

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. - Kalapatti Road, 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)

Bachelor of Commerce in Business Process Services Degree (For the students admitted during the academic year 2022-23 and onwards)

Programme: B. Com. in Business Process Services

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 there to by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Bachelor of Commerce in Business Process Services Degree Examinations of this College after a programme of study of three academic years.

Programme Educational Objectives

On the Successful Completion of the programme, the following are the expected Programme Educational outcomes:

1. Equip the graduates with in-depth knowledge of Business Process Services in a continuously changing business environment in the area of Accounting and Finance, Banking, Retail Marketing, Capital Market, Taxation and Business laws.
2. Have basic understanding in Business Mathematics, Statistics, Economics, Management and Internet of things.
3. Build competencies for research activities. Also, an informed, aware and active citizen.
4. Equip the students with professional skills, inter personal skills and Leadership qualities.
5. Inculcate ethical values, team work and managerial skills. An inclination towards lifelong learning and acquiring contemporary knowledge.



PROGRAMME OUTCOMES

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

PO Number	PO Statement
PO1	Develop an understanding, Sound knowledge, skills and attitudes to facilitate careers in Business Process Services.
PO2	Process students for employment in functional areas like Finance and Accounting, Banking, Insurance, Retail Marketing, Capital Market, Taxation and Supply Chain Management.
PO3	Pursue their career in Operations, Research and Training and work in teams with enhanced communication and inter-personal skills.
PO4	Handle computer-based software in areas of Accounting, Taxation, Insurance, Retail Marketing, Capital Market and Banking.
PO5	Develop self-confidence and ability to apply knowledge acquired in the areas of Business Process Services.



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	$4 \times 3 = 12$		I to IV
II (12 Credits)	English	4	$4 \times 3 = 12$		I to IV
III (108 Credits)	Core (Credits 3,4)	18	$14 \times 4 = 56$ $4 \times 3 = 12$	68	I to VI
	Core Practical (Credits 2)	1	$1 \times 2 = 02$	02	I
	Inter Departmental Course (IDC)	4	$4 \times 4 = 16$		I to IV
	Discipline Specific Elective (DSE)	3	$3 \times 4 = 12$		V & VI
	Skill Enhancement Course (SEC) (Embedded)	3	$4 \times 2 = 08$		III to VI
	Industrial Training (IT)	1	$1 \times 2 = 2$		V
IV (8 Credits)	Environmental Studies (AECC)	1	$1 \times 2 = 2$		I
	Basic Tamil/ Advance Tamil/Human Rights & Women's Rights (AECC)	1	$1 \times 2 = 2$		II
	Generic Elective (GE) (AEEC)	1	$1 \times 2 = 2$		V
	Innovation and IPR (AECC)	1	$1 \times 2 = 2$		VI
V (2 Credits)	NSS/NCC/YRC/RRC/Yoga/ Sports	-	$2 \times 1 = 2$		I & II
TOTAL CREDITS			142		



CURRICULUM

B. Com. in Business Process Services

Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part- I										
221TL1A1TA	Language - I	Tamil - I Ikkala Ilakkiyam	4	1	-	3	50	50	100	3
221TL1A1HA		Hindi - I Modern Literature								
221TL1A1MA		Malayalam- I Modern Literature								
221TL1A1FA		French - I Grammar, Translation and Civilization								
Part- II										
221EL1A1EA	Language - II	Professional English - I	4	-	1	3	50	50	100	3
Part- III										
225PA1A1CA	Core - I	Financial Accounting	5	1	-	3	50	50	100	4
225CI1A1CA	Core - II	Principles of Management	4	-	-	3	50	50	100	4
225BP1A1CP	Core Practical - I	Spreadsheet Modeling for Business Decisions	-	-	4	3	50	50	100	2
222MT1A1IA	IDC - I	Business Mathematics	4	-	-	3	50	50	100	4
Part-IV										
223MB1A1AA	AECC - I	Environmental Studies	2	-	-	3	50	-	50	2
Part-V										
225BP1A1XA	Extension Activity	NSS/NCC/YRC/ RRC/Yoga/Sports / Clubs	-	-	-	-	50	-	50	1
Total			23	2	5	-	-	-	700	23


BoS Chairman/HoD
Department of Commerce (BPS)
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BOS - 04/08/2022	AC - 06/09/2022	GS - 10/09/2022
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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part-I										
221TL1A2TA	Language - I	Tamil - II Ara Ilakkiyam	4	1	-	3	50	50	100	3
221TL1A2HA		Hindi – II Modern Literature								
221TL1A2MA		Malayalam- II Modern Literature								
221TL1A2FA		French - II Grammar, Translation and Civilization								
Part– II										
221EL1A2EA	Language - II	Professional English -II	4	-	1	3	50	50	100	3
Part– III										
225BP1A2CA	Core -III	Advanced Financial Accounting	5	1	-	3	50	50	100	4
225BP1A2CB	Core -IV	Finance and Accounting for Business Process Services	4	-	-	3	50	50	100	3
225CR1A2CA	Core - V	Business Law	4	-	-	3	50	50	100	4
222MT1A2IA	IDC - II	Business Statistics	4	-	-	3	50	50	100	4
Part-IV										
221TL1A2AA	AECC - II	Basic Tamil	2	-	-	-	50	-	50	2
221TL1A2AB		Advanced Tamil								
225CR1A2AA		Human Rights and Women’s Rights								
Part-V										
225BP1A2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Clubs	-	-	-	-	50	-	50	1
Total			27	2	1	-	-	-	700	24

S. G. Srinivasan
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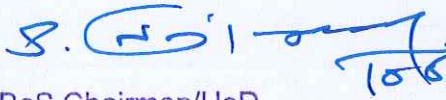
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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
Part- I										
221TL1A3TA	Language - I	Tamil - III	3	1	-	3	50	50	100	3
221TL1A3HA		Hindi - III								
221TL1A3MA		Malayalam - III								
221TL1A3FA		French - III								
Part- II										
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
225BP1A3CA	Core -VII	Supply Chain Management	5	1	-	3	50	50	100	4
225BP1A3CB	Core -VIII	Insurance for Business Process Services	4	1	-	3	50	50	100	3
225BP1A3SA	SEC-I	Auditing	2	-	-	3	50	50	100	2
225CO1A3IA	IDC - III	Business Economics	4	-	-	3	50	50	100	4
Total			26	4	-	-	-	-	700	23


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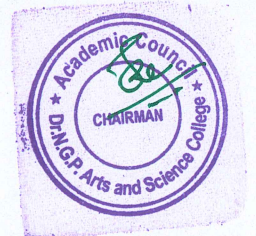
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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part- I										
221TL1A4TA	Language - I	Tamil - IV	3	1	-	3	50	50	100	3
221TL1A4HA		Hindi - IV								
221TL1A4MA		Malayalam-IV								
221TL1A4FA		French - IV								
Part- II										
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
225BP1A4CA	Core - X	Banking for Business Process Services	5	-	-	3	50	50	100	4
225BP1A4CB	Core - XI	Retail CPG and Market Research	4	-	-	3	50	50	100	4
225BP1A4SA	SEC - II	Campus to Corporate Transition	3	-	-	3	50	50	100	2
224CG1A4IA	IDC - IV	Industrial Internet of Things	4	-	-	3	50	50	100	4
Total			27	3	-	-	-	-	700	24

S. N. S. 18/10/23

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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part-III										
225BP1A5CA	Core – XII	Managing Business Processes	6	-	-	3	50	50	100	4
225BP1A5CB	Core – XIII	Capital Market for Business Process Services	5	-	-	3	50	50	100	3
225AT1A5CA	Core - XIV	Income Tax Law and Practice	5	1	-	3	50	50	100	4
225BP1A5CC	Core – XV	Company law	3	-	-	3	50	50	100	3
225BP1A5EP	SEC Practical - III	Business Research Methods	2	-	2	3	50	50	100	2
225CM1A5DA	DSE –I	Financial Management	4	-	-	3	50	50	100	4
225CI1A5DA		E-Business Technology								
225BA1A5DA		Service Marketing								
225CO1A5DA		Human Resource Management								
	GE		-	-	2	3	50	-	50	2
225BP1A5TA	IT	Industrial Training	-	-	-	3	50	50	100	2
Total			25	1	4	-	-	-	750	24

S. G. S. 10/04/24
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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part-III										
225BA1A6CA	Core - XVI	Management Accounting	5	-	-	3	50	50	100	4
225FI1A6CA	Core - XVII	Business Taxation	4	-	-	3	50	50	100	4
225BP1A6CV	Core - XVIII	Project and Viva-Voce	-	-	8	3	50	50	100	4
225BP1A6SP	SEC – IV Practical	Entrepreneurial Development	-	-	3	3	50	50	100	2
225FI1A6DA	DSE –II	Investment Management	4	-	-	3	50	50	100	4
225CI1A6DA		Enterprise Resource Planning								
225CO1A6DA		Organizational Behavior								
225BI1A6DA		Retail Marketing								
225FI1A6DB	DSE –III	Security Analysis and Portfolio Management	4	-	-	3	50	50	100	4
225CI1A6DB		Fundamentals of Information Security								
225CO1A6DB		Industrial Relations and Labour Law								
225BA1A6DB		Social Media Marketing								
Part – IV										
225BI1A6AA	AECC - III	Innovation and IPR	2	-	-	-	50	-	50	2
Total			19	-	11	-	-	-	650	24
*Grand total									4200	142

8/5/2024
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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	225CM1A5DA	Financial Management
2	225CI1A5DA	E-Business Technology
3	225CO1A5DA	Human Resource Management
4	225BA1A5DA	Service Marketing

Semester VI (Elective II)

List of Elective Courses

S.No.	Course Code	Name of the Course
1	225FI1A6DA	Investment Management
2	225CI1A6DA	Enterprise Resource Planning
3	225CO1A6DA	Organizational Behavior
4	225BI1A6DA	Retail Marketing

Semester VI (Elective III)

List of Elective Courses

S.No.	Course Code	Name of the Course
1	225FI1A6DB	Security Analysis and Portfolio Management
2	225CI1A6DB	Fundamentals of Information Security
3	225CO1A6DB	Industrial Relations and Labour Law
4	225BA1A6DB	Social Media Marketing



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GENERIC ELECTIVE COURSES (GE)

The following are the courses offered under Generic Elective Course

Semester V

S.No.	Course Code	Course Name
1	225BP1A5GA	Banking Operations

EXTRA CREDIT COURSES

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

Semester III

S.No.	Course Code	Course Name
1	225BP1ASSA	Business Ethics
2	225BP1ASSB	Brand Management



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/co-curricular 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 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



Assignment Rubric

(Maximum -20 marks converted to 5 marks)

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



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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
1	Class Participation	<ul style="list-style-type: none"> Engagement in class Listening Skills Behaviour
2	Case Study Presentation/ Term Paper	<ul style="list-style-type: none"> Identification of the problem Case Analysis Effective Solution using creativity/imagination
3	Field Study	<ul style="list-style-type: none"> Selection of Topic Demonstration of Topic Analysis & Conclusion
4	Field Survey	<ul style="list-style-type: none"> Chosen Problem Design and quality of survey Analysis of survey
5	Group Discussion	<ul style="list-style-type: none"> Communication skills Subject knowledge Attitude and way of presentation Confidence Listening Skill



6	Presentation of Papers in Conferences	<ul style="list-style-type: none"> • Sponsored • International/National • Presentation • Report Submission
7	Industry Visit	<ul style="list-style-type: none"> • Chosen Domain • Quality of the work • Analysis of the Report • Presentation
8	Book Review	<ul style="list-style-type: none"> • Content • Interpretation and Inferences of the text • Supporting Details • Presentation
9	Journal Review	<ul style="list-style-type: none"> • Analytical Thinking • Interpretation and Inferences • Exploring the perception if chosen genre • Presentation
10	e-content Creation	<ul style="list-style-type: none"> • Logo/ Tagline • Purpose • Content (Writing, designing and posting in Social Media) • Presentation
11	Model Preparation	<ul style="list-style-type: none"> • Theme/ Topic • Depth of background Knowledge • Creativity • Presentation
12	Seminar	<ul style="list-style-type: none"> • Knowledge and Content • Organization • Understanding • Presentation

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 External Marks

S.No.	Particulars	External Marks
1	Materials and methods/ Procedures/Aim	10
2	Experiment/ Performance/ Observations/ Algorithm	10
3	Results/ Calculations/ Spotters/ Output	10
4	Inference/Discussion/ Presentation	10
5	Record	6
6	Viva- voce	4
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		50

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, at least 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 4th semester.



