

Coimbatore - 641 046, Tamil Nadu, India

	Program Educational Objectives (PEOs)
	om. (Computer Applications) program describe accomplishments that graduates are to attain within five to seven years after graduation
PEO1	To understand an assignment in an e-commerce forum
PEO2	To manage the retail outlet independently
PEO3	To assume the responsibilities of computer operation in small business engaged either in manufacturing or rendering services
PEO4	Involve in lifelong learning
PEO5	Exercise professional skills and values in the ICT sector



	Program Specific Outcomes (PSOs)
After the are expected	successful completion of the M. Com. (Computer Applications) program, the students ed to
PSO1	To gain practical insights in project preparation and analysis of business data
PSO2	Use software tools to carry out a specified financial analysis for a corporate sector
PSO3	Apply the knowledge gained during the course of the program to solve the real time problems
PSO4	To meet the needs of industry 4.0
PSO5	Communicate effectively with ICT professionals



	Program Outcomes (POs)
On su	ccessful completion of the M. Com. (Computer Applications) program, the students will be
PO1	Conversant with recent development in commerce and trust areas in the field of computer
PO2	Gain computer knowledge and make use of it effectively in the field of commerce
PO3	Design computer software to suit the needs of industry and business
PO4	Acquire skill in doing business in the electronic environment
PO5	Worthy citizens of the nation by enriching knowledge in the application of computer in commerce



# M.Com. (Computer Applications) - Curriculum

Course Code	Title of the Course	Credits		l			1
			Theory	Practical	CIA	ESE	Total
	FIRST SEN	MESTER					·
	Financial and Investment Management	4	6	-	25	75	100
	Marketing Management	4	6	-	25	75	100
	Database Management System	4	6	-	25	75	100
	Computer Applications: MS Office & Oracle -Practical-I	4	-	6	40	60	100
	Elective-I :	4	6	-	25	75	100
	SECOND SE	MESTER	<u>.</u>				J
	Corporate Accounting	4	5	-	25	75	100
	Human Resource Management	4	5	-	25	75	100
	Business Research Methods	4	5	-	25	75	100
	Python Programming	4	5	-	25	75	100
	Computer Applications: Tally & Python Programming - Practical-II	otra da la constante da la constant	38.	5	40	60	100
	Elective-II :	664	5	-	25	75	100
	THIRD SEN	MESTER	L .			<u></u>	
	Cost and Management Accounting	4	6		25	75	100
	Visual Basic	84	6	- 7	25	75	100
	Communicative Skills for Commerce Professionals - Practical-III	AR UNIVER		6	40	60	100
	Computer Applications: Visual Basic, VB Script - Practical-IV	Coimbatore 4 ப்பாரை உயர்	jafil Goat	6	40	60	100
	Institutional Training	2	-	-	50	-	50
	Elective-III :	4	6	-	25	75	100
	FOURTH SEN	MESTER					
	Introduction to Industry 4.0	4	5		25	75	100
	Direct Taxes	4	5		25	75	100
	Java Programming and HTML	4	5		25	75	100
	Project Work and Viva-Voce (OR) Inlieu of Project work and Viva- voce , the following two papers	8	10		50	150	200
	may be opted. Principles and Practice of Insurance Industrial Law	4 4	5 5		25 25	75 75	100 100
	Elective-IV :	4	5		25	75	100
	Grand Total	90			-	_	2250

(For the students admitted during the academic year 2023 – 2024 onwards)

#### VALUE ADDED COURSE / CERTIFICATE COURSE (2 Credits Each) Offered by SWAYAM Online Mode VALUE ADDED COURSE 1. Soft Skill Development 2. Application of Software Packages for Research

**CERTIFICATE COURSE** 

1. Entrepreneurship Development

2. Personnel Management and Industrial Relations

# ADD ON COURSES (2 Credits Each)

Skill Initiative Courses - (<u>https://www.naanmudhalvan.tn.gov.in/</u>)

#### **Online Mode**

Online Wode	
Course	<b>Training Partner</b>
Block Chain for Business – Fundamentals	GUVI
Cyber Security and Ethical Hacking For Beginners	GUVI
Banking and Finance	NSE Academy
Employability Enhancement	Veranda Learning

# **Electives: List of Group of Elective Papers:**

(Colleges can choose any one of the Group Papers as Electives)

# **GROUP-A**

# GROUP-B

1. Financial Markets and Institutions

4. Fundamental and Technical Analysis

2. Indian Stock Exchanges

3. Futures and Options

- 1. Services Marketing
- 2. Marketing of Financial Services
- 3. Marketing of Health Services
- 4. Travel and Hospitality Services

# **GROUP-C**

- 1. Principles of International Trade
- 2. Export and Import Procedure
- 3. Institutions Facilitating International Trade
- 4. India's International Trade

# Institutional Training

The students should undergo 21 day institutional training in any Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions during II Semester holidays and submit the report in III Semester. The students will be evaluated in department level by the internal examiner under the chairmanship of HOD.

# Mark Split Up - CIA

S.No.	Components	Marks
1	Review - I	5
2	Review - II	5
3	Report	20
4	Viva Voce	20
	Total	50

Marks for the industrial training out of 50 should be sent to the University along with the III Semester Internal marks.

# **Project Work and Viva-Voce**

# <u>Mark Split Up - CIA</u>

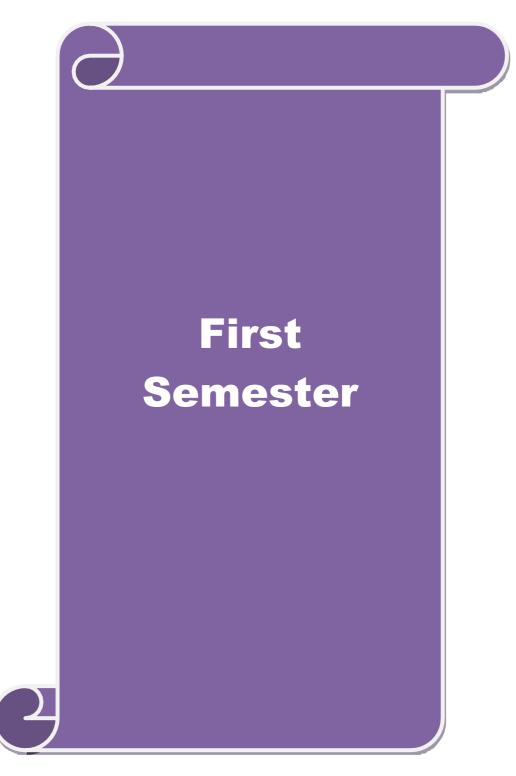
S.No.	Components	Marks
1	Review - I	15
2	Review - II	15
3	Rough Draft Submission	20
	Total	50

# <u>Mark Split Up- ESE</u>

S.No.	Components	Marks
1	Report	100
2	Viva Voce	50
	Total	150
Th	e Student will be evaluated	both by Internal and

*External Examiners (Duly Appointed by the University)* 





		FINANCIAL AND INVESTMENT MANAGEMENT	L	Т	Р	С
Core/Elective	e/Supportive	CORE	6	-	-	4
Pre-requisite	2	Basic knowledge in f i n a n c i a l management and various investment avenues	Syllab Versi		202	3-202
<b>Course Obje</b>						
1.Get Fami 2.Give an i 3. Compreh 4. Know th	iliar with the co insight to cost o hend Working ( he concepts of In-	ourse are to enable the students to: oncepts of financial management of capital Capital Management nvestment Management gs of Capital Market				
Expected Co	ourse Outcome	ç.				
		n of the course, student will be able to:				
		inancial management		I	K1	
2 Classify	cost of capital			I	K2	
5	-	tal management			<u>K3</u>	
	vestment mana				<u>K3</u>	
		of capital market			<u>X4</u>	
	-	rstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	<b>K6</b> - Cre		<u>х</u> т	
IXI Rememe				cute		
Unit:1		Introduction			18 H	ours
		aning – Nature and Scope – Objectives – Role Incial Decisions – Relationship between Risk and				
of Finance – Sl		ong-term Finance. HAR UN	Ketuin	– So		
of Finance – Sl Unit:2	hort-term and I	Cost and Capital			18 H	ours
of Finance – Sl Unit:2 Cost and Capit	hort-term and I tal – Meaning – Capital Struct	ong-term Finance. HAR UN	nd Retai	ined	<b>18 H</b> earnir nants	ngs of
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3	hort-term and I tal – Meaning – Capital Struct tre.	Cost and Capital Cost and Capital Importance-Cost of Debt, Performance, Equity a ure – Net – Income approach – MM Hypothes Working Capital Management	nd Retai	ined o	18 H earnir nants 18 H	ngs
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap	hort-term and I tal – Meaning – Capital Struct ure.	Cost and Capital - Importance-Cost of Debt, Performance, Equity a ure – Net – Income approach – MM Hypothes	nd Retai	ined o	18 H earnir nants 18 H	ngs of
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap	hort-term and I tal – Meaning – Capital Struct ure.	Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working	nd Retai	ined o	18 H earnir nants 18 H cash	ngs of
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap Management Unit:4 Investment Ma management –	hort-term and I tal – Meaning – Capital Struct re. Dital Manageme – Receivables r anagement – M - Factors Influe	Cost and Capital         Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working         management – Inventory management         Investment Management         Meaning – Nature and Scope – Importance of encing Investments – Investment media – Feature	nd Retai	ined ermi - C	18 H earnir nants 18 H eash	ngs of <b>Jours</b>
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap Management Unit:4 Investment Ma management – Programme - In Unit:5	hort-term and I tal – Meaning – Capital Struct re. Dital Managemen – Receivables r anagement – M - Factors Influe nvestment Proc	Cost and Capital         Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working         management – Inventory management         Investment Management         Meaning – Nature and Scope – Importance of         encing Investments – Investment media – Feature         verses – Development of Financial System in India.         Capital Market	nd Retai	ined eermi - C ent ivest	18 H earnir nants 18 H cash 18 H ment 16 H	ngs of ours ours
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap Management Unit:4 Investment Ma management – Programme – In Unit:5 Capital Marke	hort-term and I tal – Meaning – Capital Struct are. Dital Manageme – Receivables f anagement – M - Factors Influe nvestment Proc et – New Issues	Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working         management – Inventory management         Investment Management         Meaning – Nature and Scope – Importance of         encing Investments – Investment media – Feature         weess – Development of Financial System in India.	nd Retai	ined eermi - C ent ivest	18 H earnir nants 18 H cash 18 H ment 16 H	ngs of ours ours
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap Management Unit:4 Investment Ma management – Programme - In Unit:5 Capital Marko Trading activity	hort-term and I tal – Meaning – Capital Struct are. Dital Management – Receivables f anagement – M - Factors Influe nvestment Proc et – New Issues ities – Listing c	Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working         management – Inventory management         Investment Management         Meaning – Nature and Scope – Importance of encing Investments – Investment media – Feature         ess – Development of Financial System in India.         Capital Market         S Market – Stock Exchanges – B.S.E – N.S.E – O.         of Securities – S.E.B.I and its Role and Guidelines	nd Retai	ined eermi - C ent ivest	18 H earnir nants 18 H ash 18 H ment <u>16 H</u> ds of	ngs of ours
of Finance – Sl Unit:2 Cost and Capit – Theories of Capital Structu Unit:3 Working Cap Management Unit:4 Investment Ma management – Programme - In Unit:5 Capital Marke	hort-term and I tal – Meaning – Capital Struct are. Dital Manageme – Receivables f anagement – M - Factors Influe nvestment Proc et – New Issues ities – Listing c	Cost and Capital         - Importance-Cost of Debt, Performance, Equity a         ure – Net – Income approach – MM Hypothes         Working Capital Management         ent – Determinants and Computation of Working         management – Inventory management         Investment Management         Meaning – Nature and Scope – Importance of encing Investments – Investment media – Feature         ess – Development of Financial System in India.         Capital Market         S Market – Stock Exchanges – B.S.E – N.S.E – O.         of Securities – S.E.B.I and its Role and Guidelines	nd Retai	ined eermi - C ent ivest	18 H earnir nants 18 H ash 18 H ment <u>16 H</u> ds of	ngs of ours ours

Bool	ks for Study
1	Chandra Prasanna, "Financial Management", Chennai, McGraw Hill
	Education(India)Pvt
	Ltd,2019.
2	Khan.M.Y & Jain.P.K, "Financial Management ", Chennai,
	McGraw Hill Education (India) PvtLtd,2017
3	Kevin.S, "Security Analysis and Portfolio Management, New Delhi,
	PHI Learning PrivateLimited,2015.
Book	s for Reference
1	Maheshwari.S.N, "Financial Management", New Delhi, Sultan Chand
	& Sons,2019
2	Sharma.R.K & Gupta.K.Shashi, "Financial Management", New Delhi,
	Kalyani Publishers,9 <sup>th</sup>
	Revised Edition
3	Chandra Prasanna, "Investment Analysis and Portfolio Management",
	Chennai, McGraw HillEducation (India) Pvt Ltd,2021
Relat	ed Online Contents
1	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview
2	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	S	La La	M	S	М	
CO2	М	S	S S	S	М	
CO3	М	S	S	S	S	
CO4	S	ES TRAN	S	9 S	М	
CO5	L	M	Coimbatore S College	S	S	
		JBE Bits	in some a withight			
*S-Strong;	M-Medium; L-Lo	ow ED	CATE TO ELEVATE		•	

Course code	MARKETING MANAGEMENT	L	Т	Р	0	
Core/Elective/ Supportive	CORE	6			4	
Pre-requisite	Basic understanding of the marketing and its applications in decision making is required	Syllabus Version		2023- 2024		
Course Objectiv	res:		-			
<ol> <li>Enable stu</li> <li>Equip the markets.</li> <li>Explain the 4. Enhance provide the study of the study</li></ol>	ves of this course are to: idents to classify types of marketing and modern marketing co- learners on product planning; appraise pricing system and pro- e various kinds of channels of distribution and function of mi- practical applications on advertising media. the agricultural marketing and clarifying market research Vs r	omotior ddle m	an.		h	
Expected Cours	e Outcomes:					
	ul completion of the course, students will be able to:					
1 Recollect Concept	the marketing concepts, types and modern marketing		K	.1		
Behavior	he macro and micro environments of a market and buyer		K	2		
pricing de			K			
4 Analyze t	e important of channels of distribution and promotional mix			K4		
	he market agricultural produce and marketing research.		Κ			
K1 - Remember	; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 - (	Creat	e		
Unit:1	Introduction		18	hou	rs	
Augmented ma Remarketing-Soo Modern marketi marketing funct	g-types. Marketing: Meaning-types (Relationship marketing rketing-Retail marketing-Event marketing-Green marketi eial marketing -International Marketing)-importance mark ing concept: factors influencing the marketing concept – ions. Marketing Management: Meaning -Definition - Na actions -Problems - Differences between Sales Management	ng- D teting market ture-	Demai mix ting Princ	rketin (4P's syster iples	g- s). n-	
Unit:2	Product		18	hour	'S	
Product: Meanin Product Line-Pro importance. Pro	g- features-classifications- Product policies: Product Planning oduct Mix-Product Branding-Product Packaging – Labeling: luct Life Cycle: Meaning-importance-PLC Chart. Pricing: C ctors influencing the pricing policy.	mean	evelc ing-fe	pmer eature	nt- es-	
Unit:3	Channels of Distribution		18	hour	'S	
channel - Factor	ribution – Meaning - Basic channels of distribution - Selection s Influencing Selection of a channel-middlemen in distribu- ination of Middlemen - Arguments in favour of and against.					

Unit:4	Promotional Mix	18 hours					
Promotional M	lix: Meaning-importance. Advertising: Meaning-methods-medi	a-advertising copy-					
	good advertising copy-evaluation of advertisements. Personal						
importance-dut	ties-qualities of an effective salesman. Sales promotion: Meanin	ig & importance.					
Unit:5	Marketing Information and Research	16 hours					
Marketing Info	Marketing Information and Research: Meaning-Importance- Components of marketing research-						
	ch Vs Marketing Research. Advantages of Marketing Res						
Marketing: me	aning-features -defects. Regulated market: meaning-features &	importance.					
Unit:6	Contemporary Issues	2 hours					
Online assign	ment, Group discussion and seminar						
	Total Lecture hours	90- hours					
Books for stu	ıdy						
1 Mamoria Mahal,201	C B, Suri.R K and Satish Mamoria "Marketing Management" A 6	llahbad, Kitab					
2 Dr. Gupta sons- 2018	C.B. and Dr. Rajan Nair N "Marketing Management" New De	elhi, S.Chand and					
Books for Re	ference						
1 Pillai R.S.	N & Bagavathi- "Modern Marketing", NewDelhi,S.Chand ,201	6					
	a, "Marketing Management <mark>"Chennai, Prasanna P</mark> ublishers,2018						
Related Onli							
1 https://np	otel.ac.in/courses/110/10 <mark>4/11</mark> 0104068/						
2 https://w	ww.coursera.org/learn/marketing-management						
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Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	S	M	M	М	М	
CO2	S	S	М	М	М	
CO3	М	М	S	S	L	
CO4	М	М	М	М	М	
CO5	S	S	S	S	L	

Course code	DATABASE MANAGEMENT SYSTEM	L	Т	Р	С
<b>Core/Elective/Supportive</b>	CORE	6			4
Pre-requisite	<b>Basic knowledge in DBMS is needed in</b>	Syllab		202	
	PG level	Versio	n	202	24
Course Objectives:					
The main objectives of this					
	undamental elements of relational database manage			ns.	
database design, and relation	s of relational data model, entity-relationship mod	ei, relatic	mai		
	ve the database design by normalization.				
•	1 approach and program communication block.				
	n Network Approach DBTG, Data Structure and I	Data man	ipul	ation	
Expected Course Outcome			1		
1	on of the course, student will be able to:				
*	ental elements of relational database management		Κ	2	
Systems	C C				
	epts of relational data model, entity-relationship abase design, relational algebra and sql.		K	.1	
3 Convert the er-model and formulate sql que	to relational tables, populate relational database eries on data.		K	3	
	ical approach and program communication block		K	5	
5 Adapt the database k manipulation.	nowledge in Network Approach and DBTG Data		K	6	
-	erstand; <b>K3 - App</b> ly; <b>K4 -</b> Analyze; K5 - Evaluat	e; <b>K6 -</b> C	reat	e	
	E T	[	10		
Unit:1	Database System			hou	
independence, Architectur Representation of Data. I	Architecture Basic concepts: Data system, op e for a database system, Distributed databases. Data Structures and corresponding operators: In oproach, Network approach.	Storage	Stru	cture	s :
	EDUCATE TO ELEVATE				
Unit:2	<b>Relational Approach</b>		18	hou	rs
	ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations.				-
Unit:3	Embedded SQL		18	hou	rs
Embedded SQL :	Introduction – Operations not involving cursors	involvin	g cu	irsors	5 —
operations, QBE Dictionar	ery by Example – Retrieval operations, Built-i y. Normalization: Functional dependency, First, S e than one candidate key, Good and bad decompos	Second, t			
			15		
Unit:4	Hierarchical Approach			hou	
Hierarchical sequence. Ext	bach: IMS data structure. Physical database, D ternal level of IMS : Logical Databases, the prog tion : Defining the program communication Block	gram com	mui	nicati	on

U	nit:5	Network Approach	16 hours
	Netwo	rk Approach : Architecture of DBTG system. DBTG Data	Structure : The Set
co	nstruct, Si	ngular sets, sample schema, the external level of DBT	G – DBTG Data
m	anipulation.		
U	nit:6	Contemporary Issues	2 hours
Ot	nline assign	ment, Group discussion and seminar	
		Total Lecture hours	90- hours
Bo	ooks for Stu		
1		tz Abraham, Henry Korth,F., Sudarshan,S., " Database System w Delhi, Tata McGraw Hill Publication Ltd, 2021	s concepts",7 <sup>th</sup>
2		nakrishnan& Johannes Gehrke, "Database Management Syster	ns". 3 <sup>rd</sup> Edition. New
_	U	a McGraw Hill Publishing Company Limited, 2014.	
2	An Introdu	action to Database System – Bipin C Desai, 2016	
Bo	ooks for Re	ferences	
1		on, Mathews Leon, "Database Management Systems", New Ecation Ltd,2008	Delhi, Tata McGraw
2	Dates,C.J.	Kannan, A., Swamynathan, S., "An Introduction to Database Sy	vstem", Chennai,
	Pearson E	ducation India, 2018	
Re	elated Onli	ne Contents	
1	https://swa	ayam.gov.in/nd1_noc20_cs60/preview	
2	https://swa	ayam.gov.in/nd2_nou20_1b06/preview	
		The second secon	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	S Single	ப்பாரை உதுாத்த	М	М
CO2	М	М	S	М	S
CO3	М	S	S	М	М
CO4	М	М	S	М	S
CO5	S	S	М	S	М

and the second

Course code Core/Elective	/Supportive	COMPUTER APPLICATIONS MS OFFICE AND ORACLE – PRACTICAL I CORE	L	Т	P 6	C 4
Pre-requisite		Practical exposes in application software	Sylla		202	
		using ms-office is required.	Vers	sion	202	,4
Course Progr	amme:	M S OFFICE				
and perform the Rig Cer Juss Als Cha Inse Inse 2. Using m following s (Any one o a) For oper b) Inaugura c) Informir	e following: the align and b the align and b tify and center o insert footno ange a paragra ert page numb ert date, time ail merge, ser situation (at le of the following ning a new bra ation of ATM ng about new s	italics r alignment ote and end note for the same. uph into two column paragraph ber at the bottom and heading in the header section. and an invitation /notice (by creating the invitation/n ast 5 addresses to be entered) ag	otice) 1	for th	le	)
<ul> <li>a) Employe</li> <li>b) Sales da</li> <li>c) Students</li> <li>(Total, Ave</li> <li>5. Prepare 4</li> <li>(Any one of a) Mean, M</li> <li>b) Standard</li> <li>c) Time Se</li> <li>6. Prepare 4</li> </ul>	ees payroll ta s marks and perage, Percent an Excel shee of the followin fedian, Mode d Deviation e) ries f) Ratios	e a table for (any one of the following) Productions age, conditional sum and show the results in chart) t and apply the following statistical functions to and ag) d) Capital Budgeting Techniques i) Pay Bank Perior Depreciation Technique ii) NPV g) Break even Analysis iii) ARR re for a research problem by using MS WORD – us hading and insert a table relevant to your research	alyze ti od	l art,		
7. Prepare a) Product b) Compan	a PowerPoint Advertisemer y Advertisem General Meet	presentation for (any one of the following) at Break Even Analysis ent Sales Projections ing (Minimum 5 slides)	• 			

- 1. Using Hyperlink to all slides
- 2. Different animation effect for text and pictures
- 3. Fully automatic timing 2 minutes

8. Using Access prepare a table for (any one of the following)

a) Pay Roll

b) Student record

c) Sales data

d) Address database of customers -

Requirements

(By using Design view/ Wizard view)

1. One of the fields should be Primary Key

2. Apply sort option to display records (at least three different method of sorting)

3. Generate reports by using different queries.

#### ORACLE

9) Create a table - use name Software with the fields and insert the values:

Field name Field type Field size

Programmer name character 15

Title character 20

Language used character 15

Software cost number 10 with 2 decimal places

Development cost number 10

Software sold number 3

Queries:

a) Display the details of software developed by "PRAKASH".

b) Display the details of the packages whose software cost exceeds "2000".

c) Display the details of the software that are developed in "C++".

d) What is the price of costliest software developed in "C".

e) Display the details of the programmer whose language used is same as "Suresh".

10) Create a table Company with the following fields and inserts the values:

Field name Field type Field size

Company name character 15

Proprietor character 15

Address character 25

Supplier name character 15

No of employees number 4

GP percent number 6 with 2 decimal places

Queries:

a) Display all the records of the company which are in the ascending order of GP percent

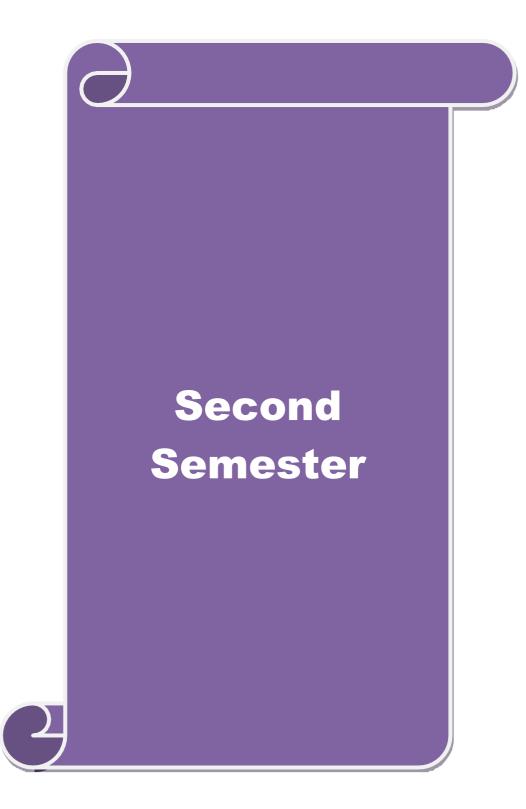
b) Display the name of the company whose supplier name is "Telco".

c) Display the details of the company whose GP percent is greater than 20 and order by GP percent

d) Display the detail of the company having the employee ranging from 300 to1000

e) Display the name of the company whose supplier is same as like Tata's.

11) Create a table named Student with the following fields and insert the values: Field name Field type Field size Student Name character 15 Gender character 6 Roll No. character 10 Department Name character 15 Address character 25 Percentage number 4 with 2 decimal places Queries: a) Calculate the average percentage of the students. b) Display the names of the students whose percentage is greater than 80 c) Display the details of the student who got the highest percentage. d) Display the details of the students whose percentage is between 50 and 70. e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA0112) Create the table PRODUCT with the following fields and insert the values: Field name Field type Field size Product no number 6 Product name character 15 Unit of measure character 15 Quantity number 6with 2 decimal places Total amount number 8 with 2 decimal places **Oueries**: a) Using update statements calculate the total amount and then select the record. b) Select the records whose unit of measure is "Kg" c) Select the records whose quantity is greater than 10 and less than or equal to 20 d) Calculate the entire total amount by using sum operation e) Calculate the number of records whose unit price is greater than 50 with count operation 13. Create the table PAYROLL with the following fields and insert the values: Field name Field type Field size Employee no number 8 Employee name character 8 Department character 10 Basic pay number 8 with 2 decimal places HRA number 6 with 2 decimal places DA number 6 with 2 decimal places PF number 6 with 2 decimal places Net pay number 8 with 2 decimal places **Oueries:** a) Update the records to calculate the net pay. b) Arrange the records of employees in ascending order of their net pay c) Display the details of the employees whose department is: sales" d) Select the details of employees whose HRA>=1000 and DA<=900 e) Select the records in descending order



Cour	se code		<b>CORPORATE ACCOUNTING</b>	L	Т	Р	C	
Core/Elective/ Supportive Pre-requisite			CORE	5			4	
			Broad knowledge in accounting entries	Sylla Vers		20 20		
	se Object							
1 2 3 4 5	<ul> <li>Develop</li> <li>Make the</li> <li>Educate</li> <li>Impart the</li> <li>Offer the</li> </ul>	the con e studen the studen ne know e ideas	f this course are to: neeptual framework of corporate accounting. nts to learn procedure relating to preparation of company dents to prepare of statement of affairs and liquidator's f vledge relating to banking and insurance companies. about human resource accounting, government accounting vironmental Accounting.	inal sta	temer	ıt.		
	cted Cou							
On			npletion of the course, student will be able to:					
1	to prepar	ration o	e accounting provisions in the Companies Act relating of final accounts of a company.		K			
2	share ca	pital.	ounts of Amalgamation, Absorption and Alteration of		Kź	2		
3	Prepare	accoun	ts at the time of liq <mark>uidation of companies</mark> .	К3				
4		Make use of the accounting aspects pertaining to valuation of shares, nolding company accounts and banking and insurance companies				К3		
5	Governn Environ	Examine the theoretical framework of Human resource accounting, Government accounting, Responsibility accounting and Environmental Accounting				K4		
K1	- Rememb	er; <b>K</b> 2	- Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 –	Create	e		
Uni	t:1		Final accounts		15	hour	5	
Prepa	aration of I		counts – Schedule VI Part I and Part II – Profit prior to ion – Issue of Bonus shares – Preparation of Balance Sho	-				
Uni	t:2		Amalgamation					
Amal under Abso	lgamation r various n rption (Ex	nethods cluding	ger- Amalgamation as Purchase -Calculation of Purchas - Accounting treatment as per AS 14 in the books of Tr g inter – company holdings) – External reconstruction – I ling scheme of reconstruction).	ansfere	e Con		<i>.</i>	
Uni	t:3		Liquidation of companies		15	hour	S	
Liqui final	dation of o statement.	Holdir	nies: Meaning-causes-Preparation of Statement of Affairs ng company accounts excluding inter-company holdings sheet only.		iquida	ator's		

Ur	15 hours		
Acc	ounts of Ba	inking companies and Insurance Companies (Life and Fire Insura	ance only).
	nit:5	Inflation accounting	13 hours
		nting – Human resource accounting-Principles of Government ac accounting-Environmental Accounting.	counting –
Ur	nit:6	Contemporary Issues	2 h
		ment, Group discussion and seminar	2 hours
U	inne assign	ment, oroup discussion and seminar	
		Total Lecture hours	75 hours
Bo	oks for Stu	ıdy	
1	Arulanand	am, M.A. and Raman, K.S. "Advanced Accounting", Volume	II, Sixth Edition,
	New Delh	i, Himalaya Publishing House, 2016.	
2	Gupta, R.	L. and Radhasamy, M., "Advanced Accountancy", Volume II,	Fifth Edition,New
	Delhi,Sult	an Chand and Sons,2015.	
3	Iyengar, S and Sons,2	.P,"Advanced Accountancy" Volume II, Fifth Edition, New Delh 2015.	ni, Sultan Chand
	,	லைக்கழகம்	
Bo	oks for Re	ference	
1	Pillai, R	S.N. and Bagavathi "Advanced Accountancy" Volume II, T	'hird Edition, New
		ultan Chand and Sons, 2018.	,
2	,	T.S. and Murthy.A"Advanced Accounting", Volume II, Sixth	Edition, Chennai,
	•	n Publications, 2016.	, ,
Re	e	ne Contents	
1		book.com/learn/corporate-accounting/	
2	<u> </u>	w.icsi.edu/media/webmodules/Corporate%20and%20Manageme	ent%20Accountin

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	М	М	
CO2	М	М	S	М	S	
CO3	S	S	S	S	М	
CO4	М	М	S	М	S	
CO5	S	S	М	S	М	

Course code	HUMAN RESOURCE MANAGEMENT	L	Т	Р	C
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Understanding of effective interpersonal skills of employees in the organization	Sylla Versi		2023 202	
Course Objecti	ves:				
	ives of this course are to:				
	jectives of this course are to:				
1. Explain th	e importance of human resources and their effective managen	nent in			
organization					
	ate a basic understanding of different tools used in forecasting	g and p	lanni	ng	
human resou					
	e current theory and practice of recruitment and selection.				
	ppropriate implementation, monitoring and assessment proce				
	e importance of the performance management system in enha	ncing e	mplo	yee	
performance					
Expected Cours					
	ful completion of the course, student will be able to:				
-	uman resources planning, dealing with surplus and deficient		K	12	
man pow			12	- 1	
	e meanings of terminology and tools used in managing		K	.1	
	s effectively		T	77	
	selection strategy for a specific job		K6		
	the advanced training strategies and specifications for the of training programs	:	K	[4	
performa	and contrast different techniques involved in the new praisal process.		K5		
K1 - Remembe	r; <b>K2</b> - Understand; <b>K3</b> - Apply; <mark>K4 - A</mark> nalyze; <b>K5</b> - Evaluate	e; K6 –	Crea	te	
	EDUCATE TO ELEVATE				
Unit:1	Introduction		15	hour	'S
of HRM-Qualichallenges of	Resource Management –Definition-Objectives-Functions-Ex ties of good HR Manager-Changing roles of a HR Mar a HR Manager-Planning the Human resources-Objectives ing –Dealing with surplus and deficient man power-job analy n.	nager-P 5 –Step	roble s in	ms a hum	nd an
Unit:2	Recruitment and Selection		15	hour	:s
	nent and Selection-Procurement process-Placement-Induc	ction-O			
	arces-Internal and External recruitment –Application blank-		•		
Unit:3	Training and Development		15	hour	:s
	evelopment-Principles of Training-Assessment of training new	eds-On			
	ls-Off the job training methods-Evolution of effectiveness of				

Unit:4	Discipline	15 hours
	ne-Meaning-Causes of indiscipline-Acts of indiscipline-Procedure for	
	Organization conflict-Conflict in organizational behaviours-Individua	al aspect of conflict
	ational conflict-Management of conflict.	
Unit:5	Performance Appraisal	13 hours
Perform		
	on process-Theories of Motivation-Managing grievances and discipl	
Unit:6	Contemporary Issues	2 hours
Online a	ssignment, Group discussion and seminar	
	Total Lecture hours	75- hours
Books f	or study	
	happa, K., "Human Resource Management", Eighth Edition, New I	Delhi, Tata McGraw
Hill E	ducation India Pvt. Ltd, 2017.	
2 Subb	arao P., "Essentials of Human Resource Management and Industrial	Relations", Sixth
	on, Mumbai, Himalaya Publishing House, 2015	
Books f	or Reference	
1 Rao.	V.S.P "Human Resource Management" Second Edition, Ne	w Delhi, Cengage
Publ	cations, 2015.	
2 Patta	nayak, B., "Human Resource Management", Second Edition, Mumb	ai. PHI Learning Pvt
	2013.	, 6
	Online Contents	
	s://onlinecourses.nptel.ac.in/noc22_hs63/preview	
_	s://www.coursera.org/specializations/human-resource-management	
	sur i i i i i courseraiorgi specialization of futural resource management	
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Mapping with Programme Outcomes						
Cos	PO1	PO2	Liun cos PO3	PO4	PO5	
CO1	S	S	S	М	М	
CO2	М	М	S	М	S	
CO3	S	S	S	S	М	
CO4	М	М	S	М	S	
CO5	S	S	М	S	М	

Course code	BUSINESS RESEARCH METHO	ODS	L	Т	Р	С	
Core/Elective/ Supportive	CORE		5				
Pre-requisite	Basic research knowledge and applic statistical tools is needed	ation of	Syllabus2023-Version2024				
<b>Course Object</b>							
	es of this course are to:						
1	idea about various research designs and techn	1					
	d sampling techniques of research and its appli						
	he learners in application of appropriate tools						
4. Make the $5  \text{Lav}$ a for	earners to understand the significance of testin dation to become familiar in style of preparing	g of hypothesis					
Expected Cour		researen report.	•				
	al completion of the course, student will be abl	e to:					
	e range of quantitative and / or qualitative reso			K1 8	- KJ		
techniqu	s to business and management problems / issue	s		KI Ø	ζ ΚΖ		
2 Organize manner.	and conduct research in a more appropriate san	npling method		K	2		
	of the necessary critical thinking skills in order tatistical tools used in research.	r to evaluate		K2 &	& K3		
4 Interpret hypothes	he data analysis in relation to the research pro-	cess by testing		K	4		
5 Write a 1	search report and thesis.			K5 8	& K6		
K1 - Rememb	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze;	<b>K5</b> - Evaluate;	K6 –	Creat	te		
	The second secon						
Unit:1	Introduction			-	hour		
	th: Meaning – Scope - Significance – challenge cs in research- Research problems: Identi						
Unit:2	Sampling design			15	hour	·s	
and Type II Er sampling. Cens Secondary data Interview-Surve	Meaning-Sampling frame- Sampling and Nor in research- Level of Significance- determines: merits and demerits - Census Vs Sampling. Meaning-sources-merits-demerits. Methods - Email-Schedule and Questionnaire. Lev Ratio. Scaling techniques: Rating scales- Thurston scale.	nation of sampl Pilot study –Pre of data collect els of measur	e size e test. tion: ( ement	Metl Prim Obser : No	hods ary ai rvatio omina	of nd on- al-	
Unit:3	Statistical tools	1		15	hour	•	
Statistical tool Correlation –	used in research-Measures of Central tendency nple, partial and multiple correlation –Auto co Square methods – Multiple regression.			_			

