**B. Com. (E-commerce)**

Syllabus

AFFILIATEDCOLLEGES

**Program Code:2AD**

**2022– 2023 onwards**



**BHARATHIAR UNIVERSITY**

**(A State University, Accredited with “A” Grade by NAAC, Ranked 13th among Indian Universities by MHRD-NIRF,**

**World Ranking: Times -801-1000,Shanghai -901-1000, URAP - 982)**

**Coimbatore - 641 046, Tamil Nadu, India**



|  |  |
| --- | --- |
| **Program Educational Objectives (PEOs)** | |
| The **B.Com (E-commerce)** program describes the accomplishments that graduates are  expected to attain within five to seven years after graduation | |
| PEO1 | To incorporate the knowledge of commerce and e-commerce well-designed areas that combine hands-on projects and applications that is vital for creating  Successful and competitive firms in order to develop a holistic organizational outlook. |
| PEO2 | To make students acquainted with technical, managerial and accounting concepts for understanding information systems to develop business processes and take managerial decisions there by gaining experience for developing basic Internet  Applications. |
| PEO3 | To learn the business models as an integral part for understanding the practical aspects of Ecommerce applications that can be helpful for building digital based  Applications to provide corporate as well as business solutions. |
| PEO4 | To discuss the concepts of e-commerce up-coming technologies in the wireless  arena of business applications based on industry standards for the future trends in modern e-business application. |
| PEO5 | To enhance the knowledge on visual based programming language and object- oriented language in different business applications using various design principles portraying the concepts of e-commerce applications in business  Activities. |



# Program Specific Outcomes (PSOs)

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| **Program Specific Outcomes (PSOs)** | |
| After the successful completion of B. Com (E-commerce) program, the students are expected  to | |
| PSO1 | Know and apply the various accounting concepts to solve the accounting related  business transactions. |
| PSO2 | Acquire the knowledge on the e-commerce applications in various arenas of  business. |
| PSO3 | Solve the web applications related issues of e-business using web design tools,  techniques and methods. |
| PSO4 | Analyze the real e-business problems by using the different applications and  procedures oriented with language programs |
| PSO5 | Enrich the practical knowledge on initiating new e-business ventures. |



**Programme Outcomes**

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| --- | --- |
| **Program Outcomes (POs)** | |
| On successful completion of the B.Com (E-commerce) program students are able to | |
| PO1 | Enhance knowledge on the theoretical and practical aspects of Accounts and E-  business. |
| PO2 | Acquire the practical exposure on internet and web design applications to perform  the e-business transactions. |
| PO3 | Get the training to learn how to develop and deploy successful performance  applications and increase the productivity of the e-business. |
| PO4 | Obtain the practical application exposure on e-business ventures |
| PO5 | Apply object oriented or non-object-oriented techniques to solve e-business  computing problems which make students a good programmer. |



**BHARATHIAR UNIVERSITY: COIMBATORE 641 046**

**B. Com (E-commerce) Curriculum for Affiliated Colleges**

*(For the students admitted during the academic year 2022 – 23 onwards)*

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Credits** | | **Hours** | | | **Maximum Marks** | | | |
| **Theory** | **Practical** | | **CIA** | | **ESE** | **Total** |
| **FIRST SEMESTER** | | | | | | | | | | |
| I | Language-I | 4 | | 6 | - | | 50 | | 50 | 100 |
| II | English-I | 4 | | 6 | - | | 50 | | 50 | 100 |
| III | Core I – Principles of  Accountancy | 4 | | 4 | - | | 50 | | 50 | 100 |
| III | Core II–Business  Organisation and Office Management | 4 | | 4 | - | | 50 | | 50 | 100 |
| III | Allied Paper I:  Introduction of Information Technology | 4 | | 4 | - | | 50 | | 50 | 100 |
| III | Core V –Computer  Applications: MS Office  -Practical-I |  | |  | 4 | |  | |  |  |
|  | Environmental Studies # | 2 | | 2 |  | | - | | 50 | 50 |
| **Total** | | **22** | | **26** | **4** | | **250** | | **300** | **550** |
| **SECOND SEMESTER** | | | | | | | | | | |
| I | Language-II | 4 | | 6 | - | | 50 | | 50 | 100 |
| II | English-II | 2 | | 4 | - | | 25 | | 25 | 50 |
| III | Core III – Advanced  Accounting | 4 | | 4 | - | | 50 | | 50 | 100 |
| III | Core IV – Database  Management System | 4 | | 4 | - | | 50 | | 50 | 100 |
| III | Core V –Computer Applications: Practical I – MS word, Excel, Access and PPT | 4 | | - | 4 | | 50 | | 50 | 100 |
| III | Allied Paper II:  Mathematics for Business | 4 | | 4 | - | | 50 | | 50 | 100 |
|  | Language Proficiency for Employability  <http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf> | 2 | | 2 |  | | 25 | | 25 | 50\*\* |
| IV | **Value Education – Human Rights #** | 2 | | 2 | - | | - | | 50 | 50 |
| **Total** | | **26** | | **26** | **4** | | **300** | | **350** | **650** |
| **THIRD SEMESTER** | | | | | | | | | | |
| III | Language-III | | 4 | 6 | - | | 50 | | 50 | 100 |
| III | Core VI – Object Oriented Programming  with C++ | | 4 | 5 | - | | 50 | | 50 | 100 |
| III | Core VII – Cost  Accounting | | 4 | 5 | - | | 50 | | 50 | 100 |
| III | Allied : III – Statistics for Business | | 4 | 5 | - | | 50 | | 50 | 100 |
| III | Core X – Computer  Applications: C++  Practical II | | - |  | 4 | |  | |  |  |
| IV | Skill based Subject-1:  Marketing Management | | 3 | 3 | - | | 30 | | 45 | 75 |
|  | |  | | --- | | Tamil @ /Advanced Tamil # (or)Non-major Elective–I:  Yoga for Human Excellence # / Women’s Rights # Constitution of India # | | | 2 | 2 |  | |  | | 50 | 50 |
| **Total** | | | **21** | **26** | **4** | | **230** | | **295** | **525** |
| **FOURTH SEMESTER** | | | | | | | | | | |
| III | Language-IV | 4 | | 6 | - | | 50 | | 50 | 100 |
| III | Core VIII – Principles of  Auditing | 3 | | 5 | - | | 50 | | 50 | 100 |
| III | Core IX – Internet and  Web Designing | 3 | | 5 | - | | 50 | | 50 | 100 |
| III | Core X – Computer Applications C++,  Internet & Web Designing) | 4 | |  | 4 | | 50 | | 50 | 100 |
| III | Allied:IV: Principles  of Management | 3 | | 3 | - | | 50 | | 50 | 100 |
| IV | Skill based Subject-2:  **Company Law** | 3 | | 3 | - | | 30 | | 45 | 75 |
|  | **Naan Mudhalvan -Office Fundamentals**  **http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU)** | 2 | | 2 |  | | **25** | | **25** | **50** |
| IV | Tamil @ /Advanced Tamil #(or)  Non-major elective - II : General Awareness # | 2 | | 2 | - | | 50 | | - | 50 |
|  | Total | **24** | | **26** | **4** | | **355** | | **320** | **675** |
| **FIFTH SEMESTER** | | | | | | | | | | |
| III | Core XI – Software  Engineering | 4 | | 4 | - | | | 50 | 50 | 100 |
| III | Core XII – Management  Accounting | 4 | | 5 | - | | | 50 | 50 | 100 |
| III | Core XIII – E-  Commerce Technology | 4 | | 5 | - | | | 50 | 50 | 100 |
| III | Core XIV – Java  Programming | 3 | | 4 | - | | | 50 | 50 | 100 |
| III | Core XVII –Computer Application: Practical III – Java Programming | - | |  | 4 | | |  |  |  |
| III | **Elective-I :** | 4 | | 5 | - | | | 50 | 50 | 100 |
| IV | Skill based Subject-3 : Insurance and Risk Management | 3 | | 3 | - | | | 30 | 45 | 75 |
|  | Total | **22** | | **26** | **4** | | | **280** | **295** | **575** |
| **SIXTH SEMESTER** | | | | | | | | | | |
| III | Core XV – E- Commerce-II (Strategy  and Applications) | 4 | | 6 | - | 50 | | | 50 | 100 |
| III | Core XVI - Software Development with  Visual Basic | 4 | | 5 | - | 50 | | | 50 | 100 |
| III | Core XVII - Computer Application: Practical III – Visual Basic | 4 | |  | 4 | 50 | | | 50 | 100 |
| III | **Elective–II :** | 3 | | 5 | - | 50 | | | 50 | 100 |
| III | **Elective–III :** | 3 | | 5 | - | 50 | | | 50 | 100 |
|  | **Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics)http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU)** | 2 | | 2 |  | **25** | | | **25** | **50** |
| IV | Skill based Subject-4:  Intellectual Property Rights | 3 | | 3 | - | 30 | | | 45 | 75 |
| V | **Extension Activities** @ | 2 | | - | - | 50 | | | - | 50 |
|  | **Total** | **25** | | **26** | **4** | **355** | | | **320** | **675** |
|  | Total | **140** | |  |  |  | | |  | **3650** |
| **ONLINE COURSES\*** | | | | | | | | | | |

# \*SWAYAM courses will be implemented in the next year.

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA) # No Continuous Internal Assessment (CIA). Only University Examinations.

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| **List of Elective Papers** (Colleges can choose any one of the paper as electives) | | |
| **Elective – I** | A | **Income Tax Law & Practice** |
| B | Brand Management |
| C | Fundamentals of Insurance |
| **Elective – II** | A | **Indirect Taxation** |
| B | Supply Chain Management |
| C | Financial Markets |
| **Elective - III** | A | **Business Finance** |
| B | Entrepreneurial Development |
| C | Project Work |

# NOTE: The syllabus for the papers Advanced Accounting, Company Law, Indirect Taxes and Business Finance are revised and furnished below. The existing syllabus is to be followed for the remaining papers.



First Semester

**SEMESTER-I**

|  |  |  |  |  |  |  |  |  |  |  |
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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | | **P** | **C** |
| **Core I** | | | **Principles of Accountancy** | **4** | | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on Principles of Accountancy** | **Syllabus Version** | | | | **2022 - 23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are :   1. To acquire the basic accounting knowledge on principles and concept ofaccounting 2. To identify the errors in accounting and to rectify thoseerrors 3. To effectively prepare final accounts, bills of exchange, bank reconciliation statementsand accounting on joint ventures andconsignment 4. To gain knowledge about preparation of finalAccounts 5. To understand the account statements and procedures for calculation of Average duedate methods | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall the fundamental concepts of accounting and book keeping | | | | | | K1 | | | |
| 2 | Solve the errors in book keeping and identify the effect of BRS in an enterprise | | | | | | K3 | | | |
| 3 | Understanding the Bills of exchange and its transaction including Accommodation bills | | | | | | K2 | | | |
| 4 | Gain knowledge about preparation of final Accounts | | | | | | K2 | | | |
| 5 | Apply the Account statement and procedure for calculation of Average due date methods | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION** | | | **15 hours** | | | | | |
| Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger –  Subsidiary books – Trial balance. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **FINAL ACCOUNTS** | | | **10 hours** | | | | | |
| Final accounts of a sole trader with adjustments – Errors and rectification | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **BILL OF EXCHANGE** | | **10 hours** | | | | | | |
| Bill of exchange- Accommodation bills – Average due date – Account current.. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **CONSIGNMENTS AND JOINT VENTURES** | | **15 hours** | | | | | | |
| Accounting for consignments and Joint ventures | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:5** | | **BANK RECONCILIATION STATEMENT** | | **18 hours** | | | | | | |
| Bank Reconciliation statement – Receipts and Payments and income and expenditure account | | | | | | | | | | |

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| and Balance sheet – Accounts of professionals. | | | |
| Note : Distribution of Marks between problems and theory shall be 80% and 20%. | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **60 hours** |
| **Text Book(s)** | | | |
| 1 | N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy – S.Chand & Company  Ltd., | | |
| 2 | T.S.Grewal – Introduction to Accountancy- S.Chand & Company Ltd., | | |
| 3 | R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand & sons | | |
|  | | | |
| **Reference Books** | | | |
| 1 | T.S.Grewal, S.C.Gupta, S.P.Jain – Advanced Accountancy- Sultanchand & sons | | |
| 2 | K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=q11JtQorg0A> | | |
| 2 | <https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | M | S | S | S | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER-I

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | | **P** | **C** |
| **Core II** | | | **Business Organization and Office Management** | **4** | | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on business organisation** | **Syllabus Version** | | | | **2022 - 23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable the students to learn principles and concepts of business 2. To identify the types of businessorganization 3. To know about office management andprinciples 4. To gain knowledge about office management andindexing 5. To understand the Data processing system, EDP and itsuses | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall the various forms of business organization | | | | | | K1 | | | |
| 2 | Understand the knowledge on sources of finance | | | | | | K2 | | | |
| 3 | Understand on stock exchange options and trading | | | | | | K2 | | | |
| 4 | Remember the knowledge about office management and indexing | | | | | | K1 | | | |
| 5 | Understand the Data processing system, EDP and its uses | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION** | | | **15 hours** | | | | | |
| Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms,  Companies and Co-operative Societies – Public Enterprise. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **SOURCES OF FINANCE** | | | **10 hours** | | | | | |
| Location of Business – Factors influencing location, localization of industries- Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit –  Relative Merits and Demerits. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **STOCK EXCHANGE** | | **10 hours** | | | | | | |
| Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares-  Trade Association-Chamber of Commerce. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **OFFICE LAYOUT AND ACCOMMODATION** | | **15 hours** | | | | | | |
| Office – Its functions and significance – Office layout and office accommodation – Filing and  Indexing | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:5** | | **EDP** | | **8 hours** | | | | | | |
| Office machines and equipment’s – Data Processing Systems – EDP –Uses and Limitations –  Office Furniture. | | | | | | | | | | |

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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **60 hours** |
| **Text Book(s)** | | | |
| 1 | Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons | | |
| 2 | Shukla - Business Organisation and Management – S.Chand & Company Ltd., | | |
| 3 | Saksena – Business Administration and Management – Sahitya Bhavan | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons | | |
| 2 | R.K.Chopra – Office Management – Himalaya Publishing House | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://definitions.uslegal.com/b/business-organization/> | | |
| 2 | [https://www.mosourcelink.com/guides/start-a-business/register-your-business/forms-of-](https://www.mosourcelink.com/guides/start-a-business/register-your-business/forms-of-business-organization)  [business-organization](https://www.mosourcelink.com/guides/start-a-business/register-your-business/forms-of-business-organization) | | |
| 3 |  | | |
|  | | | |
| Course Designed By: | | | |

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| --- | --- | --- | --- | --- | --- |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | M | S | S | S | S |
| **CO3** | S | S | S | S | S |

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** |  | **TITLE OF THE COURSE** | **L** |  | **T** |  | **P** | **C** |
|  |  |  |  |  |  |  |  |  |
| **Allied Paper - I** | | **Introduction to Information Technology** | **4** |  | **-** |  | **-** | **4** |
| **Pre-requisite** | | **Basic knowledge in IT** | **Syllabus** | |  | **2022-23** | | |
| **Version** | |  |  |  |  |
|  |  |  |  |  |  |  |
| **Course Objectives:** | |  |  |  |  |  |  |  |
| The main objectives of this course are to:   1. To understand the importance of managing information in the modern era 2. To provide insight about various forms of computing and application development 3. To provide knowledge about various communication technologies 4. To introduce various IT based applications among students 5. To acquaint students with IT related trends and ethical constraints of information technology | | |  |  |  |  |  |  |

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

|  |  |  |
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| 1 | Understanding the importance of internet-based systems in business organizations | K1 |
|  |  |  |
| 2 | Understanding various forms of computing such as mobile computing, grid | K1 |
|  | computing etc |  |
| 3 | Applying various communication technologies at domestic and global level | K3 |
|  |  |  |
| 4 | Remembering various emerging trends in IT applications | K2 |
|  |  |  |
| 5 | Understanding the ethical issues and implementing security controls and quality | K2 |
|  | checks |  |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

|  |  |  |
| --- | --- | --- |
| **Unit:1** | **INTRODUCTION** | **15--hours** |
| Introduction: Managing in Information Age. Evolution of IT Management – Types of Information Systems – Internet Based Business Systems – Value Chain Reconstruction for EBusiness – IT Management Challenges and issues – Critical success Factors for IT Managers. | | |
| **Unit:2** | **HARDWARE, SOFTWARE AND COMMUNICATION** | **10--hours** |
| Hardware Software And Communication: Computing Hierarchy – Input – Output Technologies  – Hardware Issues – System Architecture – Operating Systems – Network Operating Systems – Grid Computing – Mobile Computing – Ubiquitous Computing – Application Programming – Managing Application Development – Data Resources – Managing Data Resources – Problem of Change andRecovery. | | |
| **Unit:3** | **COMMUNICATION TECHNOLOY** | **10--hours** |
| Communication Technology: Communication Technology – WWW – Intranets – Extranets – Voice Networks Data Communication Networks – Last Mile – Wireless System – Web Hosting  – Application Service Providers. | | |
| **Unit:4** | **INFORMATION TECHNOLOGY** | **15--hours** |
| IT Applications: Enterprise Resource Planning – Enterprise System – Expert System – Decision SupportSystem–NeuralNetworks–ExecutiveInformationSystem–CustomerRelationship ManagementSystem–SupplyChainManagementSystems–KnowledgeManagement–Data Warehousing – Data Mining – Virtual Reality – E-Business and Alternatives. E-Business Expectations and Customer Satisfaction. | | |
| **Unit:5** | **IT MANAGEMENT** | **8--hours** |
| IT Management: IT Strategy Statements – Planning Models for IT Managers Legislation and Industry Trends. Independent Operations – Headquarters Driver – Intellectual Synergy – Integrated Global IT – IT investment – Estimating Returns – IT Value Equation – Pricing Frame work – Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality - Ethical Issues – Chief Information Officer | | |
| |  |  | | --- | --- | | **Unit:6** |  | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | |
| **Total Lecture hours 60--hours** | | |

**Text Book(s)**

Garroll W. FrenzelJohne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004. 2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.

