

Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3rd Cycle-3.64 CGPA)
Dr. N.G.P. - KalapattiRoad, Coimbatore-641048, Tamil Nadu, India
Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

REGULATIONS 2022-23 for Under Graduate Programme (Outcome Based Education model with Choice Based Credit System)

B.Com. Banking and Insurance Degree

(For the students admitted during the academic year 2022-23 and onwards)

Programme: B.Com Banking and Insurance

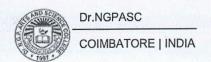
Eligibility:

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 Banking and Insurance Degree Examination** of this College after a programme of study of three academic years.

Programme Educational Objectives:

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

- 1. To gain a substantial understanding of concepts in key areas of Banking Insurance and its applications
- 2. To carry out the required analysis and synthesis involved in Banking, Insurance and its applications
- 3. Able to show professional competence in the industry and in its implementation
- 4. To develop and equip the employability skills to meet the requirement of the Banking and Insurance sector.



PROGRAMME OUTCOMES:

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

PO Number	PO Statement
PO1	To develop and inculcate the traits of professionalism among the students. Professional attire, professional communication skills and Professional discipline will be inculcated.
PO2	Students undertaking the course will have comprehensive and up-to-date knowledge in the courses of Banking and Insurance.
PO3	Basic investment information is to combine academic work with financial markets.
PO4	The company's operation, accounting cycle within relevant books, records and financial statements and closing entries, and correction will be able to recognize.
PO5	Besides the knowledge of the basic law, promotes the development of ethical responsibilities of banking law, insurance law and capital market law.

Credit distribution Summary

For students admitted in AY 22-23 and onwards.

Credit distribution for all UG Programmes.

Part	Subjects	No. of Papers	Credit	Semester No.
I (12 Credits)	Tamil / Hindi / French/Malayalam	4	4 x 3 = 12	I & IV
II (12 Credits)	English	4	4 x 3 = 12	I & IV
	Core (Credits 2,3,4)	19	70	I to VI
TTT	Inter Departmental Course (IDC)	4	4x4 =16	I to IV
(108	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
Credits)	Skill Enhancement Course (SEC)	4	8	III, IV, V& VI
	Industrial Training	1	2	V
	Environmental Studies (AECC)	1	2	I
IV (8	Basic Tamil/ Advance Tamil /Human Rights &Women's Rights (AECC)	1	2	II
Credits)	Innovation & IPR/ (AECC)	1	2	VI
	Generic Elective (GE) (AEEC)	1	2	V
V (2 Credits)	Extension Activity NSS/NCC/YRC/RRC/Yoga/Sports /Clubs	_	2	I -II
	TOTAL CREDITS		142	

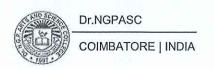
CURRICULUM

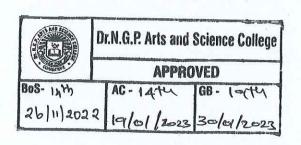
PROGRAMME NAME -B.Com. BANKING AND INSURANCE

C	Course				D	Exam	Ma	x Mai	·ks	
Course Code	Category	Course Name	L	Т	P	(h)	CIA	ESE	Total	Credits
First Semester					3 11					
Part-I										
221TL1A1TA		Tamil-I: Ikkala Ilakkiyam			Pall I					
221TL1A1HA		Hindi-I: Modern Literature								
221TL1A1MA	Language-I	Malayalam-I : Modern Literature	4	1 - 3	50	50 50	100	3		
221TL1A1FA	1FA	French -I: Grammar, Translation and Civilization	ı							
Part-II			70.1			The Chart	465 11.11			
221EL1A1EA	Language-II	Professional English – I	4		1	3	50	50	100	3
Part– III								No. Com		
225PA1A1CA	Core - I	Financial Accounting	5	1	-	3	50	50	100	4
225CI1A1CA	Core - II	Principles of Management	4	-		3	50	50	100	4
225BI1A1CP	Core Practical – I	Financial Modeling- I	-	-	4	3	50	50	100	2
225CO1A1IA	IDC - I	Business Economics	4	-	-	3	50	50	100	4
Part-IV										
223MB1A1AA	AECC-I	Environmental Studies	2	-	-	1 1	50	_	50	2
Part-V						7 11 7				
225BI1A1XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Clubs	-	-	-	_	50	-	50	1
	Total	Dr.	N (2.3)	Ar 2 s a	m ā s	gi. Or			700 e	nic 23
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Course Code	Course					Exam	Ma	ıx Marl	ks	
	Category	Course Name	L	Т	P	(h)	CIA	ESE	Total	Credits
Second Semester										
Part-I			-Yarr							
221TL1A2TA		Tamil-II:Ara Ilakkiyam								
221TL1A2HA		Hindi-II: Modern Literature								
221TL1A2MA	Language-I	Malayalam-II : Modern Literature	4	1	-	3	50	50	100	3
221TL1A2FA		French –II : Grammar, Translation and Civilization								
Part- II										
221EL1A2EA	Language-II	Professional English – II	4	:=	1	3	50	50	100	3
Part- III								V.		
225BP1A2CA	Core – III	Advanced Financial Accounting	5	1		3	50	50	100	4
225BI1A2CA	Core - IV	Fundamentals of Banking	4	-	-	3	50	50	100	3
225BI1A2CB	Core -V	Principles and Practice of Life Insurance	4	-	1	3	50	50	100	4
224CS1A2IC	IDC - II	Smart Banking Technologies	4			3	50	50	100	4
Part-IV										
221TL1A2AA		Basic Tamil							197	
221TL1A2AB	AECC-II	Advanced Tamil	2				50		50	2
225CR1A2AA	ABCC-II	Human Rights and Women's Rights	2	2			30		50	2
Part-V			,	(Assessed						
225BI1A2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/Clubs	-		-		50		50	1
- A III		Total	27	2	1				700	24

BoS Chairman/HoD
Department of Commerce (B & I)
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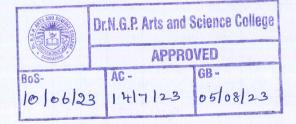




	Course		L			Exam	M	ax Ma	rks	Credits
Course Code	Category	Course Name		T	P	(h)	CIA	ESE	Total	Credits
Third Semester										
Part-I										eran eta
221TL1A3TA		Tamil-III			1/2					
221TL1A3HA		Hindi-III	3		-			este de	100	
221TL1A3MA	Language-I	Malayalam-III		1		3	50	50		3
221TL1A3FA		French -III								
Part-II										187
221EL1A3EA	Language-II	Professional English -III	3	1	-	3	50	50	100	3
Part-III										
225CM1A3CA	Core - VI	Cost Accounting	5	-	-	3	50	50	100	4
225BI1A3CA	Core -VII	Legal Regulatory Framework of Banking	5	1	- I	3	50	50	100	4
225BI1A3CB	Core -VIII	Company Law	4	-	-	3	50	50	100	4
222MT1A3IA	IDC – III	Business Mathematics	4	-		3	50	50	100	4
225BI1A3SA	SEC-I	Marketing of Banking Services	3	1		3	50	50	100	2
		Total	27	3	-				700	24

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Course Code	Course	Course Name	L	Т	P	Exam	Ma	x Mark	cs	Credits
	Category	Course Name	L	1	P	(h)	CIA	ESE	Total	
Fourth Semeste	r									
Part-I										
221TL1A4TA		Tamil-IV				3				
221TL1A4HA		Hindi-IV	0	1			F0.	F0	100	
221TL1A4MA	-Language-I	Malayalam-IV	3	1	-		50	50		3
221TL1A4FA		French -IV								
Part-II				The Lay						
221EL1A4EA	Language-II	Professional English -IV	3	1	-	3	50	50	100	3
Part-III										
225PA1A4CA	Core - IX	Corporate Accounting	5	1	-	3	50	50	100	4
225BI1A4CA	Core – X	Practices of General Insurance	4	-	1	3	50	50	100	3
225CO1A4CB	Core - XI	Entrepreneurial Development	3	-	-	3	50	50	100	3
222MT1A4IA	IDC - IV	Business Statistics	4	-	-	3	50	50	100	4
225BI1A4SP	SEC – II	Financial Modeling -II	-	-	4	3	50	50	100	2
		Total	22	3	5				700	22

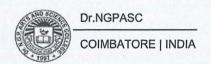
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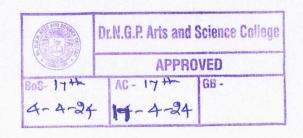
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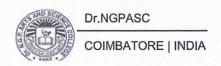


Course Code	Course	Course Name	т	Т	P	Exam (h)	Ma	ax Marl	ks	C 1:1
Course Code	Category	Course Name	L	1	P		CIA	ESE	Total	Credit
Fifth Semester										
Part-III										
225AT1A5CA	Core - XII	Income Tax Law and Practice	5	1	-	3	50	50	100	4
225FI1A5CB	Core - XIII	Financial Management	4	1	-	3	50	50	100	3
225BI1A5CA	Core – XIV	Rural Banking and Micro Finance	4	-	-	3	50	50	100	4
225CO1A5CB	Core - XV	Research Methodology	4	-	-	3	50	50	100	4
225BI1A5SP	SEC- III	Statistical Package for Data Analysis	-	-	5	3	50	50	100	2
225FI1A5DA		Financial Markets								
225IB1A5DA	DSE -I	International Business Environment		-		2	50	50	100	4
225BI1A5DA		Advertising and Salesmanship	4		-	3				4
225CO1A5DA		Human Resource Management								
225BI1A5TA	IT	Industrial Training	-	-	-	3	50	50	100	2
Part - IV										
	GE		2	-	-	-	50	-	50	2
		Total	23	2	5				750	25

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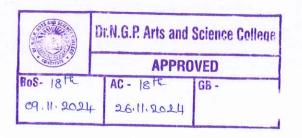




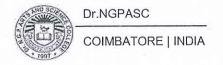


Course Code	Course	Course Name	L	Т	P	Exam	M	ax Mar	ks	Credit
Course Code	Category	Course Ivalile	L	1	1	(h)	CIA	ESE	Total	Crean
Sixth Semester									- 1)
Part-III										
225BA1A6CA	Core – XVI	Management Accounting	5	-		3	50	50	100	4
225FI1A6CA	Core – XVII	Business Taxation	4	-	1	3	50	50	100	4
225BI1A6CV	Core-XVIII	Project and Viva-Voce	-	-	8	3	50	50	100	4
225BI1A6SP	SEC – IV	Banking Credit Analysis Process – Non-Lab	- i	-	3	3	50	50	100	2
225FI1A6DA		Investment Management								
225IB1A6DA	DSE -II	DSE –II India's Foreign Trade and Legislation		-	-	3	50	50	100	4
225BI1A6DA		Retail Marketing								
225CO1A6DA		Organizational Behavior								
225FI1A6DB		Security Analysis and Portfolio Management								
225IB1A6DB	DSE –III	International Banking and Finance	4	_		3	50	50	100	4
225BI1A6DB		Customer Relationship Management								
225CO1A6DB		Industrial Relations and Labour Law					luce o			HT.
Part-IV										
225BI1A6AA	AECC-III	Innovation and IPR	2	-	- - - 14 1	2	50	-	50	2
		Total	19	-	11				650	24

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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.	225FI1A5DA	Financial Markets
2.	225IB1A5DA	International Business Environment
3.	225BI1A5DA	Advertising and Salesmanship
4.	225CO1A5DA	Human Resource Management

Semester VI (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	225FI1A6DA	Investment Management
2.	225IB1A6DA	India's Foreign Trade and Legislations
3.	225BI1A6DA	Retail Marketing
4.	225CO1A6DA	Organizational Behaviour

Semester VI (Elective III)

List of Elective Courses

S. No.	Course Code	Name of the Course					
1.	225FI1A6DB	Security Analysis and Portfolio Managemen					
2.	225IB1A6DB	International Banking and Finance					
3.	225BI1A6DB	Customer Relationship Management					
4.	225CO1A6DB	Industrial Relations and Labour Law					

Generic Elective Courses (GE)

The following course is offered under Generic Elective Course

Semester V (GE)

S. No.	Course Code	Course Name
1.	225BI1A5GP	Insurance Practices

EXTRA CREDIT COURSES

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

S. No.	Course Code	Course Name
1	225BI1ASSA	Retail Banking
2	225BI1ASSB	General Awareness for Competitive Examination

UG-REGULATION (R4)

(Students admitted in the AY 2022-23)

(OUTCOME BASED EDUCATION WITH CBCS)

1.NOMENCLATURE

- **1.1 Faculty**: Refers to a group of programmes concerned with a major division of knowledge Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology, Computer Applications, Data analytics, Cognitive Systems and Artificial Intelligence and Machine Learning.
- **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 2022–25 refers to students belonging to a 3 year Degree programme admitted in 2022 and completing in 2025.
- **1.4 Course**: Refers to component 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 learning needs.
 - a) Core Course: A course, which should compulsorily be studied by a candidate as a core requirement
 - 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: Elective courses offered under main discipline/ subject of study.
 - **d) Skill Enhancement Courses (SEC):** Value-based and/or skill-based courses which are aimed at providing hands-on-training, competencies, skills, etc.
 - e) Ability Enhancement Compulsory Courses (AECC): Mandatory courses that lead to Knowledge enhancement. Environmental Science, Human Rights and Women's Rights, Basic Tamil/Advanced Tamil, Innovation and IPR/Innovation, IPR and Entrepreneurship.
 - f) Ability Enhancement Elective Course (AEEC)/Generic Elective (GE) An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective.

1.5 Project Work:

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.

Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

1.6 Extra Credits:

Extra credits shall be awarded for achievements in identified Curricular/cocurricular activities executed outside the regular class hours. Extra credits are not mandatory for completing the programme.

2. STRUCTURE OF PROGRAMME

2.1 PART- I: LANGUAGE- I

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

2.2 PART- II: LANGUAGE- II

English will be offered during the first four semesters.

2.3 PART-III:

- Core Course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Industrial Training (IT)

2.4 PART- IV:

2.4.1 Ability Enhancement Compulsory Course (AECC):

The Ability Enhancement Compulsory Courses such as i)Environmental Studies, ii) Human Rights and Womens' Rights, iii) Innovation and IPR/ Innovation, IPR and Entrepreneurship are offered during I,II and VI Semester.

Basic Tamil

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Basic Tamil course in the second semester.

(OR)

Advanced Tamil

b) Those who have studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Advanced Tamil course in the second semester.

Note: Students who come under the above a+b categories are exempted from Human Rights and Women's Rights in second semester.

Ability Enhancement Elective Course (AEEC)/Generic Elective (GE) An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective offered in V semester. (Theory/Practical/Non-Lab Practical)

2.5 PART- V: EXTENSION ACTIVITIES

The following extracurricular activities like NSS/YRC/NCC/RRC/Yoga/Sports/Clubs are offered under extension activities during semester I & II. Students will be evaluated based on their active participation in any one of the above activities. 75% Attendance is compulsory for extension activity.

3. CREDIT ALLOTTMENT

The following is the credit allotment:

• Lecture Hours (Theory) : 1 credit per lecture 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

4. DURATION OF THE PROGRAMME

The B.A. /B.Com./B. Sc. Programme must be completed within 3 years (6 semesters) and a maximum of 6 years (12 semesters) from the date of acceptance to the programme. If not, the candidate must enroll in the course determined to be an equivalent by BoS in the most recent curriculum recommended for the Programme.

5.REQUIREMENTS FOR COMPLETION OF A SEMESTER

Every student shall ordinarily be allowed to keep terms for the given semester in a program of his/ her enrolment, only if he/ she fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by the faculty as envisaged in the syllabus shall be credited to his/her attendance. Every student shall have a minimum of 75% as an overall attendance.

6. 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 shall be 100 with the following breakup:

a) Mark distribution for Theory Courses

Continuous Internal Assessment (CIA): 50 Marks

End Semester Exams (ESE) : 50 Marks

Total :100 Marks

i) Distribution of Internal Marks

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45th working day)	15
2	Model (All 5 Units) (On completion of 85th working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05
		=0

Total 50

Assignment Rubric (Maximum -20 marks converted to 5 marks)

Criteria	4 marks	3 Marks	2 Marks	1 MArk
Language	Excellent	Good spelling	Reasonable	Bad spelling
	spelling and	and Grammar	spelling and	and
	Grammar	11.000000000000000000000000000000000000	Grammar	Grammar
Style	Outstanding	Attains	Approaches	Elementary
	style beyond	College level	College level	form with
	usual college	style	style	little or no
	level			variety in
			Chiarles Chiarles	sentence
	9-11-14-14-14-14-14-14-14-14-14-14-14-14-	W. AUGO PORTS LAT	THE CONTRACTOR	structure
Referencing	Good use of	Moderate use	Shows signs of	No reference
	wide range of	of suitable	plagiarism &	material
	reference	reference	using sources	used
	sources	materials	without	MENTAL MODELL
			referencing	
Development	Main points	Main points	Main points	Main points
	well	developed	are present	lack detailed
	developed	with quality	with limited	development
	with high	and quantity	details and	
	quality and	supporting	development	PARKER BUDGE
	quantity	details		
	support			
Critical	Advanced	Proficient	Adequate	Limited
thinking/Problem	attempt to	attempt to	attempt to	attempt to
solving	interpret the	interpret the	interpret the	interpret the
	process,	process,	process,	process,
	content/	content/	content/	content/
	analyse and	analyse and	analyse and	analyse and
	solve the	solve the	solve the	solve the
	problem	problem	problem	problem

Breakup for Attendance Marks:

S.No	Attendance Range	Marks Awarded
1	95% and Above	5
2	90% - 94%	4
3	85% - 89%	3
4	80% - 84%	2
5	75% - 79%	1

Note:

Special Cases such as NCC, NSS, Sports, Advanced Learner Course, Summer Fellowship and Medical Conditions etc. the attendance exemption may be given by principal and Mark may be awarded.

Break up for Library Marks:

S.No	Attendance Range	Marks Awarded
1	10h and above	5
2	9h- less than 10h	4
3	8h – less than 9h	3
4	7h - less than 8h	2
5	6h – less than 7h	1

Note:

In exception, the utilization of e-resources of library will be considered.

*Components for "Skill Enhancement" may include the following:

Class Participation, Case Studies Presentation, Field Study, Field Survey, Group Discussion, Term Paper, Presentation of Papers in Conferences, Industry Visit, Book Review, Journal Review, e-content Creation, Model Preparation & Seminar.

Components for Skill Enhancement

Any one of the following should be selected by the course coordinator

S.No.	Skill Enhancement	Description
		Engagement in class
1	Class Participation	Listening Skills
	3000 3000 3000	Behaviour
		Identification of the problem
2	Case Study Presentation/	Case Analysis
2	Term Paper	Effective Solution using
		creativity/imagination
	F:-11 Cu-1	Selection of Topic
3	Field Study	 Demonstration of Topic
		 Analysis & Conclusion
	Elald Commen	Chosen Problem
4	Field Survey	 Design and quality of survey
		Analysis of survey
		Communication skills
	Cuarra Diagrapian	Subject knowledge
5	Group Discussion	 Attitude and way of presentation
		Confidence
		Listening Skill

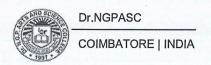
6	Presentation of Papers in Conferences	 Sponsored International/National Presentation Report Submission
7	Industry Visit	 Chosen Domain Quality of the work Analysis of the Report Presentation
8	Book Review	 Content Interpretation and Inferences of the text Supporting Details Presentation
9	Journal Review	 Analytical Thinking Interpretation and Inferences Exploring the perception if chosen genre Presentation
10	e-content Creation	 Logo/ Tagline Purpose Content (Writing, designing and posting in Social Media) Presentation
11	Model Preparation	Theme/ TopicDepth of background KnowledgeCreativityPresentation
12	Seminar	Knowledge and ContentOrganizationUnderstandingPresentation

ii) Distribution of External Marks

Total : 50 Written Exam : 50

Marks Distribution for Practical course

Total : 100 Internal : 50 External : 50



i) Distribution of Internals Marks

S.No.	Particulars	Distribution of Marks
1	Experiments/Exercises	15
2	Test 1	15
3	Test 2	15
4	Observation Notebook	05

Total 50

ii) Distribution of Externals Marks

S.No.	Particulars	External Marks
1		10
	Materials and methods/ Procedures/Aim	
2		10
	Experiment/ Performance/ Observations/	
	Algorithm	
3		10
	Results/ Calculations/ Spotters/ Output	
4		10
	Inference/Discussion/ Presentation	
5		6
	Record	
6		4
	Viva- voce	

Total 50

A) Mark Distribution for Project/Internship/Industrial Training

Total: 100 Internal: 50

External: 50

i) Distribution of Internal Marks

S.No.	Particulars	Internal Marks
1	Review I	20
2	Review II	20
3	Attendance	10

Total 50

ii) Distribution of External Marks

S.No	Particulars	External Marks
1	Project Work/Internship/ Industrial training presentation	40
2	Viva -voce	10
	Total	EO

Evaluation of project Work/Internship/ Industrial training shall be done jointly by Internal and External Examiners

7. Credit Transfer

a. Upon successful completion of 1 NPTEL Course (4 Credit Course) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one **4 credit course** during the V or VI semester. The proposed NPTEL course should cover content/syllabus of exempted core paper in V or VI semester.

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option – 1 Paper title	4
			Option – 2 Paper title	
			Option – 3 Paper title	

b. Upon successful completion of 2 NPTEL Courses (2 Credit each) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one 4 credit course during the V or VI semester. Out of 2 NPTEL proposed courses, atleast 1 course should cover content/syllabus of exempted core paper in V or VI semester.

Mandatory

The exempted core paper in the V or VI semester should be submitted by the students for approval before the end of 4^{th} semester.

Credit transfer will be decided by equivalence committee

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option – 1 Paper title	
			Option - 2 Paper title	2
			Option – 3 Paper title	
2			Option – 1 Paper title	2
			Option – 2 Paper title	
			Option – 3 Paper title	

Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption	
		Course I	Option 1- Paper Title		
			Option 2- Paper Title	Any one Core	
			Option 3- Paper Title	Paper in V or VI	
	att the same	Course II	Option 1- Paper Title	Semester	
			Option 2- Paper Title		
			Option 3- Paper Title		

Upon Successful outcome of Design Thinking / Copy right/Product/ Patent by the end of the V Semester, student shall be eligible to get exemption in AECC: Innovation, IPR & Entrepreneurship / Innovation & IPR offered during VI Semester.

9. Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students shall submit the report for evaluation during V semester.

10. Extra Credits: 10

Earning extra credit is not essential for programme completion. Student is entitled to earn extra credit for achievement in Co-Curricular/ Extracurricular activities carried out other than the regular class hours.

A student is permitted to earn a maximum of Ten extra Credits during the programme period.

A maximum of 1 credit under each category is permissible.

Category	Credit
Proficiency in foreign language	1
Proficiency in Hindi	1
Self study Course	1
Typewriting/Short hand	1
CA/ICSI/CMA (Foundations)	1
CA/ICSI/CMA (Inter)	1
Sports and Games	1
Publications / Conference Presentations (Oral/Poster)/Awards	1
Lab on Project	50 C.
Innovation / Incubation / Patent / Sponsored Projects / Consultancy/	
Representation in State / National level celebrations	1
Awards/ Recognitions / fellowships	1

Credit shall be awarded for achievements of the student during the period of study only.

GUIDELINES

Proficiency in foreign language

A pass in any foreign language in the examination conducted by an authorized agency.

Proficiency in Hindi

A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha.

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

Self study Course

A pass in the self study courses offered by the department.

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

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.

CA/ICSI/CMA(Foundations)

Qualifying foundation in CA/ICSI/CMA / etc.

Sports and Games

The Student can earn extra credit based on their Achievement in sports in University/ State / National/ International.

Publications / Conference Presentations (Oral/Poster)

Research Publications in Journals

Oral/Poster presentation in Conference

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.

(Evaluation will be done internally)

Innovation / Incubation / Patent / Sponsored Projects / Consultancy

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

Representation in State/ National level celebrations

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

Awards/ Recognitions/fellowships

Regional/ State / National level awards/ Recognitions/Fellowships

100 % CIA Courses:

- AECC
- AEEC

S.No	Type of Course
1	Environmental Studies (AECC)
2	Human Rights and Women's Rights, Basic Tamil / Advanced Tamil (AECC)
3	Innovation &IPR/ Innovation, IPR and Entrepreneurship(AECC)
4	Generic Elective (AEEC)

Modalities for Implementing Internal Assessment Marks:

- Student pertaining to 2022 Batch (2022-25) UG programme for the above mentioned courses shall secure a minimum of 40% out of the maximum marks in the continuous internal assessment (CIA) i.e., 20 marks out of 50 marks.
- Students who have not acquired the minimum marks shall be allowed to reappear to improve their marks in the exam components only within the time duration of the programme, in the forthcoming semesters.