Unit:4	Testing of Hypothesis	15 hours			
difference bet testing the con sample, Differ Anova: One w Whitney 'U' T	pothesis- Parametric test: 'Z' test: Test for differences be ween Means of two samples-differences between two Stand relation co-efficient -'t' test: To Test the significant of the ence between means of two samples (Independent and paire yay ANOVA -Two way ANOVA. Non-parametric test: Chi-s est- Kruskalwallis 'H' Test.	lard deviations and mean of a random d Samples) testing. square Test - Mann			
Unit:5	Interpretation	13 hours			
mechanics of v of reports- foot	Meaning-Significance. Report writing: Significance – Layout writing a Research report – Precautions to be followed in Research rotes and bibliography writing; checking plagiarism.				
	Unit:6 Contemporary Issues				
Online assign	ment, Group discussion and seminar				
	Total Lecture hours	75 hours			
Books for stu	ıdy				
	. R. and Gaurav Garg (2019), Research Methodology: Methoi, New Age International Publishers,	ods and Techniques,			
2 Gupta.S.P	"Statistical Methods" Forty-fifth Edition, New Delhi, Sultan C	hand and Sons, 2016			
Books for Re	ference				
	Spiegel, Larry.J and Stephens"Theory and Problems of Statis i, McGraw- Hill Publishing Co. Ltd, 2017.	stics", Third Edition,			
2 Pillai, R.S.N. and Bhagavathi., "Statistics - Theory and Practice" Ninth Edition New Delhi, S. Chand & Co. Ltd, 2017					
Related Onli	ne Contents				
1 <u>https://or</u>	nlinecourses.swayam2.ac.in/cec21_mg21/preview				
	nlinecourses.swayam2.ac.in/cec21_mg21/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou21/preview_slinecourses.swayam2.ac.in/nou21/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22_cm06/preview_slinecourses.swayam2.ac.in/nou22.swayam2.ac.in/nou22.swayam2.ac.in/nou22.swaya				

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	М	М
CO2	S	М	S	М	S
CO3	S	S	М	S	М
CO4	М	S	S	М	S
CO5	S	S	М	S	М

Course code		PYTHON PROGRAMMING	L	T	Р	С		
Core/Elective	/Supportive	CORE	5			4		
Pre-requisite		In-depth knowledge in C language	Syllabus Version	I	202	3-2024		
<b>Course Objec</b>					•			
The main obje			D (1					
		solutions to simple computational problems using	ng Python					
		ops and decision statements in Python.						
		nd components of a Python program.						
	4. To learn how to write functions and pass arguments in Python.							
5. To learn ho	ow to read and	write files in Python.						
Expected Cou								
On the succes	ssful completi	on of the course, student will be able to:						
	d the basics of l	Python and write simple Python program.				K2		
	ython programs	s using control statement and list method.				K1		
	es, Functions, S	Set iterators to develop simple applications.				K2		
	•	ltithreading and exceptions for problem solving				K4		
<u>^</u>	· · ·	orm Event Handling.				K4		
K1 -Rememb	er; <b>K2</b> -Under	stand; <b>K3</b> -Ap <mark>ply;K4</mark> -Analyz <mark>e;K5</mark> -Evaluate;K	<b>6</b> – Create					
<b>X</b> Y •4 4					1 7 1			
Unit:1		Fundamentals of Python Programmin	0	7. 4	15 ho			
		- Application <mark>s – Installation-Sam</mark> ple Progra thon-Comparison between C, Java and Py						
Statements, Ind		Ar ON Ar ON AR ANA ANA ANA ANA ANA ANA ANA ANA ANA		orus	, iuci	niners,		
		Types – Literals – Variables-Operators ar	nd Expression	ons-]	Evalua	ation of		
-	ample Program		1					
Unit:2		Control Flow			15 h	ours		
		Continue-Pass-Entry Controlled Loop - Exit n Controlled Loop - Nested Loop - Sample Pro		loop	- Co	unter		
Arrays-Seque	ences - Pythor	n Lists: Read a List type from a Keyboard-Ac	cessing Eler	nent	s of a	List-		
Modifying Ele	•	•••	0					
<b>Operations</b> –	- Built-in-Fun	ctions – Python List Methods.						
	-							
Unit:3		Tuples			15 ho			
Dictionary -		e of Unpacking – Methods –Sample progra ions - Dictionary Operations – Sets- Iterator						
Programs.	Jofining From	stions Colling Expetions Dessing America	onta V	<b>1</b>	٨	monto		
	-	ctions - Calling Functions - Passing Argume ired Arguments - Variable Length Arguments	•		-			
		nonymous Functions - Recursive Functions						
Variables.						510001		

Unit:4	Strings in Python	15 hours
Reading –	Accessing – Modifying – Finding- Iterating through a String-Build-	in String Functions.
Errors and	Exceptions-Multithreading	
Unit:5	Files and Directory Access	15 hours
Files and S	treams - Opening a File- Reading / Writing Operations in a File -	Other operations in a
File- Iterati	ng through a File - Splitting Words - Serialization and Deserialization	on.
	vent Objects – Binding callbacks to events - Event names - Key mple Programs	yboard events - Mouse
Unit:6	Contemporary Issues	2 hours
Group discu	ssion, online assignments, seminars – webinars	
		75 )
	Total Lecture hours	75 hours
Books for s	i i i i i i i i i i i i i i i i i i i	
Pvt. Ltd.	anaryana, M. Radhika Mani, B.N. Jagadesh, <b>Python Programming</b> 2018.	, University Press
2 Dr. S. A. 2018	Kulkarni, Problem Solving and Python Programming, 2nd Editi	on, Yesdee Publishing,
2010		
Books for	Reference	
	Downey, Think Python: How to Think Like a Computer Scient	ist, 2nd edition,
	for Python 3, Shroff/O'Reilly Publishers, 2016	
	n Rossum and Fred L. Drake Jr, An Introduction to Python – Rev 3.2, Network Theory Ltd.,2011.	vised and updated for
	aline Contents	
	www.geeksforgeeks.org/list-methods-in-python/	
	www.javatpoint.com/python-functions	
	onlinecourses.nptel.ac.in/noc19_cs41/preview	
4 https://	www.tutorialspoint.com/python/python files io.htm	

Mapping with Programme Outcomes							
Cos	PO1	PO2	PO3	PO4	PO5		
CO1	Н	Н	L	М	Н		
CO2	Н	Н	L	М	Н		
CO3	Н	Н	L	М	Н		
CO4	Н	Н	L	М	Н		
CO5	Н	Н	L	М	Н		

Course code		COMPUTER APPLICATIONS TALLY & PYTHON PROGRAMME – PRACTICAL - I I	L	Т	Р	С
Core/Elective/Supportive		CORE			5	4
Pre-req	luisite	Hands on training in tally and Python programming in PG level	Sylla Vers		2023	3-2024
		TALLY				
(Using F11	and F12 keys					
	Trial Balance, imum of any 5	Profit & Loss A/C and Balance Sheet adjustments)				
a) FIFO b) LIFO c) Simple A	Inventory state Average metho ed Average Me		ethods)			
	-	tement and give your opinion.				
		tement and present your view.				
		ce of an organization by using Ratio				
(Minimum	5 Ratios are e					
Mobile nur 8. Write a	mber, College	<b>Python Programming</b> n that displays the following information: Your name, Course subjects. n to find the largest three integers using if – else				
9. Write a j enter a neg		n that asks the user to enter a series of positive n o signal the end of the series) and the program s				
		am to find the product of two matrices.				
		ons for GCD of two integers.				
		ons for the factorial of positive integer.				
13.Write re	ecursive function	ons to display prime number from 2 to n.				
14. Write a	a python progra	am that writes a series of random numbers to a f	ile from	1 to 1	n and o	display



Course	Course code COST AND MANAGEMENT L T P C							
		ACCOUNTING						
Core/El	ective/Supportive	CORE	6		-	4		
Pr	e-requisite	Basic knowledge in cost sheet and ratio analysis	•	Syllabus 2023-202 Version				
Course (	Objectives:	willing out		011				
The main	n objectives of this	course are to enable the students to						
1. Be fan	niliar with the com	ponents of cost.						
	insight into metho							
		g and budgetary control.						
		w and cash flow statements.						
	d Course Outcom	cial statement analysis.						
<b>^</b>		on of the course, student will be able to:						
					IZ 1			
1 Rec	call the component	s of cost			K1			
2 Cla	ssify and compare	the methods of cost			K4			
3 Con	nstruct a budget fo	r a business plan			K6			
4 Ap	ply different cost v	ariances and solve the adverse situations			K3			
5 Ass	sess the financial st	atements of a company			K5			
		erstand; K3 - Apply; K4 - Analyze; K5 - Evaluat	te; <b>K6 -</b> C	Create	;			
		E C SS IL						
		Introduction ng – Definition – Difference between Financ						
Cost Acc Importan of Costir	ice of Cost Accourting – Elements of		nent Acc Sheet – ]	ounti	ng –	unting – Methods		
Cost Acc Importan of Costir Fixation	ice of Cost Accourting – Elements of	ng – Defin <mark>ition – Difference betwee</mark> n Financ ating – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co	nent Acc Sheet – ]	ounti Mater	ng – rial C	unting – Methods control –		
Cost Acc Importan of Costir	ice of Cost Accourting – Elements of	ng – Defin <mark>ition – Difference betwee</mark> n Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost	nent Acc Sheet – ]	ounti Mater	ng –	unting – Methods Control –		
Cost Acc Importan of Costir Fixation <b>Unit:2</b> Labour C	ce of Cost Accour ng – Elements of of Stock levels – E	ng – Defin <mark>ition – Difference betwee</mark> n Financ ating – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co	ment Acc Sheet – I ntrol.	ounti Mater time	ng – rial C 18 ho – labo	unting – Methods control – purs		
Cost Acc Importan of Costir Fixation <b>Unit:2</b> Labour C Turnover	ce of Cost Accour ng – Elements of of Stock levels – E	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp	ment Acc Sheet – I ntrol.	ounti Mater time verhe	ng – rial C 18 ho – labo	unting – Methods control – <b>ours</b> our		
Cost Acc Importan of Costir Fixation Unit:2 Labour C Turnover Unit:3 Nature at	ice of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labor nd Scope of Manag	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time	ment Acc Sheet – I ntrol. e – over-tion of ov	ounti Mater time verhe	ng – rial C 18 ho – labo ads. 18 ho	unting – Methods Control – <b>ours</b> our		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature an	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labor nd Scope of Manag	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R	ment Acc Sheet – I ntrol. e – over-tion of ov	ounti Mater time verhe e – lin	ng – rial C 18 ho – labo ads. 18 ho	unting – Methods Control – <b>ours</b> our ours		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature at – Financi Unit:4	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labor nd Scope of Manag	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Cost Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir	ment Acc Sheet – I ntrol. e – over-tion of ov	ounti Mater time verhe e – lin	ng – rial C 18 ho – labo ads. 18 ho mitati	unting – Methods Control – ours our ours ons		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature at – Financi Unit:4	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labor nd Scope of Manag	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Cost Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis	ment Acc Sheet – I ntrol. e – over-tion of ov	ounti Mater time verhe e – lin	ng – rial C 18 ho – labo ads. 18 ho mitati	unting – Methods Control – ours our ours ons		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature ar – Financi Unit:4 Funds Flo Unit:5	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labour nd Scope of Managial statement Analy ow and Cash Flow	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management	ment Acc Sheet – 1 ntrol. e – over- tion of ov mportance Ratios.	ounti Mater time zerhez e – lin	ng – rial C 18 ho – labo ads. 18 ho mitati 18 ho	unting – Methods control – ours our ours ours ours		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature ar – Financi Unit:4 Funds Flo Unit:5 Cost – V Marginal	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labour nd Scope of Manag- ial Statement Analy ow and Cash Flow Colume – Profit Analy Costing – signific	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Cost Labour Cost Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting	ment Acc Sheet – 1 ntrol. e – over-tion of ov mportance atios.	ounti Mater time verhe e – lin gerial	ng – rial C 18 ho – labo ads. 18 ho mitati 18 ho lappli	unting – Methods Control – ours our ours ours ours ours ours ours		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature ar – Financi Unit:4 Funds Flo Unit:5 Cost – V Marginal	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labour nd Scope of Manag- ial Statement Analy ow and Cash Flow Colume – Profit Analy Costing – signific	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting alysis – marginal costing – Break Even Analysis ance – limitations – Budgeting and Budgetary C aterial Procurement – Production – Sales – Flext	ment Acc Sheet – 1 ntrol. e – over-tion of ov mportance atios.	ounti Mater time verhe e – lin gerial	ng – rial C 18 ho – labo ads. 18 ho mitati 18 ho lappli	unting – Methods Control – ours our ours ours ours ours ours ours		
Cost Acc Importan of Costir Fixation of Unit:2 Labour C Turnover Unit:3 Nature an – Financi Unit:4 Funds Flo Unit:5 Cost – V Marginal Preparation	ce of Cost Accour ng – Elements of of Stock levels – E Cost – Methods of c – Causes of Labour nd Scope of Manag- ial Statement Analy ow and Cash Flow Costing – signific on of Budgets – M Contemporary I	ng – Definition – Difference between Financ nting – Relationship between Cost and manager Cost – Cost Concepts – preparation of Cost .O.Q - Pricing of material issues – inventory Co Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – Ir ysis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting alysis – marginal costing – Break Even Analysis ance – limitations – Budgeting and Budgetary C aterial Procurement – Production – Sales – Flext	ment Acc Sheet – 1 ntrol. e – over-tion of ov mportance atios.	ounti Mater time verhe e – lin gerial	ng – rial C 18 ho – labo ads. 18 ho mitati 18 ho lappli	unting – Methods Control – ours our ours ours ours ours ours ours		

Bo	oks for Study
1	Jain.S.P, Narang. K.L. and Agarwal.S "Advanced Cost Accounting (Cost Management)"
	Eleventh Edition, Ludhiana, Kalyani Publishers, 2015
2	Sharma.R.K & Gupta.K.Shashi,"Management Accounting',New Delhi,Kalyani
	Publishers,14 <sup>th</sup> Edition.
3	Pillai R.S.N & Bhagavathi,"Management Accounting", New Delhi, S-Chand & Co, 2010
Bo	oks for References
1	Jain.S.P, Narang. K.L. and Agarwal.S "Advanced Cost Accounting (Cost Management)"
	Eleventh Edition, Ludhiana, Kalyani Publishers, 2015.
2	Reddy T.S. and Reddy Y.H.P "Cost and Management Accounting" Fourth Edition, Chennai,
	Margham Publishers, 2017.
Rel	ated Online Contents
1	https://students.icai.org/?page_id=5208
2	https://onlinecourses.nptel.ac.in/noc20 mg65/preview

2 <u>https://onlinecourses.nptel.ac.in/noc20\_mg65/preview</u>

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	М	М	M	L	L	
CO2	М	М	ுக்கழ <sub>க</sub> M	М	М	
CO3	М	M at	M	М	М	
CO4	S	S <sub>S</sub> /R	S	S	S	
CO5	М	M	M Fa.	М	М	



Course code		VISUAL BASIC	L	Т	Р	С	
<b>Core/Electiv</b>	e/Supportive	CORE	6			4	
Pre-requisite		Basic understanding about computer and visual components.			2023	23-2024	
Course Obje							
		course are to enable the students to					
	ifferent forms						
1		atrinsic controls					
		bout visual variable and procedure.					
	knowledge at the knowledge at the first the first test of						
5. Describe di	ficient type of	uata report					
Expected Co	urse Outcome	*8:					
		n of the course, student will be able to:					
1 Recall v			K1				
2 Explain	different type	of intrinsic controls			K2		
		ble and procedure.			K3		
		f database working.			K4		
5 Evaluate	e different type	e of data report			K5		
K1 - Rememb	er; K2 - Unde	rstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	<b>K6</b> – C	reate			
Unit:1		Introduction		18	hou	rs	
		VB6: Integrated Development Environment - Fin	rst prog	ram	in VE	\$ -	
Unit:2	o forms: Com	non properties, methods and events. Intrinsic Controls		10	hou		
	role. Text box	controls, Label and frame controls, command bu	itton cl				
		box and combo controls, picture and image control					
1		trols and other controls, control arrays.	13, un v		оол, u	11	
Unit:3		Variables & Procedures		18	hou	rs	
Variables & P	rocedures: Sco	ope & Lifetime of variables, native datatypes, aggr	egate da	ataty	pes -		
		nd VB libraries: Control flow, Working with num	-		-	and	
Time.							
Unit:4		Databases			hou	rs	
		GA, VB Data Base Tools, ADO Data Binding, Dat					
U ,		L. Database Programming: ADO at work-setting	up a cor	inect	ion,		
Processing da Unit:5	ta.	Tables and Reports		16	hou	MG	
	horts-Datagrig	d control, Flexgrid control, Data Report - Data Rep	ort Des			5	
Unit:6	<b>Contempora</b>				2 hou	rs	
	-	gnments, seminars – webinars					
		Total Lecture hours		90	hou	rs	
Books for Stu	ldv			20			
	Steven, "Visua	l Basic 6 Programming Black Book", New Delh	ni, Drea	m teo	ch Pre	ss	
	· · · · · · · · · · · · · · · · · · ·	o Program, H.M.Deitel., P.J.Deital and T.R.Nieto	2015				
I							

Bo	Books for References				
1	Programming Microsoft Visual Basic- Francesco Balenda, WP Publications and Distributors.2016				
2	Visual Basic 6-Gary Cronell, TataMcGraw Hill Publishing Compnay Ltd 2019				
Rel	ated Online Contents				
1	https://www.cs.cmu.edu/~bam/uicourse/17770/visualbasicresources.html				
2	https://ceng.eskisehir.edu.tr/emrekacmaz/bil158/VBTutorial.pdf				

	Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5			
CO1	М	М	М	L	L			
CO2	М	М	М	М	М			
CO3	М	М	М	М	М			
CO4	S	S	S	S	S			
CO5	М	М	М	М	М			



- 0E0		COMMERCE PROFESSIONALS : PRACTICAL – III	L	Т	P 6	C 4			
Core CORE									
Pre-requisiteBasics of Executive Business CommunicationSyllabus Version2									
Course Objectives:									
The main objectives of this course are to:									
<ol> <li>Assist the second second</li></ol>	he studen the studen e studen e studen	c knowledge on written and oral communication its to draft various situational business letters ents to prepare their job application and resume its with various oral communication component its to present business reports			WS				
Expected Cour		omes: pletion of the course, student will be able to:							
		fectiveness of written and oral business commu	nication		K2	,			
		ge of crafting various business letters	incution		K3				
3 Draft the	job app	ication letter and their profile			K5	;			
4 Develop	the skills	to face interview			K3	I			
5 Prepare a	nd prese	nt various bu <mark>siness</mark> reports			K6	)			
K1-Remembe	r; <b>K2-</b> Ur	derstand; <mark>K3-A</mark> pply;K4-Analyze <mark>;K5-</mark> Evaluate;I	K6–Create						
PART A		WRITTEN COMMUNICATION							
IANIA									
1 Trade I	etters <sup>.</sup> F	nquiries, Orders and Execution							
		s Enquiries							
	and Adj								
4. Collecti	on Lette	rs							
5. Sales Le	etters								
6. Circular	r Letters								
7. Bank C	orrespon	dence							
8. Insuran	ce Corre	spondence							
9. Import a	and Exp	ort Correspondence							
10. Agenda	and Mir	utes of Meeting							
11. Applica	tion Let	ers							
12. Prepara	tion of R	esume							

#### PART B ORAL COMMUNICATION

- 1. Listening (Audios / Video Presentations)
- 2. Reading
- 3. Telephonic Conversation Based on Business Situations
- 4. Self-Introduction
- 5. Mock Interview
- 6. Group Discussion
- 7. Business Presentation

Note :

- 1. The exercises relating to the contents specified in PART A : Written Communication is to be maintained in a record note
- 2. The students must be orally prepared with the contents specified in Part B : Oral Communication
- 3. Distribution of Marks

CIA		40 Marks
ESE		60 Marks
Total	லைக்கழகம்	100 Marks

Components for CIA

Test (Written – 15 Marks and Oral – 15 Marks)		30 Marks
Record Note (Written Communication)		5 Marks
Observation Note (Oral Communication)		5 Marks
E TRY WERE	Total	40 Marks

1.0 66

Components for ESE

Written Test : 20 Marks					
Part A : Written Communication					
(Two Questions from the exercises in Record Note)					
Oral Test : 20 Marks					
Part B : Oral Communications					
(Two Practice Exercises)					
Record Note (Written Communication) 10 Marks					
Observation Note (Oral Communication) 10 Marks					
Total   60 Marks					
Students Performance will be assessed jointly by the Internal and External Examiners					
<b>Duly</b> Appointed by the University					

TextBook(s)         1       RajendraPalKorahill, "EssentialsofBusinessCommunication", SultanChand&Sons, NewDelhi, 2019.         2       Ramesh, MS, & C. CPattanshetti, "BusinessCommunication", R. Chand&Co, NewDelhi, 2019.         3       Neeta Jain and ShomaMukherji, "EffectiveBusinessCommunicationConcept" McGraw Hill, Noida, 2020. <b>ReferenceBooks</b> 1         1       RaghunathanVS, SanthanamV, "BusinessCommunication", Margham Publications, Chennai, 2018         2       Madhukar.R.K, "BusinessCommunication", S. Chandand Co. Ltd., Noida 2018         RelatedOnlineContents[MOOC, SWAYAM, NPTEL, Websitesetc.]         1       https://www.youtube.com/watch?v=12Prc9ZA81w         2       https://www.simplilearn.com/group-discussion-tips-article	T	$-4\mathbf{D} - 4\mathbf{L}(\mathbf{r})$
2       Ramesh,MS,&C.CPattanshetti,"BusinessCommunication",R.Chand&Co,NewDelhi,2019.         3       Neeta Jain and ShomaMukherji,"EffectiveBusinessCommunicationConcept"McGraw Hill, Noida,,2020.         ReferenceBooks         1       RaghunathanVS,SanthanamV, "BusinessCommunication", Margham Publications, Chennai, 2018         2       Madhukar.R.K, "BusinessCommunication", S. Chandand Co. Ltd.,Noida 2018         RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]         1       https://www.youtube.com/watch?v=12Prc9ZA81w	16	
3       Neeta Jain and ShomaMukherji, "EffectiveBusinessCommunicationConcept"McGraw Hill, Noida,,2020.         ReferenceBooks         1       RaghunathanVS,SanthanamV, "BusinessCommunication", Margham Publications, Chennai, 2018         2       Madhukar.R.K, "BusinessCommunication", S. Chandand Co. Ltd.,Noida 2018         RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]         1       https://www.youtube.com/watch?v=12Prc9ZA81w	1	RajendraPalKorahill, "EssentialsofBusinessCommunication", SultanChand&Sons, NewDelhi, 2012
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Noida,,2020.         ReferenceBooks         1       RaghunathanVS,SanthanamV,"BusinessCommunication", Margham Publications, Chennai, 2018         2       Madhukar.R.K,"BusinessCommunication", S. Chandand Co. Ltd.,Noida 2018         RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]         1       https://www.youtube.com/watch?v=12Prc9ZA81w	2	Ramesh,MS,&C.CPattanshetti,"BusinessCommunication",R.Chand&Co,NewDelhi,2019.
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2018         2       Madhukar.R.K,"BusinessCommunication", S. Chandand Co. Ltd.,Noida 2018         RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]         1 <a href="https://www.youtube.com/watch?v=12Prc9ZA81w">https://www.youtube.com/watch?v=12Prc9ZA81w</a>	Re	eferenceBooks
RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]         1 <u>https://www.youtube.com/watch?v=12Prc9ZA81w</u>	1	
1 <u>https://www.youtube.com/watch?v=12Prc9ZA81w</u>	2	Madhukar.R.K,"BusinessCommunication", S. Chandand Co. Ltd., Noida 2018
1 <u>https://www.youtube.com/watch?v=12Prc9ZA81w</u>		
	Re	elatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]
2 <u>https://www.simplilearn.com/group-discussion-tips-article</u>	1	https://www.youtube.com/watch?v=12Prc9ZA81w
	2	https://www.simplilearn.com/group-discussion-tips-article
3 https://preply.com/en/blog/business-presentation-phrases/	3	https://preply.com/en/blog/business-presentation-phrases/

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5		
CO1	S	Salar	SE	S	S		
CO2	М	S	S	М	S		
CO3	S	M	S	S	S		
CO4	S	S (Pa)	S	S M	S		
CO5	S	S	Coimbatore S	S	S		

Course code	COMPUTER APPLICATIONS VISUAL BASIC , VB SCRIPT – PRACTICAL - IV	L	Т	Р	С
Core/Elective/Supportive	CORE			6	4
Pre-requisite	Hands on training in Visual Basic	Syllabus 2023-2 Version		8-2024	

#### **Practical List**

- 1. Write a VB program to use Menu Editor for adding a picture and also increase and decrease the height and width of the image box, option button & check box.
- 2. Write a VB program to prepare a pay slip.
- 3. Write a VB program to calculate depreciation.
- 4. Write a VB program to calculate Various Leverages.
- 5. Write a VB program to find the PV and FV by using Financial Functions.
- 6. Write a VB program to use MDI Form and include the image list control.
- 7. Write a VB program to find the currency conversion.
- 8. Program to compute cost of capital using Finance function.
- 9. Program to design advertisement copy using Image and Picture, File, Drive and Directory.
- 10. Program to prepare Capital Budget using Option Button and check box.
- 11. Design a form to link it with inventory management table from database.
- 12. Design a form using option button, combo box, and list box for preparing a supermarket bill.
- 13. Program to create customer database and prepare report using Flex Grid control and common control.
- 14. Program to create student database and prepare report using ADO control and common control.



Course Code		INTRODUCTION TO INDUSTRY 4.0	L	Т	Р	С
<b>Core/Elective</b>		CORE	5			4
Pre-requisite		Basic understanding of industry and computer knowledge	Syllabus Version		2023-2024	
Course Object	ives:					
		of this course are to:				
		ory and concepts with Industrial application of				
		e basic concepts of Industry 4.0, Artificial	Intelligenc	e, Big	Data	and
Interne						
3. Learn	the app	plications and tools of Industry 4.0.				
<b>Expected</b> Cou	rse Ou	tcomes:				
On the success	ful con	npletion of the course, student will be able to:				
1 Understa	nd the	basic concepts of Industry 4.0			K	2
2 Outline the features of Artificial Intelligence						
3 Summar	ize the	Big data domain stack and Internet of Things			K	2
		blications and Tools of Industry 4.0			K	3
		lls required for future				4
-		- Understand; K3 - Apply; K4 - Analyze; K5	- Evaluate	K6 – 0	Create	
Unit:1		INDUSTRY 4.0		15	hours	
	n for	Adopting Industry 4.0 - Definition – Goals	and Dee			
		stry 4.0 – Big Data – Artificial Intelligence (				
-		ity – Cloud – Augmented Reality.	AI) - IIIdu	suitai II	nemei	01
	Secur	- Crey Many Andrew			_	
	•	ARTIFICIAL INTELLIGENCE			hour	5
		: Artificial Intelligence (AI) – What & Why				:
		he AI - Environment - Societal Influences of d Technologies of AI - Future Prospects of A				ins
	sociate	a recimologies of Ar - ruture riospects of A			11.	
IIn:4.2		EDUCATE TO SLEVATE				
Unit:3		BIG DATA AND IOT		15 h		
Big Data : Ev		n - Data Evolution - Data : Terminologie	•	ata De	finitio	
Big Data : Ev Essential of E	Big Da	n - Data Evolution - Data : Terminologie ita in Industry 4.0 - Big Data Merits an	d Advanta	ata De ages -	finitio Big	Data
Big Data : Ex Essential of E Components :	Big Da Big l	n - Data Evolution - Data : Terminologie ta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processing	d Advanta g Framew	ata De 1ges - 0rks -	finitio Big Big	Data Data
Big Data : Ex Essential of E Components : Applications -	Big Da Big l Big D	n - Data Evolution - Data : Terminologie tta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin Pata Tools - Big Data Domain Stack : Big D	d Advanta g Framew Data in Da	ata De ages - orks - ata Scie	finitio Big Big ence -	Data Data Big
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Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So	Big Da Big I Big D Big Da Sig Da cial Ca	n - Data Evolution - Data : Terminologie tta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin ta Tools - Big Data Domain Stack : Big ta in Machine Learning - Big Data in Datab suses - Big Data for Industry - Big Data Roles	d Advanta g Framew Data in Da ases - Big and Skills	ata De ages - orks - ata Scie Data U - Big I	finitio Big Big ence - Jse ca Data R	Data Data Big ses : .oles
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Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So - Learning Pla Technologies f	Big Da Big D Big D Big Da cial Ca tforms or IoT	n - Data Evolution - Data : Terminologie tta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin tata Tools - Big Data Domain Stack : Big 1 ta in Machine Learning - Big Data in Datab suses - Big Data for Industry - Big Data Roles ; Internet of Things (IoT) : Introduction to	d Advanta g Framew Data in Da ases - Big and Skills IoT - Arch s of IoT - S	ata De ages - orks - uta Scie Data U - Big I nitectur	finitio Big 1 Ence - Jse ca Data R e of I y in	Data Data Big ses : .oles
Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So - Learning Pla Technologies f IoT. Unit:4	Big Da Big D Big D Big Da Cial Ca tforms or IoT API	n - Data Evolution - Data : Terminologie tta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin ta Tools - Big Data Domain Stack : Big ta in Machine Learning - Big Data in Datab uses - Big Data for Industry - Big Data Roles ; Internet of Things (IoT) : Introduction to - Developing IoT Applications - Application PLICATIONS AND TOOLS OF INDUSTR 4.0	d Advanta g Framew Data in Da ases - Big and Skills IoT - Arch s of IoT - S	ata De ages - orks - nta Scie Data U - Big I nitectur Security 15 ho	finitio Big D Ence - Jse ca: Data R e of I y in <b>Purs</b>	Data Data Big ses : oles oT -
Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So - Learning Pla Technologies f IoT. Unit:4 Applications o	Big Da Big D Big D Big Da Cial Ca tforms or IoT API	n - Data Evolution - Data : Terminologie tta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin ta Tools - Big Data Domain Stack : Big ta in Machine Learning - Big Data in Datab uses - Big Data for Industry - Big Data Roles ; Internet of Things (IoT) : Introduction to - Developing IoT Applications - Application	d Advanta g Framew Data in Da ases - Big and Skills IoT - Arch s of IoT - S RY - Aerospac	ata De ages - orks - ta Scie Data U - Big I nitectur Security 15 ho	finitio Big 1 Big 1 ence - Jse ca: Data R e of I y in Durs	Data Data Big ses : .oles oT -
Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So - Learning Pla Technologies f IoT. Unit:4 Applications o Agriculture – '	Big Da Big D Big D Big Da Cial Ca tforms or IoT API f IoT - Transp	n - Data Evolution - Data : Terminologie ta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processing ta Tools - Big Data Domain Stack : Big 1 ta in Machine Learning - Big Data in Datab uses - Big Data for Industry - Big Data Roles ; Internet of Things (IoT) : Introduction to - Developing IoT Applications - Application PLICATIONS AND TOOLS OF INDUSTE 4.0 - Manufacturing – Healthcare – Education -	d Advanta g Framew Data in Da ases - Big s and Skills IoT - Arch s of IoT - S RY - Aerospac 4.0 on So	ata De ages - orks - ta Scie Data U - Big I nitectur Security 15 ho ce and ociety:	finitio Big D Big D Sence - Jse cas Data R e of Id 7 in Durs Defen Impac	Data Data Big ses : .oles oT - ce – t on
Big Data : Ex Essential of E Components : Applications - Data in IoT - I Big Data in So - Learning Pla Technologies f IoT. Unit:4 Applications o Agriculture – ' Business, Gove	Big Da Big D Big D Big Da Cial Ca tforms or IoT API f IoT Transp ernmen	n - Data Evolution - Data : Terminologie ta in Industry 4.0 - Big Data Merits an Data Characteristics - Big Data Processin pata Tools - Big Data Domain Stack : Big ta in Machine Learning - Big Data in Datab suses - Big Data for Industry - Big Data Roles ; Internet of Things (IoT) : Introduction to - Developing IoT Applications - Application PLICATIONS AND TOOLS OF INDUSTE 4.0 - Manufacturing – Healthcare – Education - ortation and Logistics – Impact of Industry	d Advanta g Framew Data in Da ases - Big s and Skills IoT - Arch s of IoT - S RY - Aerospac 4.0 on So	ata De ages - orks - ta Scie Data U - Big I nitectur Security 15 ho ce and ociety:	finitio Big D Big D Sence - Jse cas Data R e of Id 7 in Durs Defen Impac	Data Data Big ses : .oles oT - ce – t on

Industry 4.0 - Education 4.0 - Curriculum 4.0 - Faculty 4.0 - Skills required for Future - Tools for Education - Artificial Intelligence Jobs in 2030 - Jobs 2030 - Framework for aligning Education with Industry 4.0.