Credit transfer will be decided by equivalence committee

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

NPTEL Courses to be carried out during semester I – IV.					
S.No.	Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption
			Course I	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	Any one Core Paper in V or VI Semester
			Course II	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	
Class Advisor		HoD		Dean	

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	1
Innovation / Incubation / Patent / Sponsored Projects / Consultancy/	1
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



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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	$50 \times 1 = 50$ Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks
CIA test II/ Model test 1 Hour All five Units	$50 \times 1 = 50$ Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks

Question paper pattern		Total Marks - 50	
<u>Basic Tamil</u>		<u>Advanced Tamil</u>	
Section -A		Section -A	
Choose the correct answer	$10 \times 2 = 20$	Choose the correct answer	$10 \times 1 = 10$
Section -B		Section -B	
True or false	$10 \times 2 = 20$	Fill in the blanks	$10 \times 2 = 20$
Section -C		Section -C	
Answer in one page	$1 \times 10 = 10$	Write an essay in two pages	$2 \times 10 = 20$



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 x 0.5 = 04 Mark	MCQ	25 Marks	Marks secured will be converted to 15 marks
Section - B	3 x 3 = 09 Mark	Answer ALL Questions Either or Type ALL Questions Carry Equal Marks		
Section - C	2 x 6 = 12 Mark			

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

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



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

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



Course Code	Course Name	Category	L	T	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 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	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
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	✓	✓	✓		✓
CO2	✓			✓	
CO3	✓	✓			✓
CO4	✓		✓		
CO5	✓			✓	✓



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<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1TA	TAMIL- I: IKKALA ILAKKIYAM	SEMESTER I
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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 - நாமக்கல் கவிஞர்
5. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
6. திரைத்தமிழ்
 - அ) 'விஞ்ஞானத்த வளர்க்கப் போறண்டி' எனத் தொடங்கும் பாடல் - உடுமலை நாராயண கவி
 - ஆ) 'சும்மா கிடந்த நிலத்தை' எனத் தொடங்கும் பாடல் - பட்டுக்கோட்டை கல்யாண சுந்தரனார்
 - இ) 'சமரசம் உலாவும் இடமே' எனத் தொடங்கும் பாடல் - மருதகாசி
 - ஈ) 'உன்னை அறிந்தால்' எனத் தொடங்கும் 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



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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,ன வேறுபாடு - ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

ஆ. படைப்பாக்கம்

1. கவிதை - எழுதுதல் (15 வரிகள் முதல் 30 வரிகள் வரை)
2. சிறுகதை - எழுதுதல் (குறைந்தது 3 பக்கங்கள்)



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Text Book

- 1 தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி பக் 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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APPROVED		
BES-01/08/2022	AC-06/09/2022	GB-10/09/2022



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Course Code	Course Name	Category	L	T	P	Credit
221TL1A1HA	HINDI- I: MODERN LITERATURE	LANGUAGE-1	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	✓			✓	✓
CO2	✓	✓			✓
CO3	✓		✓	✓	✓
CO4	✓		✓		✓
CO5	✓	✓	✓		✓

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A1HA	HINDI- I: MODERN LITERATURE	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	13 h
गद्य - नूतन गद्य संग्रह (जय प्रकाश) पाठ 1- रजिया पाठ 2- मक्रील पाठ 3- बहता पानी निर्मला पाठ 4- राष्ट्रपिता महात्मा गाँधी	
Unit II	13 h
कहानी कुंज- डॉ वी.पी. 'अमिताभ' (पाठ 1-4)	
Unit III	12 h
व्याकरण : शब्द विचार (संज्ञा, सर्वनाम, विशेषण)	
Unit IV	12 h
अनुच्छेद लेखन	
Unit V	10 h
अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में) (पाठ 1 to 10)	

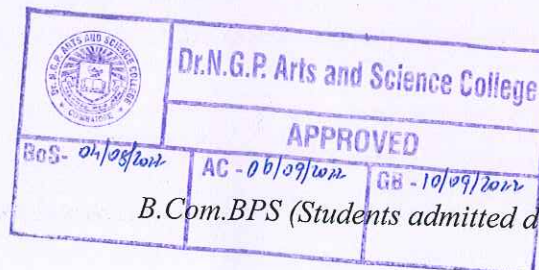
Text Book

- 1 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड अशोक नगर इलाहाबाद-211001
- 2 प्रकाशक: गोविन्द प्रकाशन सदर बाजार, मथुरा उत्तर प्रदेश-281001
- 3 पुस्तक: व्याकरण प्रदिप - रामदेव प्रकाशक: हिन्दी भवन 36 टेंगोर नगर इलाहाबाद-211024
- 4 पुस्तक: व्याकरण प्रदिप - रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17



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

Course Code	Course Name	Category	L	T	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.	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	✓				
CO2	✓				
CO3	✓				
CO4	✓				
CO5	✓				

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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221TL1A1MA	MALAYALAM- I: MODERN LITERATURE	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

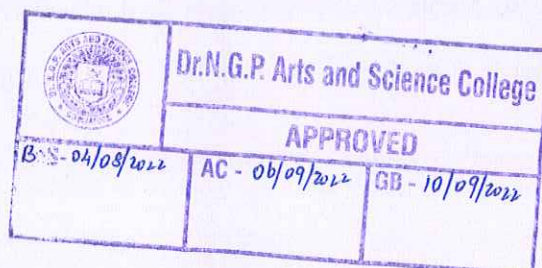
Unit I	Novel	14 h
	PathummayudeAdu	
Unit II	Novel	10 h
	PathummayudeAdu	
Unit III	Short Story	14 h
	Nalinakanthi	
Unit IV	Short Story	10 h
	Nalinakanthi	
Unit V	Practical Application	12 h
	Expansion of ideas, General Essay and Translation	

Text Books

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

References

- 1 MalayalaNovelSahithyam.
- 2 MalayalaCherukathaInnale Innu.



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

Course Code	Course Name	Category	L	T	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	Apply the adjectives and the classroom environment in France	K2
CO3	Evaluate the Plural, Articles and the Hobbies	K3
CO4	Measure the Cultural Activity in France	K3
CO5	Select the sentiments, life style of the French people and the usage of the conditional tense	K2

MAPPING WITH PROGRAMME OUTCOMES

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

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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

221TL1A1FA	FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Salut I Page 10

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Saluer • Enter en contact • avec quelqu'un. • Se présenter. • S'excuser 	En cours de cuisine, premiers contacts avec les membres d'un groupe	<ul style="list-style-type: none"> • Comprendre des personnes qui se saluent. • Échanger pour entrer en contact, se présenter, saluer, s'excuser. • Communiquer avec <i>tu</i> ou <i>vous</i>. • Comprendre les consignes de classe • Épeler son nom et son prénom. <p>Computer jusqu'à 10.</p>

Unit II Enchanté I Page 20

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Demander de se présenter. • Présenter quelqu'un. 	Dans la classe de français, se présenter et remplir une fiche pour le professeur.	<ul style="list-style-type: none"> • Comprendre les informations essentielles dans un échange en milieu professionnel. • Échanger pour se présenter et présenter quelqu'un.

Unit III J'adore I Page 30

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Exprimer ses goûts. 	Dans un café, participer à une soirée de rencontres rapides et remplir de tâches d'appréciation.	<ul style="list-style-type: none"> • Dans une soirée de rencontres rapid comprendre des personnes qui échangent sur elles et sur leurs goût • Comprendre une personne qui parler des goûts de quelqu'un d'autre.



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Unit IV J'adore I Page 30

14 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> Présenter quelqu'un 	Dans un café, participer à une soirée de rencontres rapides et remplir de tâches d'appréciation	<ul style="list-style-type: none"> Exprimer ses goûts. Comprendre une demande laissée sur un répondeur téléphonique. Parler de ses projets de week-end.
Autoévaluation du module I Page 40 – Préparation au DELF A1 page 42		
Demander à quelqu'un de faire quelque chose. Demander poliment. Parler d'actions passées. Tu veux bien?	Organiser un programme d'activités pour accueillir une personne importante.	Comprendre une personne demande un service à quelqu'un. Demander à quelqu'un de faire quelque chose. Imaginer et raconter au passé à partir de situations dessinées.

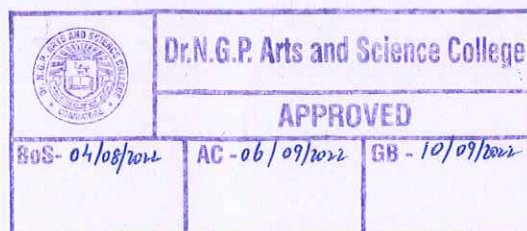
Unit V Practical Application

10 h

Make in Own Sentences

Text Book

- 1 Regine Merieux, 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.



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

PREAMBLE

This course has been designed for students to learn and understand

- the effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- 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	Identify the various aspects in poetry	K2
CO2	Infer linguistic and non-linguistic features of the context for understanding and interpreting	K3
CO3	Construct sentences and convey messages effectively in real life situations	K3
CO4	Apply different reading strategies with varying speed	K3
CO5	Prepare modules with their own ideas and present them coherently in a grammatically correct form	K3

MAPPING WITH PROGRAMME OUTCOMES

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



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<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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221EL1A1EA	PROFESSIONAL ENGLISH- I	SEMESTER I
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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

Niyi Osundare: Our Earth Will Not Die- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

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



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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

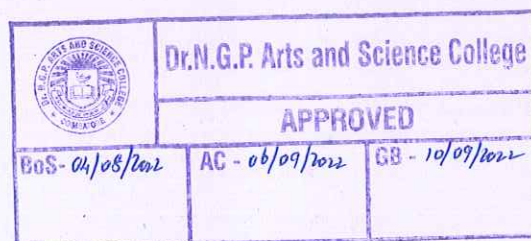
Unit V Writing Skills

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

- 1 Gardiner, A. G. 1926. Alpha of the Plough: Second series, J.M. Dent & Sons Ltd., London, United Kingdom. pg.no-151-156. (Unit I)
- 2 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)
- 5 Nation, I. S. P and Jonathan Newton. 2009. Teaching ESL/EFL Listening and Speaking. Routledge, New York, United States. (Unit II)
- 6 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education, Chennai, India. (Unit III- V)




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References

- 1 Our Earth Will Not Die By Niyi Osundare." Studocu.Com, studocu.com/in/document/bangalore-university/bachelor-of-computer-applications/1586771577-our-earth-will-not-die/27675462. Accessed 3 Aug. 2022.
- 2 OnSuperstitions."THEHISTORIAN,thehistorian1947.wordpress.com/2019/03/08/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.
- 4 Rudzka, Brygida -Ostyn, 2003. Word Power: Phrasal Verbs and Compounds: A Cognitive Approach, Mouton de Gruyter, New York, United States.

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

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

PREAMBLE

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 of 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	Knowledge Level
CO1	Understand the basic knowledge about Accounting and preparation of final accounts.	K2
CO2	Know the preparation of bank reconciliation statement and methods of depreciation accounting.	K3
CO3	Know the features of bill of exchange, promissory note and recording transactions relating to bills.	K2
CO4	learn the knowledge about methods of preparation of account current and find out the average due date.	K3
CO5	acquire knowledge about accounting treatments in the books of consignor and consignee and methods of recording sale or return transactions.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



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<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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

225PA1A1CA	FINANCIAL ACCOUNTING	SEMESTER I
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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 method)

Unit III Bills of Exchange 15 h

Bills of Exchange - Definition - Features - Advantages - Types - Promissory Note - Definition - Features - Distinction between Bills of Exchange and Promissory Note - 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 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

- 1 Reddy,T.S. and Murthy,A. 2016. Advanced Accountancy [Second Revised Edition]. Margham Publications, Chennai.
- 2 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

- 1 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.
- 4 Pillai. R.S.N and Bagavathi, Uma.S. 2012. Fundamentals of Advanced Accounting (Volume I). [Third Revised Edition]. Sultan Chand & Company Ltd, New Delhi.

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

Course Code	Course Name	Category	L	T	P	Credit
225CI1A1CA	PRINCIPLES OF MANAGEMENT	CORE	4	-	-	4

PREAMBLE

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



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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225CI1A1CA	PRINCIPLES OF MANAGEMENT	SEMESTER I
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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)

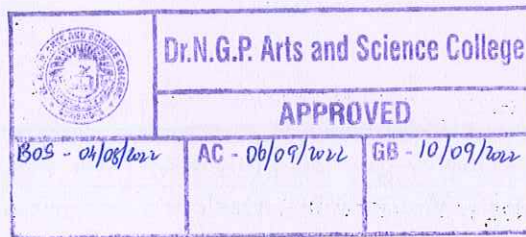
1. Case Study in Management By Objectives
2. Case Study in Leadership Style
3. Case Study in Motivation

Text Books

- 1 Dinkar Pagare ,2018, "Principles of Management", Sixth Edition, Sultan Chand & Sons, New Delhi
- 2 Ramaswamy T, 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& Reddy P 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



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225BP1A1CP	CORE PRACTICAL: SPREADSHEET MODELING FOR BUSINESS DECISIONS	SEMESTER I
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Total Credits: 2
Total Instructions Hours: 48 h


S.No	Contents
1	Preparation of 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 with various charts.
2	Preparation of a Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formulas.
3	Preparation of statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
4	Creation of Employee pay slip database for an organization.
5	Creation of a student data table and performing sort and filter. Sort: by color, reverse list and randomized list. Filter: Text Filter, Auto filter and Remove duplicate
6	Creation of Pivot table and chart for Purchase, Sales and Profit data of a company for 5 years.
7	Performing user defined Macros: Recording, Viewing and Running Macros for any 3 functions.
8	Performing What-If Analysis in excel using the options Goal Seek, Data Table.
9	Performing the functions of HLookup and VLookup.
10	Performing the functions of Data validation.
11	Performing Data Analysis using the Statistical Tools: 1. Mean. 2. Standard Deviation. 3. Correlation and 4. Regression.
12	Creation of Google forms and viewing and editing the data in Excel.

Note: Out of 12 programs 10 are Compulsory.