Distribution of Internal Marks for AECC & AEEC (Theory)

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 th working day)	15
2	Model (All 5 Units) (On completion of 85 th working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05

Total 50

Distribution of Internal Marks for Generic Elective (AEEC) (Practical)

S.No.	Particulars	Distribution of Marks
1	CIA -I (1-5 Exercise)	5
2	CIA-II (6-10 Exercise)	5
3	Class Participation	10
4	Practical Record	10
5	Test-III & Viva -Voce(10+10)	20

Total 50

Question paper pattern AECC & AEEC

Test	MARKS	DESCRIPTION	TOTAL	Remarks
CIA Test I 1 Hour First 2.5 Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks
CIA test II/ Model test 1 Hour All five Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks

Question	paper pattern	Total Marks - 50	
Basic Ta	<u>amil</u>	Advanced Tan	<u>nil</u>
Section	-A	Section -A	
Choose the correct answ	er 10x2=20	Choose the correct answer	10x1=10
Section	-B	Section -B	
True or false	10x2=20	Fill in the blanks	10x2=20
Section	-C	Section -C	
Answer in one page	1x10=10	Write an essay in two pages	2x10=20

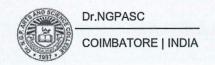
Question paper pattern for all other courses falling under Part I to Part III

CIA Test: [1 1/2 Hours-2.5 Units] - 25 Marks

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	$8 \times 0.5 = 04 \text{ Mark}$	MCQ		Marks secured
Section - B	$3 \times 3 = 09 \text{ Mark}$	Answer ALL Questions	25	will be
Section - C	2 x 6 = 12 Mark	Either or Type ALL Questions Carry Equal Marks	Marks	converted to 15 marks

Model Test: [3 Hours-5 Units] - 50 Marks

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	5 x 1 = 05 Marks	MCQ		Marks secured
Section - B	5 x 3 = 15 Marks	Answer ALL Questions (Either or Type Questions)	50 Marks	will be converted
Section - C	5 x 6 = 30 Marks	Each Questions Carry Equal Marks		to 15 marks



End Semester Examination: [3 Hours-5 Units] - 50 Marks

SECTION	MARKS	DESCRIPTION	TOTAL
Section – A	$5 \times 1 = 05 \text{ Marks}$	MCQ	
Section - B	5 x 3 = 15 Marks	Answer ALL Questions	50 Marks
Section - C	5 x 6 = 30 Marks	(Either or Type Questions) Each Questions Carry Equal Marks	Marks

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A1TA	TAMIL- I:IKKALA ILAKKIYAM	LANGUAGE- I	4	1		03

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம்
 செய்தல்
- ,பகுத்தறிவு ஆகியவற்றை அறியச்

- ் கலை மற்றும் மரபுகளை அறியச் செய்தல்
- ் மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

COURSE OUTCOMES

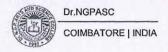
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள்(Life Skills)- மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	КЗ
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு(Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1				a when I
CO2	√ √				
CO3	✓ .				
CO4	✓				
CO5	✓		- 4		

✓ Skill Development	✓ Entrepreneurial Development
Employability	Innovations
Intellectual Property Rights	✓ Gender Sensitization
Social Awareness/ Environment	Constitutional Rights/ Human Values/



221TL1A1TA

TAMIL- I:IKKALA ILAKKIYAM

SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I மறுமலர்ச்சிக் கவிதைகள்

13 h

1. இலக்கிய வரலாறு

-மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்

2. பாரததேசம்

- பாரதியார்

3. படி

- பாரதிதாசன்

4.தமிழரின் பெருமை

- நாமக்கல்கவிஞர்

5. தமிழ்க் கொலை புரியாதீர்

- புலவர் குழந்தை

6. திரைத்தமிழ்

அ) 'விஞ்ஞானத்த வளர்க்கப் போறண்டி'எனத்தொடங்கும்

பாடல்

- உடுமலை நாராயண கவி

ஆ) 'சும்மா கிடந்த நிலத்தை' எனத்தொடங்கும் பாடல் -

பட்டுக்கோட்டை கல்யாண சுந்தரனார்

இ) 'சமரசம் உலாவும் இடமே' எனத்தொடங்கும் பாடல்- மருதகாசி

ஈ) 'உன்னை அறிந்தால்' எனத்தொடங்கும் பாடல்

கண்ணதாசன்

Unit II புதுக்கவிதைகள்

13 h

1.இலக்கிய வரலாறு

- புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்

2. கடமையைச் செய்

- மீரா

3. மலையாளக் காற்று

- சிற்பி

4. ஒப்பிலாத சமுதாயம்

- அப்துல் ரகுமான்

5. கன்னிமாடம்

- மு.மேத்தா

6. கரிக்கிறது தாய்ப்பால்

- ஆரூர் தமிழ்நாடன்

7. ஐந்தாம் வகுப்பு 'அ' பிரிவு

- நா. முத்துக்குமார்

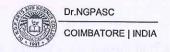
8. ஹைகூ கவிதைகள்

- 10 கவிதைகள்

Unit III பெண்ணியம்

09 h

1. தொலைந்து போனேன் - தாமரை



- 2. நீரில் அலையும் முகம் அ. வெண்ணிலா
- 3. தற்காத்தல் பொன்மணி வைரமுத்து
- 4. ஏனிந்த வித்தியாசங்கள் ?- மல்லிகா
- 5. புதையுண்ட வாழ்க்கை சுகந்தி சுப்ரமணியன்

Unit IV சிறுகதைகள்

15 h

- 1.இலக்கிய வரலாறு -சிறுகதையின் தோற்றமும் வளர்ச்சியும்
- 2. கனகாம்பரம் கு.ப.ராஜகோபாலன்
- 3. ஆற்றங்கரைப் பிள்ளையார் புதுமைப்பித்தன்
- 4. பொம்மை
 - ஜெயகாந்தன்
- 5. காய்ச்சமரம் கி. ராஜநாராயணன்
- 6. காட்டில் ஒருமான் அம்பை
- 7.வேட்கை சூர்யகாந்தன்

Unit V பயிற்சிப் பகுதி

10 h

அ. இலக்கணம்

1.வல்லின ஒற்று மிகும், மிகா இடங்கள் - ஒற்றுப்பிழை நீக்கி எழுதுதல்

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

ஆ. படைப்பாக்கம்

1. கவிதை- எழுதுதல் (15 வரிகள் முதல் 30 வரிகள் வரை)

2.சிறுகதை - எழுதுதல் (குறைந்தது 3 பக்கங்கள்)

Text Book

தமிழ் மொழிப்பாடம் - 2022-2023

,தொகுப்பு: தமிழ்த்துறை

1 டாக்டர்என்.ஜி.பி. கலை அறிவியல் கல்லூரி

,கோயம்புத்தூர்

641048,வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,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 இணையதள முகவரி: https://www.tamilvu.org

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3/8/22	6/9/22	10/9/22

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A1HA	HINDI- I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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	✓				7-1
CO2	✓				
CO3	1				
CO4	✓				
CO5	1				

/	Skill Development	V	Entrepreneurial Development
✓	Employability	V	Innovations
	Intellectual Property Rights	1	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

221TL1A1HA

HINDI- I: MODERN LITERATURE

SEMESTER I

Total Credits: 3

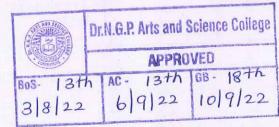
Total Instruction Hours: 60 h

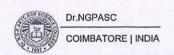
Syllabus

13 h Unit I गद्य - नूतनगद्यसंग्रह(जयप्रकाश)पाठ 1- रजियापाठ 2- मक्रीलपाठ 3- बहतापानीनिर्मला पाठ 4- राष्ट्रपितामहात्मागाँधी 13 h Unit II कहानीकुंज- डाँवी.पी. 'अमिताभ' (पाठ 1-4) 12 h Unit III व्याकरण: शब्दविचार (संज्ञा, सर्वनाम,विशेषण) 12 h Unit IV अनुच्छेद लेखन 10 h Unit V अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में) (पाठ 1 to 10)

Text Books

- 1 प्रकाशक: सुमित्रप्रकाशन 204 लीलाअपार्ट्मेंट्स, 15 हेस्टिंग्सरोड'अशोकनगरइलाहाबाद-211001
- प्रकाशक: गोविन्दप्रकाशनसदरबाजार, मथुराउत्तरप्रदेश-281001
- 3 पुस्तक: व्याकरण प्रदिप रामदेवप्रकाशक: हिन्दी भवन 36 टेगोर नगर इलाहाबाद-211024
- 4 पुस्तक: व्याकरण प्रदिप रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई -17





Course Code	Course Name	Category	L	Т	P	Credit
221TL1A1MA	MALAYALAM- I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	КЗ
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	1				
CO2	✓				Tariff Harris
СОЗ	1				- gran
CO4	1				
CO5	1				

/	Skill Development	V	Entrepreneurial Development
	Employability	✓	Innovations
V	Intellectual Property Rights	✓	Gender Sensitization
1	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

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221TL1A1MA

MALAYALAM- I: MODERN LITERATURE

SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	Novel	14 h
Pathumma	nyudeAdu	
Unit II	Novel	10 h
Pathumma	nyudeAdu	
Unit III	Short Story	14 h
Nalinakan	thi	
Unit IV	Short Story	10 h
Nalinakan	thi	
Unit V	Practical Application	12 h

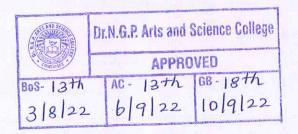
Expansion of ideas, General Essay and Translation

Text Books

- Vaikkam Muhammed Basheer, "PathummayudeAdu" (NOVEL), DC Books & Kottayam
- 2 T.Padmanabhan, "Nalinakanthi" (Short Story), DC Books & Kottayam.

References

- 1 MalayalaNovelSahithyam.
- 2 MalayalaCherukathaInnale Innu.



Course Code	Course Name	Category	L	Т	P	Credit
221TL1A1FA	FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION	LANGUAGE - I	4	1		3

PREAMBLE

This course has been designed for students to learn and understand

- the 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
- 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	CO2 Apply the adjectives and the classroom environment in France			
CO3	Evaluate the Plural, Articles and the Hobbies			
CO4 Measure the Cultural Activity in France		K3		
CO5	CO5 Select the sentiments, life style of the French people and the usage of the conditional tense			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2	1				as and
СОЗ	1			One will and add	Carpett III
CO4	1				
CO5	. ✓				and the second second

			Entrepreneurial Development
	Skill Development		Entrepreneural Development
/	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment	/	Constitutional Rights/ Human Values/ Ethics

221TL1A1FA

FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION

SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Salut I Page 10

12 h

Objectifs de Communication	Tâche	Activités deréception et de production orale
 Saluer Enter en contact avecquelqu'un. Se presenter. S'excuser 	Encours de cuisine, premiers contacts avec les members d'un groupe	 Comprendre des personnes qui se saluent. Ēchanger 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			
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. Ēchanger pour se presenter et présenter quelqu'un. 	

Unit III J'adoreI Page 30

12 h

Objectifs de Communication	Tâche	Activités deréception et de production orale
• Exprimerses gouts.	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation.	 Dans une soirée de recontresrapid comprendre des personnes qui échangent sur elles et sur leurs goût Comprendre une personne qui parler des goûts de quelqu'un d'autre.

Objectifs de Communication		
Présenterquelqu'un	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	 Exprimersesgoûts. 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
Demander à quelqu'un de faire quelque chose. Demander poliment.	Organiser un programme d'activités pour accueillirunepersonneimp ortante.	Comprendreunepersonne demande un service à quelqu'un.
Parlerd'actions passes.		Demander à quelqu'un de faire quelque chose.
Tuveuxbien?		Imaginer et raconter au passé à partir de situations dessinées.

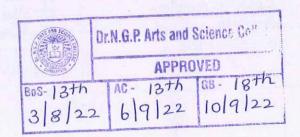
Unit V Practical Application

10 h

Make in Own Sentences

Text Book

RegineMerieux, Yves Loiseau, "LATITUDES - 1" (Page No: 9-55)(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.



Course Code	Course Name	Category	L	Т	P	Credit
221EL1A1EA	PROFESSIONAL ENGLISH- I	LANGUAGE- II	4	-	1	3

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
- any spontaneous spoken discourse and respond to them with proper sentence structure
- the transactional concept of English language

COURSE OUTCOMES

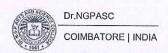
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	CO1 Identify the various aspects in poetry	
CO2	CO2 Infer linguistic and non-linguistic features of the context for understanding and interpreting	
CO3	CO3 Construct sentences and convey messages effectively in real life situations	
CO4	CO4 Apply different reading strategies with varying speed	
CO5	Prepare modules with their own ideas and present them coherently in a grammatically correct form	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1				E - Francis
CO2	✓		Endougles		
CO3	✓		a May o Malle		ent i satu
CO4	/		TV Hamily of	Spirit partie	A KANA
CO5	1				

√	Skill Development	1	Entrepreneurial Development
√	Employability	1	Innovations
V	Intellectual Property Rights		Gender Sensitization
√	Social Awareness/ Environment	1	Constitutional Rights/ Human Values/ Ethics



221EL1A1EA

PROFESSIONAL ENGLISH-I

SEMESTER I

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Genre Studies

12 h

Nissim Ezekiel: The Worm- Author's Biography- title indications- outline-paraphrasing the poem- context of poem- form- poetic devices- enjambment-techniques- Annotations

NiyiOsundare: Our Earth Will Not Die- Author's Biography- title indicationsoutline- paraphrasing the poem- context of poem- form- poetic devicesenjambment- techniques- Annotations

A. G. Gardiner: On Superstitions- Author's biography- Narrative structure-Exploration of the text- passage analysis- insight of ideas- cohesion and contextstyle- language techniques- Annotations

Nancy Bella: Clever Thief- Author's Biography- Plot Summary- Detailed summary and Analysis- Themes- Important Quotations-Characters- Description - analysis- Terms- Symbols- Critical analysis

H. G. Wells: The Truth about Pyecraft- Author's Biography-narrative structure-passage analysis- insight of ideas- cohesion and context- style- language techniques

Unit II Listening Skills

12 h

Listening vs. hearing- Types of listening, Tips to enhance Listening Skills, Non-verbal and Verbal signs of active listening - Comprehensive Listening - Listening to pre-recorded audios on speeches, interviews and conversations - Listening Activities- Listening and responding to complaints (formal situation), Listening to problems and offering solutions (informal)

Unit III Speaking Skills

14 h

Formal occasions- Introducing oneself, Introducing others, Enquiries and Seeking permission, Making short presentations - Informal occasions- Requests, Offering help, Congratulating, Farewell party, graduation speech -Giving instructions to do a task and to use a device, Giving and asking directions

Unit IV Reading Skills

10 h

Study Skills: Skimming and Scanning- Reading different kinds of texts- Types of reading-Developing a good reading speed, reading aloud, Referencing skill - Word Power (Denotation and Connotation) - Reading comprehension, Data interpretation - Charts, Graphs, Advertisements

Unit V Writing Skills

12 h

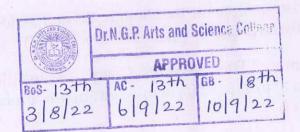
Sentence patterns, Note- making and note taking-Strategies - Paragraph writing: Structure and Principles - Academic Writing - Formal and Informal Letters, Report, Book / Movie Review

Text Books

- Gardiner, A. G. 1926. Alpha of the Plough: Second series, J.M. Dent & Sons Ltd., London, United Kingdom. pg.no-151-156. (Unit I)
- Ezekiel, Nissim. "The Worm," Crazy Romantic Love, www. mianmawaisarain.live/2020/05/poem-worm-nissim-ezekiel.html. Accessed 3 Aug. 2022. (Unit I)
- 3 < http://livros01.livrosgratis.com.br/ln000835.pdf/>(Unit I)
- 4 Mithra, S.M. 1919. Hindu Tales from the Sanskrit, Macmillan & Co Ltd., London, United Kingdom. pg.no-127-142. (Unit I)
- Nation, I. S. P and Jonathan Newton. 2009. Teaching ESL/EFLListening and Speaking. Routledge, New York, United States. (Unit II)
- Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw Hill Education, Chennai, India. (Unit III– V)

References

- Our Earth Will Not Die By NiyiOsundare." Studocu.Com,
- studocu.com/in/document/bangalore-university/bachelor-of-computer-applications/1586771577-our-earth-will-not-die/27675462. Accessed 3 Aug. 2022.
- OnSuperstitions."THEHISTORIAN,thehistorian1947.wordpress.com/2019/0 3/08/on-superstitions-by-a-g-gardiner. Accessed 3 Aug. 2022.
- 3 Swales, John M. & Feak, Christine B. 2012. Academic Writing for Graduate Students: Essential Tasks and Skills, University of Michigan Press, Michigan.
- Rudzka, Brygida -Ostyn, 2003. Word Power: Phrasal Verbs and Compounds: A Cognitive Approach, Mouton de Gruyter, New York, United States.



Course Code	Course Name	Category	L	Т	P	Credit
225PA1A1CA	FINANCIAL ACCOUNTING	CORE	5	1	-	4

This course has been designed for students to learn and understand

- the basic concepts of accounting, the final accounts, bank reconciliation statement and calculation of depreciation.
- the recording transactions relating to bills, methods of preparation of account current and average due date.
- the knowledge about accounting treatment in the books of Consignor and Consignee and methods of recording sale or return transactions.

COURSE OUTCOMES

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

CO Number	CO Statement	
co1 understand the basic knowledge about accounting and preparation of fin accounts.		K2
CO2	know the preparation of bank reconciliation statement and methods of depreciation accounting.	
CO3	know the features of bill of exchange, promissory notes and recording transactions relating to bills.	
CO4	learn the knowledge about methods of preparation of account current and find out the average due date.	
CO5	acquire knowledge about accounting treatments in the books of consignor and consignee and methods of recording sale or return transactions.	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	*	✓	✓	
CO2	/	1		1	·
CO3	✓		→		
CO4	✓	*	1	~	
CO5	-	/ /	/	1	

/	Skill Development	✓	Entrepreneurial Development
/	Employability	1	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/

225PA1A1CA

FINANCIAL ACCOUNTING

SEMESTER I

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Accounting and Final Accounts

14 h

Accounting Definition – Objectives – Functions – Advantages – Limitations – Types of Accounts – Basis of Accounting – Accounting Principles: Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance. Final Accounts: Introduction – Trading Account, Profit and Loss Account, Balance sheet with adjustments.

Unit II Bank Reconciliation Statement and Depreciation

16 h

Bank Reconciliation Statement – Need – Preparation of Bank Reconciliation Statement. Meaning and Definition of Depreciation – Characteristics – Causes – Need – Methods (Straight Line, Written Down, Annuity, Sinking Fund, Insurance Policy and Machine Hour Rate methods)

Unit III Bills of Exchange

15 h

Bills of Exchange - Definition - Features - Advantages - Types - Promissory Notes - Definition - Features - Distinction between Bills of Exchange and Promissory Notes - Recording transactions relating to bills - Retiring of bill under rebate - Dishonour of a Bill - Renewal of bills.

Unit IV Account Current and Average Due Date

12 h

Meaning of Account current – Definition – Methods: Product, Red-ink Interest, Interest table, Periodical balance and Epoque method. Meaning of Average due date – Uses–Accounting treatment - Calculation of Interest.

Unit V Accounting for Consignments and Goods Sent on Sale or Return Basis 15 h

Meaning of Consignment – Distinction between consignment and sale – Accounting treatment in the books of the Consignor and Consignee – Goods sent on consignment at cost and at Invoice price. Meaning of Sale or Return – Purpose – Methods of Recording Sale or Return Transactions

Note: The question paper shall cover 20% theory and 80% problem.

Case studies related to the below topics to be discussed (Examined internal only)

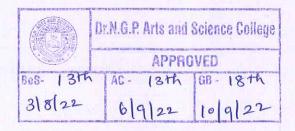
- 1. Case Study on Accounting Concepts
- 2. Case Study on Bank Reconciliation Statement
- 3. Case Study on Bills of Exchange

Text Books

- Reddy, T.S. and Murthy, A. 2016. Advanced Accountancy [Second Revised Edition]. Margham Publications, Chennai.
- Jain,S.P., and Narang,K.L 2019, Advanced Accountancy Principles of Accounting Including GST Volume I [Twentieth Revised Edition]. Kalyani Publishers, New Delhi.

References

- Shukla M.C Grewal T.S Gupta S.C. 2016. Advanced Accounts Volume I [Nineteenth Edition]. S.Chand & Company Pvt Ltd, New Delhi.
- 2 Hanif., and Mukherjee, 2015. Modern Accountancy, (Volume I) [Second Edition]. Tata Mcgraw Hill Publishing Co.Ltd., Chennai.
- 3 Arulandam. M.A and Ramaan.K.S, 2014. Advanced Accountancy. [Revised Edition]. Himalaya Publishing House, Mumbai.
- Pillai. R.S.N and Bagavathi, Uma.S. 2012. Fundamentals of Advanced Accounting (Volume I). [Third Revised Edition]. Sultan Chand & Company Ltd, New Delhi.



Course Code	Course Name		L	Т	P	Credit
225CI1A1CA	PRINCIPLES OF MANAGEMENT	CORE	4	-	ea .	4

This course has been designed for students to learn and understand

- The basic principles and elements of effective management.
- The managerial actions of planning, organizing and motivation.
- The leadership qualities and effective controlling.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Integrate the management principles into management practices.	K2
CO2	Understand the planning and decision making process in the organization	K4
CO3	Assess the organisational practices through proper delegation of authority and responsibility.	K2
CO4	Describe the recruitment process, motivational theory and leadership styles in the practice of management.	K2
CO5	Understand the techniques of direction and control to summarize the report.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1		~	1	1
CO2	/		1		1
CO3	✓	√		√	1
CO4		✓	1	√	1
CO5	1	~		√	1

1	Skill Development	✓	Entrepreneurial Development
✓	Employability	1	Innovations
V	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment		Constitutional Rights/ Human Values/
	Dr.NGPASC		

COIMBATORE | INDIA B. Com. Banking and Insurance (Students admitted during the AY 2022-23)

225CI1A1CA

PRINCIPLES OF MANAGEMENT

SEMESTER I

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Management

10 h

Definition – Nature and Scope - Importance –Functions of Management – Management as an Art, Science and Profession – Scientific Management – Fayol's Principles of Management – Management By Objectives (MBO) – Management By Exception (MBE)- Organization culture and Environment — Current trends and issues in Management.

Unit II Planning

10 h

Definition — Nature – Objectives – Advantages and Disadvantages – Process – Types - Decision Making – Traditional and Modern Techniques – Steps involved in Decision Making- Rational Decision Making.

Unit III Organisation

10 h

Definition – Principles - Types - Importance –Elements of Organisation Process - Line & Staff- Overcoming Line-staff conflict, Committees, Organization Structures, Types, Advantages & Disadvantages. Directing – meaning & Definition – Principles – Techniques – Importance -Delegation – Process of Delegations-Barriers to Delegation, Span of Control – Centralization & Decentralization - Departmentation.

Unit IV Staffing

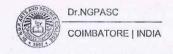
9 h

Meaning and Definition – Functions – Recruitment - Sources of Recruitment – Training- Performance Appraisal – 360 Degree Appraisal Method – Assessment Center Method- Motivation – Importance of Motivation – Maslow's Theory of Motivation – X, Y and Z Theories (McGregor Theory & William Ouchi Theory)-Goal Setting theory - Leadership – Types – Qualities of a Good Leader- Leadership styles- Group decision making

Unit V Controlling and Reporting

9 h

Meaning and Definition - Need and Significance of control - Process of Controlling - Types of control - Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality Control - Co-ordination - Need - Techniques - Reporting - meaning & Definition - Principles - Techniques - Importance



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

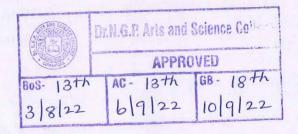
- 1. Case Study in Management By Objectives
- 2. Case Study in Leadership Style
- 3. Case Study in Motivation

Text Books

- DinkarPagare ,2018, "Principles of Management", Sixth Edition, Sultan Chand & Sons, New Delhi
- RamaswamyT, 2019, "Principles of Management", Eleventh Edition, Himalaya Publishing Home Pvt Ltd, Mumbai

References

- 1 Govindarajan. M., 2019. "Principles of Management", Ninth Edition, PHI Publications, New Delhi
- 2 Prasad L.M., 2015, "Principles and Practice of Management", Eighth Edition, Sultan Chand & Sons, New Delhi
- 3 Tripathi P C&ReddyP N, 2017, "Principles of Management", Sixteenth Edition, McGraw Hill Education and New Delhi
- 4 Mitra J.K, 2017, "Principles of Management", First Edition, Oxford University Press



225BI1A1CP

CORE PRACTICAL-I: FINANCIAL MODELING-I

SEMESTER I

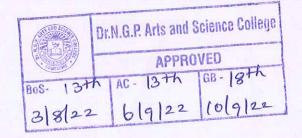
Total Credits: 2
Total Instructions Hours: 48 h

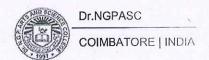
S.No

List of Programs

- Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting
- Conditional Formatting: Manage Rules, Data Bars, Color Scales, Icon Sets, New Rule, Find Duplicates, Shade Alternate Rows, Compare Two Lists, Conflicting Rules, and Checklist.
- Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
- Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical functions.
- Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.
- 6 Creating Pivot Table to analyses sales report.
- Prepare Final Accounts (Trading, Profit & Loss Account and Balance Sheet) by using formula.
- Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data.
- 9 Advanced filtering with Multi Criteria-including vlookup, hlookup.
- Basic concepts related with user defined Macros by automating recording a Macro.
- 11 Depreciation Case Study as financial model.
- 12 Sort: Sort by Color, Reverse List, Randomize List.

Note: Out of 12 Exercises 10 are mandatory





Course Code	Course Name	Category	L	Т	P	Credit
225CO1A1IA	BUSINESS ECONOMICS	IDC	4	-		4

This course has been designed for students to learn and understand

- the concept of demand and supply.
- cost and determine price.
- the integration of macroeconomic factors in business decision making.

COURSE OUTCOMES

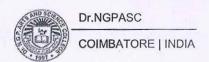
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	identify the concept of demand and consider them in business decision making.	K2
CO2	associate cost and supply.	K2
CO3	respond to dynamic macroeconomic factors in business.	КЗ
CO4	infer the impact of monetary and fiscal policy on firms.	K2
CO5	examine a firm's contribution to national income.	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	er 18 19. 1 . 1	1	✓		1
CO2	✓	1	✓	✓	1
CO3		all the		1	1
CO4	1	✓	✓	1	✓
CO5	✓	1	a fraging .	The self started	✓

✓	Skill Development	V	Entrepreneurial Development
\checkmark	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment	18	Constitutional Rights/ Human Values/ Ethics



225CO1A1IA

BUSINESS ECONOMICS

SEMESTER I

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Demand Analysis

8h

Business Economics: Meaning, Definition, Scope and Significance - Micro and Macroeconomics - Demand: Demand Determinants, Demand Schedules and Demand Curves - Law of Demand - Change in demand and Shift in demand - Types of Demand - Elasticity of Demand: Determinants, Types and Methods of Measuring Price Elasticity of Demand.

Unit II Cost, Supply and Business Cycle

9h

Cost of Production – Cost Concepts and its Types. Supply: Determinants of Supply and Law of Supply – Elasticity of Supply and Types of Elasticity of Supply – Business Cycle: Characteristics and Phases – Controlling Business Cycle.

Unit III Price Analysis

10 h

Price and Output Decisions in Perfect and Imperfect Market Competition - Legal Constraints in Pricing - Competition Act 2002 - History and Features - Producer Price Index (PPI). Inflation and Deflation: Meaning, Definition, Causes and Consequences - Consumer Price Index (CPI) - Inflation Rate.

Unit IV Monetary and Fiscal Policy

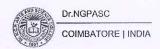
9 h

Monetary Policy: Meaning and Objectives - Limitations of Monetary Policy - Instruments of Monetary Policy - Monetary Policy Committee (MPC) - Demonetization: Merits and Demerits, History of Demonetization in India - Fiscal Policy: Meaning, Objectives, Instruments and Limitations.

Unit V National Income

12 h

National Income - Definition and Concepts: GDP, NDP, GNP, NNP, Personal Income (PI), Disposable Personal Income (DPI), Per Capita Income (PCI) and Transfer Payments. National Income Accounting - Methods of Computation - Difficulties in Computation of National Income.



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

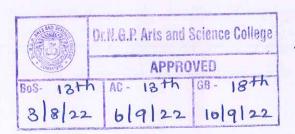
- 1. Case study on Law of Demand and Supply.
- 2. Case study analysis on Fiscal Policy.
- 3. Case study on Gross Domestic Product (GDP).

Text Books

- Sundharam .K.P.M. & Sundharan. E. N., 2020, "Business Economics", Sultan Chand and Sons, New Delhi.
- Varshney. R. L and Maheswari. K .L, 2019, "Managerial Economics", Sultan Chand and Sons, New Delhi.

References

- 1 Radha, 2021, "Business Economics", Prasanna Publishers and Distributers.
- 2 Sankaran. S., 2015, "Business Economics", Margham Publications, Chennai.
- 3 Ahuja. H. L., 2014, "Business Economics", S. Chand and Company Pvt. Ltd., New Delhi.
- 4 Manab Adhikary, 2010, "Business Economics", Excel Books, New Delhi.



Course Code	Course Name	Category	L	Т	P	Credit
223MB1A1AA	ENVIRONMENTAL STUDIES	AECC	2		-	2

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

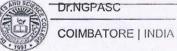
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level			
CO1	To understand the importance of natural resources in order to conserve for the future.				
CO2	To impart knowledge on Natural resources and its conservation	K2			
CO3	To impart knowledge on Biodiversity and its conservation	K3			
CO4	To create awareness on effects, causes and control of air, water, soil and noise pollution etc.,	K4			
CO5	To build awareness about sustainable development and Environmental protection	K1			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	1	1	1	1
CO2		1		1	1
CO3	✓	✓	1	✓	1
CO4	~	√	1		Y THE LINE
CO5		✓	✓		✓

1	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
V	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics
cur eas		



223MB1A1AA

ENVIRONMENTAL STUDIES

SEMESTER I

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Environmental studies & Ecosystems

5 h

Introduction to Environmental studies& Ecosystems: Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. Ecosystem- Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession.

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

Natural Resources: Renewable and Non-renewable Resources: 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). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.

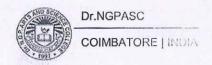
Unit III Biodiversity and Conservation

5 h

Biodiversity and Conservation: 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.