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectu	rres, online seminars – Webinars	
	Total Lecture Hours	75 hours
Text Book(	(s)	
1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Education 5.0	d Transformation to
<b>Reference</b>	Books	
<b>Reference</b>	Books Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Publications	Things, Apress
1	Alasdair Gilchrist. Industry 4.0: The Industrial Internet of	
1	Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Publications	

Mapping with Programme Outcomes **PO1 PO2 PO3** PO4 PO5 Cos **CO1** Μ S S М М CO2 Μ M S М S CO3 М S S Μ Μ **CO4** М Μ S Μ S **CO5** S S Μ S Μ

\*S-Strong; M-Medium; L-Low

EDUCATE TO ELEVATE

Course code	DIRECT TAXES	L	Т	Р	С
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Basic understanding of income tax practice and law	Sylla Versi		2023-2024	
<b>Course Objectiv</b>	/es:				
<ol> <li>Enable stud</li> <li>Acquaint the study</li> <li>Impart deep</li> <li>Develop ap</li> <li>planning and planning plannning planning plannning planning plan</li></ol>	ves of this course are to enable the students to ents to understand computation of taxable income of various he students with the concepts of tax administration. In knowledge about the latest provisions of income tax act. plication and analytical skill of the provisions of income tax nanagement. Internet about procedure for assessment and e-filing.			ne tax	
Expected Cours					
	l completion of the course, student will be able to:				
1 Evaluate th sources.	e procedure for computing of taxable income under various			K5	
	he concept of tax administration and practices.			K1	
	latest provision of income tax act.			K3	
4 Develop th	e legitimate way of Tax Planning and Management.			K6	
5 Make use of	of the procedure for assessment and e-filing.			K3	
K1 - Remember	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 –	Creat	e	
<b>TT</b> •/ 4	The second se		1.		
Unit:1	Introduction t–Definition–Income–Agricultural Income–Assessee – Pre		-	hours	
year–Residential Exempted Incom	status–Scope of Total Income–Capital and Revenue–Re	•	and I	Expen	diture
Unit:2	Computation of Income		15	hours	
-	ncome from Salaries and Income from House property.				
Unit:3	Computation of Capital Gain	a 1.1		hours	
Unit:4	Profits and Gains of Business or profession – Calculation of	Capital	-	hours	
	Computation of Income from other sources Income from other sources – Set-Off and Carry Forward of L	OSSES			
	Income – Assessment of Individuals.	.03505	Deu	uction	
Unit:5	Income Tax Authorities		13	hours	
Income Tax Au	thorities – Procedure for Assessment – Collection of Tax	– Proc	edur	e of e	-
filing.					
	CONTEMPORARY ISSUES	2	hou	rs	
filing. Unit:6	CONTEMPORARY ISSUES line seminars – Webinars	2	hou	rs	

Bo	ooks for Study(s)
1	Lal B.B," Direct Taxes",29th Edition, New Delhi, Persons Education,
2	Gaur V.P& Narang D.B," Income Tax Law & Practice", New Delhi, Kalyani publications,,New 2020
	L
Bo	ooks for References
1	Dr Mehrotra.H.C & Dr Goyal.S,P,"Income Tax Law and Practice,Agra, Sahitya Bhawan Publications,2021
2	Pagare Dinkar,"Tax Laws",New Delhi, Sultan Chand & Sons, 2021
Re	elated Online Contents
1	https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview

	Ma	pping with Prog	gramme Outco	mes	
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	М	S	M	М	M
CO4	S	M	S	S	M
CO5	S	S	M I	S	М
		2	Parts 1		

இந்தப்பாரை உய EDUCATE TO ELEVATE

Cou	rse code		JAVA PROGRAMMING AND HTML	L	Т	Р	С
Co	ore/Electiv	e/Supportive	CORE	5			4
	Pre-rec	luisite	Basic knowledge on JAVA PROGRAMMING AND HTML	Sylla Vers		202	23-2024
Co	urse Obje	ctives:					
The	e main obje	ectives of this c	ourse are to:				
	<ol> <li>Uno</li> <li>Uno</li> <li>Uno</li> <li>Hel</li> </ol>	lerstand the pri lerstand object p the student to	nts with the basic concepts of JAVA programing. nciples of creating an effective web page. oriented programming concept. insert heading levels within a web page. d and body section in HTML page.				
		urse Outcome					
		-	n of the course, student will be able to:				
1	Recall the	he concepts of	Java and HTML			K2	
2		ference betwee language	n object oriented programming and procedural			K3	
3	Implem	ent various con	cepts related to language.			K3	
4	Evaluate	e control stater	nents and treads.			K5	
5			heading levels within a web page and insert lists within a web page.			K2	
K1	- Rememb	oer; <b>K2</b> - Under	stand; <b>K3 - Apply; K4 - Analyze; K5 -</b> Evaluate;	K6 –	Creat	e	
			BE THIAR UNIVER				
Uni	it:1		Introduction		15	Hou	irs
Intr			va features-Java and internet-Java and www-Jav rogram structures-JVM	va lang	guage	:	
Uni			Constants			Hou	
	.else, else		Data types-Arithmetic, relational, logical, ass nile, do, for-jumps in loops-Defining a class-C n.				
Uni	i+•3		Array		15	Hou	re
UII		limensional	array-creating an array-Strings-Multiple Inh	eritano			
thre			sses-Stooping and blocking a thread-Life cycle of			cutiii	5
Uni	it:4		HTML		15	Hou	irs
HT	HTMI ML docum	•	TML-HTML generation-HTML documents-Anch	or tag-	Нур	erlinl	ksSample

Uı	nit:5	Webpage Comment	13 Hours
He	ad and bod	y section-Header section-Title-Prologue-Links- Colourful webpage	Comment
lin	e-Sample	HTML documents-Lists-Ordered lists-Unordered lists-Nested l	ists.
U	nit:6	Contemporary issues	2 Hours
Ot	nline assign	ments, workshop, test	
		Total Lecture hours	75 Hours
Te	ext Book(s)		
1		amy,E., "Programming with Java", 6 <sup>th</sup> Edition, New Delhi, Tata Mo (India) Private Limited,2019	cGraw Hill
2		"World Wide Web Design with HTML", Tata McGraw Hill Publi	ishing Company,
		-	
Re	eference Bo	ooks	
1		childt, "Java 2 – The Complete reference", 7 <sup>th</sup> Edition, New Delhi, 7 shing Company Limited, 2017.	Fata McGraw
2	Khandare,	S.S., "Programming in Java", New Delhi, S.Chand & Sons Publishe	er,2010.
Re	elated Onli	ne Contents	
1	https://sw	ayam.gov.in/nd2_aic20_sp13/preview	
2	https://sw	ayam.gov.in/nd1_noc20_cs58/preview	
	ourse Desig		

	Ma	pping with Pro	gramme Outcon	nes	
COs	PO1	PO2	ATE TO ELE PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	М	S	L	М	S
CO3	S	М	S	М	S
CO4	S	S	S	L	М
CO5	S	М	S	М	S

	PRINCIPLES AND PRACTICE OF INSURANCE	L	<b>P</b>	С
Core/Elective/ Supportive	CORE	5		4
Pre-requisite	Basic understanding about the concept of insurance and types	Syllabus Version	2023	8-2024
<b>Course Object</b>				
	tives of this course are to enable the students to			
	nprehensive understanding on the general principles and conce	pts of insu	rance,	
	actices and procedures			
	nd various types insurance and its policies. Areness among students on the legal framework of insurance			
	knowledge in health insurance, group insurance products and	mediclaim	policies	3
	out IRDA Regulation act 2002		· · · · · · ·	
Expected Cour	rse Outcomes:			
On the successf	ul completion of the course, student will be able to:			
1 Explain the practices	K	l&k2		
2 Examine	various types of insurance and its functions.		K4	
3 Evaluate	the legal framework about different insurance policies.		K5	
4 Promote a insurance	wareness about different health policies and group		K6	
5 Make use	of IRDA regulation act.		K3	
K1 - Remembe	r; <b>K2</b> - Understand; <b>K3 - Apply; K4 - Analyze; K5 -</b> Evaluate;	; <b>K6</b> – Crea	ate	
	I matters &			
Unit:1	Introduction		5 hours	
Introduc	<b>Introduction</b> etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In	s – Types	5 hours	
Introduc	tion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In	is – Types isurance.	5 hours	ance –
Introduce Role and impor	tion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In	us – Types Isurance.	5 hours of Insur 5 hours	ance –
Introduce Role and impor	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In Educate in Elevent Life Insurance surance – Meaning – Kinds of policies and plans – Types	ns – Types asurance. 1 5 of Life	5 hours of Insur 5 hours	ance –
Introduce Role and import Unit:2 Life Ins products – Ann Unit:3 Health Insurance	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In Educate of etails Surance – Meaning – Kinds of policies and plans – Types uity contacts and their uses – Role of L.I.C. of India Health Insurance ee – Individual and group insurance products – Mediclaim poli	s – Types surance. of Life	5 hours of Insur 5 hours Insuranc 5 hours	ance –
Introduce Role and import Unit:2 Life Ins products – Ann Unit:3 Health Insurance	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In <i>Education of Life Insurance</i> surance – Meaning – Kinds of policies and plans – Types uity contacts and their uses – Role of L.I.C. of India Health Insurance	s – Types surance. f of Life 1 cies – its b	5 hours of Insur 5 hours Insuranc 5 hours	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In <i>Educate</i> of the etail of the eta	s – Types surance. of Life 1 cies – its b	<ul> <li>5 hours</li> <li>of Insur</li> <li>5 hours</li> <li>insuranc</li> <li>5 hours</li> <li>enefits –</li> <li>5 hours</li> </ul>	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4 General insurar Network and cu Unit:5	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In <u>Education of Content of C</u>	s – Types surance. 1 of Life 1 cies – its b 1 rance mark	<ul> <li>5 hours</li> <li>of Insur</li> <li>5 hours</li> <li>insuranc</li> <li>5 hours</li> <li>enefits –</li> <li>5 hours</li> <li>eting –</li> <li>3 hours</li> </ul>	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4 General insurar Network and cu Unit:5 Claims and set	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In <u>Editor of term</u> <u>Life Insurance</u> surance – Meaning – Kinds of policies and plans – Types uity contacts and their uses – Role of L.I.C. of India <u>Health Insurance</u> ee – Individual and group insurance products – Mediclaim poli e – Personal accident insurance. <u>General insurance</u> isce – Marine, Fire, Motor and Miscellaneous Insurance – Insur istomer service. <u>Claims and settlement</u> tlement – Legal aspects – Guidelines for settlement of claims	s – Types isurance. 1 of Life 1 cies – its b 1 rance mark 1 s – IRDA –	<ul> <li>5 hours</li> <li>of Insur</li> <li>5 hours</li> <li>insuranc</li> <li>5 hours</li> <li>enefits –</li> <li>5 hours</li> <li>eting –</li> <li>3 hours</li> </ul>	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4 General insurar Network and cu Unit:5 Claims and set provisions under	Extion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In Contract of Insurance - Principles of policies and plans – Types surance – Meaning – Kinds of policies and plans – Types uity contacts and their uses – Role of L.I.C. of India         Health Insurance         General insurance products – Mediclaim poli         e – Individual and group insurance products – Mediclaim poli         General insurance         Claims and settlement         Insurance         Insurance         Claims and settlement         Itement – Legal aspects – Guidelines for settlement of claims are rand s	s – Types isurance. 1 of Life 1 cies – its b 1 rance mark 1 s – IRDA –	<ul> <li>5 hours</li> <li>of Insur</li> <li>5 hours</li> <li>insuranc</li> <li>5 hours</li> <li>enefits –</li> <li>5 hours</li> <li>eting –</li> <li>3 hours</li> </ul>	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4 General insurar Network and cu Unit:5 Claims and set provisions under	etion to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of In <u>Editor of term</u> <u>Life Insurance</u> surance – Meaning – Kinds of policies and plans – Types uity contacts and their uses – Role of L.I.C. of India <u>Health Insurance</u> ee – Individual and group insurance products – Mediclaim poli e – Personal accident insurance. <u>General insurance</u> isce – Marine, Fire, Motor and Miscellaneous Insurance – Insur istomer service. <u>Claims and settlement</u> tlement – Legal aspects – Guidelines for settlement of claims	s – Types isurance. 1 of Life 1 cies – its b 1 rance mark 1 s – IRDA –	5 hours of Insur 5 hours Insuranc 5 hours enefits – 5 hours eting – 3 hours -Regulat	ance –
Introduce Role and import Unit:2 Life Inse products – Ann Unit:3 Health Insurance Cattle Insurance Unit:4 General insurar Network and cu Unit:5 Claims and set provisions und Protection of port Unit:6	ction to Insurance – Meaning definition – Nature and function tance of insurance - Principles of insurance classification of Internet ended         Life Insurance         surance – Meaning – Kinds of policies and plans – Types         uity contacts and their uses – Role of L.I.C. of India         Health Insurance         ce – Individual and group insurance products – Mediclaim poli         e – Personal accident insurance.         General insurance         usc – Marine, Fire, Motor and Miscellaneous Insurance – Insurator         Istomer service.         Claims and settlement         tlement – Legal aspects – Guidelines for settlement of claims         er IRDA Act 1999 – Regulations 2000 – IRDA Regulations         olicy holders interest.	$\frac{1}{1}$ s of Life 1 s of Life 1 s of Life 1 s of Life 2 s of Life 3 s of Li	5 hours of Insur 5 hours Insuranc 5 hours enefits – 5 hours eting – 3 hours -Regulat	ance –

Bo	ooks for Study
1	Mishra M.N & Mishra S.B,"Insurance Principles and Practices", New Delhi, S-Chand & Co,2007
2	Periyasamy P,"Principles and Practices of Insurance", Mumbai, Himalaya Publications, 2011.
Bo	ooks for References
1	Bodla B.S, Garg M.C & Singh K.P ,"Insurance: Fundamentals, Environment and Procedures", New Delhi, Deep and Deep Publications, 2004.
2	Mishra Kaninika,"Fundamentals of Life Insurance", New Delhi, PHI Learning,2010
Re	elated Online Contents
1	https://onlinecourses.swayam2.ac.in/cec20_mg24/preview
2	https://www.coursera.org/lecture/health-economics-us-healthcare-systems/introduction-to- insurance-5dbxD

	Ma	pping with Pro	gramme Outcom	es	
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	М	М	S
CO2	S	М	S S	S	S
CO3	S	S STREET	S	М	М
CO4	S	S	S	S	L
CO5	S	M	M E.	S	М

Course code	INDUSTRIAL LAW	L	Т	Р	С
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Basic understanding about business regulatory organization and their practice.	Sylla Ver		2023-202	
<b>Course Object</b>			51011		
The main objec	tives of this course are to enable the students to				
	dated knowledge and develop understanding of the regulatory	frame	work fo	r	
business					
-	rt knowledge about various industrial act.		41. a.u.a		
employable.	of opportunities available in various legal compliances so as to	enable	mem		
	wledge about current practice of industrial law.				
	lculation on payment of gratuity.				
Expected Cour					
	ul completion of the course, student will be able to:				
	r updated regulatory framework followed by the companies.		K1&k		
2 Indentify	type of industrial act and its functions.		k	3	
3 Analyze v	arious opportunities available in various legal compliances		K4&k	K5	
so as to en	able them employable.				
4 Develop	current practice on industrial law		k	K6	
5 Calculate	Payment of Gratuity.		k	3	
K1 - Remembe	;; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <mark>K5</mark> - Evaluate;	K6 – (	Create		
Unit:1	Factories Act		15	hours	
	s Act 1948 – Provisions relating to health, Safety, Welfare –				
	udit workers – Women workers – The Child Labour (Prohib abour Rules 1988.	ition ar	nd Regu	ilation	) Act
			15	hours	
Unit:2	Trade Unions Act				
Trade U	nions Act 1926 – Definition – Registration – Rights and Pri				
Trade U registration - P	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re				
Trade U registration - P retrenchment, I	nions Act 1926 – Definition – Registration – Rights and Pri		to strik	ke, loc	
Trade U registration - P retrenchment, I Unit:3	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. <b>Payment of Bonus Act</b>	elating	to strik	ke, loc hours	kout,
Trade U registration - P retrenchment, I Unit:3 Payment of Bo	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. <b>Payment of Bonus Act</b> nus Act 1965 – Meaning of Gross Profit – Computation o	elating f avail	to strik	ke, loc hours d allo	kout, cable
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligi	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti	f avail	to strik	ke, loc hours d allo bility c	kout, cable
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligit act – Payment	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo	f avail on – A de of p	to strik	ke, loc hours d allo bility c	kout, cable
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligit act – Payment	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti	f avail on – A de of p	to strik 15 able an applicat bayment 1981.	ke, loc hours d allo bility c	kout, cable
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligit act – Payment Minimum wage Unit:4	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo s Act 1948 – The Tamilnadu Payment of subsistence Allowan	f avail on – A de of p ce Act	to strik 15 able an applicate payment 1981. 15	te, loc hours d allo bility c t – hours	cable
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligil act – Payment Minimum wage Unit:4 Social security	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo s Act 1948 – The Tamilnadu Payment of subsistence Allowan Social security Legislation	f avail f avail on – A de of p ce Act nition –	to strik 15 able an applicat bayment 1981. 15 - Medic	te, loc hours d allo bility c t – hours cal Bo	kout, cable of the ard –
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligit act – Payment Minimum wage Unit:4 Social security Purpose for wh Provisions Act	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo s Act 1948 – The Tamilnadu Payment of subsistence Allowan Social security Legislation Legislation – Employees State Insurance Act 1948 – Defini ich funds can be spent – Benefits – Employees provident 1 1952 – Scope – Object – Application of the Act – Definition –	f avail on – A de of p ce Act ition – Funds Emplo	to strik 15 able an applicate ayment 1981. 15 Medic and mi byees Pl	te, loc hours d allo bility c t – hours cal Bo scellar F Sche	kout, cable of the ard – neous eme –
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligil act – Payment Minimum wage Unit:4 Social security Purpose for wh Provisions Act Employees Far	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. <b>Payment of Bonus Act</b> nus Act 1965 – Meaning of Gross Profit – Computation of bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo s Act 1948 – The Tamilnadu Payment of subsistence Allowan <b>Social security Legislation</b> Legislation – Employees State Insurance Act 1948 – Defini ich funds can be spent – Benefits – Employees provident 1 1952 – Scope – Object – Application of the Act – Definition – nily pension scheme and Fund – Workmen's compensation	f avail f avail on – A de of p ce Act iition – Funds Emplo Act 1	15 able an applicat payment 1981. 15 Medic and mi pyees Pl 923 –	te, loc hours d allo bility c t – hours cal Bo scellar F Sche	kout, cable of the ard – neous eme –
Trade U registration - P retrenchment, I Unit:3 Payment of Bo surplus – Eligit act – Payment Minimum wage Unit:4 Social security Purpose for wh Provisions Act Employees Far liability and N	nions Act 1926 – Definition – Registration – Rights and Pri olitical fund – Industrial Disputes Act 1947 – Provisions re ayoff and closure – Machinery to solve disputes. Payment of Bonus Act nus Act 1965 – Meaning of Gross Profit – Computation o bility for bonus – Minimum and Maximum bonus – Exempti of wages Act 1936 – permissible deductions – Time and Mo s Act 1948 – The Tamilnadu Payment of subsistence Allowan Social security Legislation Legislation – Employees State Insurance Act 1948 – Defini ich funds can be spent – Benefits – Employees provident 1 1952 – Scope – Object – Application of the Act – Definition –	f availa f availa de of p ce Act iition – Funds Emplo Act 1 sation	15 able an applicat payment 1981. 15 Medic and mi pyees Pl 923 –	te, loc hours d allo bility c t – hours cal Bo scellar F Sche	kout, cable of the ard – neous eme –

U	nit:5	Payment of Gratuity Act	13 hours
T	he Payment	of Gratuity Act 1972 - Gratuity - Scope and coverage - De	finition – Payment of
		mpulsory Insurance - Protection of Gratuity - Environmental	Protection Act – The
In	dustrial Em	ployment (Standing order) Act 1946.	
1	Unit:6	CONTEMPORARY ISSUES	2 hours
Ez	xpert lecture	es, online seminars – Webinars	
		Total Lecture hours	75 hours
Bo	ooks for Stu	ıdy	
1	Kapoor N.	D,"Elements Of Industrial Law", New Delhi,Sultan chand & S	ons,2018.
2		han .S, Srividhya,"Factory Laws Applicable in Tamil Nadu",Cl	nennai,Madras Book
	Agency,20	003.	
Be	ooks for Re	ferences	
1	The Chile	d labour (Protection & Regulation) - Madras Book Agency Act	1986
2	The Tam	il Nadu Payment of Subsistence - Madras Book Agency Athou	rance Act 1981
3		ronment (Protection) Act 1986 -Professional Book Publishers -	
	1		
R	elated Onli	ne Contents	
1	https://w	ww.icsi.edu/media/webmodules/publications/	
2	https://ic	mai.in/upload/Students/Syllabus2016/Inter/Paper-6-New.pdf	

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5		
CO1	S	M	L	М	S		
CO2	S	M	S	М	М		
CO3	М	S	AR UNIS	М	М		
CO4	S	Mess	Coimbatore S & BL- Cot	М	L		
CO5	М	M Sibs	LING LEVAT	S	М		

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Course code	SERVICES MARKETING	L	Т	Р	С		
Core/Elective/ Supportive	ELECTIVE	6			4		
Supportive         ELECTIVE         6           Pre-requisite         Basic knowledge on service Marketing         Syllabus Version         20 24           Course Objectives:         Supportive         Syllabus         20 24           The main objectives of this course are to enable the students to:         1         Understand the concepts of service marketing management.         2         2           2         Learn about service marketing process for different types of products and services.         3         Understand the tools used by marketing managers in decision situations.         4           4         Know more about marketing mix for selected marketing services         K         K           3         Analyze the role of services, and distinguish between products and services         K           4         Examine the key marketing services and market segmentation         K           5         Evaluate service quality, measurement, causes and problems, principles guiding improving of quality         K           4         Examine the key marketing services and market segmentation         K           5         Evaluate service quality, measurement, causes and problems, principles guiding improving of quality         K							
Course Objective	Supportive       Syllabus       Syllabus       Version       22         Pre-requisite       Basic knowledge on service Marketing       Syllabus       24         Course Objectives:       The main objectives of this course are to enable the students to:       1.       Understand the concepts of service marketing management.       2.         2.       Learn about service marketing process for different types of products and services.       3.       Understand the tools used by marketing managers in decision situations.       4.         4.       Know more about marketing mix for selected marketing services.       5.       Get insight in service quality.         Expected Course Outcomes:       0       0       1       Explain the nature of services, and distinguish between products and services       K         2       Identify the major elements needed to improve the marketing of services       K       K         3       Analyze the role of relationship marketing and customer service in adding value to the customer's perception of a service       K         4       Examine the key marketing services and market segmentation       K       K         5       Evaluate service quality, measurement, causes and problems, principles guiding improving of quality       K       K         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create       Impropratione of services - Growth of services cord = Conomic						
•							
			ces.				
		5.					
J. Oet misight	in service quanty.						
Expected Course	Outcomes:						
1							
		rvices		K2			
2 Identify the	major elements needed to improve the marketing of service	s		K3			
3 Analyze the	e role of relationship marketing and customer service in add	ling		K4			
-	Elective/ prive       ELECTIVE       6       4         equisite       Basic knowledge on service Marketing       Syllabus Version       2023- 2024         ee Objectives:       in objectives of this course are to enable the students to:       Understand the concepts of service marketing management.       Learn about service marketing process for different types of products and services.         Understand the tools used by marketing managers in decision situations.       Know more about marketing mix for selected marketing services.       K2         Get insight in service quality.       etd Course Outcomes:       K2       K2         e successful completion of the course, student will be able to:       Explain the nature of services, and distinguish between products and services       K2         Explain the nature of services, and distinguish between products and services       K3       K4         value to the customer's perception of a service       K3       K4         Evaluate service quality, measurement, causes and problems, principles       K5       K5         guiding improving of quality       Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create       Introduction       18 hours         Services: - Meaning and definition of services - Importance of services.       Indian       Service service       Service for services; - Growth of the esctor - Economic policy on services - Differences between goods and services.         2						
Core/Elective/ Supportive         ELECTIVE         6           Pre-requisite         Basic knowledge on service Marketing         Syllabus Version         2023 2024           Course Objectives:         The main objectives of this course are to enable the students to:         1.         Understand the concepts of service marketing management.         2.         Learn about service marketing more sess for different types of products and services.         3.         Understand the tools used by marketing managers in decision situations.         4.         Know more about marketing mix for selected marketing services.         5.         Get insight in service quality.           Expected Course Outcomes:         0         On the successful completion of the course, student will be able to:         1         Explain the nature of services, and distinguish between products and services         K2           1         Explain the nature of services, and distinguish between products and services         K3           3         Analyze the role of relationship marketing and customer service in adding value to the customer's perception of a service         K4           5         Evaluate service quality, measurement, causes and problems, principles guiding improving of quality         K1           K1 - Remember; K2 - Understand, K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create         Unit:1         Introduction         18 hour           Services: - Meaning and definition of services - Importance of services.							
5 Evaluate se	rvice quality, measurement, causes and problems, principles	8		K5			
K1 - Remember;	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; K6 – (	Creat	e			
<b>T</b> T •4 •1			10				
	A HIND IN A						
	299111 UTCONT 2-4			01 11	IC		
Unit:2	Service Marketing		18	hou	rs		
Service M		n in Ser	vice				
Unit:3	refelective/ portive       ELECTIVE       6       4         -requisite       Basic knowledge on service Marketing version       Syllabus 2023- 2024         arse Objectives:       main objectives of this course are to enable the students to: . Understand the concepts of service marketing management.       . Learn about service marketing process for different types of products and services.         . Understand the tools used by marketing managers in decision situations.       . Know more about marketing mix for selected marketing services.         . Get insight in service quality.       .         excessful completion of the course, student will be able to:         Explain the nature of services, and distinguish between products and services       K2         Identify the major elements needed to improve the marketing of services       K3         Analyze the role of relationship marketing and customer service in adding value to the customer's perception of a service       K4         Evaluate service quality, measurement, causes and problems, principles guiding improving of quality       K5         evertees: - Meaning and definition of services - Importance of services in Indian irronmet - Classification of services - Characteristic features of services - Growth of the eite sector - Economic policy on services - Differences between goods and service;         Service Marketing: - Concept - Significance - Customer's expectation in Service refereng - Managing demand and supply in service business.       18 hours         Marketing Mix for Services - Marketing						
Marketing	8						
-		cation 1	Marke	eting	—		
Electricity Marke	ting.						
	ŭ.						
	s – Hotel services- Consultancy services – Hospital	service	<b>s</b> - ]	Mark	et		
segmentation.							

Unit:5	Service Quality	16 hours
Serv	rice Quality: - Introduction - Measurement of Service Quality -	Scope of Service
Quality – T	Fools for achieving Service Quality – Causes of Service Quality	ity – Problems –
Principles g	uiding improving of service quality.	
Unit:6	Contemporary Issue	2 hours
Online assig	nment and online seminar	
	Total Lecture hours	90 hours
Books for S	Study	
1 Reddy P	.N, Appannaiah H.R, Dr. Anil Kumar and Dr. K. Nirmala,"Service	Marketing",
Mumbai	Himalaya Publications, 2017.	C ·
2 Jha S.N	1,"Service Marketing", Mumbai, Himalaya Publications,2015.	
·		
Books for H	References	
1 Dr. Shaj	ahan.S, "Service Marketing", Mumbai, Himalaya Publications,201	7
	rajan.P, "Sevice Marketing", Chennai, Margham Publications,2019	
	line Contents	
	onlinecourses.nptel.ac.in/noc20_mg12/preview_	
	onlinecourses.swayam2.ac.in/cec19 mg38/preview	
2 <u>intps.//</u>	anthecourses.swayani2.ac.ni/cccr/_nig50/proview_	
	50 <sup>0</sup>	

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	Ma	pping with Prog	gramme Outco	mes	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M M	M	М	S
CO2	М	S	M	S	S
CO3	S	S	S	S S	S
CO4	М	S	🔚 S 🖉	М	М
CO5	S	M	S	М	S
		EDU	ATE TO ELEVATE		

Cours	se code	MARKETING OF FINANCIAL SERVICES	L	Τ	Р	С
	e/Elective/ portive	ELECTIVE	5	_		4
Pre-1	requisite	<b>Basic knowledge on Financial Services</b>	Syllal Versi		2023 202	
	rse Objecti					
		ives of this course are to enable the students to	- <b>-</b>			
	-	d expand knowledge in the overall marketing environment of				•
		the key issues and future trends that surround financial servi		teting	5	
		with the nature and scope of various types of financial servic	ces.			
		t various services related to insurances and its policies. arious real estate industry about their classification and its mo	achanis	m		
5.	Kelennig v	arrous real estate industry about their classification and its inv	centaniis.			
Expe	ected Cours	se Outcomes:				
		l completion of the course, student will be able to:				
1		marketing of financial services		K	2	
2	Appreciate	how recent thinking in marketing and services marketing financial services		K	4	
3		y issues for marketers of financial services	К3			
4 Interpretat related to 1		ion of various reforms and types of insurance services ife insurance	K5			
5	-	about the concepts based on real estate industry and their pattern in markets, securitization mechanism's merits in		K	6	
K1 -	Remember	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; K6 – (	Creat	e	
		e man				
Unit		Financial Market in India			hou	
– Boi		Market in India – Financial Sector Reforms – Money Market - Types of Bonds.	et – Caj	oital	Mark	et
Unit	•?	Stock Exchanges		15	hou	re
Unit		<b>Stock Exchanges</b> changes – Objectives of NSE – Bombay Stock Exchange (BS	SE) –OT			15
Unit	:3	Plastic cards		15	hou	rs
	ic Cards –	ards – Types of Card – Current Trends in Credit Card Ind Disadvantages of Plastic Cards. Bancassurance – Benefits of nnels in Bancassurance – Success of Bancassurance.	-			
<b>T</b> T •·				1.		
Unit		Insurance Services	<u> </u>		hour	
of Ins		e Services – Insurance Sector Reforms – Types of Insurance ypes of Insurance Policies – Role of Life Insurance.	Compa	nies -	– Nee	d

Unit:5	Real Estate Industry	13 hours
Real	Estate Industry - Concept - Classification - Benefit of Real E	Estate Investment –
Developmen	ts in the Indian Real Estate Markets. Securitization: Mechanism	of Securitization –
Advantages	of Securitization – Securitization in India	
Unit:6	Contemporary Issue	2 hours
Online assig	nment and online seminar	
	Total Lecture hours	75 hours
<b>Books for S</b>	tudy	
1 Tripathy	Nalina Prava,"Financial Services ,New Delhi,PHI Learning,2007	•
2 Bole L.	M," Financial Institutions and Markets", Chennai, McGraw Hill E	ducation (India)
Pvt Ltd,	2010.	
Books for R	eferences	
1 Mishkin	S Frederic," Financial Markets & Institutions " London, Pearsn ed	lucation,2017.
2 Gordon	E & Natrajan K,"Financial Markets and Services", Mumbai,Him	alaya
Publicat	tions,2019.	
Related On	line Contents	
1 https://d	onlinecourses.swayam2.ac.in/imb20_mg17/preview_	
	onlinecourses.nptel.ac.in/noc20 mg10/preview	

Mapping with Programme Outcomes								
Cos	PO1	PO2	PO3	PO4	PO5			
CO1	М	S K	S S	М	М			
CO2	S	M 55	S	М	S			
CO3	М	S	ATT S	S	М			
CO4	М	М	S	S	S			
CO5	S	S	М	М	S			

Course code		MARKETING OF HEALTH SERVICES	L	Т	Р	C		
Core/Electiv Supportive	ve/	ELECTIVE	6			4		
Pre-requisit	e	<b>Basic knowledge on health services</b>	Sylla Vers		202 202			
Course Obj								
1. Underst 2. Develop 3. Predict 4. Compar	tand p sk the ring	ives of this course are to enable the students to healthcare decision making ills in applying marketing strategies environmental trends and opportunities in the health sector. about various online health services related to clinical health bout various rights and legal aspects related to consumer pro		and s	safety	,		
Expected Co	ours	se Outcomes:						
On the succe	essfu	l completion of the course, student will be able to:						
1 Apply sector	Apply the necessary tools available to marketing managers in healthcare sector2Appreciate and exercise critical judgment in implementing the marketing							
	Appreciate and exercise critical judgment in implementing the marketing strategies in the health care sector							
3 Solve	real	-life problems and provide solutions to challenges			K6			
		arious online critical judgment in implementing the marketin n the health care sector	g		K4			
5 Adapt	vari	ous legal systems related to consumer rights & protection, agencies and food nutrition's in india			K6			
K1 - Remem	ber	; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 –	Creat	e			
		The state and the state of the						
Unit:1	<u> </u>	Marketing plans for services			hou:			
monitoring s model. Unit:2	servi	g plans for services: process, strategy formulation, resources communications- customer focused services- service qua	ality- S	ERV	QUA	rs		
-		services- Selecting Health Care Professionals- Emerging t care – Thrust areas for Medicare services.	trends	in Mo		re		
Unit:3		Marketing Mix for Hospitals		18	hou	rs		
		g Mix for Hospitals- Product Mix- Promotion Mix- Pricing for Hospitals.	e Mix-	· Plac	e Mi	ix		
Unit:4		Online Health Services		18	hou:	rs		
Onlir		Iealth Services- Organization of Online Health Care Busin On-line financial & clinical transaction.	ness- (					

Unit:5	Legal system	16 hours
	Legal system: Consumer Rights & Protection, medicine safety rules	- Food & Nutrition
Securi	y in India - Health Promotion Agencies.	
Unit:6	Contemporary Issue	2 hours
Online	assignment and online seminar	
	Total Lecture hours	90 hours
Books	for Study	
1 Jł	a S.M,"Service Marketing", Mumbai, Himalaya Publications, 2015.	
2 D	ss K Sujatha,"Changing Trends in Health & Nutrition", Isha Books,20	)16.
Books	for References	
	aff Rod,"Marketing for Health services: A framework for communicat al Quality Management", 2015	tions, evaluation &
2 W	oodruffe Helen,"Service Marketing",Prentice hall ,2018.	
Relate	l Online Contents	
1 w	ww.courseerra.org	
2 <u>h</u>	ps://onlinecourses.swayam2.ac.in/cec19_mg38/preview	

Mapping with Programme Outcomes							
Cos	PO1	PO2	PO3	PO4	PO5		
CO1	S	M	🤍 M 🦉	М	S		
CO2	S	M	S	S	М		
CO3	М	S	S	M	S		
CO4	М	S	AR UNS	S	М		
CO5	S	S Side De	M	S	S		

\*S-Strong; M-Medium; L-Low

EDUCATE TO ELEVATE

Course code	TRAVEL AND HOSPITALITY SERVICES	L	Т	Р	C
Core/Elective Supportive	ELECTIVE	5			4
Pre-requisite	Basic knowledge on hospitality services	Sylla Versi			
<b>Course Object</b>	ves:				
<ol> <li>Understat hospitality in</li> <li>Obtain ar with other ke management</li> <li>Identify responsibiliti</li> <li>Make und</li> </ol>	lerstand the classification of hotels by physical characteristics ze hospitality services and behavioural profile of users related	ir inter n resou nt their	relati rce princ	onshij vipal	ps
Expected Cour	se Outcomes:				
	ul completion of the course, student will be able to:				
1 Remember technology for the production and management of travel and hospitality experiences.				1	
	organize and control resources for effective and efficient hospitality operations.		K2		
3 Make use	of the marketing strategies for travel and hospitality as and organizations.		К3		
4 Discuss al	bout various hospitality services and its classification of borice level.		K	6	
5 Examine	he various behavioral profile of users and related to hotel in Indian perspective.	K4			
	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; <b>K6</b> –	Crea	te	
Unit:1	Introduction		1	5 hou	rs
Tourism Tourism in Ind	: Concept- Nature of Tourism: Significance of Tourism ia – Future of Tourism – Basic and Geographical Compor ourist and Foreign Tourist – Elements of Tourism.		ssific	ation	-
Unit:2	Tourist Destination		1	5 hou	rs
Services – Prod	A Tourist Destination- Tourism Marketing: the concept – uct Planning and Development – Market Segmentation for To tem for Tourism				
Unit:3	Markating Mix for Tourism		1.	5 hou	re
	Marketing Mix for Tourism ng Mix for Tourism – the Product Mix – Promotion Mix – Pr	ice Mir			
Mix – the peopl	$r_{\rm III} = r_{\rm III}$		<u> </u>		50