**Reference Books**

1

Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

**Mapping withProgram outcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | M | S | S |
|  |  |  |  |  |  |
| **CO2** | S | M | S | S | M |
|  |  |  |  |  |  |
| **CO3** | S | S | S | M | S |
|  |  |  |  |  |  |
| **CO4** | S | S | M | M | S |
|  |  |  |  |  |  |
| **CO5** | S | S | S | S | S |
|  |  |  |  |  |  |

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** |  | **TITLE OF THE COURSE** | **L** |  | **T** |  | **P** | **C** |
|  |  |  |  |  |  |  |  |  |
| **Core V** | | **COMPUTER APPLICATIONS: MS OFFICE**  **-PRACTICAL-I** | **4** |  | **-** |  | **-** | **4** |
| **Pre-requisite** | | **Basic Knowledge in Ms-Office Computer**  **Applications** | **Syllabus** | |  | **2022-23** | | |
| **Version** | |  |  |  |  |
|  |  |  |  |  |  |  |
| **Course Objectives:** | |  |  |  |  |  |  |  |
| 1. Acquire and apply the computer applications in different aspects of business 2. Get insight knowledge on ms-office, ms-excel and powerpoint. 3. Know the database maintenance in every type of applications using MS. Access. 4. Get the knowledge application on effective power point presentation. 5. Understand the preparation of the accounts transactions of the business enterprises in the tally package. | | |  |  |  |  |  |  |

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

|  |  |  |
| --- | --- | --- |
| 1 | Remember the basic concepts computer applications using MS-Office | K1 |
|  | applications for the business transactions. |  |
|  |  |  |
| 2 | Understand the system of drafting the customers list using mail merge | K2 |
|  | for sending letters to the respondents at a time. |  |
|  |  |  |
| 3 | Apply various statistical tools available in Ms-excel for the business | K3 |
|  | enterprise transactions. |  |
|  |  |  |
| 4 | Gaining knowledge making effective presentation for the business | K2 |
|  | meeting using power point presentation and To create database |  |
|  | using M.S. Access |  |
| 5 | Apply the accounting principles and rules in tally software packages for | K3 |
|  | updating the accounting transactions. |  |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

|  |
| --- |
| **COMPUTER PRACTICALS: I & II SEM – I MS OFFICE & TALLY**  **I - MS WORD** |
| 1. Type Chairman‟s speech/ Auditor‟s report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace. 2. Prepare an invitation for the college function using Text boxes and cliparts. 3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading. 4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format. 5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.   Prepare Bio-Data by using Wizard/Templates |
| * 1. **- MS EXCEL** |
| 1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.   1. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula. 2. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard. 3. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions. 4. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline. |
| * 1. **- MS POWERPOINT** |
| 1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manualmode. 2. Design presentation slides for orgranization details for 5 levels of hierarchy of a company by using organizationchart. 3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custommode. 4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an imageautomatically. 5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color usingwordart. |
| **I - MS ACCESS** |
| 1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for differentcategories. 2. Create mailing labels for student database which should include atleast three Table must have atleast two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, PhoneNumber. 3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form designview. 4. Create forms for the simple tableASSETS. 5. Create report for the PRODUCTdatabase. |
| * 1. **– TALLY AND INTERNET** |
| 1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevantresults. 2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments). 3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method 4. Create an e-mail id and check the mail inbox.   5. Learnhowtousesearchenginesandvisityahoocom,rediff.com,hotmail.comand google.com  6. Visit your University and college websites and collect the relevant data |

**Total Lecture hours 60 hours**

Course Designed By:

**Mapping with Programme Outcomes**

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| --- | --- | --- | --- | --- | --- |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | M | M | S | S | S |
| **CO3** | S | S | M | S | S |
| **CO4** | S | M | S | S | S |
| **CO5** | S | S | S | S | S |



S- Strong; M-Medium; L-Low

Second Semester

# SEMESTER-II

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coursecode** | | |  | **TITLEOFTHECOURSE** | **L** | | | | **T** | **P** | **C** | |
| **Core III** | | | | **ADVANCEDACCOUNTING** | **4** | | | | **-** | **-** | **4** | |
| **Pre-requisite** | | | | **BasicknowledgeonAdvancedAccounting** | **Syllabus**  **Version** | | | | | **2022-23** | | |
| **CourseObjectives:** | | | | | | | | | | | | |
| Themain objectives ofthis courseareto:   1. Provideastrongfoundation intheAccountingproceduresof Depreciation,Branchaccounts,HirePurchase andInstallmentSystem,SingleEntryandPartnership. 2. Makethestudents tosolvetheproblemsof branchaccounts, hirepurchaseandinstallmentsystem. 3. Givean insightknowledgeon single entrysystem. 4. Gain knowledge on Partnership Accounts, Division of Profits, Fixed and FluctuatingCapital,Admission and Retirement ofpartners. 5. Makethestudents tounderstand PartnershipandInsolvencyofPartners. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | | | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | | | | | | | | |
| 1 | Understandthedifferentmethodsofdepreciation. | | | | | | | K2 | | | | |
| 2 | Solvetheproblemsof branchaccounts, hirepurchaseandinstallment system. | | | | | | | K2 | | | | |
| 3 | Know the single entry system and statement of affairs method usingconversionmethod | | | | | | | K2 | | | | |
| 4 | To gain knowledge on Partnership Accounts, Division of Profits, Fixed andFluctuatingCapital, Admission andRetirement ofpartners. | | | | | | | K3 | | | | |
| 5 | UnderstandDissolutionofPartnershipandInsolvencyofPartners | | | | | | | K3 | | | | |
| **K1**-Remember;**K2** -Understand; **K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:1** | | | **DEPRECIATION & SINGLE ENTRY SYSTEM** | | | **15hours** | | | | | | |
| Depreciation–Methods (Straight Line Method, Diminishing Balance Method and Annuity Method)- Provisions and Reserves. Single Entry System - Meaning and Features - Statement of Affairs Method - ConversionMethod. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:2** | | | **BRANCHACCOUNTANDHIRE PURCHASE** | | | **20 hours** | | | | | | |
| BranchAccounts (excludingforeignbranches).HirePurchase andInstallmentSystemincludingHirePurchaseTradingAccounts. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:3** | | | **PARTNERSHIPACOOUNTING** | | | **15hours** | | | | | | |
| Partnership Accounts - Division of Profits - Fixed and Fluctuating Capital – Admission of Partners. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:4** | | | **RETIREMENT AND DEATH OF PARTNERSHIP** | | | **20hours** | | | | | | |
| Retirement of a Partner – Death of a Partner- DissolutionofPartnership | | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **Unit:5** | | | **INSOLVENCYOFPARTNERS** | | | | **18hours** | | | | |
| InsolvencyofPartners-RuleinGarnerVs.Murray- Piecemeal Distribution Methods. | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **Unit:6** | | | **CONTEMPORARYISSUES** | | **2hours** | | | | | | |
| Expertlectures,onlineseminars –webinars | | | | | | | | | | | |
|  | | | | | | | | | | | |
|  | | | **TotalLecturehours** | | **90hours** | | | | | | |
| **DistributionofMarks:20% Theory,80% Problems** | | | | | | | | | | | |
| **TextBook(s)** | | | | | | | | | | | |
| 1 | | Jainand Narang: AdvancedAccounting | | | | | | | | | |
| 2 | | T.S.Grewal:Advanced Accounting | | | | | | | | | |
| 3 | | M.CShukla:AdvancedAccounting | | | | | | | | | |
|  | | | | | | | | | | | |
| **ReferenceBooks** | | | | | | | | | | | |
| 1 | | T.S.Reddy&A.Murthy:Financial Accounting | | | | | | | | | |
| 2 | | R.L.Gupta&M.Radhasamy: AdvancedAccountancy | | | | | | | | | |
|  | | | | | | | | | | | |
| **RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]** | | | | | | | | | | | |
| 1 | | <https://www.youtube.com/watch?v=rI3dTtIVm14> | | | | | | | | | |
| 2 | | <https://www.youtube.com/watch?v=OJkYqLssvVM> | | | | | | | | | |
| 3 | | htt[ps://www.youtube.com/watch?v=1JLnf1QjVOI](http://www.youtube.com/watch?v=1JLnf1QjVOI) | | | | | | | | | |
| CourseDesigned By: | | | | | | | | | | | |

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| **MappingwithProgrammeOutcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | S | M | M | S | M |
| **CO3** | S | S | S | S | S |
| **CO4** | S | S | M | M | S |
| **CO5** | S | M | S | S | S |

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

# SEMESTER-II

|  |  |  |  |  |  |  |  |  |  |  |
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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | | **P** | **C** |
| **Core – IV** | | | **Database Management System** | **4** | | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on DBMS** | **Syllabus Version** | | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To acquire the basic concept on databasesystem 2. To enable the students on the functional aspects ofSQL 3. To impart knowledge on various networkapproach 4. To gain knowledge on IMS networks. 5. To apply the networking approach in various E-CommerceActivities. | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Remembering the concept on database system and structure | | | | | | K1 | | | |
| 2 | Gaining the knowledge on key relational approach. | | | | | | K2 | | | |
| 3 | Understanding the embedded SQL at various operations. | | | | | | K2 | | | |
| 4 | Gain knowledge on IMS networks. | | | | | | K2 | | | |
| 5 | Apply the networking approach. | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION TO DBMS** | | | **15 hours** | | | | | |
| Database System Architecture Basic Concepts: Data System, Operational data, data Independence, Architecture for a database system, Distributed databases, Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation  Approach, Hierarchical Approach, Network Approach. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **TYPES OF APPROACHES** | | | **20 hours** | | | | | |
| Relational Approach: Relational Data Structure: relation, domain, attributes, keys Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations. Special  relational operations. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **SQL** | | **15 hours** | | | | | | |
| Embedded SQL: Introduction – Operations not involving cursors, involving cursors - Dynamic statements, Query by Example – Retrieval operations, Built – in – functions, update operations. QBE Dictionary. Normalization : Functional dependency, First, Second, third normal forms,  Relations with more than one candidate key, Good and bad decomposition. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **HIERARCHIAL APPROACH** | | **20 hours** | | | | | | |
| Hierarchical Approach: IMS data structure. Physical Database, Database description. Hierarchicalsequence.ExternallevelofIMS:LogicalDatabases,theprogramcommunication  block IMS Data manipulation : Defining the Program communication Block : DL / 1 Examples. | | | | | | | | | | |
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| **Unit:5** | | **NETWORK APPROACH** | **18 hours** |
| Network Approach: Architecture of DBTG system. DBTG Data Structure: The set construct,  Singular sets, Sample schema, the external level of DBTG – DBTG Data manipulation. | | | |
|  | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **90 hours** |
| **Text Book(s)** | | | |
| 1 | An introduction to Database Systems : Seventh Edition : by C.J.Date | | |
| 2 | Database Systems Concepts by Abraham Silberschatz, Henry F Korth | | |
|  | | | |
| **Reference Books** | | | |
| 1 | An introduction to Database Systems - Bipin C Desai | | |
|  |  | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.geeksforgeeks.org/introduction-of-dbms-database-management-system-set-1/> | | |
| 2 | <https://www.geeksforgeeks.org/making-wordpress-website-secure/?ref=lbp> | | |
| 3 |  | | |
|  | | | |
| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S | S | S | S | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER-II

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | **P** | **C** |
| **Core V** | | | **COMPUTER APPLICATIONS: MS OFFICE**  **-PRACTICAL-I** | **-** | | **-** | | **4** | **4** |
| **Pre-requisite** | | | **4asic Knowledge in MS-Office Computer Applications** | **Syllabus Version** | | | **2022 -23** | | |
| **Course Objectives:** | | | | | | | | | |
| 1. Acquire and apply the computer applications in different aspects ofbusiness 2. Get insight knowledge on MS-office, MS-excel, and powerpoint. 3. Know the database maintenance in every type ofapplications. 4. Get the knowledge application on effective power pointpresentation. 5. Develop the programs in MS-word and MS-excel andMS-access. | | | | | | | | | |
|  | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Remember the basic concepts computer applications using MS-Office applications for the business transactions. | | | | K1 | | | | |
| 2 | Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time. | | | | K2 | | | | |
| 3 | Apply various statistical tools available in MS-excel for the business enterprise transactions. | | | | K3 | | | | |
| 4 | Gaining knowledge making effective presentation for the business meeting using power point presentation. | | | | K2 | | | | |
| 5 | Understand the database using MS-Access | | | | K2 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
| **COMPUTER PRACTICALS: I & II SEM – I MS OFFICE & TALLY I - MS WORD – 15 Hours**   1. Type Chairman’s speech/ Auditor’s report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, inserting pages and page numbers, Find andReplace. 2. Prepare an invitation for the college function using Text boxes and clipparts. 3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders andShading. 4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of TableFormat. 5. Prepare a Shareholders meeting letter for 10 members using mail mergeoperation. 6. Prepare Bio-Data by using Wizard/Templates.   **II - MS EXCEL– 15 Hours**  1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting. | | | | | | | | | |

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula. 3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.

1. Prepare a statement of Bank customer’s account showing simple and compound interest calculations for 10 different customers using mathematical and logicalfunctions.
2. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation,Decline.

# III - MS POWERPOINT– 15 Hours

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manualmode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organizationchart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custommode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an imageautomatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color usingword art.

# I - MS ACCESS– 15 Hours

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for differentcategories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, PhoneNumber.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form designview.
4. Create forms for the simple tableASSETS.
5. Create report for the PRODUCTdatabase.

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| --- | --- | --- | --- | --- | --- |
| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | M | M | S | S | S |
| **CO3** | S | S | M | S | S |

S- Strong; M-Medium; L-Low

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | | |  | | **TITLE OF THE COURSE** | | | | | **L** | | | |  | **T** | |  | **P** | **C** |
|  | | |  | |  | | | | |  | | | |  |  | |  |  |  |
| **Allied Paper - II** | | | | | **MATHEMATICS FOR BUSINESS** | | | | | **4** | | | |  | **-** | |  | **-** | **4** |
| **Pre-requisite** | | | | | **Basics knowledge on Mathematics for**  **Business** | | | | | **Syllabus** | | | | |  | | **2022-23** | | |
| **Version** | | | | |  | |  |  |  |
|  | | |  | |  | | | | |  | |  |  |  |
| **Course Objectives:** | | | | |  | | | | |  | | | |  |  | |  |  |  |
| 1. Understand and apply basics of applications of mathematics in business | | | | | | | | | |  | | | |  |  | |  |  |  |
| 2. Make the students to be ready for solving business problems using mathematical operations. | | | | | | | | | |  | | | |  |  | |  |  |  |
| 3. Provide an insight knowledge about variables, constants and functions. | | | | | | | | | |  | | | |  |  | |  |  |  |  | |  |
| 4. Gain the knowledge on integral calculus and determining definite and indefinite functions. | | | | | | | | | |  | | | |  |  | |  |  |  |  | |  |
| 5. Analyze the linear programming problem by using graphical solution and simple method. | | | | | | | | | |  | | | |  |  | |  |  |  |  | |  |
| **Expected Course Outcomes:** | | | | | | | |  |  | |  |  |  | | |  | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | |  |  | |  |  |  | | |  | | | | |
|  |  |  | | | | | |  |  | |  |  |  | | | | | | | |
| 1 |  | Understand the basic concepts of arithmetic and geometric series and | | | | | |  |  | |  |  | K2 | | | | | | | |
|  |  | different effective rates of interest for sinking fund, annuity and present | | | | | |  |  | |  |  |  | | |  | | | | |
|  |  | value. | | | |  |  |  |  | |  |  |  | | |  | | | | |
|  |  |  | | | | | |  |  | |  |  |  | | | | | | | |
| 2 |  | Know the basic concepts of addition and multiplication analysis and | | | | | |  |  | |  |  | K1 | | | | | | | |
|  |  | input and output analysis. | | | | | |  |  | |  |  |  | | |  | | | | |
|  |  |  | | | | | |  |  | |  |  |  | | | | | | | |
| 3 |  | Aware of variables, constants and functions and evaluate the first and | | | | | |  |  | |  |  | K2 | | | | | | | |
|  |  | second order derivatives. | | | | | |  |  | |  |  |  | | |  | | | | |
|  |  |  | | | | | |  |  | |  |  |  | | | | | | | |
| 4 |  | To gain knowledge on integral calculus and determining definite and | | | | | |  |  | |  |  | K2 | | | | | | | |
|  |  | indefinite functions. | | | |  |  |  |  | |  |  |  | | |  | | | | |
|  |  |  | | | | | |  |  | |  |  |  | | | | | | | |
| 5 |  | Analyze the linear programming problem by using graphical solution | | | | | |  |  | |  |  | K4 | | | | | | | |
|  |  | and simple method. | | | |  |  |  |  | |  |  |  | | |  | | | | |
|  |  |  |  |  | |  |  |  |  | |  |  |  | | |  | | | | |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

|  |  |  |
| --- | --- | --- |
| **Unit:1** | **SET THEORY** | **12 hours** |
| Set Theory – Arithmetic and Geometric Series – Simple and Compound Interest – Effective rate of Interest –Sinking Fund – Annuity - Present Value – Discounting of Bills – True Discount – Banker‟s Gain. | | |
| **Unit:2** | **MATRIX** | **12 hours** |
| Matrix: Basic Concepts – Addition and Multiplication of Matrices – Inverse of a Matrix – Rank  of Matrix - Solution of Simultaneous Linear Equations – Input-Output Analysis. | | |
| **Unit:3** | **VARIABLES, CONSTANTS AND FUNCTIONS** | **12 hours** |
| Variables, Constants and Functions – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivations – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems | | |
| **Unit:4** | **ELEMENTARY INTEGRAL CALCULUS** | **12 hours** |
| Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts. | | |
| **Unit:5** | **LINEAR PROGRAMMING PROBLEM** | **10 hours** |
| Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method. | | |
| |  |  | | --- | --- | | **Unit:6** |  | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | |
| **Total Lecture hours 60--hours** | | |

**Text Book(s)**

1. Navanitham, P.A,” Business Mathematics & Statistics” Jai Publishers,Trichy-21
2. Sundaresan and Jayaseelan,”Introduction to Business Mathematics”,Sultanchand

Co&Ltd,Newdelhi

1. Sanchetti, D.C and Kapoor, V.K,” Business Mathematics” , Sultan chand Co&Ltd,Newdelhi

**Reference Books**

G.K.Ranganath, C.S.Sampamgiram&Y.Rajan-A Text book Business

Mathematics - Himalaya Publishing House.