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

Course Code	Course Name	Category	L	T	P	Credit
222MT1A1IA	BUSINESS MATHEMATICS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the characteristics of different types of matrices
- the basic concept of limits and continuity
- the formulation of linear programming problem

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	recognize the operations of a matrix	K2
CO2	Identify the types of discounts corresponding to a bill	K1
CO3	explain the methods for finding limits	K2
CO4	illustrate the applications of the differentiation	K3
CO5	compute the optimal solution of a linear programming problem	K2

MAPPING WITH PROGRAMME OUTCOMES

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

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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

222MT1A1IA	BUSINESS MATHEMATICS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Matrices 12 h

Definition - importance - types - Matrix operations - properties - system of linear equations - Determinants - Cramer's rule - properties of determinants - minor and cofactor - Inverse matrix method - Rank - consistency

Unit II Mathematics of Finance 9 h

Basic concepts - Simple interest - Compound interest - effective rate and nominal rate of Interest - Depreciation - Annuities - Sinking fund- discounting

Unit III Limits 8 h

Constants - variables - functions -types - variable tending to a limit - limit of a function - properties - methods of finding limits - factorisation - L' Hospital's rule - Method of substitution - rationalisation - Infinite limit

Unit IV Differentiation 9 h

Derivatives of standard functions - rules of differentiation - addition rule and the difference rule - product rule - quotient rule - functions of a function rule - uses of derivative - Elasticities - Increasing and decreasing functions - maxima and minima

Unit V Linear Programming Problem 10 h

Linear Programming - introduction - meaning, scope and limitation of operations research - formulation of linear programming problem - Graphical method - Simplex method

Note: Theory 20% and Problems 80%



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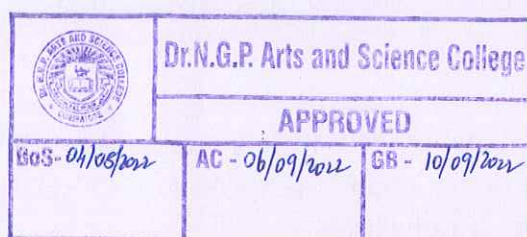
B.Com.BPS (Students admitted during the AY 2022-23)

Text Books

- 1 Navnitham.P.A, 2021, "Business Mathematics and Statistics", Jai Publishers ,Trichy.

References

- 1 Asim Kumar Manna, 2018, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited , New Delhi.
- 2 Mariappan.S, 2017, "Business Mathematics" ,First Edition, Pearson Publisher ,New Delhi.
- 3 Das N.G & Das J.K, 2012, "Business Mathematics and Statistics" , First Edition, McGraw Hill Education Private Limited , New Delhi.
- 4 Sundaresan.V, Jayaseelan.S.D, 2011, "An introduction to Business mathematics" , Fourth Edition, Sultan Chand & Company, New Delhi.



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

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of natural resources in order to conserve for the future.	K2
CO2	Infer on Natural resources and its conservation	K2
CO3	Apply the knowledge on Biodiversity and its conservation	K3
CO4	Relate effects, causes and control of air, water, soil and noise pollution etc.,	K2
CO5	Build awareness about sustainable development and Environmental protection	K2

MAPPING WITH PROGRAMME OUTCOMES

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

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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

223MB1A1AA	ENVIRONMENTAL STUDIES	SEMESTER I
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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, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Prevention & Control of Pollution Act – Air & Water. Wildlife Protection Act; Forest Conservation Act;



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Unit V Human Communities and the Environment& Field Work 4 h

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


- 1 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
- 3 Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006
- 4 Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- 5 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.


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

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

PREAMBLE

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)	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
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



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

221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I அற இலக்கியம் 13 h

1. இலக்கிய வரலாறு- பதினென்கீழ்க்கணக்குநூல்கள்

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 - ஓளவையார் - 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



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

Text Book

- 1 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>

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

Course Code	Course Name	Category	L	T	P	Credit
221TL1A2HA	HINDI - II: 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	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	✓			✓	
CO2	✓	✓	✓		
CO3	✓			✓	
CO4	✓		✓		
CO5	✓	✓	✓		

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A2HA	HINDI - II: MODERN LITERATURE	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I 13 h

आधुनिकपद्य - शबरी(श्रीनरेशमेहता)

Unit II 13 h

उपन्यास: 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 अपार्टमेंट्स, 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 चेन्नई. (Unit V)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A2MA	MALAYALAM - II: 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	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	✓			✓	
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



221TL1A2MA	MALAYALAM- II: MODERN LITERATURE	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Novel 12 h

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 Autobiography 14 h

Neermathalam Pootha Kalam :Chapter 1- Chapter 10

Unit V Autobiography 12 h

Neermathalam Pootha Kalam: Chapter 11- Chapter 20

Text Books

- 1 Ambika Suthan Mangad, Enmakaje (Novel), DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Madhavik kutty, Neermathalam Pootha Kalam (Autobiography), DC Books 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	T	P	Credit
221TL1A2FA	FRENCH- II: 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	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	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
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



221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I

12 h

Proposer, accepter, refuser une invitation. Indiquer la date.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre un message d'invitations sur un répondeur téléphonique. Inviter quelqu'un à accepter ou refuser l'invitation.
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Unit II

12 h

Prendre et fixer un rendez-vous. Demander et indiquer l'heure.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre des personnes qui fixent un rendez-vous par téléphonique. Prendre un rendez-vous par téléphone
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Unit III

12 h

Exprimer son point de vue positif et négatif. S'informer sur le prix. S'informer sur la quantité. Exprimer la quantité.	En groupes, choisir un cadeau pour un ami.	Exprimer son point de vue sur des idées de cadeau. Faire des achats dans un magasin
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Unit IV

14h

Demander et indiquer une direction. Localiser (près de, en face de). Exprimer l'obligation l'interdit. Conseiller.	Suivre un itinéraire à l'aide d'indications par téléphone et d'un plan. Par courrier électronique, donner des informations et des conseils à un ami qui veut voyager.	Comprendre des indications de direction. Comprendre des indications de lieu. Comprendre une chanson. Comprendre de courts messages qui expriment l'obligation ou l'interdiction. Donner des conseils à des personnes dans des situations données.


Unit V

10 h

Make in Own Sentences

Text Book

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

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

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

PREAMBLE

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	Knowledge Level
CO1	Relate and appreciate the eminent writers works of various genres	K1
CO2	Infer and comprehend complex situational talks	K2
CO3	Identify formal and informal communicative context to speak fluently	K3
CO4	Construct the denotative and connotative meanings while reading specialized texts	K3
CO5	Develop the skill of writing through descriptions, narrations and essays	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
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



221EL1A2EA	PROFESSIONAL ENGLISH - II	SEMESTER II
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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- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- 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 indications- outline- 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)
- 5 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)
- 7 Raman, Meenakshi & Sangeeta Sharma. 2016. Technical Communication- Principles And Practice, Oxford University Press, New Delhi, India. (Unit IV)
- 8 Viswamohan, Aysha. 2017. English For Technical Communication (With CD), McGraw Hill (India) Private Limited, New Delhi, India. (Unit V)

References

- 1 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.
- 3 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.

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

PREAMBLE

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	Knowledge Level
CO1	Apply the accounting practices in branch and departmental accounting.	K3
CO2	Interpret the hire purchase and instalment system of accounting.	K2
CO3	Understand the procedures related to calculation of ratios and accounting treatment of admission of a partner.	K2
CO4	Know the accounting transactions at the time of retirement and death of a partner.	K3
CO5	Analyze the valuation of assets and liabilities during dissolution and insolvency of firms.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A2CA	ADVANCED FINANCIAL ACCOUNTING	SEMESTER II
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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 System - Accounting treatments.

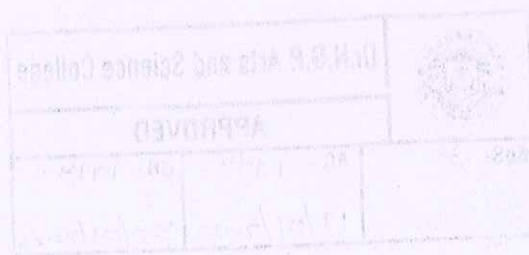
Unit III Partnership Accounting: Admission of a Partner 15 h

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.



Unit V **Dissolution of a Firm**

14 h

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

- 1 Reddy T.S. and Murthy A., 2020, "Advanced Accountancy", Second Revised Edition, Margham Publications, Chennai.
- 2 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

- 1 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.
- 3 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.

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

Course Code	Course Name	Category	L	T	P	Credit
225BP1A2CB	FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES	CORE	4	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- The overview of Business Process Services.
- The components of Strategic Planning.
- The concepts of Six Sigma.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the accounting treatments in BPS industry.	K2
CO2	Interpret the Inventory management.	K2
CO3	Apply the Credit management.	K3
CO4	Understand the ERP, accounting standards and IFRS.	K3
CO5	Outline the transaction flows in Business Process Services.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A2CB	FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I An Overview of Accounting 10 h

Accounting Overview - Objectives - Basic Principles and guidelines - Assumptions - Concepts - Conventions - Statements - Systems of Book keeping - Classification of accounts - Basic rules - Accounting cycle - Voucher - Organization - Outsourcing - Business Process Outsourcing - Reasons for BPS e-Logistics - Facility Management - Classification of BPS - BPS industry in India - Destination smaller towns for BPS - Challenges.

Case study on BPS industry.

Unit II Supply Chain 10 h

Supply Chain - Strategic Supply Chain Management - Process views in Supply Chain - Inventory management - Transportation - Material Requirements Planning (MRP) - Inputs to MRP - Purchase requisition - Purchase order - Meaning of Accounts payable - Vendor Master creation and Maintenance - Invoice processing - Department functions - Travel & Expenses Processing/Employee reimbursements - International Commercial Terms (Inco Terms) - Credit note processing - Debit note or Debit memo - Evaluated Receipt Settlements (ERS) - Payment process/Vendor payments - Debit balances - Invoice audit and recovery - Vendor Reconciliation - Vendor support - Optical Character Reading / Recognition (OCR).

Case study on Material Requirement Planning.

Unit III Accounts Receivables 10 h

Accounts receivables - Introduction - Customer set up - Credit Management - Booking Sales Order Revenue Recognition - Pre-billing Closing Reconciliations - Collections - Cash application - Reconcile Outstanding Customer Balances - Introduction to General Ledger Accounting - Chart of accounts - Intercompany accounting and Reconciliation - Various reports (Statutory reports, Schedules, variance) - Statutory reports - Statutory accounts - UK.

Unit IV Emerging trend in F&A technology 10 h

Emerging trend in F&A technology - Traditional accounting method - Advantages- Limitations - Modern accounting - Advantages and Limitations - ERP - Integrated Systems or Enterprise Resource Planning system - Meaning and



Definition of ERP- Need for ERP – ERPs with complete function – Challenges in Implementation of ERP – Industries covered under ERP system – ERP software companies – Oracle Application – SAP – Systems Applications and Products – Other tools – XBRL definition – Accounting Standards and IFRS – Introduction – Scope of Accounting Standards – Procedure for issuing an Accounting Standard – Compliance with the Accounting Standards – Indian Accounting Standards – International Accounting Standards – IFRS – International Financial Reporting Standards – Introduction – Advantages – International Accounting Standards Board – XBRL – Structure of IFRS.

Unit V Internal controls over financial reporting

8 h


Internal controls over Financial reporting – Introduction to operational risk – Introduction to provisions of Sarbanes Oxley Act, 2002 – Internal Control Framework – Sarbanes Oxley Act compliance in an Off shoring environment – Information security – Business Continuity and Disaster Recovery Planning Operating model of Business Process Services – Cost effectiveness and process efficiency – Service areas in BPS – Transaction Flows in a Business Process Service – Roles and Responsibilities in BPS – Tower wise End to End operation – BPS terms and Definitions – Service Level Agreement – Role of Quality in BPS – Introduction to Lean – Introduction to Six Sigma – Future BPS.

Case study on Six Sigma.

Note: Case Study (Examined internal only).

Text Books

- 1 Course Material - Tata Consultancy Services.

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

Course Code	Course Name	Category	L	T	P	Credit
225CR1A2CA	BUSINESS LAW	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Indian contract act.
- Sale of goods act.
- Recent amendments in business laws.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic elements of contract.	K2
CO2	Describe free consent and performance of contract.	K2
CO3	Classify various special contracts.	K4
CO4	Elaborate the sale of goods act.	K3
CO5	Generalize the knowledge on information technology act.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CR1A2CA	BUSINESS LAW	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Indian Contract Act, 1872 10 h

Meaning of Law - Indian Contract Act, 1872 - Meaning of Contract and Agreement - Difference between Contract and Agreement - Types of contracts- Valid, void and voidable, illegal and immoral contracts - Essential elements of a contract - Offer and Acceptance - Consideration - Capacity to contract.

Case Study: Capacity to contract.

Unit II Free Consent and Performance of Contract 10 h

Free Consent - Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Legality of Object - Performance of contract - Discharge of contract -Modes of discharge of contracts - Breach of contract - Types of breach - Remedies for breach of contract - Types of damages - Specific Relief.

Case Study: Remedies for Breach of Contract.

Unit III Special Contracts 10 h

Contract of Indemnity - Essentials - Rights - Contract of Guarantee - Essentials - Difference between Contract of Indemnity and Guarantee - Kinds - Surety - Rights. Bailment and Pledge - Essentials - Kinds - Rights and Duties. Law of Mortgage - Mortgage vs. Pledge - Law of Agency - Rules - Essentials - Kinds - Rights and Duties of Agent and Principal - Personal Liability of an agent - Termination of agency - Methods.

Unit IV Law Relating to Sale of Goods Act, 1930 09 h

The Sale of Goods Act, 1930 - Essentials of Contract of sale - Sale distinguished from Agreement to sell - Implied conditions and warranties - Doctrine of Caveat Emptor - Unpaid seller - Rights against Goods and the buyer.

Case Study: Sale of Goods Act, 1930

Unit V Information Technology Act, 2000 09 h

Definitions - Digital signatures - Electronic Governance - Attributions, Acknowledgement and Dispatch of Electronic Records - Secure Electronic Reports and Secure digital signature - Certifying Authorities - Digital Signature Certificate - Encryption - Duties of Subscribers.




Note: Case study(Examined Internal only).

Text Books

- 1 Kapoor N.D, 2020, "Elements of Mercantile Law", 38th Revised & Enlarged Edition, Sultan Chand and Sons, New Delhi.
- 2 Balachandran. V and Thothadri. S, 2022, "Business Law", 4th Edition, Vijay Nicole Imprints Pvt. Ltd, Chennai.