Unit:4	Hospitality Services	15 hours
	tality Services: Hotels - classification of Hotels by physical cl	naracteristics –
classification	of hotels by price level.	
		13 hours
Unit:5	Behavioural profile of users	
	vioural profile of users - Market Information System for Hotels	
and Develop	ment – Marketing Mix for Hotels – Hotel Marketing in Indian Po	erspective.
Unit:6	Contemporary Issue	2 hours
Online assign	nment and online seminar	
	Total Lecture hours	75 hours
Books for St	udy	
2017	shwanath,"Tourism and Travel Management ",Noida,Vikas Pub	
2 Bhatia A 2016	K,"International Tourism Management", New Delhi,Sterling P	ublishers Pvt.Ltd,
Books for Re	eferences	
1 Jha S.M,"	Service Marketing", Mumbai, Himalaya Publications, 2015.	
2 Dr. Natraja	an.P,"Sevice Marketing", Chennai, Margham Publications, 2019	
Related Onli	ine Contents	
1 <u>https://o</u>	nlinecourses.swayam2.ac.in/cec19_mg38/preview	
2 <u>https://o</u>	nlinecourses.nptel.ac.in/noc21_mg52/preview	
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	Μ	apping w <mark>ith Pro</mark>	gramme Outcon	nes	
Cos	PO1	PO2	AR UNPO3	PO4	PO5
CO1	М	S <sup>P</sup> S <sub>D</sub> S	Coimbatore S B Con	S	М
CO2	S	S	தப்பாரை உ_	М	S
CO3	М	M	S	S	S
CO4	S	S	М	М	S
CO5	М	S	S	М	М

Course	code	FINANCIAL MARKETS AND INSTITUTIONS	L	Т	Р	С	
	Elective/ portive	ELECTIVE	6			4	
	quisite	Basic knowledge on financial market and Institutions	·	Syllabus2023-Version2024			
	e Objectiv						
	5	ves of this course are to enable the students to					
	quire knov	ne overview of Indian financial system and securities exchan- vledge in banking, small savings, provident funds, unit trus	0				
orga	anizations		-	nanci	al		
5. Def	ining basi	tment information and credit rating agency of India Limited c concepts related to financial institutions, money market in formation and Credit Rating Agency of India Limited.		ons, ar	ıd		
		e Outcomes:					
On the	successful	l completion of the course, student will be able to:					
Ir	ndia.	ndian Financial System and securities exchange board of		K18	:К2		
	lassify Sr Iutual Fun	nall Savings, Provident Funds, Unit Trust of India and ads.		K	2		
	-	ivities of non-financial banking		K	4		
4 A	ssess abou	ut various investment information and credit rating agency		K	5		
	lentify about the second se	out various financial institutions and related to its working ns	5	K	3		
<b>K1 -</b> Re	emember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	e; K6 –	Creat	e		
		No dia managina and a second					
Unit:1		Introduction			8 hou		
Paper N	Market – O	Markets – An Overview – Money Market – Call Money M Commercial Bill Market – Certificate of Deposit (CD) Ma ment or Gilt-edged Securities Market.					
Unit:2		Capital Market		18	B hou	rs	
New Is	sue Mark	Iarket–An Overview – Capital Market Instruments – Capita tet(NIM) – Debt Market – Foreign Exchange Market – I Exchange of India (OTCEI).		et Ref	orms	_	
Unit:3		Financial Services Institutions		15	8 hou	rs	
		Services Institutions – Clearing corporation of India L ance House of India Limited (DFHIL).	imited				
Unit:4	<u> </u>	Dating Aganay		10	hour	<u> </u>	
Rating	and Inform	Rating Agency nt Information and Credit Rating Agency of India Limi mation Services of India Limited (CRISIL) — National Se – Securities Trading Corporation of India Limited (STCI).	· ·	RA) -		it	

Unit:5	Financial Institutions	16 hours
Finan	cial Institutions – Money Market Institutions – Capital M	arket Institutions –
National Ho	using Bank-Functions and working - Export-Import(EXIM	) Bank of India –
NABARD.		
Unit:6	Contemporary Issue	2 hours
Online assign	nment and online seminar	
		1
	Total Lecture hours	90 hours
<b>Books for St</b>	udy	
1 Tripathy	Nalina Prava,"Financial Services ,New Delhi,PHI Learning,200	7.
2 Bole L.N	A," Financial Institutions and Markets", Chennai, McGraw Hill I	Education (India)
Pvt Ltd,	2010.	
Books for R	eferences	
1 Khan M.	,"Financial Services" Chennai, McGraw Hill Education (India)	Pvt Ltd,2016.
2 Dr Anba	rasu D Josheph & Others,"Financial ServicesNew Delhi, Sultan	Chand & Sons,
2015.	1	,
Related Onl	ine Contents	
	nlinecourses.swayam2.ac.in/imb20 mg17/preview	
	nlinecourses.nptel.ac.in/noc20 mg10/preview	

	Ma	pping with Pro	ogramme Outcon	ies	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	HAR UNIM	S	S
CO2	S	S <sup>2</sup> si	Coimbatore M Conto	S	М
CO3	М	S	SUITOU 2-STOP	S	M
CO4	S	S	S	М	S
CO5	М	S	S	М	S

Course code		INDIAN STOCK EXCHANGES	L	Т	Р	C
Core/Electiv Supportiv		ELECTIVE	5			4
Pre-requisit		Basic knowledge on Indian stock exchange	Sylla Vers		20 20	23- 24
Course Objec	ctive	s:				
		es of this course are to enable the students to				
		overview of Indian Financial System and securities exchanged ge in banking, Small Savings, Provident Funds, Unit				d
	n dif	ferent platforms for trading of securities of various compan	ies.			
		commerce Act and Internet Stock Trading.				
		at various concepts related internet stock trading features ar	d SEBI	funct	ions.	
Expected Con						
		completion of the course, student will be able to:				
India.		lian stock exchanges and securities exchange board of		K1&I		
2 Classify regulation		regulate the trading transactions with proper rules and		K2		
3 Explore	acti	vities of the investors of stock exchange		K4		
		the securities contracts regulation act and important elated to SEBI functions workings.		K5		
5 Examine	e va	rious basic concepts of internet stock trading features		K4		
K1 - Rememb	er; I	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; K6 – (	Create		
		a a second				
Unit:1		Introduction &			hour	
Exchanges-Or	rigin 1ge	hange-Meaning and Functions – World's Stock Exchang and Growth - Organisation Structure-Mode of Organis Traders – Stock Exchange Trading-Jobbers Vs. Broke of Securities.	sation-N	1embe	rship	<b>)</b> -
Unit:2		Stock Exchange Regulatory Framework		15	hour	rs
India Rule, Ca	apita Pro	hange Regulatory Framework-Under the SEBI Act, BSC I Issues Control Act 1947, Securities Contract Act 1956, S file of Indian Stock Exchanges-BSE,NSE, etc., - Restruct ualization.	Securiti	es Cor	ntrac	ts
Unit:3		Listing		15	hour	rs
Non-Listing –	- De	eaning, Characteristics, Steps, Legal provisions, Benefits listing – Insider Trading – Speculation- Speculation Vs. nvestor Protection.				
Unit:4		Securities Contracts		15 h	our	5
	ecuri	ties Contracts (Regulation) Act, 1956-Important provision	s – SEE			

U	nit:5	Internet Stock Trading	13 hours
		et Stock Trading-Meaning and features-Current Scenario-F	0 0
		g-IPOs on the Internet-e-IPO - E-commerce Act and Intern	et Stock Trading –
Ste	ock Index F	utures.	
Uı	nit:6	Contemporary Issue	2 hours
Or	nline assign	ment and online seminar	
		Total Lecture hours	75 hours
Bo	ooks for Stu	ıdy	
1	Khan M.Y	,"Financial Services" Chennai, McGraw Hill Education (India)	Pvt Ltd,2016.
2		asu D Josheph & Others,"Financial ServicesNew Delhi, Sultan	Chand & Sons,
	2015.		
Bo	ooks for Re	ferences	
1	Bole L.M,	"Financial Institutions and Markets", Chennai, McGraw Hill Ed	ducation (India) Pvt
	Ltd,2010.		
2		E & Natrajan K,"Financial Markets and Services", Mumbai,Him	nalaya
	Publicati	ons,2019.	
Re	elated Onli	ne Contents	
1	https://w	ww.nseindia.com/	
2	https://or	nlinecourses.nptel.ac.in/noc20_mg10/preview	
		A Contraction of the second seco	

	Maj	pping with Prog	gramme Outcon	mes	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	М	S	Coimbatore S Bollo	М	S
CO2	М	S Jos Diss	WIRTON & Site	М	М
CO3	S	S	ATE TO ELEVAM	М	S
CO4	М	М	S	S	М
CO5	М	М	S	S	М

Cou	rse code	FUTURES AND OPTIONS	L	Т	Р	С
	pre/Elective/	ELECTIVE	6			4
	e-requisite	Basic knowledge on Derivate market	Sylla Vers		202 202	
Co	urse Objecti	ves:	v er i	JUII		
The 1 2 n 3 d 4	e main object Provide de ogether with Understan nanagement a Learn the lerivative sec	ives of this course are to enable the students to: elegates with a good understanding of how the futures and of the functions of the clearing house. d and valuate the basic derivatives and their applications in and investment. theoretical underpinnings and the practical applications in r urities. theoretical underpinnings and the practical applications in r	the fin real wor	ancial ld of		k,
		various types of pay off for buyer and identifying commodit	ty mark	ets		
Exp	pected Cours	se Outcomes:				
On	the successfu	l completion of the course, student will be able to:				
1	Recall the of financial de	concepts and market mechanics of different types of rivatives		K	1	
2	•	ow financial derivatives are valued, based on the no- nd risk-neutral valuation approaches		K	4	
3	Evaluate th	ne instruments that can be used to implement risk nt strategies.		K	.5	
4	Explain va	arious pay off for buyer of futures and other options like d speculation.		K	2	
5		e evolution of commodity markets and exchanges in India.		K	3	
K1	- Remember	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	te; <b>K6</b> -	- Crea	te	
Uni	it:1	Introduction		1	8 hou	rs
	Introduct	ion to Derivatives – Definition of derivatives products – et, economic forever of derivatives market.	particij			~~~
Uni	it:2	Index Derivatives		1	8 hou	rs
	Index De	rivatives – Index number – economic significance of index rable attributes of an index – Derivatives in Nifty and Sense				
Uni	it:3	Forward contracts		1	8 hou	rs
		contracts - Limitations of forward markets – futures – rard contracts – Futures terminitory options – Options term				

	Pay off for Buyer	18 hours
	ay off for buyer (long futures ) of futures – pay off for seller ( short	
	g, speculation and arbitrage – Options pay off – pay off profit for b	
– pay off	profit for writer of call options. Hedging and speculation in options	
Unit:5	Commodity Markets	16 hours
	volution of Commodity Markets - Commodity markets in India - N	
•	- London Metal Exchange, Chicago Board of Trades – Tokyo Cor	nmodity Exchange,
Chicago I	Mercantile Exchange.	
Unit:6	Contemporary Issue	2 hours
	signment and online seminar	2 11001 5
	Total Lecture hours	90 hours
Books fo	r Study	
1 Soma	nthan, "Derivatives", Chennai, McGraw Hill Publishing Company L	2017, imited
2 Boyl	e Patrick & McDougall Jessi," Trading and Pricing Financial Deriva	atives: A Guide to
Futu	res, Options, and Swaps", Paperback, 2018.	
Books for	r References	
1 Gupta	S.L, "Financial Derivatives: Theory, Concepts and Problems", Har	dcover, 2017
2 Kolb	W Robert& Overdhal A James,"Financial Derivatives: Pricing and	Risk
Man	agement",New Jersy, John Wiley & Sons,2009.	
Related (	Online Contents	
1 https	://onlinecourses.nptel.ac.in/noc19 mg39/preview	
2 https	://www.classcentral.com/course/swayam-financial-derivatives-risk-	management-
1405	6 Coimbatore	
	El ma	

	Ma	pping with Pro	gramme Outcor	nes	
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	S	S	М	М
CO2	S	S	М	М	М
CO3	М	S	S	М	S
CO4	М	М	S	S	М
CO5	М	S	S	S	S

		FUNDAMENTAL AND TECHNICAL ANALYSIS	L	Т	Р	C
Core/Elective	e/Supportive	ELECTIVE	5			4
Pre-requisite	<u>,</u>	Basic knowledge on Derivative market	Sylla Versi		202. 202	
Course Obje						
		course are to enable the students to				
		pts based on investments and security analysis.				
	•	nd contrast it with fundamental analysis.				
1	•	chnical analysis and company analysis.				
		d by technical analysts. sed on moving averages, charts and its related fur	nctions			
	urse Outcome			•		
		n of the course, student will be able to:				
	-	epts related to investment and approaches to		K	4	
	valuation.	epis related to investment and approaches to		IX.	•	
5		contexts of the fundamental and technical		K	2	
analysis	5					
3 Summa	rize work on th	he basic tools used by technical analysts		K	5	
4 Determi	ine the various	theory and technical analysis related meaning		K	5	
5 Evaluat	e securities by	measuring the intrinsic value of stock		K	5	
	-	rstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	: K6 –	Creat	e	
			,		-	
Unit:1		Introduction		15	5 hou	rs
	ment - meani security valua	ng – importance – security analysis – risk an tion.	d retur	n – v	variou	15
Unit:2	1	Fundamentals analysis		15	b hou	rs
	montale analy		1		, nou	
		vis meaning Market analysis Indices of NSE	and R	2E		
		sis – meaning – Market analysis – Indices of NSE	and B	SE		
			and B		how	
Unit:3		Industry analysis		15	5 hou	
Unit:3				15		
Unit:3 Indust		Industry analysis neaning – methods - Company analysis – meaning		15 hods.		rs
Unit:3 Indust Unit:4	try analysis – n	Industry analysis neaning – methods - Company analysis – meaning Technical analysis		15 hods.		rs
Unit:3 Indust Unit:4	try analysis – n	Industry analysis neaning – methods - Company analysis – meaning		15 hods.		rs
Unit:3 Indust Unit:4 Techn	try analysis – n	Industry analysis meaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory		15 hods. 15	hou	rs rs
Unit:3 Indust Unit:4 Techn Unit:5	try analysis – n ical analysis –	Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory Moving Averages		15 hods. 15		rs rs
Unit:3 Indust Unit:4 Techn Unit:5	try analysis – n ical analysis –	Industry analysis meaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory		15 hods. 15	hou	rs rs
Unit:3 Indust Unit:4 Techn Unit:5 Movir	try analysis – n ical analysis –	Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory Moving Averages Charts – MACD -relative strengths.		15 hods. 15 13	hou b hou	rs rs
Unit:3 Indust Unit:4 Techn Unit:5 Movir Unit:6	try analysis – n ical analysis – ng Averages –	Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory Moving Averages Charts – MACD -relative strengths. Contemporary Issue		15 hods. 15 13	hou	rs rs
Unit:3 Indust Unit:4 Techn Unit:5 Movir Unit:6	try analysis – n ical analysis –	Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory Moving Averages Charts – MACD -relative strengths. Contemporary Issue		15 hods. 15 13	hou b hou	rs rs

Bo	oks for Study
1	Bhalla V.K, "Investment ManagementNew Delhi, S-Chand & Co, 2007.
2	Kevin s,"Security Analysis and Portfolio Management", New Delhi, PHI Learning, 2006.
Bo	ooks for References
1	Chandra Prasanna,"Investment Analysis and Portfolio Management" Chennai,McGraw Hill Education (India) Pvt Ltd,2021
2	Avadhani V.A,"Investment Management" Mumbai,Himalaya Publications,2012.
Re	elated Online Contents
1	https://nptel.ac.in/courses/110/105/110105036/
2	https://nptel.ac.in/courses/110/105/110105035/

Mapping with Programme Outcomes								
COs	PO1	PO2	PO3	PO4	PO5			
CO1	S	S	S	М	М			
CO2	М	М	S	М	М			
CO3	М	S	S	М	S			
CO4	М	М	S	S	М			
CO5	S	S SECO	Ma	S	М			
		3/0						



		PRINCIPLES OF INTERNATIONAL TRADE	L	Т	Р	C
	Pre-requisite	<b>ELECTIVE</b> Basic knowledge on International trade	Sylla			
	V					
1. Be 2. Fo 3. Ap 4. To	e familiar with the proces rm a base of policy fram opraise them of the docu o know more about inter	ss of international and domestic trade procedures. nework in international trading with special empha- mentation procedures and its sanctity in internation national investments and factors affecting internat	asis on onal bus	siness	•	
Exp	ected Course Outcom	28:				
-						
1	Ourse Code         TRADE         L         I         P         Q           Core/Elective/Supportive         Basic knowledge on International trade         Syllabus         2023- 2024           Course Objectives:         The main objectives of this course are to enable the students to         Syllabus         2023- 2024           Form a base of policy framework in international and domestic trade procedures.         Form a base of policy framework in international trading with special emphasis on India. Appraise them of the documentation procedures and its sanctily in international business.         To know more about international investments and factors affecting international investments.           Summarize Multinational Corporation and about the Globalizations         Expected Course Outcomes:         To the successful completion of the course, student will be able to:         To the successful completion of the course davatage and its formal expression and interpretation within different theoritical models         K2           2         Apply the principle of comparative advantage and its limitations, factors         K4           affected by investment Indian companies         K4         Analyze the various international investments and its limitations, factors         K4           5         Explain concepts based on multinational corporation and about the Globalizations         K2         Implaint the counter Trade – Conter           6         Explain concepts based on multinational corporation and about the Globalizations         K4					
2	Apply the principle of	f comparative advantage and its formal expression	on and		K3	
3	Discuss the theory of	international trade as well as international trade	policy		K6	
4	Analyze the various	international investments and its limitations, f	factors	ctors K4		
5	Explain concepts ba	-	t the		K2	
K1	- Remember; <b>K2</b> - Unde	erstand; <b>K3 - <mark>Apply; K4 - Analyze;</mark> K5 -</b> Evaluate	; K6 –	Creat	e	
	- I	the Thy and the state	1			
Uni		Compatere				
	ortance of International	trade - Counter Trade - Forms of Counter Trade				
Uni	t:2 In	ternational commodity Agreements		18	hour	'S
	International comm ts – State Trading – Bila	odity Agreements – Quota agreements, Buffer s ateral and Multilateral contracts. Gains from Trad				
Uni	t:3	Tariff		18	hour	's
Exp	Tariff – Meaning – ort Subsidies – Argun	Tariffs, Taxes and Distortions – Imports Tariffs a	-	port 7	axes	_
∐ni	t•4	International Investments		18	hour	·c
Inve	International Invest estments – Limitations	ments - Types of Foreign Investment - signi		of I	Foreig	n

Unit:5	Multinational Corporation	16 hours
	national Corporation – Definition and Meaning – Importance of	
	Criticism - Globalizations - Meaning - stages - Essen	
	- Implications and Importance of Globalization - Benef	fits – Obstacles to
Globalization	in India – Factors favoring Globalization.	
Unit:6	<b>Contemporary Issue</b>	2 hours
Online assign	ment and online seminar	
	Total Lecture hours	90 hours
<b>Books for St</b>	udy	
1 Markusen	R James, William R Melvin, Kaempfer h Melvin, Maskus E K	eith,"International
Trade – T	heory and Evidence" Chennai, McGraw Hill Education (India) F	vt Ltd, 2017.
	am Francis,"International Trade and Export Management" Mun	nbai,Himalaya
Publicati	ons, 2015.	
		_
Books for Re	ferences	
1 Cherunil	am Francis"International Business", New Delhi, PHI Learning P	vt. Ltd ,2016.
2 Natrajan	P ,"International Business", Chennai, Margam Publications, 201	19.
<b>Related Onli</b>	ne Contents	
1 <u>https://or</u>	nlinecourses.nptel.ac.in/noc20_mg54/preview	
2 <u>https://or</u>	nlinecourses.nptel.ac.in/noc21_hs46/preview	

Mapping with Programme Outcomes								
COs	PO1	PO2	PO3	PO4	PO5			
CO1	М	S	Coimbatore S Galle	М	S			
CO2	S	S S S S	JUIGON 2 Mag	М	S			
CO3	М	S	ATE TO ELEVAIE	М	М			
CO4	М	S	S	М	S			
CO5	S	S	М	М	S			

Course code	EXPORT AND IMPORT	L	Т	Р	С
Core/Elective/Supportiv	Durse code         PROCEDURE         L         I         I         P           Core/Elective/Supportive         ELECTIVE         5         20           Pre-requisite         Basic knowledge on EXIM         Syllabus         20           Course Objectives:         T         2         2           Course Objectives:         T         2         2         2           Course Objectives:         T         2         2         2         2           Course Objectives:         T         2         2         1         2         2         1         2         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1         2         1 </td <th></th> <td>4</td>		4		
Pre-requisite		-		2023- 2024	
Course code         PROCEDURE         L         I         P           Core/Elective/Supportive         ELECTIVE         5         2023           Pre-requisite         Basic knowledge on EXIM         Syllabus Version         2023           Course Objectives:         The main objectives of this course are to enable the students to         1. Learn the export and import trade procedure         2. Know the functions of export and import consultancy like excise procedures         4. Give an understanding about the export and import warehousing laws and their regulations           Expected Course Outcomes:         On the successful completion of the course, student will be able to:         1         Recall the export and import promotion council         K2           3         Analyse the knowledge about customs procedure         K1         2         Explain the functions of export and import promotion council         K2           3         Analyse the knowledge about customs procedure         K4         4         Evaluate the trading procedure         K3           4         Evaluate the trading procedure for the given project         K3         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create           Unit:1         Introduction         15 hou           Exports – Recent measures to boost County's Exports – Rules for successful exporting         Preliminaries for starting export business – Deemed exports and its benefits – Finane					
1	1 2 1			1	
					ons
_	actice while importing and documentation relate	d to rule	es and	1	
regulations					
Expected Course Outco	mes				
-					
			K1		
Course code         PROCEDURE         I.         I         P           Corc/Elective/Supportive         ELECTIVE         5         2023           Pre-requisite         Basic knowledge on EXIM         Syllabus         2023- 2024           Course Objectives:         The main objectives of this course are to enable the students to         1. Learn the export and import trade procedure           2. Know the functions of export and import gromotion council         3. Learn the role of export and import twarchousing laws and their regulation           5. Learn the custom practice while importing and documentation related to rules and regulations         Ferereted Course Outcomes:           On the successful completion of the course, student will be able to:         1           1         Recall the export and import promotion council         K2           3         Analyse the knowledge about customs procedure         K4           4         Evaluate the trading procedure         K5           5         Apply the export and import procedure for the given project         K3           K1         Introduction         15 hours           Exports – Recent measures to boost Country's Exports – Rules for successful exporting         - Finance for           Unit:1         Introduction         15 hours           Different Categories of exporters – Registration of Exports – Appointing Overseas https://onl					
-					
5					
	c code         PROCEDURE         L         I         P           TElective/Supportive         ELECTIVE         5         1         2023           equisite         Basic knowledge on EXIM         Syllabus Version         2023           se Objectives:         3         2024           nain objectives of this course are to enable the students to Learn the export and import consultancy like excise procedures         2024           Know the functions of export and import and import warehousing laws and their regulation: Learn the custom practice while importing and documentation related to rules and ulations         K1           Cater Course Outcomes:         e successful completion of the course, student will be able to:         K2           Recall the export and import promotion council         K2         K4           Evaluate the trading procedure         K4         Evaluate the trading procedure         K3           Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create         1         Introduction         15 hours           Different Categories of exports - Registration of Exports - Appointing Overseas //onlinecourses.nptel.ac.in/noc20_mg54/preview agents - Obtaining an export license – ging finance for exports - Packing goods for exports - Marketing goods for export.         3         Excise procedure         15 hours           2         Categories of exporters - Registration of Exports - Appointing Overseas //onlinecourses.n				
	1. ft <sup>00</sup>				
K1 - Remember; K2 - Ur	derstand; <b>K3 - Apply; K4 - Analyze; K5 -</b> Eval	uate; K	$6 - C_1$	reate	
– Preliminaries for startin					
	Coimbatore Apple	- [			
		<u> </u>			
_			-		
		-	-		_
	orts – 1 acking goods for exports – Marketing g	Jous 101	слрс	лι.	
U			1	<b>[5</b> ]]	
		-sinpine	-111 III	specifi	Л
– Laoening – Sinpping an	i cusionis cicarance or goous.				
Unit: 1	Import Trade law in India		1	5 hor	RC
Course code       PROCEDURE       L       I <thi< th="">       I       I</thi<>					
of Importers – arranging	finance for Import – Arranging letter of Credit f		-		
-	<u>.</u>				

Unit:5	<b>Retirement of Import Documents</b>	13 hours
Retire	ment of Import Documents and RBI"s directives for mak	ing payment for
Imports – Cu	stoms clearance of Imported Goods and payments of custom	is Duty – Imports
under special	schemes.	
Unit:6	Contemporary Issue	2 hours
Online assign	ment and online seminar	
	Total Lecture hours	75 hours
<b>Books for St</b>	ıdy	
	P.K, "Export management" Noida, New Delhi, Galgotia, 2018	
2 Balagoba	l T.A.S, "Export Management" Mumbai, Himalaya Publication	ns,2019.
<b>Books for Re</b>	ferences	
1 Mahajn M	.I,"A Guide on Export Policy, Procedure and Documentation",	Mumbai, Snow
white pub	lications, 2015	
<b>Related Onli</b>	ne Contents	
1 <u>https://or</u>	linecourses.nptel.ac.in/noc21_hs46/preview	
2 <u>https://w</u>	ww.mondaq.com/india/international-trade-investment/845604/i	import-and-
export-pr	ocedures-in-india	
	Se Can	

	M	appin <mark>g wit</mark> h Prog	gramme Outcor	nes	
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	S	S	М	М
CO2	М	5 S TAN	S	9 S	М
CO3	М	M	AR UN S Combator	S	S
CO4	S	S Star Brie	Mos	S	S
CO5	S	M EDU	ATE TO ELEVATS	S	М

Course code		INSTITUTIONS FACILITATING INTERNATIONAL TRADE	L	Т	Р	C	
Core/Electiv	e/Supportive	ELECTIVE	6			4	
Pre-req	uisite	Basic knowledge on international trade	•	Syllabus2023-Version2024			
Course Obje	ctives:						
<ol> <li>Reduce glob facilitating inter</li> <li>Provide info</li> <li>Support sust</li> <li>Promote reg</li> <li>Assessing v features.</li> <li>Expected Co</li> <li>On the succes</li> <li>Demons</li> </ol>	bal poverty an ernal trade insti- ormation about cainable econor- ional cooperat various interna <b>urse Outcome</b> ssful completion strate the role a	export promotion in India and related to its agen nic, social and institutional development on inte ion and integration on facilitating the internation tional monetary fund and international develo	ncies. ernation nal trad	nal trao le. t fund	le	ts	
2 Recall t	<u> </u>	of financial markets and its impact in facilitating	;	k	<u>.</u>		
direction and effe	Evaluate the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.				K5		
4 Examin	e international	l monetary fund and concepts its principles		K4			
	various conce	pts based on international development es		ŀ	ζ3		
K1 - Rememb	oer; <b>K2 -</b> Unde	rstand; <b>K3 -</b> Apply; <mark>K4 - A</mark> nalyze; K5 - Evalua	te; <b>K6</b>	– Crea	te		
Unit:1		Export promotion in India		1	8 hou	rs	
bodies Comr Autonomous State trading	nodity organi bodies- Servic	n India-Department of Commerce- Functional zations-Export promotion councils (EPCs)- ce Institutions and organizations-Government tr - Major STC"s in India- State export –H notion. Role of RBI in export finance	Comm ading	odity organi ion a	Board zation	ls- is- is-	
	f RRI in expo	rt finance – Role of commercial banks-Small Ind	lustria				
Bank of Indi Objectives-Fu	ia (SIDBI) -	Objectives-Schemes-Export and Import bank t Credit Guarantee Corporation of India (EC	of In	dia (E	XIM)	-	
Unit:3		WTO		1	8 hou	rs	
World Principles o Objectives or	f WTO- Or f IPRS benefi	nization – GATT – Objectives-Evolution ganization structure- WTO agreements-GA its- Limitations-Procedure of dispute settleme on of WTO- drawbacks/Criticisms.	ATS-T	TO-Fu RIMS	nction TRIP	is- S-	

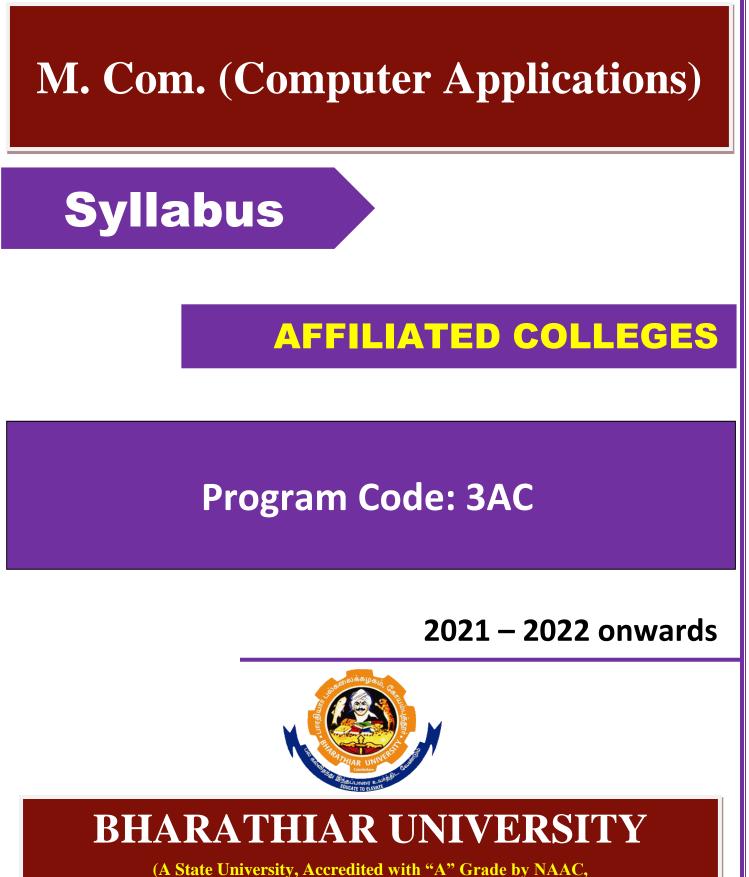
Uı	nit:4	IMF	18 hours
	Intern	ational Monetary Fund (IMF)-Objectives- Organization	and management-
Re	esources Fi	nancing facilities- Conditions on borrowers- Special drawing	rights-World Bank-
Pu	irpose Orga	nization structure- Guiding principle- Leading programs.	-
Uı	nit:5	IDA	16 hours
		ational Development Association (IDA)-Objectives-Mem	
25		nternational Financial Corporation (IFC)- Objectives-Mai	-
		Bank(ADB)- Objectives-UNCTAD-Functions-Basic princi	
	ide centre.	Dum((IDD) Cojecutes erterrib Functions Dusic primer	pres international
TI.	nit:6	Contomporary Igous	) hours
		Contemporary Issue	2 hours
Of	nline assign	ment and online seminar	
			00.1
		Total Lecture hours	90 hours
Bo	ooks for St		
1		m Francis"International Business", New Delhi, PHI Learning P	
2	Rao P Si	udha,"International Business", Mumbai, Himalaya Publications,	2016
Bo	ooks for Re	eferences	
1	Cherunila	m Francis"International Business environment", New Delhi, PH	II Learning Pvt. Ltd
	.2016.		
2	Acharva	& Jain,"Export Marketing", Achaya and Jain, Mumbai, Himala	iva
	-	ons,2013.	- <b>)</b>
D.		ne Contents	
1		nlinecourses.nptel.ac.in/noc21_hs46/preview	
	_		line and an all arms of
2		ww.mondaq.com/india/international-trade-investment/845604/i res-in-india	impori-and-export-
	procedu	Es-In-India	
		COUCATE TO ELEVALE	

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	М	S	S	М	М	
CO2	S	S	М	М	М	
CO3	S	S	S	М	S	
CO4	S	S	М	М	S	
CO5	S	М	М	S	М	

Course code	ourse code INDIA'S INTERNATIONAL TRADE		L	Т	Р	(
<b>Core/Electiv</b>	e/Supportive	ELECTIVE	5			4
Pre-requisite		Basic knowledge on export market	Sylla Vers		2023 202	
<b>Course Obje</b>	ctives:				•	
•		course are to enable the students to				
		ational trade environment, strategies and manage				
		ciples and theories to international trade situation				
		rent thinking and viewpoints of diverse cultures	5.			
		import and export laws related to regulations.	metrica	facing		
problems	ing information	n about the global trades towards developing co	untries	lacing		
•						
	urse Outcome					
	-	on of the course, student will be able to:			0 11 (	
Trade		erence between inter-regional and international			& K6	
trade re	gulations in In		n		3	
and prir	Evaluate India's international trade performance about its objectives and principles.				K5	
their rig	Identify various concepts related to imports related to law of protection their rights			K3		
problem	ns faced by sec			K4		
K1 - Rememb	ber; <b>K2</b> - Unde	erstand; K3 - Apply; K4 - Analyze; K5 - Evalua	ate; <b>K6</b>	– Crea	ite	
Unit:1	D	evelopment of Foreign Trade Policy		1	5 hou	re
		reign Trade Policy- Indians Foreign Trade since	e 1951.			
1992-1997- C	Dijectives –Fea	atures; 1997-2002 policy- Salient features; EXI icy 2004-2009 - Salient features.				
Unit:2 Leg		al frame work of India's foreign trade		1	5 hou	rs
0		f India's foreign trade –Foreign trade (Develop		C	·	
,	U	Regulation Rules, 1993- Foreign Trade (Exemp		om app	olicatio	on
of rules in cer	rtain cases) Ore	der 1993 – Exchange control regulation in India	1.			
Unit:3		India's export trade		1	5 hou	rs
	s export trade	- Historical prospective - Trends - Composit	tion of			
Direction of e	exports of prine	cipal products – Export of services – Export pr US, EPZs and SEZs.		-		

Unit:4	Imports	15- hours					
Imports- Technology import contract- Technology policy and environment - selection							
and transfer issues - Law of protection of intellectual Property rights, Patents and Trade marks							
Unit:5	Global trade and developing countries	13 hours					
Global trade and developing countries - Highlights of Indian's trade performances -							
Determinants of Export and Import - Major problems of India's export sector - Impact of recent							
changes in foreign trade policy.							
		2 hours					
Unit:6	1 0						
Online assignment and online seminar							
	Total Lecture hours	75 hours					
Books for Study							
1 Cherunilam Francis"Industrial Trade and Export Management", New Delhi, PHI Learning Pvt. Ltd ,2015.							
2 Balagobal T.A.S,"Export Management" Mumbai, Himalaya Publications, 2019.							
Books for References							
1 Keegan,"Global Marketing Management", New Delhi,Pearsons Education,2018.							
Related Online Contents							
1 https://onlinecourses.nptel.ac.in/noc21_hs46/preview							
2 <u>https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-</u>							
procedures-in-india							
a matters &							
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Mapping with Programme Outcomes						
Cos	PO1	PO2	Bulling PO3	PO4	PO5	
CO1	М	S	S	М	М	
CO2	S	S	М	S	М	
CO3	S	S	S	М	S	
CO4	М	М	S	S	М	
CO5	S	М	М	S	S	



(A State University, Accredited with "A" Grade by NAAC, Ranked 13<sup>th</sup> among Indian Universities by MHRD-NIRF, World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047 )

Coimbatore - 641 046, Tamil Nadu, India

	Program Educational Objectives (PEOs)
	om (Computer Applications) program describe accomplishments that graduates are to attain within five to seven years after graduation
PEO1	To understand an assignment in an e-commerce forum
PEO2	To manage the retail outlet independently
PEO3	To assume the responsibilities of computer operation in small business engaged either in manufacturing or rendering services.
PEO4	Involve in lifelong learning
PEO5	Exercise professional skills and values in the ICT sector



	Program Specific Outcomes (PSOs)
After the expected to	successful completion of the M. Com (Computer Applications) program, the students are o
PSO1	To gain practical insights in project preparation and analysis of business data
PSO2	Use software tools to carry out a specified financial analysis for a corporate sector
PSO3	Apply the knowledge gained during the course of the program to solve the real time problems
PSO4	To meet the needs of industry 4.0
PSO5	Communicate effectively with ICT professionals



	Program Outcomes (POs)
On su	ccessful completion of the M. Com (Computer Applications) program
PO1	To be conversant with recent development in commerce and trust areas in the field of computer
PO2	To gain computer knowledge and make use of it effectively in the field of commerce
PO3	To design computer software to suit the needs of industry and business
PO4	To acquire skill in doing business in the electronic environment
PO5	To become worthy citizens of the nation by enriching knowledge in the application of computer in commerce



# M.Com (Computer Applications) Curriculum

Course Code	Title of the Course		- H(	mrs	I N/I 9 1	vinninn N/	
	Title of the Course	<b>A</b> 11.	HoursCreditsTheP		1114	kimum M	
	The of the Course	le of the Course Credits		Prac	CIA	ESE	Total
	FIRST SE	месте	ory	tical			
	Managerial Economics	4	6	_	50	50	100
	Manageman Leonomies Marketing Management	4	6	_	50	50	100
		4	6	-	50	50	100
	Database Management System	4	0	-	50	30	100
	Computer Applications: MS Office & Oracle -Practical-I	4	-	6	50	50	100
	Elective-I :	4	6	-	50	50	100
	SECOND S	EMEST	'ER	•			
	Corporate Accounting	4	5	-	50	50	100
	Human Resource Management	4	5	-	50	50	100
	Business Research Methods	4	5	-	50	50	100
	Object Oriented Programming with C++	4	5	-	50	50	100
	Computer Applications: Tally & C++ -Practical-II	4		5	50	50	100
	Elective-II :	4	5		50	50	100
	THIRD SE				50	50	100
	Cost and Management Accounting	4	6	-	50	50	100
	Visual Basic	4	6	_	50	50	100
	Financial Management	4	6		50	50	100
	Computer Applications: Visual Basic,	and the set	0	6	2.7.0	50	100
	VB Script - Practical-III	4		<b>U</b>	50	50	100
	Institutional Training (Report 40 marks and Viva 10 marks)	2	-	a <sup>r</sup>	50	-	50
	Elective-III :	4	6	1	50	50	100
	FOURTH S	EMEST	CONTRACTOR				
	Investment Management	4	5		50	50	100
	Direct Taxes	4	5		50	50	100
	Java Programming and HTML	4	5		50	50	100
	Project Work & Viva-Voce (OR) in	8	-		100	100	200
	lieu of Project work, the following				Mar	Marks	_00
	two papers may be opted.				ks –	Viva-	
	····· papers may be opted.				Proj	Voce)	
					ect		
	Principles and Practice of Insurance	4	5		50	50	100
	Industrial Law	4	5		50	50	100
	Elective-IV :	4	5		50	50	100
	Grand Total	90	~				2250

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

		Credits			
	ONLINE COURSE				
	*Offered by Swayam	2			
	VALUE ADDED COURSE				
1.	Soft Skill Development				
2.	Application of Software Packages for Research				
	<b>CERTIFICATE COURSE</b>				
1.	Entrepreneurship Development				
2.	Personnel Management and Industrial Relations				

#### **# Electives: List of Group of Elective Papers :**

#### (Colleges can choose any one of the Group Papers as Electives) :

#### 1. GROUP-A

## 2. GROUP-B

- 1. Services Marketing
- 2. Marketing of Financial Services
- 2. Indian Stock Exchanges 3. Marketing of Health Services 3. Futures and Options

01/10

4. Travel and Hospitality Services 4. Fundamental and Technical Analysis

1. Financial Markets and Institutions

### **3. GROUP-C**

- 1. Principles of International Trade
- 2. Export and Import Procedure
- 3. Institutions Facilitating International Trade
- 4. India's International Trade

#### # III Semester :

1. Industrial / Institutional Training is to be made compulsory. The Student should take it up during the II Semester holidays and submit a report in the III Semester.