Unit IV Environmental Pollution, Environmental Policies & Practices 5 h

Environmental Pollution, Environmental Policies & Practices: Environmental pollution: types, causes, exfects 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; Prevention & Control of Pollution Act – Air & Water. Wildlife Protection Act; Forest Conservation Act;



Human Communities and the Environment & Field Work: Human population and growth: Impacts on environment, human health and welfares. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness. Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Population explosion – Family Welfare Programmes. Role of Information Technology in Environment and human health. Role of the Colleges, Teachers and Students in village adoption towards clean, green and make in villages in various aspects.

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.

References

- Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- 2 Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- McCully, P.1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
- 6 McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
- 7 Odum, E.P., Odum, h.T. & Andrews, J.1971. Fundamentals of Ecology. Philadelphia: Saunders.

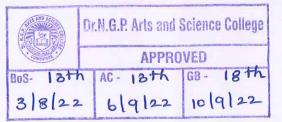
BoS Chairman/HoD

Department of Commerce (B & I)

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

Coimbatore 046 NGPASC

COIMBATORE LINDIA





B.Com. Banking and Insurance (Students admitted during the AY 2022-23)

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	LANGUAGE- I	4	1	÷)	3

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம்,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

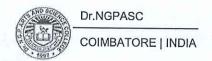
CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு (Tamil knowledge)	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				- 1
CO2	1				
CO3	✓			C. C. PUSH IN	January 1
CO4	✓				
CO5	✓				

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
Social Awareness/ Environment	Constitutional Rights/ Human Values/



221TL1A2TA

TAMIL - II: ARA ILAKKIYAM

SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I

அற இலக்கியம்

13 h

- 1. இலக்கிய வரலாறு- பதிணென்கீழ்க்கணக்குநூல்கள்
- 2.திருக்குறள்
- அ. அறன்வலியுறுத்தல்- அ. எண் 04
- ஆ. நட்பாராய்தல் அ. எண் 80
- இ. நாடு- அ. எண் 74
- ஈ. குறிப்பறிதல்- அ. எண் 110

Unit II

அற இலக்கியம்

13 h

- 1. நாலடியார்
- அறிவுடைமை
- 2. மூதுரை
- ஒளவையார் 10 பாடல்கள்-6,7,9,10,14,16,17,23,26,30
- 3. இனியவைநாற்பது- பூதஞ்சேந்தனார் முதல் 10 பாடல்கள்

Unit III

அறநெறிக் கட்டுரைகள்

09 h

- 1. இலக்கியவரலாறு தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்
- 2. கலைகள்-உ.வே.சா
- 3. சங்க நெறிகள்- வ.சுப.மாணிக்கம்

Unit IV

அறநெறிக் கட்டுரைகள்

15 h

- 1. வீர வணக்கம்
- க.கைலாசபதி
- 2. தமிழர் பண்பாடு டாக்டர் சோ.நா.கந்தசாமி
- 3. இணையத் தமிழ் வளர்ச்சி முனைவர் ப.அர.நக்கீரன்

Unit V

பயிற்சிப் பகுதி

10 h

- 1.இலக்கணம்-வழு, வழுவமைதி, வழாநிலை
- 2.அலுவலகம் சார்ந்த கடிதம் -விண்ணப்பங்கள், வேண்டுகோள்,முறையீடு
- 3.படைப்பாக்கம்-பொதுத்தலைப்பில் கட்டுரைகள் எழுதுதல்

Text Book

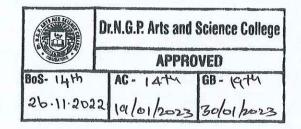


Dr.NGPASC

தமிழ் மொழிப்பாடம்-2022-2023,தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி,கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை. (Unit I to V)

References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு-2014,தமிழ் இலக்கிய வரலாறு-மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு- 2013,இலக்கணம்- இலக்கிய வரலாறு- மொழித்திறன்- பூவேந்தன் பதிப்பகம்,சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் TAMIL VIRTUAL ACADEMY வலைதள முகவரி : https://www.tamilvu.org



Course Code	Course Name	Category	L	Т	P	Credit
221TL1A2HA	HINDI - II: MODERN LITERATURE	LANGUAGE- I	4	1	-	3

This course has been designed for students to learn and understand

- The writing ability and develop reading skill
- The various concepts and techniques for criticizing literature
- 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	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	КЗ
CO5	Apply the power of creative reading	КЗ

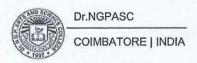
nevonen.

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	2 marin	and conditions between communities of a 19419	2320A985-A15-F13-000-00-00-00-00-00-00-00-00-00-00-00-0		
CO2	✓				7- 7-3
CO3	✓				
CO4	✓	mika s			
CO5	· ·				100

COURSE FOCUSES ON

✓ Skill Development		1	Entrepreneurial Development
Employability		✓	Innovations
Intellectual Property	Rights	✓	Gender Sensitization
✓ Social Awareness/ E	invironment	✓	Constitutional Rights/ Human Values/ Ethics



221TL1A2HA

HINDI - II: MODERN LITERATURE

SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I

13 h

आधुनिकपद्य – शबरी(श्रीनरेशमेहता)

Unit II

13 h

उपन्यासः सेवासदन-प्रेमचन्द

Unit III

12 h

कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय

पाठ 1.कफ़न, 3. चीफ़ की दावत

Unit IV

12 h

पत्र लेखन: (औपचारिक या अनौपचारिक)

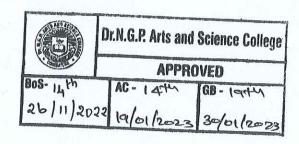
Unit V

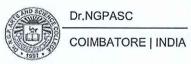
10 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में) (पाठ 1 to 10)

Text Books

- 1 प्रकाशक: लोकभारती प्रकाशन पहली मंजिल, दरबारी बिल्डिंग,महात्मा गाँधी मार्ग, इलाहाबाद. (Unit I)
- 2 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्ट्मेंट्स, 15 हेस्टिंग्स रोड'अशोक नगर इलाहाबाद. (Unit II)
- 3 प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली. (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद. (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई. (Unit V)





Course Code	Course Name	Category	L	Т	P	Credit
221TL1A2MA	MALAYALAM - II: MODERN LITERATURE	LANGUAGE -I	4	1	-	3

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	КЗ
CO4	Build creative ability	КЗ
CO5	Expose the power of creative reading	K2

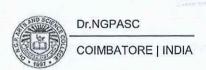
MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓	The The Land			
CO3	✓				1,04.7
CO4	✓				
CO5	√				100

COURSE FOCUSES ON

✓	Skill Development	1	Entrepreneurial Development
√	Employability	1	Innovations
✓	Intellectual Property Rights	1	Gender Sensitization
√	Social Awareness/ Environment	1	Constitutional Rights/ Human Values/

attendere a



221TL1A2MA

MALAYALAM- II: MODERN LITERATURE

SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I 12 h Novel Enmakaje: Chapter1- Chapter5 Unit II Novel 10 h Enmakaje: Chapter 6- Chapter 10 Unit III Novel 12 h Enmakaje: Chapter 11- Chapter 15 Unit IV 14 h Autobiography Neermathalam Pootha Kalam: Chapter 1- Chapter 10

Unit V Autobiography 12 h

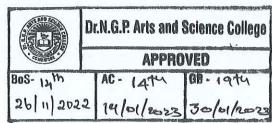
Neermathalam Pootha Kalam: Chapter 11- Chapter 20

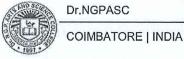
Text Books

- Ambika SuthanMangad, Enmakaje (Novel), DC Books Kottayam, Kerala, 1 India. (Unit I to III)
- Madhavikkutty, NeermathalamPootha Kalam (Autobiography), DC Books 2 Kottayam, Kerala, India. (Unit IV & V)

References

- 1 MalayalaNovel Sahithyam, DC Books Kottayam, Kerala, India.
- 2 MalayalaSahithyaCharithram, National Books Kottayam, Kerala, India.





Course Code	Course Name	Category	L	Т	P	Credit
221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	LANGUAGE- I	4	1	-	3

This course has been designed for students to learn and understand

- The 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
- 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

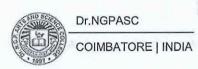
CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	К3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	1	✓			
CO3	1		✓	✓	- 110 1- 13
CO4	✓	✓		41	
CO5	1	of opening the same of	/	√	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -

COURSE FOCUSES ON

	the state of the s		
✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
/	Social Awareness/ Environment	1	Constitutional Rights/ Human Values/ Ethics



221TL1A2FA

FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION

SEMESTER II

Total Credits:

Total Instruction Hours: 60 h

Syllabus

Unit I

12 h

The state of the s		
Proposer, accepter, refuserune invitation. Indiquer la date.	Organiserune soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendreunemessage d'invitationsurunréponde urtéléphonique. 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 vuepositif et négatif.	Engroupes, choisir un cadeau pour un ami.	Exprimer son point de vuesur des idées de
The same of the sa	Orneros and Science C	cadeau. Faire des achatsdans un
S'informersur la quantitité.	111VRP394 1 321	magasin
Exprimer la quantitité.	Lines and when severy	

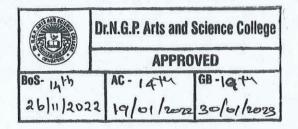
14h

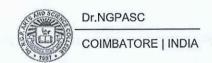
Demander etindiquerune direction. Localiser (près de, en face de). Exprimerl'obligationl'Interd it.Conseiller.	Suivre un itinéraire à l'aided'indications par telephone et d'un plan. Par courrierélectronique, donner des informations et des conseils à un ami qui veut voyager.	Comprendre des indications de direction. Comprendre des indications de lieu. Comprendreune chanson. Comprendre de courts messages qui experiment l'obligationoul'interdiction Donner des conseils à des personnesdans des situations données.

Unit V	10 h
Make in Own Sentences	

Text Book

Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 56-101) (Methode de Français), Goyal Publisher & Distributors Pvt. Ltd., 86 UB Jawahar Nagar (Kamala Nagar), New Delhi-7 Les Editions Dider, Paris, 2008- Imprimeen Roumanie par Canaleen Janvier 2012. (Unit I to IV).





Course Code	Course Name	Category	L	Т	P	Credit
221EL1A2EA	PROFESSIONAL ENGLISH - II	LANGUAGE - II	4	-	1	.3

This course has been designed for students to learn and understand

- The language for specific purposes through various literary manuscripts
- The process of communicative competences in academics through authentic contexts
- The different formats of business correspondence with lucidity and accuracy via various media

COURSE OUTCOMES

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

CO Number	CO Statement	
CO1		
CO2	CO2 Infer and comprehend complex situational talks	
CO3	Identify formal and informal communicative context to speak fluently	
CO4	Construct the denotative and connotative meanings while reading specialized texts	КЗ
CO5	Develop the skill of writing through descriptions, narrations and essays	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				1-1
CO2	✓			Lisa i Alexandra	
CO3	✓	de a la contrata			Y 7 PARTS
CO4	✓			Jan I - Get	La La La
CO5	✓		The state of the s	7 4- 1 - 9 3/3	A POTAL

COURSE FOCUSES ON

V	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	V	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



221EL1A2EA

PROFESSIONAL ENGLISH - II

SEMESTER II

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Genre Studies

12 h

John Keats: La Belle Dame Sans Merci - Author's Note - title indications- outlineparaphrasing the poem- context of poem- form- poetic devices- enjambmenttechniques- Annotations

A.G. Gardiner: On Keyhole Morals- Author's Note- Title indications- Outline - Passage Analysis - context of the Prose - Narrative techniques- Style

Charles Lamb: A Dissertation upon Roast Pig- Author's Note - title indicationsoutline- paraphrasing the Essay- context of Essay- form-devices- Narrative techniques

John Galsworthy: The Silver Box- Author's Note- Plot Summary- Critical Analysis- Themes- Characters- Description - analysis- Terms- Symbols

Unit II Listening Skills

10 h

Listening to Talks/Lectures by Specialists on selected subject specific topics-Listening to Public Announcements- Listening to Instructions & Directions-Listening to Speeches- Listening to process/event descriptions to identify cause & effects

Unit III Speaking Skills

14 h

Small Talk- Mini Presentations and Making Recommendations- Group Discussions, Debates, and Expressing opinions through Role play- Picture Description- Giving Instruction to Use a Product- Presenting a Product- Summarizing a Lecture-Narrating Personal Experiences/ Events- Interviewing a Celebrity- Scientific Lectures- Educational Videos- Debates- Different Viewpoints on an Issue

Unit IV Reading Skills

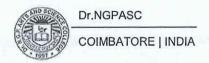
12 h

Reading Biographies, Newspaper Reports, Technical Blogs- Reading Advertisements- Gadget Reviews - Newspaper Articles- Journal Reports- Reading Editorials & Blogs- Case Studies- Excerpts from Literary Texts

Unit V Writing Skills

12 h

Inferring & Interpreting- Predicting Reorganizing Material- Summary Writing Based on the Reading Passages- Writing – Emails & Essay Writing (Descriptive or narrative)- Grammar - Tenses- Question Types: Wh/ Yes or No/ and Tags

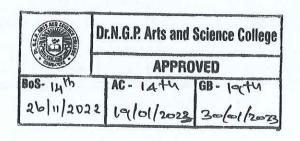


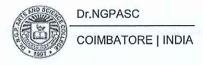
Text Books

- 1 https://www.poetryfoundation.org/poems/44475/la-belle-dame-sans-merci-a-ballad/ (Unit I)
- 2 https://sittingbee.com/on-keyhole-morals-a-g-gardiner/ (Unit I)
- 3 https://www.gradesaver.com/charles-lamb-essays/study-guide/summary-a-dissertation-upon-roast-pig/> (Unit I)
- 4 https://public-library.uk/ebooks/41/61.pdf The Silver Box- John Galsworthy/> (Unit I)
- Hart, Steve, Aravind R.Nair, Veena Bhambhani. 2016. Embark: English for Undergraduates. Cambridge University Press, New Delhi, India. (Unit II)
- 6 Lakshminarayanan. 2012. A Course Book On Technical English. Scitech Publications Pvt. Ltd, New Delhi, India. (Unit III))
- Raman, Meenakshi & Sangeeta Sharma. 2016. Technical Communication-Principles And Practice, Oxford University Press, New Delhi, India. (Unit IV)
- Viswamohan, Aysha. 2017. English For Technical Communication (With CD), McGraw Hill (India) Private Limited, New Delhi, India.(Unit V)

References

- Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai, India.
- 2 Chellammal, V. 2003. Learning to Communicate. Allied Publishing House, New Delhi, India.
- Krishnaswamy. N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi, India.
- 4 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers, Chennai, Tamil Nadu, India.





Course Code	Course Name	Category	L	Т	P	Credit
225BP1A2CA	ADVANCED FINANCIAL ACCOUNTING	CORE	5	1	-	4

This course has been designed for students to learn and understand

- The accounting practices in Branch and Departmental Accounting.
- The recording of transactions in Hire purchase and Instalment system.
- Accounting procedures formatted for Partnership accounts.

COURSE OUTCOMES

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

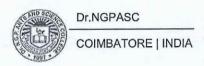
CO Number	CO Statement				
CO1	CO1 Apply the accounting practices in Branch and Departmental accounting.				
CO2	O2 Interpret the Hire purchase and Instalment system of accounting.				
CO3	Understand the procedures related to calculation of ratios and Accounting Treatment of Admission of a Partner.				
CO4 Know the accounting transactions at the time of Retirement and Death of a partner.					
CO5	CO5 Analyze the Valuation of assets and liabilities during Dissolution and Insolvency of Firms.				

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	Louis Physics	✓	✓	a other
CO2	✓	A Combine	1	*	
CO3	✓	o and	1	· /	politing 5.3
CO4	✓		✓	✓	
CO5	1	A REPORT	✓	1	N 5% + ,

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	1	Innovations
	Intellectual Property Rights	SORV	Gender Sensitization
	Social Awareness/ Environment	19.41 ACRES 190	Constitutional Rights/ Human Values/ Ethics



225BP1A2CA

ADVANCED FINANCIAL ACCOUNTING

SEMESTER II

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Branch and Departmental Accounting

15 h

Branch Accounting: Objects - Types of Branch Accounting - Dependent Branches - Features - Accounting in respect of Dependent Branches - Debtors System only - Cost Price and Invoice Price - Independent Branches (Theory only).

Departmental Accounting: Need - Advantages - Distinction between Departments and Branches - Methods and Techniques of Departmental Accounting.

Case Study on Branch Accounts.

Unit II Hire Purchase and Instalment Purchase Systems

14 h

Hire Purchase System – Features - Distinction between Hire Purchase System and Instalment System – Accounting treatment for Hire Purchase System – Model Journal Entries - Calculation of Interest – Hire Purchase Trading Account – Debtors Methods – Stock and Debtors System (Excluding Default and Repossession). Instalment Purchase Systems - Accounting treatments.

Unit III Partnership Accounting: Admission of a Partner

15 h

Partnership Deed – Division of Profits – Capital Accounts – Fixed and Fluctuating Capital – Interest on Capital and Drawings - Admission of a Partner - Calculation of New Profit sharing Ratios. Goodwill: Need for Valuation of Goodwill - Treatment of Goodwill - Revaluation of Assets and Liabilities.

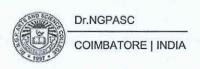
Case Study on Admission of a Partner.

Unit IV Retirement and Death of a Partner

14 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.

GBV8R99A



Meaning - Modes of Dissolution- Settlement of Accounts - Accounting Treatment - Normal Dissolution - Insolvency of a Partner (Excluding Insolvency of all Partners) - Garner vs. Murray - Capital Ratio Under Fixed Capital Method and Fluctuating Capital Method.

Case Study on Garner vs. Murray.

Note: Distribution of marks 80% Problem and 20% Theory. Case Study (Examined Internal only).

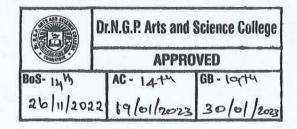
Text Books

- Reddy T.S. and Murthy A. 2020, "Advanced Accountancy", Second Revised Edition, Margham Publications, Chennai.
- Jain S.P and Narang K.L., 2019, "Advanced Accountancy" Principles of
 Accounting Including GST Volume I, Twentieth Revised Edition, Kalyani Publishers, New Delhi.

References

Pillai R.S.N, Bagavathi. V and Uma.S., 2012, "Fundamentals of Advanced

- Accounting" Volume I, Third Revised Edition, Sultan Chand & Company Ltd, New Delhi.
- 2 R.L. Gupta & Radhasamy., 2018, "Advanced Accountancy" Volume I, Thirteenth Edition, Sultan Chand & Sons, New Delhi.
- Shukla M.C Grewal, T.S Gupta S.C., 2016, "Advanced Accounts" Volume I, Nineteenth Edition, S.Chand & Company Pvt. Ltd, New Delhi.
- 4 Hanif and Mukherjee, 2015, "Modern Accountancy" Volume I, Second Edition, Tata Mcgraw Hill Publishing Co. Ltd., Chennai.



Course Code	Course Name	Category	L	Т	P	Credit
225BI1A2CA	FUNDAMENTALS OF BANKING	CORE	4	-	-	3

This course has been designed for students to learn and understand

- Banking system prevailing in India.
- Various aspects of banking operations.
- Legal aspects of Banking transactions and its implications.

COURSE OUTCOMES

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

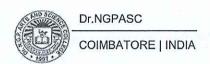
CO Number	CO Statement	Knowledge Level		
CO1	Express the structure of Indian Banking System.	K2		
CO2	CO2 Describe Reserve Bank of India functions and merger of banks.			
CO3	CO3 Understand the processing of loans and advances.			
CO4 Demonstrate different types of Negotiable Instruments.		K3		
CO5	CO5 Identify the duties and responsibilities of paying banker and collecting banker.			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5	
CO1	✓	✓	✓		✓	
CO2	✓	1	/		1	
CO3	✓	1	✓		*	
CO4		·	Planta Villa		/	
CO5	✓	✓	✓		✓	

COURSE FOCUSES ON

✓	Skill Development	1	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
√	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225BI1A2CA

FUNDAMENTALS OF BANKING

SEMESTER II

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I **Banking Business**

10 h

Brief History - Meaning of Bank and Banking - Banking Structure in India-Functions of Banks - Difference between Banking and other business. Banker Customer Relationship: General Relationship between Banker and Customer -Special Relationship. Banking Ombudsman Scheme-Objectives-Powers and Duties-Procedure for Redressal of Grievance.

Case study in Banker Customer relationship.

Unit II Reserve Bank of India

10 h

Management of Reserve Bank of India-Organizational Restructuring-Functions-Reserve Bank and Agricultural Credit- Reserve Bank and Industrial Finance-Reserve Bank of India and Bill Market Scheme-Demonetization and its impact. Bank Mergers and Acquisitions: Meaning- Advantages of Bank mergers- Emerging issues in mergers and acquisition-Monetary policy committee.

Unit III Loans and Advances

10 h

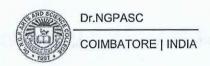
Principles of Sound Lending- Secured and Unsecured Advances-Forms of Advances- Documentation for various types of Loans and Advances -Mode of Charging Securities - lien, pledge, hypothecation and mortgage- Securities for Advances -Advances against Document of Title to Goods-Importance of CIBIL Score.

Case study in Pledge, Mortgage and Hypothecation.

Unit IV Negotiable Instruments

9 h

Features- Types -Classification. Cheques -Salient features-e-Cheque- Drawing of a cheque-Material alteration- Crossing and its Types - Endorsements, Significance of endorsement - Kinds of endorsement. NACH (National Automated Clearing House) Mandate: Meaning, Objectives, difference between ECS and NACH Mandate.



Unit V Paying Banker and Collecting Banker

9 h

Paying Banker: Precautions before honoring Cheque - Circumstances for dishonor of cheque -Consequences of dishonor of a cheque Sec.138 - Statutory protection to a Paying Banker -Payment in due course. Collecting Banker - Statutory Protection - Duties of a Collecting Banker.

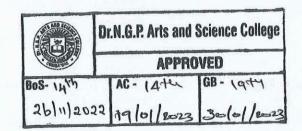
Case study in Dishonor of Cheque.

Note: Case study (Examined Internal only)

Text Books

- Gordon E & Natarajan K, 2021, "Banking Theory Law and Practice", Twenty Ninth Edition, Himalaya Publishing House, New Delhi.
- Gordon E & Gupta P.K, 2019, "Banking and Insurance", Himalaya Publishing House, New Delhi.

- Jagroopsingh, 2019, "Indian Banking System", Third Edition, Kalyani Publishers, New Delhi.
- Saurabh Rani Dubey, 2022, "Banking and Insurance", First Edition, Bluerose Publishers Pvt. Ltd, Delhi.
- 3 Sreelakshmi Anand and Greeshma P, 2020, "Essentials of Banking and Insurance", First Edition, Notion Press Media Pvt. Ltd, Chennai.
- Sunil Kumar, 2020, "Essentials of Banking and Insurance", First Edition, JSR Publishing House LLP, New Delhi.



Course Code	Course Name		L	Т	P	Credit
225BI1A2CB	PRINCIPLES AND PRACTICE OF LIFE INSURANCE		4	-	-	4

This course has been designed for students to learn and understand

- Recent scenario of insurance industry.
- Various aspects of life insurance.
- Procedure for Policy claims and settlement.

COURSE OUTCOMES

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

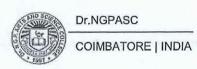
CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the concept of life insurance risk.	К3
CO2	Identify the types of Life insurance.	K3
CO3	Compute life insurance premium and bonus.	K2
CO4	Draft the proposal form and related documents.	K3
CO5	Sketch out the settlement of insurance claims.	КЗ

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5		
CO1	✓	✓			/		
CO2	✓	✓	1		1		
CO3	1	✓	1		/		
CO4	✓	✓	1		✓		
CO5	✓	✓	1		1		

COURSE FOCUSES ON

1	Skill Development		1	Entrepreneurial Development
✓	Employability	Arts and Science College	9.9.010	Innovations
	Intellectual Propert	y Rights	3.4	Gender Sensitization
✓	Social Awareness/	Environment	and the same	Constitutional Rights/ Human Values/ Ethics



225BI1A2CB

PRINCIPLES AND PRACTICE OF LIFE INSURANCE

SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Insurance

10 h

Meaning - Principles of Insurance - Important terms in Insurance - Concept of Risk - Life Insurance Contract - Principles of life insurance Contract- Overview of the Indian life insurance market - Growth of insurance business in India - Life Insurance Organizations - Regulation of life insurance - Insurance marketing - Insurance agents - Functions - Trends in life insurance distribution channels-Insurance Ombudsman.

Unit II Plans of Life Insurance

09 h

Classification - Types of Life Insurance: Term Insurance - Endowment Insurance - Whole Life Insurance - Money Back Insurance - Retirement Insurance - Rider benefits. Annuities: Meaning - Different types and feature - Annuity Vs Life Insurance. Group insurance: Importance - Main features - Different types - Postal life insurance.

Case Study in Annuities, Survival benefits, Death claims and Maturity claims.

Unit III Premium and Bonus

10 h

Premium: Different types of premium – Factors affecting premium – Mortality table – Construction of mortality tables – Valuation – Methods – Data for valuation – Special reserves and adjustment – Surplus and distribution. Bonus: Different types of bonuses – Surrender value – Non-forfeiture options.

Unit IV Policy Documents

09 h

Proposal form and related documents - Electronic Policy documents - Importance - Format of a policy document - Policy schedule and components - Conditions and privileges in a policy document - Duplicate policies - Electronic Premium payment-Revival of lapsed policies and its types- Paid up value - Assignment, nomination and surrender of policy - Policy servicing.

Case Study in assignment and nomination of Life insurance Policy.

Unit V Policy Claims

10 h

Different types – Survival benefits – Death claims – Maturity claims – Early claims and non-early claims – Electronic Documents required for processing early claims – Death due to un-natural causes or accidents - Waiver of evidence of title – Claims concession clause and extended claims concession clause – Presumption of death – Types.

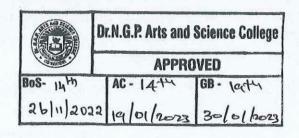
Case Study in Surrender value and paid up value.

Note: Case study (Examined internal only)

Text Books

- MishraM.N and Mishra, S.B 2016, "Insurance Principles and Practice", Twenty Second Edition, Sultan Chand and Sons, New Delhi.
- 2 Krishnaswamy G, 2018, "Principles and Practice of Life Insurance", Excel Books Publications, New Delhi.

- Inderjith Singh, 2014, "Fundamentals of Insurance", Fifth Edition, Kalyani publishers, New Delhi.
- Periasamy P, 2019, Principles and Practice of Insurance, Himalaya Publishing House, Mumbai.
- 3 Dwivediand N.P. and Shakti Prathaban, 2017, "Principles of Insurance", First Edition, Himalaya Publishing house, New Delhi.
- Murthy.A, 2015, "Principles and Practice of Insurance", First Edition, Margham Publications, Chennai.



Course Course Name		Category	L	Т	P	Credit	
224CS1A2IC SMART BANKING TECHNOLOGIES		IDC	4	-	_	4	

This course has been designed for students to learn and understand

- The digital platform fundamentals.
- Block chain and NoSQL Database.
- The smart banking experience platform.

COURSE OUTCOMES

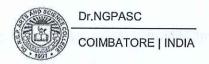
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level		
CO1 Understand the Digital imperatives of Smart Banking.		K2		
CO2	CO2 Recognize the Banking experience platform requirements.			
CO3	CO3 Interpret the design integration of cutting-edge digital technology.			
CO4	CO4 Analyse the various smart technologies in BXP.			
CO5	CO5 Determine the development of BXP through UI.			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	institution (2)	. 14 / 1,1 / 195	/
CO2	✓	1			✓
CO3	✓	1		21 2 484 20 10	✓ .
CO4	✓	✓			✓
CO5	1	1		See of the Section	1

COURS	E FOCUSES ON	
✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics



224CS1A2IC

SMART BANKING TECHNOLOGIES

SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Digital Experience Platforms

10 h

Boundary less Banking Enabled by Digital Technologies - Overview of DXP - Key Tenets of a DXP - DXP Reference Architecture - Evolution of Digital Platform - Business Drivers for DXP - Overview of Banking Experience Platform - Key tenets - Key Objectives - Three Ps of BXP - KPIs of BXP - Digital Imperatives for Modern Banks.

Unit II Gathering System Requirements

10 h

Requirements Gathering: Functional Requirements - Experience Requirements - Multilingual Requirements - Mobility Requirements - Nonfunctional Requirements - Scalability Requirements - Performance Requirements - Maintenance Requirements - Security Requirements - Disaster Recovery Requirements- Accessibility Considerations.

Unit III System Design

10 h

Building an Experience Platform - Digital Platform Strategy - Platform Design Phases - Design of Various Layers - Social and Collaboration Design - IoT Integration Design - IoT Case Study - Block chain Design - Block chain Case Study - Big Data and NoSQL Design - Big Data and NoSQL Case Study.

Unit IV AI Automation and Recent Trends

10 h

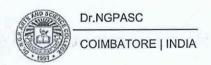
AI Automation Design - Determine Automation Goals -Steps to Build AI Automation Model - Chatbot Case Study-Enterprise Search Engine - Augmented - Virtual Reality Integration - Recent Trends in DevOps.

Unit V Development of the Banking Experience Platform

8 h

User Interface Design - Key features of DXP UI - User Interface Components - Development Process - Development Life Cycle- Architecture - Evaluating UI frameworks - BXP Case Study - Securing the Banking Experience Platform: DXP Security Framework.

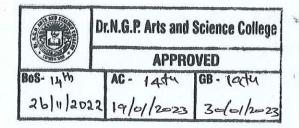
Note: Case study (Examined Internal only)



Text Books

Shailesh Kumar Shivakumar , Sourabhh SethiI(2019), "Building Digital Experience Platforms: A Guide to Developing Next-Generation Enterprise Applications", 1st Edition ,Apress Media LLC.

- 1 Chris Skinner, 2017, "Digital Bank: Digital Strategies to Launch or become a Digital Bank", 1st Edition, Marshall Cavendish Business.
- 2 Sunil Aggarwal, 2015, "Smart Banking: An Introduction", 2015, Vyan Publications.
- 3 https://www.insiderintelligence.com/insights/future-of-banking-technology/
- https://www.huawei.com/en/technology-insights/publications/winwin/38/5-enablers-smart-banking



221TL1A2AA

BASIC TAMIL

SEMESTER II

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022 – 23ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு இல்லை)

Syllabus

தமிழ் மொழியின் அடிப்படைக் கூறுகள் 05 h Unit I எழுத்துகள் அறிமுகம் 1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள் 2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம் 3. உயிர்மெய் எழுத்துக்கள் 4. பயிற்சி 05 h Unit II சொற்களின் அறிமுகம் 1.பெயர்ச்சொல் 2.வினைச்சொல் – விளக்கம் (எ.கா.) 3.பயிற்சி Unit III 05 h குறிப்பு எழுதுதல் 1. பெயர், முகவரி, பாடப்பிரிவு, கல்லூரியின் முகவரி 2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7) 3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள் 05 h Unit IV குறிப்பு எழுதுதல் 1. ஊர்வன, பறப்பன, விலங்குகள் 2.மனிதர்களின் உறவுப்பெயர்கள் 3. ஊர்களின் பெயர்கள் (எண்ணிக்கை 10) 04 h Unit V பயிற்சிப் பகுதி

பயிற்சிப் பகுதி (உரையாடும் இடங்கள்)

வகுப்பறை, பேருந்து நிலையம், சந்தை – பேசுதல், எழுதுதல்.

Note:

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை மொத்த மதிப்பெண்கள் - 50

பகுதி – அ

சரியான விடையைத் தேர்வு செய்தல்

10x2 = 20

பகுதி – ஆ

சரியா? தவறா?

10x2=20

பகுதி – இ

ஒரு பக்க அளவில் விடையளிக்க

1x10=10

குறிப்பு:

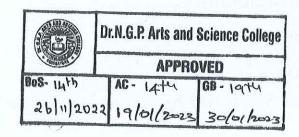
- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ –க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அமைதல் வேண்டும்

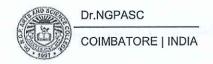
Text Book

அடிப்படைத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி.

1 கலை அறிவியல் கல்லூரி, கோயம்புத்தூர் – 641048, வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit I to IV)

- 1 ஒன்றாம் வகுப்பு பாடநூல் தமிழ்நாடு அரசு பாடநூல் கழகம், சென்னை.
- தமிழ் இணையக் கல்விக்கழகம் TAMIL VIRTUAL ACADEMY வலைதள முகவரி : https://www.tamilvu.org.





221TL1A2AB

ADVANCED TAMIL

SEMESTER II

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022– 2023 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 – ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)

> (பருவத் தேர்வு இல்லை) Syllabus

Unit I கவிதைகள்

06 h

1தமிழ்நாடு

- பாரதியார்

2.மனதில் உறுதி வேண்டும்

- பாரதியார்

3. இன்பத்தமிழ்

- பாரதிதாசன்

4.வேலைகளல்ல வேள்விகள்

- தாராபாரதி

5.தமிழா! நீ பேசுவது தமிழா!

- காசியானந்தன்

6. நட்புக் காலம் (10 கவிதைகள்)

- அறிவுமதி கவிதைகள்

Unit II கட்டுரை

05 h

கட்டுரைத் தொகுப்பு - நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை

2. புலனடக்கம்

3. பண்பாடு

Unit III இலக்கணம்

04 h

1.வல்லினம் மிகும் மற்றும் மிகா இடங்கள்

2. ர,ற,ல,ழ,ள,ந,ண,ன – வேறுபாடு அறிதல்

Unit IV கடிதங்கள்

05 h

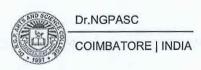
- 1. பாராட்டுக் கடிதம்
- 2. நன்றிக் கடிதம்
- 3. அழைப்புக் கடிதம்
- 4. அலுவலக விண்ணப்பங்கள்

Unit V பயிற்சிப் பகுதிரை மீ நாக்கிகள்

04 h

படைப்பாக்கப் பகுதி

பொதுத் தலைப்புகளில் கவிதை, கட்டுரை எழுதச் செய்தல்



Note:

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை மொத்த மதிப்பெண்கள் - 50

பகுதி – அ

சரியான விடையைத் தேர்வு செய்தல்

10x1=10

பகுதி – ஆ

கோடிட்ட இடங்களை நிரப்புக.

10x2 = 20

பகுதி – இ

இரண்டு பக்க அளவில் விடையளிக்க

 $2 \times 10 = 20$

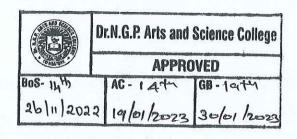
குறிப்பு:

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

Text Book

சிறப்புத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit- I to IV)

- பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு. 2014. தமிழ் இலக்கிய வரலாறு மணிவாசகர் பதிப்பகம், சென்னை.
- 2 டாக்டர் மு.வரதராசன். 2010. நல்வாழ்வு, பாரி நிலையம், சென்னை.
- 3 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு. 2013. இலக்கணம் -இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்
- 4 தமிழ் இணையக் கல்விக்கழகம் TAMIL VIRTUAL ACADEMY. வலைதள முகவரி : https://www.tamilvu.org



Course Code	Course Name	Category	L	Т	P	Credit	
225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	AECC	2	-	-	2	

This course has been designed for students to learn and understand

- Concepts of Human Rights
- Human Right Violations and Redressal Mechanism
- Rights to Women and Child

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1 Understand the Basic concepts of Human Rights		K1
CO2	CO2 Describing Fundamental Rights	
CO3	CO3 Impart knowledge on Human Right Violations and Redressal Mechanism.	
CO4	CO4 Extend a comprehensive knowledge on Rights to Women and Child	
CO5	CO5 Analyze the knowledge on Civil and Political Rights of Women	

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			The second	
CO2	✓				
CO3	✓				
CO4	✓				
CO5	✓		Y	0 = 1,1 W = 1	

COURSE FOCUSES ON

Skill Developmen	t [Entrepreneurial Development
Employability	rtis aud Science College		Innovations
Intellectual Proper	y Rights 40	/	Gender Sensitization
Social Awareness/	Environment	✓	Constitutional Rights/ Human Values/ Ethics

225CR1A2AA

HUMAN RIGHTS AND WOMEN'S RIGHTS

SEMESTER II

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Human Rights

04 h

Meaning - Definition - Nature - Content - Legitimacy of Human Rights - Origin and Development of Human Rights - Theories - Principles of Magna Carta - Modern Movements of Human Rights - The Future of Human Rights.

Unit II Human Rights in India

05 h

The Constitution of India – Fundamental Rights – Right to Life and Liberty – Directive Principles of State Policy – Fundamental Duties – Individual and Group Rights – Other facets of Human Rights – Measures for Protection of Human Rights in India.

Unit III Human Right Violations and Redressal Mechanism

05 h

Human Rights – Infringement of Human Right by State Machinery and by Individual – Remedies for State action and inaction – Constitutional Remedies – Public Interest Litigation (PIL) - Protection of Human Rights Act, 1993 – National Human Rights Commission – State Human Rights Commissions – Constitution of Human Right Courts.

Unit IV Rights to Women and Child

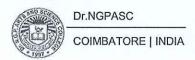
05 h

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 - Constitutional Rights - Personal Laws - Protection of children against Sexual Offences Act 2012 (POCSO).

Unit V Civil and Political Rights of Women

05 h

Right of Inheritance - Right to live with decency and dignity - The Married women's Property Act 1874 - 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.



Text Books

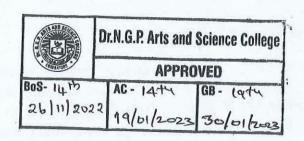
- LalitParmar, 1998, "Human Rights", Anmol Publications Pvt. Limited, New Delhi.
- 2 Krishna Pal Malik, 2009, "Women & Law", Allahabad Law University, New Delhi.

References

- Mandagadde Rama Jois, 2015, "Human Rights", Bharatiya Values, BharatiyaVidyaBhavan Publications, Mumbai.
- Paras Diwan and PiyushDiwan, 1994, "Women and Legal Protection", South Asia Books, Andhra Pradesh.
- Venkataramand Sandhiya. N, 2001, "Research in Value Education", APH Publishing Corporation, New Delhi.
- Anand A S, 2008, "Justice for Women: Concerns and Expressions", Universal Law Publishing Co., New Delhi.

BoS Chairman/HoD
Department of Commerce (B & I)
Dr. N. G. P. Arts and Science College

Coimbatore - 641 048





Course Code	Course Name	Category	L	Т	P	Credit
221TL1A3TA	TAMIL - III	LANGUAGE - I	3	1	-	3

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம், 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

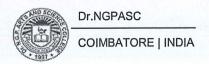
CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	குழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு(Tamil knowledge)	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		√
CO2		on your	√		√
CO3		The state of the s	√		✓
CO4			✓		✓
CO5			1	DOMESTIC D	1

COURSE FOCUSES ON

✓ Skill Development	✓	Entrepreneurial Development
✓ Employability	1	Innovations
✓ Intellectual Property Rights	✓	Gender Sensitization
Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



221TL1A3TA TAMIL - III SEMESTER III

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I காப்பியங்கள்

10 h

- 1. சிலப்பதிகாரம் வழக்குரை காதை
- 2. மணிமேகலை ஆதிரை பிச்சையிட்ட காதை

Unit II காப்பியங்கள்

10 h

- 1. கம்பராமாயணம் கும்பகர்ணன் வதைப்படலம்: பா. எண் : 60 முதல் 100 வரை
- 2. பெரிய புராணம் அதிபத்த நாயனார் புராணம்

Unit III சிற்றிலக்கியங்கள்

10 h

- 1.திருக்குற்றாலக்குறவஞ்சி வசந்தவல்லி பந்தாடிய சிறப்பு (6: 4 கண்ணிகள்)
- 2.கலிங்கத்துப்பரணி- களம் பாடியது: போர்க்களக் காட்சி- பா.எண்: 472 முதல்- 502 வரை

Unit IV இலக்கிய வரலாறு

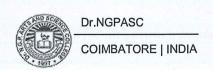
10 h

- 1.காப்பியங்களின் தோற்றமும் வளர்ச்சியும்
- 2.சிற்றிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்
- 3.நாடகத்தின் தோற்றமும் வளர்ச்சியும்

Unit V இலக்கணம் & பயிற்சிப் பகுதி

08 h

- அ. இலக்கணம்
- 1.'பா' வகைகள் : வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா பொது இலக்கணம் மட்டும்.
- 2. அணி: உவமையணி, உருவக அணி, இல்பொருள் உவமையணி விளக்கம், உதாரணம்.
- ஆ. பயிற்சிப் பகுதி



- 1. வாசகர் கடிதம் : நாளிதழ்,வானொலி,செய்தி ஊடகங்களுக்கு விமர்சனம் எழுதுதல்
- 2.திரைக்கதை : மத்திய மற்றும் மாநில அரசு விருது பெற்ற தமிழ்த் திரைப்படங்கள் மட்டும்

Text Book

தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என். ஜி. பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit I to V)

- பராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு 2014, தமிழ் இலக்கிய வரலாறு- மணிவாசகர் பதிப்பகம், சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013, இலக்கணம் -இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்னை. .
- தமிழ் இணையக் கல்விக்கழகம் TAMIL VIRTUAL ACADEMY. வலைதள முகவரி: https://www.tamilvu.org

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A3HA	HINDI - III	LANGUAGE- I	3	1	-	3

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

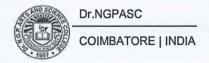
CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	КЗ
CO5	Apply the power of creative reading	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			1		✓
CO2			✓		1
CO3			1		1
CO4			1		✓
CO5			1		1

COURSE FOCUSES ON

✓	Skill Development	√	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
/	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



221TL1A3HA HINDI - III SEMESTER III

Total Credits: 3

Total Instruction Hours: 48 h

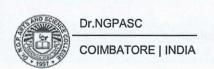
Syllabus

Unit I 10 h पद्य – काव्य पराशर (भोलानाथ) (प्राचीन- कबीर, तुलसी, सुर, मीरा, आधुनिक- मैथिलीशरण गुप्त, अरूण कमल) Unit II 10 h हिन्दी साहित्य का इतिहास: (साधारण ज्ञान) Unit III 10 h अलंकार:अनुप्रास,यमक, श्लेष, वक्रोक्ति, उपमा,रूपक Unit IV 10 h संवाद लेखन Unit V 08 h अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

Text Books

(पाठ 10 to 20)

- 1 प्रकाशकः जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001 (Unit I)
- 2 आचार्य रामचन्द्र शुक्ल लोकभारती प्रकाशन इलाहाबाद. (Unit II)
- 3 प्रकाशक: विनोद पुस्तक मंदिर आगरा-282002 (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई -17 (Unit V)



Course Code	Course Name	Category	L	Т	P	Credit
221TL1A3MA	MALAYALAM - III	LANGUAGE- I	3	1	-	3

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5 Apply the power of creative reading		K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		1
CO2			1		1
CO3			1	Mark Department	1
CO4			1		✓
CO5			1		1

COURSE FOCUS ON

1	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

221TL1A3MA	MALAYALAM - III	SEMESTER III

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I	Poetry	10 h
Kumaranas	san	
Unit II	Poetry	10 h
Kumaranas	an	
Unit III	Poetry	10 h
Kumaranas	an	
Unit IV	Poetry	10 h
Vayalar Rai	mavarma	
Unit V	Poetry	08 h
Vavalar Ran	navarma	

Text Books

- 1 Kumaranasan. 1998. Chinthavishtayaya Sitha. DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Ayisha (Poem), National Book Stall Kottayam, Kerala, India. (Unit IV & V)

Reference

1 Dr.M.Leelavathy. Kavitha Sahithya Charithram. Sahithya Academy Thrissur, Kerala, India.

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A3FA	FRENCH - III	LANGUAGE- I	3	1	-	3

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			1		1
CO2			1		✓
CO3	in a careful Li	et erlikt begens	1	ACT MARKET	1
CO4			1		1
CO5			1		√

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

221TL1A3FA FRENCH - III SEMESTER III

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I

10 h

0	Décrireun lieu.	A	Comprehendre la description	Comprendreune
0	Situer	partird'unerecherche	d'un lieu.	presentation de catalogue
		de documents,	Décrireunevilleouunerégionq	touristique.
		composer une	u'onaime.	Comprendre des
		presentation	Interrogersur la situation of	pictogrammes.
		touristique pour un	d'un lieu.	Comprendre la
		magazine ou un site	Comprendre des indications	description d'un lieu et
		internet.	sur la fréquenced'actions.	d'une situation precise
				dans un message
	graduate .			électronique.

Unit II

10 h

	Se situerdans	le	A	Comprehendre la	Comprendreune
17	temps.		partird'unerecherc	description d'un lieu.	presentation de
			he de documents,	Décrireunevilleouunerégio	catalogue touristique.
			composer une	nqu'onaime.	Comprendre des
			presentation	Interrogersur la situation of	pictogrammes.
			touristique pour un	d'un lieu.	Comprendre la
			magazine ou un site	Comprendre des	description d'un lieu et
			internet.	indications sur la	d'une situation precise
				fréquenced'actions.	dans un message
				200007766 90.50	électronique.

Unit III

10 h

R	aconter.	Raconterune scene	Comprehendre le récit d ún	Ecrire une biographie a
0	Décrire les	insolite à l'oreal et à	voyage.	partir d'eléments écrits.
	étapesd'une action.	l'écrit.	Raconterses actions quotidiennes.	A

Unit IV

10 h

Exprimer	Raconterune scene	Comprehendre le récit d ún	Ecrire une biographie a
	insoliteà l'oreal et à	3 0	partir d'eléments écrits.
quantité.	l'écrit.	Raconterses actions	
° Interroger.		quotidiennes.	

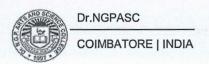
Unit V

08 h

Make in Own Sentences based on the above Lessons

Text Book

1 LATITUDES 1 (Méthode de français) Pages from 102-127, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Course Code	Course Name	Category	L	Т	P	Credit
221EL1A3EA	PROFESSIONAL ENGLISH - III	LANGUAGE- II	3	1	-	3

This course has been designed for students to learn and understand

- the basics of English grammar and specific usage
- the importance of the vocabulary and use in different contexts
- the necessity of communication and composition writing skills

COURSE OUTCOMES

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

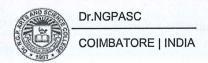
CO Number	CO Statement	Knowledge Level
CO1	Infer the specific usage of while-listening process	K2
CO2	Organize the various abilities and sub-skills involved in reading	K3
CO3	Utilize the importance of speaking skills and developing it through various practices	КЗ
CO4	Assume the sentence construction and paragraph development	K4
CO5	Acquire all-round mature outlook to function effectively in different context	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓		right.	er treated or and and a	1911/10/11
CO3	1				
CO4	√]				
CO5	[√]				

COURSE FOCUSES ON

1	Skill Development	✓	Entrepreneurial Development
✓	Employability	1	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



221EL1A3EA

PROFESSIONAL ENGLISH - III

SEMESTER III

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Listening and Reading

09 h

Listening in casual conversation, Small group and Conference setting - Listening for Factual Information, Detail and Situation - Developing Listening skills- Why do we avoid Listening- Poor Listening - Disadvantages - Poor listening vs Effective Listening - Basics of Reading- efficient and inefficient readers- Advantages - Benefits and Effective reading and comprehension skills- Need for Developing Efficient Reading skills- Four Basic steps of Effective Reading - Stumbling blocks in becoming an effective Reader- Improving Vocabulary power- Strategies for Comprehending and Retaining content- Effective Note Taking while Reading

Unit II Speaking

11 h

Purpose of General Conversations- Advantages, features of a good conversation-Tips for improving conversation- public speaking- importance of public speaking-Benefits, Tips, Overcoming fear of public speaking- Preparatory steps - Structuring the contents- Audience Awareness- Mode of Delivery

Unit III Writing Skills

10 h

CV and Job Applications- How to make your letter stand out?- Employers expectation - Organize the material - Useful suggestions- Cover Letter- Content to be included - Tone of the letter - Report Writing- importance - features- Types - main parts - Feasibility report- Accident report- Scientific report- Memos - Introduction - Structure- Proposal Writing- Key factors- Types- Contents- Format-Evaluation

Unit IV Effective Skills in Language

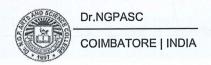
10 h

Using Word's Effectively- Mastering Spelling Techniques- Structuring Phrases and Clauses- Writing Effective Sentences- Building Effective paragraphs- Revising, Editing and Proof reading

Unit V Soft Skills

08 h

Introduction- What are soft skills?- Importance of soft skills- Attributes- Social soft skills- Thinking- Negotiating- Exhibiting- Identifying- Improving- Will formal training enhance your soft skills? - Soft Skills training -Train Yourself- Practicing soft skills- Measuring attitude - Self-Discovery: Importance of knowing yourself- Process - SWOT analysis - Benefits - Usage - SWOT Analysis grid



Text Books

- Camp and Satterwhite. 1998. College English and Communication. 7th Edition Glencoe Mchrawttill Publishers, New York, Unites States of America. (Unit I, II, III)
- 2 Kumar, Sanjay and Lata Pushp. 2018. Language and Communication Skills for Engineers. First Edition, Oxford University Press, India. (Unit I, II, III)
- Mohan, Krishna and Banerji, Meera. 2009. Developing Communication skills. 2nd Edition, Macmillcan, India. (Unit I, II, III, IV)
- 4 Alex. Soft Skills. 2009. S. Chand Publishing, New Delhi, India. (Unit V)

- Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw-Hill Education, Chennai, India.
- Miles Craven. 2008. Cambridge English Skills Real Listening and Speaking. First Edition, Cambridge University Press, United Kingdom.
- Mishra, Gauri and Ranjana Kaul.2016. Language Through Literature. Primus Books, India.
- 4 Pillai G, Radhakrishna. 2000. English for Success. Emerald Publishers, Chennai, India.

Course Code	Course Name	Category	L	Т	P	Credit
225CM1A3CA	COST ACCOUNTING	CORE	5	-	-	4

This course has been designed for students to learn and understand

- the cost concept and various elements of costing
- preparation of accounts under process costing
- techniques of operating costing

COURSE OUTCOMES

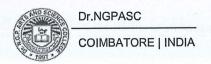
On the successful completion of the course, students will be able to

CO Number	(C) Statement	
CO1	Understand the methods of cost accounting and cost sheet	K2
CO2	Analyse the various methods of material issue and material control	К3
CO3	Apply different methods of wage payment system and absorption of overhead among departments	КЗ
CO4	Explain about process costing and compute the cost of each process for finished product	K2
CO5	Infer the concept of operating cost and Reconciliation statements	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1		✓	ag suck of	
CO2	✓	√	✓	1	✓
CO3		✓	✓	1	✓
CO4	1	√	team	✓	✓
CO5	1		1	1	1

COURS	E FUCUSES UN	
✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics
200		



225CM1A3CA

COST ACCOUNTING

SEMESTER III

Total Credits:

Total Instruction Hours: 60 h

Syllabus

Unit I Cost concept and Cost sheet

10 h

Cost Accounting: Meaning, Definition- Nature and Scope - Concept and Classifications - Costing an aid to Management - Differences between Cost and Financial Accounting - Types and Methods of Cost - Elements of Cost - Preparation of Cost Sheet.

Case Study on Preparation of Cost Sheet of various Companies.

Unit II Material control and Issue

12 h

Material Control: Objectives- Essentials of material Control -Purchase Control-centralised and decentralised purchasing- Procedure and documentation involved in purchasing- Advantages and disadvantages Stores Control- Requisition for stores -Stock level-EOQ- ABC analysis. Inventory Control - Techniques of inventory control - Perpetual inventory system-- Methods of valuing material issue - LIFO - FIFO - Simple Average - Weighted Average.

Case Study on ABC analysis.

Unit III Labour costing and Overheads

13 h

Labour: System of wage payment – Idle time – Control over idle time – Labour turnover – Methods of Remuneration and Incentive systems- Time rates system-Piece rate system- Halsey Plan – Rowan Plan.

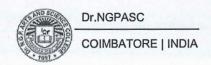
Overhead: Classification of overheads – Allocation of overhead and Absorption of overhead –Primary distribution -Secondary distribution-Overhead Rates-Computation of Machine Hour Rate.

Case Study on Methods of Remuneration.

Unit IV Process costing

13 h

Process Costing: Meaning – Features-Advantages and disadvantages of process costing –Distinction between process costing and job costing. Process losses, Wastage, Scrap, Normal process loss – Abnormal loss, Abnormal gain. (Excluding inter process profits and equivalent production)



Unit V Operating costing and Reconciliation statements

12 h

Operating Costing: Meaning- Features- Cost unit in Operating Costing- Transport Costing only- Reconciliation of Cost and Financial Statements- Need- Reasons for disagreement in Profit- Procedure of Reconciliation.

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

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

Text Books

- T. S Reddy and Y. Hari Prasad Reddy, 2020, "Cost Accounting", Margham Publications, Chennai.
- Pillai.R.S.N. and Bagavathi 2020, "Cost Accounting", Sultan Chand and CompanyLtd., New Delhi.

- Jain S.P and Narang K.L, 2020, "Cost Accounting", Kalyani Publishers, New Delhi.
- Iyengar. S. P, 2019, "Cost Accounting: Principles and Practice", Sultan Chand & Sons, New Delhi.
- 3 Khan M. Y, 2017, "Cost Accounting", McGraw Hill Education, New Delhi.
- Saxena V, Vashist. C, 2015, "Advanced Cost Accounting", Sultan Chand and CompanyLtd., New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A3CA	LEGAL REGULATORY FRAMEWORK OF BANKING	CORE	5	1		4

This course has been designed for students to learn and understand

- the provisions of Banking Regulation Act and Foreign Exchange Management Act
- reconstruction of financial assets and an insight on the prevention of money laundering
- knowledge on Banking Ombudsman Scheme

COURSE OUTCOMES

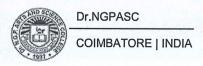
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	remember the banking system and its powers in Banking Regulation Act	K1
CO2	demonstrate the provisions relating to securitisation and reconstruction of financial asset	K2
CO3	paraphase the act the Money Laundering Act	K2
CO4	apply the Foreign Exchange Management Act.	K3
CO5	analyse the role of Banking Ombudsman and its compliances	K4

MAPPING WITH PROGRAMME OUTCOMES

111111111111111111111111111111111111111	WILLIAM VILLIAM OF THE OF LOCATION							
COs/POs	PO1	PO2	PO3	PO4	PO5			
CO1	1	✓			✓			
CO2	✓	✓			✓			
CO3	✓	√	✓		✓			
CO4	1	✓		1	✓			
CO5	1	✓			1			

Skill Development	✓	Entrepreneurial Development
Employability		Innovations
Intellectual Property Ri	ights	Gender Sensitization
Social Awareness/ Env	rironment	Constitutional Rights/ Human Values/ Ethics



225BI1A3CA

LEGAL REGULATORY FRAMEWORK OF BANKING

SEMESTER III

Total Credits:

: 4 : 72 h

Total Instruction Hours:

Syllabus

Unit I Banking Regulation Act 1949

14 h

Origin of the Act – Definition of bank (Sec. 5B and 5C) - Business of Banking Companies (Sec.6) - Restrictions on business of banking companies (Sec.8, 19 and 20) - Capital Structure (Sec.12) - Powers of the RBI (Sec.21, 22 and 36 to 36AD) - Applicability of the Act to Cooperative Banks (Sec.56) - amendments of BRA 1949 up to 2012 - Banking Regulation (Amendment) Bill 2017 - Banking Regulation (Amendment) Act 2020.

Unit II Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

14 h

Preliminary (Section 1 and 2) - Regulation of securitization and reconstruction of financial assets and financial institutions (Section 3 to 12 A) - Enforcement of security interest (Section 13 to 19) - Central registry (Section 20 to 26) - Offences and penalties (Section 27 to 30) - Miscellaneous (Section 31 to 41) - Relevant amendments between 2004 and 2008 and Amendments in SARFAESI Act in 2016: (Taking possession over securities).

Case law relating to regulations of SARFAESI Act

Unit III Prevention of Money Laundering Act, 2002

16 h

Introduction to Prevention of Money Laundering Act, 2002-: Preliminary (Section 1 and 2) - Offence of money laundering (Section 3 and 4) - Attachment - adjudication and confiscation (Section 5 and 11) - Obligation of banking companies - financial institutions and intermediaries (Section 12 and 15) Summons - searches and seizures (Section 16 and 24) - The RBI guidelines regarding prevention of money laundering - The Prevention of Money Laundering (Amendment) Act 2012 - Money Laundering (Amendment) Act 2023.

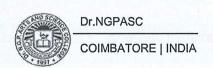
Case law relating to Money Laundering

Unit IV The Foreign Exchange Management Act 1999

14 h

The Foreign Exchange Management Regulation - Preliminary (Sec 1-2) - Regulation and management of foreign exchange (Sec 3 to 9) - Authorized person (Section 10 to 12) - Contravention and penalties (Section 13 to 15) - Adjudication and appeal (Sections 16 to 21 and sections 34-35) - Directorate of enforcement (section 36 to 38) FEMA (Amendment) Act 2023 Current account transactions.

Case law Related to Foreign Exchange Management



Unit V Banking Ombudsman Scheme 2006

14 h

Role of Banking Ombudsman: Grounds of Complaint - Procedure for Filing Complaint - Power to Call for Information - Settlement of Complaint by Agreement - Award. The Banking Codes and Standards Board of India: Customer Service - Grievances Redressal Mechanism - Integrated Ombudsman Scheme 2021)

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

Text Books

- Gordon E and Natarajan, 2021, "Banking Theory Law and Practices", Twenty First Edition, Himalaya publishing House, New Delhi.
- Tannan M L et al 2017 "Banking Law & Practice in India" (Twenty Fifth Edition) Lexis Nexis, New Delhi.

References

1

- Sundharam K.P.M & Varshney P.N 2015 "Banking Theory, Law and Practice" (Reprint 2015) Sultan Chand & sons, New Delhi.
- Shekar K. C 2015 "Banking Theory and Practice" (Twenty First Edition) Vikas Publication, Noida.
- Maheswari S. N 2014 "Banking Law and Practice" (Thirteenth Edition) Kalyani publishers, New Delhi.
- Indian Institute of Banking and Finance "Legal& Regulatory Aspects of Banking" (Second Edition), MACMILLAN.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A3CB	COMPANY LAW	Core	4	-	-	4

This course has been designed for students to learn and understand

- The formation, promotion and winding up procedure of a Company
- · Company Management and its regulatory affairs
- The significant provisions of the Companies Act 2013

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Corporate rules and regulations for establishing the Company form of Organization	K2
CO2	Examine the contents of the Memorandum of Association & Articles of Association	K3
CO3	Describe the Concepts of Director Appointment, Removal and Remuneration	K2
CO4	Apply the requisites of meeting and resolution	кЗ
CO5	Analyse the modes of winding up	кЗ

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1	✓	- PLACEDE	1	1
CO2	1	1		1	1
CO3	✓	√	THE RESERVE	✓	1
CO4	1	✓		1	1
CO5	✓	1		1	1

✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics
-		

225BI1A3CB COMPANY LAW SEMESTER III

Total Credits:

4

Total Instruction Hours:

48 h

Syllabus

Unit I Introduction

9h

Companies Act 2013 – Definition of a Company, Characteristics of Company – Lifting or Piercing the Corporate Veil – Formation and Promotion of a Company – Company Distinguished from Partnership and Limited Liabilities Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control.

Unit II Registration of Companies

10 h

Introduction - Contents of Memorandum - Form of Memorandum-Alteration - Doctrine of Ultra vires - Definition of Articles of Association - Provision for Retrenchment - Contents - Difference between Memorandum and Articles of Association - Meaning of Prospectus - Contents of a Prospectus - Types of Prospectus- Doctrine of Indoor Management - Exception to the indoor Management rule - Shares and Debentures.

Case Law relating to Memorandum and Articles of Association

Unit III Company Management

10 h

Meaning-Structure of Company Management - Shareholders - Board of Directors - Legal Position of Directors - Composition of the Board of Directors - Number of Director - Appointment - Removal - Remuneration - Independent Director - Qualification and Disqualification - Powers - Duties and Liabilities - Distinctions between Managers and Managing Directors - Corporate Governance.

Case Law relating to Exercising Powers of Director

Unit IV Company Meetings

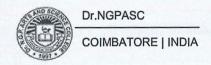
10 h

Statutory meeting - Annual General meeting - Extra ordinary General meeting - Board of Directors Meeting - Duties of a Company Secretary to all the company meetings - Drafting of Correspondence relating to the meetings - Notices - Agenda - Chairman's speech - Writing of Minutes-Resolution

Unit V Winding up of Company

9h

Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – Members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up (General).



Case Law in Winding up of Company

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

Text Books

1

- Kapoor N. D, 2019, "Elements of Company Law", Thirty First Edition, Sultan Chand and Sons, New Delhi.
- Reena Chadha and Sumant Chadha, 2019, "Company Law", First Edition Cengage Learning Pvt.Ltd, New Delhi.

- Shanthi.J, 2017, "Company Law and Secretarial Practice", First Edition,
- 1 Margham Publications, Chennai.
 - Gulshan .S and Kapoor .G.K , 2019, "Business Law" ,Twenty First Edition,
- 2 New Age Publishers, New Delhi.
 - Sreenivasan M.R, 2017, "Company Law", Third Edition, Margham
- 3 Publications, Chennai.
- Gogna P.P.S, 2016, "Company Law", Eleventh Edition, Sultan Chand and Sons, New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
222MT1A3IA	BUSINESS MATHEMATICS	IDC	4	-	-	4

This course has been designed for students to learn and understand

- the characteristics of different types of matrices
- the basic concept of sequence and series
- the rule for finding the limit

COURSE OUTCOMES

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

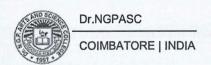
CO Number	CO Statement	Knowledge Level		
CO1	solve the linear equations through matrix theory	КЗ		
CO2	identify and define the types and uses of sets			
CO3	recognize and apply the theory of ratios and proportions in real life			
CO4	understand the basic principles of sequence and series K2			
CO5	interpret and apply the knowledge of differential calculus in business K3			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	er dragolije.	1	1	(Sough)
CO2			✓	1	SA SERVE
CO3	1		1	1	
CO4	1		1	1	
CO5		1	1	. 1	1

COURSE FOCUSES ON

1	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics



222MT1A3IA

BUSINESS MATHEMATICS

SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Matrix and its applications to business

12 h

Definitions and notations - operations - conversion of a business problem into a linear system of equations - determinant - matrix equation - methods to solve linear system: Cramer's rule - matrix inversion method.

Unit II Theory of sets and its business applications

8 h

Set theory - representation of sets - union, intersection and complement - subset - null set - difference of a set - De Morgan's law- universal set - basic operations-cartesian products- laws of set algebra- cardinal numbers- Venn diagram- business applications.

Unit III Ratio, Permutation & Combination

8 h

Ratio - proportion- types - ratio, proportion and its type of comparison -variations - percentage - annexing zeros and removing decimal signs - average - computation of mean for grouped series - mean of composite group.

Fundamental counting principle- factorial- permutation- restricted permutation-circular permutations- combination - restricted combinations - division into groups - mixed problems on permutation and combination.

Unit IV Sequence and Series - Its application to business

9 h

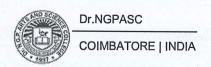
General idea and different types of sequences - kinds of sequence - arithmetic and geometric means - arithmetic progression- geometric progression - harmonic progression

Unit V Differential Calculus and its business applications

11 h

Limit of a function - rules for evaluating the limit - continuous function - slope and rate of change - method for evaluating the differential coefficient using the first principle and standard results - differentiation of an implicit function - parametric differentiation - logarithmic differentiation - applications of differential calculus.

Note: Theory 20% and Problems 80%



Mariappan P, 2015, "Business Mathematics", First Edition, Pearson India education services Pvt. Ltd, New Delhi.

- Asim Kumar Manna, 2018, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited, New Delhi.
- 2 Sundaresan V, Jayaseelan S D, 2011, "An introduction to Business Mathematics", 4th Edition, Sultan Chand & Company, New Delhi.
- 3 Das N.G & Das J.K, 2012, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited, New Delhi.
- Sancheti D.C & Kapoor V K, 2012, "Business Mathematics", Eleventh Edition, Sultan Chand & Company, New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A3SA	MARKETING OF BANKING SERVICES	SEC	3	-	-	2

This course has been designed for students to learn and understand

- Marketing concepts in banking industry
- Banking customer need , macro and micro factors influencing the market
- The methods of market segmentation and market information research in banking

COURSE OUTCOMES

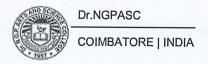
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Application of marketing in banking industry	K3
CO2	Remember the Banking Regulation Act and acquire the knowledge on the macro and micro factors of marketing of banking	K1
CO3	Relate the various market segmentation	КЗ
CO4	Determine the Customer Relationship Management in banking industry	K2
CO5	Acquire the information of marketing research and its various approaches	К3

MAPPING WITH PROGRAMME OUTCOMES

1	1	√		1
1	The state of the s	the state of the s		
	✓	✓		1
1	1	1	Participation	1
1	✓	✓	- Treathery	1
1	1	1	all syphian and	✓
	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

COOM	JE POCUSES ON		
✓	Skill Development	Entrepreneurial Development	
✓	Employability	Innovations	
	Intellectual Property Rights	Gender Sensitization	
	Social Awareness/ Environment	Constitutional Rights/ Hu Ethics	man Values/



225BI1A3SA

MARKETING OF BANKING SERVICES

SEMESTER III

Total Credits:

Total Instruction Hours: 36 h

Syllabus

Unit I Introduction

7h

2

Marketing concepts and their application to Banking Industry – Marketing concepts and elements – Need for Marketing – Special features of Bank Marketing – Product and Service Marketing

Case study in banking services marketing

Unit II Marketing Strategy

7h

Marketing of Banking products and Services - Macro and Micro factors influencing the Market, goods and services - Marketing strategies of Commercial Banks and its Distinctiveness - Market Competition - Strategic Advantages

Case study in Marketing strategies

Unit III Market segmentation, Targeting and Positioning

8h

Definition of Market segmentation – Characteristics of a viable Market segment – Benefits from Market segmentation – Disadvantages - Business wise segmentation: Retail banking, wholesale banking and wealth management- Customer wise segmentation: Non-customers, Low-value customers, Medium-value customers, High-value customers and Ex-customers- Targeting and Positioning

Unit IV Customer Relationship in Banking

7h

Introduction- Components of Customer Relationship in Banking (CRM)-Relationship Development - Benefits of Relationship Development - Process of Relationship Development - Benefits of Relationship Development - CRM Business Cycle-Customer Privacy - Basic Assumption of CRM - Life time Value of Customer

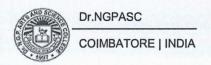
Case study in Customer Relationship in Banking

Unit V Marketing Information Research

7h

Definition of marketing research and market research – Differences – Contributions of Marketing Research to a bank – Types of data – Primary and Secondary – Management Information System and Marketing Research – Cross selling and upselling in banks.

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



- JHA S.M ,2017 "Bank Marketing", Second Edition, Himalaya Publishing 1 House.
- Pabbati Saritha Srinivas, P. Mohan Reddy, 2010 "Marketing of Banking Services", First Edition, Serials Publications.

References

Mukund Sharma, 2015, "Banking and Financial Service", First Edition,

- 1 Himalaya Publishing House.
- Mathur, ,Mathur, Nishu S.P,2018,"Service Marketing" First Edition, New Age International (P) Ltd Publishers, New Delhi.
- Padmalatha Suresh, Justin Paul, 2014, "Management of Banking and Financial Services", Third Edition, Pearson Chennai.
- Solanki R.B , Rajeshwari Malik ,2019,"Marketing of Financial Products and Services ", Third Edition, JSR Publishing House LLP, Delhi.

225BI1ASSA

SELF STUDY: RETAIL BANKING

SEMESTER III

Total Credit: 1

Syllabus

Unit I Introduction of Retail Banking

History and definition - Role within the Bank operations - Applicability of Retailing concepts - distinction between Retail and Corporate or Wholesale Banking. Retail Products overview - Customer requirements, Products development process, Liabilities and Assets Products - Approval process for retail loans, Credit scoring - Credit Information Bureau India Limited (CIBIL).

Unit II Retail Strategies and Delivery Channels

Retail Strategies - Marketing or Selling of retail products - Tie-up with Institutions for Personal loans or Credit cards or Educational loans, with OEMs or Authorized Dealers for Auto or Vehicle loans, and with Builders or Developers for Home loans. Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M Banking. Selling Process in retail products-Direct Selling Agents.

Unit III Electronic Customer Relationship Management in Banking:

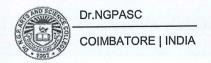
Role and impact of Electronic Customer Relationship Management in Banking - Stages in Electronic Customer Relationship Management process in Banking - Regulations and compliance.

Unit IV Trends in retailing:

New products like Insurance - DEMAT services - online or Phone Banking - Mortgages of Property services - Investment advisory or Wealth management - Reverse Mortgage - Growth of E-Banking, Cross selling opportunities.

Unit V Recovery of Retail Loans

RBI Guidelines - Recovery process - Rescheduling - Defaults - Important provisions of DRT Act relating to recovery of loans - use of Lok Adalat forum - Recovery Agents.



- Agarwal O.P 2016 "Fundamentals of Retail Banking" (Fourth Edition) Himalaya Publishing House, New Delhi.
- ² "Indian Institute of Banking and Insurance" 2017 Retail Banking Macmillan Publishers, Chennai.

- 1 Suresh Samudrala, 2015 "Retail Banking Technology" (Second Edition) Jaico Publishing House, Mumbai.
- 2 Hugh Croxford, 2016 "The Art of Better Retail Banking" (Second Edition) Wiley Publications, Chennai.
- 3 Keith Pond, 2017 "Retail Banking" (Fourth Edition) Gosbrook Professional Publishing Limited, U.K
- 4 Dalip Mehra, 2017 "Retail Banking" (First Edition) Arvind Vivek Prakashan, Meerut.

225BI1ASSB

SELF STUDY: GENERAL AWARENESS FOR COMPETITIVE EXAMINATION

SEMESTER III

Total Credit: 1

Syllabus

Unit I Indian Polity

Basics concepts - Three organs of Indian government (Executives, Legislature, Judiciary) - Introduction to Indian Constitution - Salient features of constitution - Preamble - Fundamental rights - Fundamental duties - Directive Principles of State policy - Types of Majority - Amendments to the Constitution - Basic structure Doctrine - Division of subjects between the union and the states local Governance - Elections in India and Election Commission.

Unit II Geography

Major oceans of the world – Important Canals – Gulfs – Straits and passes – Indian Rivers and its Tributaries – Climatology – Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon – Indian's physical features - Indian Soil types and Distribution – Importance - Trade routes and projects - Indian naturals vegetation.

Unit III Economy

National Income – Inflation – Money and Banking - Agriculture in India – Union Budget – Planning in India – Poverty – Unemployment – Inclusive Development and Development issues – Industrial polices – Financial Markets.

Unit IV History

Modern India – formation of Indian National Congress – Morley Minto Reforms, Revolutionary activities – World War I and India's Response – Home Rule league – Montague Chelmsford reforms – Rowlatt Act – Non – Cooperation Movement – Simon commission and Nehru Report – Civil Disobedience Movement and Round Table conferences – Quit India Movement and Demand for Pakistan – Cabinet Mission – Formation of Constituents Assembly and partition of India.

Unit V Environment and Ecology

Basic concepts – Ecology, Biodiversity- Food chain and food web – Bio Geo Chemical Cycles – International Bio Diversity organizations - International Conventions – Conferences and Protocol – Indian Environmental laws and Environment Related organization

- 1 Laximikanth M. 2019, "Indian polity", McGraw-Hill, New Delhi.
- Nitin Singhania, 2023, "Indian Economy" McGraw Hill, New Delhi.

References

- 1 Leong G.C, 2016 "Physical and Human Geography" Oxford University Press, Chennai.
- 2 Majid Hussain, 2019 "India Map Entries in Geography" GK Publications Pvt, Ltd. New Delhi.

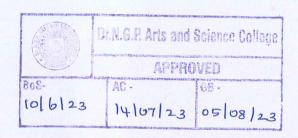
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BoS Chairman/HoD

Department of Commerce (B & I)

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

Colmbatore - 641 048





Course Code	Course Name	Category	L	Т	P	Credit
221TL1A4TA	TAMIL - IV	LANGUAGE- I	3	1	-	3

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், 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

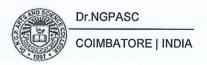
CO Number	CO Statement	Knowledge Level
CO1	CO1 வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	1	1		✓
CO2	✓	To any		1	
CO3		1			✓
CO4			1		
CO5	✓			1	✓

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
Employability	Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
Social Awareness/ Environment	Constitutional Rights/ Human Values/



221TL1A4TA TAMIL-IV SEMESTER IV

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I எட்டுத்தொகை

10 h

1. நற்றிணை – குறிஞ்சித் திணை

I.பா.எண்: 01 – கபிலர்

II.பா.எண் : 88 – நல்லந்துவனார்

III.பா.எண் : 102 – செம்பியனார்

2. குறுந்தொகை – முல்லைத்திணை

I.பா.எண் : 65 – கோவூர்கிழார்

II. பா.எண் : 167 – கூடலூர்கிழார்

மருதத்திணை

I.பா.எண் : 08 – ஆலங்குடி வங்கனார்

II.பா.எண் : 61 – தும்பிசேர்கீரனார்

III.பா.எண் :196 – மிளைக் கந்தன்

நெய்தல் திணை

I.பா.எண் : 57 *–* சிறைக்குடி ஆந்தையார்

Unit II எட்டுத்தொகை

08 h

1. கலித்தொகை – பாலைக்கலி

I.பா.எண் : 09 *–* பெருங்கடுங்கோ

2. அகநானூறு – மருதத்திணை

I.பா.எண் : 86 – நல்லாவூர்கிழார்

II.பா.எண் : 192 – கணியன் பூங்குன்றனார்

III.பா.எண் : 279 – ஒக்கூர் மாசாத்தியார்

IV.பா.எண் : 312 – பொன்முடியார்

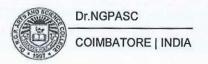
Unit III பத்துப்பாட்டு

10 h

1. பட்டினப் பாலை – கடியலூர் உருத்திரங் கண்ணனார் -1முதல் 218 வரிகள் வரை மட்டும்.

Unit IV இலக்கிய வரலாறு

10 h



- 1. எட்டுத் தொகை நூல்கள்
- 2. பத்துப்பாட்டு நூல்கள்

Unit V இலக்கணம் மற்றும் திறனாய்வுப் பகுதி

10 h

I.இலக்கணம்

- 1. அகத்திணை அன்பின் ஐந்திணை விளக்கம்
- 2. புறத்திணை 12 திணைகள் விளக்கம்

II.பயிற்சிப் பகுதி சங்கப் பாடல்கள் குறித்து திறனாய்வு செய்தல்

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

Text Book

செய்யுள் திரட்டு - மொழிப் பாடம் - 2022- 23

1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, வெளியீடு : நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை – 600 098. (Unit I- V)

- பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு -2014, தமிழ் இலக்கிய 1 வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை.
- பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013, இலக்கணம் -இலக்கிய 2 வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை.
- 3 தமிழ் இணையக் கல்விக்கழகம்.<http://www.tamilvu.org/>

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A4HA	HINDI - IV	LANGUAGE- I	3	1	-	3

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	К3
CO5	Apply the power of creative reading	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1		garage sense	1	1
CO2		1			1
CO3	✓	a Waliowa Carenovii	1	1	
CO4					1
CO5	✓		1		1

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
✓	Intellectual Property Rights	~	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics
			Ethics

Comments of the second		
221TL1A4HA	HINDI- IV	SEMESTER IV

Total Credits: 3

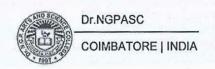
Total Instruction Hours: 48 h

Syllabus

Unit I	10 h
नाटक	
Unit II	10 h
एकांकी	
Unit III	10 h
काव्य मंजरी	
Unit IV	10 h
सूचना लेखन	
Unit V	08 h
अनुवाद अभ्यास-॥।	

Text Books

- 1 लडाई सर्वेश्वरदयाल सक्सेना प्रकाशकः वाणी प्रकाशन 21-A, दिरयागंज नई दिल्ली-110002. (Unit I)
- एकांकी पंचामृत डाँ राम कुमार (भोर और तारा छोड्कर) प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001. (Unit II)
- काव्य मंजरी- (डा मुन्ना तिवारी) मैथिलीशरण गुप्त- मनुष्यता, जयशंकर प्रसाद- बीती विभावरी जागरी सूर्यकान्त त्रिपाठी निराला- तोडती पत्थर और भिक्षुक. (Unit III)
- सूचना लेखन पुस्तक: व्याकरण प्रदिप रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद -211024.
 (Unit IV)
- 5 अनुवाद अभ्यास (केवल अंग्रेजी से हिन्दी में) (पाठ 10 to 20) प्रकाशक: दक्षिण भारत प्रचार सभा चेनैई -17 (पाठ10 to 20). (Unit V)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4MA	MALAYALAM- IV	LANGUAGE - I	3	1		3

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	К3
CO5	Apply the power of creative reading	КЗ

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1			1	
CO2	✓				1
CO3		✓	1		
CO4	✓			✓	1
CO5	✓	1	1		✓

COURSE FOCUS ON

√	Skill Development	✓	Entrepreneurial Development
√	Employability	√	Innovations
✓	Intellectual Property Rights	✓	Gender Sensitization
✓	Social Awareness/ Environment	√	Constitutional Rights/ Human Values/ Ethics

221TL1A4MA	MALAYALAM- IV	SEMESTER IV

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

	Syllabus	
Unit I	Drama	10 h
Saketham-	Sreekandan Nair	
Unit II	Drama	10 h
Saketham-	Sreekandan Nair	
Unit III	Drama	10 h
Saketham-	Sreekandan Nair	
Unit IV	Screen Play	10 h
Perumthad	chan- Vasudevan Nair	
Unit V	Screen Play	08 h
Perumthad	chan- Vasudevan Nair	Charles Transfer of Asia

Text Books

- Nair, Sreekandan C.N. 2023. Saketham, Drama. DC Books Kottayam, Kerala, India. (Unit I to III)
- Nair, Vasudevan M.T. 1994. Perumthachan- Screenplay. DC Books Kottayam, Kerala, India. (Unit IV & V)

Reference

Sankarapillai. 2005. Malayala Nataka Sahithya Charithram, Kerala Sahithya Akademi Publishers, Kerala, India.

Course Code	Course Name	Category	L	Т	P	Credit
221TL1A4FA	FRENCH - IV	LANGUAGE- I	3	1		3

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	К3

MAPPING WITH PROGRAMME OUTCOMES

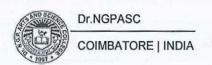
COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1				1
CO2	1	1			
CO3			V	✓	
CO4	1	1	T = 2/8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1
CO5	✓		1	1	1

COURSE FOCUSES ON

/	Skill Development	✓	Entrepreneurial Development
/	Employability	✓	Innovations
/	Intellectual Property Rights	V	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

221TL1A4FA	F	RENCH - IV	SEMESTER IV
Unit I		Total In Syllabus	Total Credits: 3 struction Hours: 48 h
°Décrirequelqu'u n. ° Comparer	En milieu professional, recruiter quelquún et justifier sonchoix.	S'exprimersur les styles de vêtemantReconnaitre des personnes à partit de descriptions.	Comprendre la description de personnesdans un extrait de roman.
Unit II			10 h
ExprimerPaccor d ou le désaccord. ° Se situerdans le temps.		Décrire des personnes. Comprendre des personnes qui experiment leur accord ouleurdésaccord.	Comprendre des différences de points de vueexprimétesdans de message électronique. Raconter unsourvenir.
Unit III			10 h
° Parler de Pavenir.	Discuter de l'organisation d'un voyage de groupepuisprépar erune fiche projet et la templit.	Comprendreune chanson. Echangersursesprojets de vacancy	Comprendre le message d'une carte d'anniversaire
Unit IV			10 h
° Exprimer des souhaits. ° Décrirequelq u'u n	Discuter de l'organisation d'un voyage de groupepuisprépar erune fiche projet et la templit.	Discuter du programme de la soire à venir. Addresser des souhaits à quelqu'un.	Comprendre le message d'une carte d'anniversaire
Unit V			08 h

LATITUDES 1 (Méthode de français) Pages from 128-151, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Course Code	Course Name	Category	L	Т	P	Credit
221EL1A4EA	PROFESSIONAL ENGLISH - IV	LANGUAGE- II	3	1	-	3

This course has been designed for students to learn and understand

- the skill-based learning for better communication
- the prevalent issues logically and present coherently
- the ideas accurately and clearly

COURSE OUTCOMES

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

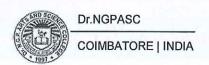
CO Number	COStatament		
CO1	Develop the ability to appreciate ideas and think critically	K1	
CO2	Integrate academic success into practical life skills	K2	
CO3	Express challenges of a competitive environment and select the profession that best suits them		
CO4	Discuss with confidence in conversations, to initiate, sustain and close a conversation	К3	
CO5	Identify a sense of social commitment	K3	

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	√	✓	✓		1
CO2	✓	1		1	
CO3			✓	1	1
CO4		1			1
CO5	√	Mark The	√	1	PARTY HE

COURSE FOCUSES ON

1	Skill Development	✓	Entrepreneurial Development
V	Employability	✓	Innovations
V	Intellectual Property Rights	✓	Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



221EL1A4EA

PROFESSIONAL ENGLISH - IV

SEMESTER IV

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Career

08 h

Leadership- Everyday leadership- Everyday leaders motivation- Qualities of a good leader- Professionalism- Creativity- Practical Application- Ways to become more creative- Six Thinking hats techniques

Unit II Art of Promoting

11 h

Selling your skills- Neuromarketing as a tool for influencing leaders- Using neuromarketing and psychology to get ahead- Recruiters and Clients decision making skills- Three steps to use neuromarketing for a successful life- Attention-storytelling- Perception and reputation- Recognize opportunities and openings before the competition- observation- Matching yourself with your leaders

Unit III Facing Challenges

10 h

Introduction-Panicky people- Negative people- Positive people- Facing challenges and taking initiatives – Importance of youth to face challenges and take initiative Benefits of Facing challenges- Facing challenges in life

Unit IV Effective Decision Making

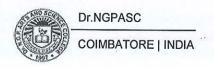
10 h

Decision Making Process- Methods of Decision Making- Steps in DM- Theoretical Approaches to individual Decision Making- Optimizing Decision Theory- The Subjective Expected Utility Model- Steps to Effective Decision- Making- Effective Decision Making in Terms- Methods for team decision making- Confusion and decision making- Decision making styles

Unit V Practising Corporate Social Responsibility (CSR)

09 h

Corporate Social Responsibility (CSR)- definitions- Goal- Areas- Need- Benefits - Argument in favour/against of CSR- Factors that promote CSR - Limitations for implementing- India and Corporate Social Responsibility- Activities carried out by Companies in India- List of projects for funding under CSR- Implementation of CSR commitments



- Sharma, Prashant. 2022. Soft Skills. BPB Publications, 3rd Edition, New Delhi, India. (Unit I & II)
- Alex. 2013. Managerial Skills. S. Chand Publishing, New Delhi, India. (Unit III to V)
- 3 Alex. 2009. Soft Skills. S. Chand Publishing, New Delhi, India. (Unit II)
- E H McGrath S J. 2011. Basic Managerial Skills for All, 9th Edition, New Delhi, India. (Unit III)

- Adair J. 1986. Effective Team Building: How to make a winning team. Pan Books, London, United Kingdom.
- 2 Dhanavel S P. 2010. English and Soft Skills, Orient Blackswan, Hyderabad, India.
- Singh S R. 2011. Soft Skills. APh Publishing Corporation, New Delhi, India.
- 4 Lakshminarayanan K R, Murugavel T. 2015. Managing Soft Skills. Scitch Publications, Chennai, India.

Course Code	Course Name	Category	L	T	P	Credit
225PA1A4CA	CORPORATE ACCOUNTING	CORE	5	1		4

This course has been designed for students to learn and understand

- the basic knowledge about procedure for Issue, Redemption of Shares and Debentures and
- Profit Prior to Incorporation.
- practical applications of Final Accounts of Companies.
- the methods of valuation of Goodwill and Shares and modes of Liquidation of companies.

COURSE OUTCOMES

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

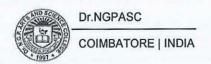
CO Number	CO Statement	Knowledge Level		
CO1	CO1 know the Issue of Shares, Forfeiture, Re – issue, Surrender, Right Issue and Underwriting.			
CO2	obtain the knowledge of Redemption of Preference Shares, Redemption of Debentures and Profit Prior to Incorporation.	K2		
CO3	learn the Knowledge of Final Accounts Companies under Companies Act, 2013 which include Calculation of Managerial Remuneration.	K2		
CO4	classify the methods of Valuation of Goodwill and Shares.	K3		
CO5	acquire knowledge about Liquidation of Companies and modes of Winding-up.	КЗ		

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	1	1		1
CO2	1		✓	AND THE PERSON	1
CO3	1	1	✓		1
CO4	1	√		✓	epiter levels
CO5		1	✓		✓

	_			
COL	IRC	E EO	CII	SES

√	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225PA1A4CA

CORPORATE ACCOUNTING

SEMESTER IV

Total Credits:

4 72 h

Total Instruction Hours:

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Syllabus

Unit I Issue of Shares

14 h

Issue of shares: Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Issue of Bonus shares - Right Issue - Underwriting.

Case study on Underwriting

Unit II Redemption of Preference Shares and Debenture

16 h

Redemption of Preference Shares: Provisions of the companies Act - Debentures - Issue - Treatment of different items relating to debenture in final accounts - Redemption - Methods of redemption of Debenture - Sinking Fund Method - Insurance Policy method- Profit Prior to Incorporation.

Unit III Final Accounts of Companies

15 h

Final Accounts of Companies: Managerial Remuneration - Remuneration payable to different categories of managerial personnel - Calculation of Managerial remuneration. Trading Account - Profit and Loss Account - Profit and Loss Appropriation Accounts - Balance sheet.

Case study on Managerial Remuneration

Unit IV Valuation of Goodwill and Shares

15h

Valuation of Goodwill and Shares: Need - Methods of valuation of Goodwill - Average Profit method - Super Profit Method - Capitalization Method - Methods of valuation of Shares - Net Asset Method - Yield Method - Fair value Method.

Unit V Liquidation of Companies

12 h

Liquidation of Companies: Modes of Winding up - Statement of Affairs - Deficiency Account or Surplus Account - Liquidator's Final Statement of Account.

Case study on Liquidation of Companies

Note: The question paper shall cover 20% theory and 80% problems Case studies related to the above topics to be discussed (Examined internal only)

- Reddy T.S. & Murthy A.,2020,"Corporate Accounting", (6th Edn.), Margham Publicatuions, Chennai.
- Jain S.P. & Narang K.L.,2017, "Advanced Accounting", (21stEdn.), Kalyani Publishers, New Delhi

- Hanif M. & Mukherjee A. "Advanced Accounting", The McGraw Hill Publishing Company Limited, NewDelhi.
- Joseph T. "Corporate Accounting",(Vol-1), The McGraw-Hill Publishing Company Limited, NewDelhi.
- Dr. M.A. Arulanandam, & Dr. K.S. Raman, 2014, "Advanced Accountancy", (19th Edn.), Himalaya Publishing House, New Delhi
- Gupta R.L. & Radhaswamy M., 2021, "Corporate Accounting", Sultan Chand & Sons., NewDelhi.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A4CA	PRACTICES OF GENERAL INSURANCE	CORE	4	-	1	3

This course has been designed for students to learn and understand

- the Specialized knowledge of law and practice relating to General Insurance
- the procedures and practices of various insurance policies
- the Process and documents necessary for different types of claims

COURSE OUTCOMES

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

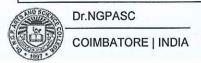
CO Number	CO Statement	Knowledge Level
CO1	Gain the knowledge in historical evolution of General insurance markets in India	K2
CO2	Discuss the coverage of fire and marine insurance policy to mitigate fire and marine loss consequence	K2
CO3	Obtain the knowledge about coverage of a miscellaneous insurance policy to mitigate miscellaneous loss consequence	K3
CO4	Familiarize with the underwriting practices and procedures in General Insurance	K2
CO5	Acquire knowledge about importance of evaluating and assessing claims and the settlement practices	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	· •		1	
CO2	✓	✓		1	110
CO3	✓	1		✓	
CO4	✓	1		1	
CO5	1	1		1	

COURSE FOCUSE ON

✓	Skill Development	V	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



225BI1A4CA

PRACTICES OF GENERAL INSURANCE

SEMESTER IV

Total Credits:

Total Instruction Hours:

3 48 h

Syllabus

Unit I Introduction

8 h

Meaning of General Insurance-Principles of General Insurance - Types of General Insurance - Growth of General Insurance in India - Recent innovations - Organization and Management of General Insurance Companies - Regulatory Framework for General Insurance in India - Insurance Ombudsman

Filling the Policy holder Complaints Registration Form.

Unit II Fire and Marine Coverage

9h

Standard Policies - Specified Perils Vs. All Risks - Fire Insurance Coverages - Reinstatement Value Policies - Declaration Policy - Floating Policies - Long Term Policies - Consequential Loss (Fire) Insurance. Marine Insurance Coverages - Hull Insurance - Marine (Cargo) Insurance - Institute Cargo Clauses - Types of Losses - Types of Marine Policies - Specific Policy

Filling the Proposal Form and Claim Form of Fire insurance and Marine insurance.

Case Study on Marine Insurance

Unit III Health Insurance and Miscellaneous Coverages

11 h

Health Insurance – Benefits – Health Insurance products – Structural Facilities - Prospects of Health Insurance in India - Promotional measures.

Personal Accident Insurances -Burglary (Business Premises) Policy - All Risks Insurance Policy -Money Policy - Baggage Insurance - Legal Liability Insurance - Fidelity Guarantee Insurance - Jewelers Block Insurance - Aviation Insurance - Engineering Insurance - Crop Insurance - Micro Insurance.

Filling the Proposal Form and Claim Form of Miscellaneous Insurances.

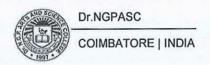
Unit IV Specialized Insurances

10 h

Industrial All Risks Insurance – Asset Insurance – Banker's Insurance - Oil and Energy Risks Insurance – Satellite Insurance - Underwriting – Underwriting Policy – Underwriting Practice – Physical Hazard – Underwriting of Physical Hazard – Underwriting of Moral Hazard – Acceptance of Risks Subject to Underwriting Safeguards.

Filling the Proposal Form and Claim Form of Industrial All Risk Policy.

Case Study on Specialized Insurance



Unit V Insurance Claims

10 h

Claim Forms – Investigation and Assessment – Surveyors and Loss Assessors – Claim Documents – Arbitration – Limitations - Settlement – Discharge Vouchers – Post Settlement Action – Recoveries – Salvage – Loss Minimization and Salvage.

Filling Claim forms and settlement of compensation.

Case study on Arbitration Agreement

Note: Case study (examined internal only)

Text Books

- Mishra M.N.E and Thomas G.E, 2014, "General Insurance Principles and Practice", Cengage Learning, New Delhi.
- Seethalakshmi and Jitendra Aherkar, 2015, "Principles and Practices of General Insurance", Sheth publishing house, Mumbai.

- Inderjith Singh, 2014, "Fundamentals of Insurance", Fifth Edition, Kalyani Publishers, New Delhi.
- Murthy A, 2015, "Principles and Practice of Insurance", First Edition, Margham Publications, Chennai
 - Vital D.S, Chamundeswari.G, KrishnaKavitha.G and MohdAbdval, 2018,
- 3 "Practices of General Insurance", First Edition, Himalaya Publications, New Delhi.
- Mishra M.N and Mishra S.B, 2016, "Insurance Principles and Practice", Twenty Second Edition, Sultan Chand and Sons, New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
225CO1A4CB	ENTREPRENEURIAL DEVELOPMENT	CORE	3		-	3

This course has been designed for students to learn and understand

- the concepts of entrepreneurship and its development.
- about self-reliance in the business.
- the procedures relating to Project identification.

COURSE OUTCOMES

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

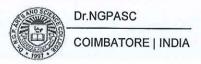
CO Number	CO Statement	Knowledge Level
CO1	understand the concept of Entrepreneurship towards nation building.	K2
CO2	extend the procedures relating to project identification, project formulation.	K3
CO3	identify the Institutional Service to entrepreneurs.	K2
CO4	appraise the institutional finance to entrepreneurs.	K2
CO5	explain the precedures to receive incentives exhalding at 1 () (

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	1	1	
CO2			✓	1	1
CO3	1	1	LD mass in	The Paris	1
CO4	✓	1		1	
CO5	1	1	1	✓	1

COURSE FOCUSES ON:

✓	Skill Development	√	Entrepreneurial Development
✓	Employability	√	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225CO1A4CB

ENTREPRENEURIAL DEVELOPMENT

SEMESTER IV

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I Entrepreneurship

8 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 – Self Help Group (SHG).

Unit II Project identification

6h

Project identification – process -selection of the project – project formulation evaluation – feasibility analysis, Project Report, start-up Capital, venture capital, Seed Capital, Crowd Funding, Angel funding – High Net worth Individual – Risk analysis.

Case study on project identification

Unit III Institutional service to entrepreneur

8 h

Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KVIC, Department of MSME – Challenges of entrepreneurs.

Unit IV Institutional finance to entrepreneurs

8h

Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC, GIC, SIPCOT – SIDBI, Commercial banks - Recent government schemes for startups – MUDRA scheme – Failures of start ups – Subsidies to entrepreneurs.

Case study on schemes for start up.

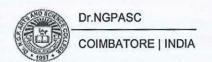
Unit V Incentives and subsidies

6 h

Incentives and subsidies – Subsidy services – subsidy for market – Tax holiday to MSME, role of entrepreneur in export promotion and import substitution.

Case study on role of entrepreneur in export promotion.

Note: Case Studies (examined internal only.



- Dr.Gupta C.B. and Dr. Srinivasan. N, "Entrepreneurial Development",2020, S Chand And Company Limited, New Delhi.
- 2 Khanka S.S. "Entrepreneurial Development",2020, S Chand And Company Limited, New Delhi.

- Dr. Sarvamangala..R., Dr. Kalaivani K.N, Dharmendra H, "Emerging Trends in Entrepreneurship", 2021, Himalaya Publishing House Pvt Ltd., Bangalore.
- 2 Dr. Gupta O.P., "Fundamentals of Entrepreneurship", Re-Printed in 2020, SBPD Publishing House (Sanjay Sahitya Bhawan), Agra.
- 3 Dr. Vasant Desai, Dr. Yayati Nayak, "Entrepreneurship",2018, Himalaya Publishing House Pvt Ltd., Bangalore.
- Dr. Vasant Desai, "Management of Smsall Scale Industries", 2017, Himalaya Publishing House. Bangalore.

Course Code	Course Name	Category	L	Т	P	Credit
222MT1A4IA	BUSINESS STATISTICS	IDC	4	-	-	4

This course has been designed for students to learn and understand

- the requirement of a good average and differentiate between average and dispersion
- the importance and the limitations of correlation and regression analysis
- the concept of probability and time series

COURSE OUTCOMES

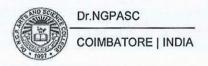
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	identify the measures of average	K1
CO2	identify the measures of dispersion	K1
CO3	explain the concepts of probability	K2
CO4	determine the correlation and regression values	K2
CO5	analyze the components of time series	КЗ

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5		
CO1							
CO2					✓		
CO3			✓	1			
CO4				✓	1		
CO5					1		

COURSE FOCUSES ON	
Skill Development	Entrepreneurial Development
✓ Employability	Innovations
Intellectual Property Rights	Gender Sensitization
Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics



222MT1A4IA

BUSINESS STATISTICS

SEMESTER IV

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Measures of Central Tendency

10 h

Introduction- arithmetic mean- median - mode - comparison of the mean, median and mode - geometric mean- harmonic mean.

Unit II Measures of Dispersion

9 h

Introduction- importance - range - interquartile range - interfractile range - mean deviation- standard deviation- relative dispersion- co-efficient of variation.

Unit III Probability

8 h

Introduction - Probability theory - basic terminologies - three types - axioms - conditions of statistical independence and dependence - Baye's theorem.

Unit IV Correlation and Regression Analysis

12 h

Concept and importance - correlation and causation - types - graphic and algebraic methods - coefficient of determination - rank correlation - some limitations - regression model - estimation using the regression line - method of least squares - alternative approach - regression co-efficient.

Unit V Time Series Analysis and Forecasting

9 h

Introduction - components of a time series- trend - seasonal variation - cyclical variation - irregular variation - forecasting.

Note: Distribution of marks 80% Problem and 20% Theory

Beri G C, 2010, "Business Statistics", Third Edition, McGraw-Hill Education Private Limited, New Delhi.

- Das, N.G & Das J.K, 2012, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited, New Delhi.
- Asim Kumar Manna, 2018, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited, New Delhi.
- 3 Pillai,R.S.N. and Bagavathi. V,2002, "Statistics", Fourteenth Edition, Sultan Chand, New Delhi.
- Navnitham P. A, 2022, "Business Mathematics and Statistics", Fourth Edition, Jai Publishers, Trichy.

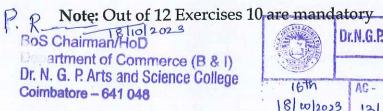
225BI1A4SP

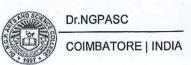
SEC - II: FINANCIAL MODELING - II

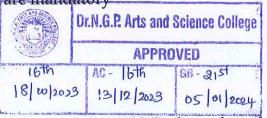
SEMESTER IV

Total Credits: 2
Total Instructions Hours: 48h

S.No	List of Program					
1	Calculation of the amount of depreciation by using A) Straight line method b) Written down value method					
2	Calculation of Profitability Ratio a) Gross profit ratio b) Net profit ratio c) Operating profit ratio.					
3	Calculation of Capital Rationing by using Payback Period in Capital budgeting					
4	Calculation of Interest for Fixed and Recurring Deposit					
5	Calculation of Risk Adjusted Rate using Capital Assets Pricing Model (CAPM) Functions					
6	Preparation of MIS Report					
7	Calculation of Time Value of money: Net Present Value (NPV), Internal Rate of Return (IRR), Return on Investment (ROI)					
8	Determination of Working capital requirement					
9	Calculation of Leverage (a) Operating Leverage (b) Financial Leverage (c) Combined Leverage					
10	Designing Capital Structure: (a) Earnings Before Interest and Tax (EBIT) (b) Earning After Tax (EAT) (c) Earning Before Tax (EBT) (d) Earning Per Share (EPS)					
11	Preparation of sales report and consolidate using Rank function					
12	Link an Excel worksheet to a Word document					









B.Com.B&I (Students admitted during the AY 2022-23)

Course Course Name		Category	L	Т	P	Credit	
225AT1A5CA	INCOME TAX LAW AND PRACTICE	CORE	5	1	-	4	

This course has been designed for students to learn and understand

- the basic concepts of Income Tax Act 1961.
- the provision and procedure to compute total income under various heads of income.
- 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

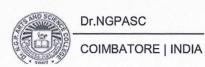
CO Number	CO Statement	Knowledge Level
CO1	remember the basic concepts of income and residential status.	K1
CO2	understand the calculation of Income from Salary and Income from House Property.	K2
CO3	apply the Provisions related to Profits and Gains from Business or Profession	К3
CO4	analyze the Capital Gains, Deemed capital gains and Exempted capital gains.	K4
CO5	examine the Income from other sources.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	√			✓	1
CO3	√			✓	1
CO4	1			✓	✓
CO5	✓			✓	✓

Course Focuses On:

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics



225AT1A5CA

INCOME TAX LAW AND PRACTICE

SEMESTER V

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Income Tax

15 h

Meaning of Tax – History – Features of Income Tax – Meaning of Income – Definitions – Person - Assessment Year - Previous Year - Assessee - Basis of charge: Residential Status – Scope of Total Income – Types of Incomes - Exempted Incomes under Section 10.

Unit II Income from Salary and Income from House Property

15 h

Computation of Salary Income – Features of Salary –Allowances – Types of Allowances - Perquisites – Kinds of Perquisites –Profit in lieu of salary - Types of Provident Fund - Gratuity – Pension – Commutation of Pension - Deductions under Sec 16.

Income from House Property -Basis of Charge - Annual Value -Gross Annual Value, Net Annual Value of Let-out Property, Self-Occupied Property - Amenities.

Case Study: Income from House Property

Unit III Profits and Gains from Business or Profession

15 h

Income from Business or Profession – Allowable Expenses – Not Allowable Expenses - General Deductions– Provisions Relating to Depreciation – Computation of Income from Business or Profession

Unit IV Capital Gains

15 h

Capital Gains: Short term and Long term Capital Gains - Capital Assets - Transfer of capital assets - Transactions not regarded as transfer - Deemed capital gains - Computation of capital gain - Cost of Acquisition - Cost of Improvement - Indexation of cost - Capital gains under different circumstances - Exempted capital gain.

Case Study: Capital Gains

Unit V Income from other sources and Set off and Carry forward of losses 12 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. Deductions from Gross Total Income- Deduction u/s 80C to GGA, 80IA to 80U.

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.

Case Study: Total Income

Note: The question paper shall cover 20% theory and 80% problem. Case Study (Examined Internal Only)

Text Books

- V.P. Gaur, Narang, Puja Gaur and Rajeev Puri Income Tax Law and Practice, Kalyani Publishers, New Delhi. (Latest Revised Edition)
- T.S. Reddy and Hariprasad Reddy, Income Tax Law and Practice, Margham Publications, Chennai. (Latest Revised Edition)

- H.C. Mehrotra, Dr.Goyal S.P, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra. (Latest Revised Edition)
- 2 Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai. (Latest Revised Edition)
- DinkarPagare, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi. (Latest Revised Edition)
- Dr. Vinod K Singhania, Dr. Monica Singhania, Taxmann's Students' Guide to Income Tax, New Delhi. (Latest Revised Edition).

Course Code	Course Name	Category	L	Т	P	Credit
225FI1A5CB	FINANCIAL MANAGEMENT	CORE	4	1	-	3

This course has been designed for students to learn and understand

- to develop a thorough knowledge on the financial management techniques in business decision making.
- to provide a conceptual framework in the field of financial management.
- sources and uses of Funds.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	outline the basic concepts of Financial Management.	K1
CO2	compare investments and select the best investment alternative.	K2
CO3	compare different sources of finance and determine the optimal capital structure.	K4
CO4	identify the working capital requirements for business operations.	К3
CO5	analyze the concept of dividend and justify the dividend strategies that support wealth maximization.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2	1		✓	✓	✓
CO3	√		✓	✓	✓
CO4	1		√	✓	√
CO5	1		✓	✓	1

COURSE FOCUSES ON

✓	Skill Development	√	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225FI1A5CB

FINANCIAL MANAGEMENT

SEMESTER V

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Financial Function (Theory Only)

10 h

Financial Management - Scope - Importance - Functions of finance - evolution and objectives of financial management - Profit Maximization Vs Wealth Maximization - Financial modeling- Time value of money.

Unit II Capital Budgeting (Theory and Problem)

12 h

Capital Budgeting –Kinds and process of Capital Budgeting – Methods of Capital Budgeting (Traditional and Modern methods only). Cost of Capital – Meaning – Significance – Classification of Cost – Computation of Cost of Capital: Cost of Debt, Preference, Equity, Retained Earnings and Weighted average Cost of Capital. Case Study on Cost of Capital.

Unit III Capital Structure (Theory and Problem)

13 h

Capital Structure -Factors determining the Capital Structure - Theories of Capital Structure: Net Income Approach- Net Operating Income Approach-Traditional Approach and MM Approach. Leverage analysis EBIT- EPS analysis - Capitalisation - Theories of Capitalisation.

Case Study on Theories of Capital Structure.

Unit IV Working Capital Management (Theory and Problem)

13 h

Working Capital Management - Working capital cycle - forecasting of working capital requirement - Factors determining the working capital requirements - Management of working capital - Methods of estimating working capital requirements. Working capital policy and estimation of Net Working Capital - Cash and Liquidity management, Cash budget- Credit management - Inventory management - Sources of short term working capital.

Unit V Dividend Policy (Theory and Problem)

12 h

Dividend Policy - Concept, Types - Determinants of dividend policy - Advantages and Disadvantages of stable dividend policy - Dividend policy and valuation of firms: Dividend models - Gordon model - Walter model and MM model.

Case Study on Dividend Models.

Note: Distribution of Marks 40% Theory and 60% Problem.

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

Text Books

- Shashi. K. Gupta, Sharma.R.K. and Neeti Gupta, 2023, "Financial Management", Tenth Revised Edition, Kalyani Publishers, New Delhi.
- Pandey. I. M, 2018," Financial Management", Eleventh Edition, Vikas Publishing House, New Delhi.

- Maheshwari S.N, 2015, "Elements of Financial Management", Eleventh Revised Edition, Sultan Chand and Sons, New Delhi.
- 2 Khan M.Y, 2011," Financial Management", Sixth Edition, Tata McGraw Hill Education Private Limited, New Delhi.
- Maheswari. S.N. 2021, "Financial Management", Fifteenth Revised Edition, Sultan Chand, New Delhi.
- Prasanna Chandra, 2022," Financial Management", Eleventh Edition, Tata McGraw Hill, New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A5CA	RURAL BANKING AND MICRO FINANCE	CORE	4	-	-	4

This course has been designed for students to learn and understand

- The theoretical knowledge on Rural banking system in India.
- The various schemes of Priority Sector Financing and Government initiatives.
- The concept of Micro financing system in India.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the roles and functions of Rural Banking	K2
CO2	Understand the Regulations of Rural Financial Services	K2
CO3	Acquire the knowledge on the impact of Priority Sector Financing and Government initiatives	К3
CO4	Gain the knowledge to familiar with the overview of Microfinance concepts and its models.	K2
CO5	Learn about the credit delivery methodology followed by various micro finance associations.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	√	√			✓
CO2	√	√			✓
CO3	√	√			✓
CO4	✓	✓			✓
CO5	√	✓			√

✓	Skill Development	√	Entrepreneurial Development
\checkmark	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225BI1A5CA RURAL BANKING AND MICRO FINANCE SEMESTER V

Total Credits:

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Rural Banking

10 h

4

Role of banks in rural credit - Present structure of Rural Banking in India - Cooperatives, Commercial Banks, RRBs and other institutional agencies - Evolution of Co-operatives in India - Short-term and long term credit structure - Role of Commercial Banks in rural credit - Need of setting up of Regional Rural Banks - Salient provision of Regional Rural Banks (Amendment) Act, 2015 - Management and Organizational structure of RRBs - Performance of RRBs - Merger and Present status of RRBs.

Unit II Regulations of Rural Financial Services

10 h

Role of Indian Government - Function and Policies of RBI in Rural Banking-NABARD: Main functions, role, refinance support-New initiatives in rural banking: Financial inclusion and inclusive growth for rural development banking - Rural Insurance, Micro Insurance scheme - Concept of Business Facilitators and Business Correspondents in rural financing - Lead bank approach in India - State level, District level and Block Level Credit Committees - Rural credit institutions - Role of ICT in Rural Banking - Models.

Unit III Priority Sector Financing and Government Initiatives

10 h

Components of priority sector advances - RBI guidelines - Government initiatives; Poverty alleviation programmes - Employment programmes - Production oriented programmes - Small Medium Enterprises (SMEs) Finance - Definition - Importance to indian economy - Financing of SMEs - Refinance from Small Industries Development Bank of India (SIDBI) and Indian Renewable Energy Development Agency (IREDA) - Co-Lending Process.

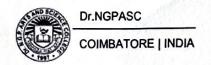
Case study on Co-Lending Process.

Unit IV Microfinance and its Development

9 h

Overview of Microfinance - Need of Microfinance - Microfinance products - Microfinance models - Unbranded primitive models - Emerging practices of Microfinance in India - State wise cases - Emerging Microfinance practices.

Microfinance Development - Income generating activities and Micro enterprise: Market (Demand) analysis, Financial analysis, Technological analysis, Socioeconomic analysis and Environmental analysis.



Case Study on Micro finance Practices

Unit V Credit Delivery Methodology

9 h

Credit Delivery Methodology - Credit Lending Models - Community Banking - Cooperatives - Credit Unions - Grameen Model - Self Help Group (SHG) - Individual Intermediaries - Individual lenders, Non-Governmental Organizations (NGOs) micro credit programmes and Commercial bank.

Case Study on Credit Delivery Models / Cooperatives.

Note: Case study (Examined Internal Only)

Text Books

- Kanhaiya Singh, 2017, "Rural Banking", First Edition, Arvind Vivek Prakashan, Meerut.
- M.M. Sulphey, Vivek Viswan V, 2020, "Essentials of Microfinance", Second Edition, Viva Books Private Limited, Karnataka...

- Indian Institute of Banking and Finance, 2023, "Rural Banking", First Edition , Macmillan Publishers, Noida.
- Bishoyi T.K., 2010, "Rural Credit, Regional Rural Banks and Micro-Finance", First Edition, Abhijit Publications, New Delhi.
- Beatriz Armendariz and Jonathan Morduch, 2011, "The Economics of Micro Finance" Prentice Hall of India Pvt. Ltd. Delhi.
- Jorritt De Jong, 2008 "Microfinance in Access to Government" Cambridge, London.

Course Code	Course Name	Category	L	Т	P	Credit
225CO1A5CB	RESEARCH METHODOLOGY	CORE	4	-	-	4

This course has been designed for students to learn and understand

- the fundamentals of Research.
- the art of using different research methods and techniques planning and writing of research proposals
- 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.	к1
CO2	remember the hypothesis, laws related to research problem.	к1
CO3	understand about data collection and techniques.	к2
CO4	illustrate the concept of editing and data analysis.	кЗ
CO5	analyze the data and present a report.	кЗ

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	√	1	√	✓	
CO2		✓	✓	✓	✓
CO3	✓	✓			✓
CO4	1	✓	✓		
CO5	✓	· /		✓	1

✓	Skill Development	✓	Entrepreneurial Development
√	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
Dr.N	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

COIMBATORE | INDIA B.Com.B&I (Students admitted during the AY 2022-23)

225CO1A5CB RESEARCH METHODOLOGY SEMESTER V

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Research

10 h

Research Meaning, Scope and Objectives - Types of Research - Research Vs. Research Methodology -Research Process - Relevance of Research for Decision Making in Various Functional Areas of Management.

Case study on formulation of research problem

Unit II Research Design, Research Hypothesis

12 h

Meaning - Choosing the Appropriate Research Design - Empirical Research Design - Problem Definition - Techniques - Formulation of Research Hypothesis - Types of hypothesis - Sampling Design - Techniques - Steps - Sample Size Determination - Justification of Sample Size - Errors.

Case study on Research Design

Unit III Data Collection and Techniques

10 h

Introduction - Data Collection - Primary Data and Secondary Data - Methods of Collection - Questionnaire Design - Essentials of a Good Questionnaire - Pre Testing a Questionnaire - Pilot Study - Merits and Demerits of Questionnaire - Use of Schedules - Structured and Unstructured Interviews - Observation Method.

Case study on data collection techniques.

Unit IV Processing and Analysis of Data Editing

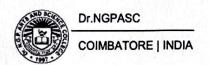
8 h

Meaning - Types of Editing - Coding - Classifications - Tabulation - Need, Nature and Guidelines - Ungrouped and Grouped Frequency Tables, Charts and Diagrams - Use of Computer Packages for Data Analysis - Application of Statistical Tests and Interpretation of Test of Results.

Unit V Presentation of Research Results

8 h

Writing skills in Research Report - The Significance of Report - Steps in Writing Report - The Integral Parts of a Report - Types of Reports - Precautions for Writing Research Reports.



Note: Question paper shall contain 100% theory only.

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

Text Books

- Kothari C. R., 2022, "Research Methodology: Methods and Techniques", New Age International Publishers, New Delhi.
- 2 Joy Joseph Puthussery, 2021, "Business Research Methods", 1st edition, ANE Books, New Delhi.

- Pamela S. Schindler, 2022, "Business Research Methods", 13th edition, McGraw Hill Education India Pvt. Ltd., Chennai.
- William G. Zikmund, 2021, "Business Research Methods", 9th edition, Cenage, New Delhi.
- Rouger Bougie, 2021, "Research Methods for Business", 8th edition, Wiley, New Delhi.
- Naval Bajpai, 2020, "Business Research Methods", 2nd edition, Pearson India Education Services Pvt. Ltd., Noida.

225BI1A5SP

SEC - III: STATISTICAL PACKAGE FOR DATA ANALYSIS

SEMESTER V

Total Credits: 2
Total Instructions Hours: 60h

S.No

List of Program

Basic Descriptive Statistics:

- Mean, medians, modes, ranges, standard deviations, and other measures of central tendency and dispersion for variables
- Frequencies:
- 2 Frequency distribution of categorical variables
- Variable Recoding:
- Recoding of variables into different categories for analysis.

Computation of New Variables:

- 4 Creation of new variables based on mathematical expressions or logical conditions.
 - Data Cleaning and Handling of Missing Values
- Identification and handling of missing data by imputation, deletion, or other methods

Graphical Outputs:

- Histograms to visualize distributions of variables.
 - Scatterplots to visualize relationships between two continuous variables.

 Creation of bar charts to display frequencies of categorical variables.

Independent Samples T-Test and paired sample T-Test

- Means of two independent / related groups to determine if they are significantly different from each other.
- ANOVA (Analysis of Variance)
- 8 Application of ANOVA across multiple groups.
- Chi-Square Tests: Chi-Square Test of Independence Tests for an association between two categorical variables.

Chi-Square Test of Goodness of Fit:

Tests whether observed categorical frequencies differ from expected frequencies.

Pearson Correlation:

- Measures the strength and direction of a linear relationship between two continuous variables.
- Syntax Files:
- Save and reuse syntax files for reproducibility and automation.
- Exporting Results:

 Export tables, charts, and results to formats like Excel, Word, or PDF.

Course Code	Course Name	Category	L	T	P	Credit
225FI1A5DA	FINANCIAL MARKETS	DSE	4	_	-	4

This course has been designed for students to learn and understand

- theories and concepts of Indian Financial Systems.
- functions & Policies of Financial Markets
- financial Market and Regulations

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	know the basic concept of Indian financial system.	K1
CO2	learn about the money market concepts.	K2
CO3	Understand about the security market functions.	K2
CO4	identify strategies for investing in mutual fund.	КЗ
CO5	understand the derivative market instruments	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1	1		W	120
CO2	✓		· /	1	1
CO3	1		1	1. 1. All 18 100	
CO4		1		1	
CO5	1	1		1	/

COURSE FOCUSES ON

1	Skill Development	✓ Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Value

225FI1A5DA	FINANCIAL MARKETS	SEMESTER V

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Financial System

10 h

Overview of Indian financial system - Functions - Components: Financial markets - Functions of financial market - Structure - Classification of market - Financial institution - Financial instruments - Financial services - Financial intermediaries - Recent trends in Indian financial system.

Case Study on Indian financial system

Unit II Money Market

08 h

Definition - Need for money market - Players in money market - Money market instruments - Evolution of money market in India - Types - Difference between money market and capital market - Classification: Call money market, Commercial paper, Certificate of deposit - Treasury bills - Repos.

Unit III Securities Market

12 h

Primary Market – Secondary Market – Function of new issue market (IPO & FPO) – Function of secondary market - SEBI Guideline for new issues market - SEBI - Functions - BSE – NSE. - Listing Procedures – Advantages of listing- Clearing and Settlement procedures.

Case Study on performance of Indian stock market

Unit IV Mutual Funds Market

08 h

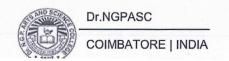
Concept- Growth of mutual funds in India. Mutual fund schemes: Open Ended, Close Ended Schemes – Functioning of mutual funds in India -NFO - Role and Functions of AMFI - The role of mutual funds distributors .

Case Study on Indian mutual fund industry.

Unit V Derivative Market

10 h

Meaning and definition - Derivative instruments - Basics - History - Development of derivatives in India - Functions - Benefits - Types of contracts - Types of derivative



market: Financial derivative, Commodity derivative - SEBI guideline for derivative exchange - Multi commodity exchange - Commodity derivatives.

Note: (Case Studies related to the above Topics to be discussed Examined internally)

Text Books

- E. Gordon& Dr. K. Natarajan, J, 2020 Financial Markets and Services, [Third Edition] Himalaya Publication, New Delhi.
- N. K. Gupta & Monika Chopra 2021. Financial Markets, Institutions & Services, [Second Edition] Ane Books Pvt.Ltd.,, New Delhi.

- Shashi. K., Gupta, 2014. Financial Institutions and Markets, (Fifth Edition), Kalyani Publishers, New Delhi.
- 2 Khan. M. Y, 2012. Financial services (Sixth Edition), TMH, New Delhi.
- Neeti Gupta Shashi K Gupta, Nisha Aggarwal, 2018. Financial Institutions and Markets, [Third Edition] Kalyani Publishers, New Delhi.
- 4 S P Bhole2017. Financial Institutions and Markets: Structure, Growth & Innovation, [Sixth Edition] Mc Graw Hill Publishers, New Delhi..

Course Code	Course Name	Category	L	T	P	Credit
225IB1A5DA	INTERNATIONAL BUSINESS ENVIRONMENT	DSE	4		-	4

This course has been designed for students to learn and understand

- the significant role of International business, with its tariff and non-tariff barriers.
- the components of various business environment impact for the competitiveness of the organisation.
- The system of political and technology changing for the future business opportunities.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowled ge Level
CO1	Define the purposes pursued by business enterprises in the changing environment, highlighting the role of internal and external environment.	K2
CO2	Discuss the key economic factors which influence the business environment.	K2
CO3	Explain importance of understanding the nature of various physical conditions for making an effective business decision.	K2
CO4	Analyse the interface between economic and Socio-cultural Environment.	K2
CO5	Evaluate the key technological developments and technology acquisition and its impact on global economy.	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1		1		7.7937.53
CO2	✓	✓	✓		
CO3	✓	✓	✓		1
CO4	✓	✓	1		1
CO5	✓	✓	✓		1

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
1	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

225IB1A5DA

INTERNATIONAL BUSINESS ENVIRONMENT

SEMESTER V

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to International Business

09 h

Evolution of international business - Nature of international business - Need & Importance of international business - Stages of internationalization - Strategy to enter global market-Approaches to international business - Tariff and non-tariff and barriers.

Unit II Business environment

10 h

Meaning- Need and importance of understanding business environment- Levels of the business environment - Environmental context of international business- Framework for analyzing international business environment: Micro and Macro environment.

Case study on understanding micro and macro environment.

Unit III Physical environment & Environmental protection

10 h

Introduction of physical environment - Significance - Topography - Climate - Infrastructure - Transportation - Energy - communication-Urbanization. Environmental protection: Fundamentals of environmental protection - Environmental problems - Environmental policy: Basic approach - Regulation - Distributive effects.

Unit IV Economic and Socio-cultural environment

10 h

Economic environment- Economic factors influencing international business- Types of economic system- World economic institutions – Cultural environment – Importance of cultural environment in business decisions- Elements of socio – cultural environment- Eastern Vs Western business culture- Social responsibilities of business.

Case study on impact of culture in global business.

Unit V Political and Technology environment

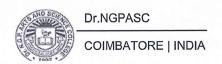
09 h

Political environment: Types of political system- Political risks in global business- Legal environment: Bases for legal system -Sources of international law- International Legal disputes- International dispute resolution - Technological environment: Phases of technological development in business - Recent technological development in business sectors.

Case study on political risk in global business

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

Internal only



Text Books

- Francis cherunilam, 2018, "International Marketing Text and cases", 14th, Edition, Himalaya Publishing House, New Delhi.
- Anant K Sundaram & Stewart J Black, 2015, "International Business Environment", 1st Edition, Pearson publications, India.

- Charles W. L. Hill, G. Tomas M. Hult & Rohit Mehtani, "Indian Institute of Foreign Trade", 2018, International Business: Competing in the Global Market place, 11th Edition, McGraw Hill Education, New Delhi.
- 2 Charles Hill, 2011, "International Business Text & Cases", 3rd Edition, Tata McGraw Hill, New Delhi.
- 3 Karpagam. M. 2021, "Environmental Economics", 3rd Ed, Sterling Publishers, New York.
- 4 Aswathappa K, 2012, "International Business", 5th Edition, Tata McGraw-Hill Publications, New Delhi.

Course Code	Course Name	Category	L	Т	P	Credit
225BI1A5DA	ADVERTISING AND SALESMANSHIP	DSE	4	-	1	4

This course has been designed for students to learn and understand

- Fundamental knowledge about Advertising and Salesmanship
- The advertising strategies, its media and Sales Promotion Techniques.
- Salesmanship techniques and its different strategies

COURSE OUTCOMES

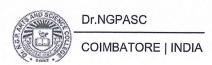
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the functions, ethical aspects of Advertising	K3
CO2	Identify the Structure of an advertising Agency and principles of advertising layout and campaign	К3
CO3	Gain the knowledge on Digital strategies of Advertising	K2
CO4	Learn the Various tools and techniques of sale promotion	K2
CO5	Familiarize with the principles and practices of Salesmanship	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			✓
CO2	√	√			√
CO3	✓	✓			√
CO4	✓	✓			✓
CO5	√	1			✓

✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
√	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics



225BI1A5DA DSE -I ADVERTISING AND SALESMANSHIP SEMESTER V

Total Credits:

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Advertising

9 h

4

Meaning of Advertising - Importance - Objectives - Features and Functions of Advertising - Differences between Advertising vs Publicity - Advertising vs Propaganda - Social and Ethical Aspects of Advertising - Types of advertising - Approach for setting advertising objectives. Marketing Model: Defining Advertising Goals for Measured Advertising Results (DAGMAR) Model - AIDAS Model.

Unit II Advertising Agencies and Layout

9 h

Meaning - Evolution - Role - Types - Structure of an advertising Agency-Advertising Layout - Steps involved in Preparation of Layout - Functions - Principles of effective Design and Layout - Typography Printing Process - Lithography - Printing Plates and Reproduction Paper, and Cloth - Size of Advertising-Repeat Advertising-Advertising Campaign - Steps in Campaign Planning.

Unit III Digital strategies of Advertising

10 h

Digital strategies - Website planning - Social Media Marketing - Email marketing for business - Google plus for business - Google analytics. Digital Advertising: Electronic Bill Board - Web based marketing - Audio Advertising - Pay Per Click (PPC) advertising - Interactive Advertisements - Advertisement on the internet - its advantages and disadvantages.

Unit IV Sales Promotion

Case study on advertising strategies.

10 h

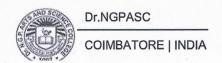
Sales Promotion - Definition - its Scope and Roles - Objectives of sales promotion - Sales promotion techniques - Trade oriented and Consumer oriented techniques - Advertising techniques of Sale Promotion - Consumer and Dealers' Promotion - Tools of Sales Promotion - Personal Selling - objectives - Steps of Personal Selling - After sales service.

Case study on Sales Promotion.

Unit V Salesmanship

10 h

Salesmanship - Definition - Its Features and Objectives - Its types, Qualities, Nature and Advantages to the Producers, Advantages to the distributors, Advantages to the Consumers and Benefits to the society or community - Difference between Selling and Salesmanship - Remuneration of salesman - Methods of Remuneration.



Case study on Salesmanship.

Note: Case study (Examined Internal only).

Text Books

- Pankhuri Bhagat, 2021," Advertising and Sales Promotion", Third Edition, Excel Books Publishers, New Delhi.
- Parti Mani Sahni N.K,Gupta Meenu , 2018, "Advertising and Sales Management," Fourth Edition, Kalyani Publishers, New Delhi.

- William F. Arens, Michael F.Weigold, Christian Arens, 2020, "Contemporary Advertising", Sixteen Edition, McGraw Hill, New York.
- Sahni N.K ,Meenu Gupta, 2015,"Advertising and Sales Management Text and Cases", First Edition, Kalyani Publishers, New Delhi.
 Kenneth Clow , Donald Baack, 2014, "Integrated Advertisements, Promotion
- and Marketing Communication", Seventh Edition, Pearson Publication, Chennai
- Gupta S.L., Ratna V.V., 2011, "Advertising and Sales Promotion Management", First Edition, Sultan Chand & Sons, Chennai.

Course Code	Course Name	Category	L	Т	P	Credit
225CO1A5DA	HUMAN RESOURCE MANAGEMENT	DSE	4	-	-	4

This course has been designed for students to learn and understand

- realize the importance of human resource management.
- the human behaviour process.
- analyze the grievance procedures for solving conflict.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the concept and importance of Human Resource Management.	
CO2	summarize about human resource planning.	к2
CO3	contrast the human behaviour process.	кЗ
CO4	assess the organizational discipline and behaviours.	к4
CO5	analyze the qualities required for a leader and directing	к4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	1	√			✓
CO2	1	✓			√
CO3	1	√			✓
CO4	✓	√			✓
CO5	1	√			✓

✓	Skill Development	√	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225CO1A5DA

HUMAN RESOURCE MANAGEMENT

SEMESTER V

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Human Resource Management

8 h

Meaning – Importance – Evaluation – Objectives – Scope - Hawthorn Studies – Its implications – Organization structure, difference between 'hard' and 'soft' HRM, applications of Artificial Intelligence (AI) in HRM.

Unit II Human Resource Planning

8 h

Human Resource Planning – Job analysis, Job description, psychological and behavioural issues in Human Resource Planning – Role analysis – Selection and Recruitment – virtual recruitment – virtual selection – virtual assessment - Training – Promotion.

Case study on Recruitment and Selection

Unit III Human Resource Development

10 h

Human Resource Development - Performance appraisal - Job evaluation and merit rating. Human behaviour process - Perception - Personality development - Main determinants of Personality - Theories of personality.

Case study on human behaviour process

Unit IV Organizational Discipline

12 h

Organizational Discipline: Meaning – Causes of Indiscipline – Acts of Indiscipline – Procedure for Disciplinary Action – Organization conflict – Individual aspect of conflict – Management of conflict – Grievance – Meaning – Characteristics of Grievances – Causes of Grievance – Grievance Redressal Procedure.

Case study on conflict in organizational behaviour.

Unit V Job Satisfaction and Employee Relations

10 h

Job Satisfaction – Concept – Measurement – Determinants. Quality of work life – Concept – Measure – Dimension – Principles. Employee Relations: Building Positive Employee Relations – Safety, Health and Risk Management..

Note: Question paper shall contain 100% theory only.

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

Text Books

- Prasad, L.M., 2019, Organizational behavior, 6th Edition, S. Chand 1 Publishing, New Delhi.
- Aswathappa, K., 2016, Organizational Behaviour, 12th Edition Himalaya Publishing Home Pvt Ltd., Mumbai.

- Balaji. C.D., 2018, Human Resource Management, 1st Edition, Margham Publication, Chennai.
- Gupta, C.B., 2018, Human Resource Management, 19th Edition, S. Chand Publishing, New Delhi
- Fred Luthans., 2015, Organizational Behaviour, 10thEdition, Tata Mc Graw-Hill Education, New Delhi.
- 4 Memoria, C.B., 2014, Personnel Management, 24th Edition, Himalaya Publishing House Pvt. Ltd., Mumbai

225BI1A5GP

GE-INSURANCE PRACTICES

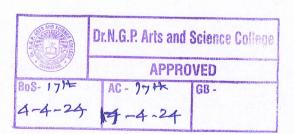
SEMESTER V

Total Credits: 2

Total Instructions Hours: 24

S.No	Excercise
1	Filling up of proposal form of Life Insurance Policy
2	Filling up of Policy holders mandate form for paying premium
3	Filling up Form of Notice of change of nomination in Life insurance policy
4	Filling Up of surrender form / partial withdrawal form
5	Procedure to revive a lapsed policy and procedure for settling
	Amount to the insured/nominee
6	Filling up of application for Revival of Postal life insurance / Rural life insurance policy
7	Filling the Proposal Form of Fire insurance and Marine insurance.
8	Filling up proposal form for Health Insurance Policy
9	Filling up the group personal accidental insurance policy
10	Procedure for claiming non-life insurance
11	Filling up of Application form for issuance of certificate (Endorsement)
12	Procedure for Policy holders' Complaints Registration

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





Course Code	Course Name	Category	L	Т	P	Credit
225BA1A6CA	MANAGEMENT ACCOUNTING	CORE	5	_	-	4

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	(1) Statement	
CO1		
CO2	obtain knowledge to calculate the types of ratio	K2
CO3	capture the procedures relating Working Capital and Cash flow statement	КЗ
CO4	know the concepts of Marginal costing, Cost Volume Profit and Break-Even Analysis	K2
CO5	articulate the types of budgets and Budgeting	КЗ

MAPPING WITH PROGRAMME OUTCOMES

COIMBATORE | INDIA

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	1 = 6 = 5
CO2	√		✓	✓	
CO3	✓		✓	✓	
CO4	✓		✓	✓	73.0
CO5	✓		√	✓	

Course 1	Focuses on		
✓	Skill Development	✓ Entrepreneurial Development	
✓	Employability	Innovations	
	Intellectual Property Rights	Gender Sensitization	
	Social Awareness/ Environment	Constitutional Rights/ Human V Ethics	/alues/

SEMESTER VI

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Management Accounting

12 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 and Working Capital

12 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.

Case Study on Analyzing the Liquidity and Solvency of a Retail Business

Unit III Fund Flow Analysis and Cash Flow Statement

12 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 AS-3)

Unit IV Marginal costing, Cost Volume Profit and Break-Even Analysis 12 h

[Marginal costing: Meaning – Significance - Limitations - Managerial applications of Marginal costing - Key factors - Make or Buy - Pricing decision – Effect of changes in sales price. Cost Volume Profit and Break-Even Analysis: Meaning- Objectives-Techniques of Cost Volume Profit Analysis - Economic Value Added (EVA) (Theoretical Perspective)

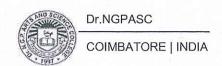
Case Study on Make-or-Buy Decision in a Manufacturing Company

Unit V Budgeting and Budgetary control

12 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.

Case Study on Cash Budgeting for a Start-Up Company



Note: Distribution of Marks: 60% Problems and 40% Theory

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

Text Books

- Sharma and Gupta S.K., 2023, "Management Accounting", (15th Edition.) Kalyani Publishers, New Delhi.
- 2 Reddy T.S and Dr. Hariprsad Reddy. Y. 2013, "Management Accounting", (7th Edition) Margham Publications, Chennai.

- Ramachandran and Srinivasan. R. 2019, "Management Accounting", (17th Edition) Sriram Publications, Trichy.
- Dr. Maheswari. S.N. 2021, "Management Accounting", (18th Edition) Sultan Chand & Sons, New Delhi.
- 3 Khan M.Y. and Jain P. K. 2017, "Management Accounting", (7th Edition), McGraw Hill Publications, Noida, India.
- Jain S.P. Narang K.L. Simmi Agarwal and Monika Sehgal, 2024, "Cost and Management Accounting" Kalyani Publishers, New Delhi.

Course Code	Course Name	Category	L	T	P	Credit
225FI1A6CA	BUSINESS TAXATION	CORE	4	-	-	4

This course has been designed for students to learn and understand

- business taxation in modern economies.
- the legal provision related to GST and procedure for Registration.
- the overview of Supply under GST.

COURSE OUTCOMES

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

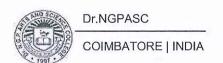
CO Number	CO Statement	Knowledge Level
CO1	know the fundamentals about Taxation.	K1
CO2	understand the Constitutional amendment of GST.	K2
CO3	understand Supply under GST.	K2
CO4	analyze the tax liability and Input tax credit.	K3
CO5	gain knowledge in GST Registration process.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	20			✓
CO2	✓				1
СОЗ	✓				✓
CO4	✓				✓
CO5	✓	- 1			✓

COL	IRSE	FOC	USES	ON
-		LOC	UOLO	UIV

√	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics



225FI1A6CA

BUSINESS TAXATION

SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Business Taxation

09 h

Definition of tax - Features of business taxation - Objectives - Canons of taxation - Distinction between direct tax and indirect tax - Indirect tax in India.

Unit II Goods and Services Tax

10 h

Introduction to GST - Objectives of GST- Constitutional amendment of GST-Types of GST in India - Enactment of GST bills - GST Council and its functions - Imports are taxed under GST- GST bill.

Case Study on various GST rates in India.

Unit III Concept of Supply under GST

10 h

Meaning of supply - Taxable event under supply - Significance of consideration - Import of services - Taxability of imported services - Time of supply of goods - Time of supply of services - Value of supply - Inter state and Intra state supply. Case Study on Place, Time of supply of goods and services.

Unit IV Levy and Collection of GST

10 h

Provision relating to levy and collection of CGST - The Liability of composite supply and mixed supply - Computation of levy - Input Tax Credit - Eligibility and conditions for availing Input Tax Credit - Reversal and reclaim of Input Tax Credit - Zero rated supply.

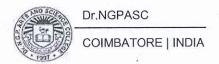
Case study on Provision relating to levy.

Unit V GST Registration Procedures

09 h

Importance of registration - Procedure for registration - Credit and Debit note under GST- Records maintained by registered persons - Types of GST returns and due dates - Inward Supplies - Payment of Tax - provision relating to Refund of Tax - E-Way Bill.

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



Text Books

- Reddy.T.S & Hariprasad Reddy.Y, 2023, "Business Taxation", Third Edition, Margham Publications, Chennai.
- Mehrotra H.C and Agarwal V.P, 2023,"Good and Services Tax", Twelfth Revised Edition, Sahitya Bhawan Publications, Uttar Pradesh.

- Balachandran V, 2023, "Indirect Taxation", Nineteenth Edition, Sultan Chand & Sons, New Delhi.
- Nikhil Gupta.CA, Anoop Modi & Mahesh Gupta, C A, 2023,"Indirect Tax Goods and Services Tax (GST)", SBPD Publications, Uttar Pradesh.
- Parameswaran R. & C A. Viswanathan P., 2018, "Indirect Taxes GST and Customs Laws", Kavin Publications, Coimbatore.
- CA Raman Kumar Gupta, 2022, "Proceedings and Penalty under GST", Second Edition, Commercial Law Publishers (India) Pvt. Ltd, New Delhi.

225BI1A6SP

BANKING CREDIT ANALYSIS PROCESS -NON-LAB

SEMESTER VI

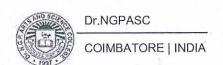
Total Credits:

Total Instructions Hours: 36 h

S.No

List of Exercises

- Procedure to apply for a personal loan the applicant's financial status and required documents for sanctioning of Loan
 - Fill up the home loan application form, Financial Eligibility, valuation
- process, Legal Assessment, approval or sanction mechanism, Documentation, Processing fee, disbursement process (Part and Full), and loan repayment policies.
- Procedure to apply for Letter of Credit and outline buyer and seller agreement process, types of LC, collateral procedures, shipping documents and payment processing.
- 4 Credit Process to apply for Mortgage Loan and eligibility assessment in verification for approval of Loan
 - Procedure to apply for a Micro, Small & Medium Enterprises (MSME)
- loan, types of MSME credit facilities, mode of application process and required business, financial documents, credit score evaluation and eligibility assessment.
- 6 Procedure to apply for a Gold Loan, types of Gold Loan, Gold loan assessment, Repayment Process and Release of Gold ornaments.
- Procedure for applying of an agricultural loan and need to assess the purpose of various types of agricultural loan.
- Fill up a MUDRA Loan application form and various categories of MUDRA Loan.
- Procedure to apply for Business Loan and analysis of borrower's credit history, Credit Process and Credit Policies in various financial institutions.
- 10 Procedure to apply Vehicle Loan, sanction and disbursement process.
- Procedure to apply for Education Loan and appraisal of eligibility criteria
- Application process of Dairy Farm Loan and Poultry business loan and its credit analysis process



Course Code	Course Name	Category	L	Т	P	Credit
225FI1A6DA	INVESTMENT MANAGEMENT	DSE	4	-	-	4

This course has been designed for students to learn and understand

- theories and concepts of investment management.
- functions of market and valuation.
- the listing procedures of securities in stock markets.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	know the basic concept of investment.	K1
CO2	learn about the investment market.	K2
CO3	apply the risk and return concepts for investment.	K3
CO4	identify the values of stocks and bonds.	КЗ
CO5	understand listing procedures and stock brokers roles.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓ ,	2 F-5 -41 1	✓
CO2	✓	The Action	✓	Enlant Chris	1
CO3	√		✓ ✓		✓
CO4	✓		✓	, ex	rt Alliga
CO5	✓	Carpinal Jane	/		

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225FI1A6DA

INVESTMENT MANAGEMENT

SEMESTER VI

Total Credits:

Total Instruction Hours: 48 h

Syllabus

Unit I Investment Alternatives

09 h

4

Meaning - Comparison of Investment, Gambling and Speculation - Investor classification-Investment in Debt instruments: Bonds, Debentures- Investment in Equity shares, Preference shares, Investment in real estate - Factors favorable for investment - Features of investment - Investment process.

Case study on Investment and Gambling.

Unit II Securities Market

10 h

Meaning - Types - Primary market - Features - Mode of new issue- Function of new issue market - Guidelines - Secondary market - Difference between primary market and secondary market - SEBI - Structure of stock exchange -Functions - BSE - NSE.

Unit III Security Analysis

10 h

Risk and return - Risk-free rate and its influencing factors and risk premium. Fundamental analysis: Economic analysis - Industry analysis - Company analysis. Technical analysis: Types of charts -Market indicator- Fundamental Vs Technical analysis.

Case study on Fundamental Analysis - Assessing the Value of Investments.

Unit IV Valuation of Securities

09 h

Valuation of securities: Bond - Features -Types, Determinants of interest rates-Bond Valuation - Equity shares- Concept, Valuation, and Dividend Valuation Models.

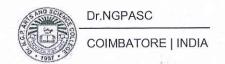
Unit V Listing of Securities

10 h

Meaning - Listing Procedures -SEBI Guidelines for listing - Advantages of listing -Types - Demat Account: Meaning, Importance, Benefits - Procedure to Open Account - Registration of Stock brokers - Function of brokers - Kinds of brokers -Opening Account with Broker - Rights and Obligations of stock broker.

Case Study on Stock Market Listing and Demat Accounts.

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



Text Books

- 1. Bhalla V.K., 2020, "Fundamentals of Investment Management", Second Edition, Sultan Chand & Sons, New Delhi.
- 2. Preethi Singh, 2023 "Investment management", Himalaya Publishing House, NewDelhi.

- Rustagi R. P, 2023, "Investment Management", Sultan Chand & Sons, New Delhi.
- Avadhani, V.A., Investment Management, Himalaya Publishing House, NewDelhi, 2022.
- Prasanna Chandra, 2017, "Investment Analysis and Portfolio Management", Fifth Edition, MC Graw Hill, Chennai.
- Securities Market Foundation, National Institute of Securities Markets, Mumbai.

	Course Code	Course Name	Category	L	Т	P	Credit
2	225IB1A6DA	INDIA'S FOREIGN TRADE AND LEGISLATION	DSE	4	-	_	4

This course has been designed for students to learn and understand

- the basic concept of India's foreign trade
- the recent foreign trade policy
- the Foreign Exchange Management Act

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	identify the various regulations pertaining to India's foreign trade policy	К2
CO2	analyze trends in India's export trade, including the composition of commodities and projects	КЗ
CO3	evaluate the legal and regulatory frameworks governing India's foreign trade	КЗ
CO4	identify and apply export promotion schemes, market entry strategies, and the role of digital platforms and export councils in boosting trade	K2
CO5	Outline the role of International Trade Organization in international trade.	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		√		✓
CO2	√	6-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	✓		√
CO3	✓		√		✓
CO4	✓		√	The residence	✓
CO5	✓		✓		✓

COURSE FOCUSES ON

✓	Skill Development	1	Entrepreneurial Development
1	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
- - - -	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225IB1A6DA

INDIA'S FOREIGN TRADE AND LEGISLATION

SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to India's Foreign Trade

10 h

Overview of India's foreign trade - Importance, composition, and direction - Evolution of India's trade policy- Export and Import trade procedure and documentation- Trade in goods and services - Government support for exports: EoU and SEZ - Digital transformation in foreign trade.

Unit II India's Export Trade Trends and Nature

08 h

India's export trade -Trends nature: Commodity exports and project exports-Composition of exports- Traditional and Non-traditional products- Direction of export trade- Trade agreements and treaties.

Case study on Project exports.

Unit III Legal and Regulatory Framework Governing Foreign Trade

12 h

Foreign Trade (Development and Regulation) Act, 1992 - Recent Foreign Trade Policy (FTP): Key highlights - Foreign Exchange Management Act (FEMA) - Free Trade Agreements (FTAs) - Customs Act, 1962: Types of Customs Duties - Dispute settlement mechanism.

Unit IV Export Promotion and Marketing Strategies

09 h

Export promotion schemes: Focus Product Scheme (FPS), Focus Market Scheme (FMS), Duty drawback - Market entry strategies - Export pricing and marketing - Role of export Promotion councils - E-commerce and Digital platforms.

Case study on export pricing

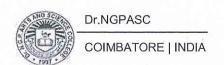
Unit V International Trade Organizations

09 h

World Trade Organization (WTO): Objectives and role- General Agreement on Tariffs and Trade (GATT): Objectives and role – International Monetary Fund (IMF): Objectives and role- Asia Pacific Economic Cooperation (APEC): Objectives and role- G20: Objectives and role- BRICS: Objectives and role.

Case study on role of International Trade Organizations in India's Foreign Trade.

Note: Case study Examined internal only



- P. Subba Rao, 2020, "International Business: Text and Cases", 4th Edition, Himalaya Publishing House, India.
- R. S. Chhokar and M. B. Rao, 2018, "India's Foreign Trade and Investment", 1st Edition, New Century Publications, India.

- Nabhi Kumar Jain, 2021, "Export Import Procedures and Documentation", 21st Edition, Nabhi Publications, India.
- Francis Cherunilam, 2019, "International Trade and Export Management", 18th Edition, Himalaya Publishing House, India.
- Robert M. Stern, 2017, "Global Trade Policy: Questions and Answers", 1st Edition, World Scientific Publishing Company, Singapore.
- S. A. Sherlekar, 2016," Essentials of Export Marketing", 1st Edition, Himalaya Publishing House, India.

Course Code	Course Name	Category	L	T	P	Credit
225BI1A6DA	RETAIL MARKETING	DSE	4	-	-	4

This course has been designed for students to learn and understand

- the theoretical knowledge on Retail Marketing system
- the ways that retailers use marketing tools and techniques to interact with their customers
- the visual merchandising and Emerging Trend in International retailing strategies

COURSE OUTCOMES

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

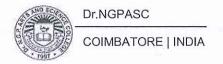
CO Number	CO Statement				
CO1	understand the retail operations ,strategies and industry trends	K2			
CO2	express the crucial role of location in retail success	K2			
CO3	demonstrate the elements of Communication process and Various Techniques of Retail Logistics	КЗ			
CO4	identify the Various Key areas in Merchandise management	К3			
CO5	determine the global aspects of retail operations and strategy	КЗ			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5	
CO1	✓		✓.	Telepinon mer	✓ -	
CO2	√		√		✓	
CO3	✓		✓		✓	
CO4	✓		✓		✓	
CO5	✓		✓		✓	

Course Focuses on

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225BI1A6DA

RETAIL MARKETING

SEMESTER VI

Total Credits:

4

Total Instruction Hours:

48 h

Syllabus

Unit I Introduction to Retailing

9 h

Definition , Features, Importance and Functions of Retailing - Types of Retailer - Differences between Retailing and Marketing - Differences between Product Retailing and Service Retailing - Issues and Challenges in Retailing - Consumerism and Ethics in Retailing - Legislations for Consumer Protection.

Unit II Retail location strategies and Branding in Retailing

9h

Introduction - Types of Retail Location - Factors determining Retail Location - Steps to choose right retail location - Measuring success of Location.

Branding in Retailing – Definition - Advantages and Disadvantage – Objectives of Brand Positioning Strategy – Brand Loyalty – Types of Store and Consumer loyalty.

Unit III Retail Communication and Promotion

10 h

Meaning- Elements of Retail Communication process - Retail Communication Mix-Steps in Developing Effective Communication. Retail Promotion: Definition -Promotional objectives - Promotional Advertising - Window display, Interior Display, Showrooms and Exhibition. Retail Logistics: Introduction, Functions and Techniques of Retail Logistics.

Case Study on Retail Communication

Unit IV Merchandise Management and Retail Pricing

10 h

Definition of Merchandise Management-Importance of Visual Styling & Merchandising-Elements of Visual Merchandising. Retail pricing: Meaning - Retail price mix - Factors influencing Retail pricing - Consumer behaviour and Retail operations - Retail buying roles - Need for studying Consumer behaviour in the retail context.

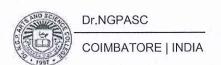
Case study on Retail Pricing

Unit V International Retailing

10 h

Definition - International Retail Structure - Factors involved in Retailing - Reasons for International Retailing - Factors contributing to the growth of International Retailing - Various Strategies for entering Common Market and Foreign Markets - Emerging Trends in IT- Future of Retailing.

Case study on International Retailing



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

Text Books

- Srinivasa Rao, 2020,"Retail Marketing", Global Vision Publishing House, New Delhi
- David Gilbert, 2010,"Retail Marketing", Sixth Edition, Pearson Education Limited Publishers, New Delhi.

- Arunangshu Giri, Pradip Paul and Satakshi Chatterjee, 2022, "Retail Management", PHI Learning, New Delhi
- Barry Berman, 2017, "Retail Management a strategic Approach", Dorling-Kindersley (India) Pvt Ltd, New Delhi
- Suja R Nair,2015,"Retail Management", Revised Edition, Himalaya Publishing House, Mumbai
- 4 https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf

Course Code	Course Name	Category	L	Т	P	Credit
225CO1A6DA	ORGANIZATIONAL BEHAVIOR	DSE	4		-	4,

This course has been designed for students to learn and understand

- the key concepts of organizational behavior, motivation and attitudes.
- about perception, leadership, and group dynamics.
- the impact of organizational culture on employee engagement.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level		
CO1	understand the organizational behavior model.	K2		
CO2	infer the emotional self-attitude and motivation.	К2		
CO3	articulate the leadership style and perception.			
CO4	interpret the interpersonal relationship and group behavior.	К3		
CO5	assess conducive organizational culture.	К3		

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		· · · · · ·		
CO2	√		1		
CO3	✓		√		
CO4	✓		1		
CO5	✓		✓		

CO	HRCE	FOCUSES	CON
co	OKOL	LOCOSE	J OIN.

✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics

225CO1A6DA

ORGANIZATIONAL BEHAVIOR

SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Organizational Behavior

10 h

Definition, need and importance of organizational behavior – Nature and scope – Frame work – Organizational behavior models – Application in Management Contributions of other disciplines to OB–Emerging issues in Organizational Behavior.

Unit II Learning, attitudes and motivation

10 h

Learning: Types of learners – Learning process – Learning theories – Organizational behavior modification. Emotions: Emotional Labour – Emotional Intelligence.

Attitudes: Characteristics - Components - Formation - Measurement- Values.

Motivation: Importance – Types – Theories of motivation- Hierarchy model, Two factor theory, David McClelland theory.

Case study on Employee Motivation and Retention Strategies in a Remote Work Environment.

Unit III Perception and Leadership

10 h

Perception: Meaning and definition - Basic stages of Perceptual Process, Perceptual Selection, Perceptual Organization, Perceptual Interpretation.

Leadership: Meaning – Importance – Leadership styles – Theories.

Case study on paradoxical leadership.

Unit IV Group Behavior

10 h

Organization structure: Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Unit V Organization Culture

8 h

Definition of organizational culture-Culture as a descriptive term- Strong versus Weak culture - Functions, Creating and Sustaining culture - Learning and adopting to workplace culture by employees - Creating positive organizational culture.

Case study on The Impact of Organizational Culture on Employee Engagement and Innovation.

Note: Case Studies related to the above Topics to be discussed Examined Internal only.

Text Books

- Debra L. Nelson & James Campbell Quick, 2020, "Organizational Behavior: Science, The Real World, and You", 9th Edition, Cengage Learning.
- Mary Uhl-Bien, Ronald F. Piccolo, & John R. Schermerhorn, 2021, "Organizational Behavior", 14th Edition, Wiley.

- Stephen P. Robbins, Timothy A. Judge and Neharika Vohra 2019, 18th Ed. Organizational Behaviour. Pearson Education Asia.
- Fred Luthans 2017, Organizational Behavior: An Evidence Based Approach, 12th Ed. McGraw Hill Education.
- Ricky W. Griffin 2016, "Organizational Behavior: Managing People and Organizations", 12th Edition, Cengage Learning.
- 4 K. Aswathappa, 2016, "Organizational Behaviour", 12th Edition, Himalaya Publishing House.

Course Code	Course Name	Category	L	T	P	Credit
225FI1A6DB	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DSE	4	_		4

This course has been designed for students to learn and understand

- the basic concept of security valuation.
- functions of derivatives market.
- the portfolio analysis, portfolio selection, creation and management.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the security analysis and valuation.	K1
CO2	analyses using Markowitz Diversification Models.	K3
CO3	develop the ability to use diversification strategy and CAPM to reduce risk in investment decisions.	K2
CO4	develop skills to evaluate and measure Portfolio performance using various indexes.	КЗ
CO5	apply the principles of portfolio management and construct an efficient portfolio.	К3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	· 🗸		✓	njulyka zol	✓
CO2	✓		✓		✓
CO3	✓		✓		✓
CO4	✓		✓		✓
CO5	✓		✓		√

COURSE FOCUSES ON

	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225FI1A6DB

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

SEMESTER VI

Total Credits:

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Securities Valuation

10 h

4

Security - Portfolio - Investment Vs Speculation - Security analysis - Markets for securities - Functions. Valuation of equity securities: Need of equity valuation-Methods of equity valuation - Basics of technical analysis - Recap of various valuation methodologies - DDM - DCF - Introduction to Relative Valuations. Case study on Dividend discount model.

Unit II Portfolio Analysis

08 h

Portfolio Analysis. Traditional Vs Modern – Assumption of Markowitz theory - Markowitz diversification - Parameters - Criteria of dominance - Markowitz model - Portfolio risk - Arbitrage pricing theory.

Case study: Arbitrage pricing theory.

Unit III Portfolio Selection

10 h

Portfolio Selection - efficient set of Portfolios - Optimal portfolio (theory only). Capital Asset Pricing Model: Assumptions - Security Market Line (SML) - Capital Asset Pricing Model (CAPM) - Assumptions of CAPM - Testing the CAPM - Limitations of CAPM. (Simple Problems).

Case study: Capital Asset Pricing Model.

Unit IV Portfolio Evaluation

10 h

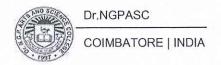
Measures of portfolio performance - Reward to variability and rewards to volatility - Sharpe's performance index - Asset selection - components of expected return - empirical testing - Sharpe model - Optimal portfolio of Sharpe's. (Simple Problems).

Unit V Portfolio Revision

10 h

Passive management – Active management – The Formula plans for the purchase and sale of securities – Rupee cost averaging – Constant rupee plan – Constant ratio plan – Portfolio revision and cost.

Note: Distribution of Marks: Theory 80% and Problems 20% Case studies related to the above topics to be discussed (Examined internal only)



- Avadhani V.A, 2015, "Security Analysis and Portfolio Management", Second Revised Edition, Himalaya Publishing House, New Delhi.
- Punithavathy Pandian, 2015, "Security Analysis and Portfolio Management", Sixth Reprint, Vikas Publishing House Pvt Ltd., New Delhi.

- Prasanna Chandra, 2021, "Investment Analysis and Portfolio Management", Sixth Edition, MC Graw Hill, Chennai.
- Donald E. Fischer and Ronald J. Jordan, 2018, "Security Analysis and Portfolio Management", Pearson Prentice Hall, New Delhi.
- 3 Sudhindra bhat, 2015, "Security Analysis and Portfolio Management", Excel book, New Delhi.
- Gurusamy S, 2018, "Security Analysis and Portfolio Management", Vijay Nicole imprints Private Limited, Chennai.

Course Code	Course Name	Category	L	Т	P	Credit
225IB1A6DB	INTERNATIONAL BANKING AND FINANCE	DSE	4	-	-	4

This course has been designed for students to learn and understand

- the basics of international banking and banking operations.
- the mechanism of forex market.
- the importance of adequate planning relative to the financial aspects of international trade.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level		
CO1				
CO2	learn the type of international financial markets.	K2		
CO3	explore various financial institutions supporting EXIM finance	КЗ		
CO4	summarize foreign exchange markets and transactions.	КЗ		
CO5	identifying the requirements for export and import finance.	КЗ		

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	√	✓		✓
CO2	1	✓	✓		✓
CO3	√	✓	√		✓
CO4	√	√	√		√
CO5	√	√	✓		✓

COURSE FOCUSES ON

1	Skill Development	1	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
P-5	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

225IB1A6DB

INTERNATIONAL BANKING AND FINANCE

SEMESTER VI

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to International Banking

10 h

Evolution of international banking – Reasons for growth of international banking – Characteristics and dimensions of international banking – Recent trends in international banking – Organizational features of international banking – International interbank business – International private banking.

Unit II English Banking and Federal reserve system

10 h

Foreign banking system - Importance and characteristics. English banking system - EURO currency. Federal reserve system - Organizational structure - Importance of developed money market in a banking system - London money market - New York money market - Comparison between London money market and New York money market

Case study on federal reserve policy making.

Unit III International Financial Institutions

10 h

International Monetary Fund (IMF): Objectives – Function. Organization structure. International Bank for Reconstruction and Development (IBRD): Objectives – Function – Organization structure. International Development Association (IDA): Objectives – Function – Organization structure. - International Finance Corporation (IFC): Objectives – Function – Organization structure. BRICS - New Development Bank.

Unit IV Export and Import Finance

08 h

Sources of international finance - Modes of international payments. - Export credit system in India: Reserve bank of India, EXIM bank, Commercial banks, ECGC - Pre-shipment credit - Post shipment credit - Line of credit (LOC) - Deferred payment.

Case study on selecting the modes of international payments

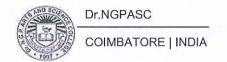
Unit V International Settlements

10 h

Inward remittance – Export documentary collections – Export clean bill collections – Export L/C notice – Export L/C negotiation – Outward remittance – Import documentary collections – Import L/C – Multi currency clearing – Full value remittance – IB E-customs clearance – NRA account – SWIFT – CHIPS – CHAPS.

Case study on multi currency clearing.

Note: Case study Examined internal only



- Carmela D'Avino and Mimoza Shabani, 2024, "International Banking in Global Perspectives", 1st Edition, Routledge, India.
- Jeevanandam.C, 2020, "Foreign Exchange Practice, Concepts & Control", 17th Revised Edition, Sultan Chand Publications, Delhi.

- Bimal jaiswal, 2020, "International Finance/ Foreign Exchange Management", New Royal Book Co, India.
- 2 Kurgman M, 2017, "International Finance theory and policy", 10th Edition, Pearson, Chennai.
- Annie Stephen, 2015, "International Finance", 1st Edition, Himalaya Publishing House, Mumbai.
- Davies, H., & Green, D. 2010, Banking on the future: The fall and rise of central banking. Princeton. N.J, Princeton University Press.

Course Code	Course Name	Category	L	T	P	Credit
225BI1A6DB	CUSTOMER RELATIONSHIP MANAGEMENT	DSE	4	-	-	4

This course has been designed for students to learn and understand

- the basics concept of Customer Relationship Management to attain the corporate goals.
- the theoretical knowledge and practical application of key CRM concepts, tools and strategies to enhance customer relationships
- the technological Tools for Data Mining and successful implementation of CRM in the Organizations.

COURSE OUTCOMES

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

CO Number	COChalamant	
CO1	understand the fundamentals of customer relationship management	K2
CO2	identify the concept of e-CRM and its different levels	K2
CO3	develop a framework of CRM	K3
CO4	determine CRM planning and implementation strategies	K3
CO5	develop customer retention strategy	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			✓
CO2	✓	✓			✓
CO3	✓	1			✓
CO4	✓	✓			✓
CO5	✓	✓			✓

Course Focuses on

✓	Skill Development	Entrepreneurial Development
✓	Employability	Innovations
	Intellectual Property Rights	Gender Sensitization
✓	Social Awareness/ Environment	Constitutional Rights/ Human Values/ Ethics

225BI1A6DB

CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER VI

Total Credits:

4

Total Instruction Hours:

48 h

Syllabus

Unit I Introduction

10 h

Customer Relationship Management (CRM) - Definition - Evolution of CRM - Factors responsible for CRM growth - Framework, Benefits, Types and Scope of CRM - Customer acquisition to customer loyalty- Significance of CRM - Relationship between CRM and Technology.

Unit II Electronic CRM

10 h

Introduction - Meaning - Evolution of e-CRM - Different levels of e-CRM- Concept of Mobile CRM - Differences between CRM and e-CRM - Need to adopt e-CRM in a liberalized economy - Managing e-CRM - Online Brand and CRM - Customer Satisfaction.

Case Study on e-CRM on customer behavioral and attitudinal loyalty.

Unit III Customer Relationship Management Process and Strategy 9 h

Introduction- Objectives – CRM Process- Managers for CRM Process- Parameters and Determinants of CRM - Strategic prospective on CRM - Competitive Agility - Strategic Framework for CRM - Creating a CRM Culture - Building Blocks of CRM-CRM Strategies.

Unit IV CRM Planning and Implementation

10 h

CRM Planning: Introduction - Components of Planning - Estimation of Return on Investment - Resources and Priorities of Planning and Budgeting.

CRM Implementation: Introduction - Considerations for the CRM implementation - Selection process of CRM Solution - Framework of Successful CRM - Implementation Steps.

[Case study on CRM Implementation.

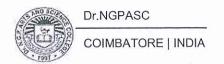
Unit V Customer Retention Strategy

9 h

Introduction - Customer Retention - Customer Centric Attitude - Internal Collaboration - Designing Database carefully - Choosing the right CRM Tools - Building Relationships - Retaining Customer through added Benefits - Conflict Management and Customer Retention - CRM Opportunities and Challenges.

Case Study on Building Relationships with Customers.

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



- Govinda Bhat K, 2017, "Customer Relationship Management", First Edition, Himalaya Publication House Pvt. Ltd, Mumbai.
- Ekta Rastogi, 2011, "Customer Relationship Management", First Edition, Excel Books, New Delhi.

- Paramjeet kaur, 2021, "Customer Relationship Management", Second Edition,

 Kalyani Publishers, New Delhi
- Shainesh G, Jagdish N Sheth 2007, "Customer Relationship Management: A

 Strategic Perspective" MacMillan India Ltd, New Delhi.

 Jagdish N Sheth, Parvatiyar Atul, G Shainesh, 2017, "Customer Relationship
- 3 Management: Emerging Concepts, Tools and Applications", Fourth Edition, McGraw Hill, New York.
- Barry Berman and Joel R Evans 2006, "Retail Management A Strategic Approach" Tenth Edition, Prentice Hall of India.

Course Code	Course Name	Category	L	Т	P	Credit
225CO1A6DB	INDUSTRIAL RELATIONS AND LABOUR LAW	DSE	4	-	-	4

This course has been designed for students to learn and understand

- the conceptual knowledge of industrial relations.
- labour legislations in India and women employees' problems.
- labour laws and labour economic problems.

COURSE OUTCOMES

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

CO Number	Constatement				
CO1					
CO2					
CO3	sketch out the labour legislation and legal provisions of wage				
co4 outline the women employee's problems in India.		K2			
CO5 summarize the legal provisions for EPF, ESI.		K3			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			alej ja alej j	✓
CO2	✓	- Principal Control	Jan Jakan		V
CO3	√				√
CO4	✓				✓
CO5	/	3 17 17 19 17 1	TELL ST		√

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✓	Skill Development	1	Entrepreneurial Development
\checkmark	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
72-7	Social Awareness/ Environment	m a	Constitutional Rights/ Human Values/ Ethics

225CO1A6DB

INDUSTRIAL RELATIONS AND LABOUR LAW | SEMESTER VI

Total Credits:

Total Instruction Hours: 48 h

Syllabus

Unit I **Industrial Relations**

9h

Concept of Industry and Industrial Relations - Meaning of Employee Relations and its difference with Industrial Relations- Tripartite Scheme of Industrial Relations -Approaches to Industrial Relations-Sociological Approach - Psychological Approach -Marxian Approach -Trusteeship Approach.

Unit II Industrial Conflicts and Labour Welfare

9 h

The Industrial Disputes Act, 1947-Disputes - Impact - Causes - Strikes - Prevention - Industrial Peace - Government Machinery - Conciliation - Arbitration -Adjudication. Labour welfare: Statutory provisions - Voluntary welfare funds-Welfare of unorganized labour. Industrial relations: Meaning of Good and Poor Industrial Relations - Causes for poor industrial relations - Indicators of Poor Industrial Relations.

Case study on Industrial Disputes

Unit III Labour Legislations and Trade Union

10 h

Origin and growth of labour legislation in India - Principles of labour legislations-Factories Act, 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936-Payment of Bonus Act, 1965- Trade Unions Act, 1926 (recent amendments). Trade union movement in India- Objective -Role - Functions and procedures for registration of trade unions- Rights and responsibilities- Problems- Employee relations in IT sector.

Unit IV Labour Welfare and Women Employees

10 h

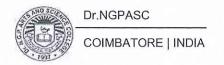
Introduction - Various statutory and non - statutory agencies in India. Women Employees: Problems of women employees - Need and importance of women employees welfare - Legislative measures protecting women employees-International Labour Organization (ILO)- ILO standards for Women Employment.

Case study on challenges of Women Employees.

Unit V Labour Laws and Labour Economic Problems

10 h

Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- New Pension Scheme - Maternity Benefit Act, 1961-



Contract Labour Regulation and Abolition Act, 1970 -The Child Labor Prevention and Regulation Act, 1986- Building and Other Construction Workers Act, 1996 - Occupational and economic classification of labour force - Equal remuneration - Socio-Economic background of Indian labour- Economic problems of labour- Wages and Standard of Living, Social Security and State Policy.

Case Studies related to the Economic Problems of migrant laborers.

Note: Case Studies related to the above Topics to be discussed Examined Internal only.

Text Books

- Dinkar Pagare, 2020, "Industrial Relations and Labour Laws", Edition, Sultan Chand & Sons, New Delhi.
- 2 Dr. J. Mahalakshmi, 2024, "Industrial Relations & Wage Laws (Labour Law)",1st edition, Allahabad Law Agency, New Delhi.

- S.C. Srivastava, 2022, "Industrial Relations and Labour Laws", 8th Edition, Vikas Publishing., Noida-201301.
- 2 Dr. Sharmila Ghuge., 2024, "Labour Law and Industrial Relations", 1st Edition, Himalaya Publishing House Pvt. Ltd., New Delhi.
- Parul Gupta, 2023" Industrial Relations & Labour Laws for Managers", 2nd Edition, Taxmann Publications, New Delhi,
- Dr. Sathish Kumar Saha, Anju Agarwal, 2020, "Industrial Relations and Labour Laws", SBPD Publications, Agra.

Course Code	Course Name	Category	L	T	P	Credit
225BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

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 a career option

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level		
CO1	CO1 understand the concept of Creativity, Invention and innovation			
CO2	K2			
CO3 understand the basics of trademarks and industrial designs		K2		
CO4 acquire knowledge about copyright and copyright law		K2		
CO5	K2			

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	ng Vision u	✓		✓
CO2	✓		✓		✓
CO3	✓		✓	6-9-375	· /
CO4	✓		✓		✓
CO5	✓		✓		/

Course Focuses on

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
✓	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment	=	Constitutional Rights/ Human Values/ Ethics

225BI1A6AA

INNOVATION AND IPR

SEMESTER VI

Total Credits:

2

Total Instruction Hours:

24 h

Syllabus

Unit I Introduction

5 h

Meaning of Creativity, Invention and Innovation - Types of Innovation - Relevance of Technology for Innovation - Need for Intellectual Property Right (IPR) - Kinds of IPR - National IPR Policy.

Unit II Patents

5 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: Patent Infringement the Apple vs Samsung.

Unit III Trademarks

5 h

Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark - Difference between Patents and Trademarks

Case Study: A trademark infringement the Coca-Cola Company vs Bisleri International Pvt. Ltd.

Unit IV Copyright

5 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

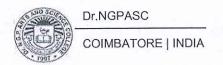
Case Study: Vanilla Ice vs David Bowie & Queen.

Unit V Geographical Indications

4 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.

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



- Nithyananda K. V. 2019, "Intellectual Property Rights Protection and Management India", First Edition, Cengage Learning India Private Limited, New Delhi.
- Ghawlarhs, 2020, "Introduction to Intellectual Property Rights", CBS, New Delhi.

References

- Ahuja V. K. 2017, "Law relating to Intellectual Property Rights and quot India", Lexis Nexis, Mumbai.
- Neeraj P, Khusdeep D. 2014," Intellectual Property Rights", First Edition, PHI learning Private Limited, New Delhi.
- 3 http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf.
- 4 https://knowledgentia.com/knowledgeate.

BoS Chairman/HoD

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