References

- 1 Pillai R.S.N and Bhagawathi, 2016, "Business Law", 3rd Edition, Sultan Chand & Co., New Delhi.
- 2 Shukla M.C, 2018, "Mercantile Law", S. Chand & Co., New Delhi.
- 3 Gulshan S.S, 2018, "Business Law", 19th Edition, New age International, Delhi.
- 4 Kuchcal, 2018, "Mercantile Law", 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

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Course Code	Course Name	Category	L	T	P	Credit
222MT1A2IA	BUSINESS STATISTICS	IDC	4	-	-	4

PREAMBLE

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	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



222MT1A2IA	BUSINESS STATISTICS	SEMESTER II
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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.




Text Books

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

References

- 1 Das, N.G & Das J.K, 2012, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited, New Delhi.
- 2 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", 14th Edition, Sultan Chand, New Delhi.
- 4 Navnitham P.A, 2022, "Business Mathematics and Statistics", 4th Edition, Jai Publishers, Trichy.

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221TL1A2AA	BASIC TAMIL	SEMESTER II
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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

Unit I தமிழ் மொழியின் அடிப்படைக் கூறுகள் 05 h

எழுத்துகள் அறிமுகம்

1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
3. உயிர்மெய் எழுத்துக்கள்
4. பயிற்சி

Unit II சொற்களின் அறிமுகம் 05 h

1. பெயர்ச்சொல்
2. வினைச்சொல் - விளக்கம் (எ.கா.)
3. பயிற்சி

Unit III குறிப்பு எழுதுதல் 05 h

1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள் (7)
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்

Unit IV குறிப்பு எழுதுதல் 05 h

1. ஊர்வன, பறப்பன, விலங்குகள்
2. மனிதர்களின் உறவுப்பெயர்கள்
3. ஊர்களின் பெயர்கள் (எண்ணிக்கை 10)

Unit V பயிற்சிப் பகுதி 04 h

பயிற்சிப் பகுதி (உரையாடும் இடங்கள்)

வகுப்பறை, பேருந்து நிலையம், சந்தை - பேசுதல், எழுதுதல்.



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Notes:

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)

References

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

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RoS- 135	AC - 144	GB - 1944
05/12/2022	19/01/2023	30/01/2023



221TL1A2AB	ADVANCED TAMIL	SEMESTER II
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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

- | | |
|--------------------------------|---------------------|
| 1. தமிழ்நாடு | - 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 பகுதி 04 h

படைப்பாக்கப் பகுதி

பொதுத் தலைப்புகளில் கவிதை, கட்டுரை எழுதச் செய்தல்



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

Notes

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

2x10=20

குறிப்பு:

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

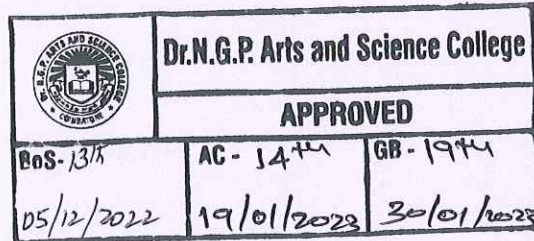
Text Book

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

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

References

- 1 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, சென்னை
- 4 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி : <https://www.tamilvu.org>



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

Course Code	Course Name	Category	L	T	P	Credit
225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	AECC	2	-	-	2

PREAMBLE

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	Describe the fundamental rights	K2
CO3	Relate human right violations and redressal mechanism.	K3
CO4	State the rights to women and child	K2
CO5	Apply civil and political rights of women	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	SEMESTER II
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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

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

References

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

S. G. [Signature]
BoS Chairman/HoD
Department of Commerce (BPS)
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048

	Dr.N.G.P. Arts and Science College		
	APPROVED		
BoS- 13 th 05/12/2022	AC- 14 th 19/01/2023	GB- 19 th 30/01/2023	



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

PREAMBLE

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)	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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221TL1A3TA	TAMIL - III	SEMESTER III
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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



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

Text Book

- 1 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	T	P	Credit
221TL1A3HA	HINDI - III	LANGUAGE- I	3	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	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		✓		✓	
CO2	✓		✓		✓
CO3		✓		✓	
CO4	✓		✓	✓	
CO5	✓	✓			✓

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A3HA	HINDI - III	SEMESTER III
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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)

(पाठ 10 to 20)

Text Books

- 1 प्रकाशक: 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 प्रदीप - रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (Unit V)



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Course Code	Course Name	Category	L	T	P	Credit
221TL1A3MA	MALAYALAM - III	LANGUAGE-I	3	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	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			✓	✓	✓
CO2	✓	✓			
CO3			✓	✓	
CO4					✓
CO5	✓	✓	✓		

COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A3MA	MALAYALAM - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Poetry 10 h

Kumaranasan

Unit II Poetry 10 h

Kumaranasan

Unit III Poetry 10 h

Kumaranasan

Unit IV Poetry 10 h

Vayalar Ramavarma

Unit V Poetry 08 h

Vayalar Ramavarma

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.



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

Course Code	Course Name	Category	L	T	P	Credit
221TL1A3FA	FRENCH - III	LANGUAGE- I	3	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	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	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A3FA	FRENCH - III	SEMESTER III
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Total Credits: 3
Total Instruction Hours: 48 h

Syllabus

Unit I

10 h

<ul style="list-style-type: none"> ° Décrire un lieu. ° Situer 	<p>A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.</p>	<p>Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.</p>	<p>Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.</p>
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Unit II

10 h

Se situer dans le temps.	<p>A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.</p>	<p>Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.</p>	<p>Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.</p>
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Unit III

10 h

<p>Raconter.</p> <ul style="list-style-type: none"> ° Décrire les étapes d'une action. 	<p>Raconter une scène insolite à l'oral et à l'écrit.</p>	<p>Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.</p>	<p>Ecrire une biographie à partir d'éléments écrits.</p>
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Unit IV

10 h

<p>Exprimer l'intensité et la quantité.</p> <ul style="list-style-type: none"> ° Interroger. 	<p>Raconter une scène insolite à l'oral et à l'écrit.</p>	<p>Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.</p>	<p>Ecrire une biographie à partir d'éléments écrits.</p>
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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)



Dr. NGPASC

COIMBATORE | INDIA

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

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

PREAMBLE

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	K3
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	✓	✓			✓
CO3	✓		✓	✓	
CO4		✓	✓]
CO5	[✓]	[✓]	[]	[]	[✓]

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221EL1A3EA	PROFESSIONAL ENGLISH - III	SEMESTER III
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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

- 1 Camp and Satterwhite. 1998. College English and Communication. 7th Edition
Glencoe Mchrawtill 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)
- 3 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)

References

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development.
McGraw- Hill Education, Chennai, India.
- 2 Miles Craven. 2008. Cambridge English Skills Real Listening and Speaking.
First Edition, Cambridge University Press, United Kingdom.
- 3 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	T	P	Credit
225CM1A3CA	COST ACCOUNTING	CORE	5	-	-	4

PREAMBLE

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	CO Statement	Knowledge Level
CO1	understand the methods of cost accounting and cost sheet.	K2
CO2	analyse the various methods of material issue and material control.	K3
CO3	apply different methods of wage payment system and absorption of overhead among departments.	K3
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	✓		✓		
CO2	✓	✓	✓	✓	✓
CO3		✓	✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓		✓	✓	✓

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CM1A3CA	COST ACCOUNTING	SEMESTER III
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Total Credits: 4

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

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

References

- 1 Jain S.P and Narang K.L, 2020, "Cost Accounting", Kalyani Publishers, New Delhi.
- 2 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.
- 4 Saxena V, Vashist. C, 2015, "Advanced Cost Accounting", Sultan Chand and CompanyLtd., New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A3CA	SUPPLY CHAIN MANAGEMENT	CORE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Supply chain activities taken in order to deliver the goods.
- Framework for strategic alliances.
- On Procurement, Outsourcing and dimensions of customer value.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know the Concepts and Importance of Supply chain Management.	K1
CO2	Classify the types of sourcing and procurement.	K2
CO3	Outline the Contract a Legal binding factor and After market services requirement.	K4
CO4	Obtain the Sales Order & Master Data Management.	K3
CO5	Predict more knowledge about the Warehouse and Inventory Management.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A3CA	SUPPLY CHAIN MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I An Overview to SCM 15 h

Supply Chain Management – Meaning - Definition - Structure - Importance - Element's - Supply Chain Phases - Process views of Supply Chain - Technology Intervention in Supply Chain - Current Trend in SCM Outsourcing.

Unit II Sourcing & Procurement 14 h

Sourcing and Types of Sourcing - Components of Sourcing (Spend Analysis, RFx, Auction, Contract) - Understanding the Sourcing requirement - Procurement Practice - Procurement Life cycle - Procurement Life cycle - Receiving and Analyzing Purchase requirements - Establishing Specifications : Supplier Screening, Supplier Verification & Supplier selection - Manage contracts & Catalogs - Create Req. – Req. Workflow & Approval - PO Management - Spend Management - Technology Intervention in Sourcing and Procurement.

Case Study on Procurement Life Cycle.

Unit III Contract Management & After Market Services 15 h

Contract a Legal binding factor and the necessity - Request - Creation of Contract - Negotiate - Determine the Price, Terms and Condition - Approval - Obtaining necessary Legal and other approvals - Execute - Setting into effect - Comply/Amend Technology Intervention in Contract Management - After Market Services Requirement - Meaning and Definition - Incident Management /Claims Processing - Warranty Eligibility Check Process - Annual Maintenance Contract/ Fault Management - Return Material Authorization - Parts Management/Repairs - Logistics Involvement.

Unit IV Sales Order & Master Data Management 15 h

Sales Order Management - Meaning and Definition - Inquiry to Order - Order Entry - Order Fulfillment - Electronic Data Interchange and Return Material Authorization – Reporting - Technology Intervention in SOM, How tools help Fasten/Automate the SOM process - Master Data Management - Types of Data Management (Item, Customer, Vendor and Supplier) - Data on boarding - Data Cleansing and Maintenance - Technology Intervention in MDM.

Case Study on Technology Intervention in SOM.



Unit V Warehouse & Inventory Management

13 h

Logistics Fleet - Meaning, Definition and Benefits - Types of Fleet in Goods Transportation Warehouse Management - Meaning, Definition and Benefits - Functions and Benefits of Warehouse - Benefits of efficient Warehouse Management - Technology Intervention in Logistics and Fleet management - Inventory Management - Meaning and Definition - Classification and Types of Inventory - Inventory Carrying Cost - Just in Time Inventory.

Case Study on Just in Time Inventory.

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

Text Books

- 1 Course Material – Tata Consultancy Services.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A3CB	INSURANCE FOR BUSINESS PROCESS SERVICES	CORE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- Overview on the insurance life cycle.
- Insurance policies and procedures.
- Retirement services and Pension scheme.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the knowledge about risk Management and classify the types of insurance	K1
CO2	Summarize information about important terminologies in a Life Insurance policy.	K2
CO3	Usage of nonlife insurance concepts and reinsurance.	K3
CO4	Examine the concept of Healthcare Insurance and healthcare industry.	K4
CO5	Identify the retirement Services and categories of Pension in UK.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A3CB	INSURANCE FOR BUSINESS PROCESS SERVICES	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Overview of Risk Management and Insurance 12 h

Concept of Risk - Risk Management - Basic concepts (Hazards, Perils, Assets, etc.) - Fundamentals of Insurance - Characteristics of a valid contract - Insurance contract - Principles & Practices of Insurance Contract - Important terminologies & parties in Insurance contract - Types of Insurance (Personal, Commercial, Health, Life, etc.) - History of Insurance - Types of Insurance companies - Business units in an Insurance company - Overview of Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.) - Reinsurance concept.

Unit II Life Insurance policy 14 h

Important terminologies in a Life Insurance policy - Parties in a Life Insurance policy - Individual Life Insurance plans - Supplementary Benefits - Policy Provisions - Ownership rights - Life Insurance policy life cycle (New business & Underwriting, Policy servicing, Claims, etc.) - Concept of Annuity - Types of Annuity - Annuity contract provisions - Annuity: USA - Fixed Annuity, Fixed Index Annuity, Variable Annuity - Qualified & Non-Qualified Annuity - Principles of Group Insurance - Group Life Insurance - Group Retirement Plans.

Case Study on Group Life Insurance.

Unit III Non-Life Insurance Policy 12 h

Non-Life Insurance concepts: Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. - Insurance Providers - Co-Insurance, Reinsurance, Captive Insurance - Underwriting process - Policy Servicing process - Claims process - Reinsurance.

Case Study on Non-Life Insurance Policy.

Unit IV Overview of Healthcare Insurance 10 h

Concept of Healthcare Insurance - How Healthcare Insurance works - Key Challenges of Healthcare Industry - Healthcare Eco System - Healthcare regulations & Standards; HIPAA - Medicare - Medicaid - Mediclaim - Individual Health Insurance policies - Group Health Insurance policies - Managed Care - Eye Care - Micro Insurance Schemes.



Unit V Retirement Services

12 h

Concept of Retirement Services – Retirement Planning – Asset Allocation & Asset Classes – Life stages of an Investor – Defined Benefit & Defined Contribution – Individual Retirement Arrangement in USA – Third Party Administrator for Retirement Services in USA – Life cycle of Participants in a plan (enrollment, contribution, etc.) – Categories of Pension in UK – DWP & TPR – Annuity & Income Drawdown Plan.

Case Study on Retirement Services.