2. It carries 50 marks with 2 credits. Breakup for 50 marks (Only Internals)

Report 40 marks, Viva-voce 10 marks (Department level under the chairmanship of HOD) 3. Institution to be visited :

Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions.

4. Duration of the visit : minimum of 21 days

5. Marks for the industrial training out of 50 should be sent to the University along with the III Semester Internal marks.

**IV Semester :** 

1. Project Work and Viva-voce examination will be optional for the colleges. They can either opt for project or 2 theory papers in the IV semester which are given as below:

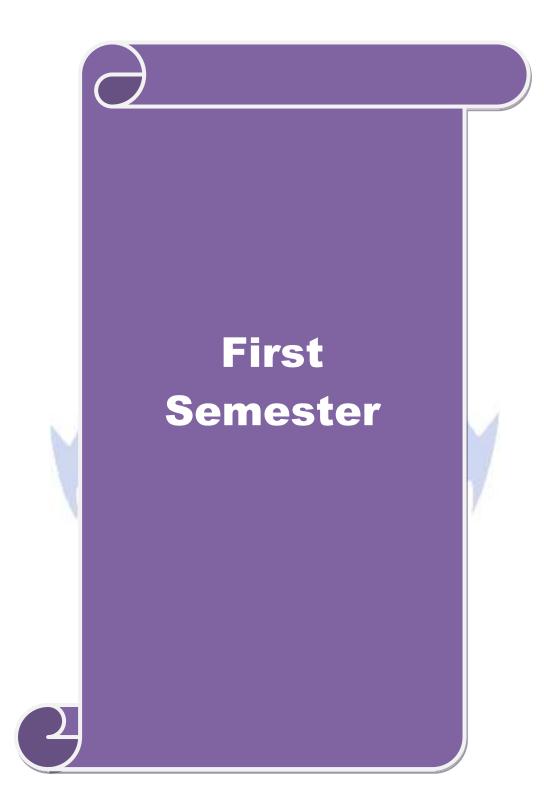
1. Principles and Practice of Insurance 2. Industrial Law

a. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up of marks will be as follows: project work 100 marks (50%) and viva voce 100 marks (50%).

External Examiners will be appointed by the University for conducting the viva-voce exam along with the concerned internal examiner. Monthly review of the project work has to be conducted by the guide along with the head of the department for a systematic progress of the work.

b. If the theory papers are opted instead of project work, the marks and credits will be given as other core papers i.e., CIA - 50 marks and semester exam-50 marks





Course code	MANAGERIAL ECONOMICS	L	Τ	P	0
Core/Elective/	CORE	6			4
Supportive Pre-requisite	Basic understanding in economics terminologies	•	Syllabus Z Version		1- 2
Course Objectives	:	1015			
the main objectives	of this course are to:				
	the economic theories and law of variable proportion.				
	udents to understand the demand determinants.				
-	weldge in production function, cost and revenue and break		-	18.	
	dation on economic models for demand & supply, pricing d		IS.		
5. Assess the e	effects of business cycle in a business and industrial sicknes	s			
Expected Course	Jutcomes				
•	completion of the course, student will be able to:				
	the nature and scope of Managerial Economics, demand		K	1	
	law of variable proportion.				
2 Explain the	role of Managerial Economist, goal of corporate		K	2	
enterprises,	demand determinants, types of market, national income				
and public fi					
	pes of costs and revenues and Break Even point analysis		Κ	3	
for business			• •		
4 Analyze the production a	role of managerial economist in demand analysis, cost and nalysis.	M	K	4	
	value of enterprises, pricing and output decisions, les and causes and remedies of industrial sickness		K	5	
K1 - Remember;	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; K6 -	Creat	e	
TI	Managemint Francisco Index de ative		10	<u> </u>	
Unit:1	Managerial Economics- Introduction nics: Meaning-Nature-Scope- Role and Responsibilities of I	Manag		hou	rs
-	of Corporate Enterprises: Profit maximization and wealth n	-		า	
Leonomist Goals	of corporate Enterprises. I fort maximization and weathring	IIuAIIIII	Zatio	.1.	
	SHIGHTE TO FLEXAL				
Unit:2	Demand analysis			hou	rs
•	Demand determinants – Demand distinctions- Law of dema		-		
	asticity of demand – Types, methods – Applications- Factor				
clasucity of defination	d – Demand forecasting: Meaning-methods-advantages & d	isauva	mage	3.	
Unit:3	Production Function		10	hou	
	n- Laws of returns-Law of variable proportions-Assumption	is and	10-	nou	1.3
	ations. Cost and Revenue – Fixed cost – Variable cost-Total		age a	nd	
-	g run and short run costs curves-Revenue curves-Average a		-		
-	n Analysis– Economies of scale of production.		0		
	- •				

Unit:4	Pricing and output decisions -different market situations	18- hours
Pricing and out	put decisions in different market situations – Monopoly and Du	opoly competition
-Perfect and Im	perfect - Pricing policies.	
Unit:5	Business cycle	18- hours
	– National income-Monetary and Fiscal Policy – Public finance	
Sickness – caus		
Unit:6	Contemporary Issues	
Online assign	ment, Group discussion and seminar	
	Total Lecture hours	90- hours
	- J	
<b>Books for Stu</b>	lay	
	iri K. L and Varshney R.L "Managerial Economics", New Delhi	Sultan Chand &
1 Maheshwa Publication	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014	
1 Maheshwa Publication	ri K. L and Varshney R.L "Managerial Economics", New Delhi	
1 Maheshwa Publication	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati	
<ol> <li>Maheshwa Publication</li> <li>Metha P.L</li> <li>Books for Re</li> </ol>	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati	on,2016
1Maheshwa Publication2Metha P.LBooks for Re1D.Gopalak	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati ference	on,2016 tion House, 2011
<ol> <li>Maheshwa Publication</li> <li>Metha P.L</li> <li>Books for Re</li> <li>D.Gopalak</li> </ol>	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati ference trishnan "Managerial Economics" Mumbai, Himalayan Publicat and Kalkundrikar A B "Managerial Economics" New Delhi, R	on,2016 tion House, 2011
<ol> <li>Maheshwa Publication</li> <li>Metha P.L</li> <li>Books for Re</li> <li>D.Gopalak</li> <li>Wali B M</li> </ol>	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati ference trishnan "Managerial Economics" Mumbai, Himalayan Publicat and Kalkundrikar A B "Managerial Economics" New Delhi, R	on,2016 tion House, 2011
1Maheshwa Publication2Metha P.LBooks for Re1D.Gopalak2Wali B M & Co,2011Related Online	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati ference trishnan "Managerial Economics" Mumbai, Himalayan Publicat and Kalkundrikar A B "Managerial Economics" New Delhi, R	on,2016 tion House, 2011
1       Maheshwa         Publication         2       Metha P.L         Books for Re         1       D.Gopalak         2       Wali B M         & Co,2011         Related Onlin         1       https://or	ri K. L and Varshney R.L "Managerial Economics",New Delhi n - 2014 "Managerial Economics" New Delhi, Sultan Chand & Publicati ference crishnan "Managerial Economics" Mumbai, Himalayan Publicat and Kalkundrikar A B "Managerial Economics" New Delhi, R	on,2016 tion House, 2011

	Ma	p <mark>ping</mark> with Pro	gramme Outcon	mes	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	L	М	S	М
CO2	M	Sellin	S S	S S	М
CO3	М	S	S	S	S
CO4	S	S	S	S	М
CO5	L	М	S	S	S

1

Course code	MARKETING MANAGEMENT	L	Т	P	C
Core/Elective/	CORE	6			4
Supportive Pre-requisite	Basic understanding of the marketing and its applications in decision making is required	-	Syllabus 2 Version		1- ,
Course Objectiv		1010			
The main objecti	ves of this course are to:				
	idents to classify types of marketing and modern marketing co	-			
	learners on product planning; appraise pricing system and pro	motior	n in th	ne	
markets.	a various binds of shown als of distribution and function of mi	مر ماله			
	e various kinds of channels of distribution and function of mi- practical applications on advertising media.	dale m	an.		
	the agricultural marketing and clarifying market research Vs i	narketi	no re	searc	h
J. Introduce	the agricultural marketing and claimying market research vs i	market	ing it	scare	.1
Expected Cours	e Outcomes:				
	ul completion of the course, students will be able to:				
1 Recollect	the marketing concepts, types and modern marketing		K	1	
concept					
2 Illustrate	he macro an <mark>d micro</mark> environments of a market and buyer		K	2	
behavior	A ARE PEA				
	e different types of products, product line, product mix and		K	3	
pricing de		_	V	1	
	ne important of channels of distribution and promotional mix	N A	K		
5 Examine	he market agricultural produce and marketing research.		K	4	
K1 - Remember	r; <b>K2</b> - Unde <mark>rstand</mark> ; <b>K3 - Apply; K4 - Analyze; K5 - Evaluate</b>	; K6 -	Creat	e	
14					
Unit:1	Introduction	1		hou	
Augmented ma Remarketing-Soo Modern marketi marketing funct	g-types. Marketing: Meaning-types (Relationship marketing- rketing-Retail marketing-Event marketing-Green marketi cial marketing -International Marketing)-importance mark ng concept: factors influencing the marketing concept – ions. Marketing Management: Meaning -Definition - Na actions -Problems - Differences between Sales Management	ng- D teting market ature-	emai mix ing s Princ	keting (4P's systen iples	g- s). n-
Unit:2	Product			hou	
Product Line-Pro importance. Proc	g- features-classifications- Product policies: Product Planning oduct Mix-Product Branding-Product Packaging – Labeling: luct Life Cycle: Meaning-importance-PLC Chart. Pricing: C ctors influencing the pricing policy.	mean	ing-fe	eature	s-
Unit:3	Channels of Distribution		18-	hou	rs
	ribution – Meaning - Basic channels of distribution - Selection	n of a s			
	ors Influencing Selection of a channel-middlemen in di				_
Functions -					
Elimination of M	liddlemen - Arguments in favour of and against.				

Unit:4	Promotional Mix	18- hours
	Aix: Meaning-importance. Advertising: Meaning-methods-medi	
	good advertising copy-evaluation of advertisements. Persona	
importance-d	ties-qualities of an effective salesman. Sales promotion: Meanir	ng & importance.
Unit:5	Marketing Information and Research	18- hours
	ormation and Research: Meaning-Importance- Components of	
	urch Vs Marketing Research. Advantages of Marketing Res	
Marketing: m	eaning-features -defects. Regulated market: meaning-features &	importance.
Unit:6	Contemporary Issues	
Online assig	nment, Group discussion and seminar	
	Total Lecture hours	90- hours
Books for st	udy	
1 Mamoria	C B, Suri.R K and Satish Mamoria "Marketing Management" A	Allahbad, Kitab
Mahal,20		
2 Dr. Gup	a C.B. and Dr. Rajan Nair N "Marketing Management" New De	elhi, S.Chand and
sons- 202	8	
Books for <b>R</b>	eference	
1 Pillai R.S	.N & Bagavathi- "Modern Marketing", NewDelhi, S.Chand ,201	6
2 Dr.Radl	a, "Marketing Management"Chennai, Prasanna Publishers,2018	
<b>Related On</b>	ine Conten <mark>ts</mark>	
1 https://i	ptel.ac.in/courses/110/104/110104068/	
2 https://v	www.coursera.org/learn/marketing-management	
	the second and the	RU

	Ma	ap <mark>ping</mark> with Pro	gramme Outcor	nes	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	М	M	М
CO2	S	S	М	М	М
CO3	М	М	S	S	L
CO4	М	М	М	М	М
CO5	S	S	S	S	L

Cou	rse code		DATABASE MANAGEMENT SYSTEM	L	Т	P	С
Cor	e/Elective/	Supportive	CORE	6			4
	Pre-requ	isite	Basic knowledge in DBMS is needed in	Syllab		202	
	-		UG level	Versi	on	22	2
	rse Objecti						
			course are to:				
			undamental elements of relational database manag			ns.	
	-	, and relation	of relational data model, entity-relationship mode	el, relati	onal		
	0		we the database design by normalization.				
		1	l approach and program communication block.				
			n Network Approach DBTG, Data Structure and I	Data mai	nipul	ation	
		se Outcome			T .		-
			on of the course, student will be able to:				
1	Describe	the fundame	ental elements of relational database management		K	2	
	systems						
2	Recall th	e basic conc	epts of relational data model, entity-relationship		K	1	
			ıbas <mark>e des</mark> ign, relational algebra and sql.				
3			to relational tables, populate relational database		K	3	
			eries on data.				
4			ical approach and program communication block		K		
5	Adapt the manipula		nowledge in Network Approach and DBTG Data		K	6	
K1	· ·		erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	e. K6 _ (	Treat	0	
IX1	- Kemenio	.1, <b>K</b> 2 - Olic	erstand, KS - Appry, K4 - Anaryze, KS - Evaluation	c, <b>IX</b> 0 - (	Icat	C	
Un	it:1		Database System		18-	hou	rs
Un	it:1 Databa	se System	Database System Architecture Basic concepts: Data system, ope	erational		<b>hou</b> a, da	
	Databa		Database System Architecture Basic concepts: Data system, ope e for a database system, Distributed databases.		dat	a, da	ata
ind	Databas ependence,	Architectur	Architecture Basic concepts: Data system, ope	Storage	dat Stru	a, da ctures	nta s :
ind Rej	Databas ependence, presentation	Architectur of Data. I	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases.	Storage	dat Stru	a, da ctures	nta s :
ind Rej	Databas ependence, presentation	Architectur of Data. I	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Int	Storage	dat Stru	a, da ctures	nta s :
ind Rej Ap	Databas ependence, presentation	Architectur of Data. I	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Int	Storage	dat Strue on, R	a, da ctures	ata s : on
ind Rej Ap	Databas ependence, presentation proach, Hie <b>it:2</b>	Architectur of Data. I rarchical Ap	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Int proach, Network approach.	Storage troductio	dat Stru on, R 18-	a, da ctures celati <b>hou</b>	ata s : on
ind Rej Ap <b>Un</b> Rel	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg	Architectur of Data. I rarchical Ap nal Approac gebra : Intr	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma coduction, Traditional set operation. Attribute	Storage troductio	dat Struc on, R 18- butes	a, da ctures celati hou	ita s : on u <b>rs</b> ys.
ind Rej Ap <b>Un</b> Rel	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg	Architectur of Data. I rarchical Ap nal Approac	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma coduction, Traditional set operation. Attribute	Storage troductio	dat Struc on, R 18- butes	a, da ctures celati hou	ita s : on u <b>rs</b> ys.
ind Rej Ap Un Rel	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg	Architectur of Data. I rarchical Ap nal Approac gebra : Intr	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma coduction, Traditional set operation. Attribute	Storage troductio	dat Struc on, R 18- butes	a, da ctures celati hou	ita s : on u <b>rs</b> ys.
ind Rej Ap Un Rel rela	Database ependence, prosentation proach, Hie it:2 Relatio ational Alg ations, speci it:3	Architectur of Data. I rarchical Ap nal Approac gebra : Intr ial relational	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. <b>Relational Approach</b> ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. <b>Embedded SQL</b>	Storage troductio	dat Strue on, F 18- butes for 18-	a, da ctures celati hou , key deriv hou	uta s : on u <b>rs</b> ys. ed u <b>rs</b>
ind Rej Ap Un Rel rela	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed	Architectur of Data. I rarchical Ap nal Approac gebra : Intri al relational ded SQL : 1	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach Ch : Relational Data Structure : relation, Doma roduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors	Storage troduction in, attri names involvir	dat Strucon, R 18- butes for 18- 18-	a, da ctures celation hou deriv hou rsors	uta s : on urs ys. ed urs
ind Rej Un Rel rela Un	Database ependence, presentation proach, Hie it:2 Relatio lational Alg ations, speci it:3 Embed namic state	Architectur of Data. I rarchical Ap nal Approac gebra : Intr ial relational ded SQL : 1 ements. Que	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. <b>Relational Approach</b> ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. <b>Embedded SQL</b> Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in	Storage troduction in, attri names involvir n functi	dat Strucon, R 18- butes for 18- ng cu ons,	a, da ctures celation hou deriv hou rsors upda	uta s : on urs ys. ed urs ate
ind Rej Ap Un Rel rela Un Dy ope	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB	Architectur of Data. I rarchical Ap nal Approac gebra : Intri ial relational ded SQL : 1 ements. Que BE Dictionar	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S	Storage troduction in, attri names involvir n functi Second, t	dat Strucon, R 18- butes for 18- ng cu ons,	a, da ctures celation hou deriv hou rsors upda	uta s : on urs ys. ed urs ate
ind Rej Ap Un Rel rela Un Dy ope	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB	Architectur of Data. I rarchical Ap nal Approac gebra : Intri ial relational ded SQL : 1 ements. Que BE Dictionar	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. <b>Relational Approach</b> ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. <b>Embedded SQL</b> Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in	Storage troduction in, attri names involvir n functi Second, t	dat Strucon, R 18- butes for 18- ng cu ons,	a, da ctures celation hou deriv hou rsors upda	urs ys. ed urs
ind Rej Ap Un Rel rela Un Dy ope	Databa ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state prations, QB ms, Relation	Architectur of Data. I rarchical Ap nal Approac gebra : Intri ial relational ded SQL : 1 ements. Que BE Dictionar	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S e than one candidate key, Good and bad decompose	Storage troduction in, attri names involvir n functi Second, t	dat Strucon, R 18- butes for 18- ng cu ons, hird	a, da ctures celation hou s, key deriv hou rsors upda norm	urs ys. ed urs ate nal
ind Rej <b>Un</b> Rel rela <b>Un</b> Dy ope	Database ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB ms, Relation	Architectur of Data. I rarchical Ap nal Approac gebra : Intr al relational ded SQL : 1 ements. Que BE Dictionar ns with more	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S e than one candidate key, Good and bad decompose Hierarchical Approach	Storage troduction in, attri names involvir n function second, to sition.	dat Struc on, R 18- butes for 18- ng cu ons, hird	a, da ctures celation hou deriv hou rsors upda norm	urs vrs urs urs urs urs
ind Rej Ap Un Rel rela Un Dy ope for	Database ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB ms, Relation it:4 Hierarc	Architectur a of Data. I rarchical Ap nal Approac gebra : Intri- ial relational ded SQL : 1 ements. Que BE Dictionar ns with more chical Appro	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S than one candidate key, Good and bad decompose Hierarchical Approach pach: IMS data structure. Physical database, D	Storage troduction in, attri names involvir n functi Second, to sition.	dat Strucon, R 18- butes for 18- ng cu ons, hird 18- desc	a, da ctures celation hou a, key deriv hou rsors upda norm hou riptic	urs urs urs urs urs urs urs on,
ind Rej Ap Un Rel rela Un Dy ope for	Database ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB ms, Relation it:4 Hierarc erarchical se	Architectur of Data. I rarchical Ap nal Approac gebra : Intri- ial relational ded SQL : I ements. Que BE Dictionar ns with more chical Appro-	Architecture Basic concepts: Data system, ope of a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S e than one candidate key, Good and bad decompose Hierarchical Approach Dach: IMS data structure. Physical database, D ernal level of IMS : Logical Databases, the prog	Storage troduction in, attri names involvir n function Second, to sition.	dat Struc on, R 18- butes for 18- ng cu ons, hird 18- desc nmur	a, da ctures celation hou deriv hou rsors upda norm hou riptic	urs ys. ed urs nate nal urs on, on
ind Rej <b>Un</b> Rel rela <b>Un</b> Dy ope for	Database ependence, presentation proach, Hie it:2 Relatio ational Alg ations, speci it:3 Embed namic state erations, QB ms, Relation it:4 Hierarc erarchical se	Architectur of Data. I rarchical Ap nal Approac gebra : Intri- ial relational ded SQL : I ements. Que BE Dictionar ns with more chical Appro-	Architecture Basic concepts: Data system, ope e for a database system, Distributed databases. Data Structures and corresponding operators: Interproach, Network approach. Relational Approach ch : Relational Data Structure : relation, Doma oduction, Traditional set operation. Attribute operations. Embedded SQL Introduction – Operations not involving cursors ry by Example – Retrieval operations, Built-in y. Normalization: Functional dependency, First, S than one candidate key, Good and bad decompose Hierarchical Approach pach: IMS data structure. Physical database, D	Storage troduction in, attri names involvir n function Second, to sition.	dat Struc on, R 18- butes for 18- ng cu ons, hird 18- desc nmur	a, da ctures celation hou deriv hou rsors upda norm hou riptic	urs ys. ed urs nate nal urs on, on

Ur	nit:5	Network Approach	18- hours
		ork Approach : Architecture of DBTG system. DBTG Data ingular sets, sample schema, the external level of DBT.	
Ur	nit:6	Contemporary Issues	
Or	line assigr	ment, Group discussion and seminar	
		Total Lecture hours	90- hours
Bo	oks for St	udy	
1		atz Abraham, Henry Korth, F., Sudarshan, S., "Database Systems ew Delhi, Tata McGraw Hill Publication Ltd, 2021	s concepts",7 <sup>th</sup>
2		makrishnan& Johannes Gehrke, "Database Management Syster ta McGraw Hill Publishing Company Limited, 2014.	ns",3 <sup>rd</sup> Edition, New
2	An Introd	uction to Database System – Bipin C Desai, 2016	
Bo	oks for R	eferences	
1		con, Mathews Leon, "Database Management Systems", New Cation Ltd, 2008	Delhi, Tata McGrav
2		.,Kannan,A.,Swamynathan,S., "An Introduction to Database Education India, 2018	System", Chennai,
Re	lated Onli	ine Conten <mark>ts</mark>	
1	https://sw	ayam.gov.in/nd1_noc20_cs60/preview	
2	-	ayam.gov.in/nd2_nou20_lb06/preview	
		The second of th	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	S	S	M	М
CO2	М	М	S	M	S
CO3	M	S	S	М	М
CO4	М	M	I PLEY S	М	S
CO5	S	S	М	S	М

Course code Core/Elective	/Supportive	COMPUTER APPLICATIONS PRACTICALS I – MS OFFICE AND ORACLE CORE	L	Т	P 6	C 4
Pre-req	uisite	Practical exposes in application software	Sylla		202	
Course Progra		using ms-office is required.	Vers	sion	22	
and perform the • Rig • Cer • Just • Als • Cha • Inse	e following: ht align and b nter align and tify and cente o insert footn ange a paragra ert page numb	italics	financ	e mir	nister)	)
following s (Any one o a) For oper b) Inaugura c) Informin	situation (at le of the followin ning a new brand ation of ATM ng about new	anch	1			
4. Using E2 a) Employe b) Sales da c) Students (Total, Ave 5. Prepare a (Any one o a) Mean, M b) Standard	ees payroll ta marks and perage, Percent an Excel shee of the followir fedian, Mode d Deviation e)	e a table for (any one of the following) erform the following functions rage, conditional sum and show the results in chart) et and apply the following statistical functions to ana ng) d) Capital Budgeting Techniques i) Pay Bank Perio Depreciation Technique ii) NPV g) Break even Analysis iii) ARR	-	he da	ıta	
-	-	re for a research problem by using MS WORD – use shading and insert a table relevant to your research p				
a) Product b) Compan	Advertisemer y Advertisem General Meet	presentation for (any one of the following) nt Break Even Analysis nent Sales Projections ing (Minimum 5 slides)				

- 1. Using Hyperlink to all slides
- 2. Different animation effect for text and pictures
- 3. Fully automatic timing 2 minutes

8. Using Access prepare a table for (any one of the following)

a) Pay Roll

b) Student record

c) Sales data

d) Address database of customers -

Requirements

(By using Design view/ Wizard view)

- 1. One of the fields should be Primary Key
- 2. Apply sort option to display records (at least three different method of sorting)
- 3. Generate reports by using different queries.

#### DBMS

9) Create a table - use name Software with the fields and insert the values:

Field name Field type Field size

Programmer name character 15

Title character 20

Language used character 15

Software cost number 10 with 2 decimal places

Development cost number 10

Software sold number 3

Queries:

a) Display the details of software developed by "PRAKASH".

b) Display the details of the packages whose software cost exceeds "2000".

c) Display the details of the software that are developed in "C++".

d) What is the price of costliest software developed in "C".

e) Display the details of the programmer whose language used is same as "Suresh".

10) Create a table Company with the following fields and inserts the values:

Field name Field type Field size

Company name character 15

Proprietor character 15

Address character 25

Supplier name character 15

No of employees number 4

GP percent number 6 with 2 decimal places

Queries:

a) Display all the records of the company which are in the ascending order of GP percent

11-111-124

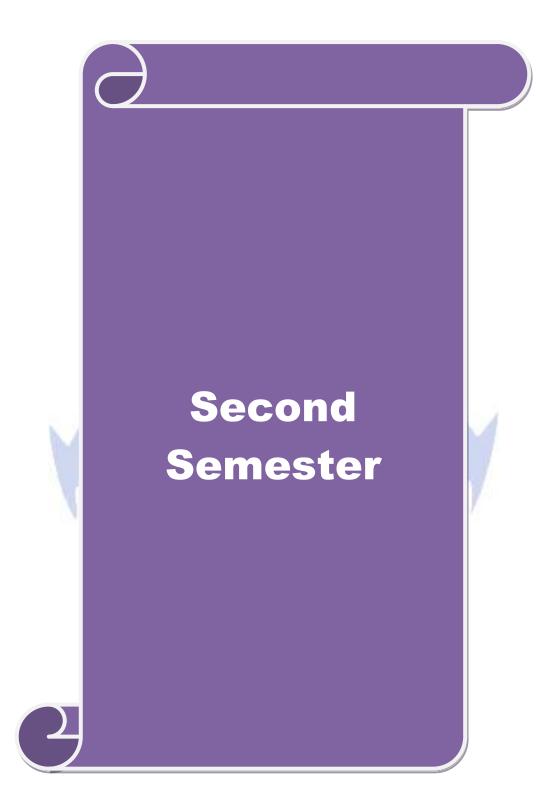
b) Display the name of the company whose supplier name is "Telco".

c) Display the details of the company whose GP percent is greater than 20 and order by GP percent

d) Display the detail of the company having the employee ranging from 300 to 1000

e) Display the name of the company whose supplier is same as like Tata's.

11) Create a table named Student with the following fields and insert the values: Field name Field type Field size Student Name character 15 Gender character 6 Roll No. character 10 Department Name character 15 Address character 25 Percentage number 4 with 2 decimal places **Oueries**: a) Calculate the average percentage of the students. b) Display the names of the students whose percentage is greater than 80 c) Display the details of the student who got the highest percentage. d) Display the details of the students whose percentage is between 50 and 70. e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA0112) Create the table PRODUCT with the following fields and insert the values: Field name Field type Field size Product no number 6 Product name character 15 Unit of measure character 15 Quantity number 6with 2 decimal places Total amount number 8 with 2 decimal places **Oueries**: a) Using update statements calculate the total amount and then select the record. b) Select the records whose unit of measure is "Kg" c) Select the records whose quantity is greater than 10 and less than or equal to 20 d) Calculate the entire total amount by using sum operation e) Calculate the number of records whose unit price is greater than 50 with count operation 13. Create the table PAYROLL with the following fields and insert the values: Field name Field type Field size Employee no number 8 Employee name character 8 Department character 10 Basic pay number 8 with 2 decimal places HRA number 6 with 2 decimal places DA number 6 with 2 decimal places PF number 6 with 2 decimal places Net pay number 8 with 2 decimal places Queries; a) Update the records to calculate the net pay. b) Arrange the records of employees in ascending order of their net pay c) Display the details of the employees whose department is: sales" d) Select the details of employees whose HRA>=1000 and DA<=900 e) Select the records in descending order



Course code		CORPORATE ACCOUNTING	L	Т	Р	0
Core/Elective/ Supportive Pre-requisite		CORE	5			4
		Broad knowledge in accounting entries	Sylla Vers		202 -22	
Course (	Objectives:	· · · · · · · · · · · · · · · · · · ·				
		f this course are to:				
	-	nceptual framework of corporate accounting.				
		nts to learn procedure relating to preparation of company				
		dents to prepare of statement of affairs and liquidator's fi	inal sta	temen	ıt.	
		wledge relating to banking and insurance companies.		onaih	:1:4	
		about human resource accounting, government accountir vironmental Accounting.	ig, resp	onsid	mty	
accor	inting and En	vironmental Accounting.				
Exnected	d Course Ou	tcomes				
		npletion of the course, student will be able to:				
		e accounting provisions in the Companies Act relating		K1		
		of final accounts of a company.				
	<u> </u>	ounts of Amalgamation, Absorption and Alteration of		K2	2	
	are capital.					
3 P1	repare accoun	ts a <mark>t the tim</mark> e of liquidation of companies.	K3			
	Make use of the accounting aspects pertaining to valuation of shares, holding company accounts and banking and insurance companies			, КЗ		
G					L	
<b>K1</b> - Re	emember; K2	- Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate:	; K6 - (	Create	;	
	-	193 (B)				
Unit:1		Final accounts			hou	rs
		ccounts – Schedule VI Part I and Part II – Profit prior to i ion – Issue of Bonus shares – Preparation of Balance She		ration	l —	
Unit:2		Amalgamation				
0		ger- Amalgamation as Purchase -Calculation of Purchase				
		s - Accounting treatment as per AS 14 in the books of Tra			npan	ÿ.
		g inter $-$ company holdings) $-$ External reconstruction $-$ I	nternal			
econstru	iction (Exclud	ling scheme of reconstruction).				
Unit:3		Liquidation of companies		18-	hou	rs
	on of compar	nies: Meaning-causes-Preparation of Statement of Affairs	and L			
Liquidati						
-	-	ng company accounts excluding inter-company holdings:	Prepar	ation	of	

Unit	:4 Banking companies and Insurance Companies	18- hours
Αссоι	ints of Banking companies and Insurance Companies (Life and Fire Insu	urance only).
Unit	:5 Inflation accounting	18- hours
	on accounting – Human resource accounting-Principles of Government onsibility accounting-Environmental Accounting.	accounting –
Unit		
Onlu	ne assignment, Group discussion and seminar	
	Total Lecture hours	90- hours
Bool	ks for Study	l
1 A	rulanandam, M.A. and Raman, K.S. "Advanced Accounting", Volu	me II, Sixth Edition
N	lew Delhi, Himalaya Publishing House, 2016.	
2 0	Supta, R.L. and Radhasamy, M., "Advanced Accountancy", Volume	II, Fifth Edition,Nev
	Delhi,Sultan Chand and Sons,2015.	
	yengar, S.P,"Advanced Accountancy" Volume II, Fifth Edition, New De nd Sons,2015.	elhi, Sultan Chand
•		
Bool	ss for Reference	
1	Pillai, R.S.N. and Bagavathi "Advanced Accountancy" Volume II,	Third Edition, Nev
	Delhi, Sultan Chand and Sons, 2018.	
2	Reddy T.S. and Murthy.A"Advanced Accounting", Volume II, Six	th Edition, Chennai
	Margham Publications, 2016.	
Rela	ted Online Contents	
1 h	ttps://testbook.com/learn/corporate-accounting/	
2 h	ttps://www.icsi.edu/media/webmodules/Corporate%20and%20Manager	ment%20Accountin
g	.pdf	
	Solution and State	

#### SHIGATE TO PLANE

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	М	М	
CO2	М	М	S	М	S	
CO3	S	S	S	S	М	
CO4	М	М	S	М	S	
CO5	S	S	М	S	М	