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1. <https://www.youtube.com/watch?v=qO1SYFZVmhY>
2. [https://www.youtube.com/watch?v=LadYhkiVC7Q&list=PLRYPMG3pkUJuucxOLmnRC](https://www.youtube.com/watch?v=LadYhkiVC7Q&list=PLRYPMG3pkUJuucxOLmnRC-Lj3PmzVmKCD) [-Lj3PmzVmKCD](https://www.youtube.com/watch?v=LadYhkiVC7Q&list=PLRYPMG3pkUJuucxOLmnRC-Lj3PmzVmKCD)
3. <https://www.youtube.com/watch?v=qO1SYFZVmhY&list=PLX2gX-ftPVXUYjs2g3YiaY0sEfwW-jg5L>

Course Designed By:

**Mapping with Programme Outcomes**

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
|  |  |  |  |  |  |
| **CO1** | S | S | S | S | M |
|  |  |  |  |  |  |
| **CO2** | S | S | M | S | S |
|  |  |  |  |  |  |
| **CO3** | M | S | S | S | S |
|  |  |  |  |  |  |
| **CO4** | S | S | S | M | M |
|  |  |  |  |  |  |
| **CO5** | M | M | S | S | S |
|  |  |  |  |  |  |

S- Strong; M-Medium; L-Low



Third Semester

# SEMESTER-III

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | | **P** | **C** |
| **Core – VI** | | | **Object Oriented Programming with C++** | **5** | | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on C++** | **Syllabus Version** | | | | **2022- 23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To acquire the knowledge onOOPs 2. To enable the students on the applications and structure ofC++ 3. To impart knowledge on managingconsole 4. To gain knowledge on virtualfunctions 5. To analyze the concept managingconsole | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on OOPs and data abstraction | | | | | | K2 | | | |
| 2 | Apply the concept on various functions in C++ | | | | | | K3 | | | |
| 3 | Understand the concept on constructors, destructors and overloading | | | | | | K2 | | | |
| 4 | Gain knowledge on virtual functions | | | | | | K2 | | | |
| 5 | Analyze the concept managing console | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION TO C++** | | | **15 hours** | | | | | |
| OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Multiple Viewing of the Same Object – Encapsulation and Data Abstraction – Inheritance – Delegation – Object Composition – Polymorphism – Message Communication – Popular OOPs Languages –  Merits and Demerits of OOPs Methodology – Application of OOPs. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **APPLICATIONS OF C++** | | | **15 hours** | | | | | |
| Application of C++ - Structure of C++ Program – Tokens, Expression -Basic Data Types – Symbolic Constants – Declaring Data Types - Reference Variables – Operator in C++ - Scope Resolution Operator – Expressions and Implicit Conversions – Control Structures – Functions in C++ - Call by Reference – Call by Value – Inline Functions – Default Arguments – Constant  Arguments – Classes and Objects – Defining Member Functions – Nesting Member Function – Private Member Function – Static Member Function. | | | | | | | | | | |
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| **Unit:3** | | **ARRAY, CONSTRUCTORS AND OVERLOADING** | | **15 hours** | | | | | | |
| Array of Objects – Friend Function – Returning Objects – Constant Member Function – Pointer to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor  – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading. | | | | | | | | | | |
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| **Unit:4** | | **TYPES OF INHERITANCE** | **15 hours** |
| Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical  Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function – Pointer to Derived Classes. | | | |
|  | | | |
| **Unit:5** | | **FILE OPERATIONS IN C++** | **13 hours** |
| Managing Console I/O Operations – C++ Streams – Stream Classes – istreams, ostreams, ioStream, fstream, ifstream, ofstream, filebuff, istrstream, ostrstream – Unformatted I/O  Operation – Classes for File Stream Operations – Opening and Closing a file. | | | |
|  | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | E. Balagurusamy, “Object Oriented Programming with C++ ”, Tata McGraw-Hill Publishing  Company Limited, New Delhi, 2003. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | D.Ravichandran, “Programming with C++”, Tata McGraw-Hill Publishing Company Limited,  New Delhi, 2002. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [https://cppinstitute.org/free-c-and-c-](https://cppinstitute.org/free-c-and-c-courses?gclid=EAIaIQobChMI8MHN3bn56wIVBwRgCh3EeQaYEAAYASAAEgKRVPD_BwE)  [courses?gclid=EAIaIQobChMI8MHN3bn56wIVBwRgCh3EeQaYEAAYASAAEgKRVPD\_BwE](https://cppinstitute.org/free-c-and-c-courses?gclid=EAIaIQobChMI8MHN3bn56wIVBwRgCh3EeQaYEAAYASAAEgKRVPD_BwE) | | |
| 2 | <https://beginnersbook.com/2017/08/c-plus-plus-tutorial-for-beginners/> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | S | S | S |
| **CO2** | S | M | M | S | M |
| **CO3** | S | S | S | S | S |

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

# SEMESTER III

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | | **P** | **C** |
| **Core – VII** | | | **Cost Accounting** | **5** | | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on cost accounting** | **Syllabus Version** | | | | **2022 – 23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To acquire the basic concept costaccounting. 2. To enable the students on the functional aspects of costaccounting. 3. To impart knowledge on various branches of costaccounts. 4. To gain knowledge on processcosting 5. To create reconciliation of cost and financial accounts | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on Cost accounting and create a cost sheet | | | | | | K1 | | | |
| 2 | Gaining the knowledge on material control aspects | | | | | | K3 | | | |
| 3 | Understand the concept on labour system | | | | | | K3 | | | |
| 4 | Gaining knowledge on process costing | | | | | | K2 | | | |
| 5 | Applying the reconciliation of cost and financial accounts | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION** | | | **15 hours** | | | | | |
| Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an  aid to Management –– Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **MATERIAL CONTROL** | | | **15 hours** | | | | | |
| Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores –  Stores Control – Methods of valuing material issue. | | | | | | | | | | |
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| **Unit:3** | | **LABOUR OVERHEAD** | | **15 hours** | | | | | | |
| Labour: System of wage payment – Idle time – Control over idle time – Labour turnover.  Overhead – Classification of overhead – allocation and absorption of overhead. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **PROCESS COSTING** | | **15 hours** | | | | | | |
| Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent  production). | | | | | | | | | | |
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| **Unit:5** | | **OPERATING COSTING** | | **13 hours** | | | | | | |
| Operating Costing - Contract costing – Reconciliation of Cost and Financial accounts. | | | | | | | | | | |

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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | S.P. Jain and KL. Narang , “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005 | | |
| 2 | R.S.N. Pillai and V. Bagavathi , “Cost Accounting”,S. Chand and Company Ltd., New  Delhi.Edn.2004 | | |
| 3 | S.P.Iyyangar, “Cost Accounting Principles and Practice”, Sultan Chand, New Delhi. 2005. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | V.KSaxena & C.D.Vashist, “Cost Accounting”, Sultan Chand, New Delhi 2005. | | |
| 2 | M.N.Arora, “Cost Accounting”, Sultan Chand, NewDelhi 2005. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=AwrwUf8vYEY> | | |
| 2 | <https://www.youtube.com/watch?v=a5D3Iopi0-4> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | M | S | M | S | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER III

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | **P** | **C** |
| **Core X** | | | **COMPUTER APPLICATIONS: C++- PRACTICAL II** | **-** | | **-** | | **4** | **4** |
| **Pre-requisite** | | | **Basic Knowledge in OOPs** | **Syllabus**  **Version** | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of the program are to   1. To understand the program by applying the concept ofOOPs. 2. To remember the reusability of C++ program by applying the concept of Inheritance and Polymorphism. 3. To apply the data files operation technique and solve the given problems in a practical manner. 4. To understand the program by applying the concept ofOOPs 5. To apply the data file operation technique and evaluate the program in a practical manner | | | | | | | | | |
|  | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Compare the different types of languages and find the importance of object-oriented programming language | | | | K2 | | | | |
| 2 | Understand the C++ statements and motivate the students to make use of the statements | | | | K2 | | | | |
| 3 | Identify the class structure and develop the program. | | | | K1 | | | | |
| 4 | Apply the program by applying the concept of OOPs | | | | K3 | | | | |
| 5 | Apply the data file operation technique and evaluate the program in a practical manner | | | | K3 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
| **Computer Applications Practical-II OOPS WITH C++**   1. Program to calculate depreciation under Straight Line method and Diminishing Balance method (using class, defining member functions outside theclass). 2. Program to calculate depreciation under Diminishing Balance method (Using class, defining member function inside theclass) 3. Program to calculate Economic Order Quantity (using nesting of memberfunction). 4. Program to print the Employees' payroll statement (using controlstructures). 5. Program to calculate simple Interest and compound Interest (using nestedclass). 6. Program to calculate net income of a family (using friend function in twoclasses). 7. Program to print the book list of library (using array ofobjects). 8. Program to prepare cost sheet (usinginheritance). 9. Program to calculate margin of safety (using multilevelinheritance). 10. Program for bank transaction (using constructor anddestructor). | | | | | | | | | |

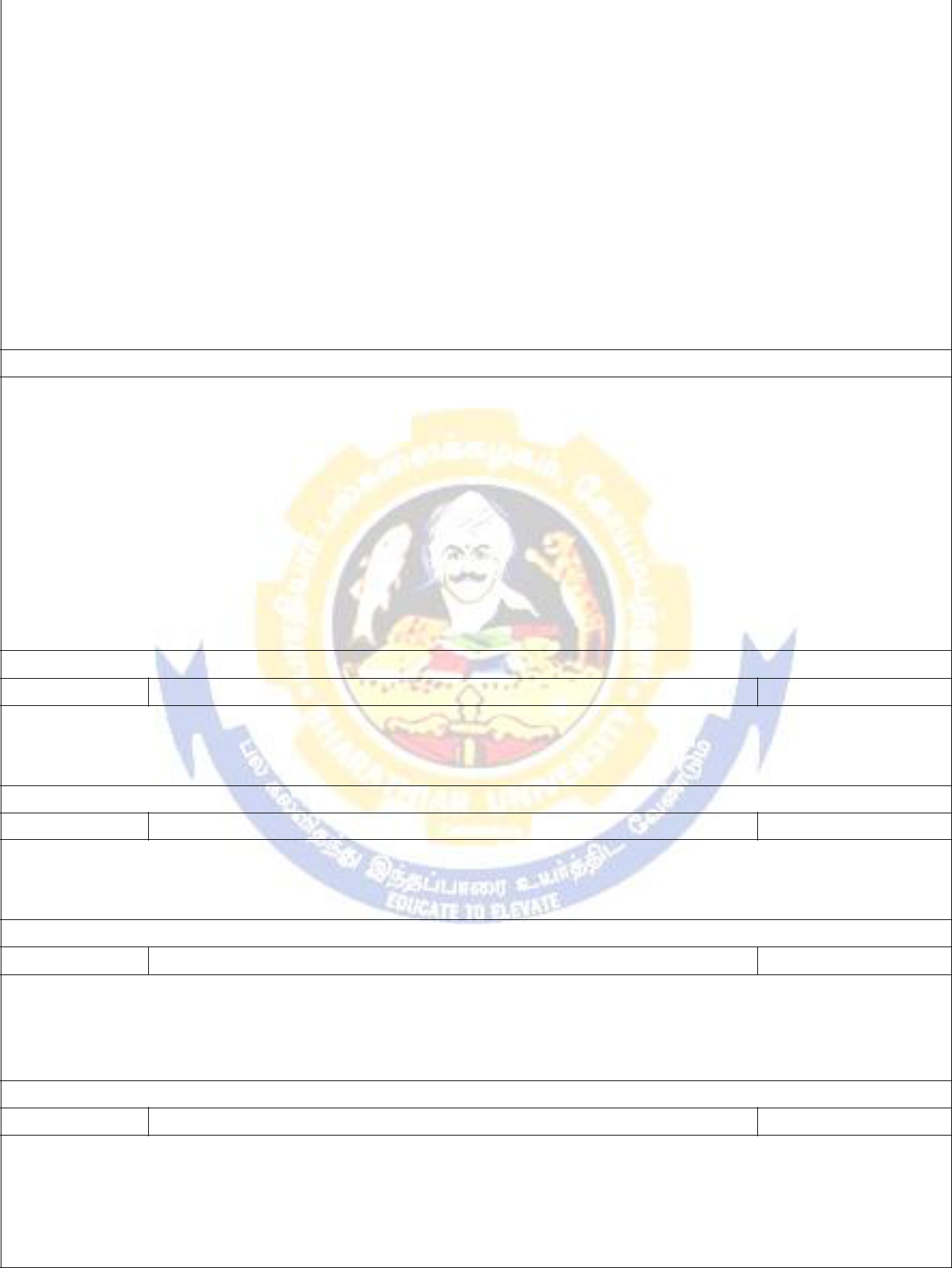
|  |  |
| --- | --- |
| 1. Program to calculate increase or decrease in working capital using operatoroverloading. 2. Program to create the student file and prepare the marks slip by accessing thefile. | |
| **Total Lecture hours** | **60 hours** |
| Course Designed By: | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | M | S |
| **CO2** | M | S | M | S | S |
| **CO3** | S | S | S | S | M |

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



B.Com.(e-Commerce) 2021-22 onwards - Affiliated Colleges - Annexure No.



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| **Course code** |  | **TITLE OF THE COURSE** | **L** | **T** | **P** | **C** |
|  |  |  |  |  |  |  |
| **ALLIED PAPER III** | | **STATISTICS FOR BUSINESS** | **4** | **-** | **-** | **4** |
| **Pre-requisite** | | **Basic knowledge on statistics for business** | **Syllabus** | | **2021-22** | |
| **Version** | |
|  |  |  |  |  |
| **Course Objectives:** | |  |  |  |  |  |
| The main objectives of the course are able to | | |  |  |  |  |

1. Provide basic conceptual knowledge on applications of statistics inbusiness.
2. Make the students to be ready for solving business problems using statisticaloperations.
3. Give a detailed instruction of measurement ofdispersion.
4. Gain the knowledge on application of correlation and regression forbusiness operations.
5. Analyze interpolation and probability theory and perform theproblems.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

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| 1 | Understand the basic concepts of arithmetic and geometric mean and | K2 |
|  | different types of data collection. |  |
|  |  |  |
| 2 | Know measures of dispersion. | K1 |
|  |  |  |
| 3 | Gain the knowledge on correlation and regression analysis. | K5 |
|  |  |  |
| 4 | Understand the different types of moving averages. | K2 |
|  |  |  |
| 5 | Know and analyze interpolation and probability | K2 |
|  |  |  |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Unit:1**

**INTRODUCTIONS**

**15 hours**

Meaning and Definition of Statistics – Collection of data –– Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems

**Unit:2**

**MEASURES OF DISPERSION**

**15 hours**

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. Skewness – Meaning – Measures of Skewness - Pearson’s and Bowley’s co-efficient of Skewness.