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

Text Books

- 1 Course Material – Tata Consultancy Services.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A3SA	AUDITING	SEC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- the various concepts of auditing and the procedure for the conduct of internal audit.
- The familiarize with the process of valuing assets and liabilities.
- the process of auditing the joint stock companies and investigation mechanism.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the important concept and rules relating to auditing	K1
CO2	Summarize the techniques and applicability of internal audit	K2
CO3	Analyze the valuation of assets and liabilities in business.	K4
CO4	examine the rights, duties and liabilities of Company auditor.	K4
CO5	Examine and evaluate the investigation and auditing of computerized accounts.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A3SA	AUDITING	SEMESTER III
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Basic Concepts of Auditing 05 h

Auditing – Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programmes.

Unit II Internal Audit 05 h

Internal Control – Internal Check and Internal Audit – Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.

Unit III Verification and Valuation of Assets and Liabilities 04 h

Verification and Valuation of Assets and Liabilities – Auditors position regarding the Valuation and Verifications of Assets and Liabilities.

Unit IV Audit of Joint Stock Companies 05 h

Audit of Joint Stock Companies - Qualification - Dis-qualifications - Various modes of Appointment of Company Auditor - Rights and Duties.

Unit V Audit of Computerized Accounts 05 h

Audit of Computerized Accounts – Computer based Accounting Vs Conventional Accounting System - Computerized Auditing Techniques - Electronic Auditing.



Text Books

- 1 Tandon B.N, 2015, "Practical Auditing", S. Chand Company Ltd, NewDelhi.
- 2 Dinkar Pagare, 2020, "Principles & Practice of Auditing", Sultan Chand & Sons, New Delhi.

References

- 1 B. K Mehta, 2016, "Auditing", SBPD Publications, Agra.
- 2 Jagdish Prakash, 2014, "Auditing-Principles, Practices and Problems", Kalyani Publishers, NewDelhi.
- 3 R.G.Saxena, 2020, "Principles & Practice of Auditing", Himalaya Publishing House Pvt. Ltd. New Delhi
- 4 Viji Chandran and Spandana Priya C.S, 2015, "Principles & Practice of Auditing", S.Chand Publishing , New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225CO1A3IA	BUSINESS ECONOMICS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the concept of demand and supply.
- cost and determine price.
- the integrate 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.	K3
CO4	infer the impact of monetary and fiscal policy on the firm.	K2
CO5	examine a firm's contribution to national income.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CO1A3IA	BUSINESS ECONOMICS	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Demand Analysis 8 h

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 9 h

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

- 1 Sundharam .K.P.M. & Sundharan. E. N., 2020, "Business Economics", Sultan Chand and Sons, New Delhi.
- 2 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.



225BP1ASSA	SELF STUDY: BUSINESS ETHICS	SEMESTER III
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Total Credits: 1

Syllabus

Unit I Overview of Ethics

Ethics – Meaning - Definition - Objectives - Types – Ethics and Business – Principles of Business Ethics.

Unit II Ethics in Marketing

Ethics in areas of Advertising, New Product Pricing, Product Packaging and Labeling, Personal Selling.

Unit III Ethics in Work Place

Individual in the Organization, Discrimination, Gender in Equality - Advantages of Managing Ethics in Workplace - Ethics in Human Resource Management.

Unit IV Ethics in Production and Operations Management

Ethics in Finance and Importance Issues – Corporate Social Responsibility - Corporate Governance.

Unit V Values and Moral Standards

Values – Norms – Beliefs – Moral Standards – Beliefs and their Role – Moral Standards Vs Standard Morality – Ethical codes.



Text Books

- 1 Murthy C S V, 2016, Business Ethics, 2nd edition, Text and cases Himalaya publishing house, New Delhi.
- 2 Murthy C S V, 2016, Business Ethics, 2nd edition, Text and cases Himalaya publishing house, New Delhi

References

- 1 Chandra Kumar, 2015, Business Ethics, [1st Edition]Vikas Publications, Noida.
- 2 Ghosh P.K, 2013, Business Ethics, [1st Edition] Urinda Publications, New Delhi.
- 3 Dr.Sankaran.S, 2016 Business Ethics and Value, Margham Publications, Chennai.
- 4 Khanka.S.S, 2014, Business Ethics and Corporate Governance, Sulthan Chand, New Delhi.



225BP1ASSB	SELF STUDY: BRAND MANAGEMENT	SEMESTER III
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Total Credits: 1

Syllabus

Unit I Overview of Brand

Introduction - Basic understanding of brands - concepts and process - significance of a brand - brand mark and trade mark - different types of brands - family brand, individual brand, private brand - selecting a brand name - functions of a brand - branding decisions -influencing factors.

Unit II Brand Associations

Brand vision - brand ambassadors - brand as a personality, as trading asset, Brand extension - brand positioning - brand image building.

Unit III Brand Impact

Branding impact on buyers - competitors, Brand loyalty - loyalty programmes - brand equity - role of brand manager - Relationship with manufacturing - marketing finance - purchase and R & D - brand audit.

Unit IV Brand Rejuvenation

Brand rejuvenation and re-launch, brand development through acquisition takes over and merger - Monitoring brand performance over the product life cycle - Co-branding.

Unit V Brand Strategies

Designing and implementing branding strategies - Features - Merits and Demerits - Types of Brand Strategies.



Dr.NGPASC

COIMBATORE | INDIA

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

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

PREAMBLE

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	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
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		✓	✓		✓
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



221TL1A4TA	TAMIL - IV	SEMESTER IV
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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 – கோலூர்கிழார்

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 – நல்லாலூர்கிழார்

3. புறநானூறு -

I.பா.எண் : 188 – பாண்டியன் அறிவுடை நம்பி

II.பா.எண் : 192 – கணியன் பூங்குன்றனார்

III.பா.எண் : 279 – ஓக்கூர் 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)

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.<<http://www.tamilvu.org/>>



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4HA	HINDI - IV	LANGUAGE- I	3	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	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	✓			✓	✓
CO2		✓			✓
CO3	✓		✓	✓	
CO4					✓
CO5	✓	✓	✓		✓

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A4HA	HINDI- IV	SEMESTER IV
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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- III	

Text Books

- 1 लडाई – सर्वेश्वरदयाल सक्सेना प्रकाशक: वाणी प्रकाशन 21-A, दरियागंज नई दिल्ली-110002. (Unit I)
- 2 एकांकी पंचामृत – डॉ राम कुमार (भोर और तारा छोडकर) प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001. (Unit II)
- 3 काव्य मंजरी- (डा मुन्ना तिवारी) मैथिलीशरण गुप्त- मनुष्यता, जयशंकर प्रसाद- बीती विभावरी जागरी सूर्यकान्त त्रिपाठी निराला- तोडती पत्थर और भिक्षुक. (Unit III)
- 4 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 चेन्नई -17 (पाठ 10 to 20). (Unit V)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4MA	MALAYALAM- IV	LANGUAGE - I	3	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	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	✓			✓	
CO2	✓				✓
CO3		✓	✓		
CO4	✓			✓	✓
CO5	✓	✓	✓		✓

COURSE FOCUS ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A4MA	MALAYALAM- IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

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
	Perumthachan- Vasudevan Nair	
Unit V	Screen Play	08 h
	Perumthachan- Vasudevan Nair	

Text Books

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

Reference

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



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4FA	FRENCH - IV	LANGUAGE- I	3	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	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	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A4FA	FRENCH - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I 10 h

° Décrire quelqu'un. ° Comparer	En milieu professionnel, recruter quelqu'un et justifier son choix.	S'exprimer sur les styles de vêtements. Reconnaître des personnes à partir de descriptions.	Comprendre la description de personnes dans un extrait de roman.
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Unit II 10 h

Exprimer l'accord ou le désaccord. ° Se situer dans le temps.	En milieu professionnel, recruter quelqu'un et justifier son choix.	Décrire des personnes. Comprendre des personnes qui expérimentent leur accord ou leur désaccord.	Comprendre des différences de points de vue exprimés dans de messages électroniques. Raconter un souvenir.
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Unit III 10 h

° Parler de l'avenir.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la remplir.	Comprendre une chanson. Échanger sur ses projets de vacances.	Comprendre le message d'une carte d'anniversaire.
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Unit IV 10 h

° Exprimer des souhaits. ° Décrire quelqu'un	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la remplir.	Discuter du programme de la soirée à venir. Addresser des souhaits à quelqu'un.	Comprendre le message d'une carte d'anniversaire.
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Unit V 08 h

Make in Own Sentences based on the above Lessons

Text Book

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



Dr. NGPASC

COIMBATORE | INDIA

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

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

PREAMBLE

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	CO Statement	Knowledge Level
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	K2
CO4	Discuss with confidence in conversations, to initiate, sustain and close a conversation	K3
CO5	Identify a sense of social commitment	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
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



221EL1A4EA	PROFESSIONAL ENGLISH - IV	SEMESTER IV
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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



Text Books

- 1 Sharma, Prashant. 2022. Soft Skills. BPB Publications, 3rd Edition, New Delhi, India. (Unit I & II)
- 2 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)
- 4 E H McGrath S J. 2011. Basic Managerial Skills for All, 9th Edition, New Delhi, India. (Unit III)

References

- 1 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.
- 3 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

PREAMBLE

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	know the Issue of Shares, Forfeiture, Re - issue, Surrender, Right Issue and Underwriting.	K1
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.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



225PA1A4CA	CORPORATE ACCOUNTING	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 72 h

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)



Text Books

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

References

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



Course Code	Course Name	Category	L	T	P	Credit
225BP1A4CA	BANKING FOR BUSINESS PROCESS SERVICES	CORE	5	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- concepts of Banking for BPS.
- card details and Customer Relationship Management.
- international trade and Documentary Credit.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	identify the concepts and functions of Bank along with Customers service and Processing of mutual funds.	K1
CO2	interpret the types of cards and its maintenance of Customer Relationship Management.	K2
CO3	integrate the Lead generation requirements, bankruptcy and their Regulatory agencies.	K3
CO4	understand the overview of Cash Management, various types of Fund transfer and STP.	K2
CO5	analyze the terminology used in International trade and Documentary Credit.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A4CA	BANKING FOR BUSINESS PROCESS SERVICES	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Overview of Banking 12 h

Overview of Banking - Functions and Products of a Bank - Liabilities - Deposits - Assets - Loans and Advances - Payments - Risk Management - Financial Accounting - Customer Service Data & Voice, covering maintenance, disputes and complaints - Metrics management productivity, quality SLA Tracking and monitoring - Pricing methodologies available - Commonly available Certifications ISO - COPC - CMMI - PCI etc - Risks and Controls - AML - KYC - Info security etc. - Account Originations - Account Servicing - Issuer of Cheque Books/Cards Pins - AML/KYC Checks - Account Conversions and Closures - Customer Correspondence - ATM Management - Time Deposits - Placements - Maintenance - Breakage - Booking and Top up - Roll Over - Payment Processing - Retail Wealth Management - Mutual Fund processing - Equities - Bonds - Structured Notes - Corporate actions - Reconciliation - Risk -Control and Information Security.

Unit II Details of Cards 14 h

Basics of Cards - Types of Cards, transaction overview, components of Cards - Entities involved, overview on associations - Originations - Policy, Account opening, dispatch, delivery, Card Maintenance - Payments - Concepts, applications, investigations, Statement validations - Products on Cards - Rewards programs, merchandising offers - Authorization and Risk reviews - Settlement lifecycle, authorizations, settlement and reconciliation - Accounting and Interchange settlement, settlements to associations - Parameter Design - Referral authorization - Financial Accounting - Bank A/c and payment Reconciliations - GL and ATM Reconciliations - Customer Relationship Management - Dispute Processing and Fraud Investigations - Collections including Data Review, Field Collections and A/c maintenances and Collection Audit.

Case Study on Dispute Processing and Fraud Investigations.

Unit III Lead Generation 12 h

Lead Generation - Regulation Requirements - Mortgage Originations - Sales/ New Application Management - Support and Settlement Services - Pre Underwriting, Underwriting - Verification and Closing - Quality Control and Repurchase - Mortgage Servicing - Customer Service - A/c Maintenance - Payment Processing - A/c Closure - Collection - Default Management - Front End Activities - Foreclosure and Loss Mitigation - Bankruptcy - Support functions - Quality



Assurance - Domain Learning and Development - Regulatory Agencies.

Case Study on Mortgage Servicing.

Unit IV Funds Transfer

10 h

Cash Management Overview - Cash Management Product Suite A Glance and Brief on all - products - Payments Life Cycle - Payments Originations and various products in Originations - phase - Introduction to Funds Transfer - Various types of Funds transfer (Clearing, Treasury Payments, Bills receivables, Collections, lockbox, loans/deposits - Bulk Remittances etc - Pre Funds Transfer - A/c Opening and Maintenance - Workflow Management - Funds Transfer - Payments - Instruction Acceptance - Payment Security - Call Back and Other Controls - Routing and Accounting Entries - Settlement and Payment Structuring - Various Clearing Systems - Overview - Post Funds Transfer - Nostro Reconciliations - Proofing - Investigations - Financial Messaging - Tracking - MIS and Treasury Reporting - Amendments and Collections - Risk management around payments few case studies on STP Analysis and Improvements.