Course code	HUMAN RESOURCE MANAGEMENT	L	Т	Р	C
Core/Elective/	CORE	5			4
Supportive Pre-requisite	Understanding of effective interpersonal skills of	Syllah Versi		2021 22	
Course Objecti	employees in the organization	versi	оп	<u> </u>	
0	ves of this course are to:				
•	ectives of this course are to:				
	e importance of human resources and their effective managen	nent in			
organization					
2. Demonstr	ate a basic understanding of different tools used in forecasting	g and pl	anni	ng	
human resou					
	e current theory and practice of recruitment and selection.				
	ppropriate implementation, monitoring and assessment proce				
_	e importance of the performance management system in enha	ncing e	mplo	oyee	
performance					
Expected Cours	a Automos:				
	ul completion of the course, student will be able to:				
	uman resources planning, dealing with surplus and deficient		V	2	
man pow			N		
	e meanin <mark>gs of terminology and tools used in managing</mark>		ĸ	(1	
	s effectively		1	.1	
	selection strategy for a specific job		ŀ	K6	
- 1	the advanced training strategies and specifications for the		ĸ	[4	
-	f training programs	r.	1	<b>L</b> T	
	and contrast different techniques involved in the new process.		K5		
	r; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	e; K6 - (	Crea	te	
Unit:1	Introduction		18	- hou	rs
of HRM-Quali challenges of	Resource Management –Definition-Objectives-Functions-Ev ties of good HR Manager-Changing roles of a HR Man a HR Manager-Planning the Human resources-Objectives ing –Dealing with surplus and deficient man power-job analy n.	ager-Pr –Step	oble s in	ms ar huma	nd an
Unit:2	Recruitment and Selection		18	- hou	rs
	nent and Selection-Procurement process-Placement-Induc arces-Internal and External recruitment –Application blank-				
Unit:3	Training and Development		18	- hou	re
	evelopment-Principles of Training-Assessment of training nee	eds-On			1.0
	s-Off the job training methods-Evolution of effectiveness of t			00	

Discipline-Meaning-Causes of indiscipline-Acts of indiscipline-Proce	
Action-Organization conflict-Conflict in organizational behaviours-Ir	dividual aspect of conflict
Organizational conflict-Management of conflict.	
Unit:5 Performance Appraisal	18- hours
Performance Appraisal-Process-Methods of performance appra	
Motivation process-Theories of Motivation-Managing grievances and	discipline.
Unit:6 Contemporary Issues	
Online assignment, Group discussion and seminar	
Total Lecture h	ours 90- hours
Books for study	
1 Aswathappa, K., "Human Resource Management", Eighth Edition	, New Delhi, Tata McGraw
Hill Education India Pvt. Ltd, 2017.	
2 Subbarao P., "Essentials of Human Resource Management and Ind	lustrial Relations", Sixth
Edition, Mumbai, Himalaya Publishing House, 2015	
Books for Reference	
1 Rao.V.S.P "Human Resource Management" Second Edition	n, New Delhi, Cengage
Publications, 2015.	
2 Pattanayak, B., "Human Resource Management", Second Edition.	Mumbai, PHI Learning Pvt
Ltd, 2013.	
Related Online Contents	
1 https://onlinecourses.nptel.ac.in/noc22_hs63/preview	
2 https://www.coursera.org/specializations/human-resource-manag	ement
and the state of the second	
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	Mapping with Programme Outcomes							
Cos	PO1	PO2	PO3	PO4	PO5			
CO1	S	S	S	M	М			
CO2	М	М	S	M	S			
CO3	S	S	S	S	М			
CO4	М	М	S	М	S			
CO5	S	S	М	S	М			

Course code	BUSINESS RESEARCH METHODS	L	Т	Р	С
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Basic research knowledge and application of statistical tools is needed	Sylla Vers		202 22	
<b>Course Objecti</b>	/es:				
•	ves of this course are to:				
-	n idea about various research designs and techniques				
	d sampling techniques of research and its applications				
	the learners in application of appropriate tools in research				
	earners to understand the significance of testing of hypothesis dation to become familiar in style of preparing research report				
Expected Cours		•			
	ul completion of the course, student will be able to:				
	ne range of quantitative and / or qualitative research		K1 8	γ K)	
	s to business and management problems / issues		111 0	C IX2	
	and conduct research in a more appropriate sampling method		K	2	
	of the necessary critical thinking skills in order to evaluate statistical tools used in research.		K2 8	2 K3	
4 Interpret hypothesi	he data analysis in relation to the research process by testing s.		K	4	
5 Write a re	search re <mark>port an</mark> d thesis.		K5 8	k K6	
K1 - Remembe	r; <b>K2</b> - U <mark>nderstan</mark> d; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate;	K6 -	Creat	e	
Unit:1	Introduction	0		hou	
	ch: Meaning – Scope - Significance –challenges-types-process ics in research Research problems: Identification-Selection			-	
<b>T</b> T <b>1</b> ( <b>A</b>			10		
and Type II Err sampling. Censu Secondary data: Interview-Surve	Sampling design : Meaning-Sampling frame- Sampling and Non-Sampling Er or in research- Level of Significance- determination of sampl s: merits and demerits - Census Vs Sampling. Pilot study –Pre Meaning-sources-merits-demerits. Methods of data collect y- Email-Schedule and Questionnaire. Levels of measur 1 Ratio. Scaling techniques: Rating scales- Attitude scales Thurston scale.	e size test. tion: remen	Type Metl Prim Obser t: No	hods ary ar vatio omina	or of nd n- al-
Unit:3	Statistical tools		18-	hou	rs
Statistical tools Correlation – si	used in research-Measures of Central tendency – Standard dev mple, partial and multiple correlation – Auto correlation – Reg Square methods – Multiple regression.				

Unit:4	Testing of Hypothesis	18- hours
difference testing the sample, D Anova: Or	Hypothesis- Parametric test: 'Z' test: Test for differences be between Means of two samples-differences between two Stand correlation co-efficient -'t' test: To Test the significant of the fference between means of two samples (Independent and paire e way ANOVA -Two way ANOVA. Non-parametric test: Chi-s '' Test- Kruskalwallis 'H' Test.	lard deviations and mean of a random d Samples) testing.
Unit:5	Interpretation	18- hours
mechanics	on: Meaning-Significance. Report writing: Significance – Layout of writing a Research report – Precautions to be followed in Rese footnotes and bibliography writing; checking plagiarism.	
Unit:6	Contemporary Issues	
Online as	ignment, Group discussion and seminar	
	Total Lecture hours	90- hours
Books fo	study	
	i C. R. and Gauray Garg (2019), Research Methodology: Metholology: Metholology: Metholology	ods and Techniques,
	S.P "Statistical Methods" Forty-fifth Edition, New Delhi, Sultan C	hand and Sons, 2016
Books fo	Reference	
	R, Spiegel, Larry, J and Stephens"Theory and Problems of Statis elhi, McGraw-Hill Publishing Co. Ltd, 2017.	stics", Third Edition,
	R.S.N. and Bhagavathi., "Statistics - Theory and Practice" Ninth E & Co. Ltd , 2017	dition New Delhi, S.
<b>Related</b>	Online Contents	
	//onlinecourses.swayam2.ac.in/cec21_mg21/preview	
2 https:	/onlinecourses.swayam2.ac.in/nou22_cm06/preview	
	100 C	

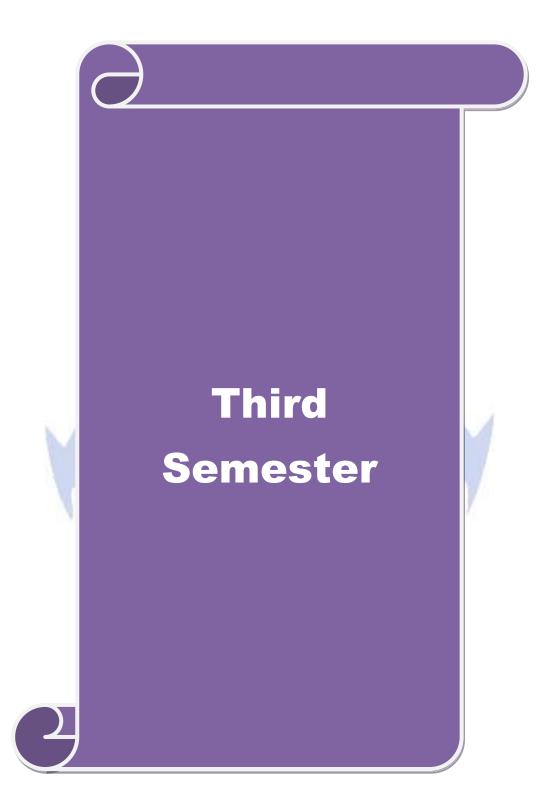
Mapping with Programme Outcomes							
Cos	PO1	PO2	PO3	PO4	PO5		
CO1	S	S	S	М	М		
CO2	S	М	S	М	S		
CO3	S	S	М	S	М		
CO4	М	S	S	М	S		
CO5	S	S	М	S	М		

Course code		OBJECT ORIENTED PROGRAMMING WITH C++	L	Т	Р	C
Core/Elective	/Supportive	CORE	5			4
Pre-req	uisite	Hands on training in C programming is needed	Syllabus Version		2021- 22	
<b>Course Objec</b>						
<ol> <li>2. Explain prog</li> <li>3. Describe ope</li> <li>4. Apply the co abstraction, inh</li> </ol>	e elements of gramming fun erator overloa oncepts of cla neritance, ove	object oriented programming and structure of C++ idamentals, including statement and control flow an iding, rules for overloading operators and data conv ss, method, constructor, instance, data abstraction, f rriding, overloading, and polymorphism.	d recu ersion	rsion , inhe		e
Expected Cou	rse Outcome	·s:				
		on of the course, student will be able to:				
	he essential fe	eatures and elements of the C++ programming		K	1	
2 Understa	nd concepts c	of inheritance and polymorphism.		K	2	
3 Difference	e between fu	nction overloading and function overriding		K	4	
4 Write, de in the cou	-	basic C++ codes using the approaches introduced		K3 8	2 K4	
5 Incorpora	ate exception	handling in object-oriented programs.	1	K	6	
K1 - Rememb	per; <b>K2</b> - Und	erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 - (	Creat	e	
Unit:1		Introduction	1	18-	hou	rs
Data Encapsu Operator ove	lation and A rloading – F OOP – Popula	gramming Paradigm – Elements of Object oriented bstraction classes – Inheritance – Derived classes riend functions – Polymorphism – virtual function ar OOP languages – C++ at a glance – Application ++ program.	– Poly ons –	morp Mer	ohism its ar	- nd
Unit:2		Data types		18-	hou	rs
expressions – loop, break s operations on	Control flow statement, sw arrays – Mu	eter set – Token, Identifiers and Keywords – variable – IF, IF Else, Nested If Else, For loop, Whit witch statement, continue statement and go to state ultidimensional arrays – strings – string manipula porary functions – Inline functions.	leloo atemer	perat p, do it. A	ors ar whi rrays	nd le
Unit:3		Classes and objects		18-	hou	rs
defining mem	ber functions constructors	s – Class specification – class objects – Accessing s – Data Hiding – Friend functions and friend clas s – destructors – constructor overloading – order	ses. C	onstr	uctor	—

Unit:4	Operator overloading	18- hours
Opera	tor overloading - over loadable operators - Rules for overloadi	ng operators – Data
conversion. I	nheritance - Forms of inheritance - single, multiple, multi le	evel, hierarchal and
hybrid inherit	ance – when to use inheritance – Benefits of Inheritance.	
Unit:5	Virtual functions and Polymorphism	18- hours
Virtua	l functions and Polymorphism – need for virtual functions –	Pointers to derived
class objects	- Pure virtual functions - Abstract classes - Rules for Virtual f	unctions – Data file
operations –	Opening of file – closing of file – stream state member function	ns – reading/writing
a character from	om a file – structure and file operations – classes and file operat	ions.
Unit:6	Contemporary Issue	90- hours
Online assign	ment, Group discussion and seminar	
	Total Lecture hours	90- hours
<b>Books for St</b>	udy	
	amy,E., "Object Oriented Programming with C++", New Dell g Company Ltd. 2020	ni,Tata McGraw Hill
2 Ravichand 2017	lran,D., "Programming with C++", Tata McGraw Hill Publis	shing Company Ltd.
Books for Re	ferences	6 4
1 Venugopa	l,K.R., Raj kumar, Ravishanker, T., "Mastering C++", New I	Delhi, Tata McGraw-
Hill Educa	ation 2017	
<b>Related Onli</b>	ne Contents	n.
1 https://n	otel.ac.in/courses/106/105/106105151/	
	otel.ac.in/courses/106/101/106101208/	

	Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	S	М	
CO2	М	М	S	М	S	
CO3	S	S	М	S	М	
CO4	М	М	М	М	S	
CO5	S	S	М	S	М	

Course code		COMPUTER APPLICATIONS PRACTICALS-II : TALLY & C++ TALLY	L	Т	Р	C
Core/Elective	e/Supportive	IALLI			5	4
Pre-req	uisite	Hands on training in tally and C programming in UG level	Syllabus Version		202 22	
		TALLY				
	g Tally - Create and F12 keys	e Voucher & ledger with adjustments				
2. Prepare '		Profit & Loss A/C and Balance Sheet				
a) FIFO b) LIFO c) Simple A	Average metho		hods)			
	d Average Me	thod. tement and give your opinion.				
±		tement and present your view.				
6. Analyze		ce of an organization by using Ratio ssential).				
7. Pay Roll	calculation (U	C++				
		m Level, Maximum Level, Re-order level (Using	g simple	e pro	gram)	)
		calculate working capital using class and object utside the class)	s (mem	ber f	unctio	m
		contribution, P/v Ratio, BEP and Margin of safet		Func	tions.	
		rest and compound interest using inline functions	3.			
	<u> </u>	n – by using constructors and Destructors				
operator ov	verloading.	to calculate the sum and product of two complex	number	rs usi	ng	
14. Write a	c++ program	to prepare cost sheet using inheritance.				



Course code		COST AND MANAGEMENT ACCOUNTING	L	Т	Р	С
Core/Elective	e/Supportive	CORE	6		-	4
Pre-req		Basic knowledge in cost sheet and ratio analysis	Syllab Versie		2021- 22	
<b>Course Objec</b>	tives:	•	1			
The main obje	ctives of this	course are to enable the students to				
		ponents of cost.				
2.give an insig						
		and budgetary control.				
		w and cash flow statements.				
		cial statement analysis.				
Expected Cou		n of the course, student will be able to:				
				V	<b>7</b> 1	
1 Recall th	e components	s of cost		Ň	31	
2 Classify	and compare	the methods of cost		K	(4	
3 Construc	t a budget for	r <mark>a bu</mark> siness plan		K	6	
4 Apply di	fferent cost va	ariances and solve the adverse situations		K	3	
5 Assess th	ne financial st	atements of a company		K	5	
			V( C			
K1 - Rememb	er; KZ - Unde	rstand; KS - Appry; K4 - Anaryze; KS - Evaluar	ie; <b>Ko</b> - C	reate	2	
K1 - Rememb	er; <b>K</b> 2 - Unde	rstand; <b>K3</b> - Apply; <b>K4</b> - Analyz <mark>e; K5</mark> - Evaluat	e; <b>K6</b> - C	reate	2	
Unit:1		Introduction g – Definition – Difference between Financial a	M		18	hrs ng –
Unit:1 Cost Accounti Importance of Methods of Co	ing – Meaning f Cost Accou osting – Elem	Introduction	and Cost agement A Cost She	Acco Acco eet –	18 ountir ountin Mate	ıg – g –
Unit:1 Cost Accounti Importance of Methods of Co Control – Fixa	ing – Meaning f Cost Accou osting – Elem	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana tents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv	and Cost agement A Cost She	Acco Acco eet – ontro	18 Duntir Duntin Mate I.	ıg – g – erial
Unit:1 Cost Accounti Importance of Methods of Co Control – Fixa Unit:2 Labour Cost –	ing – Meaning f Cost Accou osting – Elem tion of Stock	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana tents of Cost – Cost Concepts – preparation of	and Cost agement 2 Cost She entory Co	Acco Acco eet – ontro time	18 ountir ountin Mate I. <b>18 ho</b> – lat	ng – g – erial
Unit:1 Cost Accounti Importance of Methods of Co Control – Fixa Unit:2 Labour Cost – Turnover – Ca	ing – Meaning f Cost Accou osting – Elem tion of Stock	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana nents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorption	and Cost agement 2 Cost She entory Co	Acco Acco eet – ontro time	18 ountir ountin Mate I. <b>18 ho</b> – lat	ng – g – erial <b>ours</b>
Unit:1 Cost Accounti Importance of Methods of C Control – Fixa Unit:2 Labour Cost – Turnover – Ca Unit:3 Nature and Sc	ing – Meaning F Cost Accou osting – Elem tion of Stock - Methods of uses of Labou	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana nents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In	and Cost agement 2 Cost She entory Co e – over- tion of ov	Acco Acco eet – ontro time	18 ountir Mate I. <b>18 ho</b> – lat ads. <b>18 ho</b>	ng – g – erial ours oour
Unit:1 Cost Accounti Importance of Methods of C Control – Fixa Unit:2 Labour Cost – Turnover – Ca Unit:3 Nature and Sc – Financial Sta	ing – Meaning F Cost Accou osting – Elem ation of Stock - Methods of uses of Labou ope of Manag atement Analy	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana tents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R	and Cost agement 2 Cost She entory Co e – over- tion of ov	Acco Acco eet – ontro time erhe	18 ountir Mate I. <b>18 ho</b> ads. <b>18 ho</b> mitati	ng – g – erial ours ours ons
Unit:1Cost AccountiImportance ofMethods of Control – FixaUnit:2Labour Cost –Turnover – CaUnit:3Nature and Sc– Financial StaUnit:4	ing – Meaning F Cost Accou osting – Elem tion of Stock - Methods of uses of Labou ope of Manag atement Analy	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana tents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time tr Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis	and Cost agement 2 Cost She entory Co e – over- tion of ov	Acco Acco eet – ontro time erhe	18 ountir Mate I. <b>18 ho</b> – lat ads. <b>18 ho</b>	ng – g – erial ours ours ons
Unit:1         Cost Accounti         Importance of         Methods of Control – Fixa         Unit:2         Labour Cost –         Turnover – Ca         Unit:3         Nature and Sc         – Financial Sta         Unit:4         Funds Flow ar	ing – Meaning F Cost Accou osting – Elem tion of Stock - Methods of uses of Labou ope of Manag atement Analy	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana nents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management	and Cost agement 2 Cost She entory Co e – over- tion of ov	Acco Acco eet – ontro time erhea	18 ountir Mate I. <b>18 ho</b> ads. <b>18 ho</b> mitati	ng – g – erial ours our ours ours
Unit:1         Cost Accounti         Importance of         Methods of C         Control – Fixa         Unit:2         Labour Cost –         Turnover – Ca         Unit:3         Nature and Sc         – Financial Sta         Unit:4         Funds Flow ar         Unit:5	ing – Meaning f Cost Accou osting – Elem tion of Stock - Methods of uses of Labou ope of Manag atement Analy	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana nents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time tr Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting	and Cost agement 2 Cost She entory Co e – over- tion of ov nportance atios.	Acco Acco eet – ontro time erhes	18 Duntir Mate 1. 18 ho ads. 18 ho 18 ho 18 ho	ng – g – erial ours oour ours ours
Unit:1Cost AccountiImportance ofMethods of Control – FixaUnit:2Labour Cost –Turnover – CantriaUnit:3Nature and Sca– Financial StaUnit:4Funds Flow andUnit:5Cost – Volume	ing – Meaning F Cost Accou osting – Elem ation of Stock - Methods of uses of Labou ope of Manag atement Analy nd Cash Flow	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana tents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time ar Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting Analysis – marginal costing – Break Even A	and Cost agement 2 Cost She entory Co e – over- tion of ov nportance atios.	Acco Acco eet – ontro time erhes e – lis	18 Duntin Matell. 18 ho ads. 18 ho mitati 18 ho anage	ng – g – erial ours ours ours ours ours eurs erial
Unit:1         Cost Accounti         Importance of         Methods of Control – Fixa         Unit:2         Labour Cost –         Turnover – Ca         Unit:3         Nature and Sc         – Financial Sta         Unit:4         Funds Flow ar         Unit:5         Cost – Voluri         application of	ing – Meaning f Cost Accou osting – Elem tion of Stock - Methods of uses of Labou ope of Manag atement Analy nd Cash Flow ne – Profit A Marginal Cos	Introduction g – Definition – Difference between Financial a nting – Relationship between Cost and mana nents of Cost – Cost Concepts – preparation of levels – E.O.Q - Pricing of material issues – inv Labour Cost Wage payment – Incentive Systems – idle time tr Turnover – overheads – allocation and absorp Ratio Analysis gement accounting – Meaning – Objectives – In rsis – Ratio Analysis – Uses and limitations of R Financial Statement Analysis statements, Working Capital Management Budgeting	and Cost agement 2 Cost She entory Co e – over- tion of ov nportance atios.	Acco Acco eet – ontro time erhea e – li - M tary (	18           ountin           Mate           1.           18 ho           ads.           18 ho           mitati           18 ho           2000           18 ho           2000           18 ho           2000	ng – g – erial ours ours ours ours erial ol –

Boo	oks for Study
1	Jain.S.P., Narang. K.L. and Agarwal.S "Advanced Cost Accounting (Cost Management)"
1	Eleventh Edition, Ludhiana, Kalyani Publishers, 2015
2	Sharma.R.K & Gupta.K.Shashi,"Management Accounting',New Delhi,Kalyani
	Publishers,14 <sup>th</sup> Edition.
3	Pillai R.S.N & Bhagavathi,"Management Accounting", New Delhi, S-Chand & Co, 2010
Boo	oks for References
1	Jain.S.P, Narang. K.L. and Agarwal.S "Advanced Cost Accounting (Cost Management)"
	Eleventh Edition, Ludhiana, Kalyani Publishers, 2015.
2	Reddy T.S. and Reddy Y.H.P "Cost and Management Accounting" Fourth Edition, Chennai,
	Margham Publishers, 2017.
Rel	ated Online Contents
1	https://students.icai.org/?page_id=5208
2	https://onlinecourses.nptel.ac.in/noc20_mg65/preview

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	M	M	M	L	L	
CO2	M	М	М	М	М	
CO3	M	М	M	М	Μ	
CO4	S	S	S	S	S	
CO5	M	М	M	М	М	



Pr Course ( The main 1. Introd 2. Explo	lective/Supportive re-requisite Objectives:	CORE Basic understanding about computer and	6			+	
Course The main 1. Introd 2. Explo	_	Basic understanding about computer and				4	
The main 1. Introd 2. Explo	<b>Objectives</b> .	visual components.	Syllabus Version		2021- 22		
1. Introd 2. Explo	Course Objectives:						
2. Explo	n objectives of this	course are to enable the students to					
-	luce different forms	of visual					
<ol><li>Under</li></ol>	re different forms in						
	1	oout visual variable and procedure.					
	expert knowledge al						
5. Descr	ibe different type of	data report					
Evnosto	d Course Outcome	201					
-		n of the course, student will be able to:					
	call various form of			V	1		
-				K			
		of intrinsic controls		K			
-	oply the visual varia			K			
	halyze the method of	C.		K	4		
5 Ev	aluate different type	e of data report		K	5		
<b>K1</b> - Rei	member; <b>K2</b> - Unde	rstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	<b>K6</b> – C	reate	1		
Unit:1	2.12	Introduction	1		- hou		
		VB6: Integrated Development Environment - Fir	st prog	ram	in Vl	В-	
	tion to forms: Com	non properties, methods and events.					
Unit:2		Intrinsic Controls	1		- hou		
		controls, Label and frame controls, command bu					
		box and combo controls, picture and image control	ls, drive	elist l	30X, C	lır-	
	and file list box con	trols and other controls, control arrays.		10	1		
Unit:3	a & Dragadyrage Ca	Variables & Procedures	agata d		- hou	ars	
		ope & Lifetime of variables, native datatypes, aggrand openation of variables, native datatypes, aggrand the second secon	-	• •			
and Tim		nd VD horartes. Control now, working with hunt	<i>A</i> 15, 50	mgs,	Daic	*	
Unit:4		Databases		18	- hou	irs	
	es: Data access SAC	GA, VB Data Base Tools, ADO Data Binding, Data	Envir			<u></u>	
		DL. Database Programming: ADO at work-setting u					
Processi			1		,		
Unit:5	0	Tables and Reports		18	- hou	urs	
Tables a	nd Reports-Datagrie	l control, Flexgrid control, Data Report - Data Rep	ort Des				
		Total Lecture hours		90	- hou	urs	
Books fe	or Study						
	v	al Basic 6 Programming Black Book", New Delh	i, Drea	m te	ch Pr	ess	
	olisher,2016		,				
		o Program, H.M.Deitel., P.J.Deital and T.R.Nieto 2	2015				

Bo	Books for References		
1	Programming Microsoft Visual Basic- Francesco Balenda, WP Publications and Distributors.2016		
2	Visual Basic 6-Gary Cronell, TataMcGraw Hill Publishing Compnay Ltd 2019		
Re	lated Online Contents		
1	https://www.cs.cmu.edu/~bam/uicourse/17770/visualbasicresources.html		
2	https://ceng.eskisehir.edu.tr/emrekacmaz/bil158/VBTutorial.pdf		

	Ma	apping with Pro	gramme Outcon	nes	
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	М	М	L	L
CO2	М	М	М	М	М
CO3	М	М	M	М	М
CO4	S	S	S	S	S
CO5	М	М	М	М	М



Course code		FINANCIAL MANAGEMENT	L	Т	Р	C
Core/Elective/ Supportive		CORE	6			4
Pre-requisite		Understanding about Finance, management and source of finance.			202 22	
Course Objec						
		ves of this course are to enable the students to				
		the concept and importance of financial management.				
		ious sources of long-term and short-term finance.				
		various method and technique for calculating cost of capital. ent types leverages used by the organization.	•			
		various dividend policies followed by organization.				
		with the following policies to not the of organization				
Expected Cou						
On the success	sful	completion of the course, student will be able to:				
1 Recollec	ct th	e concept and importance of financial management.		K	1	
2 Analyse	the	Various sources of long-term and short-term finance.		K	2	
3 Indentify	y th	e methods and techniques for calculating cost of capital.		K	3	
4 Examine	e di	fferent type leverage followed by a organization.		K4&	K5	
					_	
5 Evaluate	e th	e vario <mark>us divid</mark> end policies & Working capital.		K	5	
		e various dividend policies & Working capital. K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	e; K6 -			
			; K6 -			
K1 - Rememb	er;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate		Create 18-	e hou	
K1 - Rememb Unit:1 Financial Man Management-	er; nage Fin	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	nctions	Create <b>18-</b> of Fi	e hou nanci	al
K1 - Rememb Unit:1 Financial Man Management-	er; nage Fin	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S	nctions	Create 18- of Fi of fi	e hou nanci	al ≻
K1 - Rememb Unit:1 Financial Man Management– Short-term and Unit:2 Cost of Capi Earnings– We	er; nage Fin d L ital-	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S ong-term finance.	nctions ources	Create <b>18-</b> of Fi of fi <b>18-</b> nd Re	hou nanci nance hou etaine	al >
K1 - Rememb Unit:1 Financial Man Management- Short-term and Unit:2 Cost of Capi Earnings- We period and Dis Unit:3	er; nage Fin d L ttal- eigh sco	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fun- ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Equated Average Cost of capital–Capital budgeting–Technique unted cash flow. Leverages	nctions ources juity a es – R	Create 18- of Fi of fi 18- nd Re OI, P 18- 18-	hou nanci nanco hou etaino aybao hou	al ∽ rs ≈d ≈k
K1 - Rememb Unit:1 Financial Man Management– Short-term and Unit:2 Cost of Capi Earnings– We period and Dis Unit:3 Leverages - Fi Capital Structor Determinants	eer; nage Fin d L ital- eigh scou	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fun- ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Equated Average Cost of capital–Capital budgeting–Technique unted cash flow.	nctions ources juity a es – R –Theor	Create 18- of Fi of fi 18- nd Re OI, P 18- ries of pothe	hou nanci nanco hou etaine aybao hou sis –	al ≻− rs ×d ×k
K1 - Rememb Unit:1 Financial Man Management- Short-term and Unit:2 Cost of Capi Earnings- We period and Dis Unit:3 Leverages - Fi Capital Struct	eer; nage Fin d L ital- eigh scou	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Eq and Average Cost of capital–Capital budgeting–Technique unted cash flow. Leverages ncial Leverage– Operating leverage–EBIT and EPS analysis – Net income approach– Net operating income Approach. M	nctions ources juity a es – R –Theor	Create 18- of Fi of fi 18- nd Re OI, P 18- ries of pothe erits a	hou nanci nanco hou etaine aybao hou sis –	al rs rs rd rs
K1 - Rememb Unit:1 Financial Man Management– Short-term and Unit:2 Cost of Capi Earnings– We period and Dis Unit:3 Leverages - Fi Capital Structo Determinants Demerits. Unit:4 Dividend The	er; hage Fin d L ital- eigh sco of c	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Eq ted Average Cost of capital–Capital budgeting–Technique unted cash flow. Leverages ncial Leverage– Operating leverage–EBIT and EPS analysis – Net income approach– Net operating income Approach. M capital structure-Capitalization–Over and Under Capitalizat Dividend Theories es: Walter's model – Gordon and MM's models –Dividend p	nctions ources ources juity a es – R –Theon /M Hy ion- M	Create 18- of Fi of fi 18- nd Re OI, P 18- ries of pothe erits a 18-	hou nanci nanci nance hou etaine aybac hou sis – nd hou	al rs rs rs
K1 - Rememb Unit:1 Financial Mar Management- Short-term and Unit:2 Cost of Capi Earnings- We period and Dis Unit:3 Leverages - Fi Capital Structo Determinants Demerits. Unit:4 Dividend Theo Dividend - De	er; hage Fin d L ital- eigh sco of c	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Eq ated Average Cost of capital–Capital budgeting–Technique unted cash flow. Leverages ncial Leverage– Operating leverage–EBIT and EPS analysis – Net income approach– Net operating income Approach. N capital structure-Capitalization –Over and Under Capitalizat Dividend Theories es: Walter's model – Gordon and MM's models –Dividend p minants of dividend policy.	nctions ources ources juity a es – R –Theon /M Hy ion- M	Create 18- of Fi of fi 18- nd Re OI, P 18- rites of pothe erits a 18- Form:	hou nanci nanci nanco hou etaino aybao hou sis – nd hou s of	al rs rs rs rs
K1 - Rememb Unit:1 Financial Man Management– Short-term and Unit:2 Cost of Capi Earnings– We period and Dis Unit:3 Leverages - Fi Capital Structo Determinants Demerits. Unit:4 Dividend Theo Dividend Theo Dividend Theo Dividend Theo Dividend Theo Structo	er; hage Fin d L ital- eigh sco of c orice eter	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate Introduction ement - Meaning, Nature, scope and objectives–Role and fur ancial decisions–relationship between Risk and Return–S ong-term finance. Cost of Capital Meaning and importance–Cost of Debt, Preference, Eq inted Average Cost of capital–Capital budgeting–Technique unted cash flow. Leverages ncial Leverage– Operating leverage–EBIT and EPS analysis – Net income approach– Net operating income Approach. M capital structure-Capitalization –Over and Under Capitalizat Dividend Theories es: Walter's model – Gordon and MM's models –Dividend p minants of dividend policy. Working Capital Management	nctions ources ources juity a es – R –Theon /M Hy ion- M	Create of Fi of Fi of fi <b>18-</b> nd Re OI, P <b>18-</b> ries of pothe erits a <b>18-</b> Form: <b>18-</b>	hou nanci nanci nance hou etaine aybac hou sis – nd hou s of hou	al rs rs rs rs

Bo	ooks for Study
1	Chandra Prasanna, "Financial Management", Chennai, McGraw Hill Education(India)Pvt
	Ltd,2019.
2	Khan.M.Y & Jain.P.K ,"Financial Management ", Chennai, McGraw Hill Education (India)
	Pvt Ltd,2017
Bo	ooks for References
1	Maheshwari.S.N, "Financial Management", New Delhi, Sultan Chand & Sons, 2019
2	Sharma.R.K & Gupta.K.Shashi, "Financial Management", New Delhi, Kalyani
	Publishers,9 <sup>th</sup> Revised Edition
Re	elated Online Contents
1	https://onlinecourses.nptel.ac.in/noc21_mg06/preview
2	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview

Mapping wi <mark>th Program</mark> me Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	М	L	М	S
CO2	S	S	S	M	М
CO3	S	S	S	M	М
CO4	S	S	S	M	L
CO5	S	М	S	M	L

\*S-Strong; M-Medium; L-Low

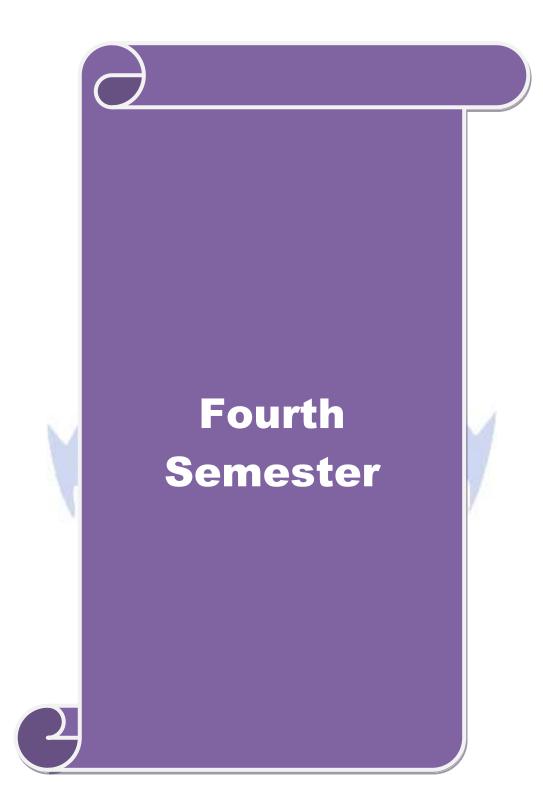
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## **COMPUTER APPLICATIONS PRACTICAL III – VB**

#### **Practical List (Visual Basic)**

#### **Visual Basic**

- 1. Write a VB program to use Menu Editor for adding a picture and also increase and decrease the height and width of the image box, option button & check box.
- 2. Write a VB program to prepare a pay slip.
- 3. Write a VB program to calculate depreciation.
- 4. Write a VB program to calculate Various Leverages.
- 5. Write a VB program to find the PV and FV by using Financial Functions.
- 6. Write a VB program to use MDI Form and include the image list control.
- 7. Write a VB program to find the currency conversion.
- 8. Program to compute cost of capital using Finance function.
- 9. Program to design advertisement copy using Image and Picture, File, Drive and Directory.
- 10. Program to prepare Capital Budget using Option Button and check box.
- 11. Design a form to link it with inventory management table from database.
- 12. Design a form using option button, combo box, and list box for preparing a supermarket bill.
- 13. Program to create customer database and prepare report using Flex Grid control and common control.
- 14. Program to create student database and prepare report using ADO control and common control.