**Unit:3**

**CORRELATION AND REGRESSION ANALYSIS**

**15 hours**

Correlation –Meaning and Definition –Scatter diagram, Karl Pearson’s co-efficient of Correlation, Spearman’s Rank Correlation, Co-efficient of Concurrent deviation. Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression

**Unit:4**

**TIME SERIES**

**15 hours**

Time Series – Meaning, Components and Models – Business forecasting – Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares – Seasonal Variation – Method of Simple average. Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost

of living index number.

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| **Unit:5** | **INTERPOLATION** | **13 hours** |
| Interpolation: Binomial, Newton’s and Lagrange methods. Probability – Concept and Definition  – Addition and Multiplication theorems of Probability (statement only) – simple problems based on Addition and Multiplication theorems only. | | |
| **Unit:6** | **CONTEMPORARY ISSUES** | **2 hours** |
| |  |  | | --- | --- | | Expert lectures, | online seminars – webinars | | | |

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|  | **Total Lecture hours** |  | **75 hours** |
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**Text Book(s)**

1. Statistical Methods by S.P. Gupta
2. Business Mathematics and Statistics by P. Navaneetham
3. Statistics by R.S.N. Pillai and V. Bagavathi

**Reference Books**

1. Statistics-Theory, Methods & Application by D.C. Sancheti and V.K. Kapoor
2. Applied General Statistics by Frederick E.Croxton and Dudley J. Cowden

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1. <https://www.youtube.com/watch?v=BUE-XJEHp7g>
2. <https://www.youtube.com/watch?v=0s4mKbkYJPU&t=1s>
3. [https://www.youtube.com/watch?v=Dxcc6ycZ73M](http://www.youtube.com/watch?v=Dxcc6ycZ73M)

**Mapping with Programme Outcomes**

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | S | S | M | S | S |
|  |  |  |  |  |  |
| **CO3** | M | S | S | S | S |
| **CO4** | S | S | S | M | M |
| **CO5** | M | M | S | S | S |

S- Strong; M-Medium; L-Low

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| **Course code** | |  |  | **Marketing Management** | **L** | |  | **T** |  | **P** | **C** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Skill based subject - I** | | | **Basic knowledge in marketing concepts** | | **3** |  |  | **-** |  | **-** | **3** |
|  |  |  |  |  |  |  |  |  |  |
| **Pre-requisite** | | | **Syllabus** | | |  | **2022-23** | | |
|  |  |  |
|  |  | **Version** | | |  |
|  |  |  |  |  |  |  |  |  |
| **Course Objectives:** | | |  |  |  |  |  |  |  |  |  |
| The main objectives of this course are: | | | |  |  |  |  |  |  |  |  |
| 1. To learn the modern views ofmarketing | | | | |  |  |  |  |  |  |  |
| 2. To have an understanding about product life cycle | | | | |  |  |  |  |  |  |  |
| 3.To have an idea about pricingpolicies | | | |  |  |  |  |  |  |  |  |
| 4. To learn about channels ofdistribution | | | | |  |  |  |  |  |  |  |
| 5. To have an understanding about the techniques of salespromotion | | | | |  |  |  |  |  |  |  |
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| **Expected Course Outcomes:** | | | |  |  |  |  |  |  |  |  |
| On the successful completion of the course, student will be able to: | | | | |  |  |  |  |  |  |  |
|  |  | | | |  |  |  |  |  | |  |
| 1 | Label the modern views on marketing | | | |  |  |  |  | K1 | |  |
|  |  | | | |  |  |  |  |  | |  |
| 2 | Understand the concept of product life cycle | | | |  |  |  |  | K2 | |  |
|  |  | | | |  |  |  |  |  | |  |
| 3 | Apply different pricing techniques for different products | | | |  |  |  |  | K3 | |  |
|  |  | | | |  |  |  |  |  | |  |
| 4 | Understand the channels of distribution | | | |  |  |  |  | K2 | |  |
|  |  | | | |  |  |  |  |  | |  |
| 5 | Learn the techniques of sales promotion | | | |  |  |  |  | K2 | |  |
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**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

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| **Unit:1** | **Evaluation of marketing** | **10--hours** |
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Evaluation of marketing –Modern views on marketing –concepts- product concept –selling concepts-marketing concept-societal concepts- market planning process- marketing objective-marketing strategy-functions of marketing management

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| **Unit:2** | **Product decision** | **8--hours** |

Product decision –product meaning and role – product mix decision – production positioning-branding and packaging –product life cycle –marketing strategies for introduction –growth maturity and declining stages –new product development process –meaning of new product – need for developing a new product –various stages in new product development process.

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| **Unit:3** | **Pricing decision** | **8--hours** |

Pricing decision – meaning and role of pricing – pricing objectives – pricing method – product line pricing – pricing strategy for different stages in the life cycle of a product – skimming pricing strategy – penetration pricing strategy merits and demerits

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| **Unit:4** | **Channel decision** | **9--hours** |

Channel decision – role of distribution channel – classification of channel and intermediaries-changes in channel of distribution – intensive, extensive and selection distribution – factors governing choice of channel- selection of channel for new product or new company.

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| **Unit:5** | | | | | | | |  | |  | | **Promotional decision** | | | |  | |  | |  | |  | | **8--hours** | |
| Promotional | | | | | | | | decision – promotional mix –advertising – meaning and role of advertising – | | | | | | | | | | | | | | | | | |
| management of advertising – personal selling – importance – status of personal selling in India- | | | | | | | | | | | | | | | | | | | | | | | | | |
| management of sales force – sales promotion – sales promotion objective- major decision in sales | | | | | | | | | | | | | | | | | | | | | | | | | |
| promotion at dealers and at dealers and at customers level. | | | | | | | | | | | | | | | | | |  | |  | |  | |  | |
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|  | | **Unit 6** | | | | | |  | |  | | **Contemporary issues** | | | |  | |  | |  | |  | | **2 hours** | |
|  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |
|  | |  | |  | |  | |  | | Expert lectures and seminars | | | | | |  | |  | |  | |  | |  | |
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|  | |  | |  | |  | |  | |  | |  | |  | |  | | **TOTAL** | | | |  | | **45 hours** | |
| **Text Book(s)** | | | | | | | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  |
| 1 | |  | | Marketing management - C.B.Mamoria and Sathishmamoria | | | | | | | | | | | | | |  | |  | |  | |  | |  |
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| 2 | | | | Principles and practice of marketing in India - C.M.MamoriaandR.L.Joshi | | | | | | | | | | | | | | | | | | | |  | |  |
|  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  |
| 3 | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  |
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| **Reference Books** | | | | | | | | | |  | |  | |  | |  | |  | |  | |  | |  | |  |
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| 1 | |  | | Marketing Management – Philip kotler | | | | | | | | | | | |  | |  | |  | |  | |  | |  |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| 1 | | | | - | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  |
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| Mapping with Programme Outcomes | | | | | | | | | | | | | | | |  | |  | |  | |  | |  | |  |
|  | |  | | **COs** | |  | | | | **PO1** | | **PO2** | |  | | **PO3** | |  | | **PO4** | | | | **PO5** | |  |
|  | |  | | **CO1** | |  | | | | S | | M | |  | | M | |  | | S | | | | S | |  |
|  | |  | | **CO2** | |  | | | | M | | M | |  | | S | |  | | M | | | | S | |  |
|  | |  | | **CO3** | |  | | | | M | | S | |  | | M | |  | | S | | | | S | |  |
|  | |  | | **CO4** | |  | | | | S | | S | |  | | M | |  | | M | | | | S | |  |
|  | |  | | **CO5** | |  | |  | | S | | M | |  | | S | |  | | S | | | | S | |  |



S- Strong; M-Medium; L-Low

Fourth Semester

# SEMESTER IV

|  |  |  |  |  |  |  |  |  |  |  |
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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core – VIII** | | | **Principles of Auditing** | | **5** | **-** | | | **-** | **3** |
| **Pre-requisite** | | | **Basic knowledge on principlesof auditing Ve** | | **Syllabus**  **Version** | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To acquire the basic concept on auditing and auditprogrammes 2. To enable the students on working withvouchers 3. To impart knowledge on auditreports 4. To create an auditreport 5. To apply the concept of electronicauditing | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on auditing | | | | | | K2 | | | |
| 2 | Analyze the vouching of various working papers | | | | | | K4 | | | |
| 3 | Gain knowledge on valuation of assets and liabilities | | | | | | K3 | | | |
| 4 | Evaluate an audit report | | | | | | K5 | | | |
| 5 | Apply the concept of electronic auditing | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **AUDITING** | | | **20 hours** | | | | | |
| Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of  an Auditor – Audit Programmes. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **INTERNAL CHECK AND INTERNAL AUDIT** | | | **18 hours** | | | | | |
| Internal Control – Internal Check and Internal Audit –Audit Note Book – Working Papers.  Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES** | | **17 hours** | | | | | | |
| Verification and Valuation of Assets and Liabilities – Auditor‟s position regarding the valuation and verifications of Assets and Liablities – Depreciation – Reserves and Provisions – Secret  Reserves. | | | | | | | | | | |
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| **Unit:4** | | **AUDIT OF JOINT STOCK COMPANIES** | | **15 hours** | | | | | | |
| Audit of Joint Stock Companies – Qualification – Dis-qualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor –  Share Capital and Share Transfer Audit – Audit Report – Contents and Types. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:5** | | **INVESTIGATION** | | **18 hours** | | | | | | |
| Investigation – Objectives of Investigation – Audit of Computerised Accounts –Electronic | | | | | | | | | | |

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| Auditing – Investigation under the provisions of Companies Act. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **90 hours** |
| **Text Book(s)** | | | |
| 1 | B.N. Tandon, “Practical Auditing” ,S Chand Company Ltd | | |
| 2 | F.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons  Ltd,London | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Spicer and Pegler, “Auditing: Khatalia‟s Auditing” | | |
| 2 | Kamal Gupta, “Auditing”, Tata Mcgriall Publications | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://economictimes.indiatimes.com/definition/audit> | | |
| 2 | <https://www.youtube.com/watch?v=zggYEM2Nts8> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S | S | S | S | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER IV

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core – IX** | | | **Internet and Web Designing** | | **5** | **-** | | | **-** | **3** |
| **Pre-requisite** | | | **Basic knowledge on internet**  **Ve** | | **Syllabus**  **Version** | | | **2022 -23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are :   1. To acquire the basic knowledge onInternet 2. To enable the students on gaining the knowledge onHTML 3. To impart knowledge on applying the varioustools 4. To gain knowledge on working with webpage 5. To apply the frames in webpage | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Remembering the concept on WWW | | | | | | K1 | | | |
| 2 | Gain the knowledge on directories and inventories | | | | | | K2 | | | |
| 3 | Apply the concept on HTML | | | | | | K3 | | | |
| 4 | Gain knowledge on working with web page | | | | | | K2 | | | |
| 5 | Apply the frames in web page | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION TO INTERNET** | | | **15 hours** | | | | | |
| Introduction to Internet - Internet Access / Dial-Up Connection – Internet Services‟ Features – TCP/IP Vs Shell Accounts – Configuring the Machine for TCP/IP Account – Configuring the Shell Account – Telnet – Changing the Password – World Wide Web (WWW) - Web Page – Hyper Text – HTML Tags – Net Surfing - Internet/Web Browsing - Browser – Internet  Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols –TCP/IP – FTP – HTTP – Telnet – Gopher –WAIS. | | | | | | | | | | |
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| **Unit:2** | | **WEB INDEX** | | | **15 hours** | | | | | |
| Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher – Search Functions – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail (E-Mail) – E-Mail Message – Customizing E-Mail Programs –  Managing Mails – Zen of „E-mailing‟ – Address Book – Signature Feature – File Attachment Facility – Setting priority – Advantages and Disadvantages of E-Mail. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | INTRODUCTION TO HTML | | **15 hours** | | | | | | |
| IntroductiontoHTML–HTML CodeforaWebPage–WebPageBasics–SetupaWebPage  – Display a Web Page in a Web Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript and Subscript – Font Style and Size – Color – Margins – Mono Spaced Font – Block Quote – Lists – Ordered List – Unordered List – Nested List – Definition List – Images–AddanImage–BackgroundImage–Border–WrapTextAroundanImage–  Aligning the Image – Horizontal Rule – Use Images in List – Convert an Image to GIF orJPEG. | | | | | | | | | | |



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| **Unit:4** | | **WWW** | **15 hours** |
| Links - Link to another Web Page – Link within a Web Page – Link to an Image – Link to a File  – E-mail Link – Link to an FTP Site – Change Link Colors – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell – Span Cells – Cell Spacing and Cell Padding – Borders – Text Wrapping – Nested Tables – Wrap Text around aTable. | | | |
|  | | | |
| **Unit:5** | | **SOUNDS AND VIDEOS** | **13 hours** |
| Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended Video – Video Considerations – Internal Video – Introduction to Forms – Set up a Form – Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label From Elements – Introduction to Frames – Creating Frames – Frame Considerations – Provide Alternative Information – Link to a Frame - Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Framesets –  Inline Frame. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai | | |
| 2 | Eric Kramer, “HTML”. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Kamalesh N. Agarwala, Amit Lal & Deeksha Agarwala, “Business of the Net”. | | |
| 2 | John Zabour, Jeff Foust & David Kerven, “HTML 4 HOW- TO”. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [https://techterms.com/definition/web\_design#:~:text=Web%20design%20is%20the%20process%20of%20creating%20websites.&text=Websites%20are%20created%20using%20a,C](https://techterms.com/definition/web_design#%3A~%3Atext%3DWeb%20design%20is%20the%20process%20of%20creating%20websites.%26text%3DWebsites%20are%20created%20using%20a%2CCSS%2C%20or%20cascading%20style%20sheets)  [SS%2C%20or%20cascading%20style%20sheets](https://techterms.com/definition/web_design#%3A~%3Atext%3DWeb%20design%20is%20the%20process%20of%20creating%20websites.%26text%3DWebsites%20are%20created%20using%20a%2CCSS%2C%20or%20cascading%20style%20sheets). | | |
| 2 | <https://www.interaction-design.org/literature/topics/web-design> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | M | S | S |
| **CO2** | S | S | S | M | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER IV

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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | | **T** | | **P** | **C** |
| **Core X** | | | **COMPUTER APPLICATION PRACTICAL II- INTERNET AND WEB DESIGNING** | | **-** | | **-** | | **4** | **4** |
| **Pre-requisite** | | | **Basic Knowledge in Ms-Office Computer Applications** | | **Syllabus Version** | | | **2022 -23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To Educate the students on the functions and uses of internet. 2. To Give the knowledge on how to search theweb. 3. To Learn to know the uses and applications ofHTML 4. To Make the students to know how to create link theweb. 5. To Get a knowledge on how to download and upload thevideos. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Learn the functions and uses of internet. | | | | | K1 | | | | |
| 2 | Give the knowledge on how to search the web. | | | | | K2 | | | | |
| 3 | Learn to know the uses and applications of HTML. | | | | | K1 | | | | |
| 4 | Make the students to know how to create link the web. | | | | | K2 | | | | |
| 5 | Apply the knowledge on how to download and upload the videos. | | | | | K3 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
| **COMPUTER APPLICATIONS PRACTICAL - II INTERNET AND WEB DESIGNING**   1. Create web pages for a business organization using HTMLFrames. 2. Create a Program using HTML to display the ordered list and unordered list of aDepartmental Store. 3. Program to display Image and text using HTML tag for an advertisement of aCompany Product. 4. Create a table to display list of products using HTMLTag. 5. Create a document using Formatting and alignment to display Sales Letter. 6. Create aResume using HTMLTag. 6. Create a website of your department with minimum five links usingHTML. 7. Create a document using Form to support Local Processing of Orderform. 8. Create a Form of the Customer Survey for the user to enter General name andaddress information.   10. Create a Frame to display a multiformdocument. | | | | | | | | | | |
| **Total Lecture hours** | | | | **60 hours** | | | | | | |
| Course Designed By: | | | | | | | | | | |



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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S | S | M | S | S |
| **CO3** | S | S | S | S | M |