Unit V International Trade

12 h

Introduction to Trade - Parties & Terminology used in International Trade, Risks Associated & its mitigants, Role of banks & Documents in International Trade - Letter of Credit (L/C) - Parties to L/C & Types of L/C - Issuance, Advising, Amendment, Confirmation, Document Checking, Acceptance & Payment - Collection - Parties to Collection & Types of Collection - Document Checking, Acceptance & Payment - Method of Payment - Advance, Open Account, Documentary Collection & Documentary Credit - Guarantee / SBLC - Types of Guarantee - Issuance, Amendment, Claim / Settlement & Cancellation - Reimbursement - Authorization, Claim / Payment, Clean Payment, Irrevocable Undertaking, FI Advance - Loans & Finances - Syndicated Loans, Corporate Advances, Receivable Finance, Supplier Finance, Commodity Finance, Channel Finance & Bill Finance / Discounting - Basics and outline of UCP 600, ISBP, URC 522, URR 725, URDG and ISP98 - Value Added Services - After Service- Customer Service (Voice / Non-voice), Investigation, Reconciliation, Proofing & Reporting - Trade Compliance - Trade Advisory / Customer Owner - Overview on specialized training course for CDCS certification - Cyber Law in practice.

Case Study on Cyber Law in practice.

Note: Case studies (Examined internal only).

Text Books

- 1 Course Material - Tata Consultancy Services.



Dr. NGPASC

COIMBATORE | INDIA

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

Course Code	Course Name	Category	L	T	P	Credit
225BP1A4CB	RETAIL CPG AND MARKET RESEARCH	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- concepts of Marketing Research.
- retailing and Market Segmentation.
- retail Research and Consumer Panel Data.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	define the concepts of Market Research, Global Consumer packaged goods, Consumer behavior and their Influencers.	K1
CO2	explain the knowledge about Retailing and Marketing Segmentation.	K2
CO3	identify the Research Methodologies and 4p's of Marketing.	K4
CO4	analyze the Product Planning and need for Advertising and Consumer Research.	K3
CO5	classify the Retail research and Consumer Panel data.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A4CB	RETAIL CPG AND MARKET RESEARCH	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction about Market Research 9 h

Market - Characteristics of Market - Types of Market - Research - Market Research - Need for Market Research - Types of goods - CPG - Features of CPG industry - Why CPG industry is different? - Global CPG manufacturers - Classifications of Consumer Packaged Goods - Consumer Behavior - Factors influencing Consumer Behavior - Influencers.

Unit II Retailing and Segmentation 10 h

Retailing - Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers - Segmentation - Need for segmentation - Benefits - Segmentation criteria - Types of Segmentation.

Case Study on Global Retailers.

Unit III Research Methodology and 4 P's of Marketing 10 h

Primary Research - Secondary Research - Custom Study - Syndicated Study - Quantitative Research Methodology - Qualitative Research Methodology - Research Types - Introduction to 4 P's of Marketing - Optional P's - Product - Price - Types of pricing - Place - Promotion - Objectives and Methods of Promotion - Market Research and 4P's.

Case Study on 4 P's of Marketing.

Unit IV Product Planning and Consumer Research 10 h

Product Planning - Product Mix - New Product Development - Product Life Cycle - Branding - Brand Types - Private Labels - Brand association - Brand extension. - Advertising - Need for Advertising - Types of Media - Media Mix and Planning - What is Consumer Research? - Why research consumers? - Consumer Research Cycle - Consumer Research for new product launches - Consumer Research for existing products.

Unit V Retail Research and Consumer Panel Data 9 h

Retail Research - Need for Retail Research - Retail Data - Importance of Retail Data Validation - Retail Research reports - Media Research - Importance of media research - Sources of Media Data - Characteristics of Media Data - Importance of



Media Data Validation - Media Research reports - Consumer Panel - Importance of Consumer Panel - Consumer Panel Data - Panel Research reports.

Case Study on Media Research.

Note: Case studies (Examined internal only).

Text Books

- 1 Course Material – Tata Consultancy Services.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A4SA	CAMPUS TO CORPORATE TRANSITION	SEC	3	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- BPO Industries in India.
- Corporate Etiquettes and communication.
- Interview Skills and Develop the Presentations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the Corporate Readiness and list the BPO industries in India.	K1
CO2	distinguish between Campus and corporate and classify the body language.	K4
CO3	evaluate the various pre-requisite of etiquettes and its real time applications.	K5
CO4	examine the Communication and Vocabulary Skills.	K4
CO5	list the Interview Skills and Develop the Presentations.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A4SA	CAMPUS TO CORPORATE TRANSITION	SEMESTER IV
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Total Credits: 2

Total Instruction Hours: 36 h

Syllabus

Unit I Overview of Corporate 8 h

Corporate Readiness - Overview of Corporate - History of Corporate - Overview of BPO Industry - History of BPO - Benefits of BPO - BPO Industry in World - BPO Industry in India - TCS BPO.

Unit II Attitude and Behavior 7 h

Difference between campus and corporate - Change management - Learn the Culture - Impact of your attitude and behavior - Consider the language - Establish and maintain relationship - Respect others - Be confident - Keep on learning - Consider the body language.

Case Study on Change management.

Unit III Corporate Etiquettes 7 h

Corporate Etiquettes - Dressing and grooming skills - Workplace etiquette - Business etiquette - E-Mail etiquette - Telephone etiquette - Meeting etiquette - Professional Competencies - Analytical Thinking - Listening Skills - Time management - Team Skills - Assertiveness - Stress Management - Participating in Group Discussion - Interview facing - Ownership - Attention to Detail.

Case Study on Time management.

Unit IV Communication 7 h

Communication - Grammar - Phonetics - One on one basic conversation skill practice - Reading Comprehension - Listening Comprehension - Improving Vocabulary - Improving Writing Skills - Comprehension while interacting face to face.

Unit V Interview Skills 7 h

Recitation of short stories - Interview Skills - Group Discussion - Social Conversation Skills - Presentation - One Act Plays.

Case Study on Social Conversation Skills.

Note: Case studies (Examined internal only).

Text Books

- 1 Course Material - Tata Consultancy Services.



Course Code	Course Name	Category	L	T	P	Credit
224CG1A4IA	INDUSTRIAL INTERNET OF THINGS	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The basic elements of Internet of Things
- Different types of sensors
- IoT Application Development and Cloud Environment

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamentals of Internet of Things	K1
CO2	Understand the elements of Internet of Things	K1
CO3	Demonstrate the sensor and actuators	K2
CO4	Implementation of Internet of Things and cloud services	K3
CO5	Apply the Case Studies using IoT	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



224CG1A4IA	INDUSTRIAL INTERNET OF THINGS	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to IoT 10 h

Introduction - Architectural Overview - Design principles and needed capabilities - IoT Applications - Sensing - Actuation - Basics of Networking - M2M and IoT Technology Fundamentals: Devices and gateways - Data Management - Business processes in IoT, Role of cloud in IoT.

Unit II Elements of IoT 10 h

Hardware components - Computing - Arduino, Raspberry Pi - Communication- Sensing - Actuation - I/O interfaces Software Components - Communication protocols.

Unit III Sensing and Actuation 10 h

Definition of Sensor - Sensor features - Resolution - Classes - Different types of sensors - Actuator - Different types of Actuators - Purpose of Sensors and Actuators in IoT.

Unit IV IoT Application Development 9 h

Solution frame work for IoT Applications - Implementation of Device integration - Data acquisition and Integration - Device data storage on cloud - local server - Authentication - Authorization of Devices

Unit V IoT Case Studies 9 h

IoT Case studies and mini projects based on finance and accounting industry - Insurance Industry - Supply Chain Management industry - banking sector - Retail market and capital market industry.

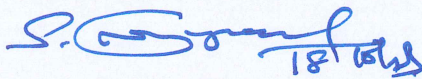



Text Books

- 1 Vijay Madiseti, Arshdeep Bahga, 2015, Internet of Things, "A hands on Approach", University Press.

References

- 1 Dr. SRN Reddy, Rachit Thukral and Manasi Mishra," Introduction to Internet of Things": A practical Approach" ETI Labs.
- 2 Raj Kamal, "Internet of Things: Architecture and Design", McGraw Hill.


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

 Dr.N.G.P Arts and Science Co		
APPROVED		
BoS - 15/11	AC - 16/11	GB - 21/11
18/10/2023	13/12/2023	05/01/2024



Course Code	Course Name	Category	L	T	P	Credit
225BP1A5CA	MANAGING BUSINESS PROCESSES	CORE	6	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- concepts of the process management and BPO.
- develop the knowledge on the quality assurance and quality management.
- gain better information on six sigma methodology.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	define Business processes, BPS Industry and Process Mapping Techniques.	K1
CO2	summarize about Quality Management and Defects Management .	K2
CO3	examine about Problem Solving Techniques.	K4
CO4	analyze about inputs on Process Improvement methodologies.	K4
CO5	determine about Risk Management and various types of Risks Mitigation plans.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A5CA	MANAGING BUSINESS PROCESSES	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Business Process Management 17 h

Introduction to Process Management: Process Definition - Recognition of Business Processes - Core Processes Vs Support Processes - Components of Process Management - Understanding Internal customer Vs End User. BPS Overview: Outsourcing Environment - Need for Outsourcing - Business Processes outsourced to India. BPS Life Cycle: Sales/Solutioning - Transition - Steady State - Value Creation. Metrics Management: Service Level Agreements - Business Metrics Vs Operations Metrics - Target Setting. Process Mapping Techniques: Process Levels - Process Mapping - Symbols, SIPOC - Kano Model - SIPOC Fundamentals - Customer Expectations in Business Process Outsourcing.

Case study on Outsourcing Environment.

Unit II Quality Management 20 h

Introduction to Quality Management: Quality Definition - Quality Control Vs Quality Assurance - International Quality Standards. Transaction monitoring Process: Sampling inspection - Transaction monitoring cycle - Inspection - Feedback - RCA- Assurance. Defects Management: Defect vs Defective - Opportunity Definition, DPU/DPMO calculations - FPY & COQ - Value Stream Mapping - Standard Operating Procedures.

Unit III Problem Solving Techniques 10 h

Systematic Problem-solving basics (P D C A) - Problem Solving Tools: Brainstorming - Basic 7QC Tools: Histogram - Cause and Effect Diagrams - Check Sheets - Pareto Diagram - Graphs - Control Charts - Scatters Diagrams - Why Why Analysis - New 7QC Tools - FMEA (Process Failure Mode Effects Analysis).

Case study on Process Failure Mode Effects Analysis.



Unit IV Process Improvement Methods

10 h

Need for Process Improvement - Kaizen - Setup/Changeover Time reduction - Visual Management - Just in Time - Kanban - Introduction to Lean Methodology - Introduction to Six Sigma methodology - History of Six Sigma - DMAIC - Six themes of Six Sigma.

Case study on Six Sigma.

Unit V Risk Management

15 h

What is Risk? - Risk Management - Risk Types - Legal Risk - Financial Reporting Risk - Credit Risk - Insurance Risk - Cross Border Risk - Market Risk - Operational Risk - Information Security Risk - Financial Risk - Strategic Risk - Risk Treatment - Risk Mitigation Plans.

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

Text Books

- 1 Course Material – Tata Consultancy Services.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A5CB	CAPITAL MARKET FOR BUSINESS PROCESS SERVICES	CORE	5	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- concepts of securities and capital market.
- mutual fund and private equity.
- risk management.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	know the concepts of securities and its regulations in financial market.	K1
CO2	explain the basics of investment banking and collateral management.	K2
CO3	apply the knowledge about mutual funds and hedge funds.	K3
CO4	analyze the private equity operations and reconciliation in asset management.	K4
CO5	classify the risk and risk management in capital markets.	K2

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A5CB	CAPITAL MARKET FOR BUSINESS PROCESS SERVICES	SEMESTER V
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Overview of Securities 14 h

Securities - Types of Securities - Equities - Fixed Income and Government Securities - Derivatives - OTC Products - Participants in a Trade and Global Financial Markets - Financial Markets - Exchange - OTC Products and Financial Markets - Participants in a Trade - Overview of regulators & important regulations.

Case Study on OTC Products

Unit II Investment Banking 12 h

Basics of Investment Banking - Trade Life Cycle - Clearing and Settlement - Securities Lending - Prime Brokerage - Collateral Management - Corporate Actions - Mandatory and Voluntary - Corporate Actions: How they affect securities.

Case Study on Investment Banking

Unit III Transactions in Mutual Funds 12 h

Mutual Funds - Transactions in Mutual Funds - Fund Expenses - Transfer Agency Hedge Funds - Understanding Hedge Funds - Hedge Fund strategies.

Unit IV Private Equity Operations 10 h

Private Equity - Understanding Private Equity Operations - Fund Accounting and NAV Calculations - Performance Reporting - Reconciliations in Asset Management.

Unit V Risk Management 12 h

Counter party Credit Risk Management - Classification of Risks - Types of Risks -Market Risk Management - Financial Risk Management - Steps involved in Risk Management Function - Hedging Risk - Risks faced by the Banks.

Case Study on Risk Management.

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

Text Books

- 1 Course Material – Tata Consultancy Services.



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

PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of Income Tax Act 1961.
- the 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.	K3
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	✓	✓	✓		✓
CO3	✓	✓	✓	✓	
CO4		✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225AT1A5CA	INCOME TAX LAW AND PRACTICE	SEMESTER V
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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

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

References

- 1 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)
- 3 Dinkar Pagare, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi. (Latest Revised Edition)
- 4 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	T	P	Credit
225BP1A5CC	COMPANY LAW	CORE	3	-	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the formation, promotion and winding up procedure of a company.
- the 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	identify the corporate rules and regulations based on Companies Act 2013.	K1
CO2	examine the contents of the memorandum of association and articles of association.	K3
CO3	interpret the concepts of director appointment, removal and remuneration.	K2
CO4	summarize about company meetings and minutes.	K3
CO5	analyse the modes of winding up.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A5CC	COMPANY LAW	SEMESTER V
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Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I Introduction of Companies Act 2013 7 h

Companies Act 2013 - Definition of a Company, Characteristics of Company - Classification of Companies - Based on Incorporation, Liability, Number of Members, Control - Shares and Debentures.

Unit II Registration of Companies 8 h

Introduction - Contents of Memorandum - Form of Memorandum - Alteration - Doctrine of Ultra vires - Definition of Articles of Association - Contents - Difference between Memorandum and Articles of Association - Meaning of Prospectus - Contents of a Prospectus - Types of Prospectus.

Case Law relating to Memorandum and Articles of Association.

Unit III Company Management 6 h

Meaning - Structure of Company Management - Shareholders - Board of Directors - Legal Position of Directors - Appointment - Removal - Remuneration - Independent Director - Qualification and Disqualification - Powers - Duties and Liabilities.

Unit IV Company Meetings 8 h

Company Meeting - Meaning - General objects and purpose of Meetings - Annual General meeting - Extra ordinary General meeting - Board of Directors Meeting - Agenda - Writing of Minutes - Resolution.

Case Law relating to Exercising Powers of Director.

Unit V Winding up of Company 7 h

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.

Case Law in Winding up of Company.

Note: Case Study (Examined Internal Only).



Text Books

- 1 Kapoor N. D, 2019, "Elements of Company Law", Thirty First Edition, Sultan Chand and Sons, New Delhi.
- 2 Gogna P.P.S, 2016, "Company Law", Eleventh Edition, Sultan Chand and Sons, New Delhi.

References

- 1 Shanthi.J, 2017, "Company Law and Secretarial Practice", First Edition, Margham Publications, Chennai.
- 2 Gulshan. S and Kapoor G. K, 2019, "Business Law", Twenty First Edition, New Age Publishers, New Delhi.
- 3 Dinkar Pagare, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi. (Latest Revised Edition)
- 4 Reena Chadha and Sumant Chadha, 2019, "Company Law", First Edition Cengage Learning Pvt. Ltd, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225BP1A5EP	BUSINESS RESEARCH METHODS	SEC III	2	-	2	2

PREAMBLE

This course has been designed for students to learn and understand

- the overview of research process and types of research.
- the research design, framing the questionnaire and collection of data.
- the process of analysis of data and research report writing.

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.	K1
CO2	relate the questionnaire in accordance with objectives.	K2
CO3	apply and correction in Statistical analysis.	K3
CO4	illustrate data analysis using Statistical analysis.	K3
CO5	analyze the data and report writing.	K4

MAPPING WITH PROGRAMME OUTCOMES

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

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BP1A5EP	BUSINESS RESEARCH METHODS	SEMESTER V
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Total Credits: 2

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Research 8 h

Meaning of Research - Objectives - Types of Research - Research Process - Criteria for good Research.

Practical:

1. Levels of Measurement Scales: a) Nominal Scale b) Ordinal Scale c) Scale Level
2. Entering data, Defining Variable and enter value label code.

Unit II Research Design and Data Collection 10 h

Meaning of Research design - Need - Sampling design: Meaning - Different Types of Sample Designs - Collection of primary data through Questionnaires and Schedules - Secondary data.

Practical:

3. Find Missing Values and replace it with Mean series in Dataset.
4. Analyze data using Descriptive Statistics.

Unit III Processing and Analysis of Data 12 h

Elements/Types of Analysis - Coding - Editing - Tabulation - Analysis - Interpretation - Simple Correlation analysis - Simple Regression Analysis - independent sample t test.

Practical:

5. Perform Simple Correlation and Regression test.
6. analysis of t-test: Independent Sample t-test

Unit IV Testing of Hypotheses 10 h

Basic Concepts - Concerning Testing of Hypotheses - Procedure for Hypothesis Testing - Chi-square as a Test for Comparing Variance - the Basic Principle of ANOVA.

Practical:

7. Perform Independence Test by using Chi- Square Test.
8. Perform ANOVA.



Unit V Research report

8 h

Report Writing - Layout- Contents of Report-Style of the report - Steps in Report writing - Forms of Reports.

Practical:

9. Spearman's Ranking test.

10. Interpretations and Report Writing.

Text Books

- 1 Kothari, C.R. Garg, G., 2019, Research Methodology Methods and Techniques. New Age International Publishers, New Delhi.
- 2 Gupta. S. P, 2016, "Statistical Methods", Forty-fifth Edition, New Delhi, Sultan Chand and Sons.

References

- 1 Murry.R, Spiegel, Larry.J and Stephens, 2017, "Theory and Problems of Statistics", Third Edition, New Delhi, McGraw- Hill Publishing Co. Ltd.
- 2 Pillai, R.S.N. and Bhagavathi., 2017, "Statistics - Theory and Practice" Ninth Edition New Delhi, S. Chand & Co. Ltd.
- 3 Business Research Methods - Course (swayam2.ac.in)
- 4 MCO-03: Research Methodology and Statistical Analysis - Course (swayam2.ac.in).



Course Code	Course Name	Category	L	T	P	Credit
225CM1A5DA	FINANCIAL MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The sources and utilization of fund.
- The various concepts and techniques for better financial decisions.
- Capital structure and leverage theories in the business firm.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the sources and utilization of fund.	K2
CO2	Discuss appropriate capital structure and cost of capital.	K3
CO3	Describe the techniques in capital budgeting.	K3
CO4	Compare the methods of leverages and Dividend policy.	K3
CO5	Identify Working Capital Management for expected returns.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CM1A5DA	FINANCIAL MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Financial management and sources of finance 10 h

Financial Management - Meaning, Nature, scope, objectives and functions - Financial decisions - Relationship between Risk and Return - Sources of finance - Short-term and Long-term finance. Corporate Strategy - Financial Policy - Decision making framework - Functions. (Theory Only).

Case Study on Risk and Returns on Investment

Unit II Capital structure and Cost of Capital 10 h

Capital Structure - Theories - Traditional Approach, Net Income Approach, Net Operating Income Approach and MM Approach - Determinants of Capital Structure. (Theory Only)

Cost of Capital - Meaning and importance - Cost of Debt, Preference, Equity and Retained Earnings - Weighted Average Cost of capital. (Theory and Problems)

Case Study on Formation of capital structure

Unit III Capital Budgeting 10 h

Capital budgeting - Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index. (Theory and Problems)

Unit IV Leverage and Dividend 10 h

Leverage - Meaning - Types - Operating, Financial and Combined Leverages - EBIT and EPS analysis. (Theory and Problem).

Dividend Theories: Walter's model - Gordon and MM's models - Dividend policy - Forms of Dividend - Determinants of a stable dividend policy. (Theory only).

Unit V Working Capital Management 8 h

Working Capital - Meaning - Importance - Types - Determinants of Working Capital - Sources of Working Capital - Estimation of Working Capital (Theory only).

Case Study on Estimation of Working Capital

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

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



Text Books

- 1 Shashi K. Gupta R. K. Sharma, Neeti Gupta (2020), Financial Management theory and practice (9th Revised Edition.) New Delhi: Kalyani Publishers.
- 2 Maheswari S.N (2019). Financial Management.(15th Revised & Enlarged Edition) Sultan Chand & Sons, New Delhi

References

- 1 Pandey I. M., (2021), "Financial Management", 12th Edition, Pearson India Education Services Pvt. Ltd, Noida
- 2 Prasanna Chandra, (2019), "Financial Management, Theory and Practice", 10th Edition, McGraw Hill Education, New Delhi.
- 3 Kulkarni P. V. & Satyaprasad B. G., (2015), "Financial Management", 14th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
- 4 Rustagi R. P., (2022), "Financial Management, Theory, Concept, Problems", 6th Edition, Taxmann Publications Pvt. Ltd, New Delhi..



Course Code	Course Name	Category	L	T	P	Credit
225CI1A5DA	E-BUSINESS TECHNOLOGY	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the concepts and technologies in E-Business.
- the knowledge of the business models and evaluation strategies for E-Business.
- the electronic modes of commercial operations.

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 E Business and its Types.	K1
CO2	Understand the Security of Network and Privacy.	K2
CO3	Apply the knowledge of Electronic Payment System.	K2
CO4	Learn E-business marketing technologies.	K2
CO5	Understand the concepts of E Business EDI.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CI1A5DA	E-BUSINESS TECHNOLOGY	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to e-business 10 h

Electronic Business, Traditional Commerce Vs Electronic Commerce, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based E-Commerce Architecture.

Unit II Security Threats to e-business 10 h

Security Overview, Electronic Commerce Threats, Encryption, Decryption, Cryptography Methods, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, HTTP, SSL, Firewall, VPNs.

Case study on Cryptography

Unit III E-payment systems 10 h

Types of E- payment system – Credit card payment, debit cards, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol, RFID Concepts.

Case study on e-payment system

Unit IV E-business marketing technologies 10 h

Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

Unit V Electronic Data Interchange and E-Business Application 8 h

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security - E-Business Applications: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce.

Case study on Digital commerce



Text Books

- 1 Bernd W. Wirtz ,2021, Digital Business and Electronic Commerce Strategy, Business Models and Technology, Springer Publication.
- 2 Ravi Kalakota and Andrew B. Minsfon(2013) ,"Frontiers of Electronic Commerce" Fourteenth Edition, Dorling Kindersley (India) Pvt Ltd.

References

- 1 Kenneth Laudon & Carol Traver, 2016, "E-Commerce Technology",12th Edition, Prentice Hall.
- 2 Chaffey, Dave, 2014, Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Pearson Education.
- 3 Joseph, P.T.(2010).E-Commerce an Indian Perspective,[3rdEdition], Prentice Hall of India Pvt. Ltd., New Delhi, India.
- 4 Schneider Gary. P., and Perry., James, T. (2005). Electronic Commerce [1st Edition]. Thomson Learning Press, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225BA1A5DA	SERVICE MARKETING	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the concepts of service marketing.
- the concept of channel of distribution and marketing of services.
- the knowledge on service and quality development.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Name the components and issues in service marketing.	K1
CO2	Outline the Consumer behavior in service marketing.	K2
CO3	Classify the different forms of channel of distribution.	K3
CO4	Develop skills to build and maintain customer relationship management.	K3
CO5	Explain the Service Development and Quality Improvement.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BA1A5DA	SERVICE MARKETING	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Service Marketing 9 h

Meaning and Definition - Components of services marketing - Characteristics - Scope of service marketing - Classifications of services - Difference between Goods & Services - Nature of service Act - Challenges and issues of service marketing - Reasons for growth in Service Sector - Role of Services in Economy.

Unit II Consumer Behavior in Services Marketing 10 h

Consumer Behavior in Services Marketing - Customer Expectations on Services - Factors influencing customer expectation of services - Service costs experienced by Consumer - The Role of customer in Service Delivery - Conflict Handling in Services - Customer Responses in Services - Concept of Customer Delight.

Unit III Channel of Distribution and Marketing of services 10 h

Channels - Methods of distributing services - Advantages and Disadvantages of direct distribution - Franchising - Location of franchise - Factors - Benefits - Disadvantages of Franchising - Financial Services - Banking - Characteristics of financial services - Health Service - Types of hospitals - Marketing mix of hospitals - Tourism service - Users tourism services - Marketing mix of tourism.

Case study on Franchising

Unit IV Customer Relationship Management 10 h

Customer Expectation and Perception of service understanding - Customer requirements and building relationship - Marketing implications - Relationship management - Concept - Need - Importance - Characteristics - Customer Relationship Management (CRM) and e-CRM - Customer relationship process.

Case study on CRM

Unit V Service Development and Quality Improvement 9 h

Service Development - Need - Importance - Types of New Services - Stages in development of new services - Service Quality Dimensions - Service Quality Measurement and Service Mapping - Improving Service Quality and Service Delivery - Service Failure and Recovery.

Case study on Service Quality Dimensions



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

Text Books

- 1 Dr. L. Natarajan, 2018, "Services Marketing", Margham Publications, Chennai.
- 2 Valarie A. Zeithaml, 2022, "Services Marketing: Integrating Customer Focus Across the Firm", 6th Edn., McGraw Hill, New York.

References

- 1 R. Srinivasan, 2014, "Services Marketing: The Indian Context" PHI Learning Pvt. Ltd.
- 2 Priyanka B. Joshi, 2015, "Services Marketing", Everest Publishing House, Pune.
- 3 Harsh, V. Verma, 2013, "Services Marketing: Text and Cases", Pearson Education, New Delhi.
- 4 K Rama Mohana Rao, 2011 "Services Marketing" Pearson Education, New Delhi.



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

PREAMBLE

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.	K2
CO2	summarize about human resource planning.	K2
CO3	contrast the human behaviour process.	K3
CO4	assess the organizational discipline and behaviours.	K4
CO5	analyze the qualities required for a leader and directing	K4

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CO1A5DA	HUMAN RESOURCE MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Human Resource Management 8 h

Meaning – Importance – Evolution – Objectives – Scope - Hawthorne Studies – implications – Organizational 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

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

References

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



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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	perceive the concepts of Management accounting	K1
CO2	obtain knowledge to calculate the types of ratio	K2
CO3	capture the procedures relating Working Capital and Cash flow statement	K3
CO4	know the concepts, of Marginal costing, Cost Volume Profit and Break-Even Analysis	K2
CO5	articulate the types of budgets and Budgeting	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BA1A6CA	MANAGEMENT ACCOUNTING	SEMESTER VI
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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: 60% Problem 40% Theory

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

Text Books

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

References

- 1 Ramachandran and Srinivasan. R. 2019. "Management Accounting", (17th Edition) Sriram Publications, Trichy.
- 2 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.
- 4 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

PREAMBLE

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225FI1A6CA	BUSINESS TAXATION	SEMESTER VI
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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

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

References

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



225BP1A6SP	ENTREPRENEURIAL DEVELOPMENT	SEMESTER VI
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Total Credits: 2
Total Instructions Hours: 36 h

S.No	Contents
1	Generation of Business Ideas: Identify real-world problems and generate business ideas.
2	Business Plan: Develop a Business Model Canvas (BMC) for a chosen idea.
3	SWOT analysis: Prospective Analysis of the Business model.
4	Funding opportunities: Government schemes and incentives for promotion of entrepreneurship. Government policy on Small and Medium Enterprises (SMEs/SSIs).
5	Communication skills for entrepreneurship: Oral presentation skills - Preparation, presentation and evaluation of Business idea and Risk factor.
6	Visit an entrepreneur: Interview and present the Case study of successful entrepreneurs.
7	Choose a product/service and analyze their strengths, weaknesses, pricing, unique selling propositions (USPs), and supply chain practices
8	Choose any E-tailing companies and review their website design, layout, navigation, user interaction and key customer engagement features with AI
9	Critically analyze on the Financial plans: Working capital policies, Investment plans and strategies of any public/private Ltd company.
10	Analyze the startup Eco-system: Silicon Valley, USA/ Tel Aviv, Israel/ Bangalore, India/ Berlin, Germany.