Course code	INVESTMENT MANAGEMENT	$\mathbf{L}$	Т	Р	C
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Basic understanding about investment and portfolio management.	Syllabus Version		202 -22	
Course Object	· · · · · · · · · · · · · · · · · · ·				
	tives of this course are to enable the students to				
	general understanding about investment avenues and persona ader understanding about behavioral finance and how it equi			oraona	.1
Investmer		ip to d	ecide p	ersona	u
	d the characteristics of securities markets and the instrument	s trade	ed there	in	
	der understanding about fundamental and technical analysis.				
	sk and return of securities and manage portfolios of investme				
¥					
<b>Expected Cou</b>					
	ful completion of the course, student will be able to:				
1 Recall va	Recall various investment avenues and personal finance.				
2 Explain	ecurities markets, regulation and its instruments		K	12	
3 Identify f informati	undamental analysis of an organization using financial data on.		K	3	
	4 Examine technical analysis of an organization using financial data information.				
5 Evaluate	risk return of securities in different investment proposal.		K	5	
K1 - Remembe	r; <b>K2</b> - Under <mark>stand; K3 - Apply; K4 - Analyze; K5</mark> - Evalua	te; <b>K6</b>	- Crea	te	
Unit:1	Introduction	11	-	- hou	
influencing Inv	Meaning and scope of Investment – Importance of Ir estment – Investment media – Features of investment Prog lopment of Financial system in India.				
Unit:2	Capital Market		18	- hou	rs
1	Market – New issue Market and stock exchange in India – E vity – Listing of Securities – SEBI and its Role and guideline		- N.S.E	–Kino	ls
	Fundamental and Technical Analysis		18	- hou	rs
Unit:3		Analy	ysis – I	[ndusti	ſУ
Fundamental a	nd Technical Analysis - Security evaluation - Economic	Allar			
Fundamental a Analysis – Cor	npany Analysis – Technical Analysis – Portfolio Analysis.	Allar			
Fundamental a Analysis – Cor <b>Unit:4</b>	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives			- hou	
Fundamental a Analysis – Cor <b>Unit:4</b> Investment Alt	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference	share	es, Gov	ernme	nt
Fundamental a Analysis – Cor <b>Unit:4</b> Investment Alt Securities – M	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference utual Funds – Real Estate – Gold – Silver – Provident fund	share	es, Gov	ernme	nt
Fundamental a Analysis – Cor <b>Unit:4</b> Investment Alt Securities – M Post Office Sav	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference utual Funds – Real Estate – Gold – Silver – Provident fund- ings Scheme – LIC.	share	es, Gove nit Trus	ernme st – Tł	nt ne
FundamentalAnalysis – CorrUnit:4Investment AltSecurities – MPost Office SavUnit:5	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference utual Funds – Real Estate – Gold – Silver – Provident func- ings Scheme – LIC. Portfolio Management	share d – Ui	es, Gove nit Trus 18	ernmen st – Th • hou	nt ne rs
FundamentalAnalysis – CorUnit:4Investment AltSecurities – MPost Office SavUnit:5Portfolio Mana	npany Analysis – Technical Analysis – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference utual Funds – Real Estate – Gold – Silver – Provident func- ings Scheme – LIC.	share d – Ui nagem	es, Gove nit Trus 18 ent – Pe	ernmen st – Th • <b>hou</b> n ort fol:	nt ne rs
FundamentalAnalysis – CorrUnit:4Investment AltSecurities – MPost Office SaveUnit:5Portfolio ManaInvestment Pro	Investment Alternatives – Portfolio Analysis. Investment Alternatives ernatives – Investment in Bonds, Equity Shares, Preference atual Funds – Real Estate – Gold – Silver – Provident func- ings Scheme – LIC. Portfolio Management gement – Nature, Scope – SEBI Guidelines to Portfolio Mar	share d – Ui nagem	es, Gove nit Trus <b>18</b> ent – Pe n – Ne	ernmen st – Th • <b>hou</b> n ort fol:	nt ne rs io nd

Bo	Books for Study							
1	BhallaV.K, "Investment Management", New Delhi, S-Chand & Co,2008.							
2	2 Kevin.S, "Security Analysis and Portfolio Management, New Delhi, P HI Learning Private							
	Limited,2015.							
Bo	Books for References							
1	Chandra Prasanna, "Investment Analysis and Portfolio Management", Chennai, McGraw Hill Education (India) Pvt Ltd,2021							
2	Avadhani V.A, "Investment Management", Mumbai, Himalaya Publications, 2012.							
Re	Related Online Contents							
1	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview							
2	https://onlinecourses.nptel.ac.in/noc21_mg99/preview							

Mapping wi <mark>th Program</mark> me Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	М	L	М	S
CO2	S	S	S	М	М
CO3	S	S	S	М	М
CO4	S	S	S	M	L
CO5	S	М	L	S	М
		like in			2

\*S-Strong; M-Medium; L-Low

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Course code	DIRECT TAXES	L	Т	Р	C	
Core/Elective Supportive	CORE	5			4	
Pre-requisite	Basic understanding of income tax practice and law	Syllabus2021-Version22				
Course Objec						
	ctives of this course are to enable the students to					
	idents to understand computation of taxable income of various	entitie	s.			
-	the students with the concepts of tax administration.					
	ep knowledge about the latest provisions of income tax act. pplication and analytical skill of the provisions of income tax	law for	inco	ne ta	v	
	I management.	1aw 101	meor	ne ta	Δ	
	earners about procedure for assessment and e-filing.					
	rse Outcomes:					
	ful completion of the course, student will be able to: the procedure for computing of taxable income under various			_		
sources.		K	5			
2 Recollec	K1					
3 Utilize th	e latest p <mark>rovision</mark> of income tax act.	К3				
4 Develop	the legitimate way of Tax Planning and Management.	K6				
5 Make us	e of the pr <mark>ocedure</mark> for assessment and e-filing.		K	3		
K1 - Rememb	er; <b>K2</b> - Unde <mark>rstan</mark> d; <b>K3 - Apply; K4 - Analyze; K5 - Evaluate</b>	e; K6 -	Create	e		
		1	10			
Unit:1	Introduction	D		hou		
	Act–Definition–Income–Agricultural Income–Assessee ar–Residential status–Scope of Total Income–Capital and Re Exempted Incomes.	- Prev venue–]		yean pts ar		
Unit:2	Computation of Income		18-	hou	rs	
Computation of	f Income from Salaries and Income from House property.					
Unit:3	Computation of Capital Gain			hou	rs	
<u> </u>	f Profits and Gains of Business or profession – Calculation of	Capital	0			
Unit:4	Computation of Income from other sources			hou		
-	f Income from other sources – Set-Off and Carry Forward of I tal Income – Assessment of Individuals.	Losses -	Dedu	action	1	
Unit:5	Income Tax Authorities		18-	hou	rs	
Income Tax A filing.	Authorities – Procedure for Assessment – Collection of Tax	- Pro	cedur	e of	e-	
	Total Lecture hours		00	hou	<b>P</b> C	

Books for Study(s)						
	Lal B.B," Direct Taxes",29th Edition, New Delhi, Persons Education,					
2	Gaur V.P& Narang D.B," Income Tax Law & Practice", New Delhi, Kalyani					
	publications,,New 2020					
Bo	ooks for References					
1	Dr Mehrotra.H.C & Dr Goyal.S,P,"Income Tax Law and Practice, Agra, Sahitya Bhawan					
	Publications,2021					
2	Pagare Dinkar,"Tax Laws",New Delhi, Sultan Chand & Sons, 2021					
Re	elated Online Contents					
1	https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview					
2	https://www.udemy.com/course/direct-taxation-in-india-a-comprehensive-study/					

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	S	М	
CO2	S	M	S	S	S	
CO3	M	S	M	M	M	
CO4	S	М	S	S	М	
CO5	S	S	M	S	М	
24		And and a state of the state of				

Cou	rse code		JAVA PROGRAMMING AND HTML	L	Т	Р	С
Co	ore/Electiv	ve/Supportive	CORE	5			4
0	Pre-rec	-	Basic knowledge on JAVA PROGRAMMING AND HTML	Syllabus Version2021- 22			
	urse Obje						
	1. Acc 2. Und 3. Und 4. Hel	derstand the pri derstand object p the student to	ourse are to: nts with the basic concepts of JAVA programing. nciples of creating an effective web page. oriented programming concept. insert heading levels within a web page. d and body section in HTML page.				
Exj	pected Co	urse Outcomes					
On	the succes	sful completion	n of the course, student will be able to:				
1	Recall t	he concepts of.	Java and HTML		K	2	
2	The difference between object oriented programming and procedural oriented language						
3	Implem	ent variou <mark>s con</mark>	cepts related to language.	K3			
4	Evaluat	e control stater	nents and treads.	1	K	5	
5	-		heading levels within a web page and insert lists within a web page.	1	K	2	
K1	- Rememb	per; <b>K2</b> - Under	stand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	<b>K6</b> –	Creat	e	
		1 3		1			
Un	it:1		Introduction		18	Hou	rs
Intr		• •	va features-Java and internet-Java and ww rogram structures-JVM	w-Java	a lar	iguag	;e:
		1	SOUCATE TO PLEY AND		- 10		
Un			Constants			Hou	
	.else, else.		Data types-Arithmetic, relational, logical, assign le, do, for-jumps in loops-Defining a class-Creati		-		
Un	it:3		Array			Hou	
thre		dimensional ding thread cla	array-creating an array-Strings-Multiple In sses-Stooping and blocking a thread-Life cycle of			reatii	ng
Un	it:4		HTML		18	Hou	rs
San		L-History of HT L documents	TML-HTML generation-HTML documents-Anch	or tag	-Нур	erlin	ks

Un	it:5	Webpage Comment	18 Hours					
		y section-Header section-Title-Prologue-Links- Colourful webp HTML documents-Lists-Ordered lists-Unordered lists-Neste						
Un	it:6	Contemporary issues						
On	line assign	ments, workshop, test						
		Total Lecture hours	90 Hours					
Te	xt Book(s)							
	•	amy,E., "Programming with Java", 6 <sup>th</sup> Edition, New Delhi, (India) Private Limited,2019	Tata McGraw Hill					
2		"World Wide Web Design with HTML", Tata McGraw Hill Pr	ublishing Company,					
Ref	ference Bo	oks						
	Hill Publis	hildt, "Java 2 – The Complete reference", 7 <sup>th</sup> Edition, New Dell hing Company Limited, 2017.						
2	Khandare,	S.S., "Prog <mark>rammin</mark> g in Java", New Delhi, S. <mark>Chand &amp; Son</mark> s Publ	isher,2010.					
Rel	ated Onlin	ne Conten <mark>ts</mark>						
1	https://swa	ayam.gov.in/nd2_aic20_sp13/preview						
2	https://swayam.gov.in/nd1_noc20_cs58/preview							
		ned By:						

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	on S	S	S	
CO2	М	S	Lapta	М	S	
CO3	S	М	S	М	S	
CO4	S	S	S	L	М	
CO5	S	М	S	М	S	

\*S-Strong; M-Medium; L-Low

Course code	Course code PRINCIPLES AND PRACTICE OF INSURANCE						
Core/Elective Supportive	CORE	5			4		
Pre-requisite	Basic understanding about the concept of insur and types	-	Syllabus2021-Version22				
Course Obje							
<ol> <li>Give a crissurance p</li> <li>Underst</li> <li>Create a</li> <li>Acquire</li> </ol>	ctives of this course are to enable the students to mprehensive understanding on the general principles a actices and procedures and various types insurance and its policies. areness among students on the legal framework of insu- knowledge in health insurance, group insurance produ- but IRDA Regulation act 2002	urance			\$S		
<b>A</b>	rse Outcomes:						
	ful completion of the course, student will be able to:		17.1.0	1.0			
	he general principles and concepts of insurance, insura and procedures	ince	K18	ck2			
2 Examin	various types of insurance and its functions.		K	4			
3 Evaluat	the legal framework about different insurance policies		K5				
4 Promote insurance	note awareness about different health policies and group						
5 Make u	of IRDA regulation act.		K	3			
K1 - Rememl	er; <b>K2</b> - Under <mark>stand</mark> ; <mark>K3 - Apply; K4 - Analyze; K5 -</mark> I	Evaluate; <b>K6</b> -	Create				
	the second second	A N					
Unit:1	Introduction	S /		hou			
	ction to Insurance – Meaning definition – Nature Role and importance of insurance - Principles of		-	-			
Unit:2	Life Insurance		18-	hou	rs		
	surance – Meaning – Kinds of policies and plans uity contacts and their uses – Role of L.I.C. of India	– Types of L	ife In	suranc	ce		
Unit:3	Health Insurance		18-	hou	rs		
	ce – Individual and group insurance products – Medicl e – Personal accident insurance.	aim policies –	its ber	efits -	_		
Unit:4	General insurance			hou	rs		
	nce – Marine, Fire, Motor and Miscellaneous Insurancustomer service.	e – Insurance n		-			
Unit:5	Claims and settlement			hou			
	-441 $-441$	nent of claim	s _ 1	אחכ			
Claims and Regulatory pr	ettlement – Legal aspects – Guidelines for settler wisions under IRDA Act 1999 – Regulations 2000 – olicy holders interest.						

Bo	ooks for Study
1	Mishra M.N & Mishra S.B,"Insurance Principles and Practices", New Delhi, S-Chand &
	Co,2007
2	Periyasamy P,"Principles and Practices of Insurance", Mumbai, Himalaya Publications, 2011.
Bo	ooks for References
1	Bodla B.S, Garg M.C & Singh K.P, "Insurance: Fundamentals, Environment and
	Procedures", New Delhi, Deep and Deep Publications, 2004.
2	Mishra Kaninika,"Fundamentals of Life Insurance", New Delhi, PHI Learning,2010
Re	elated Online Contents
1	https://onlinecourses.swayam2.ac.in/cec20_mg24/preview
2	https://www.coursera.org/lecture/health-economics-us-healthcare-systems/introduction-to-
	insurance-5dbxD

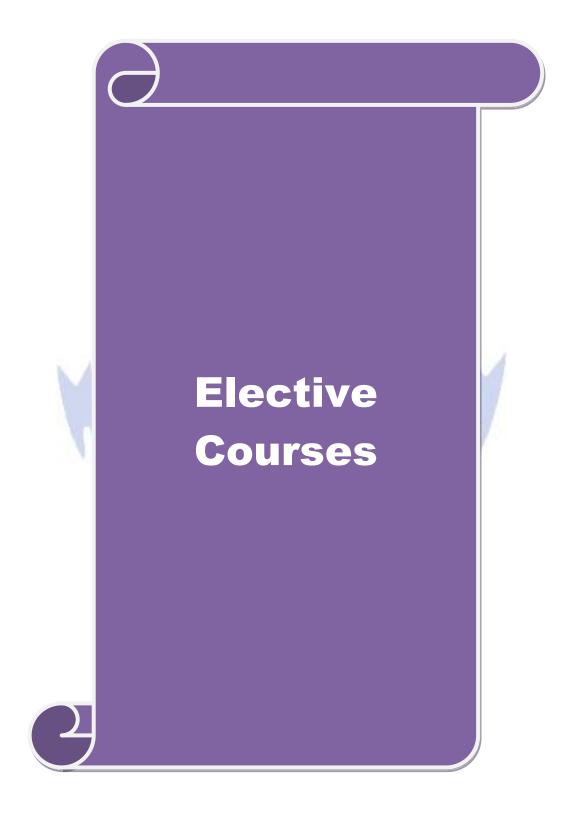
Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5		
CO1	S	L	М	М	S		
CO2	S	М	S	S	S		
CO3	S	S	S	М	М		
CO4	S	S	S	S	L		
CO5	S	М	М	S	М		

	INDUSTRIAL LAW	L	Т	Р	C
Core/Elective/ Supportive	CORE	5			4
Pre-requisite	Basic understanding about business regulatory organization and their practice.	Syllabus2021Version-22			
Course Objecti					
	ives of this course are to enable the students to				
business	dated knowledge and develop understanding of the regulatory	' frame	work fo	r	
3. Be aware o	rt knowledge about various industrial act. f opportunities available in various legal compliances so as to	enable	them		
employable.	uladas shout sumant mastics of industrial law				
	wledge about current practice of industrial law. culation on payment of gratuity.				
J. Main in Ca	culation on payment of gratuity.				
Expected Cours	se Outcomes:				
	Il completion of the course, student will be able to:				
1 Remember	updated regulatory framework followed by the companies.		K1&ł	K2	
	ype of industrial act and its functions.		K3		
	arious opportunities available in various legal compliances able them employable.		K4&ŀ	3	
	urrent practice on industrial law	K6			
5 Calculate	Payment of Gratuity.		K3		
K1 - Remember	; <b>K2</b> - Under <mark>stand; K3 - Apply; K4 - Analyze; K5 -</mark> Evaluate;	; K6 – (	Create		
Unit:1	Factories Act	1	18-	hour	•S
Factories	Act 1948 – Provisions relating to health, Safety, Welfare – E	Employ	ment of	Chil	d
and young mer	n – Audit workers – Women workers – The Child Labo 1986 – Child Labour Rules 1988.		ohibitic		
and young mer	n – Audit workers – Wo <mark>men worke</mark> rs – The Child Labo				d
and young mer Regulation) Act Unit:2 Trade Un of registration	n – Audit workers – Wo <mark>men worker</mark> s – The Child Labo 1986 – Child Labour Rules 1988.	our (Pr	<b>18-</b> - Cance	n an <b>hour</b> llatio	d s n
and young mer Regulation) Act Unit:2 Trade Un of registration - lockout, retrench Unit:3	n – Audit workers – Women workers – The Child Labor 1986 – Child Labour Rules 1988. Trade Unions Act nions Act 1926 – Definition – Registration – Rights and Prive Political fund – Industrial Disputes Act 1947 – Provision ment, Layoff and closure – Machinery to solve disputes. Payment of Bonus Act	our (Pr ileges - ns relat	18- - Cance ting to 18-	n an hour llatio strike hour	d s n e, s
and young mer Regulation) Act Unit:2 Trade Un of registration - lockout, retrench Unit:3 Payment of Bon surplus – Eligib the act – Paymer	h – Audit workers – Women workers – The Child Labor 1986 – Child Labour Rules 1988. Trade Unions Act hions Act 1926 – Definition – Registration – Rights and Prive Political fund – Industrial Disputes Act 1947 – Provision ment, Layoff and closure – Machinery to solve disputes. Payment of Bonus Act us Act 1965 – Meaning of Gross Profit – Computation of av ility for bonus – Minimum and Maximum bonus – Exemption ent of wages Act 1936 – permissible deductions – Time and	our (Pr ileges - ns relat railable on – Aj Mode	18- - Cance ting to 18- and all oplicabit	hour hour llatio strike hour ocabl lity c	d s n e, s le
and young mer Regulation) Act Unit:2 Trade Un of registration - lockout, retrench Unit:3 Payment of Bon surplus – Eligib the act – Paymer	n – Audit workers – Women workers – The Child Labor 1986 – Child Labour Rules 1988. Trade Unions Act nions Act 1926 – Definition – Registration – Rights and Prive Political fund – Industrial Disputes Act 1947 – Provision ment, Layoff and closure – Machinery to solve disputes. Payment of Bonus Act us Act 1965 – Meaning of Gross Profit – Computation of av ility for bonus – Minimum and Maximum bonus – Exemption	our (Pr ileges - ns relat railable on – Aj Mode	18- - Cance ting to 18- and all pplicabi of payn 1981.	hour hour llatio strike hour ocabl lity c	id s n e, s le of -
and young mer Regulation) Act Unit:2 Trade Un of registration lockout, retrence Unit:3 Payment of Bon surplus – Eligib the act – Payme Minimum wages Unit:4 Social security I Purpose for whi Provisions Act Scheme – Empl Employer's liab	<ul> <li>Audit workers – Women workers – The Child Labor 1986 – Child Labour Rules 1988.</li> <li>Trade Unions Act</li> <li>Mions Act 1926 – Definition – Registration – Rights and Prive Political fund – Industrial Disputes Act 1947 – Provision ment, Layoff and closure – Machinery to solve disputes.</li> <li>Payment of Bonus Act</li> <li>us Act 1965 – Meaning of Gross Profit – Computation of aviility for bonus – Minimum and Maximum bonus – Exemption of wages Act 1936 – permissible deductions – Time and s Act 1948 – The Tamilnadu Payment of subsistence Allowan</li> </ul>	ileges - is related railable on – Aj Mode ce Act on – Me ds and r ion – F pensation	18- Cance ing to 18- and all of payn 1981. 18- edical B miscella Employe	hour hour llatio strike hour ocabl lity c nent hour oard aneou ees P 1923	$\frac{1}{3} \frac{1}{3} \frac{1}$

Ur	nit:5	Payment of Gratuity Act	18- hours
Tł	he Payment	of Gratuity Act 1972 - Gratuity - Scope and coverage - De	finition – Payment of
Gr	ratuity – Co	mpulsory Insurance - Protection of Gratuity - Environmental	Protection Act – The
Inc	dustrial Em	ployment (Standing order) Act 1946.	
		Total Lecture hours	90- hours
Bo	ooks for Stu	ıdy	
1	Kapoor N.	D,"Elements Of Industrial Law", New Delhi,Sultan chand & S	ons,2018.
2	Vaidyanat	han .S, Srividhya,"Factory Laws Applicable in Tamil Nadu",Cl	hennai,Madras Book
	Agency,20	003.	
Bo	ooks for Re	ferences	
1	The Chil	d labour (Protection & Regulation) - Madras Book Agency Act	1986
2	The Tam	il Nadu Payment of Subsistence - Madras Book Agency Athou	rance Act 1981
3	The Envi	ronment (Protection) Act 1986 -Professional Book Publishers -	
Re	elated Onli	ne Contents	
1	https://w	ww.icsi.edu/media/webmodules/publications/	
2	https://ic	mai.in/upload/Students/Syllabus2016/Inter/Paper-6-New.pdf	

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

78 (S



Course co	de	SERVICES MARKETING	L	Т	Р	C
Core/Elective/ Supportive		ELECTIVE	6			4
Pre-requ		Basic knowledge on service Marketing	Sylla Versi		2021 22	
Course C	<u>v</u>					
	5	es of this course are to enable the students to:				
		the concepts of service marketing management.	. 1	•		
		t service marketing process for different types of products and the tools used by marketing managers in decision situations		ices.		
		e about marketing mix for selected marketing services.				
		in service quality.				
	Ŭ					
		e Outcomes:				
		completion of the course, student will be able to:				
		nature of services, and distinguish between products and ser			K2	
2 Iden	ntify the	major elements needed to improve the marketing of service	S		K3	
	-	e role of relationship marketing and customer service in add customer's perception of a service	ling		K4	
4 Exa	mine th	e key marketing services and market segmentation			K4	
		ervice quality, measurement, causes and problems, principles proving of quality	5		K5	
		K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 - (	Create	e	
	N.	the contraction of the	R/A			
Unit:1		Introduction	1	-	hou	
Environm	nent – C	- Meaning and definition of services – Importance of lassification of services – Characteristic features of service conomic policy on services – Differences between goods an	es – Gi	rowth		
		SSULITION SHARE				
Unit:2		Service Marketing			hou	
		Aarketing: - Concept – Significance – Customer's expe aging demand and supply in service business.	ctation	in S	Servio	:e
Unit:3		Marketing Mix		18	hou	rs
М	g – Ente	g Mix for Services – Marketing mix of selected service ertainment Marketing – Education Marketing – Communic		erson	al ca	re
		Key Services		18-	hou	rs
Unit:4		ces Marketing:- Banking services – Insurance services – T	ransno			

Uni	t:5	Service Quality	16 hours
	Servic	e Quality: - Introduction - Measurement of Service Quality	- Scope of Service
Qua	lity – To	ools for achieving Service Quality - Causes of Service Qua	ality – Problems –
Prin	ciples gui	ding improving of service quality.	
Uni	t:6	Contemporary Issue	2 hours
Onl	ine assign	ment and online seminar	
		Total Lecture hours	90 hours
Boo	ks for St	udy	
1 ]	Reddy P.N	N, Appannaiah H.R,Dr. Anil Kumar and Dr. K. Nirmala,"Servic	e Marketing",
]	Mumbai,H	Himalaya Publications, 2017.	
2	Jha S.M,	"Service Marketing", Mumbai, Himalaya Publications, 2015.	
Boo	oks for Re	eferences	
1 ]	Dr. Shajał	nan.S, "Service Marketing", Mumbai, Himalaya Publications,20	)17
2	Dr. Natra	ajan.P, "Sevice Marketing", Chennai, Margham Publications,20	19
Rela	ated Onli	ne Contents	
1	https://or	nlinecourses.nptel.ac.in/noc20_mg12/preview	
2	https://or	nlinecourses.swayam2.ac.in/cec19_mg38/preview	

	Ma	pping with Pro	gramme Outco	mes				
Cos PO1 PO2 PO3 PO4 PO5								
CO1	S	M	M	M	S			
CO2	M	S	M	S	S			
CO3	S	S	S	S	S			
CO4	М	S	S	M	М			
CO5	S	M	S	🧟 M	S			

PUCATE TO

Cour	se code	MARKETING OF FINANCIAL SERVICES	L	Т	Р	C
Cor	e/Elective/ portive	ELECTIVE	5			4
Pre	-requisite	<b>Basic knowledge on Financial Services</b>	Syllabus202Version2			
	ırse Objecti					
		ives of this course are to enable the students to				
		id expand knowledge in the overall marketing environment of				•
		I the key issues and future trends that surround financial services with the nature and scope of various types of financial services.		ceting	5	
		it various services related to insurances and its policies.	5.			
		various real estate industry about their classification and its me	chanis	m		
	. Iterenning (	unous rour ostato industry about their classification and its inc				
Exp	ected Cour	se Outcomes:				
		al completion of the course, student will be able to:				
1	Recall the	marketing of financial services		K	2	
2		e how recent thinking in marketing and services marketing financial services		K	4	
3		ey issues for marketers of financial services		K	3	
4		ion of various reforms and types of insurance services life insurance		K	5	
5	Discussing	g about the concepts based on real estate industry and their t pattern in markets, securitization mechanism's merits in	1	K	6	
<b>K1</b>	- Remember	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate:	K6 –	Creat	e	
Uni	4.1	Financial Market in India	7	10	how	
Uni		I Market in India – Financial Sector Reforms – Money Market	t Car		hou Mark	
- Bo		- Types of Bonds.	n – Caj	Jitai	IVI dI K	Cl
Uni		Stock Exchanges			hou	rs
	Stock Ex	changes – Objectives of NSE – Bombay Stock Exchange (BS	E) –O	ICEI	•	
Uni	t:3	Plastic cards		18	hou	rs
		ards – Types of Card – Current Trends in Credit Card Indu	istrv –			
	tic Cards -	Disadvantages of Plastic Cards. Bancassurance – Benefits of annels in Bancassurance – Success of Bancassurance.	•			
Uni	t:4	Insurance Services		18-	hou	rs
	Insuranc	e Services – Insurance Sector Reforms – Types of Insurance Sypes of Insurance Policies – Role of Life Insurance.	Compa			

Ur	nit:5	Real Estate Industry	16 hours
	Real H	Estate Industry - Concept - Classification - Benefit of Real Es	state Investment –
De	evelopment	s in the Indian Real Estate Markets. Securitization: Mechanism of	of Securitization –
Ac	lvantages o	f Securitization – Securitization in India	
	• • •		
-	nit:6	Contemporary Issue	2 hours
Or	iline assign	ment and online seminar	
		r	
		Total Lecture hours	90 hours
Bo	oks for St	ıdy	
1	Tripathy N	Valina Prava,"Financial Services ,New Delhi,PHI Learning,2007.	
2	Bole L.M	I," Financial Institutions and Markets", Chennai, McGraw Hill Ec	lucation (India)
	Pvt Ltd,2	010.	
Bo	oks for Re	ferences	
1	Mishkin S	Frederic," Financial Markets & Institutions " London, Pearsn edu	ucation,2017.
2	Gordon I	E & Natrajan K <mark>,"Financ</mark> ial Markets and Services", Mumbai,Hima	alaya
	Publicati	ons,2019.	
Re	elated Onli	ne Contents	
1	https://or	nlinecourses.swayam2.ac.in/imb20_mg17/preview	
2	https://or	llinecourse <mark>s.nptel.</mark> ac.in/noc20_mg10/preview	
		Contraction -	

	Mapping with Programme Outcomes								
Cos	PO1	PO2	PO3	PO4	PO5				
CO1	М	S	S	М	М				
CO2	S	М	S	M	S				
CO3	М	S	S	S	М				
CO4	М	M	S	S	S				
CO5	S	S	М	М	S				

Course code		MARKETING OF HEALTH SERVICES	$\mathbf{L}$	Т	Р	C
Supportive		ELECTIVE	6			4
		Basic knowledge on health services	Sylla Vers		202 22	
<b>Course Object</b>						
<ol> <li>Understa</li> <li>Develop</li> <li>Predict th</li> <li>Comparing</li> </ol>	nd l skil ne e ng a	ves of this course are to enable the students to healthcare decision making Ils in applying marketing strategies nvironmental trends and opportunities in the health sector. about various online health services related to clinical health pout various rights and legal aspects related to consumer prot		and s	afety	,
Expected Cou	irse	e Outcomes:				
		completion of the course, student will be able to:				
1 Apply th sector	ne n	ecessary tools available to marketing managers in healthcar	e		K3	
		and exercise critical judgment in implementing the marketin the health care sector	g		K5	
3 Solve re	eal-	life problems and provide solutions to challenges	1		K6	
-		rious online critical judgment in implementing the marketing the health care sector	g		K4	
5 Adapt va	ario	us legal systems related to consumer rights & protection, gencies and food nutrition's in india			K6	
K1 - Rememb	er;	<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate;	; K6 –	Creat	e	
Unit:1		Marketing plans for services		19	hou	re
monitoring ser model. Unit:2	rvic	g plans for services: process, strategy formulation, resources communications- customer focused services- service qua Hospital services services- Selecting Health Care Professionals- Emerging t	lity- S	ERV	QUA	rs
		are – Thrust areas for Medicare services.		111 IVI		
	-	Marketing Mix for Hospitals Mix for Hospitals- Product Mix- Promotion Mix- Price ng for Hospitals.	e Mix-		<b>hou</b> the Mi	
Unit:4		Online Health Services		18	hou	rs
Onling	T	ealth Services- Organization of Online Health Care	During		Jn lir	าค

Unit:5	Legal system	16 hours
I	Legal system: Consumer Rights & Protection, medicine safety rules	- Food & Nutrition
Security	in India - Health Promotion Agencies.	
Unit:6	Contemporary Issue	2 hours
Online a	ssignment and online seminar	
	Total Lecture hours	90 hours
Books f	or Study	
1 Jha	S.M,"Service Marketing", Mumbai, Himalaya Publications, 2015.	
2 Das	s K Sujatha,"Changing Trends in Health & Nutrition", Isha Books,20	)16.
Books f	or References	
1 Shea	ff Rod,"Marketing for Health services: A framework for communicat	tions, evaluation &
	l Quality Management", 2015	,
2 Wo	odruffe Helen,"Service Marketing",Prentice hall ,2018.	
Related	Online Contents	
	vw.courseerra.org	
	ps://onlinecourses.swayam2.ac.in/cec19_mg38/preview	
11		

	Map Nap	ping with Pro	gramme Outcon	nes					
Cos	PO1	PO2	PO3	PO4	PO5				
CO1	S	М	M	М	S				
CO2	S	M	S	S	М				
CO3	М	S	S	Μ	S				
CO4	М	S	S	S	М				
CO5	S	S	М	S	S				

Littleon swith

Cou	rse code		TRAVEL AND HOSPITALITY SERVICES	L	Т	Р	C
	ore/Electiv Supportive		ELECTIVE	5			4
Pre-requisite			Basic knowledge on hospitality services	Syllabus 2 Version			L <b>-</b>
Cou	arse Obje	ctiv	es:				
The	e main obje	ectiv	ves of this course are to enable the students to :				
			the structure, nature and operating characteristics of the dif	ferent s	ecto	rs of t	he
			stry: food service, lodging and tourism				
			ppreciation of the various functions of management and the			onshi	ps
v	vith other l	key	concerns of managers such as marketing, finance and human	n resour	ce		
	nanagemei						
		-	e role of managers in the hospitality industry and to highligh	nt their	prino	cipal	
	esponsibili						
			rstand the classification of hotels by physical characteristics				
5			hospitality services and behavioural profile of users related	to hote	l ma	rketin	g
1	n Indian pe	ersp	ective.				
Fvr	pected Cor	irc	e Outcomes:				
			completion of the course, student will be able to:				
1			technology for the production and management of travel		K	.1	
1			lity experiences.		1	.1	
2			organize and control resources for effective and efficient		K	2	
2			ospitality operations.		I.	~~	
3			f the marketing strategies for travel and hospitality	- 1	K	3	
			and organizations.				
4			ut various hospitality services and its classification of		K	6	
			ice level.				
5	Examine	e th	e various behavioral profile of users and related to hotel		K	(4	
	marketiı	ng i	n Indian perspective.				
K1	- Rememb	er;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; <b>K6</b> – (	Crea	ite	
			SUGATE TO D. SULLE	n			
Uni			Introduction			8 hou	
	Touris	m:	Concept- Nature of Tourism: Significance of Tourism	– Clas	sific	ation	—
			- Future of Tourism - Basic and Geographical Compor	nents of	То	urism	—
Def	initions of	То	urist and Foreign Tourist – Elements of Tourism.				
Uni	it:2		Tourist Destination		1	8 hou	rs
	India	– A	Tourist Destination- Tourism Marketing: the concept -	users	of 7	Fouris	m
Ser			et Planning and Development – Market Segmentation for To				
Info	ormation S	yste	em for Tourism				-
Uni	it:3		Marketing Mix for Tourism		_1	8 hou	rs
		-	Mix for Tourism – the Product Mix – Promotion Mix – Pr	ice Mix	-tl	ne Pla	ce
Mix	x - the peo	ple	– Tourism Marketing in Indian Perspective.				

Unit:4	Hospitality Services	18- hours
	tality Services: Hotels - classification of Hotels by physic	al characteristics -
classification	of hotels by price level.	
		16 hours
Unit:5	Behavioural profile of users	
	ioural profile of users - Market Information System for Hotels	0
and Developn	nent – Marketing Mix for Hotels – Hotel Marketing in Indian P	erspective.
-		
Unit:6	Contemporary Issue	2 hours
Online assign	ment and online seminar	
	Total Lecture hours	90 hours
Books for St	ıdy	
1 Ghosh Bis 2017	hwanath,"Tourism and Travel Management ",Noida,Vikas Pub	lication House Ltd,
2 Bhatia A 2016	.K,"International Tourism Management", New Delhi,Sterling P	ublishers Pvt.Ltd,
Books for Re	ferences	
1 Jha S.M,"	Service Marketing", Mumbai, Himalaya Publications, 2015.	
	n.P,"Sevic <mark>e Marke</mark> ting", Chennai,Margham Publications,2019	
Related Onli	ne Conten <mark>ts</mark>	N 1
1 https://or	llinecourses.swayam2.ac.in/cec19_mg38/preview	
2 https://or	llinecourses.nptel.ac.in/noc21_mg52/preview	

	Ma	pping with Prog	gramme Outcon	nes	
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	М
CO2	S	S	M	М	S
CO3	М	М	S	S	S
CO4	S	S	M	M	S
CO5	М	S GATE T	S	М	M

Course code	FINANCIAL MARKETS AND INSTITUTIONS	L	Т	Р	C
Core/Elective/ Supportive	ELECTIVE	6			4
Pre-requisite	Basic knowledge on financial market and Institutions	Syllal Versi		2021 22	
Course Object					
	tives of this course are to enable the students to				
	the overview of Indian financial system and securities exchan owledge in banking, small savings, provident funds, unit trust	-			
organization		•	nanci	al	
5. Defining ba	estment information and credit rating agency of India Limited sic concepts related to financial institutions, money market in Information and Credit Rating Agency of India Limited.		ons, ar	nd	
Expected Cour					
On the successf	ul completio <mark>n of the c</mark> ourse, student will be able to:				
1 Describe India.	Indian Financial System and securities exchange board of		K18	zK2	
2 Classify S Mutual Fu	Small Savings, Provident Funds, Unit Trust of India and unds.		K2		
3 Explore a					
	out various investment information and credit rating agency		K5		
	bout various financial institutions and related to its working	17	K3		
	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate	; <b>K6</b> –	Creat	te	
<b>X</b> T •/ 4		1	10		
Unit:1	Introduction	1 /		B hou	
Paper Market -	I Markets – An Overview – Money Market – Call Money Ma Commercial Bill Market – Certificate of Deposit (CD) Mar nment or Gilt-edged Securities Market.				
Unit:2	Capital Market		15	B hou	rc
Capital New Issue Mar	Market–An Overview – Capital Market Instruments – Capital Ket(NIM) – Debt Market – Foreign Exchange Market – E er Exchange of India (OTCEI).		et Ref	forms	
Unit:3	<b>Financial Services Institutions</b>			B hou	
	l Services Institutions – Clearing corporation of India I nance House of India Limited (DFHIL).	Limited	(CC	IL) -	
Unit:4	Rating Agency		18-	hou	rs
Rating and Info	ent Information and Credit Rating Agency of India Limit rmation Services of India Limited (CRISIL) — National Se ) – Securities Trading Corporation of India Limited (STCI).				