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

**SEMESTER-IV**

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| **Coursecode** | |  | **TITLEOFTHECOURSE** | **L** | | | **T** | **P** | **C** |
| **Allied IV** | | | **PRINCIPLES OF MANAGEMENT** | **3** | | | **-** | **-** | **3** |
| **Pre-requisite** | | | **BasicknowledgeofPrinciplesofManagement** | **Syllabus Version** | | | | **2022-23** | |
| **CourseObjectives:** | | | | | | | | | |
| Themainobjectivesofthiscourseareto:   1. Conceptualizeonthefunctionsandtheoriesofprinciplesofmanagement. 2. Enablethestudents tostudyaboutthedifferent typesof managementtheories. 3. Makethestudentstounderstandthedelegationofpowerand control. 4. Acquirethedetailedknowledgeoncommunicationinmanagement. 5. Makethestudentstounderstandthemotivational theories. | | | | | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | | | | |
| Onthesuccessfulcompletionofthecourse,studentwillbeableto: | | | | | | | | | |
| 1 | ConceptualizethenatureandscopeofManagement process | | | | | K1 | | | |
| 2 | UnderstandthePlanninganddecision-makingprocess. | | | | | K2 | | | |
| 3 | Enlightenabouttheorganizationandorganizationstructure. | | | | | K1 | | | |
| 4 | EnumerateTheoriesofmotivationandincentives. | | | | | K2 | | | |
| 5 | MakethestudentstounderstandtheCo-ordination andcontrol process. | | | | | K2 | | | |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**– Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **MANAGEMENTANDADMINISTRATION** | | | **15 hours** | | | | |
| DefinitionofManagement–ManagementandAdministration–NatureandScopeof  Management-FunctionsofManagement-ContributionofF.W.Taylor–HeniryFayol–MaryParker Follet – Mc Gregor and Peter F. Drucker. | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:2** | | **PLANNING** | | | **8 hours** | | | | |
| Planning–Meaning–Natureand ImportanceofPlanning–Planningpromises–Methodsand Types of plans – Decision Making. | | | | | | | | | |
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| **Unit:3** | | **ORGANIZATION** | | | **10 hours** | | | | |
| Organization–Meaning,NatureandImportance–ProcessofOrganization–PrinciplesofSound Organization–OrganizationStructure–SpanofControl–OrganizationChart-Departmentation–  DelegationandDecentralization–Authority relationshipLine,Functional and Staff. | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:4** | | **MOTIVATION** | | | **10 hours** | | | | |
| Motivation–Need–Determinantsofbehaviour–Maslow‟sTheoryofMotivation–MotivationTheories in Management – X, Y and Z theories – Leadership styles – MBO – Management by  Exception. | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:5** | | **COMMUNICATIONINMANAGEMENT** | | | **15 hours** | | | | |
| CommunicationinManagement–Co-Ordination–NeedandTechniques–Control–Nature and process of Control – Techniques of Control. | | | | | | | | | |

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| **Unit:6** | | **CONTEMPORARY ISSUES** | | **2 hours** |
| Expertlectures,onlineseminars– webinars | | | | |
|  | | | | |
|  | | **TotalLecture hours** | **60 hours** | |
| **TextBook(s)** | | | | |
| 1 | PrinciplesofManagement-KoontzandO‟Donald | | | |
| 2 | BusinessManagement-Dinkar– Pagare | | | |
| 3 | ThePrinciplesofManagement -RustomS.Davan | | | |
|  | | | | |
| **ReferenceBooks** | | | | |
| 1 | BusinessOrganizationandManagement-Y.K.Bhushan | | | |
| 2 | BusinessManagement–Chatterjee | | | |
|  | | | | |
| **RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=_nikDhY1z8s> | | | |
| 2 | <https://www.youtube.com/watch?v=nZd3tUvfjq4&t=89s> | | | |
| 3 | <https://www.youtube.com/watch?v=xCEAiy51oS8&list=PLGRG6Dk7lyZ7vBWcAPIxfyFKg1O7y98mE> | | | |
|  | | | | |
| CourseDesignedBy: | | | | |

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| **MappingwithProgrammeOutcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | M | M |
| **CO2** | M | S | S | S | S |
| **CO3** | S | S | S | S | S |
| **CO4** | S | M | M | S | S |
| **CO5** | S | S | S | S | S |

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

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| **Coursecode** | |  | **TITLEOFTHECOURSE** | **L** | | | **T** | **P** | **C** |
| **SkillbasedSubject-2** | | | **COMPANY LAW** | **3** | | | **-** | **-** | **3** |
| **Pre-requisite** | | | **BasicknowledgeonCompanyLaw** | **Syllabus**  **Version** | | | | **2022-23** | |
| **CourseObjectives:** | | | | | | | | | |
| Themainobjectivesofthiscourseareto:   1. Educatethestudentsabout thekindsandformation ofaCompany. 2. MakethestudentstounderstandtheMemorandumofAssociation. 3. Understandaboutusesandformationoftheprospectsofacompany. 4. Getaninsightknowledgeonappointmentandsalariesofcompanydirectorandsecretary. 5. Understandaboutvarioustypesofmeeting. | | | | | | | | | |
|  | | | | | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | | | | |
| Onthesuccessfulcompletionofthecourse,studentwillbeableto: | | | | | | | | | |
| 1 | DiscussthecharacteristicsofCompanyanditsFormation | | | | | K2 | | | |
| 2 | UnderstandaboutMemorandumandArticlesofAssociation. | | | | | K2 | | | |
| 3 | GetadetailedknowledgeonProspectusandKindsofsharesand Debentures. | | | | | K2 | | | |
| 4 | AcquiretheknowledgeonpowersanddutiesofDirectorandSecretary | | | | | K2 | | | |
| 5 | Understandaboutkindsofmeetings. | | | | | K2 | | | |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**– Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **COMPANY** | | | **8 hours** | | | | |
| Company–Definition–Characteristics–Kinds–PrivilegesofPrivateCompany–Formation of a Company. | | | | | | | | | |
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| **Unit:2** | | **MEMORANDUMOFASSOCIATION** | | | **9 hours** | | | | |
| MemorandumofAssociation–Meaning–Purpose–AlterationofMemorandum–DoctrineofUltravires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles –  DoctrineofIndoormanagement | | | | | | | | | |
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| **Unit:3** | | **PROSPECTUS** | | | **8 hours** | | | | |
| Prospectus–Definition–Contents–DeemedProspectus–MisstatementinProspectus––Kinds of Shares and Debentures. | | | | | | | | | |
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| **Unit:4** | | **DirectorandSecretary** | | | **7 hours** | | | | |
| DirectorandSecretary–QualificationandDisqualification–Appointment–Removal–Remuneration – Powers, Duties and Liabilities. | | | | | | | | | |
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| **Unit:5** | | **MEETINGS** | | | **11 hours** | | | | |
| Meetings–RequisitesofValidMeeting–TypesofMeeting–Windingup–Meaning-Modes of Winding Up. | | | | | | | | | |



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| **Unit:6** | | **CONTEMPORARY ISSUES** | | **2 hours** |
| Expertlectures,onlineseminars– webinars | | | | |
|  | | | | |
|  | | **TotalLecture hours** | **45 hours** | |
| **TextBook(s)** | | | | |
| 1 | N.D.Kapoor,“CompanyLaw”SultanChand &Sons,NewDelhi2005 | | | |
| 2 | BagrialA.K,“CompanyLaw”,VikasPublishingHouse,New Delhi | | | |
| 3 | GowerL.C.B,“PrinciplesofModernCompanyLaw”,Steven &Sons,London. | | | |
|  | | | | |
| **ReferenceBooks** | | | | |
| 1 | RamaiyaA,“GuidetotheCompaniesAct”,Wadhwa&Co.,Nagpur | | | |
| 2 | SinghAvtar,“CompanyLaw”,Eastern BookCo., Lucknow | | | |
|  | | | | |
| **RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=G9MyWFgsNLU> | | | |
| 2 | <https://www.youtube.com/watch?v=gEDSdXW0JPQ&list=PLWKgfZAhHUZaqiDvDUNORypEhPdmZHzg3> | | | |
| 3 | <https://www.youtube.com/watch?v=AdDQ05rP7jE&list=PLgK6tNi_UIbXbK9foc3khX8ecmlaq4FTd> | | | |
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| CourseDesignedBy: | | | | |

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| **MappingwithProgrammeOutcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | M | M | S | S | M |
| **CO3** | S | S | S | S | S |
| **CO4** | S | S | S | M | S |
| **CO5** | S | S | S | S | S |

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

Fifth Semester

# SEMESTER V

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| **Course code** | |  | **TITLE OF THE COURSE** |  | **L** |  | **T** |  | **P** | **C** |
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| **Core XI** | |  | **SOFTWARE ENGINEERING** |  | **4** |  | **-** |  | **-** | **4** |
| **Pre-requisite** | | | **Basic computer knowledge** |  | **Syllabus** | | | **2022-23** | | |
|  | **Version** | | |
|  |  |  |  |  |
| **Course Objectives:** | | |  |  |  |  |  |  |  |  |
| The main objectives of this course are to: | | | | |  |  |  |  |  |  |
| 1. To provide information about various softwareproducts | | | | |  |  |  |  |  |  |
| 2. To understand software project planning andscheduling | | | | |  |  |  |  |  |  |
| 3. To provide information about COCOMOmodel | | | | |  |  |  |  |  |  |
| 4. To understand the process of software quality assurance and configurationmanagement | | | | | | | | | |  |
| 5. To understand the process of riskmanagement | | | | |  |  |  |  |  |  |
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| **Expected Course Outcomes:** | | | | |  |  |  |  |  |  |
| On the successful completion of the course, student will be able to: | | | | |  |  |  |  |  |  |
|  |  | | | |  |  |  |  |  | |
| 1 | Recalling various software products | | | |  |  |  |  | K1 | |
|  |  | | | |  |  |  |  |  | |
| 2 | Understanding the process of software project planning and scheduling | | | |  |  |  |  | K2 | |
|  |  | | | |  |  |  |  |  | |
| 3 | Applying COCOMO model | | | |  |  |  |  | K3 | |
|  |  | | | |  |  |  |  |  | |
| 4 | Evaluating software quality assurance procedures | | | |  |  |  |  | K5 | |
|  |  | | | |  |  |  |  |  | |
| 5 | Applying various risk management strategies | | | |  |  |  |  | K3 | |
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| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |  |
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| **Unit:1** | |  | **SOFTWARE PRODUCT AND PROCESS** |  |  | **20--hours** | | | |  |
| Software Product and Process: Software Characteristics & Applications, Software | | | | | | | | | | |
| Process,SoftwareProcessModels;LinearSequentialModel,PrototypingModel,RADModel, | | | | | | | |  |  |  |
| Evolutionary Software Process Models, Software Development Process | | | | |  |  |  |  |  |  |
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| **Unit:2** | |  | **SOFTWARE PROJECT PLANNING AND** |  |  | **18--hours** | | | |  |
|  |  |  | **SCHEDULING** |  |  |  |  |  |  |  |

Software Project Planning and Scheduling: Software Requirement, Software Requirements, Specification, Requirements Validation, Software Design Principles, Software Project. Estimation: Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation,

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| **Unit:3** | **SOFTWARE MODEL** | **17--hours** |

COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques

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| **Unit:4** | **SOFTWARE QUALITY ASSURANCE &** | **15--hours** |
|  | **CONFIGURATION MANGEMENT** |  |

Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality, Standards,

Software Configuration Management, SCM Process, Configuration Audit.

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| **Unit:5** | **RISK MANAGEMENT** | **18--hours** |

Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification,

Risk Projection, Risk Mitigation, Risk Monitoring and Management

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| **Unit:6** | **Contemporary Issues** | **2--hours** |

Expert lectures, online seminars - webinars

**Total Lecture hours 90—hours**

**Text Book(s)**

1. Roger. S. Pressman (2001). Software Engineering: A Practioner’s Approach. McGrawHill, New Delhi,

Fifth Edition.

1. Aggarwal, K.K.& Singh, Yogesh (2005). Software Engineering. New Age International.

**Reference Books**

1. Walker Royce (2001). Software Project Management: A Unified Framework. PearsonEducation Asia, Singapore, First Edition.

2

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

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Course Designed By:

**Mapping with programme outcomes**

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S | S | M | M | M |
| **CO3** | S | S | S | S | S |
| **CO4** | M | S | M | S | S |
| **CO5** | S | S | S | M | S |

# SEMESTER V

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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core XII** | | | **Management Accounting** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge onManagementAccounting Ve** | | **Syllabus**  **version** | | | **2022 – 23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic knowledge on managementaccounting 2. To enable the students on identifying the liquidity position of thecompany 3. To impart knowledge on preparation of fund and cash flowstatements 4. To gain knowledge on marginal costing and itsapplications 5. To create various kinds ofbudget | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on management accounting and its relationship with other accounting concepts | | | | | | K2 | | | |
| 2 | Remembering the gained knowledge on Ratio Analysis | | | | | | K1 | | | |
| 3 | Apply fund and cash flow statements | | | | | | K3 | | | |
| 4 | Analyse on marginal costing and its applications | | | | | | K4 | | | |
| 5 | Analysing various kinds of budget | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | **MANAGEMENT ACCOUNTING** | | | **15 hours** | | | | | |
| Management Accounting – Meaning – Objectives and Scope – Relationship between  Management Accounting , Cost Accounting and Financial Accounting. | | | | | | | | | | |
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| **Unit:2** | | **RATIO ANALYSIS** | | | **15 hours** | | | | | |
| Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance  Sheet. | | | | | | | | | | |
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| **Unit:3** | | **WORKING CAPITAL** | | **13 hours** | | | | | | |
| Working Capital – Working capital requirements and its computation – Fund Flow Analysis and  Cash Flow Analysis. | | | | | | | | | | |
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| **Unit:4** | | **MARGINAL COSTING AND BREAK EVEN**  **ANALYSIS** | | **15 hours** | | | | | | |
| Marginal costing and Break Even Analysis – Managerial applications of marginal costing –  Significance and limitations of marginal costing. | | | | | | | | | | |
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| **Unit:5** | | **BUDGETING AND BUDGETARY CONTROL** | | **15 hours** | | | | | | |
| Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of  Budgets – Master Budget – Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget. | | | | | | | | | | |

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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
| Distribution of marks : Theory 40% and Problems 60% | | | |
|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | Dr. S.N. Maheswari. “Management Accounting”, Sultan Chand & Sons, New Delhi, 2004 | | |
| 2 | Sharma and S.K.Gupta “Management Accounting”, Kalyani Publishers, New Delhi,2006. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | S.P. Jain and KL. Narang , “Cost and Management Accounting”, Kalyani Publishers, New  Delhi. | | |
| 2 | S.K.Bhattacharya, “Accounting and Management”, Vikas Publishing House. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [https://www.freshbooks.com/hub/accounting/management-accounting#:~:text=Management%20accounting%20is%20the%20process,and%20commu](https://www.freshbooks.com/hub/accounting/management-accounting#%3A~%3Atext%3DManagement%20accounting%20is%20the%20process%2Cand%20communicating%20information%20to%20managers)  [nicating%20information%20to%20managers](https://www.freshbooks.com/hub/accounting/management-accounting#%3A~%3Atext%3DManagement%20accounting%20is%20the%20process%2Cand%20communicating%20information%20to%20managers). | | |
| 2 | <https://debitoor.com/dictionary/management-accounting> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | M | S | S | S |
| **CO2** | S | S | S | M | M |
| **CO3** | S | S | S | S | S |

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

**SEMESTER V**

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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core XIII** | | | **E- Commerce Technology** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge onE-commerceTechnology Ve** | | **Syllabus**  **version** | | | **2022 -23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic concept ofE-Commerce 2. To enable the students on network security andfirewall 3. To impart knowledge on electronic paymentsystems 4. To gain knowledge on consumer aspects inE-Commerce 5. To know and apply various digital paymentmethods | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the basic concept of E- Commerce and its applications | | | | | | K2 | | | |
| 2 | To gain the knowledge on EDI | | | | | | K3 | | | |
| 3 | Analyse security and the web | | | | | | K4 | | | |
| 4 | To gain knowledge on consumer aspects in E-Commerce | | | | | | K2 | | | |
| 5 | Apply various digital payment methods | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | **E-COMMERCE** | | | **15 hours** | | | | | |
| E-Commerce-Framework-Classification of electronic commerce -Anatomy of E-Commerce  Applications- Components of the I way-Network Access Equipment-Internet Terminology. | | | | | | | | | | |
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| **Unit:2** | | **ELECTRONIC DATA INTERCHANGE** | | | **15 hours** | | | | | |
| Electronic Data Interchange- Benefits-EDI Legal, Security & privacy issues- EDI software implementation- Value added networks-Internal Information Systems-Work flow automization  and Coordination-Customization and Internal Commerce. | | | | | | | | | | |
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| **Unit:3** | | **NETWORK SECURITY AND FIREWALLS** | | **15 hours** | | | | | | |
| Network security and firewalls- Client Server Network Security- Emerging client server security threats- Firewalls and network security- Data and message security- Encrypted documents and  electronic mail- Hypertext publishing- Technology behind the web- Security and the web. | | | | | | | | | | |
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| **Unit:4** | | **CONSUMER ORIENTED ELECTRONIC COMMERCE** | | **15 hours** | | | | | | |
| Consumer Oriented Electronic Commerce: Consumer Oriented Applications-Mercantile Process Models-Mercantile Models From the Consumers Perspective- Mercantile Models from the  Merchants Perspective. | | | | | | | | | | |
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| **Unit:5** | | **ELECTRONIC PAYMENT SYSTEMS** | **13 hours** |
| Electronic Payment Systems-Types-Digital Token Based Electronic Payment System-Smart  Cards & Credit Card Electronic Payment Systems -Risk -Designing electronic payment system. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
| Distribution of marks : Theory 40% and Problems 60% | | | |
|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | Ravi Kalakota &Andrew b.Whinston , “Frontiers of Electronic Commerce”, Dorling  Kindersley (India) Pvt.Ltd-2006 | | |
| 2 | Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd,New Delhi-  2006. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill  Publishing, New Delhi. | | |
| 2 | Dr.C.S.Rayudu,”E-Commerce &E-Business”,Himalaya Publishing House, New Delhi, 2004. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce)%20is%20the%20buyin](https://searchcio.techtarget.com/definition/e-commerce#%3A~%3Atext%3DE%2Dcommerce%20(electronic%20commerce)%20is%20the%20buying%20and%20selling%2Cor%20consumer%2Dto%2Dbusiness)  [g%20and%20selling,or%20consumer%2Dto%2Dbusiness](https://searchcio.techtarget.com/definition/e-commerce#%3A~%3Atext%3DE%2Dcommerce%20(electronic%20commerce)%20is%20the%20buying%20and%20selling%2Cor%20consumer%2Dto%2Dbusiness). | | |
| 2 | <https://ecommerceguide.com/guides/what-is-ecommerce/> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S | S | M | S | M |
| **CO3** | S | M | S | S | S |

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

# SEMESTER V

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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core XIV** | | | **Java Programming** | | **4** | **-** | | | **-** | **3** |
| **Pre-requisite** | | | **Basic knowledge inJavaProgramming - ( Theory Only Ve** | | **Syllabus**  **version** | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To acquire the basic concept onJava 2. To enable the students on net based businessapplications 3. To impart knowledge on appletprogramming 4. To gain knowledge on multithreadedprogramming 5. To create an application inJava | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on java programming | | | | | | K2 | | | |
| 2 | Remember the application Oriented Programming using Java | | | | | | K1 | | | |
| 3 | Understand the concept on arrays and string | | | | | | K3 | | | |
| 4 | To gain knowledge on multithreaded programming | | | | | | K2 | | | |
| 5 | To analyse an application in Java | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION TO JAVA** | | | **10 hours** | | | | | |
| Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting  – Operators : Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special. | | | | | | | | | | |
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| **Unit:2** | | **DECISION MAKING AND BRANCHING**  **STATEMENTS** | | | **10 hours** | | | | | |
| Decision Making and Branching statements – Decision Making and Looping Statements – Jumps in Loops – Labeled Loops - Classes, Objects and Methods : Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – MethodOverloading–Inheritance–OverridingofMethods–FinalVariables,Methodsand  Class – Abstract Methods and Class – Visibility Control : Public – Friendly – Protected – Private (SimpleConcepts). | | | | | | | | | | |
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| **Unit:3** | | **TITLE OF THE UNIT (CAPITALIZE EACH WORD)** | | **15 hours** | | | | | | |
| Arrays : One-Dimensional Array – Two-Dimensional Array – String : String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance) : Defining Interfaces – Extending Interfaces – Implementing Interface – Accessing Interface Variables - Packages :  System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes. | | | | | | | | | | |
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| **Unit:4** | | **MULTITHREADED PROGRAMMING** | **10 hours** |
| Multithreaded Programming : Creating Threads – Extending the Thread Class – Stopping and Blocking a Thread – Life Cycle of a Thread – Using Thread Methods – Thread Priority – Synchronization – Implementing the „Runnable‟ Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code – Multiple  - Catch Statement – Throwing our Own Exceptions – Using Exceptions for Debugging. | | | |
|  | | | |
| **Unit:5** | | **APPLET PROGRAMMING** | **13 hours** |
| Applet Programming : Applets – Difference between Applet and Application Preparing to Write Applets–BuildingAppletCode–AppletLifeCycle–CreatingExecutableApplet–AppletTag  – Adding Applet to HTML File – Running the Applet – Passing Parameters to Applet – Aligning the Display – Displaying Numerical Value – Getting Input form User - Managing Input/Output FilesinJava:StreamConcept–StreamClasses–OtherI/OClasses–CreatingFiles–Reading/  Writing Characters, Bytes – Simple Input and Output – Other Stream Classes. (Only Concepts) | | | |
|  | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
| Distribution of marks : Theory 40% and Problems 60% | | | |
|  | | **Total Lecture hours** | **60 hours** |
| **Text Book(s)** | | | |
| 1 | E. Balagurusamy, “Programming with Java - A Primer”, Tata Mc Graw – Hill Publishing  Company Limited, New Delhi, 2006. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Joseph L. Weber , “Using Java 2 Platform”, Prentice Hall of India Pvt Ltd | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.w3schools.com/java/java_intro.asp> | | |
| 2 | <https://www.w3schools.com/java/java_operators.asp> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| --- | --- | --- | --- | --- | --- |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | S | M | S |
| **CO2** | S | M | S | S | S |
| **CO3** | S | S | S | S | S |

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

# SEMESTER V

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | | |  |  | **TITLE OF THE COURSE** |  | **L** | **T** |  |  | **P** | **C** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Core XIX** | | | |  | **COMPUTER APPLICATIONS JAVA** | **-** | | **-** |  |  | **4** | **4** |
|  | **PROGRAMMING - PRACTICAL III** |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Pre-requisite** | | | |  | **Basic Knowledge in Java programming** | **Syllabus** | | |  | **2022-23** | | |
|  |  |  |  |  | **applications** | **Version** | | |  |  |  |  |
| **Course Objectives:** | | | |  |  |  |  |  |  |  |  |  |
| The main objectives of this course are: | | | | | |  |  |  |  |  |  |  |
|  |  | 1. To acquire the basic concepts onJava. | | | |  |  |  |  |  |  |  |
|  |  | 2. To enable the students on net based business applications. | | | |  |  |  |  |  |  |  |
|  |  | 3. To impart knowledge on application of javaprogramming. | | | |  |  |  |  |  |  |  |
|  |  | 4. To gain knowledge on multithreadedprogramming | | | |  |  |  |  |  |  |  |
|  |  | 5. To create an application inJava | | | |  |  |  |  |  |  |  |
|  | |  | | | |  |  |  |  |  |  |  |
|  | |  | | | |  |  |  |  |  |  |  |
| **Expected Course Outcomes:** | | | | | |  |  |  |  |  |  |  |
| On the successful completion of the course, student will be able to: | | | | | |  |  |  |  |  |  |  |
|  |  |  | | | |  |  |  |  |  | |  |
| 1 |  | Understand the concept on java programming | | | |  |  |  |  | K2 | |  |
|  |  |  | | | |  |  |  |  | | |  |
| 2 |  | Remembering application Oriented Programming using Java | | | |  |  |  | K1 | | |  |
|  |  |  | | | |  |  |  |  | | |  |
| 3 |  | Understand the concept on arrays and string | | | |  |  |  | K3 | | |  |
|  |  |  | | | |  |  |  |  | | |  |
| 4 |  | Apply the knowledge on multithreaded programming | | | |  |  |  | K3 | | |  |
|  |  |  | | | |  |  |  |  | | |  |
| 5 |  | Analyse an application in Java | | | |  |  |  | K4 | | |  |
|  | |  | | | | |  | | | | |  |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | |  |
|  |  |  |  |  | |  |  |  |  |  |  |  |
|  |  |  |  | **COMPUTER APPLICATIONS PRACTICAL - III** | |  |  |  |  |  |  |  |
|  |  |  |  |  | **JAVA PROGRAMMING** |  |  |  |  |  |  |  |
| 1. | Write a program to check whether a given number is prime or not. | | | | |  |  |  |  |  |  |  |
| 2. | Write a program to check whether the given year is leap year or not. | | | | |  |  |  |  |  |  |  |
| 3. | Write a program to find the Sum of the series x+x2/2! +X3/3!+…+xn/n! | | | | |  |  |  |  |  |  |  |
| 4. | Write a program to find and replace a word with a string. | | | | |  |  |  |  |  |  |  |
| 5. | Write a program to prepare the mark list using Inheritance. | | | | |  |  |  |  |  |  |  |
| 6. | Create a simple calculator applet that implements the 4 basic mathematical Function | | | | | | | |  |  |  |  |
| 7. | Write a JAVA applet to calculate the payroll of employees. | | | | |  |  |  |  |  |  |  |
| 8. | Write a JAVA applet to create a simple spreadsheet. | | | | |  |  |  |  |  |  |  |
| 9. | Create a program to perform Banking Transactions. | | | | |  |  |  |  |  |  |  |

10. Create a Program to display the resume of employees

|  |  |
| --- | --- |
| **Total Lecture Hours** | **60 hours** |

Course Designed By:

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** |  | **PO5** |  |
| **CO1** | M | S | S | S |  | S |  |
| **CO2** | S | M | S | S |  | M |  |
| **CO3** | S | S | S | S |  | S |  |
| **CO4** | S | S | S | S |  | S |  |
| **CO5** | S | S | M | S |  | S |  |

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



**SEMESTER V**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coursecode** | |  | **TITLEOFTHECOURSE** | **L** | | | **T** | **P** | **C** |
| **SkillbasedSubject-3** | | | **INSURANCE AND RISK MANAGEMENT** | **3** | | | **-** | **-** | **3** |
| **Pre-requisite** | | | **Basic Knowledge of Insurance** | **SyllabusVersion** | | | | **2022-23** | |
| **CourseObjectives:** | | | | | | | | | |
| Themain objectives of this courseareto:   * To familiarize the principles of insurance * To develop an understanding about the insurance industry and the types of insurance * To lay a foundation for the risk management | | | | | | | | | |
|  | | | | | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | | | | | |
| 1 | Explain the Principles of Insurance. | | | | | K2 | | | |
| 2 | Analyze the Position of Insurance Industry. | | | | | K2 | | | |
| 3 | Examine the Types of Insurance Policies. | | | | | K1 | | | |
| 4 | Control Risk. | | | | | K2 | | | |
| 5 | Apply relevant method for risk Management. | | | | | K2 | | | |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION OF INSURANCE** | | | **8—hours** | | | | |
| Introduction to Insurance: Role of Insurance – Characteristics of an Insurable Risk – Principles of Insurance – Reinsurance – Double Insurance – IT in Insurance | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:2** | | **INDIAN INSURANCE INDUSTRY** | | | **9—hours** | | | | |
| Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents – For Protection of Policy Holders‟ Interest. Actuary – Meaning – SOA. | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:3** | | **INSURANCE CONTRACT** | | | **8—hours** | | | | |
| Insurance Contract: Life Insurance Contract – Features, Policy Conditions and Products; Non – Life Insurance: Fire and Marine - Features, Policy Conditions and Products. Group, Health and Social Insurance – Schemes- Procedure for claiming Life and Health Insurance | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:4** | | **RISK Management** | | | **7-hours** | | | | |
| Introduction to Risk Management – Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management process – Objectives of Risk Management | | | | | | | | | |

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| **Unit:5** | | **RISK Management Tools** | | **11--hours** |
| Risk management and control – Methods of Risk management – Risk management by individuals and corporations – Tools for Controlling Risk. | | | | |
|  | | | | |
| **Unit:6** | | **CONTEMPORARYISSUES** | **2hours** | |
| Expertlectures,onlineseminars –webinars | | | | |
|  | | **TotalLecturehours** | **45—hours** | |
| **TextBook(s)** | | | | |
| 1 | Varshney, “BankingTheory, LawandPractice”, Sultan&Chand Ltd. | | | |
| 2 | GordonandNataraj,“BankingTheory,LawandPractice”,HimalayaPublishingHouse.. | | | |
| 3 | M.L.Tannan,“BankingLawandPractice”,Thacker&CoLtd | | | |
|  | | | | |
| **ReferenceBooks** | | | | |
| 1 | B.S Bodla, M.C. Garg & K.P. Singh,“Insurance - Fundamentals, Environment &Procedures”,Deep&Deep PublicationsPvt. Ltd.,NewDelhi, 2004. | | | |
| 2 | M.N.Mishra,“Insurance–PrinciplesandPractice”,S.Chand&CompanyLtd.,NewDelhi,2006 | | | |
|  | | | | |
| **RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=vqmMxbHufQk&list=PLH-J9IY9-DpNk9bgsORjIFW46SANwtSDE> | | | |
| 2 | htt[ps://www.](http://www.youtube.com/watch?v=vqmMxbHufQk)y[outube.com/watch?v=vqmMxbHufQk](http://www.youtube.com/watch?v=vqmMxbHufQk) | | | |
| 3 | https://[www.youtube.com/watch?v=oxzmP7sjCRQ&list=PLBbCyJkOLBm-](http://www.youtube.com/watch?v=oxzmP7sjCRQ&list=PLBbCyJkOLBm-) m99E5vhk4owllgJK6aiT2 | | | |
| CourseDesignedby: | | | | |

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| **MappingwithProgrammeOutcomes** | | | | | |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | M | M | M |
| **CO2** | M | M | M | M | M |
| **CO3** | S | S | M | M | S |
| **CO4** | S | M | M | M | S |
| **CO5** | S | M | S | S | S |

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

Sixth Semester



|  |  |  |  |  |  |  |  |  |  |  |
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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core – XV** | | | **E-Commerce – II (Strategy and Applications)** | | **6** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge in E-commerce-II Ve** | | **Syllabus**  **version** | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To provide an exposure about the Practical Application ofe-Commerce 2. To enable the students to be aware on the emerging changes in marketing andadvertising 3. To impart knowledge onmultimedia 4. To gain knowledge on wirelesstechnologies 5. To apply the concept of SGML ,CORBA | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on marketing on Internet | | | | | | K2 | | | |
| 2 | Understand the technology behind software agents | | | | | | K2 | | | |
| 3 | Understand the concept on multimedia applications | | | | | | K2 | | | |
| 4 | Apply knowledge on wireless technologies | | | | | | K3 | | | |
| 5 | Analyse the concept of SGML , CORBA | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **ADVERTISING AND MARKETING ON THE INTERNET** | | | **20 hours** | | | | | |
| Advertising and marketing on the Internet: The new age of information-based marketingAdvertising on the Internet – Charting the on-line marketing process-Market research. Consumer Search and Resource Discovery: Search and resource discovery paradigms – Information search and retrieval – Electronic commerce catalogs or directories – Information  filtering –Consumer data interface. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **SOFTWARE AGENTS** | | | **18 hours** | | | | | |
| Software Agents: Characteristics and properties of agents –Technology behind software agents  – Telescript agent language- Safe-Tcl –Applets, Browsers and Software agents – Software agents in action. Internet Protocol Suite: Layers and networking – Internet Protocol suite – SLIP and PPP – Other forms of IP-based networking-Mobile TCP/IP- based networking- Multicast IPNext generationIP. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **MULTIMEDIA AND DIGITAL VIDEO** | | **17 hours** | | | | | | |
| Multimedia and Digital Video: Concepts-Digital video and electronic commerce-Desktop video  processing-Desktop video conferencing. Broadband Telecommunications: Concepts-Frame relay-Cell relay-Switched multimegabit data service-ATM. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **WIRELESS DELIVERY TECHNOLOGY** | | **15 hours** | | | | | | |
| Mobile and Wireless Computing Fundamentals Framework- Wireless delivery technology and | | | | | | | | | | |



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| switching methods –Mobile information access devices-Mobile data internetworking standards Cellular data communication protocols-Mobile computing applications-Personal communication  service. | | | |
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| **Unit:5** | | **STRUCTURE DOCUMENTS** | **18 hours** |
| Structure Documents: Fundamentals-SGML. CORBA: Distributed objects. Transaction  Processing- Online Purchases-Online share trading –Railway/air ticket reservation | | | |
|  | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **90 hours** |
| **Text Book(s)** | | | |
| 1 | Ravi Kalakota &Andrew b.Whinston , “Frontiers of Electronic Commerce”, Dorling  Kindersley (India) Pvt.Ltd-2006 | | |
| 2 | Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd. ,New Delhi-  2006. | | |
| 3 | Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill  Publishing, New Delhi. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Dr.C.S.Rayudu,”E-Commerce &E-Business”,Himalaya Publishing House, New Delhi, 2004. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/> | | |
| 2 | <https://www.abetterlemonadestand.com/what-is-ecommerce/> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | S | S | M |
| **CO2** | S | M | S | S | S |
| **CO3** | S | S | S | S | S |



|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Core – XVI** | | | **Software Development With Visual Basic** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge in software development**  **with VB Ve** | | **Syllabus**  **version** | | | **2022-23** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are:   1. To develop a front end application using VisualBasic. 2. To enable the students to develop a front end tool for Customer Interaction inBusiness. 3. To impart knowledge on datacontrols 4. To gain knowledge on working with controls inVB 5. To Understand on datacontrols | | | | | | | | | | |
|  | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the concept on client and server | | | | | | K2 | | | |
| 2 | To gain the knowledge on IDE | | | | | | K2 | | | |
| 3 | Understand the concept on user defined data types | | | | | | K2 | | | |
| 4 | To gain knowledge on working with controls in VB | | | | | | K2 | | | |
| 5 | Understand on data controls | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION** | | | **20 hours** | | | | | |
| Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing  – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **INTRODUCTION TO VISUAL BASIC** | | | **18 hours** | | | | | |
| Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox –  Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – DataTypes. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **FUNCTIONS AND CONTROL STRUCTURE** | | **17 hours** | | | | | | |
| Functions – Procedures – Control Structure : If - Switch – Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions –  Date and Time Functions. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:4** | | **CREATING AND USING STANDARD CONTROLS** | | **15 hours** | | | | | | |
| Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, OptionButton,ListBox,ComboBox,PictureBox,ImageControls,ScrollBars–DriveList  Box–DirectoryListBox-TimeControl,Frame,ShapeandLineControls–ControlArrays– | | | | | | | | | | |