Note: All exercises are Compulsory



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

PREAMBLE

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.	K3
CO5	understand listing procedures and stock brokers roles.	K2

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225FI1A6DA	INVESTMENT MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Investment Alternatives 09 h

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.

References

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



Course Code	Course Name	Category	L	T	P	Credit
225CI1A6DA	ENTERPRISE RESOURCE PLANNING	DSE	4	-	-	4

Preamble

This course has been designed for students to learn and understand

- about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.
- the evaluation of ERP systems, business analytics, future trends in ERP systems.
- the emerging trends in ERP.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	understand the key implementation issues of ERP	K2
CO2	know the different ERP solutions and functional modules	K2
CO3	understand the implementation process of ERP system	K2
CO4	analyze the post implementation process and maintenance of ERP	K3
CO5	know the future implications of ERP	K3

Mapping with Programme Outcomes

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CI1A6DA	ENTERPRISE RESOURCE PLANNING	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction 10 h

Overview of Enterprise systems - Evolution - Structure of ERP Architecture - Risks and benefits of ERP - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems - Growth of ERP Market, E-Commerce and E-Business.

Unit II ERP Solutions and Functional Modules 10 h

Overview of ERP software solutions - Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP Functional modules - Sales, Marketing, Purchase Control, Financial Accounting, Materials and Production management

Case study on ERP Functional modules

Unit III ERP Implementation 10 h

Planning Evaluation and selection of ERP systems - Implementation life cycle - Steps in ERP implementation, Methodology and Frame work - Training and Data Migration - People Organization in implementation - Consultants, Vendors and Employees

Case study on ERP Implementation at Bombardier.

Unit IV Post Implementation 8 h

Maintenance of ERP - Organizational and Industrial impact; Success and Failure factors of ERP Implementation - Benefits of ERP

Unit V Emerging Trends on ERP 10 h

Extended ERP systems and ERP add-ons - CRM, SCM, Business analytics etc - Future trends in ERP systems - web enabled, Wireless technologies - Cloud Computing.

Case study on cloud-based ERP

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



Text Books

- 1 Alexis Leon, 2017, Enterprise Resource Planning, Third Edition Tata McGraw-Hill.;
- 2 [Sinha P. Magal and Jeffery Word, 2012, Essentials of Business Process and Information System, Wiley India

References

- 1 Mahadeo Jaiswal and Ganesh Vanapalli, 2009, ERP Macmillan India.
- 2 Jagan Nathan Vaman, 2008,ERP in Practice, Tata McGraw-Hill .
- 3 Vinod Kumar Grag and N.K. Venkita krishnan, 2006,ERP- Concepts and Practice, PHI
- 4 Vinod Waiker , 2023, Monograph on ERP Implementation Issues and Challenges, Notion press;



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

PREAMBLE

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.	K2
CO3	articulate the leadership style and perception.	K3
CO4	interpret the interpersonal relationship and group behavior.	K3
CO5	assess conducive organizational culture.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CO1A6DA	ORGANIZATIONAL BEHAVIOR	SEMESTER VI
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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 Internally.

Text Books

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

References

- 1 Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2019), 18th Ed. Organizational Behaviour. Pearson Education Asia.
- 2 Fred Luthans (2017). Organizational Behavior: An Evidence - Based Approach, 12th Ed. McGraw Hill Education.
- 3 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
225BI1A6DA	RETAIL MARKETING	DSE	4	-	-	4

PREAMBLE

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	Knowledge Level
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	K3
CO4	identify the Various Key areas in Merchandise management	K3
CO5	determine the global aspects of retail operations and strategy	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BI1A6DA	RETAIL MARKETING	SEMESTER VI
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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 9 h

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

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

References

- 1 Arunangshu Giri , Pradip Paul and Satakshi Chatterjee, 2022,"Retail Management", PHI Learning, New Delhi
- 2 Barry Berman, 2017, "Retail Management a strategic Approach", Dorling-Kindersley (India) Pvt Ltd, New Delhi
- 3 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	T	P	Credit
225FI1A6DB	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DSE	4	-	-	4

PREAMBLE

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.	K3
CO5	apply the principles of portfolio management and construct an efficient portfolio.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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

225FI1A6DB	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Securities Valuation 10 h

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)



Text Books

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

References

- 1 Prasanna Chandra, 2021, "Investment Analysis and Portfolio Management", Sixth Edition, MC Graw Hill, Chennai.
- 2 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.
- 4 Gurusamy S, 2018, "Security Analysis and Portfolio Management", Vijay Nicole imprints Private Limited, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
225CI1A6DB	FUNDAMENTALS OF INFORMATION SECURITY	DSE	4	-	-	4

Preamble

This course has been designed for students to learn and understand

- the elements of effective information security.
- the basic legal and ethical issues in information security.
- risk management and authentication techniques.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	discuss the basics of information security	K1
CO2	Illustrate the legal, ethical and professional issues and risk management in information security	K2
CO3	become aware of various security technologies like Firewalls and IDS.	K2
CO4	enhance knowledge pertaining to compliance regulations	K3
CO5	know the best practices for securing e-commerce websites	K3

Mapping with Programme Outcomes

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

COURSE FOCUSES ON



Skill Development



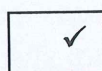
Employability



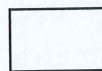
Intellectual Property Rights



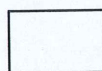
Social Awareness/ Environment



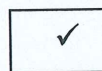
Entrepreneurial Development



Innovations



Gender Sensitization



Constitutional Rights/ Human Values/ Ethics



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

225CI1A6DB	FUNDAMENTALS OF INFORMATION SECURITY	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Information Security 10 h

History and Meaning of Information Security - Critical Characteristics of Information, NSTISSC (National Security Telecommunications and Information Systems Security Committee) Security Model, Components of an Information System, Securing the Components - Balancing Security and Access - SDLC (Secure Software Development Life cycle).

Unit II Need for Security and Risk Management 10 h

Need for Security, Business Needs, Threats, Attacks, Legal, Ethical and Professional Issues - An Overview of Computer Security, Policy-Security policies, Confidentiality policies, Integrity policies and Hybrid policies, Risk Management: Identifying and Assessing Risk, Assessing and Controlling Risk.

Case study on Risk Management

Unit III Access Control and IDS 10 h

Access control: Access control mechanisms - Fire walls: Viruses and worms - Digital Rights Management - Types of Fire Walls - Design Principles of Firewall - VPN (Virtual Private Network) - IDS (Intrusion Detection System) and Prevention System - Honeypots - Honeynets and Padded cell systems - Scanning and Analysis tools.

Unit IV Data Protection and Security 8 h

Data classification and handling - Data backup and recovery - Compliance Regulations - GDPR (General Data Protection Regulation) - PCI - DSS (Payment Card Industry Data Security Standard) - Business continuity planning - Incident response management - Security awareness and training

Case study on incident response management

Unit V Security in E-Commerce 10 h

E-Commerce security threats - Types - Consequences of e-commerce security breaches - Overview of secure payment system - Digital certificates and PKI (Public Key Infrastructure) - Best practices for securing e-commerce websites

Case study on best practices of e-commerce websites

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



Text Books

- 1 Michael E Whitman and Herbert J Mattord, 2017, "Principles of Information Security", Sixth Edition, Course Technology Inc
- 2 Sanil Nadkarni, 2020, " Fundamentals of Information Security", First Edition, BPB Publications

References

- 1 Glen Sagers, Bryan Hosack, 2015, " Information Security: Principles and Practice", Business Expert Press
- 2 Mrs Mrunalp Fatangare, 2019, " Network and Information Security", First edition, Nirali Prakashan;
- 3 Roberta Bragg, Mark Rhodes-Ousley, Keith Strassberg, 2017, "Network Security: The Complete Reference ", First edition, McGraw Hill Education;
- 4 Mark Stamp, 2018, " Information Technology Security Fundamentals", Second edition, Wiley;



Course Code	Course Name	Category	L	T	P	Credit
225CO1A6DB	INDUSTRIAL RELATIONS AND LABOUR LAW	DSE	4	-	-	4

PREAMBLE

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	CO Statement	Knowledge Level
CO1	understand the concept of Industrial relations.	K2
CO2	infer the industrial disputes and labour welfare.	K2
CO3	Sketch out the labour legislation and legal provisions of wage payment.	K3
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		✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4				✓	✓
CO5		✓		✓	✓

COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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

225CO1A6DB	INDUSTRIAL RELATIONS AND LABOUR LAW	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Industrial Relations 9 h

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 Internally.

Text Books

- 1 Dinkar Pagare, 2020, "Industrial Relations and Labour Laws", 5th Edition, Sultan Chand & Sons, New Delhi.
- 2 Dr. J. Mahalakshmi, 2024, "Industrial Relations & Wage Laws (Labour Law)", 1st edition, Allahabad Law Agency, New Delhi.

References

- 1 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.
- 3 Parul Gupta, 2023" Industrial Relations & Labour Laws for Managers", 2nd Edition, Taxmann Publications, New Delhi,
- 4 Dr. Sathish Kumar Saha, Anju Agarwal, 2020, "Industrial Relations and Labour Laws", SBPD Publications, Agra.



Course Code	Course Name	Category	L	T	P	Credit
225BA1A6DB	SOCIAL MEDIA MARKETING	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The basic concepts of Social Media Marketing and its Strategies.
- The importance of SEO and Social Media Marketing Channels.
- The Digital technology in achieving Social Media Advertising marketing field.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand what social media is, the various channels through which it operates, and its role in marketing strategy	K1
CO2	Classify the Search Engine Optimization and Social Media Marketing Advertising	K3
CO3	Cognize about the effectiveness of Email Marketing and Mobile Marketing campaign can be measured	K2
CO4	Acquaint and Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages	K3
CO5	Consummate New Technologies are changing the Future of Social Media Marketing and Consumer protection privacy and Information Rights	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BA1A6DB	SOCIAL MEDIA MARKETING	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Social Media Marketing 8 h

Introduction to Social Media Marketing: Origin and Development and its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Ethical and Legal Framework - Skills Required - Different types of Social Media Platforms.

Unit II SEO and Social Media Marketing Channels 10 h

Search Engine Optimization (SEO) : The Concept of SEO - On-Page and Off-page Optimization - Search Engine Marketing - Blogs - Social Media Reach - You Tube Marketing - Website Design and Hosting - Pay per Click and Search Engine Marketing - Metrics and Digital Marketing Channels.

Unit III Email Marketing and Mobile Marketing 10 h

E-Mail Marketing: Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile - Measuring and maximizing email campaign effectiveness. Content marketing - Mobile Marketing - Mobile Inventory/channels - Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

Case study on mobile marketing

Unit IV Social Media Advertising Platforms 10 h

Social Media Advertising : Blogs - Blogger, Tumblr, WordPress, Influencers - Facebook and Instagram - Creating groups and pages - Posts, Paid Promotion Ads, Contests - Twitter - Set-up and usage. LinkedIn - Guides Review of profiles. Visual Social Media and Bookmarking, Set-up and Management - Collaborative Marketing - New Technologies - Chat Bots/Messenger Bots and Artificial Intelligence

Case Study on Use of Instagram and Influencer Marketing

Unit V Strategies and Services 10 h

Social Media Marketing Strategies and Services - Online Retail Sector - Online Financial Services - Online Travel Services - Online Career Services - Online Publishing - Online Entertainment - Consumer Protection Privacy and Information Rights - Warranties and New Products.

Case study on Social Media Marketing Strategies



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

Text Books

- 1 Seema Gupta, 2020. Digital Marketing, 2nd Edition, McGraw Hill.
- 2 Dan Zarrella, 2009. The Social Media Marketing, First Edition, "O'Reilly Media, -ISBN 1449383106, 9781449383107

References

- 1 Puneet Bhatia, 2019. Fundamentals of Digital Marketing, 2nd Edition, Pearson Education.
- 2 Prashant Kadukar, 2020. The Power of Digital Marketing for Career & Business Success, 1st Edition, Digital Trainee Publications Pvt. Ltd.
- 3 Tracy Tuten. Michael R. Solomon, 2014. Social Media Marketing 2nd Edition SAGE Publications.
- 4 Sameer Deshpande, Nancy R. Lee 2013, Social Marketing in India 1st Edition SAGE Publications



Course Code	Course Name	Category	L	T	P	Credit
225BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Patents
- ethical and professional aspects related to intellectual property law context.
- Intellectual Property (IP) as a career option

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the concept of Creativity, Invention and innovation	K2
CO2	know the value, purpose and process of Patent	K2
CO3	understand the basics of trademarks and industrial designs	K2
CO4	acquire knowledge about copyright and copyright law	K2
CO5	identify Geographical Indications	K2

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BI1A6AA	INNOVATION AND IPR	SEMESTER VI
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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).