Unit:5	Financial Institutions	16 hours
Finan	cial Institutions – Money Market Institutions – Capital Marke	t Institutions –
National Ho	using Bank-Functions and working - Export-Import(EXIM) Ba	ank of India –
NABARD.		
Unit:6	Contemporary Issue	2 hours
	ment and online seminar	2 110013
Onnie assign	ment and omme semma	
	Total Lecture hours	90 hours
Books for St	udy	
	Valina Prava,"Financial Services ,New Delhi,PHI Learning,2007.	
	1," Financial Institutions and Markets", Chennai, McGraw Hill Educ	cation (India)
Pvt Ltd,2		~ /
·		
Books for Re	ferences	
1 Khan M.Y	,"Financial Services" Chennai,McGraw Hill Education (India) Pvt	Ltd,2016.
2 Dr Anba	rasu D Josheph & Others,"Financial ServicesNew Delhi, Sultan Cha	and & Sons,
2015.		
Related Onli	ne Contents	
1 <u>https://or</u>	nlinecourses.swayam2.ac.in/imb20_mg17/preview	
2 <u>https://or</u>	nlinecourses.nptel.ac.in/noc20_mg10/preview	- C

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	S	М	M	S	S	
CO2	S	S	М	S	М	
CO3	М	S	S	S	М	
CO4	S	S	S	M	S	
CO5	M	S	S S	M	S	
		AND CALLET	Platet			

Course code		INDIAN STOCK EXCHANGES	L	Т	Р	C
Core/Electiv Supportiv		ELECTIVE	5			4
Pre-requisit		Basic knowledge on Indian stock exchange	Sylla Vers		202 -22	
Course Obje	ctive	s:				
The main obje	ectiv	es of this course are to enable the students to				
		overview of Indian Financial System and securities exchange	-			
-	owle	dge in banking, Small Savings, Provident Funds, Unit	Trust o	of Indi	a an	d
Mutual Funds.	:	Second platforms for trading of sociations of various compon				
		Terent platforms for trading of securities of various compan commerce Act and Internet Stock Trading.	les.			
		it various concepts related internet stock trading features ar	d SEB	I funct	ions	
Expected Cor				I Tune	.10115.	
		completion of the course, student will be able to:				
		lian stock exchanges and securities exchange board of		K1&	K2	
		regulate the trading transactions with proper rules and		K2	e e e e e e e e e e e e e e e e e e e	
3 Explore	activ	vities of the investors of stock exchange		K4		
4 Determi	ne t	the securities contracts regulation act and important lated to SEBI functions workings.		K5		
-		rious basic concepts of internet stock trading features		K4		
K1 - Rememb	er; H	<b>X2</b> - Unde <mark>rstand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate</mark>	; K6 –	Create	•	
		and the second sec	1			
Unit:1	1	Introduction	1	18	hour	:s
Exchanges-Or	rigin 1ge	hange-Meaning and Functions – World's Stock Exchang and Growth - Organisation Structure-Mode of Organis Traders – Stock Exchange Trading-Jobbers Vs. Broke of Securities.	ation-N	/lembe	ership	)-
Unit:2		Stock Exchange Regulatory Framework		18	hour	•e
Stock India Rule, Ca	apita Pro	hange Regulatory Framework-Under the SEBI Act, BSC l Issues Control Act 1947, Securities Contract Act 1956, S file of Indian Stock Exchanges-BSE,NSE, etc., - Restruct	Securiti	Defer es Cor	nce c	of ts
Unit:3		Listing		18	hour	S
Non-Listing -	De	aning, Characteristics, Steps, Legal provisions, Benefits listing – Insider Trading – Speculation- Speculation Vs. ( nvestor Protection.		-		
Unit:4		Securities Contracts		18-	hour	rs
	ecuri	ties Contracts (Regulation) Act, 1956-Important provision	s – SEI			

Unit:	5 Internet Stock Trading	16 hours
	Internet Stock Trading-Meaning and features-Current Scenario-H	Regulating Internet
	Trading-IPOs on the Internet-e-IPO - E-commerce Act and Internet	et Stock Trading –
Stock	Index Futures.	
Unit:	6 Contemporary Issue	2 hours
Online	e assignment and online seminar	
	Total Lecture hours	90 hours
Books	for Study	
1 Kł	an M.Y,"Financial Services" Chennai, McGraw Hill Education (India)	Pvt Ltd,2016.
2 D	r Anbarasu D Josheph & Others,"Financial ServicesNew Delhi, Sultan	Chand & Sons,
2	015.	
Books	s for References	
1 Bc	le L.M," Financial Institutions and Markets", Chennai, McGraw Hill Ed	ducation (India) Pvt
Lte	1,2010.	
2 G	ordon E & Natrajan K,"Financial Markets and Services", Mumbai,Him	nalaya
P	ublications,2019.	
Relate	ed Online Contents	
1 h	ttps://www.nseind <mark>ia.com/</mark>	
2 <u>h</u>	ttps://onlinecourses.nptel.ac.in/noc20_mg10/preview	
	Received and the second	

Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	М	S	S	М	S	
CO2	М	S	S	M	М	
CO3	S	S	M	М	S	
CO4	М	М	S	S	М	
CO5	М	М	S	S	М	

\*S-Strong; M-Medium; L-Low

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Cour	se code	FUTURES AND OPTIONS	L	Т	Р	C		
Core/Elective/ Supportive		ELECTIVE	6			4		
	-requisite	Basic knowledge on Derivate market		Syllabus2021-Version22				
Cou	rse Objecti	ves:						
The 1. 2. m 3. de 4.	main object Provide dogether with Understar nanagement Learn the erivative sec	ives of this course are to enable the students to: elegates with a good understanding of how the futures and the functions of the clearing house. d and valuate the basic derivatives and their applications in and investment. theoretical underpinnings and the practical applications in a urities. theoretical underpinnings and the practical applications in a	the fin real wo	ancial d of		·k,		
		various types of pay off for buyer and identifying commodi	ty mark	ets				
	0		J					
-		se Outcomes:						
		ll completion of the course, student will be able to:						
1	financial de			K				
2	arbitrage a	ow financial derivatives are valued, based on the no- nd risk-neutral valuation approaches	N	K	4			
3		ne instruments that can be used to implement risk nt strategies.	. 1	K	.5			
4	-	arious pay off for buyer of futures and other options like d speculation.		K	2			
5	Identify th	e evolution of commodity markets and exchanges in India	,	K	3			
K1 -	- Remember	; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalua	te; <b>K6</b>	– Crea	te			
Uni	t:1	Introduction		18	8 hou	rs		
deriv		ion to Derivatives – Definition of derivatives producet, economic forever of derivatives market.	ets – p	articip	ants	in		
Uni	t:2	Index Derivatives		15	3 hou	rs		
	Index De	erivatives – Index number – economic significance of inde rable attributes of an index – Derivatives in Nifty and Sens						
Uni	t:3	Forward contracts		18	8 hou	rs		
		contracts - Limitations of forward markets – futures – ard contracts – Futures terminitory options – Options term						

Unit:4	Pay off for Buyer	18 hours
	Pay off for buyer (long futures ) of futures - pay off for seller ( short	,
-	ng, speculation and arbitrage – Options pay off – pay off profit for b	• •
- pay of	f profit for writer of call options. Hedging and speculation in options	
Unit:5	Commodity Markets	16 hours
	Evolution of Commodity Markets – Commodity markets in India – N	Newyork Mercentile
Exchan	ge- London Metal Exchange, Chicago Board of Trades – Tokyo Cor	nmodity Exchange,
Chicago	Mercantile Exchange.	
Unit:6	Contemporary Issue	2 hours
Online	ssignment and online seminar	
	Total Lecture hours	90 hours
<b>Books</b> f	or Study	
	anthan, "Derivatives" <mark>, Chennai,McGraw Hill Publishing C</mark> ompany L	
	ele Patrick & McDougall Jessi," Trading and Pricing Financial Derivation	atives: A Guide to
Fu	ures, Options, and Swaps", Paperback, 2018.	
Books f	or References	
1 Gup	a S.L, " Financial Derivatives: Theory, Concepts and Problems", Har	rdcover, 2017
	b W Robert& Overdhal A James,"Financial Derivatives:Pricing and	
	nagement", New Jersy, John Wiley & Sons, 2009.	
Related	Online Contents	
	s://onlinecourses.nptel.ac.in/noc19_mg39/preview	/ <b>V</b>
	s://www.classcentral.com/course/swayam-financial-derivatives-risk-	management-
	56	-

Mapping with Programme Outcomes								
COs	PO1	PO2	PO3	PO4	PO5			
CO1	М	S	S	М	М			
CO2	S	S	М	М	М			
CO3	М	S	S	М	S			
CO4	М	Μ	S	S	М			
CO5	М	S	S	S	S			

and the

Course code		FUNDAMENTAL AND TECHNICAL ANALYSIS	L	Т	Р	C
<b>Core/Electiv</b>	e/Supportive	ELECTIVE	5			4
Pre-requisite		Basic knowledge on Derivative market	Sylla Versi		2021 22	
Course Obje						
Ũ		course are to enable the students to pts based on investments and security analysis.				
		nd contrast it with fundamental analysis.				
		chnical analysis and company analysis.				
-	-	d by technical analysts.				
5. Explaining t	he concepts ba	sed on moving averages, charts and its related fund	ctions.	•		
	urse Outcome					
On the succes	ssful completio	n of the course, student will be able to:				
	e various concorvation.	epts related to investment and approaches to		K	4	
2 Outline analysis		contexts of the fundamental and technical		K	2	
3 Summa	rize work on th	e basic tools used by technical analysts		K:	5	
4 Determ	ine the various	theory and technical analysis related meaning		K.	5	
5 Evaluat	e securities by	measuring the intrinsic value of stock		K:	5	
K1 - Remem	per; <b>K2</b> - Unde	r <mark>sta</mark> nd; <b>K3 - App</b> ly; <b>K4 - An</b> aly <mark>ze</mark> ; <b>K5 - Ev</b> aluate;	K6 –	Creat	e	
Unit:1		Introduction	1		hou	
Invest	ment - meaning security valua	n <mark>g – importance – security analysis</mark> – risk and	l retur			
Invest approaches to		ng – importance – security analysis – risk and tion.	l retur	'n – `	variou	us
Invest approaches to Unit:2	security valua	ng – importance – security analysis – risk and tion. Fundamentals analysis	/	n – v 18		us
Invest approaches to Unit:2	security valua	ng – importance – security analysis – risk and tion.	/	n – v 18	variou	us
Invest approaches to Unit:2 Funda	security valua	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a	/	n – S 18 SE	variou 6 hou	us rs
Invest approaches to Unit:2 Funda Unit:3	security valua	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a Industry analysis	and BS	n – Y 18 SE 18	variou b hour	us rs
Invest approaches to Unit:2 Funda Unit:3	security valua	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a	and BS	n – Y 18 SE 18	variou b hour	us rs
Invest approaches to Unit:2 Funda Unit:3 Indust	security valua	ng – importance – security analysis – risk and tion. Fundamentals analysis is – meaning – Market analysis – Indices of NSE a Industry analysis neaning – methods - Company analysis – meaning	and BS	n – Y 18 SE 18 hods.	s hour	rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4	security valua mentals analys ry analysis – n	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a Industry analysis	and BS	n – Y 18 SE 18 hods.	variou b hour	rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Techn	security valua mentals analys ry analysis – n	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory	and BS	n — Y 18 SE 18 hods. 18	hour hour	rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Unit:5	security valua mentals analys ry analysis – n ical analysis –	ng – importance – security analysis – risk and tion. Fundamentals analysis sis – meaning – Market analysis – Indices of NSE a Industry analysis neaning – methods - Company analysis – meaning Technical analysis	and BS	n — Y 18 SE 18 hods. 18	s hour	rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Unit:5 Movin	security valua mentals analys ry analysis – n ical analysis –	ng – importance – security analysis – risk and tion. Fundamentals analysis is – meaning – Market analysis – Indices of NSE a Industry analysis neaning – methods - Company analysis – meaning Technical analysis meaning – Dow Theory – Elliot Wave Theory Moving Averages	and BS	n – Y SE 18 hods. 18 18	hour hour hour	rs rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Unit:4 Unit:5 Movin	o security valua mentals analys ry analysis – n ical analysis – ng Averages – 0	ng – importance – security analysis – risk and tion.          Fundamentals analysis         Sis – meaning – Market analysis – Indices of NSE a         Industry analysis         neaning – methods - Company analysis – meaning         Technical analysis         meaning – Dow Theory – Elliot Wave Theory         Moving Averages         Charts – MACD -relative strengths.	and BS	n – Y SE 18 hods. 18 18	hour hour	rs rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Unit:5 Movin	security valua mentals analys ry analysis – n ical analysis –	ng – importance – security analysis – risk and tion.          Fundamentals analysis         Sis – meaning – Market analysis – Indices of NSE a         Industry analysis         neaning – methods - Company analysis – meaning         Technical analysis         meaning – Dow Theory – Elliot Wave Theory         Moving Averages         Charts – MACD -relative strengths.	and BS	n – Y SE 18 hods. 18 18	hour hour hour	rs rs rs
Invest approaches to Unit:2 Funda Unit:3 Indust Unit:4 Unit:5 Movin	o security valua mentals analys ry analysis – n ical analysis – ng Averages – 0	ng – importance – security analysis – risk and tion.          Fundamentals analysis         Sis – meaning – Market analysis – Indices of NSE a         Industry analysis         neaning – methods - Company analysis – meaning         Technical analysis         meaning – Dow Theory – Elliot Wave Theory         Moving Averages         Charts – MACD -relative strengths.	and BS	n – Y 18 SE 18 hods. 18 16 2	hour hour hour	rs rs rs rs

Bo	oks for Study
1	Bhalla V.K, "Investment ManagementNew Delhi, S-Chand & Co, 2007.
2	Kevin s,"Security Analysis and Portfolio Management", New Delhi, PHI Learning, 2006.
Bo	oks for References
1	Chandra Prasanna,"Investment Analysis and Portfolio Management" Chennai,McGraw Hill Education (India) Pvt Ltd,2021
2	Avadhani V.A,"Investment Management" Mumbai, Himalaya Publications, 2012.
Re	lated Online Contents
1	https://nptel.ac.in/courses/110/105/110105036/
2	https://nptel.ac.in/courses/110/105/110105035/

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	М	М	
CO2	М	М	S	М	М	
CO3	М	S	S	М	S	
CO4	M	М	S	S	М	
CO5	S	S	M	S	М	
		1 de	A		5	

\*S-Strong; M-Medium; L-Low

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Course code		PRINCIPLES OF INTERNATIONAL TRADE	L	Т	Р	(
Core/Electiv	e/Supportive	ELECTIVE	6			4
Pre-req	• •	Basic knowledge on International trade	Sylla Versi		2021 22	
Course Obje	ctives:					
The main obj	ectives of this of	course are to enable the students to				
	-	ss of international and domestic trade procedures.				
		ework in international trading with special empha				
		mentation procedures and its sanctity in internation				
		national investments and factors affecting internat Corporation and about the Globalizations	ionai n	ivesti	nents	
J. Summarize	Wutthational	corporation and about the Globalizations				
Expected Co	urse Outcome	s:				
		n of the cour <mark>se, student w</mark> ill be able to:				
1 Remem	ber the major 1	mod <mark>els of international trade and be</mark> able to distin	nguish		K2	
		of their assumptions and economic implications				
		comparative advantage and its formal expression	on and		K3	
		ifferent theoretical models			VC	
	•	international trade as well as international trade relevance of the theory	policy		K6	
		international investments and its limitations, f	actors		K4	
•		t Indian companies	actors			
		ased on multinational corporation and about	it the		K2	
globaliz						
K1 - Rememb	ber; <b>K2</b> - Unde	rstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; <b>K6</b> –	Creat	e	
	6		1			
Unit:1		Introduction	1 7		hour	
		ny – Perspective on the theory of Internation trade – Counter Trade – Forms of Counter Tr				
		Global Trade and Developing Countries.	aue –	Reas	JIIS IC	л
Unit:2	In	ternational commodity Agreements		19	hour	•6
		odity Agreements – Quota agreements, Buffer s	tock A			
		teral and Multilateral contracts. Gains from Trad		0		
	uencing the ter					
Unit:3		Tariff		18	hour	'S
Tariff	– Meaning – 7	Tariffs, Taxes and Distortions – Imports Tariffs a	and Exp	port 7	Taxes	_
-	-	nents for free Trade - Arguments for protection	ion –	Deme	erits o	of
protection – 7	Frade barriers.					
Unit:4		International Investments	~		hour	
		nents – Types of Foreign Investment – signi			-	
		and Dangerous of Foreign Capital – Factors affe ment by Indian companies.	ecung	intern	auona	11
myesiment –	i oreign myest	ment by metan companies.				

Unit:5	Multinational Corporation	16 hours
Ν	lultinational Corporation – Definition and Meaning – Importance	of MNCS – benefits
	s - Criticism - Globalizations - Meaning - stages - Essen	
Globaliza	tion - Implications and Importance of Globalization - Bene	fits – Obstacles to
Globaliza	ation in India – Factors favoring Globalization.	
<b>TT 1</b> ( ) ( )		
Unit:6	Contemporary Issue	2 hours
Online as	signment and online seminar	
	T-4-114-m h	00 h
	Total Lecture hours	90 hours
Books fo	r Study	
	usen R James, William R Melvin, Kaempfer h Melvin, Maskus E I	
Trade	- Theory and Evidence" Chennai, McGraw Hill Education (India)	Pvt Ltd, 2017.
	unilam Francis,"International Trade and Export Management" Mu	mbai,Himalaya
Publ	ications, 2015.	
Books fo	r References	
1 Cher	unilam Francis"International Business",New Delhi, PHI Learning	Pvt. Ltd ,2016.
	ajan P ,"International Business",Chennai, Margam Publications, 20	
Related	Online Contents	
1 <u>http</u>	s://onlinecourses.nptel.ac.in/noc20_mg54/preview	
2 <u>http</u>	s://onlinecourses.nptel.ac.in/noc21_hs46/preview	
	No. 1 No. 1 No. 1 No. 1 No. 1	

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	М	S	S	М	S	
CO2	S	S	M	М	S	
CO3	М	S	S	M	М	
CO4	М	S	S	М	S	
CO5	S	S	М	М	S	

8

			<b>J</b> OI II I	DIII	LD. 2.	
Course code		EXPORT AND IMPORT PROCEDURE	L	Т	Р	С
Core/Elective/	Supportive	ELECTIVE	5			4
Pre-requisite		Basic knowledge on EXIM	Sylla Versi		2021 22	<b>[-</b>
Course Object	ives:		1			
The main object	tives of this	course are to enable the students to				
1. Learn the	export and in	nport trade procedure				
		export and import promotion council				
		t and import consultancy like excise procedur				
		about the export and import warehousing law				ons
	custom pract	ice while importing and documentation related	d to rul	es and	1	
regulations						
	<u> </u>					
Expected Cou						
		on of the course, student will be able to:		17.1		
	<u> </u>	import licensing procedure		K1		
2 Explain t	the functions	of export and import promotion council		K2		
3 Analyse t	he knowled <mark>g</mark>	e about customs procedure		K4		
4 Evaluate	the trading p	rocedure		K5		
5 Apply the	e export and i	import procedure for the given project		K3		
K1 - Remembe	r; <b>K2</b> - <mark>Und</mark> e	e <mark>rst</mark> and; <b>K3 - Ap</b> ply; <b>K4 - Anal<mark>yz</mark>e; <mark>K5 - Ev</mark>alu</b>	uate; K	6 – C	reate	
N.	4					
Unit:1		Introduction		1	l8 hou	rs
		easures to boost Country's Exports – Rules for export business – Deemed exports and its b				
Unit:2		Categories of exporters			<u>18 hou</u>	
https://onlineco	ourses.nptel.a	s of exporters - Registration of Exports – A c.in/noc20_mg54/preview agents – Obtaining ts – Packing goods for exports – Marketing go	g an ex	port 1	icense	
Unit:3		Excise procedure		1	l8 hou	rs
Excise J – Institutional	support for E	Insuring goods against Marine risks – Prepari Exports – Compulsory quality control and pre sustoms clearance of goods.		ort de	cumer	nts
Unit:4		Import Trade law in India		1	l8 hou	Irs
	Trade law in	India – Preliminaries for starting Import Bu	siness			
-		ance for Import – Arranging letter of Credit f		-	-	
of Payments –			1			

Unit:5	Retirement of Import Documents	16 hours
Retir	ement of Import Documents and RBI"s directives for mak	ing payment for
Imports – C	ustoms clearance of Imported Goods and payments of custom	s Duty – Imports
under special	schemes.	
Unit:6	Contemporary Issue	2 hours
Online assig	nment and online seminar	
	Total Lecture hours	90 hours
Books for St	udy	
1 Khurana	P.K, "Export management" Noida, New Delhi, Galgotia, 2018	
2 Balagob	al T.A.S, "Export Management" Mumbai, Himalaya Publication	ns,2019.
Books for R	eferences	
1 Mahajn N	I.I,"A Guide on Export Policy, Procedure and Documentation",	Mumbai, Snow
white put	plications, 2015	
<b>Related Onl</b>	ine Contents	
1 <u>https://c</u>	nlinecourses.nptel.ac.in/noc21_hs46/preview_	
2 <u>https://v</u>	www.mondaq.com/india/international-trade-investment/845604/i	mport-and-
export-r	rocedures-in-india	

	Ma	pping with Prop	gramme Outcon	nes	1
COs	PO1	PO2	PO3	PO4	PO5
CO1	М	S	S	М	М
CO2	М	S	S	S	М
CO3	М	М	S	S	S
CO4	S	S	M	S	S
CO5	S	М	S	S	М

1

\*S-Strong; M-Medium; L-Low Lainta

Course code		INSTITUTIONS FACILITATING INTERNATIONAL TRADE	L	Т	Р	С
Core/Electiv	e/Supportive	ELECTIVE	6			4
Pre-req	luisite	Basic knowledge on international trade	•	abus sion	2021 22	
Course Obje	ctives:					
<ol> <li>Reduce glo facilitating interest 2. Provide infor 3. Support sussist 4. Promote reg 5. Assessing w features.</li> <li>Expected Co On the success 1 Demonst with its 2 Recall t</li> </ol>	bal poverty ernal trade inst ormation about tainable econor gional cooperat various interna <b>urse Outcome</b> ssful completion strate the role a impact on vari	export promotion in India and related to its ag mic, social and institutional development on in ion and integration on facilitating the internation tional monetary fund and international deve	encies. ternatic onal tra- lopmen	onal tra de. t fund	de	
3 Evaluat directio and effe instituti	e the awarenes n of foreign tra ects of deficits ons.	s on the changes in the composition as well as ade after international trade and know the cause in the balance of payments in facilitating			K5	
		l monetary fund and concepts its principles			K4	
associat	tion and feature		1		K3	
	ber; $\mathbf{K2}$ - Unde	rstand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; K6			
Unit:1		Export promotion in India	1 1		<u>8 hou</u>	
bodies Comi Autonomous State trading Impediments Unit:2	modity organi bodies- Servic g corporations in export prom	Role of RBI in export finance	Comm trading -Promo	nodity organi tion a	Board ization gencie	ls- is- s- <b>rs</b>
Bank of Ind Objectives-Fu	ia (SIDBI) -	rt finance –Role of commercial banks-Small I Objectives-Schemes-Export and Import ban t Credit Guarantee Corporation of India (E	k of Ir	ndia (E	EXIM)	-
Unit:3		WTO		1	8 hou	rs
World Principles o Objectives o	f WTO- Or f IPRS benefi	nization – GATT – Objectives-Evolution rganization structure- WTO agreements-C its- Limitations-Procedure of dispute settler on of WTO- drawbacks/Criticisms.	GATS-7	TO-Fu RIMS	nction -TRIP	is- S-

Unit:4	IMF	18 hours
Intern	ational Monetary Fund (IMF)-Objectives- Organization	and management-
	nancing facilities- Conditions on borrowers- Special drawing	rights-World Bank-
Purpose Orga	nization structure- Guiding principle- Leading programs.	
Unit:5	IDA	16 hours
Intern	ational Development Association (IDA)-Objectives-Mem	berships – Loan
assistance In	nternational Financial Corporation (IFC)- Objectives-Main	n features- Asian
Development	Bank(ADB)- Objectives-UNCTAD-Functions-Basic princi	ples- International
trade centre.		-
Unit:6	Contemporary Issue	2 hours
	ment and online seminar	
8		
	Total Lecture hours	90 hours
Books for St		90 hours
1 Cherunila	udy	vt. Ltd ,2016.
1 Cherunila	udy m Francis"International Business", New Delhi, PHI Learning P	vt. Ltd ,2016.
1 Cherunila	udy m Francis"International Business", New Delhi, PHI Learning Pr udha,"International Business", Mumbai, Himalaya Publications,	vt. Ltd ,2016.
1Cherunila2Rao P SuBooks for Re	udy m Francis"International Business", New Delhi, PHI Learning Pr udha,"International Business", Mumbai, Himalaya Publications,	vt. Ltd ,2016. 2016
1Cherunila2Rao P SuBooks for Re1Cherunila,2016.	udy m Francis"International Business", New Delhi, PHI Learning Pu udha,"International Business", Mumbai, Himalaya Publications, eferences m Francis"International Business environment", New Delhi, PH	vt. Ltd ,2016. 2016 II Learning Pvt. Ltd
1Cherunila2Rao P SuBooks for Re1Cherunila,2016.22Acharya	udy m Francis"International Business", New Delhi, PHI Learning Pu Idha,"International Business", Mumbai, Himalaya Publications, Eferences	vt. Ltd ,2016. 2016 II Learning Pvt. Ltd
1Cherunila2Rao P SuBooks for Ra1Cherunila,2016.2Acharya	udy m Francis"International Business", New Delhi, PHI Learning Pr adha,"International Business", Mumbai, Himalaya Publications, eferences m Francis"International Business environment", New Delhi, PH & Jain,"Export Marketing", Achaya and Jain, Mumbai, Himala ons,2013.	vt. Ltd ,2016. 2016 II Learning Pvt. Ltd
<ol> <li>Cherunila</li> <li>Rao P Su</li> <li>Books for Re</li> <li>Cherunila ,2016.</li> <li>Acharya Publicati</li> <li>Related Onli</li> </ol>	udy m Francis"International Business", New Delhi, PHI Learning Pr adha,"International Business", Mumbai, Himalaya Publications, eferences m Francis"International Business environment", New Delhi, PH & Jain,"Export Marketing", Achaya and Jain, Mumbai, Himala ons,2013.	vt. Ltd ,2016. 2016 II Learning Pvt. Ltd
<ol> <li>Cherunila</li> <li>Rao P Su</li> <li>Rooks for Re</li> <li>Cherunila ,2016.</li> <li>Acharya Publicati</li> <li>Related Onli</li> <li>https://or</li> </ol>	udy         m Francis"International Business", New Delhi, PHI Learning Pudha,"International Business", Mumbai, Himalaya Publications,         eferences         m Francis"International Business environment", New Delhi, PH         & Jain,"Export Marketing", Achaya and Jain, Mumbai, Himala         ons,2013.         ne Contents         nlinecourses.nptel.ac.in/noc21_hs46/preview	vt. Ltd ,2016. 2016 HI Learning Pvt. Ltd
1       Cherunila         2       Rao P Su         Books for Re         1       Cherunila         ,2016.       2         2       Acharya         Publicati       Publicati         1 <u>https://or</u> 2 <u>https://w</u>	udy m Francis"International Business", New Delhi, PHI Learning Po idha,"International Business", Mumbai, Himalaya Publications, eferences m Francis"International Business environment", New Delhi, PH & Jain,"Export Marketing", Achaya and Jain, Mumbai, Himala ons,2013. ne Contents	vt. Ltd ,2016. 2016 HI Learning Pvt. Ltd

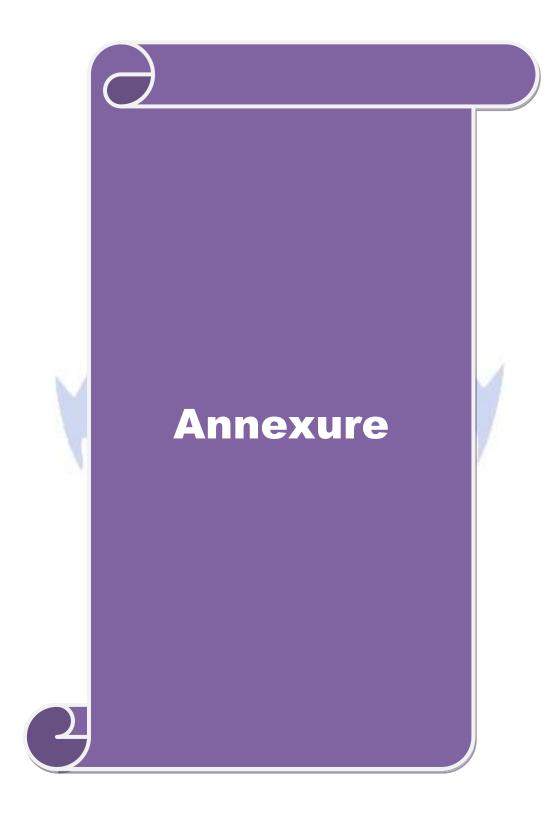
Mapping with Programme Outcomes						
Cos	PO1	PO2	PO3	PO4	PO5	
CO1	М	S	S	М	М	
CO2	S	S	М	М	М	
CO3	S	S	S	М	S	
CO4	S	S	М	М	S	
CO5	S	М	М	S	М	

Course code		INDIA'S INTERNATIONAL TRADE	L	Т	P	(	
Core/Elective	e/Supportive	ELECTIVE	5			4	
Pre-requisite		Basic knowledge on export market		Syllabus Version		2021- 22	
<b>Course Obje</b>	ctives:						
0		course are to enable the students to					
		ational trade environment, strategies and manag	-				
11 /	1 1	ciples and theories to international trade situatio					
		rent thinking and viewpoints of diverse cultures					
	0	import and export laws related to regulations.		fasina			
	ng information	about the global trades towards developing co	untries	racing			
problems							
Expected Co	urse Outcome	2 <b>C</b> •					
<b>_</b>		on of the course, student will be able to:					
	Identify the basic difference between inter-regional and international						
trade							
	ne legal frame	work in the real life businesses related to foreig	n	K3			
	gulations in In	-		1	10		
	e India's intern		K5				
and prin		r · · · · · · · · · · · · · · · · · · ·			-		
		pts related to imports related to law of protection	n	К3			
their rig							
5 Discove	r more about g	global trades and developing countries and majo	or	ŀ	K4		
	is faced by sec		- I				
K1 - Rememb	ber; K2 - Unde	er <mark>stand; K3 - Apply; K4 - Analyze; K5</mark> - Evalua	nte; <b>K6</b>	– Crea	nte		
	1 13		12				
Unit:1		evelopment of Foreign Trade Policy			8 hou		
		eign Trade Policy- Indians Foreign Trade since					
	-	atures; 1997-2002 policy- Salient features; EXI	M polic	y 2002	2-2007	/ -	
Features; Fore	eign Trade Pol	icy 2004-2009 - Salient features.					
	1						
Unit:2		al frame work of India's foreign trade			8 hou		
-		f India's foreign trade –Foreign trade (Develop		-			
	0	Regulation Rules, 1993- Foreign Trade (Exemp		om app	olicatio	on	
of rules in cer	tain cases) Ore	der 1993 – Exchange control regulation in India	l.				
Unit:3		India's export trade		1	8 hou	rs	
	export trade	– Historical prospective - Trends – Composit	ion of a				
	1	cipal products – Export of services – Export pr		1			
		Us, EPZs and SEZs.				-0	
		,					

Unit:4	Imports	18- hours					
Imports- Technology import contract- Technology policy and environment - selection							
and transfer issues - Law of protection of intellectual Property rights, Patents and Trade marks							
Unit:5	Unit:5 Global trade and developing countries						
Global trade and developing countries - Highlights of Indian's trade performances -							
Determinants of Export and Import - Major problems of India's export sector - Impact of recent							
changes in foreign trade policy.							
		-					
Unit:6	Contemporary Issue	2 hours					
Online assignment and online seminar							
		-					
	Total Lecture hours	90 hours					
Books for Study							
1 Cherunilam Francis"Industrial Trade and Export Management", New Delhi, PHI Learning Pvt.							
Ltd ,2015.							
2 Balagobal T.A.S,"Export Management" Mumbai, Himalaya Publications, 2019.							
Books fo	r References						
1 Keegan,"Global Marketing Management", New Delhi, Pearsons Education, 2018.							
Related	Online Conten <mark>ts</mark>	x					
1 <u>https://onlinecourses.nptel.ac.in/noc21_hs46/preview</u>							
2 <u>https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-</u>							
procedures-in-india							
	the standard of the						

	Mapping with Programme Outcomes								
Cos	PO1	PO2	PO3	PO4	PO5				
CO1	М	S	S	M	М				
CO2	S	S	М	S	М				
CO3	S	STORET	S	М	S				
<b>CO4</b>	М	М	S	S	М				
CO5	S	М	М	S	S				

\*S-Strong; M-Medium; L-Low



### ELIGIBILITY FOR ADMISSION TO THE PROGRAMME

"A Graduate in Commerce, B.Com. (Computer Applications), B.Com. (Information Technology), B.Com. (Professional Accounting), B.Com. (Finance), B.Com. (Banking and Insurance), B.Com. (International Business), B.Com. (Accounting & Taxation), B.Com. (Cost & Management Accounting), B.Com. (E-Com), B.Com. (Financial System), B.Com. (Foreign Trade), BBA, BBM, BBA. (CA), BBM. (CA), B.Com. (Corporate Secretary ship with CA), BCS, BCS. (CA), B.Com. Co-operation"

#### **DURATION OF THE PROGRAMME**

The course shall extend over a period of two years comprising four Semesters, with two Semesters per year.

### COURSE OF STUDY AND SCHEME OF EXAMINATION

The course of study and scheme of examination for the M.Com (Computer Applications) course shall consist of the following:

