
PO5	To accumulate practical Knowledge in statistical tools and R Programming

Guidelines for Programmes offering Part I& Part II for Two Semesters:

Part	Subjects	No.of Papers	Credit	Semester No.
I	Tamil / Hindi / French/Malayalam	2	2 x 3 = 6	I & II
II	English	2	2 x 3 = 6	I & II
III	Core (Credits 2,3,4)	18-21	70	I to VI
	Inter Departmental Course (IDC)		16	I to IV
	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
	Skill Enhancement Course(SEC)	4	4 x 3=12	III ,IV,V& VI
	Generic Elective(GE)	2	2 x 2=4	III & IV
	Lab on Project (LoP)	1	1	III to V
IV	Environmental Studies(AECC)	1	2	I
	Value Education (VE) (Human Rights, Womens' Rights) (AECC)	2	4	II and III
	General Awareness(On-Line Exam) (AECC)	1	2	IV
	RM (AECC)	1	2	V
	Innovation, IPR, Entrepreneurship (AECC)	1	2	VI
V	Extension Activity NSS / Sports / Department Activity	-	1	I to VI
TOTAL CREDITS			**140**	

B.Com. BA (Students admitted during the AY 2021-22)

CURRICULUM

B.Com. BUSINESS ANALYTICS PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part – I										
211TL1A1TA	Language - I	Tamil-I	4	1	-	3	25	75	100	3
201TL1A1HA		Hindi-I								
201TL1A1MA		Malayalam-I								
201TL1A1FA		French – I								
Part – II										
211EL1A1EA	Language - II	Professional English – I	4	-	1	3	25	75	100	3
Part – III										
195CM1A1CA	Core - I	Financial Accounting	5	1	-	3	25	75	100	4
205BA1A1CA	Core - II	Fundamentals of Business Analytics	4	-	-	3	25	75	100	4
205BA1A1CP	Core Practical - I	Office & Accounting Package	-	-	4	3	40	60	100	2
202MT1B1IB	IDC - I	Business Mathematics	4	-	-	3	25	75	100	4
Part - IV										
193MB1A1AA	AECC - I	Environmental studies	2	-	-	2	-	50	50	2
Total			23	2	5				650	22

M.S 15/5/21

BoS Chairman/HoD
Department of Commerce (BA)
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048

Dr.N.G.P. Arts and Science College

- APPROVED -

BoS- 10th	AC - 11th	GB - 15th
15. 5. 21	9. 8. 21	17. 8. 21

Academic Council
Dr.V. Rajendran
CHAIRMAN
Dr. N.G.P. Arts and Science College

Dr.NGPASC

COIMBATORE | INDIA

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part - I										
191TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
201TL1A2HA		Hindi-II								
201TL1A2MA		Malayalam-II								
201TL1A2FA		French – II								
Part – II										
211EL1A2EA	Language - II	Professional English – II	4	-	1	3	25	75	100	3
Part – III										
195BP1A2CA	Core - III	Advanced Accounting	4	1	-	3	25	75	100	4
195BA1A2CA	Core - IV	Enterprise Resource Planning	4	1	-	3	25	75	100	4
205BA1A2CP	Core Practical - II	Excel for Analytics and Linux	-	-	4	3	40	60	100	2
192MT1B2IC	IDC - II	Business Statistics	4	-	-	3	25	75	100	4
Part - IV										
196BM1A2AA	AECC - II	Human Rights	2	--	--	2	--	50	50	2
		Total	22	3	5				650	22

Course Code	Course Category	Course Name	L	T	P	Exam (h)	CIA	ESE	Total	Credits
Third Semester										
195BA1A3CA	Core-V	Marketing Analytics	4	-	-	3	25	75	100	4
195CM1A3CB	Core–VI	Cost Accounting	5	1	-	3	25	75	100	4
195BA1A3CB	Core - VII	Relational Database Management Systems	4	1	-	3	25	75	100	3
195BA1A3CP	Core Practical - III	Structured Query Language	-	-	4	3	40	60	100	2
192MT1B3IF	IDC - III	Operations Research	4	-	-	3	25	75	100	4
195BA1A3SA	SEC - I	Corporate Business Communication	3	-	-	3	25	75	100	3
	GE - I		2	-	-	2	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A3AA	AECC - III	Basic Tamil								
191TL1A3AB		Advanced Tamil	2	-	-	2	-	50	50	2
195CR1A3AA		Women's Rights								
Total			24	2	4				700	24

Dr.NGPASC

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B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part – III										
195BA1A4CA	Core - VIII	Management Accounting	5	1	-	3	25	75	100	4
195BA1A4CB	Core – IX	Financial Management and Portfolio Analytics	4	-	-	3	25	75	100	4
195BA1A4CC	Core – X	Data Mining and Business Intelligence	4	1	-	3	25	75	100	3
195BA1A4CP	Core Practical-IV	SPSS for Data Analytics	-	-	4	3	40	60	100	2
195BP1A4IA	IDC - IV	Business Economics	4	-	-	3	25	75	100	4
195BA1A4SA	SEC – II	Organizational Behaviour and Management	3	-	-	3	25	75	100	3
	GE – II		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A4AA		Basic Tamil								
191TL1A4AB	AECC - IV	Advanced Tamil	2	-	-	3	-	50	50	2
192PY1A4AA		General awareness								
		Total	24	2	4				700	24

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part - III										
195CI1A5CA	Core - XI	Corporate Accounting	5	1	-	3	25	75	100	4
195PA1A5CC	Core - XII	Income Tax Law and Practice	5	1	-	3	25	75	100	4
195BA1A5CA	Core – XIII	Python for Data Analytics	4	-	-	3	25	75	100	4
195BA1A5CP	Core Practical - V	Python for Data Analytics	-	-	4	3	40	60	100	2
195BA1A5SA	SEC- III	Company law and Secretarial Practice	3	-	-	3	25	75	100	3
195BA1A5DA		Total Quality Management								
195BA1A5DB	DSE - I	Entrepreneurial Development	4	1	-	3	25	75	100	4
195BA1A5DC		Human Resource Management								
195BA1A5TA	IT	Industrial Training				Grade A to C				
195BA1A5LA	LoP	Lab on Project	-	-	-	-	50	-	50	1
Part - IV										
192MT1A5AA	AECC - IV	Research Methodology	2	-	-	2	-	-	50	2
		Total	23	3	4	-	-	-	700	24

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part-III										
195BA1A6CA	Core –XIV	R Programming	4	1	-	3	25	75	100	4
195BA1A6CV	Core – XV Project	Project Work	-	-	8	3	40	60	100	4
195BA1A6CP	Core Practical - VI	R Programming Lab	-	-	4	3	40	60	100	2
195BA1A6SA	SEC – IV	Information Security	3	-	-	3	25	75	100	3
195CM1A6DA	DSE-II	Indirect Tax	4	-	-	3	25	75	100	4
195BA1A6DA		Auditing								
195BA1A6DB		Corporate Governance								
195BA1A6DC	DSE-III	E-Commerce	4	-	-	3	25	75	100	4
195BA1A6DD		Management Information System								
195BA1A6DE		Supply Chain Management								
Part - IV										
195BI1A6AA	AECC - VI	Innovation and IPR	2	-	-	2	-	50	50	2
Part-V										
195BA1A6XA		Extension Activity	-	-	-	-	50	-	50	1
Total			17	1	12	-	-	-	700	24
Grand Total									4100	140

DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters V & VI

Semester V (Elective I)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195BA1A5DA	Total Quality Management
2.	195BA1A5DB	Entrepreneurial Development
3.	195BA1A5DC	Human Resource Management

Semester VI (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195CM1A6DA	Indirect Tax
2.	195BA1A6DA	Auditing
3.	195BA1A6DB	Corporate Governance

Semester VI (Elective III)

List of Elective Courses

S. No.	Course Code	Name of the Course 1.
	195BA1A6DC	E-Commerce
2.	195BA1A6DD	Management Information System
3.	195BA1A6DE	Supply Chain Management

GENERIC ELECTIVE COURSES (GE)

The following are the courses offered under Generic Elective Course

Semester III (GE-I)

S. No.	Course Code	Course Name
1	195BA1A3GA	Business Ethics

Semester IV (GE-II)

S. No.	Course Code	Course Name
1	195BA1A4GA	Analytics for Decision making

EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	195BA1ASSA	Fundamentals of Banking
2	195BA1ASSB	Retail Management

CERTIFICATE PROGRAMMES

The following are the programme offered to earn extra credits:

S. No.	Programme Code and Name	Course Code	Course Name
1	5BA5A Certificate course on Financial Statement Analysis	195BA5A1CA	Financial Statement Analysis
2	5BA5B Certificate course on Capital Market Analysis	195BA5B1CA	Capital Market Analysis

MOOC (NPTEL/SWAYAM/ SPOKEN TUTORIAL)

The following are the online courses offered:

Please refer the following link to select the courses

- www.swayam.org
- www.nptel.ac.in
- www.spoken-tutorial.org

REGULATION 2019-20

Effective from the academic year 2019-20 and applicable to the students admitted to the Degree of Bachelor of Science / Commerce/Arts.

1. NOMENCLATURE

1.1 Faculty: Refers to a group of programmes concerned with a major division of knowledge are. Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology and Computer Applications.

1.2 Programme: Refers to the Bachelor of Science / Commerce /Arts Stream that a student has chosen for study.

1.3 Batch: Refers to the starting and completion year of a programme of study. Eg. Batch of 2015–2018 refers to students belonging to a 3 year Degree programme admitted in 2015 and completing in 2018.

1.4 Course Refers to a component (a paper) of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva voce, etc or a combination of these, to meet effectively the teaching and learning needs and the credits may be assigned suitably.

   a) Core Courses

   A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

   b) Inter Disciplinary Course (IDC)

   A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.

   c) Discipline Specific Elective (DSE) Course: DSE courses are the courses offered by the respective disciplinary/ interdisciplinary programme.

   d) Skill Enhancement Courses (SEC): SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

   e) Ability Enhancement Courses (AEC): AECC courses are the courses based upon the content that leads to Knowledge enhancement. These

are mandatory for all disciplines. Environmental Science, Human Rights, Women's Rights, General Awareness, IPR and Innovation, Entrepreneurship Development and Research Methodology.

All these courses should be taught according to Outcome based Education.

1.5 Lab on Project (LoP)

To promote the undergraduate research among all the students, the LoP is introduced beyond their regular class hours. LoP is introduced as group project consisting of not more than five members. It consist of four stages namely Literature collection, Identification of Research area, Execution of research and Reporting / Publication of research reports/ product developments. These four stages spread over from III to V semester.

1.6 Project work

It is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real life situation / difficult problem. The Project work will be given in lieu of a Core paper.

Extra credits

Extra credits will be awarded to a student for achievements in co-curricular activities carried out outside the regular class hours. The guidelines for the award of extra credits are given in section- these credits are not mandatory for completing the programme.

Advanced Learner Course (ALC):

ALC is doing work of a higher standard than usual for students at that stage in their education. Research work carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days will be considered as Advanced Learners Course.

2.   STRUCTURE OF PROGRAMME

2.1 PART – I: LANGUAGE

Tamil or any one of the languages namely Malayalam, Hindi and French will be offered under Part – I in the first two / four semesters.

2.2 PART – II : ENGLISH

English will be offered during the first two / four semester.

2.3   PART – III :

- Core course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Generic Elective (GE)
- Lab on Project (LoP)
- Industrial Training (IT)

2.4 PART IV

2.4.1   Ability Enhancement Compulsory Course

The ability enhancement courses such as i)Environmental Studies, ii) Human Rights, iii) Womens' Rights, iv) General Awareness, v) Research Methodology, vi)   Intellectual Property Rights(IPR), Innovation and Entrepreneurship or IPR and Innovation from I to VI Semester.

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall   take Tamil comprising of two courses.

<div align="center">(OR)</div>

b) Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses in the third and fourth semesters.

<div align="center">(OR)</div>

c) Students who come under the above a+b categories are exempted from Women's Rights and General awareness during III and IV semester respectively.

2.5 PART V: EXTENSION ACTIVITIES

The following co-curricular and extracurricular activities are offered under institutional / department Association/ club/ extension programmes for the students under extension activities from I to IV semester.

a)   Institutional

- National Service Scheme (NSS)
  Participation in any one of the camps organized by NSS unit.
- Friends of Police(FoP)
  Active participation in traffic regulation and other extension activities
- Sports
  Active participation in any one of the sports activities
- Youth Red Cross (YRC)
  Active participation in YRC programmes

b)   Department Association

Membership and active participation in the department association activities.

c)   Clubs

Membership and active participation in any one club activities.

1.   CREDIT ALLOTTMENT

The following is the credit allotment:

- Lecture Hours (Theory) :   Max.1 credit per lecture hour per week,

    1 credit per tutorial hour per week
- Laboratory Hours   :   1 credit for 2 Practical hours per week.
- Project Work   :   1 credit for 2 hours of project work per   week

2.   DURATION OF THE PROGRAMME

A student is normally expected to complete the B.Sc. /B.com. /BA Programme in 6 semesters. However, in any case not more than 7 consecutive semesters. Failing which the concern BoS will identify suitable / equivalent course.

3. REQUIREMENTS FOR COMPLETION OF A SEMESTER

Candidate shall be permitted to appear for the End Semester examinations for any semester (practical/theory) if

i) He/she secures not less than 75% of attendance in the number of working days during the semester.
ii) He/she earns a progress certificate from the Head of the institution, of having satisfactorily completed the course of study prescribed in the scheme of examinations for that semester as required by these regulations, and
iii) His/her conduct / character is satisfactory.

- Provided that it shall be open to the Academic council, or any authority delegated with such powers by the Academic council, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions. (Refer the Ordinance No.1 of 1990 of the Bharathiar University)

- A candidate who earned 75% of attendance and more in the current semester are eligible to write the examination in current semester subjects.

- A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the later semester.

- A candidate who has secured less than 55% of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%.

- A candidate who has secured less than 65% of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned Head of the department after rejoining the same course.

4. EXAMINATIONS

- The end semester examinations shall normally be conducted after completing 90 working days for each semester.
- The maximum marks for each theory and practical course (including the project work and Viva-Voce examination in the final Semester) shall be 100 with the following breakup.

(i) Theory Courses

Continuous Internal Assessment (CIA)	: 25 Marks
End Semester Exams (ESE)	: 75 Marks

(ii) For Practical/ Courses

Continuous Internal Assessment (CIA)	: 40 Marks
End Semester Exams (ESE)	: 60 Marks

a. The following are the distribution of marks for the Continuous Internal Assessment in Practical, Project / Industrial Training Courses.

Continuous Internal Assessment for Practical Courses:

S.No	For - UG practical courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	TOTAL MARKS	40	30	25	20	15	10

Project viva-voce / Industrial Training

The following are the distribution of marks for the continuous Internal assessment in UG Project/Industrial Training courses.

S.no	For - UG Project courses//Industrial Training	Distribution of Marks	
1	Review-I	5	10
2	Review-II	5	10
3	Review-III	5	10
4	Document, Preparation and Implementation	10	10
	TOTAL MARKS	25	40

b.   Following are the distribution of marks for the External Examination in UG Project /Industrial Training courses

S.no	For - UG Project //Industrial Training courses	Distribution of Marks	
1	Record Work and Presentation	35	40
2	Viva-Voce	15	20
	TOTAL MARKS	50	60

Part – IV

The courses offered under Part – IV shall have only End Semester Examinations (ESE) for a maximum of 50 Marks. However, Students who select "Tamil" under Part IV, will be assessed only by Continuous Internal Assessment (CIA). The marks shall be furnished to the COE by the concerned Course teacher through the Head of the Department.

6.1CONTINUOUS ASSESSMENT EXAMS

6.1 Theory courses

a) Continuous Internal Assessment test (CIA)

There will be a Minimum of two Continuous Assessment Exams, for each Theory course. The first and Second Assessment Exams will be conducted for a Maximum of 50 Marks and 75 marks respectively. The total marks secured in the Two Assessment Exams will be converted to 15 Marks.

b) Utilization of Library

Marks will be awarded to the student based on the hours spent in the library after the working hours and submission of report by the student.

Hours spent in Library	Marks	Type of Document submitted
2	1	
4	2	
6	3	Report/ Assignment/ Class presentation
8	4	
10	5	
12	6	

- During the Library hour, the student must spend time in reading the articles, books, journals of their subject of interest
- Each student should borrow minimum three books during the semester
- Student is expected to submit one Report / Assignment / Class Presentation per Course.

c) Class Participation

Active participation in classroom discussion by the student will be evaluated based on Integration of knowledge, Interaction and Participation and demonstration of knowledge.

d) Papers / Reports/ Assignments/ Class Presentation

The student will be evaluated based on his ability to do analysis of application of theory to real world problems or creative extension of class room learning and his/her ability to communicate the given topic effectively and clearly.

Continuous Assessment OBE Rubrics Score Sheet

Degree: _____   Branch: _____   Semester: _____

Course Code: _____   Course: _____

Max. Marks: Internal:_____   External: _____   Total: _____

S.No.	REG. NO	THEORY / PRACTICAL & LIBRARY CLASS PARTICIPATION (15) (Compulsory)				RUBRICS ASSESSMENT (SELECT ANY ONE)									Total Marks out of : 30	Total Marks out of : 16 / 10 / 08 / 04
						PAPERS / REPORTS (15)			ASSIGNMENTS (15)			CLASS PRESENTATION (15)				
		Library	Integration of Knowledge	Interaction & Participation	Demonstration of Knowledge	Organization & Knowledge	Format & Spelling	Reference / Experiments	Demonstration of Knowledge	Format & Spelling	Reference	Content & Coherence	Creativity and Speaking Skills	Duration of Presentation		
		6	3	3	3	5	5	5	5	5	5	5	5	5		
1																

The following are the distribution of marks for the continuous internal assessment in UG practical courses

S.No	For - UG Practical Courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	TOTAL MARKS	40	30	25	20	15	10

7. FOR PROGRAMME COMPLETION

Programme Completion (for students admitted in the A.Y.2019-20 and Onwards)

Student has to complete the following:

i)   Part I, II,III,IV,V as mentioned in the scheme
ii)   Industrial/ Institutional training

Students must undertake industrial / institutional training for a minimum of 15 days and not exceeding 30 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

Based on the performance Grade will be awarded as follows:

Marks Scored	Grade to be awarded
75 and above	A
60-74	B
40-59	C
< 40	Re-Appearance

iii)   Skill Enhancement Training

Student must undergo Skill Enhancement training on Communication skills (I and II Semester) and Quantitative aptitude (III and IV Semester) respectively each for 40 h.

8. EXTRA CREDITS

- Earning extra credit is mandatory. However, it is not essential for programme completion
- Extra Credits will be awarded to a student for achievement in co-curricular/ extracurricular activities carried other than the regular class-hours.
- The detailed guidelines for the award of extra credits are as follows:
- A student is permitted to earn a maximum of five extra Credits during the programme duration of UG from I to V Semester.
- Candidate can claim a maximum of 1 credit under each category listed.

The following are the guidelines for the award of Extra credits:

8.1 Proficiency in foreign language

Qualification	Credit
A pass in any foreign language in the examination conducted by an authorized agency	1

8.2 Proficiency in Hindi

Qualification	Credit
A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha	1

Examination passed during the programme period only will be considered for extra credit

8.3 Self-study Course

Qualification	Credit
A pass in the self-study courses offered by the department	1

The candidate should register the self-study course offered by the department only in the III semester

8.4 Typewriting/Short hand

A Pass in short hand /typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

Qualification	Credit
A pass in the type writing / short hand examination offered by TNDTE	1

8.5 Diploma / Certificate

Courses offered by any recognized University / NCVRT

Qualification	Credit
A pass in any Certificate course/ Diploma / PG Diploma	1

8.6 CA/ICSI/CMA

Qualification	Credit
Qualifying foundation / Inter level / Final in CA/ICSI/CMA / etc.,	1

8.7 Sports and Games

The Student can earn extra credit based on their Achievement in sports as given below:

Qualification	Credits
Achievement in University/ State / National/ International	1

8.8 Online Courses

Pass in any one of the online courses

Qualification	Credit
SWAYAM/NPTEL/Spoken Tutorial etc.,	1

8.9 Publications / Conference Presentations (Oral/Poster)/Awards

Qualification	Credit
Research Publications in Journals/ oral/poster presentation in Conference	1

8.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

Qualification	Credit
Development of model/ Products /Prototype /Process/App/Registration of Patents/ Copyrights/Trademarks/Sponsored Projects /Consultancy	1

8.11 Representation

Qualification	Credit
State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.,	1

Course Code	Course Name	Category	L	T	P	Credit
211TL1A1TA	தமிழ்த் தாள் - I	மொழி- I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு , பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) – மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச் செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5, K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

211TL1A1TA	தமிழ்த்தாள் - I	SEMESTER I

Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I மறுமலர்ச்சிக் கவிதைகள் 12 h

1. உயிர் பெற்ற தமிழர் பாட்டு - பாரதியார்
2. படி - பாரதிதாசன்
3. போராடப் புறப்பட்டோம் - தமிழ் ஒளி
4. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
5. திரைத்தமிழ்

அ) சும்மா கிடந்த நிலத்தை எனத்தொடங்கும் பாடல் -

பட்டுக்கோட்டை கல்யாண சுந்தரனார்

ஆ) சமரசம் உலாவும் இடமும் எனத்தொடங்கும் பாடல் - மருதகாசி

இ) உன்னை அறிந்தால் எனத்தொடங்கும் பாடல் - கண்ணதாசன்

Unit II புதுக்கவிதைகள் 12 h

1. கடமையைச் செய் - மீரா
2. அம்மாவின் பொய்கள் - ஞானக்கூத்தன்
3. செருப்புடன் ஒரு பேட்டி - மு.மேத்தா
4. ஒரு சிங்கவால் குரங்கின் மரணம் - சிற்பி
5. கடல்கோள் 2004 - முத்தமிழ் விரும்பி
6. கறிக்கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. ஐந்தாம் வகுப்பு 'அ' பிரிவு - நா. முத்துக்குமார்
8. ஹைகூ கவிதைகள் - 15 கவிதைகள்

Unit III பெண்ணியம் 08 h

1. ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தொட்டிச் செடி - இளம்பிறை
4. ஏனிந்த வித்தியாசங்கள் - மல்லிகா

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Unit IV	சிறுகதைகள்	15 h

1. வேப்பமரம் - ந. பிச்சமூர்த்தி

2. அகல்யை - புதுமைப்பித்தன்

3. ஒருபிடி சோறு - ஜெயகாந்தன்

4. காய்ச்சமரம் - கி. ராஜநாராயணன்

5. நிராசை - பாமா

6. குதிரை மசால் தாத்தா - சு. வேணுகோபால்

Unit V	இலக்கியவரலாறு, இலக்கணம் மற்றும் பயிற்சிப் பகுதி	13 h

அ. இலக்கிய வரலாறு

1. மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்

2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்

3. சிறுகதையின் தோற்றமும் வளர்ச்சியும்

ஆ. இலக்கணம்

1. வல்லினம் மிகும், மிகா இடங்கள் (ஒற்றுப்பிழை நீக்கி எழுதுதல்)

2. ர,ற ,ல, ழ, ள ,ண, ந,ன, வேறுபாடு (ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

இ. படைப்பாக்கப் பயிற்சி

1. கவிதை, சிறுகதை எழுதுதல்

Text Books

1 செய்யுள் மற்றும் உரைநடைத் திரட்டு . 2021. தொகுப்பு : தமிழ்த் துறை , டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி. நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை.

References

1 பேராசிரியர் முனைவர் பாக்கியமேரி. இலக்கணம் இலக்கிய வரலாறு மொழித்திறன். முதல் பதிப்பு 2013 . பூவேந்தன் பதிப்பகம். சென்னை

2 தமிழண்ணல் . புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு . பதினாறாம் பதிப்பு 2000 மீனாட்சி புத்தக நிலையம். மதுரை.

3 பேராசிரியர் புலவர் இளவரசு ,சோம. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு. எட்டாம் பதிப்பு ஜூலை 2012.மணிவாசகர் பதிப்பகம்.சென்னை

4 தமிழ் இணையக் கல்விக்கழகம். <http://www.tamilvu.org/ >

Course Code	Course Name	Category	L	T	P	Credit
201TL1A1HA	HINDI-I	Language 1	4	1	-	03

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill.

- various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

  communicate Hindi

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

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201TL1A1HA	HINDI-I	SEMESTER I

Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I	गद्य – नूतन गद्य संग्रह (जय प्रकाश)	12 h

पाठ 1- रजिया

पाठ 2- मक्रील

पाठ 3- बहता पानी निर्मला

पाठ 4- राष्ट्रपिता महात्मा गाँधी

Unit II	कहानी कुंज- डाँ वी.पी. 'अमिताभ'	12 h

कहानी कुंज- डाँ वी.पी. 'अमिताभ' (पाठ 1-4)

Unit III	व्याकरण	12 h

शब्द विचार (संज्ञा, सर्वनाम, कारक, विशेषण)

Unit IV	अनुच्छेद लेखन	12 h

अनुच्छेद लेखन

Unit V	अनुवाद	12 h

अभ्यास-III (केवल अंग्रेजी से हिन्दी में)

Text Books

1. प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्ट्मेंट्स, 15 हेस्टिंग्स रोड' अशोक नगर इलाहाबाद-211001 (Unit - I)

2. प्रकाशक: गोविन्द प्रकाशन सदर बाजार, मथुरा उत्तर प्रदेश – 281001 (Unit-II)

3. पुस्तक: व्याकरण प्रदिप – रामदेव प्रकाशक: हिन्दी भवन 36 टेगोर नगर इलाहाबाद – 211024 (Unit-III)

4. पुस्तक: व्याकरण प्रदिप – रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit-IV)

5. (पाठ 1 to 10) प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई -17 (Unit – V)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A1MA	MALAYALAM	Language - I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- develop the writing ability and develop reading skill.
- various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

201TL1A1MA	MALAYALAM - I	SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	Novel	12 h

    1. Alahayude penmakkal

Unit II	Novel	12 h

    1. Alahayude penmakkal

Unit III	Short Story	14 h

    2. Nalinakanthi

Unit IV	Short Story	10 h

    2. Nalinakanthi

Unit V		12 h

Composition & Translation

Text Books

1 Alahayude penmakkal (NOVEL) By Sara Joseph Published by Current books Thrissur.

2 Nalinakanthi (Short story) By T.Padmanabhan Published by DC.Books Kottayam

3 Expansion of ideas,General Essay And Translation.

References

1 Malayala Novel Sahithyam

2 Malayala cherukatha Innale Innu.

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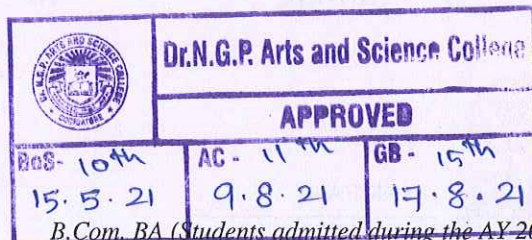
Course Code	Course Name	Category	L	T	P	Credit
201TL1A1FA	FRENCH- I	Language - I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- Competence in General Communication Skills – Oral + Written – Comprehension & Expression.
- the Culture, life style and the civilization aspects of the French people as well as of France.
- Competency in translating simple French sentences into English and vice versa.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents.	K1
CO2	learn the adjectives and the classroom environment in France.	K2
CO3	Learn the Plural, Articles and the Hobbies.	K3
CO4	learn the Cultural Activity in France.	K3
CO5	learn the Sentiments, life style of the French people and the usage of the conditional tense.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

201TL1A1FA	FRENCH- I	SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I   Salut I Page 10   12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
• Saluer • Enter en contact • avec quelqu'un. • Se presenter. • S'excuser	En cours de cuisine, premiers contacts avec les members d'un groupe	• Comprendre des personnes qui se saluent. • Échanger pour entrer en contact, se présenter, saluer, s'excuser. • Communiquer avec *tu* ou *vous*. • Comprendre les consignes de classe • Ēpeler son nom et son prénom. Computer jusqu'à 10.

Unit II   Enchanté I Page 20   12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
• Demander de se presenter. • Présenter quelqu'un.	Dans la classe de français, se presenter et remplir une fiche pour le professeur.	• Comprendre les informations essentielles dans un échange en milieu professionnel. • Échanger pour se presenter et présenter quelqu'un.

Unit III   J'adore I Page 30   12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
• Exprimer ses gouts.	Dans un café, participer à une soirée de rencontres	• Dans une soirée de recontres rapid comprendre des personnes qui échangent sur elles et sur leurs goût • Comprendre une personne

	rapides et remplir de taches d'appréciation.	qui parler des goûts de quelqu'un d'autre.

Unit IV   J'adore I Page 30   14 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
• Présenter quelqu'un	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	• Exprimer ses goûts. • Comprendre une demande laissée sur un répondeur téléphonique. • Parler de ses projets de week-end.

Autoévaluation du module I Page 40 – Préparation au DELF A1 page 42

Unit V   Tu veux bien? Page 46   10 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
• Demander à quelqu'un de faire quelque chose. • Demander poliment. • Parler d'actions passes.	Organiser un programme d'activités pour accueillir une personne importante.	• Comprendre une personne demande un service à quelqu'un. • Demander à quelqu'un de faire quelque chose. • Imaginer et raconter au passé à partir de situations dessinées.

Text Books

1   Regine Merieux, Yves Loiseau, LATITUDES 1(Methode de Français), Goyal Publisher & Distributors Pvt.Ltd., 86 UB Jawahar Nagar (Kamala Nagar),Delhi-7 Les Editions Dider, Paris,2008- Imprime en Roumanie par Canale en Janvier 2012.
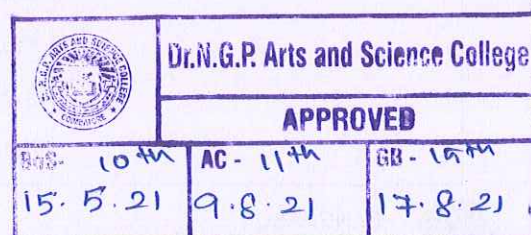
B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
211EL1A1EA	PROFESSIONAL ENGLISH - I	Language - II	4	0	1	3

PREAMBLE

This course has been designed for students to learn and understand

- To experience the effect of dialogue, the brilliance of imagery and the magnificence of varied genre
- To strengthen the student's English vocabulary and understanding of English sentence structure
- To communicate effectively and acquire knowledge on the transactional concept of English language

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Extend interest in and appreciation of the works of eminent writers from various literatures	K2
CO2	Interpret the genres in literature through the master works of great visionaries	K3
CO3	Perceive the language gaps through a clear model of the grammatical structure	K5
CO4	Analyze the concepts of texts in the course of different lessons which are realistic and discursive in nature	K4
CO5	Value the integral concepts of English grammar necessarily required in their linguistic competence	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S   Strong   M   Medium   L   Low

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211EL1A1EA	PROFESSIONAL ENGLISH - I	SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	Genre Studies - I	10 h

The Road Not Taken – Robert Frost

All the World's a Stage – William Shakespeare

Whitewashing the Fence – Mark Twain

The Face of Judas Iscariot - Bonnie Chamberlain

Soul Gone Home – Langston Hughes

Unit II	Genre Studies - II	11 h

Ode on a Grecian Urn – John Keats

Mending Wall – Robert Frost

My Early Days – Dr. A.P.J. Abdul Kalam

Nightfall – Isaac Asimov

A Kind of Justice – Margret Atwood

Unit III	Grammar - I	14 h

Parts of Speech

Articles and Prepositions

Subject Verb Agreement

Degrees of Comparison

Sequence of Tenses

Unit IV	Genre Studies - III	11 h

On his Blindness - John Milton

Small - Scale Reflections on a Great House – A.K. Ramanujan

On Prayer – Khalil Gibran

The Garden Party – Katherine Mansfield

The Tell - Tale Heart – Edgar Allen Poe

Course Code	Course Name	Category	L	T	P	Credit
195CM1A1CA	FINANCIAL ACCOUNTING	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Students to understand the basic concepts and conventions of accounting
- Understand the rules of accounting used to enter the business transactions in a systematic manner to maintain books of accounts
- Develop in-depth knowledge about various accounting statements applied in the different business entities

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts, conventions and rules of accounting to pass journal entries and prepare ledger accounts	K1
CO2	Obtain knowledge to prepare final accounts of a company and to gain skills to detect and prevent errors in journal and ledger accounts	K3,K4
CO3	Capture the procedures relating to bills of exchange, and Average due date	K2
CO4	Acquire stuff to reconcile cash book and pass book and to prepare accounts of Non- trading concerns	K3, K4
CO5	Classify and apply appropriate methods of depreciation	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	M	L
CO2	S	S	L	M	L
CO3	S	S	M	S	M
CO4	S	S	M	L	S
CO5	S	S	L	L	M

S   Strong   M   Medium   L   Low

Unit V   Grammar - II   14 h

If Conditionals

Modal Auxiliary Verbs

Question Types/Tags

Voice

Direct and Indirect Speech

Text Books

1 Prabha, Vithya. R and S. Nithya Devi. 2019. Sparkle: English Textbook for First Year. McGraw Hill Education, Chennai.

2 Wren and Martin. 2006. High School English Grammar and Composition. S. Chand Publishing, New Delhi.

References

1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai

2 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers, Chennai.

3 Krishnaswamy. N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi.

4 Krishnaswamy. N. 2000. Modern English: A Book of Grammar, Usage And Composition. Macmillan, New Delhi.

195CM1A1CA	FINANCIAL ACCOUNTING	SEMESTER I

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I   Accounting Concept   15 h

Accounting – Meaning – Objectives – Functions – Accounting Concepts and Conventions - Advantages - Limitations– Fundamentals of Book Keeping– Accounting Standards (AS -1 and AS-27) - Journal – Ledger – Subsidiary books – Trial balance.

Unit II   Final Account and Error   14 h

Final Accounts of a Sole Trader – Trading Account, Profit and Loss Account, Balance sheet with adjustments – Differences between Trial Balance and Balance sheet –Rectification of errors: Types-Rectification.

Unit III   Bills of exchange and average due date   14 h

Bills of Exchange – Promissory notes and bills of exchange – Recording of transactions relating to bills – Renewal of bills – Retiring of bills under rebate – Average Due Date – Meaning – Advantages – Calculation of Average Due Date.

Unit IV   Bank Reconcilitation Statement   15 h

Bank Reconciliation Statement – Need – Reasons for difference between cash book and pass book balances – Preparation of Bank Reconciliation Statement – Accounting for Non-Trading concerns - Receipts and Payments Account- Income and Expenditure Account -Differences between Receipts and Payments and Income and Expenditure Accounts -Balance sheet.

Unit V   Depreciation   14 h

Depreciation – Meaning – Causes – objectives of depreciation – Factors affecting depreciation – Accounting Treatment – Methods of depreciation.– Straight line method – Diminishing Balance Method –Annuity Method– Sinking fund method.

Note:80% Problem & 20% Theory

Text Books

1. Reddy,T.S. and Murthy,A. 2014. Financial Accounting [Sixth Edition]. Margham Publications, Chennai.

2. Nagarajan.K.L.,Vinayakam.Nand Mani P.L. 2009. Principles of Accountancy [First Edition]. Sultan Chand & Company Ltd, New Delhi.

References

1. Jain,S.P., and Narang,K. 2014. Financial Accounting. [Fifth Edition]. Kalyani Publishers, New Delhi.

2. Hanif., and Mukherjee,2015. Modern Accountancy, (VolumeI)[Second Edition].Tata Mcgraw Hill Publishing Co.Ltd.,Chennai

3. Arulandam. M.A and Ramaan.K.S, 2012. Advanced Accountancy. [Revised Edition]. Himalaya Publishing House, Mumbai.

4. Pillai. R.S.N and Bagavathi, Uma.S. 2012. Fundamentals of Advanced Accounting (Volume I). [Third Revised Edition]. Sultan Chand & Company Ltd, New Delhi.

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
205BA1A1CA	FUNDAMENTALS OF BUSINESS ANALYTICS	Core	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- understand the Basic Concept of business analytics
- know about the Digital Data and Data Modeling
- aware about the Enterprise Reporting and Applications of Analytics

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts, Role of Business Analyst , Rules of Business & Business Analysis.	K3
CO2	Obtain the base knowledge of Business Excellence Framework and use of IT in Enterprise applications	K1
CO3	Capture the Information relating to Types of Digital Data	K1 & K2
CO4	Aware of Data Modeling techniques and various Schemas	K2 & K3
CO5	Obtain knowledge about Enterprise Reporting and Applications of Analytics	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	M	S	S	M
CO3	M	S	S	M	M
CO4	M	M	S	S	S
CO5	M	M	S	M	M

S   Strong   M   Medium   L   Low

205BA1A1CA	FUNDAMENTALS OF BUSINESS ANALYTICS	SEMESTER I

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction to the Business Analytics   10 h

Introduction to the BA Role: Business Analysis -Business Analyst - The evolving role of the Business Analyst - The BA roadmap: Different levels of business analysis - The basic rules of Business & Business Analysis - Classical Requirements and Tasks performed by Business Analysts

Unit II   Business Excellence Framework   9 h

Business view of Information Technology Applications: Core business process – Baldrige Business Excellence framework - Key purpose of using IT in business Enterprise Applications - Information users and their Requirements – Data Analysis for Business Decision Making

Unit III   Types of Digital Data   9 h

Data definition – Evolution – Data - Information – Knowledge. Types of Data: - Structured Data- Unstructured Data- Semi-Structured Data – Attributes and Measurement - Data Quality – Data Mart- Database - Data Warehouse – ETL - Data Integration

Unit IV   Data Modeling   10 h

Data Modeling: Data Warehouse Architecture – Basics - Types -Techniques – Multidimensional Data model - Fact Table- Dimension Table - Star Schema - Snowflake Schema- Fact Constellation Schema- Dimension Modeling Lifecycle.

Unit V   Enterprise Reporting and Applications of Analytics   10 h

Enterprise Reporting and Applications of Analytics : Report Standardization and

Presentation – Balanced Scorecards- Performance Dashboards – Scorecards Vs Dashboards - Applications of Analytics –Healthcare – Retail- Web Analytics - Social Media Analytics -Recommendation Systems.

Note: Case studies related to the above topics to be discussed (Examined internal only)

205BA1A1CP	CORE PRACTICAL: OFFICE AND ACCOUTING PACKAGE	SEMESTER I

Total Credits: 2
Total Instructions Hours: 48 h

MS WORD

S.No	
1	Preparation of Chairman's Speech Auditor's report / Minutes / Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers ,Page Breaks, Find & Replace, and Watermark.
2	Preparation of invoice and Account sales by using Drawing tool bar, Clip Arts, Word Art, Symbols, Borders and Shading
3	Preparation of Shareholders meeting letter for 10 members using mail merge operation and Prepare Bio–Data by using Wizard/ Templates

MS EXCEL

4	Preparation of a mark list of your class (minimum of 5 subjects) and 5 perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions.
5	Preparation of statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions

MS POWERPOINT AND MS ACCESS

6	Preparation of PowerPoint presentation for a Product/Company Advertisement. The slides should include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. Using options Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode. (Add slides: 4/5)
7	Preparation of PowerPoint presentation for organization chart
8	Preparation of a payroll database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

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Text Books

1. Prasad R.N. and Seema Acharya , 2014 , "Fundamentals of Business Analytics ", Current Edition, Wiley Publisher, New Delhi

References

1. Pang-Ning Tan , 2008 ," Introduction to Data Mining" First Edition, Pearson Publisher, New Delhi

2. Gert H.N. Laursen Jesper Thorlunnd , 2014, "Business Analytics for Managers" , First Edition, Wiley Publisher, New Delhi

3. John F. Tanner JR , 2014 , " Analytics and Dynamic Customer Strategy " , First Edition , Wiley Publisher , New Delhi

4. Albright , Winston , 2015, "Business Analytics Data Analysis and Decision Making " , First Edition, Cengage Learning Publication , New Delhi

Course Code	Course Name	Category	L	T	P	Credit
202MT1B1IB	BUSINESS MATHEMATICS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- proof of laws of a Set operations and differentiate between Simple interest and compound interest
- importance of Matrix method and simultaneous linear equation of the matrix
- Limits of differentiation and higher derivation in applications

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	explain the concept of Set operations	K3
CO2	discuss about Arithmetic and Geometric Progression	K2
CO3	use the concept of matrix operations in solving simultaneous equations	K3
CO4	demonstrate the ideas of differentiation	K3
CO5	solve the maximum and minimum values for a given function	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

TALLY

9   Creation of a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.

10   Preparation of trial balance using Financial Data. & Ratio Analysis for Financial Statements.

11   Preparation Profit and Loss Account and Balance Sheet using of trial balance

12   Preparation of inventory statement using the following methods

     a) FIFO   b) LIFO   c) Standard Cost Method   d) Average Cost Method.

Note: out of 12 Exercise 10 is mandatory

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BoS- 10th	AC - 11th	GB - 15th
15.5.21	9.8.21	17.8.21

202MT1B1IB	BUSINESS MATHEMATICS	SEMESTER I

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Set theory AP and GP   10 h

Sets – Types of sets – Venn diagram – Set operations – Union – Intersection – Complement – Difference – Law of Algebras of sets – Duality – Verification of laws – Proof of laws – Arithmetic and Geometric Progression

Unit II   Interest   10 h

Simple interest - Compound interest - Interest Compounded Continuously - Amount at the changing rates of interest - Nominal and Effective rate of interest - Growth and Depreciation – Sinking fund – Annuities - Present value – Discounting of bills - True discount – Banker's gain

Unit III   Matrix   10 h

Basic Concepts - Types of Matrices - Addition and Multiplication of Matrices – Determinants - Crammer's Rule - Inverse of a Matrix – Solution of Simultaneous Linear Equations by Matrix Method - Rank of a Matrix

Unit IV   Limits and Differential Calculus   9 h

Variable – Constants - Functions - Limits of Algebraic functions – Differentiation in one variable - Process of differentiation - Rules of Differentiation - Derivatives of Power Functions - Exponential and Logarithmic Functions

Unit V   Derivatives   9 h

Meaning of Derivatives - Evaluation of First and Second Order Derivatives - Applications of Simple Derivatives – Elasticity of Demand – Relation between Average and Marginal cost curves – Minimum of Average Cost – Maximum and Minimum Values of a Functions - Order Conditions for Maxima - Profit Maximization – Cost Minimization

Note: Theory 20% and Problem 80%

Text Books

1. Navnitham, P.A, 2013, 'Business Mathematics and Statistics', 2nd edition, Jai Publishers, Trichy.

References

1. Das, N.G. & Das J.K., 2012, 'Business Mathematics and Statistics', 1 st edition, Mc Graw Hill Education Private Limited, New Delhi.

2. Sundaresan & Jayaseelan, 'An Introduction to Business Mathematics and Statistical Methods', 1st edition, Sultan Chand publishers, New Delhi.

3. Nag, N.K, 2014,'Business Mathematics', 1st edition, Kalyani Publishers, New Delhi.

4. Asi Kumar Manna, 2018, 'Business Mathematics and Statistics', 1st edition, McGraw Hill Education Private Limited, New Delhi.

Course Code	Course Name	Category	L	T	P	Credit
193MB1A1AA	VALUE EDUCATION- ENVIRONMENTAL STUDIES	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- Multi disciplinary aspects of Environmental studies
- Importance to conserve the Biodiversity
- Causes of Pollution and its control

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the importance of natural resources in order to conserve for the future.	K2
CO2	inculcate the knowledge on structure, function and energy flow in the Eco system.	K3
CO3	impart knowledge on Biodiversity and its conservation.	K3
CO4	create awareness on effects, causes and control of air, water, soil and noise pollution etc.	K2,K3
CO5	build awareness about sustainable development and Environmental protection	K2,K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	M	M	M	M	M
CO4	M	M	M	M	M
CO5	M	M	M	M	M

S   Strong   M   Medium   L   Low

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193MB1A1AA	VALUE EDUCATION- ENVIRONMENTAL STUDIES	SEMESTER I

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I   Introduction to Environmental studies& Ecosystems   4 h

Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit II   Natural Resources: Renewable and Non-renewable Resources   5 h

Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit III   Biodiversity and Conservation   5 h

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit IV   Environmental Pollution, Environmental Policies & Practices   5 h

Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and

control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC). Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context.

Unit V   Human Communities and the Environment& Field Work   5 h

Human population and growth: Impacts on environment, human health and welfares.Carbon foot-print. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquakes, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Visit to a local polluted site – Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Text Books

1   Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt

2   Gadgil, M., &Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

3   Gleeson,B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

4   Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

5   Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.

6   Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.

7   McCully, P.1996. Rivers no more: the environmental effects of dams(pp. 2964). Zed Books.

8   McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.

9   Odum, E.P., Odum, h.T. & Andrews, J.1971. Fundamentals of Ecology. Philadelphia: Saunders.

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BoS- 10th	AC - 11th	GB - 15th
15·5·21	9·8·21	17·8·21

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References

1   Pepper, I.L., Gerba, C.P. &Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.

2   Rao, M.N. &Datta, A.K. 1987. Waste Water Treatement. Oxford and IBH Publishing Co. Pvt. Ltd.

3   Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.

4   Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tripathi 1992.

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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part - I										
191TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
201TL1A2HA		Hindi-II								
201TL1A2MA		Malayalam-II								
201TL1A2FA		French – II								
Part – II										
211EL1A2EA	Language - II	Professional English – II	4	-	1	3	25	75	100	3
Part – III										
195BP1A2CA	Core - III	Advanced Accounting	4	1	-	3	25	75	100	4
195BA1A2CA	Core - IV	Enterprise Resource Planning	4	1	-	3	25	75	100	4
195BA1A2CP	Core Practical - II	Excel for Analytics and Linux	-	-	4	3	40	60	100	2
192MT1B2IB	IDC - II	Business Statistics	4	-	-	3	25	75	100	4
Part - IV										
196BM1A2AA	AECC - II	Human Rights	2	--	--	2	--	50	50	2
		- Total	22	3	5				650	22

Course Code	Course Name	Category	L	T	P	Credit
191TL1A2TA	பகுதி-1: தமிழ் - தாள்- II	மொழி	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப் பாடங்களின் வாயிலாகத் தமிழரின் பண்பாடு, பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்

- கலை மற்றும் மரபுகளை அறியச் செய்தல்

- மாணவர்களின் படைப்பாக்கத் திறன்களை ஊக்குவித்தல்

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) – மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச் செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

191TL1A2TA	பகுதி-1: தமிழ் - தாள்- II	SEMESTER II

Total Credits: 3
Total Instruction Hours: 60 h

Syllabus

Unit I அற இலக்கியம்   12 h

1. திருக்குறள்

  அ.அறன் வலியுறுத்தல் (அ. எண்: 04)

  ஆ.நட்பாராய்தல்   (அ. எண்: 80)

  இ.சான்றாண்மை   (அ. எண்: 99)

  ஈ.குறிப்பறிதல்   (அ. எண்: 110)

2. மூதுரை - ஔவையார் (10 பாடல்கள் - 6,7,9,10,14,16,17,23,26,30)

Unit II அற இலக்கியம்   10 h

1. நாலடியார்   - அறிவுடைமை

2.பழமொழி நானூறு   - வீட்டு நெறி

3. கார்நாற்பது   - தோழி பருவங்காட்டி தலைமகளை வற்புறுத்திய பாடல்கள்

                     (1முதல் – 18பாடல்கள்)

Unit III உரைநடை   10 h

1. பெற்றோர்ப் பேணல்   - திரு.வி.க.

2. உள்ளம் குளிர்ந்தது   - மு.வரதராசனார்

3. சங்கநெறிகள்   - வ.சுப.மாணிக்கம்

Unit IV உரைநடை   13 h

1.பெரியார் உணர்த்தும்
சுயமரியாதையும் சமதர்மமும்   - வே. ஆனைமுத்து

2. வீரவணக்கம்   - கைலாசபதி

3.மொழியும்நிலமும்   - எஸ். ராமகிருஷ்ணண்
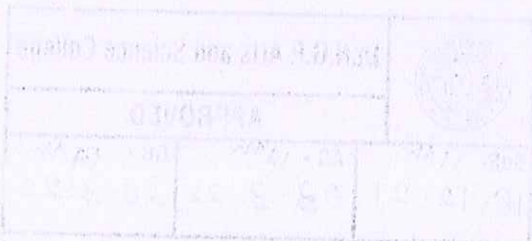
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Unit V   இலக்கிய வரலாறு, இலக்கணம் மற்றும் பயிற்சிப் பகுதி   15 h

அ.இலக்கிய வரலாறு

1. பதினெண் கீழ்க்கணக்கு நூல்கள்

2. தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

ஆ. இலக்கணம்

1. வழு, வழுவமைதி, வழாநிலை

இ. பயிற்சிப் பகுதி

1. நூல் மதிப்பீடு மற்றும் திரைக்கதை திறனாய்வு

2. தன்விவரக் குறிப்பு எழுதுதல்

Note : பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

Text Books

1   தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி (தன்னாட்சி) செய்யுள் மற்றும் உரைநடைத் திரட்டு. (முதல்பதிப்பு.) சென்னை: நியூ செஞ்சுரி புக்ஹவுஸ் (பி) லிட்.

References

1   பேராசிரியர் புலவர் இளவரசு, சோம. (ஜூலை2012). தமிழ் இலக்கிய வரலாறு. (எட்டாம் பதிப்பு) சென்னை: மணிவாசகர் பதிப்பகம்.

2   பேராசிரியர் முனைவர் பாக்கியமேரி (2013). இலக்கணம் இலக்கிய வரலாறு மொழித்திறன். (முதல் பதிப்பு) சென்னை பூவேந்தன் பதிப்பகம்.

3   தமிழ் இணையக் கல்விக்கழகம் <http://www.tamilvu.org/>

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2HA	HINDI -II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

* To develop the writing ability and develop reading skill.

* To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

| 201TL1A2HA | HINDI -II | SEMESTER II |

Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I   12 h

आधुनिक पद्य – शबरी (श्री नरेश मेहता)

प्रकाशक: लोकभारती प्रकाशन

पहली मंजिल, दरबारी बिल्डिंग,

महात्मा गाँधी मार्ग, इलाहाबाद-211001

Unit II   12 h

उपन्यास: सेवासदन-प्रेमचन्द

प्रकाशक: सुमित्र प्रकाशन

204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड़'

अशोक नगर इलाहाबाद-211001

Unit III   12 h

कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय

पाठ 1. उसने कहा था

पाठ 2. कफ़न,

पाठ 3. चीफ़ की दावत

प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली

Unit IV   12 h

पत्र लेखन: (औपचारिक या अनौपचारिक)

पुस्तक: व्याकरण प्रदिप – रामदेव

प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024

Unit V   12 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

(पाठ 1 to 10)

प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई -17

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B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2MA	MALAYALAM - II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To develop the writing ability and develop reading skill.

- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

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B.Com. BA (Students admitted during the AY 2021-22)

201TL1A2MA	MALAYALAM -II	SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

<div align="center">Syllabus</div>

Unit I   12 h

    Travelogue

Unit II   Novel   12 h

    Travelogue

Unit III   14 h

    Travelogue

Unit IV   10 h

    Autobiography

Unit V   12 h

    Autobiography

Text Books

1 Dubai Puzha (Travelogue) By K.Krishna Das, Published by Green books Thrissur.

2 Vazhithirivukal (Autobiography) By Dr.APJ Abdul Kalam Published by DC.Books Kottayam

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B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2FA	FRENCH -II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To Acquire Competence in General Communication Skills – Oral + Written – Comprehension & Expression.

- To Introduce the Culture, life style and the civilization aspects of the French people as well as of France.

- To help the students to acquire Competency in translating simple French sentences into English and vice versa.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents.	K1
CO2	To learn the adjectives and the classroom environment in France.	K2
CO3	Learn the Plural, Articles and the Hobbies.	K3
CO4	To learn the Cultural Activity in France.	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

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201TL1A2FA	FRENCH -II	SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I 12 h

• Proposer, accepter, refuserune invitation. • Indiquer la date.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	• Comprendreunemessage d'invitationsurunrépondeurt éléphonique. • Inviter quelqu'un accepter ourefuserl'invitation.

Unit II 12 h

• Prendreet fixer un rendez-vous. • Demander etindiquerl'heure.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	• Comprendre des personnes qui fixentunrendez-vous par téléphonique. • Prendreun rendez-vous par telephone

Unit III 12 h

• Exprimer son point de vuepositifetnégatif. • S'informersur le prix. • S'informersur la quantitité. • Exprimer la quantitité.	En groupes, choisir un cadeau pour un ami.	• Exprimer son point de vuesur des idées de cadeau. • Faire des achatsdans un magasin

Unit IV 12 h

• Demander etindiquerune direction. • Localiser (près de, en face de ….).	Suivre un itinéraire à l'aided'indications par telephone et d'un plan.	• Comprendre des indications de direction. • Comprendre des indications de lieu.

Unit V 12 h

• Exprimerl'obligationl'int erdit. • Conseiller.	Par courrierélectronique, donner des informations et des conseils à un ami qui veut voyager.	• Comprendreune chanson. • Comprendre de courts messages qui experiment l'obligationoul'interdiction • Donner des conseils à des personnesdans des situations données.

Text Books

1   LATITUDES 1 (Méthode de français) Pages from 56 to 101, Author : RÉGINE MÉRIEUX Publisher : GOYAL Publishers & Distributors Pvt

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B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
211EL1A2EA	PROFESSIONAL ENGLISH - II	LANGUAGE	4	-	1	3

PREAMBLE

This course has been designed for students to learn and understand

- The effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- The vocabulary and to frame sentence structure
- The transactional concept of English language

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Interpret skills in communication and to shape their attitude	K2
CO2	Develop oral and written language skills in a business context	K3
CO3	Analyze to gain key strategies and expressions for communicating with professionals	K3
CO4	Inspect the knowledge to the corporate needs	K4
CO5	Formulate Inter and Intrapersonal skills	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S   Strong   M   Medium   L   Low

211EL1A2EA	PROFESSIONAL ENGLISH - II	SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I   Technical English   12 h

Communication: Process- Methods- Channels- Barriers of Communications

Phonetics: Basics of phonetics - Consonants and Vowel sounds

Reading Skills: Skimming and Scanning- Reading Different Kinds of Texts- Types- Developing a Good Reading Speed

Writing Skills: Note- Making and note taking, Paragraph Writing: Structure and principles

Unit II   Business English   12 h

Structure and Planning of Letters: Elements of Structure- Forms of Layout- Style- Writing Business Letters

Quotation, Order and Tender: Inviting - Sending Quotation letter - Placing Orders- Inviting Tenders

E-mail Correspondence: Structure- Procedure- Style- Guidelines- Jargon and Acronyms- Security Precaution

Seminar and Meetings: Introduction- Organizing a Seminar- Sample Brochure- Conducting and Participating in a Meeting

Unit III   Professional English   12 h

Report Writing: Importance- Process- Types- Structure

Memo: Importance- Structure

Notice, Agenda and Minutes: Meeting- Notice- Agenda- Minutes: Preparation- Structure- Delivery

Brochures: Purpose- Audience- Qualities

Unit IV   Employment Communication   12 h

Resume Writing : Elements of Resume - difference between CV and Resume - Writing Job Application

Art of Conversation: Small Talk- Body Language- Principles of Good Conversation

Interview: Organizational role- Goals- Types- Interview Process

Group Discussion: Importance- Features- Strategies- Barriers

Unit V   Soft Skills   12 h

Self - Discovery and Goal Setting: Self - Discovery - Goals and Types- Benefits, Areas and Clarity of Goal Setting

Positive Thinking (PT) and Attitude: Benefits of PT and Attitude- Develop Positive Attitude and Thinking- Drive out Negative Thinking and Attitude

Etiquettes and Manners: Home, Table and Business, Time Management

Text Books

1   Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education. Chennai. [Unit I - V]

References

1   Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw - Hill Education, Chennai.

2   Adams, Katherine L. and Gloria I. Galanes. 2018. Communicating in Groups- Applications and Skills. McGraw - Hill Education, Chennai.

3   Koneru, Aruna. 2017.   Professional Communication. McGraw - Hill Education, Chennai.

4   Koneru, Aruna. 2011. English Language Skills. McGraw - Hill Education, Chennai.

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BP1A2CA	ADVANCED ACCOUNTING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Concepts of consignment and Joint venture
- Branch and Partnership accounts
- Modes of Dissolution and Settlement of Accounts

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts of consignment , Joint venture and to pass journal entries and prepare ledger accounts	K2
CO2	Obtain knowledge to prepare Branch accounts, Hire purchase and Installment system	K3
CO3	Capture the procedures relating Partnership Accounts – Division of Profits and Calculation of Ratios – Goodwill	K3
CO4	Know and Analyze the concepts of Retirement and Death of a Partner	K4
CO5	Apply Knowledge about the Circumstances or modes of Dissolution and Garner Vs. Murray Rule.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

S   Strong   M   Medium   L   Low

195BP1A2CA	ADVANCED ACCOUNTING	SEMESTER II

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   Consignment and Joint Venture   11 h

Consignment and Joint Venture: Features for Consignments- Accounting for Consignments - Accounting treatment in the books of the consignor and the consignee. Joint ventures - Features, Difference between Joint venture and Consignment, accounting procedure – Methods of recording Joint venture transactions.

Unit II   Branch accounts   13 h

Branch accounts – Dependent Branches – Features –Accounting in respect of Dependent Branches – Debtors System only – Cost Price and Invoice Price – Independent branches (Theory only) – Hire purchase and Installment system – Difference between Hire Purchase System and Installment System – Calculation of Interest – Accounting Procedure – Hire purchase trading accounts (Debtors Method only)

Unit III   Partnership Accounts & Admission of Partner   12 h

Partnership Accounts – Division of Profits – Capital Accounts – Fixed and Fluctuating Capital – Guarantee of Profits – Admission of Partner - Calculation of Ratios – Goodwill: Need for valuation of goodwill - Treatment of Goodwill. Revaluation of Assets and Liabilities.

Unit IV   Death of a Partner   12 h

Retirement (Excluding Retirement cum admission) and Death of a Partner: Calculation of New Profit sharing Ratio – Treatment of Goodwill on Retirement/Death of a partner – Adjustment of capital after retirement. Death of a Partner: Mode of payment – Special Treatments.

Unit V   Dissolution of Partnership   12 h

Dissolution of Partnership: Meaning and Definition – Circumstances or modes of Dissolution – Settlement of Accounts – Accounting Treatment – Insolvency of a Partner: Garner Vs. Murray Rule (Theory only).

Note: Distribution of Marks: 80% problems and 20% theory

Course Code	Course Name	Category	L	T	P	Credit
195BA1A2CA	ENTERPRISE RESOURCE PLANNING	CORE	4	1		4

PREAMBLE

This course has been designed for students to learn and understand

- To enable the students to understand the concepts of Enterprise Resource Planning
- To provide manufacturing perspective of ERP
- To enhance the knowledge of ERP modules and imparting the life cycle of ERP system

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To know about the History and Components of ERP	K1
CO2	To gain Knowledge about the Supply Chain Management, Product life cycle management and Customer relationship management	K1 &K3
CO3	Obtain knowledge about CAD/CAM/ DRP/ JIT	K2
CO4	Aware about the ERP Modules	K1
CO5	To understand the ERP Life Cycle and different phases of ERP Implementation life cycle	K3 & K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	S	S	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	S
CO5	M	S	M	M	M

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1. Reddy,T.S. and Murthy,A. 2014. Financial Accounting [Sixth Revised Edition].Margham Publications, Chennai.

2. Jain,S.P. and Narang,K.L. 2007. Financial Accounting [Fifth Edition].Kalyani Publishers, Ludhiana

References

1. Gupta R.L Ramaswamy M 2014. Advanced accounting [Tenth Edition]. Sultan Chand & Company Ltd , New Delhi

2. Vinayagam. N 2002. Financial Accounting. Sultan Chand & Company Ltd , New Delhi.

3. Dr.Radha2010 .Financial Accounting (Fifth Edition) Prasanna Publishers & Distributors

4. R.S.NPillai 2016 Fundamentals of Advanced Accounting(Financial Accounting) (Third Revised Edition) Sultan Chand & Company Ltd , New Delhi.
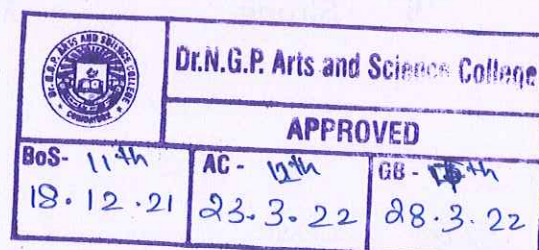
B.Com. BA (Students admitted during the AY 2021-22)

195BA1A2CA	ENTERPRISE RESOURCE PLANNING	SEMESTER II

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   Introduction to ERP   12 h

Introduction – History and Evolution of ERP– Meaning -Need of ERP- ERP System & software - Reasons for Growth of ERP – Advantages of ERP – Importance- Characteristics of ERP-Scope of ERP - Business value of ERP- Functions of ERP

Unit II   ERP Technologies   12 h

ERP related Technologies to business: Introduction – Business Process Reengineering (BPR) – Data warehousing – Data mining – On-line Analytical Processing (OLAP) – Supply Chain Management - Product Life Cycle Management (PLCM) - Customer Relationship Management (CRM)

Unit III   ERP- Perspective   12 h

ERP-A Manufacturing Perspective: Role of ERP in Manufacturing–Materials Requirement Planning (MRP I) – Computer Aided Design /Computer Aided Manufacturing (CAD/CAM) - Manufacturing Resource planning II (MRP II) - Just in Time(JIT) and Kanban- Distribution Requirement Planning (DRP).

Unit IV   ERP Modules   12 h

ERP Modules: Functional modules of ERP software- Finance Module- Manufacturing module-HR Module-Materials Management Module-Production Planning Module-Plant Maintenance Module-Purchasing Module-Marketing Module

Unit V   ERP Implementations   12 h

ERP Implementation life cycle: Introduction - Objectives of ERP Implementation - Different Phases of ERP Implementation life cycle - Success , Failure factors of ERP- Operations and maintenance of ERP - Risk and Governance issues in an ERP

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B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1. Dr.RiwanAhmed,P (2016). ENTERPRISE RESOURCE PLANNING. (5th Edn.) Chennai:Margham Publications

2. Alexis Leon,. (2014). ENTERPRISE RESOURCE PLANNING. (3 Edn.) New Delhi: McGraw - Hill Publishing Company Ltd

References

1. Veena Bansal,. (2013). ENTERPRISE RESOURCE PLANNING. (Edn.) Chennai: Pearson Publications

2. Sunil Chopra, Peter Meindl,I.N. (2013). ENTERPRISE RESOURCE PLANNING. (2 Edn.) New Delhi:Prentice – Hall of India Pvt. Ltd

3. Parthasarathy,S (2011). ENTERPRISE RESOURCE PLANNING (ERP),. (10 Edn.) New Delhi:New Age international

4. Dr.Riwan Ahmed, P. (2016). DATA MINING. (10 Edn.) Chennai: MarghamPublication

B.Com. BA (Students admitted during the AY 2021-22)

205BA1A2CP	CORE PRACTICAL:EXCEL FOR ANALYTICS AND LINUX	SEMESTER II

Total Credits: 2
Total Instructions Hours: 48h

S.No	List of Experiments
1	Creation of a student data table and performing sort and filter. Sort: by colour, reverse list, randomized list. Filter: Text Filter, Auto filter and Remove duplicate
2	Creation of Pivot table and chart for Purchase, Sales and Profit data of a company for 5 years
3	Performing user defined Macros: Recording, Viewing and Running Macros for any 3 functions
4	Performing What-If Analysis in excel using the options Goal Seek, Data Table, H Lookup and V Lookup
5	Performing Data Analysis using the Statistical Tools: Mean. b) Standard Deviation. c)Correlation and d) Regression
6	Create a Dashboard for datasets
7	Create a Google forms
8	Entering the data in Google forms and viewing the data
9	Basic Shell Commands in Linux. a) Basic Terminal Navigation and Pipe Commands (ls, cd,pwd ,man, Pipe) b) Displaying the file contents on the terminal and Directory Manipulation Commands and forwarding the files to another file. (cat,more,less,head,tail and mkdir,cp,mv,rm, cut, paste). c) Extract, sort and filter data Commands (grep, uniq, sort, wc).
10	Perform file access permission commands (chown and chmod) both symbolic and numeric methods
11	Perform Below Commands a) Backup related commands (tar, zip, unzip, compress, ps, du, kill, sleep) b) Use the read command to get the input (number and string) and perform operations on it and save the file name as user_input.sh and run the script

c) Create a shell script using control statements

Basics of libre office packages

12   a) Write a business letter by using libreoffice Writer

b) Prepare a spreadsheet with the help of LibreofficeCalc

Note: Out of 12 Exercise 10 is mandatory

Course Code	Course Name	Category	L	T	P	Credit
192MT1B2IC	BUSINESS STATISTICS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The requirements of a good average and differentiate between average and Dispersion
- The Importance as also the Limitation of Correlation and Regression Analysis
- To enhance student knowledge in Test of Significance and Chi-Square Test

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn and know as to how Statistics can be used	K1
CO2	Know the main properties of each Measure of Central Tendency and select the most appropriate one for use with a given set of data	K2
CO3	Understand the Importance and Limitations of Correlation Analysis	K3
CO4	Recognize different components of a Time series	K3
CO5	Analyzing the concept of Test of Significance	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	S	S	S

S   **Strong**   M   **Medium**   L   **Low**

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B.Com. BA (Students admitted during the AY 2021-22)

192MT1B2IC	BUSINESS STATISTICS	SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Statistics   9 h

Introduction-Origin and Growth of Statistics-Statistics as Data- Collection of Data-Primary and Secondary Data – Methods of Collecting Primary Data and Secondary Data - Classification and Tabulation of Data - Meaning and Objective of Classification-Types of Classification – Diagrammatic and Graphic Presentation - General Rules for Constructing Diagrams-Types of Diagrams-Graphs of Frequency Distributions

Unit II   Measures of Central Value and Dispersion   9 h

Function of an Average – Characteristics of Typical Average - Limitations - Properties - Mean - Calculation of Mean - Merits of - Mean - Demerits of Mean - Median – Calculation of Median - Merits of Median - Demerits of Median - Mode - Calculation of Mode -Merits of Mode - Demerits of Mode - Range - Quartile Deviation – Standard Deviation

Unit III   Correlation and Regression   9 h

Types of Correlation – Scatter diagram Method - Coefficient of Correlation -Karl Pearson's Coefficient of Correlation - Merits and Demerits of Correlation– Rank Correlation - Regression - Uses - Difference between Correlation and Regression - Method of Studying Regression – Regression Equations - Regression equation of Y on X - Regression equation of X on Y

Unit IV   Analysis of Time Series   9 h

Uses - Time Series Models - Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation - Measurement of Secular Trend – Graphic Method - Semi Average Method - Moving Average Method – Method of Least Squares - Method of Simple Averages

Unit V Test of Significance and Chi-Square Test 12 h

Testing of Hypothesis - Standard Error - Test of Significance for Attributes - Test for Proportion of Success - Test for Difference in Proportions - Test of Significance for Large Samples - The Standard error of mean - Testing the difference between means of Two Samples - Test of Significance for Small Samples - Students' t-Distribution - Chi Square Test -Characteristics of Chi Square Test - Degree of Freedom - Chi Square Test of goodness of fit - Chi Square as a test of independence

Note: 20% Theory and 80% Problem

Text Books

1 Pillai R.S.N. and Bagavathi V., 2002, "Statistics", 14th Edition, S. Chand and Company Ltd, New Delhi

References

1 Gupta S.P, 2014, "Statistical Methods", 34th Edition., Sultan chand and sons Educational Publishers, New Delhi.

2 Ken Black 2009, "Business Statistics for Contemporary Decision Making", John Wiley and sons Pvt. Ltd, New Delhi.

3 Beri.G.C, 2010, "Business Statistics", 3rd Edition, Mc Graw Hill Education Pvt. Ltd, Chennai.

4 Frank S, Budnick 2010, "Applied Mathematics for Business, Economics and the Social Sciences", 4th Edition., McGraw Hill Education Pvt. Ltd, Chennai.

Course Code	Course Name	Category	L	T	P	Credit
196BM1A2AA	HUMAN RIGHTS	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- To study how human values and personality traits help to develop the characteristics of each individual
- Understanding the moral values towards the enrichment of the society
- Identify the impact of ethics and values on the global development of the current scenario

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of human values, personality traits and character formation.	K2
CO2	Acquire the knowledge through value education towards national and global development.	K1
CO3	Introduce the basic concepts of conflict, emotions and adolescent emotions.	K1
CO4	Illustrate the techniques in therapeutic measures like yoga and meditation.	K2
CO5	Learn the concepts of human rights, rights for women and children and domestic violence.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

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B.Com. BA (Students admitted during the AY 2021-22)

196BM1A2AA	HUMAN RIGHTS	SEMESTER II

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I   Introduction to Human Values   05 h

Concept of Human Values - Value Education Towards Personal Development - Aim of education and value education - Evolution of value oriented education - Concept of Human values - Types of values - Components of value education - Personal Development: Self analysis and introspection - Sensitization towards gender equality - Physically challenged - Intellectually challenged - Respect to age - Experience - Maturity - Family members - Neighbours - Co-workers - Character Formation towards Positive Personality: Truthfulness - Constructivity - Sacrifice - Sincerity - Self Control - Altruism - Tolerance - Scientific Vision.

Unit II   Value Education and Social Values   05 h

Value Education Towards National and Global Development National and International Values: Constitutional or national values - Democracy - Socialism - Secularism - Equality - Justice - Liberty - Freedom and fraternity -Social Values - Pity and probity - Self control - Universal brotherhood - Professional Values - Knowledge thirst - Sincerity in profession - Regularity - Punctuality and faith - Religious Values - Tolerance - Wisdom - Character - Aesthetic values - Love and appreciation of literature and fine arts and respect for the same - National Integration and international understanding.

Unit III   Global Development on Ethics and Values   04 h

Impact of Global Development on Ethics and Values: Conflict of cross-cultural influences - Mass media - Cross-border education - Materialistic values - Professional challenges and compromise - Modern Challenges of Adolescent Emotions and behave or Sex and spirituality: Comparison and competition - Positive and negative thoughts - Adolescent Emotions - Arrogance - Anger - Sexual instability - Selfishness - defiance.

Unit IV   Yoga and Meditation   05 h

Therapeutic Measures: Control of the mind through - Simplified physical exercise - Meditation – Objectives - Types - Effect on body - Mind - Soul - Yoga – Objectives - Types - Asanas - Activities: Moralisation of Desires -Neutralisation of Anger - Eradication of Worries - Benefits of Blessings.

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Unit V   Human Rights and Rights of Women and Children   05 h

Human Rights - Concept of Human Rights – Indian and International Perspectives - Evolution of Human Rights - Definitions under Indian and International documents - Broad classification of Human Rights and Relevant Constitutional Provisions - Right to Life - Liberty and Dignity - Right to Equality - Right against Exploitation - Cultural and Educational Rights - Economic Rights - Political Rights - Social Rights - Human Rights of Women and Children - Social Practice and Constitutional Safeguards - Female Foeticide and Infanticide - Physical assault and harassment - Domestic violence - Conditions of Working Women - Institutions for Implementation - Human Rights Commission - Judiciary - Violations and Redressel Violation by State - Violation by Individuals - Nuclear Weapons and Terrorism Safeguards.

References

1 Brain Trust Aliyar, 2008, Value Education for health, happiness and harmony. Vethathiri publications, Erode

2 Grose. D. N, 2005, A text book of Value Education. Dominant Publishers and Distributors, New Delhi.

3 Yogesh Kumar Singh & Ruchika Nath, 2005, Value Education, P. H Publishing Corporation, New Delhi.

4 Venkataram & Sandhiya. N, 2001, Research in Value Education, APH Publishing Corporation, New Delhi.

5 Seetharam. R. (Ed), 1998, Becoming a better Teacher Madras Academic Staff College.

6 Brain Trust Aliyar, 2004, Value Education for Health, Happiness and Harmony. Vethathiri publications, Erode.

7 Swami Vivekananda, 2008, Personality Development. Advaita Ashrama, Kolkata.

8 Dey A. K, 2002, Environmental Chemistry. New Delhi – Vile Dasaus Ltd.
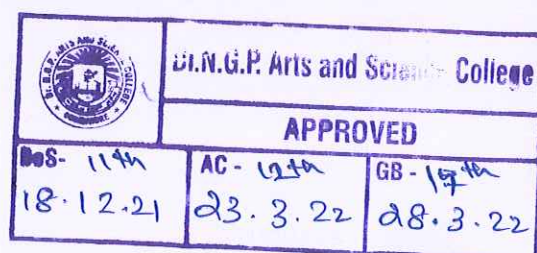
Course Code	Course Name	Category	L	T	P	Credit
195BA1A3CA	MARKETING ANALYTICS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The marketing and marketing analytics concepts
- The pricing concept, sales promotion, advertisement and marketing research
- The importance of green marketing, digital marketing and statistical analytics used in marketing field.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Comprehend the marketing concept, evolution and functions, Market segmentation adopted in marketing analytics	K1
CO2	Cognize about elements of branding, product life cycle and analytics using statistical techniques	K2 & K3
CO3	Classify the promotion mix, channels of distribution by analytics using statistical techniques .	K3
CO4	Acquaint in Consumer behaviour, Commodity Exchange and regulated, Organized markets, agriculture marketing in India	K2 & K4
CO5	consummate Knowledge about Green, Digital Marketing strategic, E- Business models and marketing research and Market Survey.	K1

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	M	M	M
CO3	S	S	S	M	S
CO4	S	M	M	M	M
CO5	S	S	M	M	M

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Strong   **M**   Medium   **L**   Low
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195BA1A3CA	MARKETING ANALYTICS	SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction to Market and Marketing   10 h

Market - Meaning, Definition, Classification of Markets. Marketing - Meaning, Definition, Features and Functions of Marketing- Difference between Marketing and Selling. Marketing analytics – Meaning, Definition and Modern Marketing Concepts – Marketing Mix –Definition and Elements - Four P's – Market Segmentation, Segmentation and Positioning Analysis

Unit II   Product and Pricing Concepts   09 h

Product - Meaning, Definition – Elements of Product Policy and Branding Strategies – Product Life Cycle and New Product Planning. Price - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing, Product and Pricing Analytics using Statistical Techniques.

Unit III   Promotional Mix and Channels of Distribution   10 h

Promotion Mix - Sales Promotion, Definition, Objectives, Kinds of Sales Promotion. Advertising - Definition, Functions, Objectives, Kinds of Advertising Media. Personal Selling - Definition, Objectives, Qualities of a Good Sales Man. Channels of Distribution- Definition, Types, Factors Determining Choice of Channel of Distribution. Promotion and Distribution Analytics using Statistical Techniques.

Unit IV   Consumer Buying Behavior and Commodity Exchange   09 h

Consumer- Meaning- Consumer Behavior - Definition- factors influencing buying behavior - Organized Markets - Characteristics, Commodity Exchange- Objectives – Features – Functions - Advantages and Limitations. Commodity related analysis

Course Code	Course Name	Category	L	T	P	Credit
195CM1A3CB	COST ACCOUNTING	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- enable the students to know about the Costing Terms in business
- provide adequate knowledge on Cost Accounting Practice
- Gain knowledge in process and contract costing

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the methods of cost accounting and know about cost sheet.	K2
CO2	Apply different method to analysis level material control	K3
CO3	Use different methods of wages & incentives to labour and Absorption of overhead	K3
CO4	Explain a process costing system and compute the Cost of each process of finished produced	K2
CO5	Retrieve the concept of Contract costing and Job costing	K1

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	L
CO2	S	S	M	L	L
CO3	S	S	M	L	M
CO4	S	S	M	M	L
CO5	S	S	M	M	L

S   Strong   M   Medium   L   Low

using Conjoint Analysis. Agricultural Marketing in India – Problems and Remedies, Regulated Markets-Functions and Advantages

Unit V   Green and Digital Marketing   10 h

Green And Digital Marketing – (Difference Between Digital Marketing And E-Business) – Digital Marketing Past, Present And Future- Strategic Digital Marketing- Search engine optimization- Strategic Planning – E-Business Models. Digital Marketing Plan: Overview – Creating- Steps In Digital Marketing Plan. Planning Using Decision Trees- Market Research And Information System & Market Survey.

Note: Case studies related to the above topics to be discussed (Examined internal only)

Text Books

1 Wayne L.Winston , Marketing Analytics Data Driven Techniques with Microsoft Excel,   1st Edition, Wiley India Pvt Ltd, 2017 ,New Delhi.

2 Pillai R.S.N. and Bagavathi.N Modern Marketing Principles and Practices Reprint 2012, 4th Edition Sultan.Chand & Sons Publishers, New Delhi

References

1 Philip Kotler, Marketing Management, Prentice Hall of India Private Limited, New Delhi, 14th Edition, Reprint 2013..

2 Dr. C. B Gupta and Dr. N. Rajan Nair, Marketing Management 12th Edition Reprint: 2010 Sultan Chand and Sons Publishers, New Delhi..

3 Robert Dahlstrom, Green Marketing: Theory, Practice and Strategies,(ISBN-13: 978-8131514597) Cengage Learning; 1 edition, New Delhi, January 2011.

4 Chuck Hemann and Ken Burbary, Digital Marketing Analytics 2nd Edition, Pearson India, New Delhi.(ISBN : 9789353430191 ,February 2019..
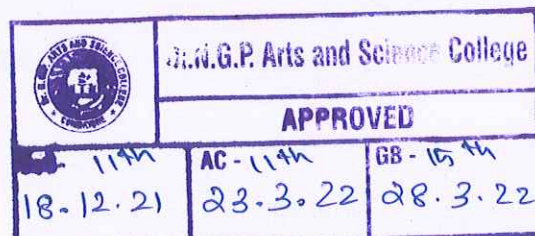
195CM1A3CB	COST ACCOUNTING	SEMESTER III

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I   Cost Concept and cost sheet   12 h

Cost Accounting – Definition– Meaning and Scope – Concept and Classification – Costing an aid to Management – Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender.

Unit II   Material Control and issue   16 h

Material: Levels of material Control – Need for Material Control – Techniques of inventory control -Perpetual inventory – Periodic Inventory– Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue – LIFO – FIFO – Simple Average - Weighted Average.

Unit III   Labour Costing and Overheads   15 h

Labour: System of wage payment – Idle time – Control over idle time – Labour turnover –Methods of Remuneration and incentive systems – Halsey Plan – Rowan Plan only –Overhead – Classification of overhead – Allocation of overhead and Absorption of overhead – Computation of Machine Hour Rate .

Unit IV   Process Costing   14 h

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production)

Unit V   Contract Costing and Reconciliation   15 h

Contract costing –Meaning and Features of Contract Costing, Contract v/s Job Costing, Treatment of Profit on Incomplete Contracts as Credited Profit and Reserve Profit, Value of Work–in–progress and Practical Problems on Preparation of Contract Account and Balance Sheet. Reconciliation of Cost and Financial accounts

Note: Distribution of Marks: 60% problems and 40% theory.

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Text Books

1. Reddy T.S., and Hari Prasad Reddy Y. 2017.Cost Accounting, Margham Publications, Chennai.

2. Jain S.P and Narang K.L. 2014. Cost Accounting, Kalyani Publishers, New Delhi.

References

1. S. P. Iyengar, 2010. Cost Accounting Principles and Practice. Sultan Chand & Sons, New Delhi.

2. Pillai.R.S.N. and Bagavathi 2014.Cost Accounting. Sultan Chand and CompanyLtd., New Delhi.

3. Saxena V, Vashist C 2014.Advanced Cost Accounting. Sultan Chand and CompanyLtd.,New Delhi.

4. M.N.Arora&PriyankaKatyal 2019. Cost Accounting. Vikas Publishing House, New Delhi.

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APPROVED

BoS- 11th	AC - 12th	GB - 13th
18.12.21	23.3.22	28.3.22

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BA1A3CB	RELATIONAL DATABASE MANAGEMENT SYSTEMS	CORE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- provide the students to develop skills in data base designing
- enable the practical knowledge in database information systems and Structure Query Language.
- Provide the concept of Transaction Management and Concurrency Control System.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Perceive the knowledge about Databases and its model, DBA's task and concepts of ER Modeling.	K1 & K2
CO2	gain depth knowledge about the DB Architecture and classification of Data Structures of DB	K1 & K3
CO3	Acquainted of Relational Algebra and the deep process about the normalization	K3
CO4	Apply the DDL, DML, constraints, aggregate & logical operations and Joins concepts through Structure Query Language.	K3 & K4
CO5	learn about Transaction Management and Concurrency Control	K1 & K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	M	M	M	M	M
CO3	M	M	S	S	M
CO4	S	M	S	S	M
CO5	M	S	S	S	S

Dr.N.Strong   M   Medium   L   Low

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195BA1A3CB	RELATIONAL DATABASE MANAGEMENT SYSTEMS	SEMESTER III

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I   Database System Applications   10 h

Introduction – Database System Applications-Database Systems Vs File Systems–View of data-Data Models-Database Languages– Database Users & Administrators. E-R Models: Basic concepts- Constraints-Keys–E-R diagram.

Unit II   Database System Architecture   12 h

Database System Architecture – Basic Concepts: Data System, Operational Data, Architecture for a Database System, Distributed Databases. Data Structures and Corresponding Operators: Introduction, Relational Approach, Hierarchical Approach, Network Approach.

Unit III   Relational Data Structure   14 h

Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key and Relational Algebra: Introduction, Traditional Set Operation – Attribute names for derived relations – Special Relational Operations. Normalization process - Introduction- Functional dependency-1 NF-2 NF-3 NF-Boyce-code NF.

Unit IV   Introduction to SQL   14 h

Brief Introduction to SQL: Data Definition Language- Data Manipulation Language – Select, Insert, Update and Delete – Data Control Language – Arithmetic, Comparison and Logical Operators – restricting Data with WHERE clause – Sorting and Grouping the data. Working with Dates - The Relation Model: keys: Primary key-Foreign Key –Joins –Types-of Joins.

Unit V   Transaction Management and Concurrency Control   10 h

Transaction Management: Introduction- Transaction Properties- Transaction States. Concurrency Control- Recovery Abilities –Concurrency Control Schemes-Locking: Two Phase Locking-Deadlock.

Text Books

1   Dates, C.J. 1998. An Introduction to Database System [Third Edition]. Naroso Publication House, New Delhi.[Unit – II and III].

2   Atul Kahate, 2009. Introduction to Database Management Systems [Third Edition]. Pearson Education Publication, Chennai. New Delhi.[Unit – IV and V].

References

1   Abraham Silberschatz., and Henry F. Korth. 2002. Database Systems concepts [Third Edition]. Tata Mc Graw Hill Publishing Company Ltd., New Delhi.[Unit –I]

2   Bipin C. Desai. 1999. An Introduction to Database System [Third Edition]. Galgotia Publication, New Delhi.

3   Alexis leon , Mathews Leon , 2010 Fundamentals of Introduction to Database Management Systems [second Edition] Mc Graw – Hill Education India Pvt Ltd (Unit V) – Uttar Pradesh.

4   Atul Kahate , 10th Impression 2012. Introduction to Database Management Systems, Pearson .

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BoS- 11th   AC - 12th   GS - 19th

18. 12.21   23. 3. 22   28. 3. 22

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A3CP	CORE PRACTICAL : STRUCTURED QUERY LANGUAGE	SEMESTER III

Total Credits: 2

Total Instructions Hours: 48 h

S.No   Contents

Create a Student table with the following fields and perform Data Definition Language operations.

Field name	Field type and Size
RollNo	Number (5)
Studname	Varchar2(15)
Gender	Char (6)
Deptname	Char (15)
Address	Char (25)
Percentage	Number (4, 2)

1

Queries:

To create a Database , table and List it.

To describe the structure of the student table

To rename a table

To alter a table

To truncate a table

To drop a table

Create a Student table with the following fields and perform Data Manipulation Language operations.

Field name	Field Type and Size
Rollno	Number (5) Primary key
Studname	Varchar2 (15)
Gender	Varchar2(6)
Deptname	Varchar2(15)
Address	Varchar2 (50)

2

Percentage	Number (4, 2)

Queries:

To insert values

To retrieve records

To update records

To delete records

Create an Employee table with following fields and Perform arithmetic and Logical Operations like Min, max, Sum, Average ,Count , AND, OR, IN, Not IN Operations.

Field name	Field Type and Size
Eno	Number (5) primary key
Ename	Varchar2(20) not null
Deptno	Number (2) not null
Desig nation	Varchar2(10) not null
Salary	Number (9, 2) not null

3

Queries:

Insert values

Display Maximum, Minimum amount of basic pay.

Display Sum and Average amount of basic pay

Get Ename named Thomas and Hardy

Get Designation named Marketing Or HR

List all Designation from the Sales, Marketing, HR

List all Salary that are not exactly $1000, $2000, $3000, $4000, or $5000

List all Ename that start with 'S' or "SA" and have one more character

List the different designation available in the Employee table without duplication (distinct)

Creation of table Company with the following fields and perform order by and Group by operations

Field name	Field type and Size
Company name	Varchar2(15)
Proprietor	Varchar2(20)
Address	Varchar2(30)

4

Supplier name	Varchar2(20)
No of employees	Number(4)
GP percent	Number(6,2)
Country	Varchar2(30)

Queries:

Displaying all the records of the company which are in the ascending order of GP percent

List the Company name in each country (Usage of GROUP BY)

List the Company in each country sorted high to low (usage of Order by)

Displaying the details of the company whose GP percent is greater than 20 and order by GP percent

Displaying the detail of the company having the employee ranging from 300 to1000

Perform the commit and rollback of the table.

Creation of table Payroll with the following fields and inserts the values:

Field Names	Field type
Employee no.	Number (8)
Employee name	Varchar(8)
Department	Varchar(10)
Basic pay	Number(8,2)
HRA	Number(6,2)
DA	Number(6,2)
PF	Number(6,2)
Net pay	Number(8,2)

5

Queries:

Updating the records to calculate the net pay.

Arranging the records of employees in ascending order of their net pay.

Displaying the details of the employees whose department is "sales".

Selecting the details of employees whose HRA>=1000 and DA<=900.

Selecting the records in descending order.

List all employee name that have no PF number (NULL)

Creation of the table named Manufacturer and Product with the following fields and inserts the values:

Field Names (Manufacturer)	Field Type
Manufacturer ID	Number(6) Primary Key
Manufacturer Name	Varchar2(30)
Manufacturer Website	Varchar2(30)
Manufacturer Email	Varchar2(30)

6

Field Names (Product)	Field Type
Manufacturer ID	Number(6) (Foreign key)
Model	Varchar2(30)
Price	Number(6)

Queries:

Insert values in both table

Retrieve the record whose manufacturer id > 2

Selecting the records whose model like " Inspiring E1705 "

Calculating the entire price amount by using sum operation.

e) Calculating the number of records whose model is greater than $300 with count operation.

Create a Table Publisher and Book with the following fields and insert values:

Field Names (Publisher)	Field Type
Pubcode	Varchar 2(5) Primary key
Pubname	Varchar 2(10)
Pubcity	Varchar 2(12)
PubState	Varchar 2(10)
Field Names (Book)	Field Type

7

Pubcode	Varchar2(5) (Foreign key)
Bookcode	Varchar2(5)
Booktitle	Varchar2(15)
Bookprice	Varchar2(5)

Queries:

a) Insert the records into the table publisher and book.

b) Describe the structure of the tables.

c) Show the details of the book with the title "DBMS" or price>300.

f) Select the book code, book title; publisher city is "Delhi".

g) Select the book code, book title and sort by book price.

h) Count the number of books of publisher starts with "Sultan chand".

Create a table Deposit and loan with the following fields and perform below queries:

Field Names (Deposit Table)	Field type
Acc No	Number(3)
Account	Varchar2(6)
Branch Name	Varchar2(15)
Customer name	Varchar2(20)
Balance amt	Varchar 2(10)
Field Names (Loan table)	Field type
Loan num	Number(5)
Branch Name	Varchar2(15)
Customer name	Varchar2(30)
Loan amt	Number (10)

Queries:

Find the number of loans with amount between 10000 and 50000.

List in the alphabetical order the names of all customers who have a loan at Chennai branch

Find the average account balance at the Coimbatore branch.

8

Update deposits to DA interest at 5% to the balance.

Find the total amount of deposit in 'Erode' branch.

Create Order and Customer with the following fields and perform Join Operations.

Field Names (Order)	Field type
Id	Number(2) unique
Order Date	Varchar2(15)
Order number	Varchar2(15)
Customer Id	Number(5)
Total I	Number(5)
Field Names (Customer)	Field type
Id	Number(2) unique
First Name	Varchar2(15)
Last Name	Varchar2(15)
City	Number(5)
Country	Number(5)
Pin Code	

9

Queries:

Insert values.

List all orders with customer information

List all orders with product names, quantities, and price

List all customers, whether they placed any order or not   (Left Join)

List customers that have not placed orders 10 (Right Join)

Match all customers and suppliers by country (Full Join)

Create the course and batch table with following fields

Field Names (Course)	Field type
Courseno	Number(2) Primary Key
Coursename	Varchar2(20)
Syllabus	Varchar2(25)

10

Field Names (Batch)	Field type
Courseno	Number(5) Foreign Key
Batchno	Number(5)
Starting date	Date
Duration	Varchar2(15)
Income	Number5

Queries:

Insert values and display the records

Display the records from batch table whose Courseno is greater than 2

Display the Courseno, Coursename for the batch starting from '25 June 2000

List Batchno for the batch starting before '30th June 2001' and after 'December 2001'

List the details of the batch who have joined before the end of 'September 2001'

a) Write a SQL Statement to return the Current date from SYSDATE.

b) Write a SQL Statement by using to_char() function.

c) Create a SQL query to convert the date in standard format (To_date()).

d) Create Event Table with the following tables.

Field Names (Manufacturer)	Field Type
event_ID	Number(6) Primary Key
event_Name	Varchar2(30)
location	Varchar2(30)
start_date	DATE
end_date	DATE

a) Insert the values into tables

b) Convert a string to a date before inserting by using to_date().

c) Format the dates with to_char()

Implement the star schema of data warehouse schema with the following tables.

Table name	Type_of_table	Fields
Sales	Fact table	Measures: quantity_sold, amount, and cost.
		Keys: cust_id, , prod_id, channel_id, Time_id.
Customers	Dimension Table	cust_id,cust_name,Cust_State
Products	Dimension Table	prod_id,
Channels	Dimension Table	channel_id,channel_desc
Time	Dimension Table	Time_id

12

Note: Out of 12 Exercise 10 is mandatory

Course Code	Course Name	Category	L	T	P	Credit
192MT1B3IF	OPERATION RESEARCH	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- method of solving graphical and simplex method
- effectiveness of optimal solution
- critical path analysis of a method to examine its project management

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the real-world problem as a mathematical programming model	K1
CO2	apply the concept of a Transportation Model and Assignment problems to develop the optimal solution	K2
CO3	solve strategic decision making using game theory	K2
CO4	apply replacement models in order to know when to replace a machine with considering cost with time	K3
CO5	Analyze the critical path method to solve real life project scheduling	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	M	S
CO3	S	S	S	M	S
CO4	S	M	S	S	S
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

192MT1B3IF	OPERATION RESEARCH	SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction to Operations Research   7 h

Introduction to Operations Research - Basics definition - Scope - Objectives - Phases - Models - Limitations of Operations Research - Linear Programming Problem – Formulation of LPP - Graphical solution of LPP - Simplex Method - Artificial variables

Unit II   Transportation Problem and Assignment model   10 h

Transportation Problem - Formulation - Unbalanced Transportation problem - Finding basic feasible solutions – North West Corner Rule - Least Cost Method - Vogel's Approximation Method - Optimality test - MODI method

Assignment model - Formulation - Hungarian method for optimal solution - unbalanced problem - Traveling salesman problem

Unit III   Game Theory   10 h

Games Theory - Competitive games - Rectangular game - Saddle point - Minimax and maximin method of optimal strategies - Value of the game - Solution of games with saddle points - Dominance principle - Rectangular games without saddle point – mixed strategy for 2 X 2 games

Unit IV   Replacement Models   10 h

Replacement Models - Replacement of Items that deteriorate whose maintenance costs increase with time without change in the money value - Replacement of items that fail suddenly - individual replacement policy - group replacement policy

Unit V   PERT and CPM   11 h

Development of Project Network - Time Estimation - Determination of the Critical Path - PERT Model - Measures of variability - CPM Model, Network Cost System - Resources Considerations in Projects

Note: Theory 20% and Problem 80%

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Text Books

1. Kanit Swarup , P.K Gupta, Man Mohan, 2003, 'Operation Research', 5th Edition, Sultan Chand & Sons publication, New Delhi

References

1. Manmohan, Gupta, P.K and Kanthi Swarup, 1998, 'Operations Research', 9th Edition, S. Chand & Sons, New Delhi

2. Vittal, P.R., 2013, 'Operations Research', 1st Edition, Margham Publishers, Chennai.

3. Gupta P.K and Hira. D.S, 2003, 'Problems In Operations Research', 2nd Edition, S. Chand & Sons, New Delhi

4. Hamdy A. Taha, 2014, 'Operations Research an Introduction', 9th Edition, Pearson Education Publishers Private Ltd, New Delhi

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Course Code	Course Name	Category	L	T	P	Credit
195BA1A3SA	CORPORATE BUSINESS COMMUNICATION	SEC	3	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- develop written and oral Corporate Business Communication Skills
- perceive about the kinds of Business Letters
- gain knowledge about Corporate Etiquettes

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Comprehend the Corporate Business Communication concept and Communication Methods	K1
CO2	discuss about kinds of business letters	K1
CO3	Obtain knowledge about Banking and Insurance Correspondence	K3
CO4	Aware about the Corporate Etiquettes	K3
CO5	aware about written analysis and communication	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	M	M	M	M	M
CO3	M	M	M	M	S
CO4	S	M	S	M	M
CO5	S	S	M	M	M

S   Strong   M   Medium   L   Low

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195BA1A3SA	CORPORATE BUSINESS COMMUNICATION	SEMESTER III

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I   Introduction to Corporate Communication   7 h

Corporate Business Communication: Meaning – Objectives of Communication - Barriers to Communication – Importance of Effective Business Communication - Modern Communication Methods – Business Letters – Meaning- Types of Business letter - Layout of Business Letters.

Unit II   Kinds of Business Letters   7 h

Trade Enquiries – Offers and Quotation - Orders and their Execution – Defective order -Delay in execution - Credit and Status Enquiries   – Complaints and Adjustments - Sales Letters – Objectives and functions – Circular Letters.

Unit III   Banking and Insurance Correspondence   7 h

Banking Correspondence - Correspondence with the customers – Opening of Bank account –Requisition for stop payment – Request for overdraft – Request for ATM Password - Insurance correspondence – Fire Insurance – marine Insurance - life Insurance

Unit IV   Corporate Etiquettes   8 h

Corporate etiquettes – Dressing and Grooming skills – workplace etiquettes-

E-mail etiquettes – Telephone etiquettes – Meeting etiquettes- Presentation skills- Listening skills –Team Skills –Stress Management – Causes - Remedies

Unit V   Written Analysis and communication   7 h

Application Letters – meaning - Preparation of Resume- Interview – Meaning - Interview skills - Various types of Interviews – Group Discussion –Participation in Group discussion- Public Speech – Meaning - Characteristics of a good speech – Recitation of short stories – Presentation – One act Plays

Text Books

1. Kathiresan, & Dr.Radha , "Business Communication", [2014 Edition] Prasanna Publishers , Chennai

2. Lillian hunt chaney and Jeanette St. Clair Martin, " The Essential Guide to Business Etiquette" 2007 Edition, Praeger Publishers, London

References

1. Rajendra Pal and Korlahalli, 2017, "Essentials of Business Communication".[Twelth Edition] Sultan Chand & Sons, New Delhi

2. Namita Gopal 2013, Business Communication [First Edition]. New Age International Publishers, New Delhi

3. K.K.Ramachndaran , K.K. Karthick V, 2016 From campus to corporate [First Edition] Pearson India Education Services Pvt Ltd ,Delhi.

4. N.S Ragunathan B.Santhanam ,2017. Business Communication [Second Edition].Margham Publication,Chennai

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A3GA	GENERIC ELECTIVE : BUSINESS ETHICS	SEMESTER III

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I   Introduction to Business Ethics   4 h

Business Ethics – Meaning, Definition, Need, Scope, Objectives, Types – Factors influencing Business Ethics– Ethics Vs. Moral and Values

Unit II   Ethics in Marketing   5 h

Ethics in Marketing- Ethics in areas of Advertising - Ethics and Regulation in Pricing, Ethics in Product Packaging and Labeling, Ethics in Personal Selling.

Unit III   Ethics at Workplace   5 h

Ethics in Workplace –Definition, Principles - Advantages of Managing Ethics in Workplace - Effective ways to teach Workplace Ethics

Unit IV   Ethics in Production   5 h

Ethics in Production and operations management – Ethics in Finance and importance issues

Unit V   Ethics in Decision Making   5 h

The ethical Organisation - Difficulties in Decision Making - Levels of Decision Making - Code of Ethics

Text Books

1. C S V Murthy, Business Ethics - Text and Cases Himalaya Publishing House 2nd edition, 2014

2. Dr. S. Sankaran, First edition, Business Ethics and Values, Maragham Publication, Chennai 2016.

References

1. Saurabh Agrawal, Business Ethics, SBPD - AGRA Publisher, 1st edition, 2015.

2. Peter. A. Stanwick, Understanding Business Ethics, Pearson Publishing House, New Delhi, 1st edition, 2011.

3. Ronald D Francis Mishra, Business Ethics Indian Perspective, TMH - Publisher New Delhi, 1st edition, 2010.

4. Rituparana Raj, A study in Business Ethics, Himalaya - New Delhi, 1st edition.

195BA1ASSA	FUNDAMENTALS OF BANKING	SEMESTER III

Total Credit: 2

Syllabus

Unit I Banking

Banking – Definition - Role and Functions of Banks - Structure of commercial Banks in India - Public, Private and Foreign Banks. Relationship between a Banker and a Customer - Recent Developments in Banking Industry.

Unit II Customer's Accounts with the Banker

Types of Deposits Account- Fixed deposit accounts - Savings deposit accounts - Recurring Deposit - Current account. Operating the Bank Account- Legal Aspects of Entries in the pass book- inoperative Accounts – Closing of a bank Account.

Unit III Negotiable Instrument

Negotiable instruments - Definition- Essential Features of Negotiable instruments – Types. Definition of Cheque, Promissory note and Bill of Exchange – difference between Cheque and Bill of Exchange – salient features of a cheque.

Unit IV Cheques

Payment of Cheques: Precautions to be taken by the paying banker-Proper form of a cheque-Date and amount of the cheque - Material alterations-Statutory protection to the paying banker.

Unit V E-Banking

E-Banking – Introduction, Concepts and Meaning - - Electronic delivery channels – E-banking transactions- truncated cheque and electronic cheque- mobile banking-modes of mobile banking –Advantages – Constrains in E-banking - security measures.

Text Books

1. Sundharam & Varshney, Banking Theory Law and Practice, Sultan Chand & Sons, 20th Revised edition 2014

2. Gordon E, Banking Theory: Law and Practice, Himalaya Publication house - Mumbai, 26th Revised Edition 2017.

References

1. Kandasami.K.P, Natarajan S and Parameswaran R., Banking law and Practice, S.Chand & Company, 7th Revised Edition 2014.

2. S.Arunajatesan & S.Radhakrishnan, Bank Management, Marghan Publications, Chennai, Reprinted 2013.

3. Varshney P.N. , Banking Law & Practice , Sultan Chand & Sons, 25th Thoroughly Rev. & Enlarged Edn. 2014.

4. Santhanam B, Banking and Financial System, Marghan Publications, Chennai, 5th Edition 2017.

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APPROVED

BoS- 11th	AC - 12th	GR - 15th
18.12-21	23.3.22	28.3.22

B.Com. BA (Students admitted during the AY 2021-22)

195BA1ASSB	RETAIL MANAGEMENT	SEMESTER III

Total Credit: 2

Syllabus

Unit I Introduction Retail Management

Retail: Meaning- Functions- Characteristics of Retailing- Reasons for Studying Retailing- Marketing- types of retailing- Marketing Concepts applied to Retailing – Retailing as a Career- Trends in Retailing. Typical Day to day life cycle of Store Operations and Merchandising.

Unit II Retail Formats

Retail Formats- functions of retail formats-Retail Value Stream - Life cycle and phases in growth of retail market- Business models in retail- Other retail models- Rural retailing consumerism and ethics in retailing - corporate social responsibilities in retailing- Evolution of Multi-Channel Retailing – New Marketing Strategies to address Multichannel needs - Collaboration of Multichannel retail with Brick and Mortar Stores.

Unit III Retail Market

Retail Market - Strategy-Strategic Planning in Retailing - Strategic retail planning process Situation Analysis – Objectives - Need for Identifying Consumer Needs- Overall Strategy - Feed Back and Control- Consumer Decision - Making Process. Online Marketing - Social Media Strategy.

Unit IV Retailing in India

Retail in India - Evolution and Size of Retail in India- Drivers of Retail Change in India shopping trends in Indian retail market - Challenges in Retail Developments in India Environment and Legislation for Retailing- Face of E-Commerce in India- FDI in Retailing - Difference between Retailing in US Vs India – Potential gains Vs loss, Threats of FDI to Unorganized Retail.

Unit V Retail Marketing

Retail Marketing – Methods – Problems – Retail Marketing in India - Marketing of Services – E–Marketing – Marketing Ethics – Consumerism – Meaning – Evolution –Types of Exploitation – Consumer Rights – Laws Protecting the Consumer Interest –Consumer Protection Acts – Consumer Courts.

Text Books

1. Dr.L.Natrajan ,2017 , Retail Management, Maragham Publication, chennai

2. Swapna Pradhan, 2009, Retailing Management Text and cases, Tata Mc Grawhill

References

1. Kuldeep Singh , 2011, Retail Management in New Dimensions, Global Vision, New Delhi

2. Gibson G.Vedamani, 2008 , Retail Management , Jaico Publication , Delhi

3. Barry Berman and Joel R Evans, 2011, Retail Management A strategic Approach 12th edition, Prentice Hall of India

4. James R Ogden, Denise Ogden Integrated , Retail Management , 2005, Biztantra

B.Com. BA (Students admitted during the AY 2021-22)

191TL1A3AA	பகுதி – 4 : அடிப்படைத்தமிழ்தாள் : 1(Basic Tamil)	SEMESTER III

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019–20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு) (பருவத் தேர்வு உண்டு)

அலகு : 1   தமிழ் மொழியின் அடிப்படைக் கூறுகள்   12 h

அ) எழுத்துகள் அறிமுகம் :

   1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்

   2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்

   3. உயிர்மெய் எழுத்துக்கள்

ஆ) சொற்களின் அறிமுகம்: பெயர்ச்சொல், வினைச்சொல் – விளக்கம் (எ.கா.)

அலகு : 2   குறிப்பு எழுதுதல்   12 h

   1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி

   2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7),

   3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்

   4. ஊர்வன, பறப்பன, விலங்குகள், மனிதர்களின் உறவுப்பெயர்கள்

   5. ஊர்களின்பெயர்கள் (எண்ணிக்கை 10)

   6. பயிற்சிப் பகுதி (உரையாடும் இடங்கள்) : வகுப்பறை, பேருந்து நிலையம், சந்தை

வினாத்தாள் அமைப்பு முறை   -   மொத்த மதிப்பெண்கள் - 50

                                     பகுதி –அ

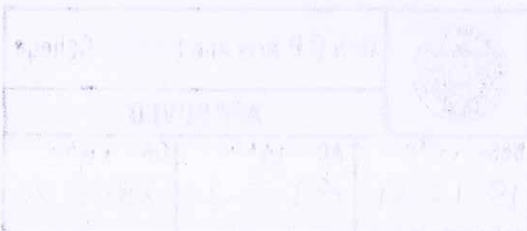சரியான விடையைத் தேர்வு செய்தல்   10x2=20

                                     பகுதி –ஆ

அரைப்பக்க அளவில் விடையளிக்க   03x5=15

                                     பகுதி-இ

இரண்டு பக்க அளவில் விடையளிக்க   01x15=15

குறிப்பு:

   • அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்

   • பகுதி ஆ மற்றும் இ –க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

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B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1 அடிப்படைத் தமிழ். 2019. தொகுப்பு : தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

References

1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்

2 வலைதள முகவரி : http://tamilvu.org

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B.Com. BA (Students admitted during the AY 2021-22)

191TL1A3AB	பகுதி – 4 : சிறப்புத் தமிழ் தாள் : 1 (Advanced Tamil)	SEMESTER - III

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019– 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 – ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)(பருவத் தேர்வு உண்டு)

அலகு – 1 மரபுக் கவிதைகள் 05 h

அ) பாரதியார் கவிதைகள்

- தமிழ்நாடு
- மனதில் உறுதி வேண்டும்
- வருகின்ற பாரதம் (பா.எண்.5-8)

ஆ) பாரதிதாசன் கவிதைகள்

- இன்பத்தமிழ்
- நீங்களே சொல்லுங்கள்
- வாளினை எடடா!

இ) தாராபாரதி கவிதைகள்

- வேலைகளல்ல வேள்விகள்

அலகு – 2 புதுக்கவிதைகள் 05 h

- கம்பன் கவியரங்கக் கவிதை - மு.மேத்தா
- தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
- நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

அலகு – 3 இலக்கணம் 04 h

- வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
- ர, ற,- ல, ழ, ள - ந, ண, ன - ஒலிப்பு நெறி, பொருள் வேறுபாடு அறிதல்

அலகு – 4 கடிதங்கள் எழுதுதல் 05 h

- பாராட்டுக் கடிதம்
- நன்றிக் கடிதம்
- அழைப்புக் கடிதம்
- அலுவலக விண்ணப்பங்கள்

அலகு – 5 பாடம் தழுவிய வரலாறு 05 h

- பாரதியாரின் இலக்கியப் பணி
- பாரதிதாசனின் இலக்கியப்பணி
- மரபுக்கவிதை, புதுக்கவிதை - விளக்கம்

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B.Com. BA (Students admitted during the AY 2021-22)

வினாத்தாள் அமைப்பு முறை -

<table>
<tr><td></td><td>மொத்த மதிப்பெண்கள் - 50</td></tr>
<tr><td>பகுதி –அ</td><td></td></tr>
<tr><td>சரியான விடையைத் தேர்வு செய்தல்</td><td>10x1=10</td></tr>
<tr><td>பகுதி –ஆ</td><td></td></tr>
<tr><td>அரைப்பக்க அளவில் விடையளிக்க</td><td>05x3=15</td></tr>
<tr><td>பகுதி-இ</td><td></td></tr>
<tr><td>இரண்டு பக்க அளவில் விடையளிக்க</td><td>05x5=25</td></tr>
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குறிப்பு:

- பகுதி –அ அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி ஆ மற்றும் இ –க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

Text Books

1   சிறப்புத் தமிழ் . 2019. தொகுப்பு : தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

References

1   புலவர் சோம. இளவரசு - 2014. இலக்கிய வரலாறு, மணிவாசகர் பதிப்பகம், சென்னை – 108

2   வலைதள முகவரி : http://tamilvu.org

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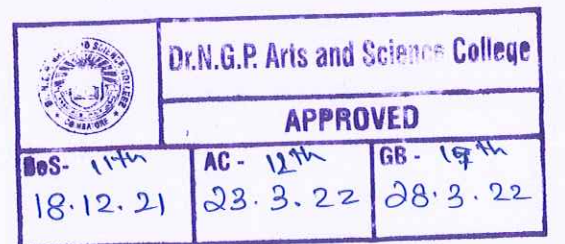
B.Com. BA (Students admitted during the AY 2021-22)

195CR1A3AA	WOMEN'S RIGHTS	SEMESTER III

Total Credits: 2

Total Instruction Hours: 24h

Syllabus

Unit I   Rights to Infant & Child   4 h

Issues for women in India- Law relating to Female infanticide-Rights to the survival of a child-Child Labour- Child trafficking –Child Marriage- Protection of Children against Sexual Offences Act 2012 (POCSO)

Unit II   Rights to women   5 h

Matrimonial protection-Protection against dowry-Protection to pregnancy-Sexual offences-Law relating to work Place- Directive principles of Constitution (Article 39 a, d, e & Article 42, 43 & 46) - Trafficking of women

Unit III   Laws for Senior Citizen women   5 h

Constitutional Rights –Personal Laws- The Tamil Nadu Maintenance and Welfare of Parents and Senior Citizens Rules in 2009- The National Council for Older person- Government Provisions for elderly persons

Unit IV   Civil and Political Rights of Women   5 h

Right of inheritance-Right to live with decency and dignity-The Married women's Property Act 1874-Personl law women's right to property-Women Reservation Bill-National Commission for Women-Political participation Pre independent political participation of women-Participation of Women in post independent period

Unit V   International convention on Womens' Right   5 h

Convention on the Elimination of All Forms of Discrimination against Women(CEDAW)-United Nations population Fund(UNFPA)-Protocol to the African Charter on the rights of women in Africa-Convention on the Nationality of Married women-Convention on the political rights of women- Inter-American convention on granting of civil and political rights for women-Universal declaration of Human rights

Text Books

1	Women & Law(2009)-Krishna Pal Malik-Allahabad Law University, Delhi

References

1	Women's Human Rights in India(2019)-Christian Foster and Jaya Sagade- Routledge India
2	Justice for Women: Concerns and Expressions (2008)-Anand AS –Universal Law Publishing Co.

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B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BA1A4CA	MANAGEMENT ACCOUNTING	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Management Accounting Techniques
- The conceptual framework of Management Accounting
- The budgeting Techniques

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Perceive the concepts of Management accounting and classifying the financial accounting, management accounting and cost accounting	K1
CO2	Obtain knowledge to calculate the types of ratio	K1
CO3	Capture the procedures relating Working Capital and Cash flow statement	K1 & K4
CO4	Know the concepts, of Marginal costing and Break Even Analysis	K3
CO5	To gather Knowledge about the Budgeting and classify the types of budget	K1 & K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	M	S	M	M	S
CO4	M	M	M	M	M
CO5	S	S	S	M	S

S   Strong   M   Medium   L   Low

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B.Com. BA (Students admitted during the AY 2021-22)

195BA1A4CA	MANAGEMENT ACCOUNTING	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I   Introduction to Management Accounting   14 h

Management accounting – Meaning - Definition – Characteristics – Scope - Objectives - functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting - Tools and techniques of management accounting - Advantages and limitations.

Unit II   Ratio Analysis & Working Capital   14 h

Ratio Analysis – Meaning-Advantages - Limitations-Classification of ratios-Analysis of Liquidity, Solvency, Profitability.
Working Capital –Meaning – Definition – Determinants -Working capital requirements and its computation.

Unit III   Fund Flow Analysis and Cash FlowStatement   15 h

Fund flow statement – Meaning – Importance - Limitations – Preparation of schedule of changes in working capital - Calculation of funds from operation - Preparation of fund flow statement.
Cash flow statement –Meaning – Importance – Difference between fund flow and cash flow analysis – Advantages – Limitations – Computations of cash from operations – Preparation of Cash flow statement.(Revised format AS3)

Unit IV   Marginal costing & Break Even Analysis   14 h

Marginal costing – meaning – Significance - limitations Break Even Analysis – Managerial applications - Key factors: - Make or Buy - Pricing decision –Effect of changes in sales price.

Unit V   Budgeting & Budgetary control   15 h

Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets –Master Budget- material budget - purchase budget- sales budget - cash budget - flexible budget _ Theoretical concept of Zero Base Budgeting

Note:60% Problem 40% Theory

Text Books

1. Sharma and S.K.Gupta, 2019. "Management Accounting", (13thEdn.) Kalyani Publishers, New Delhi.

2. S.P. Jain and K.L. Narang, 2016. "Cost and Management Accounting", (Revised Edn.)Kalyani Publishers, New Delhi.

References

1. Ramachandran & Srinivasan. R. 2019. "Management Accounting", (17th Edn.) Sriram Publications, Trichy.

2. Dr. S.N. Maheswari. 2014. "Management Accounting", (Revised Edn.) Sultan Chand & Sons, New Delhi.

3. Reddy T.S and Reddy H.P. 2013."Management Accounting", (VIII Edn.) Margham Publications, Chennai.

4. M Y Khan, P. K Jain, 2017. "Management Accounting", (7th Edn), McGraw Hill Publications, Noida, India

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BA1A4CB	FINANCIAL MANAGEMENT AND PORTFOLIO ANALYTICS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To acquire the skills necessary to manage a financial firm and understanding the ability to use basic financial statement analysis
- To provide adequate knowledge on Financial Management
- To promote Knowledge on Working Capital Management

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend the Financial Management and sources of finance	K1
CO2	Know about Cost of Capital and methods of calculating cost of capital	K2
CO3	Classify the leverages concepts and study about the theories relating to capital structure	K3
CO4	Classify the Leasing concept and gain knowledge regarding Dividend Theories	K3 &K4
CO5	To consummate Knowledge about Working Capital Management and Computation of Working Capital.	K3& K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	M	S	S	M	M
CO4	M	M	M	M	S
CO5	S	M	M	M	S

S   Strong   M   Medium   L   Low

195BA1A4CB	FINANCIAL MANAGEMENT AND PORTFOLIO ANALYTICS	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction to Financial Management   10 h

Financial Management: Meaning, Nature, Scope and Objectives – Role and Functions of Financial Management – Financial Decisions – Relationship between Risk and Return – Sources of Finance – Short-term and Long-term Finance.

Unit II   Cost of Capital & Capital budgeting   12 h

Cost of Capital: Meaning and Importance – Cost of Debt, Preference, Equity and Retained earnings – Weighted Average Cost of Capital – Capital Budgeting – Techniques – ROI, Payback period and Discounted cash flow

Unit III   Leverages & Theories of Capital Structure   10 h

Leverages: Financial Leverage – Operating leverage – EBIT and EPS analysis – Theories of Capital Structure – Net income approach – Net operating income approach - MM Hypothesis – Determinants of Capital structure

Unit IV   Leasing & Dividend   8 h

Leasing - Meaning, Nature and Types- Advantages and Disadvantages-Dividend - Meaning - Dividend Theories - Walter's model – Gordon and MM's models – Dividend policy - Forms of Dividend.

Unit V   Working Capital & InventoryManagement   8 h

Working Capital Management –Computation of Working capital-   Cash management – Receivables management – Inventory management - Computation of Inventory management.

Note: 60% theory and 40% problem

Text Books

1. Maheswari, S.N. 2004. Financial Management Principles and Practice [Nineth Edition]. Sultan chand& Sons, New Delhi.

2. Sharma, R.K. Shashi K. Gupta, 2011. Financial Management Theory and Practice [Seventh Edition]. Kalyani Publishers, New Delhi.

References

1. I.M.Pandey: "Financial Management", Vikas Publishing House, New Delhi, 8th Edition, Reprint 2013..

2. Khan, M.Y., and Jain, S.P. 2000. Financial Management Text and Problems [Third Edition]. Tata McGraw - Hill Publishing Company Ltd., New Delhi.

3. Prasanna Chandra, 1997. Financial Management Theory and Practice.[Fourth Edition]. Tata McGraw - Hill Publishing Company Ltd., New Delhi.

4. Dr.A.Murthy: "Financial Management", Margham Publications, Chennai, Reprint 2017. (ISBN: 978-93-81430-20-0.

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BA1A4CC	DATA MINING AND BUSINESS INTELLIGENCE	CORE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To understand basic concepts and techniques of Data Mining
- To know about BI Management and Implementation
- To develop the students to implement the machine learning concepts and its tools

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To aware about basics of Data Mining	K1
CO2	Analyze and Aware the Data preprocessing and Visualization techniques	K2
CO3	Procure the knowledge about Transaction and Analytics process and its tools	K1 &K3
CO4	To Consummate Dashboards and Data Mining Tools and SDLC	K3
CO5	To consummate Knowledge BI with Databases,knowing the privacy, ethics in BI	K1 & K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	M
CO2	M	S	S	S	M
CO3	M	M	S	S	M
CO4	M	M	S	S	S
CO5	S	M	S	S	M

S   Strong   M   Medium   L   Low

195BA1A4CC	DATA MINING AND BUSINESS INTELLIGENCE	SEMESTER IV

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I   **Data Mining**   12 h

Introduction to Data Mining: Data mining - Related technologies - Machine Learning, DBMS, OLAP, Statistics   -Data Mining Goals - Stages of the Data Mining Process - Data Mining Techniques - Knowledge Representation Methods - Applications. **Data Warehouse and OLAP** - Data Warehouse and DBMS - Multidimensional data model - OLAP-operations

Unit II   **Data Preprocessing**   12 h

Data preprocessing: Data cleaning - Data transformation - Data reduction - Discretization and generating concept hierarchies - Installing Weka 3 Data Mining System. **Data mining knowledge representation** - Task relevant data - Background knowledge of different datasets

Unit III   **Attribute-Oriented analysis**   12 h

Interestingness measures - Representing input data and output knowledge - Visualization techniques.Attribute-oriented analysis -Attribute generalization - Attribute relevance - Class comparison - Statistical measures

Unit IV   **Business Performance Management**   12 h

Business Performance Management - Strategize – Plan – Monitor – Performance Measurement – BPM Methodologies – Performance Dashboards and Scorecards. Data Mining for Business Intelligence – Concepts and Definition – Applications – Process – Methods – Artificial Neural Networks – Data Mining Software Tools- SDLC Life cycle

Unit V   **Business Intelligence Implementation**   12 h

Business Intelligence Implementation: Integration and Emerging Trends – Implement BI – BI and Integration – Connecting BI systems to Databases and other enterprise systems – On-Demand BI – Issues of Legality, Privacy and Ethics – Emerging Topics in BI

Text Books

1 Ian H. Witten and Eibe Frank , Data Mining: Practical Machine Learning Tools and Techniques , (Second Edition), 2005, ISBN: 0-12-088407-0, Morgan Kaufmann publications

2 Efraim Turban, Ramesh Sharda ,DursunDelen, David King . Business Intelligence a Managerial Approach, Second Edition,2012, Pearson

References

1 Jiawei Han and MichelineKamber, Data Mining: Concepts and Techniques, 2nd Ed. 2006 Morgan Kaufman.

2 M. H. Dunham, Data Mining: Introductory and Advanced Topics, 2nd Ed. 2001, Pearson Education

3 GalitShmueli ,Nitin R. Patel , Peter C. Bruce. Data Mining for Business Intelligene , Reprint 2011, wiley – India Pvt ltd

4 Prasad R.N. and Seema Acharya , "Fundamentals of Business Analytics ", 2014 Current Edition, Wiley Publisher, New Delhi

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A4CP	CORE PRACTICAL : SPSS FOR DATA ANALYSIS	SEMESTER IV

Total Credits: 2
Total Instructions Hours: 48 h

S.No	Contents
1	Create of questionnaire and data entry in Google form
2	i) Opening an existing data file, Importing and Exporting the data ii) Entering Data, Defining variables, Saving data
3	Sorting, Splitting, Transforming and viewing data set
4	Performing Frequency, Descriptive statistics and crosstabs using data set
5	Describing the data in various graphical forms like line chart, pie chart, bar chart, histogram, box plot, scatter diagram
6	Performing chi- Square test
7	Performing t-Test (One Sample, Paired Sample and Independent Sample Test)
8	Performing one way ANOVA and two way ANOVA
9	Performing correlation and regression Analysis
10	Performing Rank analysis
11	Finding out Ratios using financial dataset
12	Report Generation with Interpretation for primary and secondary

Note: Out of 12 programme 10 is mandatory

B.Com. BA (Students admitted during the AY 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BP1A4IA	BUSINESS ECONOMICS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Basic economics concepts and Models of Business
- Familiarize the learners about Supply and Cost Analysis, Business Cycle and Inflation
- Know about concepts like Monetary and Fiscal Policy National Income

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know About the Business economic concept and law relating to demand, and Business models for Analytics	K1
CO2	Understand the law of supply and elasticity of supply, Concepts of Cost	K2
CO3	To gather knowledge about the Business cycle and its Phases, concepts of Inflation and Deflation	K2
CO4	To consummate knowledge about Monetary Policy, Fiscal Policy	K3
CO5	To Procure Knowledge about National Income and methods of Computation of National Income	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

195BP1A4IA	BUSINESS ECONOMICS	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Demand Analysis   **10** h

Meaning- Definition- Scope of Business Economics- Micro and Macro Economics- Significance of business Economics. Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand.

Unit II   Supply and Cost Analysis   10 h

Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost and its types. Price and output decisions in various market forms: Determination of Perfect Market and Imperfect Market.

Unit III   Business Cycle and Inflation   08 h

Introduction -Characteristics of Business cycle- Phases of Business cycle- Boom- Recession- Depression- Recovery- Inflation and Deflation: Definition and Meaning– Types of Inflation -Deflation- Method of Calculation and its effect in economy.

Unit IV   Monetary and Fiscal Policy   12 h

Meaning of Monetary Policy- Objectives of Monetary Policy- Limitations of Monetary Policy- Instruments of Monetary Policy- Reserve Bank and control of credit (Monetary policy)- Methods : General Method (Quantitative) Selective Method (Qualitative)- Fiscal Policy: Meaning- Objectives of Fiscal Policy- Instruments of Fiscal Policy- Limitations of Fiscal Policy.

Unit V   National Income   08 h

Wealth and Income- Definition and Concepts of National Income- Gross Domestic Product (GDP) - Gross National Product (GNP)- Net National Product (NNP)- National Income (NI)- Personal Income (PI)- Disposable Personal Income – Per capita Income- National Income Accounts or Social Accounting – Methods of Computation of National Income- Difficulties of Computation of NationalIncome and Per capita Income.

Text Books

1 Sundaram. K.P.M and Shankaran. S, 2010 Business Economics. Sultan Chand and Sons Publishers New Delhi. . (4th edition).

2 RuddarDatt, 2005.Indian Economy [Fifty-one Edition] Sultan Chand & Sons, New Delhi.

References

1 Dr.Ahuja. H.L 2014.Business Economics [Eleventh Edition] Sultan Chand Publications. NewDelhi.

2 Shankaran. S, 2013. Economic-Analysis, Margham Publication Chennai.(7th edition)

3 ManabAdhikary 2010. Business Economics [Second Edition] Excel Books, New Delhi

4 Maheshwari P.C, Maheswari B.B &Sinha V.C 2015. Business Economics, SBPD Publishing House, Agra.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A4SA	ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	SEC	3	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- The organizational behaviour concepts and Models of Organizational Behaviour
- Familiarize the learners about theories of perception and leadership
- Know about concepts of planning, controlling in a step-by-step approach

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know About the concept and relevance of Organizational Behaviour in management	K1
CO2	Identify the factors influencing perception and relate the Characteristic of attitudes to understand behavior	K2
CO3	Demonstrate the ability to use theories in the practice of Leadership	K2
CO4	Gain knowledge about Planning and decision making process	K3
CO5	Discuss about Direction and controlling	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	M	S	S	S	M
CO5	M	S	S	S	M

S   Strong   M   Medium   L   Low

195BA1A4SA	ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	SEMESTER IV

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I   Introduction to Organizational Behaviour   7 h

Concept & Meaning of Organizational Behavior - Characteristic - Nature of Organizational Behaviour   Approach to the study of Organizational Behavior - Models of OB- Challenges and Opportunities faced by Managers applying OB

Unit II   Perception and attitudes   7 h

Perception- Meaning- Nature - Importance - Factors influencing Perception - Barriers to perceptual accuracy - Attitudes- Meaning - Characteristics – Components - Sources of attitude - Functions - Types

Unit III   Leadership and theories   8 h

Leadership- Meaning – Importance - Functions - Leader Vs Manager -Leadership styles- Theories – Trait theory- Behaviour theory- Contingency theory- How to be an effective leader

Unit IV   Planning and Decision Making   7 h

Nature and purpose of planning – Planning process – Types of planning - objectives – Planning Tools and Techniques – Decision making - Characteristics- - Types -Steps in Decision making process

Unit V   Direction and Controlling   7 h

Direction - Meaning – Features - Importance - Principles - Elements of Direction- Control – Definition- Nature - Significance of controlling- Process of Control - Techniques of Control

Text Books

1   Shashi K.Gupta, Rosy Joshi, 2014, Organizational Behavior, Kalyani Publisher

2   Dr.N.Mishra, Dr.O.B.Gupta 2015, Principles of Management, SBPD Publishing house

References

1   Dinkar Pagare, 2013, Principles of Management, [5th Edition], Sultan Chand & Sons

2   K. Aswathappa, 2014, Organizational Behavior, Himalaya Publishing House Pvt. Ltd

3   L.M. Prasad, 2014, Organizational Behavior, Sultan Chand & Sons

4   N. Kumar & R. Mittal, 2011, Organisational Behaviour, Anmol

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B.Com. BA (Students admitted during the AY 2021-22)

195BA1A4GA	GENERIC ELECTIVE : ANALYTICS FOR DECISION MAKING	SEMESTER IV

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I   Introduction to the Business Analytics Role   5 h

Introduction to the Business Analytics Role - Business Analyst- The basic rules of Business & Business Analysis - The evolving role of the Business Analyst.

Unit II   Business Analysis   5 h

Different levels of business analysis - Classical Requirements and Tasks performed by Business Analysts

**Unit III**   Decision Making   5 h

Decision Making - Meaning - Objective – Characteristics - Steps in Decision Making.

Unit IV   Types of decision   5 h

Types of decision – Committees and group Decision Making- Decision making Techniques

Unit V   Value of analytics   4 h

Value of analytics in Decision Making - Predictive Analytics and Decision Making, Descriptive Analytics and Decision Making
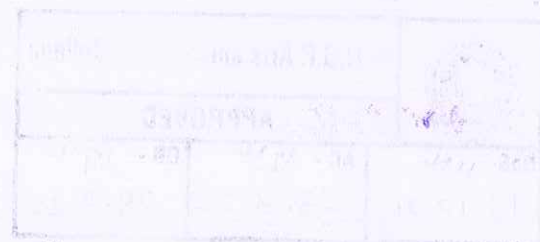
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Text Books

1   R.N. Prasad, Seema Acharya, Fundamentals of Business Analytics, Wiley Publisher Reprint Edition 2016

2   Dinkar Pagare, Principles of Management, [5th Edition], Sultan Chand & Sons, 2013

References

1   Jesper Thorlund, Gert H. N. Laursen, Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, 2nd Edition, 15 June 2010 Wiley.

2   S. Christian Albright, Business Analytics: Data Analysis and Decision Making, 6th Edition, 2017. Cengage Learning, USA

3   Prasad.L.M, Principles of Management, [6th Edition], Sultan Chand & Sons, 2004.

4   U. Dineshkumar, Business Analytics: The Science of Data - Driven Decision Making, Wiley Publisher, 2017

B.Com. BA (Students admitted during the AY 2021-22)

191TL1A4AA	பகுதி – 4 : அடிப்படைத்தமிழ் - தாள் : II (Basic Tamil)	SEMESTER IV

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019–20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது

(10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு உண்டு)

அலகு : 1   12 h

நீதி நூல்கள்

I.ஆத்திசூடி   - "அறம் செய விரும்பு" முதல் "ஒளவியம் பேசேல்"வரை -12 பாடல்கள்

II.கொன்றைவேந்தன் - "அன்னையும் பிதாவும் முன்னறி தெய்வம்" முதல்

"எண்ணும் எழுத்தும் கண் எனத் தகும்" வரை -7 பாடல்கள்

III.திருக்குறள் - 6 பாடல்கள்

1. அகர முதல 1
2. மனத்துக் கண்.........................34
3. இனிய உளவாக 100
4. தீயவை தீய பயத்தலான்...........202
5. கற்க கசடற 391
6. கண்ணொடு கண்ணினை...........1100

அலகு : 2   12 h

I. எளிய நீதிக்கதைகளும் வாழ்க்கை முறைகளும்

1. நீதிகாத்த மன்னன்
2. சிங்கமும் முயலும்
3. புத்திசாலி உழவனும் போக்கிரிப் பூதமும்
4. தேனீயும் புறாவும்
5. முயல் கூறிய தீர்ப்பு

II. தமிழகப் பண்பாடுகள்

1. தமிழர் விழாக்கள் - பொங்கல், ஆடிப்பெருக்கு
2. தமிழர் கலைகள்   - தெருக்கூத்து, ஓவியம், சிற்பம்
3. தமிழர் விளையாட்டுகள்- ஏறுதழுவுதல், சடுகுடு

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III . பயிற்சிப் பகுதி

1. படத்திற்கு ஏற்ற சொற்களை எழுதுதல்.
2. சொற்களைத் தொடராக்குதல்.
3. பொருத்துதல்,
4. உரையாடல் பகுதி

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி – அ

சரியான விடையைத் தேர்வு செய்தல்   10x2=20

பகுதி – ஆ

சரியா? தவறா? தேர்ந்தெடுத்து எழுதுக .   10x2=20

பகுதி - இ

ஒரு பக்க அளவில் விடையளிக்க   03x20=60

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ –க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

Text Books

1   அடிப்படைத்தமிழ் - 20-21. தொகுப்பு : தமிழ்த்துறை , டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை-600 098

References

1   ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்

2   வலைதள முகவரி : http://tamilvu.org

191TL1A4AB	பகுதி – 4 : சிறப்புத்தமிழ் - தாள் : II (Advanced Tamil)	SEMESTER - IV

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019– 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது

(10 மற்றும் 12 – ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது

(பருவத் தேர்வு உண்டு)

அலகு – 1   05 h

திருக்குறள்

I அறத்துப்பால்

    1. இனியவை கூறல்   - அதிகார எண் : 10

    2. அடக்கமுடைமை   - அதிகார எண் : 13

II பொருட்பால்

    1. கல்வி   - அதிகார எண் : 40

    2. உழவு   - அதிகார எண் : 104

III இன்பத்துப்பால்

    1. தகையணங்குறுத்தல்   - அதிகார எண் :109

    2. பிரிவாற்றாமை   - அதிகார எண் : 116

அலகு – 2   05 h

கட்டுரைத் தொகுப்பு

I நல்வாழ்வு - டாக்டர் மு.வரதராசன்

    1. நம்பிக்கை

    2. புலனடக்கம்

    3. பண்பாடு

II இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு - கு.வெ. பாலசுப்பிரமணியம்

    1. காலக்கணக்கு

    2. நற்பழக்கமே செல்வம்

அலகு – 3   05 h

I காப்பியங்கள் - குறிப்பு எழுதுதல்

    1. சிலப்பதிகாரம்

    2. மணிமேகலை

    3. கம்பராமாயணம்

    4. பெரியபுராணம்

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II ஊடகம் - காட்சி ஊடகங்கள்

1. தொலைக்காட்சி
2. திரைப்படம்
3. இணையம்
4. முகநூல்
5. கீச்சகம்
6. கட்செவி அஞ்சல்

அலகு – 4   05 h

இலக்கணம் - வழக்கறிதல்

1. இயல்பு வழக்கு
2. தகுதி வழக்கு

அலகு – 5   04 h

I படைப்பாற்றல் பகுதி

கவிதை,கட்டுரை எழுதச்செய்தல் - பொதுத் தலைப்பு

II பயிற்சிப் பகுதி

தமிழில் தட்டச்சு செய்தல் - யூனிகோடு எழுத்துருவில்.

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி –அ

சரியான விடையைத் தேர்வு செய்தல்   10x2=20

பகுதி –ஆ

கோடிட்ட இடங்களை நிரப்புக   10x2=20

பகுதி –இ

இரண்டு பக்க அளவில் விடையளிக்க   4x15=60

குறிப்பு :

- அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ –க்கான வினாக்கள் இது   அல்லது அது   என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைதல் வேண்டும்.

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B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1. *சிறப்புத்தமிழ் 20-21. தொகுப்பு : தமிழ்த் துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி) லிட். சென்னை- 600 098*

References

1. பேராசிரியர் புலவர் சோம . இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு – மணிவாசகர் பதிப்பகம், சென்னை – 600 108.

2. பேராசிரியர் முனைவர் பாக்கியமேரி , முதற் பதிப்பு - 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை-600 004.

3. வலைதள முகவரி : http://tamilvu.org

192PY1A4AA	AECC : GENERAL AWARENESS	SEMESTER IV

Total Credits: 2
Total Instructions Hours: 24 h

S.No	Contents
1	Current Events
2	General Science
3	Geography of India
4	Tamil and Other Literature
5	Inventions and Discoveries
6	Numerical and Mental Aptitude
7	Verbal and Non Verbal Reasoning
8	Socio- Culture and Heritage of India
9	Indian Economy and Political System
10	History of India and Freedom Struggle

References

1. Majid Hussain, Arrora N D, 2019, "General Studies -TNPSC Group -I ", G.K.Publications (P) Ltd. New Delhi

2. Aggarwal R S, 2014, "Verbal and Non Verbal Reasoning" S Chand & Company, New Delhi

3. Competition Success Review, Competitive Success Publisher, New Delhi

4. Pratiyogita Darpan, Pratiyogita Darpan Publishers, Agra.

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18. 12. 21	23. 3. 22	28. 3. 22

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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part - III										
195CI1A5CA	Core - XI	Corporate Accounting	5	1	-	3	25	75	100	4
195PA1A5CC	Core - XII	Income Tax Law and Practice	4	2	-	3	25	75	100	4
195BA1A5CA	Core – XIII	Python for Data Analytics	4	-	-	3	25	75	100	4
195BA1A5CP	Core Practical - V	Python for Data Analytics	--	-	4	3	40	60	100	2
195BA1A5SA	SEC- III	Company law and Secretarial Practice	3	-	-	3	25	75	100	3
195BA1A5DA		Total Quality Management								
195BA1A5DB	DSE - I	Entrepreneurial Development	4	1	-	3	25	75	100	4
195BA1A5DC		Human Resource Management								
195BA1A5TA	IT	Industrial Training	**Grade A to C**							
195BA1A5LA	LoP	Lab on Project	-	-	-	-	50	-	50	1
Part - IV										
192MT1A5AA	AECC - IV	Research Methodology	2	-	-	2	-	-	50	2
		Total	22	4	4	-	-	-	700	24

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Course Code	Course Name	Category	L	T	P	Credit
195CI1A5CA	CORPORATE ACCOUNTING	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the knowledge about capital structure and final accounts of the company.

- about amalgamation and absorption procedures.

- the various concepts and techniques for valuation of shares and goodwill.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	List out the types of shares and what basis to issue Shares	K1
CO2	Outline the redemption of preference and debentures	K2
CO3	Explain the procedure and standards of final accounts as per revised schedule to measure performance of business.	K2
CO4	Explain the corporate practice in amalgamation , absorption and reconstruction of companies	K3
CO5	Apply different methods to find out value of goodwill and value of share.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	M	S
CO2	M	S	L	M	M
CO3	S	S	L	S	S
CO4	S	S	L	M	M
CO5	S	S	L	S	M

S   Strong   M   Medium   L   Low

195CI1A5CA	CORPORATE ACCOUNTING	SEMESTER V

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Shares 12 h

Introduction - Types of shares - Issue of Shares at par, Premium and at Discount – Forfeiture and Reissue of Shares–Rights issue –Underwriting of Issue of Shares

Unit II Redemption of shares and debentures 15 h

Redemption of Preference Shares - Debentures –Issue and Redemption of Debentures –Redemption out of profits –Sinking fund method/Recording of transactions

Unit III Final Accounts 15 h

Final Accounts of Companies (New Format) –Preparation of Final Accounts – Provisions relating to preparation of final accounts –Profit and loss account and balance sheet Calculation of Managerial remuneration

Unit IV Amalgamation, Absorption and Reconstruction 15 h

Amalgamation: types of amalgamation- preparation of balance sheet after amalgamation (excluding intercompany holdings). Absorption - Internal and External reconstruction.

Unit V Valuation of Goodwill and Shares 15 h

Valuation of Goodwill and Shares – Need – Methods of valuation of Good will and Shares – Normal Profit Method, Super Profits Method, Capitalization Method, Valuation of shares – Need for Valuation – Methods of Valuation – Net assets method- Yield basis method-Fair value method

Note:80% Problem 20% Theory

Course Code	Course Name	Category	L	T	P	Credit
195PA1A5CC	INCOME TAX LAW AND PRACTICE	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of Income Tax Act 1961
- the provisions related to income from salaries, income from house property and capital gains
- the computation of income from other sources and set off and carry forward of losses

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the basic concepts of Income Tax Act 1961 and find the residential status of all assesses.	K1
CO2	Outline the provisions of computation of Salaries and determination of Annual value of house property.	K2
CO3	Apply the provisions related to Profits and Gains of Business or Profession.	K3
CO4	Analyse the computation of Capital Gain, Exempted Capital Gain and Deductions from Gross Total Income.	K4
CO5	Obtain knowledge about Income from other sources, Set off and Carry forward of losses.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	M	S	S	S	S
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1	Reddy.T.S& Murthy.A.,2013, Corporate Accounting, Margham Publications,Chennai.
2	Jain S.P. &Narang. K.L, Vol.-II, 2014, Advanced Accounting. Kalyani Publications, New Delhi

References

1	Gupta R.L. & Radhaswamy M. 2018. Corporate Accounts, Sultan Chand & Co., New Delhi.
2	Dr.Arulanandam M. A, Dr. Raman K.S., (2015). Advanced Accountancy, Part–I, Himalaya Publications, New Delhi.
3	.N. Maheshwari, Suneel K Maheshwari and Sharad K Maheshwari,(2018). Corporate Accounting, Sixth Edition, Vikas Publishing House, New Delhi.
4	Dr. Ashok Sehgal., (2012). Fundamentals of Corporate Accounting, Third Edition, Taxmann Publications Private Limited, New Delhi.

195PA1A5CC	INCOME TAX LAW AND PRACTICE	SEMESTER V

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I   Income Tax Act   12 h

Income Tax Act 1961– Definition of Income – Assessment year – Previous Year – Assessee - Scope of Income – Charge of Tax – Residential Status – Exempted Income u/s 10.

Unit II   Income from Salaries and Income from House Property   15 h

Heads of Income- Income from Salaries: Definition- characteristics – computation of salary – Provident fund - Allowances - perquisites –Profit in lieu of salary - Deduction under section 16.

Income from House Property: Definition - Exempted Income from House property - Annual value – let out – self occupied – Deduction out of Net annual value.

Unit III   Profit and Gains of Business or Profession   15 h

Profit and Gains of Business or Profession: Definition – allowable expenses – Disallowed expenses – Depreciation –Rates of depreciation - Computation of business income –Professional Receipts -Professional Expenses – Computation of professional income.

Unit IV   Capital Gains   15 h

Capital Gains: Capital assets – Basis of charge – Transfer of capital assets – Computation of Capital gain – Cost of acquisition – Exempted Capital gain u/s 10(36) to 10(40) and u/s 54 to 54G .

Deductions from Gross Total Income: Deduction u/s 80C to GGA, 80IA to 80U.

Unit V   Income from Other Sources and Set off and Carry forward of losses   15 h

Income from Other Sources: General Income   u/s 56 (1) – Specific Income u/s 56 (2) –Deductions u/s 57 – Expenses disallowed u/s 58.

Set off and Carry forward of losses – Speculation loss - Capital losses – Carry forward of losses. Computation of Tax liability – Relief and Rebates - Assessment of Individuals.

Note:60% Problem 40% Theory

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Text Books

1. Gaur and Narang, 2021-2022. "Income Tax Law and Practice" Kalyani Publishers, New Delhi.

2. Mehrotra H.C, 2021-2022. "Income-tax Law and Accounts" Sahithya Bhavan publishers, New Delhi

References

1. Hariharan .N, 2021-2022. Income Tax Law and Practice, Tata McGraw Hill Education Private Limited, New Delhi.

2. Reddy. T.S and Hariprasad Reddy A.Y, 2021-2022. Income Tax Theory, Law and Practice, Margham Publications, Chennai.

3. Dr.Vinod K. Singhania A.Y, 2021-2022 & 2022-23. Direct Taxes Ready Reckoner, Taxmann Publications (P) Ltd. New Delhi.

4. M.Jeevarathinam and Vijay Vishnu kumar, 2021-2022. Income tax law and practice, SciTech publication (INDIA) Pvt. Ltd, Chennai.

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Course Code	Course Name	Category	L	T	P	Credit
195BA1A5CA	PYTHON FOR DATA ANALYTICS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To describe the core syntax and semantics of Python programming language.
- To Analyze Pandas, NumPy, Matplotlib and Scikit libraries.
- The know about Data cleaning, Preparation and visualization stuffs.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basics of python programming concepts.	K1 & K2
CO2	Acquire stuffs of Pandas Library and data base concepts.	K1 & K2
CO3	To Aware and working on Data Cleaning and Preparation.	K2 & K3
CO4	To gain stuff of NumPy Library and Indexing concepts.	K2 & K3
CO5	Analyze and learn the Data Visualization with Matplotlib, Charts and working on case study analysis.	K3 & K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	M	S	S	M
CO3	M	M	S	S	S
CO4	M	M	S	M	S
CO5	S	M	S	S	S

S   Strong   M   Medium   L   Low

195BA1A5CA	PYTHON FOR DATA ANALYTICS	SEMESTER V

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of python   10 h

History of Python – Python Features -Internal Working of Python – Python Character Set: Keywords– Identifiers - Literals – Operators – Python Core Data Types. Logical Operations: Identity – Comparison – Membership – Logical Operators. Control Flow Statements and Functions: If - for…in, While - loop Statements –Built-in and User Defined Functions. Built-in Data Structures: List – Tuples –Dictionary - Set

Unit II Pandas Library   10 h

The Pandas Library: Introduction to Pandas Data Structures: Series –DataFrame. Data Loading, Storage, and File Formats: Reading and Writing Datain Text Format- Working with Delimited Formats- JSON Data- Interacting with Databases.

Unit III Data Cleaning and Preparation   9 h

Data Cleaning and Preparation: Handling Missing Data- DataTransformation. Data Wrangling: Merge, Group, Reshape and Concatenate-Python - Date and Time - Pivot Tables and Cross-Tabulation.

Unit IV The NumPy Library   9 h

The NumPy Library: NumPy Basics - The NumPy ndarray: A Multidimensional Array Object - Arithmetic with NumPy Arrays - BasicIndexing and Slicing - Boolean Indexing- Fancy Indexing - Hierarchical Indexing -Transposing Arraysand Swapping Axes.

Unit V Data Visualization with Matplotlib, Scikit   10 h

Data Visualization with Matplotlib: The Matplotlib Library: Matplotlib Architecture- - Chart Typology: Line Chart- Histogram- Bar Chart- Pie Charts. Machine Learning with Scikit-learn: The Scikit-learn Library - Machine Learning: Supervised Learning with Scikit-learn: The Iris Flower Dataset.

195BA1A5CP	CORE PRACTICAL : PYTHON FOR DATA ANALYTICS	SEMESTER V

Total Credits: 2
Total Instructions Hours: 48 h

S.No	Contents
1	Write a python program to demonstrate list functions and operations
2	Write a python program to demonstrate tuples functions and operations
3	Create a program using Array.
4	Interpret the use of procedural statements like assignments, conditional statements.
5	Write a program using looping statements like for in and while statements.
6	Reading and Writing text and log files into python
7	Reading and Writing CVS files into python.
8	Perform data wrangling operations in python by using merge, Concatenate and Reshape functions
9	Create Pivot table and Cross Tabulation in python
10	Demonstrate different types of charts in python
11	Create a Support Vector Machine learning algorithm using Iris Dataset
12	Develop K -Nearest Neighbor classifier algorithm for Diabetes Dataset.

Note: Out of 12 Exercise 10 is mandatory
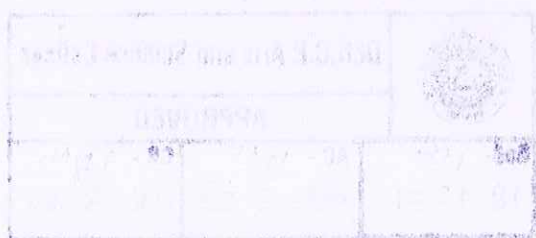
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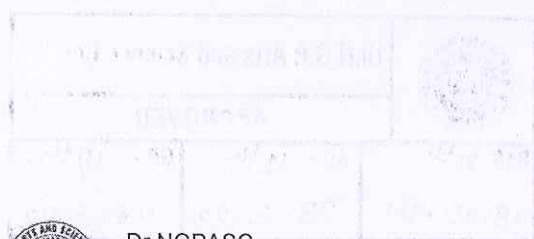| BoS 11th	AC - 19th	GB - 19th.
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Text Books

1 Ashok NamdevKamthane, Amit Ashok Kamthane, 2018, "Programming & Problem Solving in Python", McGraw Hill Education (India) Private Limited.

2 Wes Kinney, 2017, "Python for Data Analysis", O'Reilly Media.

References

1 Fabio Nelli,2015, "Python Data Analytics", Apress.

2 Summerfield, 2010, "Programming in Python 3 (Logical Operations & Control Flow Statement) Mark", 2nd edition, Pearson Education.

3 Paul Barry, 2017, "Head First Python (Built-in Data Structures)", 2nd Edition, O'Reilly.

4 Alberto Boschetti and Luca Massaron, 2018, "Python Data Science Essentials", 3rd Edition, Packt Publisher.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A5SA	COMPANY LAW AND SECRETARIAL PRACTICE	SEC	3	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- The Company Features, Prospectus, MOA involved in company
- Perceive about Qualification and Disqualification of Director and Secretary
- The concepts regarding agenda, minutes and winding up procedure.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the features of the company and types of companies	K1
CO2	Cognize about the Memorandum of Association and Articles of Association.	K3
CO3	Capture the Prospectus concepts and classify the Kinds of Shares and Debentures	K1
CO4	To gather knowledge in Qualification and Disqualification regarding directors and secretary	K2
CO5	Classify about the types of meeting and study about the modes of winding up	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

195BA1A5SA	COMPANY LAW AND SECRETARIAL PRACTICE	SEMESTER V

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I Kinds of Company and Procedures 8 h

Company – Definition – Characteristics – Kinds –Company distinguished from partnership – Privileges of Private Company – Formation of a Company – Procedure of Incorporation – Certificate of Incorporation- Procedure for IPO.

Unit II MOA & AOA 7 h

Memorandum of Association – Meaning – Purpose – Contents – Articles of Association – Meaning – Forms – Contents.

Unit III Prospectus & Shares 7 h

Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus – Red hearing prospects - Kinds of Shares and Debentures – Preference shares – Equity shares – Sweat Equity shares – Bonus shares – Guidelines of SEBI for Bonus shares.

Unit IV Director & Secretary, Agenda & Minutes 7 h

Director – Secretary- Independent Director – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities – Agenda – Minutes.

Unit V Meetings & Winding up 7 h

Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning – Modes of Winding Up – Winding up by the Court – Voluntary winding up – Winding up subject to the Supervision of the court.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A5DA	TOTAL QUALITY MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The total quality management and Contributions
- Industrial applications of Quality function deployment, Taguchi quality concepts and TPM.
- ISO standards and TQM implementations in manufacturing and service sector.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend Basic concepts of TQM and TQM Framework	K1& K2
CO2	Cognize about Customer orientation, Customer satisfaction, Customer complaints.	K2 &K3
CO3	Aware about the seven traditional tools of quality.	K3
CO4	Obtain knowledge about Quality circles – Quality Function Deployment	K2 & K3
CO5	Aware about ISO standards and TQM implementations	K3& K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	M	M	M	M	M
CO3	M	S	M	M	M
CO4	M	M	M	M	M
CO5	M	M	M	M	M

S	Strong	M	Medium	L	Low

Text Books

1   Kapoor, N.D. 2013, "Company Law and Secretarial Practice", [Latest edition] Book well Publishers, New Delhi

2   Srinivasan, M.R. 2013, "Company Law & Secretarial Practice", [Latest edition] Margham Publishers, Chennai.

References

1   Ramaiah, P.K. 2013, "Company Law ", 13th Edition. Wada & Co., New Delhi.

2   Atwar Singh, 2013, "Company Law", Book well Publishers, New Delhi.

3   Premavathi, "Company Law and Secretarial Practice", First Edition, Sri Vishnu, Chennai

4   Santhi J, "Company Law and Secretarial Practice", First Edition, Margam Publication, Chennai.

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195BA1A5DA	TOTAL QUALITY MANAGEMENT	SEMESTER V

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   Introduction to Total Quality Management   12 h

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of manufacturing and service quality - Basic concepts of TQM - Definition of TQM – TQM Framework - Contributions of Deming, Juran and Crosby – Barriers to TQM.

Unit II   Leadership and Continuous Process Improvement   12 h

Leadership – Strategic quality planning, Quality statements - Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDSA cycle,5s, Kaizen Technique.

Unit III   Traditional Tools Of Quality and Bench marking   12 h

The seven traditional tools of quality – New management tools – Six-sigma: Concepts, methodology, applications to manufacturing, service sector including IT – Bench marking– Reason to bench mark, Bench marking process – FMEA – Stages, Types.

Unit IV   Quality Function Deployment and Performance Measures.   12 h

Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function –TPM Concepts, improvement needs – Cost of Quality – Performance measures.

Unit V   ISO standards and TQM implementation   12 h

Need for ISO 9000- ISO 9001-2015 Quality System – Elements, Documentation, Quality auditing- QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – Case studies of TQM implementation in manufacturing and service sectors including IT.

Text Books

1 Dale H.Besterfiled, Carol B.Michna, Glen H. Besterfield, Mary B.Sacre, Hemant Urdhwareshe and Rashmi Urdhwareshe,2013, "Total Quality Management", Pearson Education Asia, Revised Third Edition, Indian Reprint, Sixth Impression.

2 A. A. Arivalagar R. S. Naagarazan, 2009, "Total Quality Management", New Age International.

References

1 James R. Evans and William M. Lindsay., 2005, "The Management and Control of Quality", 6th Edition, South-Western (Thomson Learning), Pearson Education Asia.

2 Oakland, J.S., 2003, "TQM Text with Cases", 3 Oxford, 3rd Edition, Butterworth – Heinemann Ltd, New Delhi.

3 Suganthi,L and Anand Samuel., "Total Quality Management", Revised Edition, Prentice Hall (India).

4 P.Saravavel & Balakumar, 2010, "Total Quality Management", Margham Publications, Chennai.

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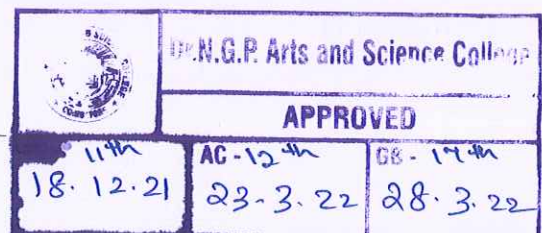
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Course Code	Course Name	Category	L	T	P	Credit
195BA1A5DB	ENTREPRENEURIAL DEVELOPMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Concept of entrepreneurship & types, Women Entrepreneur
- The Institutional service and finance to entrepreneur
- Incentives and subsidies

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend Concept of entrepreneurship, function and type of entrepreneurship	K1
CO2	Cognize in Project identification, project formulation evaluation	K3
CO3	Obtain knowledge about Institutional service to entrepreneur	K1
CO4	Aware about the Institutional finance to entrepreneurs	K1
CO5	To consummate Incentives and subsidies	K3 & K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	M
CO2	M	S	S	S	M
CO3	M	M	M	M	M
CO4	S	S	M	M	M
CO5	M	M	M	M	M

S   Strong   M   Medium   L   Low

195BA1A5DB	ENTREPRENEURIAL DEVELOPMENT	SEMESTER V

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   Concept of Entrepreneurship   12 h

Concept of entrepreneurship: Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self-employment of women council scheme.

Unit II   Project Evaluation   12 h

The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

Unit III   Institutional Service to Entrepreneur & Commercial Bank   12 h

Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO-ITCOT, IIC, KUIC and commercial bank.

Unit IV   Institutional Finance to Entrepreneurs   12 h

Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital. Unit funding and startup financing.

Unit V   Incentives and Subsidies   12 h

Incentives and subsidies – Subsidized services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A5DC	HUMAN RESOURCE MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Functions of HR Department, Manpower planning
- The performance appraisal system, Salary administration
- The Labour Welfare and Industrial Relations

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge of human resource and the functional aspects of the organization.	K1
CO2	Understand the importance of job performance, recruitment and selection procedures.	K2
CO3	Obtain knowledge about performances appraisal, HR policies and employee relations in the organization.	K3
CO4	Illustrate the wage and salary administration system, employee welfare measures.	K3
CO5	Aware about the industrial relation mechanism and worker participation in the management.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

Text Books

1. Gupta C.B., and Srinivasan N.P. 2010, "Entrepreneurial Development", Fifth Edition, Sultan Chand and Sons, New Delhi.

2. Khanka S.S., 2014, "Entrepreneurial Development", Fourth Edition, Sultan Chand and Sons, New Delhi.

References

1. Vasant Desai. 2000, "Dynamics of Entrepreneurial Development and Management", Fourth Edition, Himalaya publishing House, Mumbai.

2. Renu Arora., and Sood, S.K., 2012, "Fundamentals of Entrepreneurship and Small Business", Revised Edition, Kalyani Publishers, Ludhiana.

3. E.Gordon, K.Natrajan, 2017, "Entrepreneurship Development", 6th revised Edition, Himalaya Publishing House, Mumbai.

4. Jayashree Suresh, 2012, "Entrepreneurial Development", Margham Publications

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A5DC	HUMAN RESOURCE MANAGEMENT	SEMESTER V

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   Human Resource Management   12 h

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of HR manager - Organization of HR department – HR Policies and Procedures.

Unit II   Manpower Planning   12 h

Manpower planning –Employee Attrition and Retention - Job analysis – Job description - Job specification -Recruitment and Selection - Training and Development.

Unit III   Performance Appraisal   12 h

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - Approaches to good human relations - Punishment.

Unit IV   Labour Welfare   12 h

Wages and Salary administration – Benefits - Incentive system - Labour welfare and Social Security - Safety, Health and Security - Retirement benefits to employees – Awareness on HR Software.

Unit V   Industrial Relations   12 h

Industrial relations - Trade unionism - Grievance handling – Collective bargaining - Worker's participation in management.

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Text Books

1. VSP. Rao, 2008, "Human Resource Management Text and Cases", 2nd Edition, Excel Book Publishers, New Delhi.

2. Tripathy.P.C, 2014, "Human Resource Management", Sultan Chand and Sons, New Delhi.

References

1. Mamoria.C.B and S.V. Gankar, 2008, "Human Resource Management", Himalaya Publishing House. New Delhi.

2. Bhagoliwal.T.N, 2002, "Personnel Management and Industrial Relations", Sahitya Bhavan Publishers, Agra.

3. L.M. Prasad, 2014, "Human Resource Management", 3rd Edition, Sultan Chand and Sons, New Delhi.

4. B.B. Mahapatro, 2010, "Human Resource Management", New Age International Publishers, New Delhi.

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Course Code	Course Name	Category	L	T	P	Credit
192MT1A5AA	RESEARCH METHODOLOGY	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- The art of using different research methods and techniques
- Planning and writing of research proposals and dissertations, as well as a thesis
- The necessity for research ethics and guidelines to pursue research

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the basics of the research methods and techniques	K1
CO2	Remember the hypothesis, laws related to research problem	K1
CO3	Understand the limitations of experimentation in research	K2
CO4	Illustrate the concept of interdisciplinary and multidisciplinary research	K3
CO5	Analyze the ethics and responsibilities of research	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	M	M	M	M
CO5	S	S	M	M	S

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

192MT1A5AA	RESEARCH METHODOLOGY	SEMESTER V

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I   Introduction to Research   4 h

Research: Introduction- Basic, Applied and Evaluation research – multidisciplinary and interdisciplinary Research – value of research skills – formulating a research problem – Research in relation to Teaching and Publishing

Unit II   Hypotheses, Theories and Laws   6 h

Hypotheses – Theories – Laws. Scientific statements: their justification and acceptance: verification – Falsification – Acceptance – Peer review

Unit III   Experimentation and research   5 h

The roles and limitations of experimentation – Experimentation and research – conducting experiments - validity and reliability in experimentation – Design of experiments

Unit IV   Scientific method and Research Design   4 h

Introduction to Scientific method – Research Design - Components - research design and proposal -checklist in the preparation of proposals

Unit V   Ethics and Responsibility in Scientific Research   5 h

Ethics – guidelines for Ethical practices in research - unethics to ethics in research - responsibility of Scientists and of Science as an Institution

Course Code	Course Name	Category	L	T	P	Credit
195BA1A6CA	R PROGRAMMING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- R programming concepts and develop programming skills in R programming concepts.
- The Heterogeneous data sources and perform analysis on it.
- Univariate and Multivariate Statistical Techniques.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend the data structures (vector, Matrix, Factors) in R Language	K2
CO2	To gain the knowledge different types of data sources and the R Packages.	K1 and K2
CO3	Aware and working the Data manipulation using SQL to prepare data for analysis.	K3
CO4	Aware and working on different plots and implement the Regression.	K3
CO5	Aware and working on different plots and implement the Regression.	K2 and K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	M
CO2	M	M	M	M	M
CO3	M	M	S	S	M
CO4	M	M	S	S	S
CO5	S	M	S	S	S

S   Strong   M   Medium   L   Low

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Text Books

1. Perter Pruzan, (2016), Research Methodology: The Aims, Practices and Ethics of Science. Springer, Switzerland

References

1. Thomas, C.G. (2015) Research Methodology and Scientific Writing. Ane Books Pvt. Ltd.: New Delhi.

2. Locharoenrat, K. (2017) Research Methodologies for Beginners.Pan Stanford Publishing: Singapore.

3. Ranjit Kumar, (2014) Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications Ltd.: Singapore.

4. Kothari, C.R. Garg, G. (2009) Research Methodology Methods and Techniques. New Age International Publishers, New Delhi..

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A6CA	R PROGRAMMING	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I   An Introduction to R   12 h

An Introduction to R: Introduction - Working with Directory: Data Types R. loading and Handling Data: Vectors - Matrices- Factors – List - Data Frames. Working with Dates. Few common Analytical tasks: Exploring a Data Set – Merging the Data.

Unit II   Loading data Frames & Descriptive Statistics   12 h

Loading data Frames: Reading from a csv file - Reading from a Tab Separated table - Reading from a table. Exploring Data: Exploratory Data Analysis. Data Summary – Finding Missing Values – Invalid values and outliers. Descriptive Statistics. Handling Packages in R: Installing R packages – Loading Internal Dataset

Unit III   Data Manipulations   12 h

Data manipulations: Overview of how to connect database from R - How to run SQL queries from R to fetch data - Data manipulation using SQL to prepare Data for Analysis

Unit IV   Introduction to Graphical Analysis   12 h

Introduction to Graphical Analysis: Box-Whisker Plots- Scatter Plots (Correlation) – Pairs Plots (Multiple Correlation Plot) – Line Charts for Numeric Categorical Data – Pie Charts – Bar Charts – Histogram- Copy the graphics to windows Regression in R: Linear – Validating The Linear Assumption by Using Scatter plot - Residual Vs Fitted Model And Logistic Regression.

Unit V   Univariate and Various Statistical Techniques   12 h

Univariate and Multivariate Statistical Techniques. Simple Hypothesis Testing: T-Test: One Sample T-Test. The Wilcoxon U-Test (Mann- Whitney) Two Sample U-Test- One Sample U-Test. Test for Association (Chi-Square Test) - Anova: One Way Anova

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Text Books

1. Seema Acharya., 2018. Data Analytics Using R, Tata McGraw Hill Publishing Co. Ltd.

2. Dr. Mark Gardener., 2012. Beginning R: The Statistical Programming Language (Wrox), John Wiley & Sons, Inc

References

1. Richard Cotton., September 2013. Learning R, O'Reilly Media

2. Nina Zumel and John Mount., 2014. Practical Data Science with R, Dream Teach.

3. Nina Zumel and John Mount., 2014. Practical Data Science with R, Dream Teach.

4. Michael J. Crawle., 2008. The R Book, Wiley.

195BA1A6CP	R PROGRAMMING LAB	SEMESTER VI

Total Credits: 2
Total Instructions Hours: 48 h

S.No	Contents
1	Creating Vectors, Matrices, Factors, List and print it on the console
2	Import comma separated value to R and perform plotting operations
3	Summary statistics (Descriptive) in R: Mean, Standard Deviation, Frequencies.
4	Handling Missing Data in R.
5	Perform Logic statements, Cbind/Rbind commands in R.
6	Setting up working Directories and importing package from CRAN and perform some operations on it.
7	Use R MySQL packages for reading and writing data from / to a MQSQL database
8	Plot Bar and Pie chart for variables in dataset of R
9	Plot Scatter and Histograms in R
10	Perform Univariate and Multivariate analysis in R
11	Perform: t-Test, Mann-Whitney U-test.
12	Perform ANOVA and Chi-Square

Note: Out of 12 Exercise 10 is mandatory

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195BA1A6CV	PROJECT WORK	SEMESTER VI

Total Credits: 4
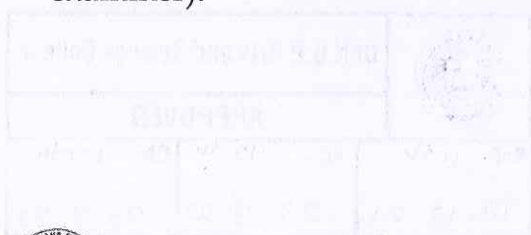
Total Instructional Hours   96 h

GUIDELINES:

1. A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diarywere in weekly work carried out has to be written. Guide should review the workevery week and put his/her signature. The work diary along with project reportshould be submitted at the time of viva voce.

2. CA Marks Distribution: A minimum of three reviews have to be done, one at the time finalizing the project title, second at framing questionnaire/identifying the primary data and the third review at the time of commencement of report writing. They should be asked to present the work doneto the respective guide in the three reviews. The guide will give the marks for CIA asper the norms stated below:

First Review	10 Marks
Second Review	10 Marks
Third Review	10 Marks
Document, Preparation and Implementation	10 Marks
Total	**40 Marks**

3. End Semester Examination: The evaluation for the end semester examination should be as per the norms Given Below:

Record work and Presentation	40 Marks
Viva-Voce	20 Marks
Total	**60 Marks**

Note: (End Semester Examination marks jointly given by the external and internal examiner).

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28.3.22

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Course Code	Course Name	Category	L	T	P	Credit
195BA1A6SA	INFORMATION SECURITY	SEC	3	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- The aspects of cyber security including network security, computer security and information security.
- The Principles of Firewall, viruses and worms
- Hacking and its types and Security issues in social media

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend about IS history and security system life cycle Model	K1
CO2	Cognize in encryption and decryption principles, authentication methods and keys	K1 & K2
CO3	Obtain knowledge about working Principles of Firewall, viruses and worms	K1 & K3
CO4	Aware about the different types of hacking (Network, Web, Windows and Wireless hacking)	K3
CO5	To discuss about different types of security issues in social media	K2 & K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	S	S	S	S	M
CO3	S	M	S	M	S
CO4	M	S	S	S	S
CO5	M	M	S	S	S

S   Strong   M   Medium   L   Low

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195BA1A6SA	INFORMATION SECURITY	SEMESTER VI

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I   Information security   8 h

Information security: History of IS-What is security? - Characteristic of IS - Components of IS – Security system life cycle model.

Unit II   Cryptography   7 h

Cryptography: Concepts and Techniques - Plain Text and Cipher Text - Encryption Principles – Cryptanalysis - Cryptograph Algorithm- Cryptograph Tools- Two factor Authentication Methods – Passwords - Keys versus Passwords - Attacking Systems via Passwords - Password Verification

Unit III   Fire Walls   7 h

Fire Walls, Viruses and Worms - Digital Rights Management - What is firewalls - Types of Fire wall - Design Principles of Firewall

Unit IV   Hacking   7 h

Hacking: Hacker Hierarchy - Password Cracking – Phishing - Network Hacking - Wireless Hacking - Windows Hacking - Web Hacking - Ethical Hacking

Unit V   DNS & IPS   7 h

Domain Name Server (DNS), Internet Protocol security (IPSec), Social media

Course Code	Course Name	Category	L	T	P	Credit
195CM1A6DA	INDIRECT TAX	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- About the provisions of indirect taxation
- About the levy of tax at different rates of GST
- About the prevailing indirect tax.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the features of indirect tax laws and its impact	K2
CO2	Classify the benefits and limitations of GST	K3
CO3	Understand the procedure for registration under GST	K3
CO4	Calculate the tax payable and amount of tax refund	K4
CO5	Acquire the knowledge in types of customs duties and remission of tax	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	L	M	L	M
CO2	L	M	M	M	S
CO3	M	S	S	S	L
CO4	S	S	S	M	L
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

Text Books

1. Dr.Michael E. Whitman, Herbert J. Mattord., 4th edition, 2012, Principles and Practices of Information Security, Course Technology Cengage Learning

2. Atul Kahato., 3rd Edition 2012, Cryptography and Network Security, McGraw Hill Education

References

1. RAJARAM.R., 1st Edition,2013 Network Security and Cryptography, Scitech - Chennai

2. Nina Verma, 2013, Cyber Security in the 21st Century , Global Vision Publishing House

3. Devan N. Shah., 2009, Information Security Principles and Practice, Wiley India.

4. William Stallings., 2nd Edition 2009, Network Security Essential Applications and standard, Prentice Hall

195CM1A6DA	INDIRECT TAX	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   10 h

Indirect tax- Meaning-Definition-Features - Contribution to Government Revenues - Taxation under the Constitution - Advantages and Disadvantages of Indirect Taxes.

Unit II   10 h

Goods and Service Tax (GST): Meaning - Objectives – Constitutional Amendment of GST- Salient features of GST- Models of GST: Central GST- State GST- Integrated GST – Benefits of GST – Limitations of GST in India- Previous indirect taxes Vs GST.

Unit III   10 h

Registration Procedure for GST- Input Tax Credit in GST -- Exemptions under GST – Impact of GST in various Sectors – Supply – Meaning and Types- Return filing under GST.

Unit IV   9 h

GST on Export and Import – Valuation of Goods under Import and Export- Determination of Sale Value of Imported Goods- Export of Goods under LUT(Letter of Undertaking)/Payment of IGST Model- Refund Calculations.

Unit V   9 h

Customs Duty - Types - Abatement of duty in Damaged or Deteriorated Goods - Remission on duty on lost, Destroyed or abandoned goods - Customs Tariff Act 1985 -VAT (Value Added Tax).

Note: Case Studies related to the above topics to be examined internally
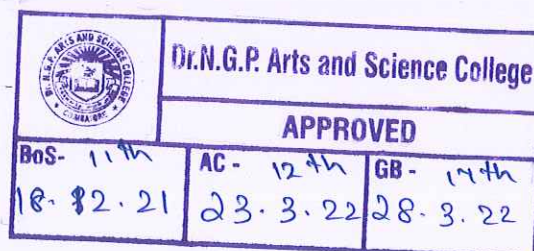
Text Books

1. Balachandran.V, 2014. "Indirect Taxation", Sultan Chand &Co., New Delhi.

2. Gupta.S.S, 2017 ."GST Laws and Practice" Taxman Publication, New Delhi.

References

1. Datey V.S., 2018. "GST Ready Reckoner", (6th edition) Taxman Publications (P) Ltd., New Delhi.

2. Vishal Saraogi and Roshan Lodha,2017. "Goods & Service Tax Law the Ultimate Guide", Law point Publication Pvt Ltd.

3. Dr. H.C. Mehrotra, Prof. V.P. Agarwal, 2018 .Indirect Taxes, Sathiya Bhawan Publications

4. https://www.gst.gov.in

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Course Code	Course Name	Category	L	T	P	Credit
195BA1A6DA	AUDITING	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To enable the students to acquire knowledge and understanding the concepts of auditing.
- To enable the students to know various types of audit
- To acquire the knowledge on auditing procedures.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the principle aspects of auditing.	K2
CO2	Illustrate auditing under the companies act 2013.	K2
CO3	Outline an auditing plan.	K2
CO4	Identify the procedures for the appointment of auditors in Government companies.	K3
CO5	Construct an auditor's report and illustrate the powers and duties of auditors.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S   Strong   M   Medium   L   Low

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A6DA	AUDITING	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Concept of Auditing   9 h

Meaning and Definition of Auditing - Objectives of Auditing – Scope of audit – Need and Importance - Advantages of Audit to business and owners – Limitations - Principle aspects to be covered in auditing - Detection and Prevention of Fraud.

Unit II   Auditing and investigation   9 h

Meaning – Definition - Differences between auditing and investigation- Audit and its types - Audit under the companies Act, 2013 – Secretarial audit – Need – Scope – Applicability.

Unit III   Tools of Auditing   10 h

Internal Control - Meaning and significance - Organizing audit work - Audit note book - Working papers - Commencement of new audit - Audit plan - Audit programme - Disadvantage of audit programme - Differences between audit plan and audit programme.

Unit IV   Appointment of Auditors   10 h

Qualifications of Auditor - Disqualifications of Auditors - Appointment of Auditors of Government companies and Non-Government companies – First auditors – Statutory auditors – Casual vacancy - Rotation of Auditors – Removal of Auditor.

Unit V   Powers and Reports   10 h

Powers - Duties of Auditors - Auditors Report - Contents of audit report - Forming an Audit opinion - Types of opinion.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A6DB	CORPORATE GOVERNANCE	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The students to understand the basic concepts of corporate governance
- The ethics and emerging trends in corporate governance.
- To acquire knowledge on Corporate disclosures and E – Governance

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the Basic concept of Corporate governance and Corporate social responsibility.	K2
CO2	Acquire the knowledge about Corporate Governance system worldwide.	K3
CO3	Explain the role of Auditors and the constitution of Audit committee.	K2
CO4	Analyze the investors interest in Corporate Governance Environmental reporting.	K4
CO5	Analyze the recent trends in E-governance.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	M
CO3	S	S	M	S	M
CO4	S	S	S	M	S
CO5	M	S	M	M	S

S   Strong   M   Medium   L   Low

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B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1 Sharma,T.R (2018). Auditing. (10th Edn.) Agra : Sahitya Bhawan Publications.

2 Dinkar Pagare, (2016). Principles and Practice of Auditing. (12thEdn.) New Delhi: Sultan Chand & Sons.

References

1 G.Gurumoorthy, R.Selvaraj and R.Swarnalakshmi, (2016). Principles of Auditing. (1st Edn.) Chennai: Charulatha Publications.

2 Ravinder Kumar, Virender Sharma, (2015). Auditing Principles and Practice. (3rd Edn.) New Delhi.: Prentice-Hall of India Pvt. Ltd.

3 Pradeep Kumar, Baldev Sachdera, Jagwant Singh, (2014). Principles of Auditing. (2nd Edn.) New Delhi.: Kalyani Publishers.

4 ICSI study material, (2019). Fundamentals of Accounting and Auditing. (Latest Edn.) New Delhi:ICSI.

B.Com. BA (Students admitted during the AY 2021-22)

195BA1A6DB	CORPORATE GOVERNANCE	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction Corporate governance   9 h

Corporate governance – overview – Macro issues – Micro issues Board of governance – Corporate social responsibility - Business ethics – Corporate social reporting – Desirable corporate governance in India - CII report 1998 - Committees on Corporate governance and Role of SEBI.

Unit II   Corporate governance   9 h

Corporate governance and Disclosure in Board's Report– Corporate governance System worldwide – The Board, CEO and the Chairman – Independent directors – Legal position and liabilities of directors.

Unit III   Company Audit   10 h

Company audit – Auditor's independence - Auditor's Rotation – Audit committees – Audit committees and corporate governance – Management audit – Tool for value addition – (Economic value addition).

Unit IV   Corporate disclosures   10 h

Corporate disclosures – Disclosures norms and investors interest - Corporate governance report - Environmental reporting - Corporate governance rating - Models of rating – Committees of board.

Unit V   E – Governance   10 h

E – Governance – Trends in e-governance – Ethical imperatives in corporate governance – Case Study Analysis (Board Report, Annual Report).

Text Books

1. Ethics Governance and Sustainability. Institute of Company Secretaries of India

2. Gopal samy, N. Corporate Governance. The New Paradigm Wheeler Publishing.

References

1. Fred Weston, J. Mark L. Mitchell, and Harold Maltherin. J. Takeover, Restructuring, and Corporate Governance. Pearson Education, Singapore.

2. Singh, S. Corporate Governance. Excel Books.

3. Prasad G Godbole, Merger Acquisition and Corporate restructuring, first edition, Vikas Publishing house New Delhi.

4. Harjit Singh, Corporate Restructuring through disinvestment first edition, new age Publications, New Delhi

Course Code	Course Name	Category	L	T	P	Credit
195BA1A6DC	E - COMMERCE	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To impart knowledge about E-Commerce working models
- To provide clear idea about, how business are performed in the Internet.
- To Aware about E-Banking Concepts and E-Business

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Comprehend the E-Commerce and its applications	K1
CO2	To learn about E- Business concepts and modes of E-payment	K1 &K4
CO3	To gain knowledge about E-Banking concepts and mobile banking	K1
CO4	Aware about electronic signature and E-Technology	K3 & K4
CO5	To consummate about E-communication.	K3 & K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	M	S	S	M	M
CO3	M	S	S	S	M
CO4	S	S	S	S	S
CO5	M	M	M	M	M

S   Strong   M   Medium   L   Low

195BA1A6DC	E - COMMERCE	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Introduction to E-Commerce   12 h

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework- Types of E-Commerce- Levels- Applications of E-Commerce-Obstacles in adopting E-Commerce application

Unit II   E-Business   10 h

Defining E-Business idea-Entrepreneurial process-Factors affecting E-Business success-Advantages of E-Business-Electronic payment methods - Overview of EPS-Modes of E-payment-(Electronic Debit and Credit card payments) -E-Cash -E-Cheque-Smart cards

Unit III   E-Banking   10 h

E-Banking Introduction Concepts and Meaning - Need for computerization-Electronic delivery channels-(Automated teller machine (ATM) - Electronic Fund Transfer (EFT)- UPI Payments- Introduction to Mobile Banking – Service provided by Mobile Banking

Unit IV   Digital and Electronic signature   8 h

Digital and Electronic signature-E-Locking techniques-Security precautions in E-Commerce - E-Business communication - Importance of E-Technology – E-Business advertising-Marketing an E-Business.

Unit V   Digital Communication in Business   8 h

E-Business Communication - Conferencing- Audio conferencing-Tele conferencing-Video Conferencing-Advantages and disadvantages of types of conferencing-Need for Electronic mail-Meaning-Nature-Application and uses of E-mail
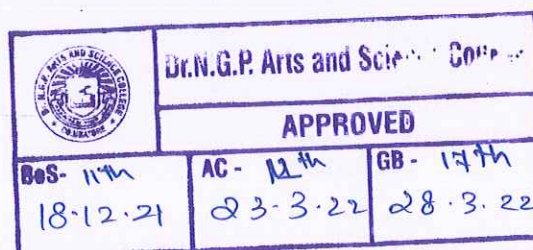
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B.Com. BA (Students admitted during the AY 2021-22)

Text Books

1. Dr.P.Rizwan Ahmed, 2016, 2nd edition, E-Business and E Commerce, Margham Publications.

2. Dr.U.S.Pandey, E.R.Saurabh Shukla, 2014, 5th Edition, E Commerce and Mobile Commerce Technologies, S.Chand & Company Pvt Ltd.,

References

1. Dr.K. Abirami Devi. Dr.M.Alagammai., 2017, 8th Edition, E Commerce, Margham Publications.

2. Murthy CSV., 2007, third edition, E Commerce – Concepts, Models, Strategies, Himalaya Publishing House.

3. Kamlesh K. Bajaj, 2nd Edition, 2020, E Commerce: The Cutting Edge of Business, MC GRAW - Hill Education India Pvt Ltd - Chennai

4. Albert Napier.H, 2nd Edition, 2006, Creating A Winning E-Business, Cengage Learning - Australia Publication

Course Code	Course Name	Category	L	T	P	Credit
195BA1A6DD	MANAGEMENT INFORMATION SYSTEM	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To know the Integration of Business Information through Computers.
- To aware of utilization of business information for decision making
- To Function individual departments in Management information system.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Interpretation of Management Information System Roles and Its Importance.	K2
CO2	Classification of Management Information Systems and Their Importance	K2
CO3	Extend the Concept of Executive information system and Resource Planning system	K3
CO4	Make use of Data Base Management Systems for Business process.	K4
CO5	Functional of individual departments in Management system.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	M	S	M	S

S   Strong   M   Medium   L   Low

195BA1A6DD	MANAGEMENT INFORMATION SYSTEM	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Concept of Management Information System   10 h

Management Information System : Meaning – Features – Requisites of an effective MIS – MIS Model – Components –Inputs–Outputs–Subsystems of an MIS – Role and Importance – Corporate Planning for MIS – Growth of MIS in an Organization – Management Role.

Unit II   System Development Life Cycle   9 h

System Concepts – Elements of a System– Characteristics of a system – MIS Structures–Types of System– Operations Support System–Management Support System–Categories of Information System – System Development Life Cycle.

Unit III   Information Systems in Business and Management   9 h

Information Systems in Business and Management Transaction Processing System - Information Repeating and Executive Information System–Enterprise Resource Planning Systems.

Unit IV   Database Management Systems   10 h

Database Management Systems – Data Communications System–Conceptual Presentation – Client Server Architectures Networks – Business Process Re–Engineering [BPR]

Unit V   Functional Management Information System   10 h

Financial Accounting – Marketing– Planning Systems–Sales and Marketing Control Systems–Production – Human resource – Training and Development - Business Process Outsourcing.

Text Books

1. Gorden,B Davis., and Margrethe,HOlson2004, Management Information System, [First Edition]. Tata Mc. Graw Hill Publications, New Delhi.

2. Amanjindal, 2010. Management Information System[First Edition].Kalyani Publishers New Delhi.

References

1. Gupta,A.K. 2014.Management Information System[Third Edition].Sultan Chand & Company Ltd., New Delhi.

2. Kenneth Laudon. 2012.Essentials of Management Information Systems[First Edition]. Pearson, New Delhi.

3. Mittal A.K. 2000. Management Information Systems[First Edition]. Sanjeeva prakasham - meerut.

4. Robert .S. Chuletis. 1999. Management Information Systems[First Edition]. TMH - New Delhi.

Course Code	Course Name	Category	L	T	P	Credit
195BA1A6DE	SUPPLY CHAIN MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To create awareness about the supply chain activities taken in order to deliver the goods.
- To get awareness on Procurement , Outsourcing and dimensions of customer value
- To Provide Knowledge about Strategic Alliances

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the Supply Chain Management and inventory management	K1
CO2	Explain the Supply chain Integrates and its impact on grocery and retail industry.	K2
CO3	Identify the Frame work of Strategic Alliances and its merits and demerits.	K3
CO4	Outline the Procurement and Outsourcing benefits and risks related with framework for make or buy decisionand e-procurement.	K4
CO5	Assess the dimension of customer Value and its measures.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	M	S	S	S

S   Strong   M   Medium   L   Low

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195BA1A6DE	SUPPLY CHAIN MANAGEMENT	SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I   Supply Chain Management   10 h

Supply Chain Management – Meaning, Nature, Scope, and Objectives- – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system - Role of Clearing & Forwarding agents

Unit II   Supply chain Integrates   10 h

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies - Global Optimization – importance – key issues

Unit III   Strategic Alliances   10 h

Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer –supplier partnership – advantages and disadvantages of RSP – distributor Integration

Unit IV   Procurement and Outsourcing   8 h

Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement.

Unit V   Dimension of customer Value   10 h

Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures.

Text Books

1. Rushton,A., Oxley,J., and Croucher,P. 2010.Handbook of Logistics and Distribution[Fourth Edition]. Management. Kogan Page.

2. David Simchi-Levi., Kamisnsky., Philip and Simchi-Levi Edith. 2004.Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies [Second Edition].McGraw Hill Publication.

References

1. Agrawal.D. K.2009.Textbook of Logistics and Supply Chain Management[First Edition]. Macmillan Publishers India limited.

2. Harald-Dyckhoff, 2008.Supply Chain and Reverse Logistics[Second Edition]. Springer-New Delhi.

3. Peter nyhuis, 2009.Fundamentals of Production [First Edition]. Springer-New Delhi

4. Sunil Chopra, 6th Edition, 2017, Supply Chain Management : Strategy Planning And Operation,Pearson Education - Noida

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Course Code	Course Name	Category	L	T	P	Credit
195BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Patents
- ethical and professional aspects related to intellectual property law context
- Intellectual Property(IP) as an career option

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Creativity, Invention and innovation	K2
CO2	Know the value , purpose and process of Patent	K2
CO3	Understand the basics of trademarks and industrial designs	K2
CO4	Acquire knowledge about copyright and copyright law	K2
CO5	Identify Geographical Indications	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S   Strong   M   Medium   L   Low

195BI1A6AA	INNOVATION AND IPR	SEMESTER VI

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction   05 h

Meaning of Creativity, Invention and innovation - Types of Innovation - Relevance of Technology for Innovation - Introduction and the need for Intellectual Property Right (IPR) - Kinds of IPR – National IPR Policy.

Unit II Patents   05 h

Introduction and origin of Patent System in India- Conceptual Principles of Patent Law in India - Process for obtaining patent - Rights granted to a Patentee - Infringement of Patent.
Case Study: When Google was sued for Patent Infringement.

Unit III Trademarks   05 h

Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark.
Case Study: Trademark mismanagement by Cadbury's.

Unit IV Copyright   05 h

Introduction and Evolution of Copyright - Objectives and fundamentals of Copyright Law - Requirements for Copyrights - Works protectable under Copyrights - Authorship and Ownership - Rights of Authors and Copyright owners - Infringement of Copyright.
Case Study: Copyright Case of Napster and Grokster.

Unit V Geographical Indications   04 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.
Case Study: The story of the Tirupati Laddu.

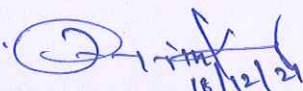**Note:**Case studies related to the above topics to be discussed (Examined internal only)

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Text Book

1 Nithyananda, K V. 2019, "Intellectual Property Rights" Protection and Management. India, IN: Cengage Learning India Private Limited.

References

1 Ahuja, V K. 2017, "Law relating to Intellectual Property Rights" India, IN: Lexis Nexis.

2 Neeraj, P., &Khusdeep, D. 2014, "Intellectual Property Rights" India, IN: PHI learning Private Limited.

3 http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf.

4 https://knowledgentia.com/knowledgeate

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18.12.21	23.3.22	28.3.22

Dr. V. Rajendran
CHAIRMAN