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| Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) –  Menus – Menu Editor – Menu Creation. | | | |
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| **Unit:5** | | **DATA CONTROLS** | **18 hours** |
| Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – Recordset – Types of Recordset – Creating a Recordset – Modifying, Deleting Records – Finding Records - Data Report – Data Environment – Report - Designer – Connection Object – Command  Object – Section of the Data Report Designer – Data Report Controls. | | | |
|  | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
|  | | | |
|  | | **Total Lecture hours** | **90 hours** |
| **Text Book(s)** | | | |
| 1 | Steven Holzner, “VB 6 Programming Black Book”, Dream Tech Press, New Delhi, 2002. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | N. Krishnan & N. Saravanan, “Visual Basic 6.0 in 30 days”, Scitech Publications, (India) Pvt  Ltd., Chennai, 2001. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=cwDqjmSmtMQ> | | |
| 2 | <https://www.youtube.com/watch?v=UoT2oava9ns> | | |
| 3 |  | | |
|  | | | |
| Course Designed By: | | | |

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| --- | --- | --- | --- | --- | --- |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | S | S | S |
| **CO2** | S | S | S | M | S |
| **CO3** | S | S | S | S | S |

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



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| **Course code** |  | **TITLE OF THE COURSE** | **L** | **T** |  | **P** | **C** |
|  |  |  |  |  |  |  |  |
| **Core XVII** | | **COMPUTER APPLICATIONS: VISUAL** | **-** | **-** |  | **4** | **4** |
| **BASIC- PRACTICAL III** |  |
|  |  |  |  |  |  |  |
| **Pre-requisite** | | **Basic Knowledge in Visual basic** | **Syllabus** | | **2022-23** | | |
|  |  |  | **Version** | |  |  |  |
| **Course Objectives:** | |  |  |  |  |  |  |

The main objectives of the program are:

1. To acquire the knowledge on application of Visual basic.
2. To apply the concepts of vb in business applications.
3. To develop programs using visual basic.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

|  |  |  |
| --- | --- | --- |
| 1 | Understand the basic concepts computer applications using Oracle for | K2 |
|  | maintaining the database. |  |
|  |  |  |
| 2 | Analyse different databases using access application for developing the | K4 |
|  | business transactions |  |
|  |  |  |
| 3 | Gain the knowledge on creating database using oracle. | K2 |
|  |  |  |
| 4 | Remember the application of oracle statements to extract the particular | K1 |
|  | data base. |  |
|  |  |  |
| 5 | Gain the knowledge on developing employees and salary databases | K2 |
|  | using oracle. |  |
|  |  |  |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

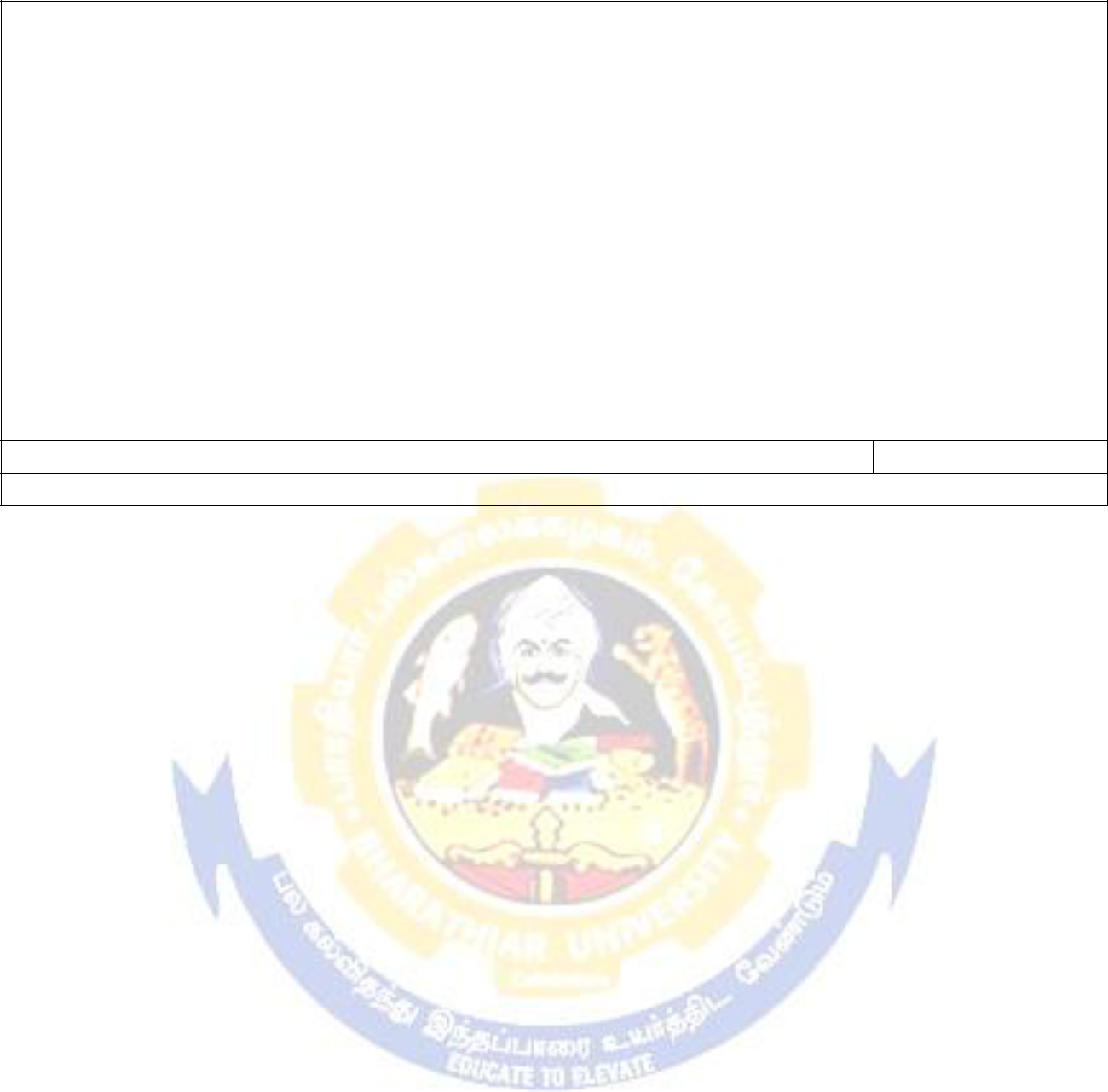
**COMPUTER APPLICATIONS PRACTICAL -**

**IIIVISUAL BASIC**

1. Design a form with text box to perform the alignment and format function.
2. Design a form to display the list of products by declaring array function.
3. Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Checkbox).
4. Design a form to display an advertisement banner using image box control with string function.
5. Design a form to compute cost of capital using finance function in visual basic using check box.
6. Design a form to perform working capital analysis by declaring finance function using flex grid control.
7. Design a form to display Break-even analysis using line and chart controls, by declaring variables. 8. Design a form to present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich textbox (RTF).
8. Design a form to display Product Life Cycle using slider control.
9. Design a Pay Slip for an organization and create a data base using SQL and Data

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B.Com.(e-Commerce) 2021-22 onwards - Affiliated Colleges - Annexure No.



Control. 11. Design the form to display the highlights of the budget using option button and animation.

1. Design a supermarket bill to display the sales invoice, and create a database using Data Control, option button, , check box, date picker, etc.
2. Design the form to create a bank customer database by declaring simple array and multiple arrays using Data Control.
3. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.
4. Design the form to display tree view and list of folders and files from a directory of

an organization.

**Total Lecture hours**

Course Designed By:

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| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | S | S | S |
| **CO2** | S | M | S | S | S |
| **CO3** | S | S | S | M | S |
| **CO4** | S | S | S | S | S |
| **CO5** | S | S | M | S | S |

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

**60 hours**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coursecode** | | **TITLEOFTHECOURSE** | **L** | | | **T** | **P** | **C** | |
| SB-IV | | **INTELLECTUALPROPERTYRIGHTS** | **3** | | | **-** | **-** | **3** | |
| **Pre-requisite** | | **Basic Knowledge on Intellectual PropertyRights** | **SyllabusVersion** | | | | **2022-23** | | |
| **CourseObjectives:** | | | | | | | | | |
| Themainobjectivesof thiscourse:   1. Students will be able to determine the purpose and type of protection available tovariouscategoriesofIP, aswell asthedurationandextent ofprotection. 2. Understandingthenuancesandcomplexitiesoftheglobalintellectualpropertysystem,aswellasthechallengesitposestoIndiaintermsofcompliance with global IPprotectionstandards. 3. To recognize intellectual property as an effective policy tool for national, economic,social,andculturaldevelopment,particularlythroughtheuseofmonopolyrightslimitationsand exceptions. 4. ToprovidestudentswithknowledgeofIndia'sproceduralandsubstantiveintellectualpropertysystems. 5. Analyzenationalandinternationaldevelopmentsinthefieldofintellectualpropertyrights. | | | | | | | | | |
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| **ExpectedCourse Outcomes:** | | | | | | | | | |
| Onthesuccessfulcompletion ofthe course,studentwillbeable to: | | | | | | | | | |
| 1 | ToUnderstandandidentifythefundamentalprinciplesofintellectualproperty  protection. | | | | K2 | | | | |
| 2 | ToUnderstandandidentifythe fundamentalprinciplesofTrademarks | | | | K2 | | | | |
| 3 | Tounderstandandcomprehend the legaleffectsofcopyrights | | | | K2 | | | | |
| 4 | Tounderstandandcomprehendthelegaleffectsofpatentsand  trade secrets | | | | K2 | | | | |
| 5 | TounderstandandcomprehendtheIPforPlant VarietiesandFarmer’sRights | | | | K2 | | | | |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **INTRODUCTIONTOINTELLECTUALPROPERTY** | | **10hours** | | | | | |
| Introduction,typesofintellectualproperty,internationalorganizations,agenciesandtreaties,  importanceofintellectualpropertyrights | | | | | | | | | |
| **Unit:2** | | **TRADEMARKS** | | **8hours** | | | | | |
| Purposeandfunctionoftrademarks,acquisitionoftrademarkrights,protectablematter,selecting,and evaluatingtrademark,trademarkregistration processes | | | | | | | | | |
| **Unit:3** | | **LAWOFCOPYRIGHTS** | | **9hours** | | | | | |
| Fundamental of copy right law, originality of material, rights of reproduction, rights toperform the work publicly, copy right ownership issues, copy right registration, notice ofcopyright, international copyright law. | | | | | | | | | |
| **Unit:4** | | **LAWOFPATENTS,TRADESECRETS** | | **9hours** | | | | | |
| Foundationofpatentlaw,patentsearchingprocess,ownershiprightsandtransfer.  **TradeSecrets**:Tradesecretelaw,determinationoftradesecretestatus,liabilityformisappropriationsoftradesecrets,protectionforsubmission,tradesecretelitigation | | | | | | | | | |
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| **Unit:5** | | **PROTECTIONOFPLANTVARIETIESANDFARMERS’RIGHTS** | | **7hours** |
| Introduction -Meaning and Definition -Registrable Varieties of Plants -Procedure forRegistration-Plant VarietiesProtection | | | | |
|  | | | | |
| **Unit:6** | | **CONTEMPORARYISSUES** | **2hours** | |
| Expertlectures,onlineseminars–webinars | | | | |
|  | | | | |
|  | | **TotalLecture**  **hours** | **45hours** | |
| **TextBook(s)** | | | | |
| 1 | Intellectualpropertyright,Deborah.E.Bochoux,Cengagelearning. | | | |
| 2 | Intellectualpropertyright–Unleashingtheknowledgeeconomy,prabuddhaganguli,TataMcGraw  HillPublishingcompanyltd | | | |
|  | | | | |
| **ReferenceBooks** | | | | |
| 1 | V. K. Ahuja, LawRelatingtoIntellectualPropertyRights,2ndEd.LexisNexis,2013 | | | |
| 2 | IntellectualPropertyRights-AshaVijayDurafeDhanashreeK.Toradmalle,Wiley2021 | | | |
|  | | | | |
| **RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]** | | | | |
| 1 | <https://youtu.be/CXgoke0q0zI> | | | |
| 2 | <https://youtu.be/HX8_UdIwy58> | | | |
| 3 | <https://youtu.be/5fvpsqPWZac> | | | |
| CourseDesignedBy:DrRNVivekanandar.[vivekanandar@rvsgroup.com](mailto:vivekanandar@rvsgroup.com) | | | | |

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| **MappingwithProgrammeOutcomes** | | | | | |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | S | M | M | S | M |
| **CO3** | S | S | S | S | S |
| **CO4** | S | S | M | M | S |
| **CO5** | S | M | S | S | S |

S-Strong;M-Medium;L-Low





Elective Course



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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Elective –I A** | | | **Income Tax Law & Practice** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge ontaxlaw Ve** | | **Syllabus**  **version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic accounting knowledge on principles and concept oftaxation 2. To familiarize the students with recent amendments of IncomeTax 3. To effectively gain in depth knowledge on income tax law andamendments 4. To gain information on taxation of variousincomes 5. To make the students aware on the concepts of aggregation ofIncome | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall the fundamental concepts of income tax | | | | | | K1 | | | |
| 2 | Apply the income sources on salaries and house property | | | | | | K3 | | | |
| 3 | Analyse on income from other sources | | | | | | K4 | | | |
| 4 | To gain knowledge about capital gains | | | | | | K2 | | | |
| 5 | Understand on assessment of individuals and tax liability | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Introduction to Income Tax** | | | **15 hours** | | | | | |
| Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope  of Income – Charge of Tax – Residential Status – Exempted Income. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **Income from Salaries and House Property** | | | **15 hours** | | | | | |
| Heads of Income: Income from Salaries – Income from House Property. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **Income from Other Sources** | | **15 hours** | | | | | | |
| Profit and Gains of Business or Profession – Income from Other Sources. | | | | | | | | | | |
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| **Unit:4** | | **Capital Gain** | | **15 hours** | | | | | | |
| Capital Gains – Deductions from Gross Total Income. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:5** | | **Aggregation of Income** | | **13 hours** | | | | | | |
| Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability –  Assessment of Individuals. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
| Distribution of Marks between theory and problem shall be 40% and 60% respectively. | | | | | | | | | | |

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|  | | **Total Lecture hours** | **75 Hours** |
| **Text Book(s)** | | | |
| 1 | Gaur and Narang, “Income Tax Law and Practice” Kalyani publishers New Delhi | | |
| 2 |  | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Dr. HC Mehrotra, “Income-tax Law and Accounts” Sahithya Bhavan publishers | | |
| 2 |  | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=5IghLd05bgU> | | |
| 2 | <https://www.youtube.com/watch?v=Nh_pm1zfQ6g> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | M | S | S | M | S |
| **CO3** | S | S | S | S | S |
| **CO4** | S | S | M | S | M |
| **CO5** | S | S | S | S | S |

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



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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Elective I B** | | | **Brand Management** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge on marketingandbranding Ve** | | **Syllabus**  **version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Conceptualize an idea about brand and relatedterms. 2. Provide insight about various forms of brandassociations. 3. Deliver a detailed knowledge on bandingimpact. 4. Develop the students to know more about brandingrejuvenation. 5. Have better understanding on brandingstrategies. | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall various terms and concepts relating to branding | | | | | | K1 | | | |
| 2 | Understand on brand vision and image building | | | | | | K2 | | | |
| 3 | Evaluate the dimensions of branding impact | | | | | | K5 | | | |
| 4 | Differentiate specific components of branding and co-branding | | | | | | K4 | | | |
| 5 | Explain the emerging trends in designing branding | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Introduction to Branding** | | | **15 hours** | | | | | |
| Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name– functions ofa brand– branding decisions– influencing  factors. | | | | | | | | | | |
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| **Unit:2** | | **Brand Association** | | | **15 hours** | | | | | |
| Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset,  Brand extension – brand positioning – brand image building | | | | | | | | | | |
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| **Unit:3** | | **Brand Impact** | | **15 hours** | | | | | | |
| Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance -  purchase and R & D – brand audit | | | | | | | | | | |
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| **Unit:4** | | **Brand Rejuvenation** | | **15 hours** | | | | | | |
| Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-  branding. | | | | | | | | | | |
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| **Unit:5** | | **Brand Strategies** | | **13 hours** | | | | | | |
| Brand Strategies: Designing and implementing branding strategies – Case studies | | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | | |

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| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003. | | |
| 2 | Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002. | | |
| 3 | Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992. | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000 | | |
| 2 | S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi,  2002 | | |
| 3 | Jagdeep Kapoor, “Brandex”, Biztantra, New Delhi, 2005. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.canto.com/blog/brand-management/> | | |
| 2 | <https://www.managementstudyguide.com/brand-management.htm> | | |
| 3 |  | | |
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| Course Designed By: | | | |

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

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



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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Elective I C** | | | **Fundamentals of Insurance** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge in Fundamentals of**  **Insurance Ve** | | **Syllabus**  **version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic knowledge onInsurance 2. To identify the qualification ofagents 3. To effectively prepare roles and responsibilities ofagents 4. To give an insight on actuarialconcepts 5. To acquire the basic knowledge on General Insurance | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall the fundamental concepts on Insurance | | | | | | K2 | | | |
| 2 | Understand the roles and responsibilities of Agents | | | | | | K2 | | | |
| 3 | Analyze the qualification of insurance agents | | | | | | K4 | | | |
| 4 | Gain knowledge about actuarial concepts | | | | | | K1 | | | |
| 5 | Understand general insurance concepts and types | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Introduction to Insurance** | | | **15 hours** | | | | | |
| Introduction to insurance: Purpose and need of insurance: Insurance as a social security tool;  insurance and economic development. | | | | | | | | | | |
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| **Unit:2** | | **Pre-requisitions for an Agent** | | | **15 hours** | | | | | |
| Procedures for Becoming an Agent: Pre- requisite for obtaining a license: Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of  conduct; Unfair practices. | | | | | | | | | | |
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| **Unit:3** | | **Agents Roles and Responsibilities** | | **15 hours** | | | | | | |
| Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding  settlement of policy claims. | | | | | | | | | | |
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| **Unit:4** | | **Actuarial Aspects** | | **15 hours** | | | | | | |
| Company Profile: Organizational set-up of the company; Promotion strategy; Market share;  Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels. | | | | | | | | | | |
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| **Unit:5** | | **General Insurance** | | **13 hours** | | | | | | |

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| Fundamental/Principles of life Insurance/Marine/Fire/Medical/General Insurance: Contract of  various kinds; Insurance Interest. | | | |
| Note : Distribution of Marks between problems and theory shall be 80% and 20%. | | | |
| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **75 Hours** |
| **Text Book(s)** | | | |
| 1 | Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi. | | |
| 2 | Insurance Regulatory Development Act 1999 | | |
| 3 |  | | |
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| **Reference Books** | | | |
| 1 | Life Insurance Corporation Act 1956. | | |
| 2 |  | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=zAg_i0m2AHM> | | |
| 2 | <https://www.youtube.com/watch?v=_ApbX0YKsjY> | | |
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| Course Designed By: | | | |

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

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



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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Elective II A** | | | **Indirect Taxation** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge inIndirecttaxation Ve** | | **Syllabus**  **version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic accounting knowledge on principles and concept ofaccounting 2. To identify the errors in accounting and to rectify thoseerrors 3. To effectively prepare final accounts, bills of exchange, bank reconciliation statementsand accounting on joint ventures andconsignment 4. To gain knowledge about levy and collection oftax. 5. To understand about customslaw. | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall the fundamental concepts of indirect taxes. | | | | | | K1 | | | |
| 2 | Apply the concepts of GST. | | | | | | K3 | | | |
| 3 | Apply the knowledge earned in the filing of returns. | | | | | | K3 | | | |
| 4 | Gain knowledge about levy and collection of tax. | | | | | | K2 | | | |
| 5 | Understand about customs law. | | | | | | K3 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Indirect Tax** | | | **15 hour** | | | | | |
| Meaning of Tax and Taxation - Types of Taxes: Direct and Indirect Taxes - Features – Merits and Limitations - Comparison of Direct and Indirect taxes. Constitutional basis of Taxation in  India- Methods of levying Indirect Taxes: Advoleram and Specific. Contribution of Indirect taxes to Government Revenues. | | | | | | | | | | |
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| **Unit:2** | | **GST & its Concepts** | | | **15 hour** | | | | | |
| Good and Services Tax in India - Introduction – Concept of GST - Need for GST - Advantages of GST. Structure of GST in India: Dual Concept – CGST- SGST- UTGST-IGST. Subsuming  of Taxes- GST Rate Structure in India. GST Council: Structure and Functions. | | | | | | | | | | |
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| **Unit:3** | | **Filing** | | **15 hours** | | | | | | |
| Levy and Collection under CGST and SGST Acts: Meaning of important terms: Goods, Services, Supplier, Business, Manufacture, Casual Taxable Person, Aggregate Turnover, Input Tax and Output Tax. Taxable Event under GST: Concept of Supply - Time of supply - Value of Taxable supply. Composite and Mixed Supplies.  Input Tax Credit: Meaning - Eligibility and Conditions for availing Input Tax Credit. Reverse Charge Mechanism under GST. Composition Levy: Meaning and Applicability. | | | | | | | | | | |
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| **Unit:4** | | **Levy and Collection of Tax** | | **15 hour** | | | | | | |

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| Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination.  Procedures under GST: Procedure for Registration - Persons Liable for Registration - Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates. | | | |
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| **Unit:5** | | **Customs Law** | **13 hour** |
| Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975  - Basic Concepts - Taxable Event - Levy and Exemptions from Customs Duty - Types - MethodsofValuation-AbatementofDutyonDamagedorDeterioratedGoods-CustomsDuty  Draw Back. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **75 hours** |
| **Text Book(s)** | | | |
| 1 | V.S.Datey, “Indirect Taxes”, Taxmann Publications (P) Ltd., New Delhi 2002 2.” | | |
|  | | | |
| **Reference Books** | | | |
| 1 | Balachandran, “Indirect Taxation”, Sultan Chand &Co., New Delhi 2006. R.L.Gupta  V.K.Gupta, “Indirect Tax | | |
|  |  | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.youtube.com/watch?v=q11JtQorg0A> | | |
| 2 | <https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention> | | |
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| Course Designed By: | | | |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | S |  | S | S | S |
| **CO3** | S | S | S | S | S |

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



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| **Course code** | |  | **TITLE OF THE COURSE** | | **L** | **T** | | | **P** | **C** |
| **Elective II B** | | | **Supply Chain Management** | | **5** | **-** | | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge in Supplychainmanagement Ve** | | **Syllabus**  **rsion** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Conceptualize an idea about supply chainmanagement. 2. Provide insight about economies of scale in supplychain. 3. Deliver a detailed knowledge on networking the supplychain. 4. Develop the students to know more about network design for supply chainmanagement 5. Have better understanding of emerging trends and regulatory mechanisms in supplychain. | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Recall various terms and concepts relating to supply chain | | | | | | K1 | | | |
| 2 | Understand various forms of supply and demand in supply chain | | | | | | K2 | | | |
| 3 | Evaluate the applications to e-business | | | | | | K5 | | | |
| 4 | Differentiate specific network design in certain and uncertain situations | | | | | | K4 | | | |
| 5 | Explain the emerging trends in supply chain and the regulatory mechanisms | | | | | | K2 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Supply Chain Management** | | | **15 hours** | | | | | |
| Supply Chain Management – Global Optimisation – importance – key issues – Inventory  management – economic lot size model. Supply contracts – centralized vs. decentralized system | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:2** | | **Supply chain Integrates** | | | **15 hours** | | | | | |
| Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery  industry – retail industry – distribution strategies | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:3** | | **Strategic Alliances** | | **15hour** | | | | | | |
| Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer –  supplier partnership – advantages and disadvantages of RSP – distributor Integration | | | | | | | | | | |
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| **Unit:4** | | **Procurement and Outsourcing** | | **10 hours** | | | | | | |
| Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy  decision – e-procurement – frame work of e-procurement | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:5** | | **Dimension of customer Value** | | **13 hours** | | | | | | |
| Dimension of customer Value – conformance of requirement – product selection – price and  brand – value added services – strategic pricing – smart pricing – customer value measures | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
|  | | | | | | | | | | |
|  | | **Total Lecture hours** | | **75 hours** | | | | | | |

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| **Text Book(s)** | |
| 1 | Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and  Distribution Management. Kogan Page. |
| 2 |  |
| 3 |  |
|  | |
| **Reference Books** | |
| 1 | Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004).  Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32 |
| 2 |  |
|  | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | [https://www.ibm.com/topics/supply-chain-management#:~:text=supply%20chain%20management%3F-](https://www.ibm.com/topics/supply-chain-management#%3A~%3Atext%3Dsupply%20chain%20management%3F-%2CSupply%20chain%20management%20is%20the%20handling%20of%20the%20entire%20production%2Cfinal%20product%20to%20the%20consumer)  [,Supply%20chain%20management%20is%20the%20handling%20of%20the%20entire%20production,final%20product%20to%20the%20consumer.](https://www.ibm.com/topics/supply-chain-management#%3A~%3Atext%3Dsupply%20chain%20management%3F-%2CSupply%20chain%20management%20is%20the%20handling%20of%20the%20entire%20production%2Cfinal%20product%20to%20the%20consumer) |
| 2 | <https://www.youtube.com/watch?v=Mi1QBxVjZAw> |
| 3 |  |
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| Course Designed By: | |

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| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | S |
| **CO2** | M | S | S | S | S |
| **CO3** | S | S | S | S | S |
| **CO4** | S | M | M | S | S |
| **CO5** | S | S | S | S | S |

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



# ELECTIVE PAPER

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | **P** | **C** |
| **Elective – II C** | | | **FINANCIAL MARKETS** | **5** | | **-** | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge inFinancialMarkets**  **Ve** | Syllabus Version | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. To acquire the basic accounting knowledge on principles and concept ofaccounting 2. To identify the errors in accounting and to rectify thoseerrors. 3. To effectively prepare final accounts, bills of exchange, bank reconciliation statements and accounting on joint ventures andconsignment. 4. To gain knowledge about banks as financialintermediaries. 5. To understand about new methods of financing. | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Recall the fundamental concepts of financial markets | | | | K1 | | | | |
| 2 | Analyse the markets for corporate securities. | | | | K4 | | | | |
| 3 | Analyse the significance of secondary markets instruments. | | | | K4 | | | | |
| 4 | Gain knowledge about banks as financial intermediaries. | | | | K2 | | | | |
| 5 | Understand about new methods of financing. | | | | K3 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **FINANCIAL MARKETS** | | **15-hours** | | | | | |
| Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market –  Classification and object of Indian Money Markets and Structure of Capital Markets. | | | | | | | | | |
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| **Unit:2** | | **MARKETS FOR CORPORATE SECURITIES** | | **15--hours** | | | | | |
| Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism –  Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing. | | | | | | | | | |
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| **Unit:3** | | **SECONDARY MARKETS** | | **15--hours** | | | | | |
| Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange  – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange. | | | | | | | | | |
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| **Unit:4** | | **BANKS AS FINANCIAL INTERMEDIARIES** | | **15--hours** | | | | | |
| Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC  – GIC – UTI – Mutual Funds – Investments Companies. | | | | | | | | | |
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| **Unit:5** | | **NEW MODES OF FINANCING** | | **13--hours** |
| New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital  – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitization of assets – Mechanics of Securitisation- Utility of Securitization – Securitisation in India, | | | | |
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| **Unit:6** | | **CONTEMPORARY ISSUES** | | **2 hours** |
| Expert lectures, online seminars – webinars | | | | |
|  | | | | |
|  | | **Total Lecture hours** | **75 --hours** | |
| **Text Book(s)** | | | | |
| 1 | Essentials of Business Finance - R.M. Sri Vatsava | | | |
| 2 | Financial Management –Saravanavel | | | |
| 3 | Financial Management - L.Y. Pandey | | | |
| 4 | Financial Management - S.C. Kuchhal | | | |
| **Reference Books** | | | | |
| 1 | Financial Management - M.Y. Khan and Jain | | | |
| 2 | Principles of Financial Management - S.N. Maheshwari | | | |
| 3 | Financial Management Theory and Practice - Prasanna Chandra | | | |
|  | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=28HpCMWfc7k&t=1s> | | | |
| 2 | <https://www.youtube.com/watch?v=UwHk3EK7M3I> | | | |
| 3 | <https://www.youtube.com/watch?v=C0Ktvoh-oFM> | | | |
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| Course Designed By: | | | | |

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | S | S | M |
| **CO2** | M | M | S | S | M |
| **CO3** | S | S | S | M | S |

S- Strong; M-Medium; L-Low



# ELECTIVE PAPER

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | **P** | **C** |
| **Elective – III A** | | | **BUSINESS FINANCE** | **5** | | **-** | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledge inBusinessFinance**  **Ve** | **Syllabus Version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Introduce the concepts of businessfinance. 2. Understand about the financial plans. 3. Know about the capitalization of the financialsources. 4. Understand about the capital structure. 5. Know about the different sources of finance. | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Introduce the concepts of business finance. | | | | K1 | | | | |
| 2 | Understand about the financial plans. | | | | K2 | | | | |
| 3 | Know about the capitalization of the financial sources. | | | | K2 | | | | |
| 4 | Understand about the capital structure. | | | | K2 | | | | |
| 5 | Know about the different sources of finance. | | | | K2 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **BUSINESS FINANCE** | | **15 hours** | | | | | |
| Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance  Traditional and Modern Concepts – Contents of Modern Finance Functions. | | | | | | | | | |
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| **Unit:2** | | **FINANCIAL PLAN** | | **15 hours** | | | | | |
| Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance –  Fundamentals. | | | | | | | | | |
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| **Unit:3** | | **CAPITALISATION** | | **15 hours** | | | | | |
| Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation: Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs.  Over Capitalisation. | | | | | | | | | |
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| **Unit:4** | | **CAPITAL STRUCTURE** | | **15 hours** | | | | | |
| Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Costof  Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital. | | | | | | | | | |
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| **Unit:5** | | **SOURCES AND FORMS OF FINANCE** | | **13 hours** | | | | | |
| Source: External or Internal; Duration: Permanent – Short, Medium or long-term. Type: Ordinary (equity) shares - Loan stock - Retained earnings - Bank lending – Leasing - Hire purchase -Government assistance - Venture capital–Franchising. | | | | | | | | | |

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| **Unit:6** | | **CONTEMPORARY ISSUES** | | **2 hours** |
| Expert lectures, online seminars – webinars | | | | |
|  | | | | |
|  | | **Total Lecture hours** | **75 hours** | |
| **Text Book(s)** | | | | |
| 1 | Essentials of Business Finance - R.M. Sri Vatsava | | | |
| 2 | Financial Management – Saravanavel | | | |
| 3 | Financial Management - L.Y. Pandey | | | |
| **Reference Books** | | | | |
| 1 | Financial Management - S.C. Kuchhal | | | |
| 2 | Financial Management - M.Y. Khan and Jain | | | |
|  | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=AJiwqgkKSqc> | | | |
| 2 | <https://www.youtube.com/watch?v=ITTtEnuoCWw&list=PLwml6wWINYLHpci2-OgbeLOclaWzG9CHY> | | | |
| 3 | <https://www.youtube.com/watch?v=vLPmjO4K3Vk> | | | |
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| Course Designed By: | | | | |

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

S- Strong; M-Medium; L-Low



# ELECTIVE PAPER

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| **Course code** | |  | **TITLE OF THE COURSE** | **L** | | **T** | | **P** | **C** |
| **Elective – III B** | | | **ENTREPRENEURIAL DEVELOPMENT** | **5** | | **-** | | **-** | **4** |
| **Pre-requisite** | | | **Basic knowledgeinEntrepreneurial**  **Development** | **Syllabus Version** | | | **2022** | | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Conceptualize theEntrepreneurship. 2. Make the students to aware the start upprocess. 3. Know the institutional service toentrepreneur. 4. Gain the knowledge on institutional finance to theentrepreneur. 5. Know about the incentives andsubsidies. | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Conceptualize the Entrepreneurship. | | | | K1 | | | | |
| 2 | Make the students to aware the start up process. | | | | K2 | | | | |
| 3 | Know the institutional service to entrepreneur. | | | | K2 | | | | |
| 4 | Gain the knowledge on institutional finance to the entrepreneur. | | | | K2 | | | | |
| 5 | Know about the incentives and subsidies. | | | | K2 | | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **CONCEPT OF ENTREPRENEURSHIP** | | **15 hours** | | | | | |
| Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship –  function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme. | | | | | | | | | |
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| **Unit:2** | | **THE START-UP PROCESS** | | **15 hours** | | | | | |
| The start-up process, Project identification– selection of the product–project formulation  evaluation – feasibility analysis, Project Report. | | | | | | | | | |
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| **Unit:3** | | **INSTITUTIONAL SERVICE TO ENTREPRENEUR** | | **15 hours** | | | | | |
| Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC,  KUIC and commercial bank. | | | | | | | | | |
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| **Unit:4** | | **INSTITUTIONAL FINANCE TO ENTREPRENEURS** | | **15 hours** | | | | | |
| Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC,  UTI, SIPCOT – SIDBI commercial bank venture capital. | | | | | | | | | |
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| **Unit:5** | | **INCENTIVES AND SUBSIDIES** | | **13 hours** | | | | | |
| Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion andimport  substitution. | | | | | | | | | |

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| **Unit:6** | | **CONTEMPORARY ISSUES** | | **2 hours** |
| Expert lectures, online seminars – webinars | | | | |
|  | | | | |
|  | | **Total Lecture hours** | **75 hours** | |
| **Text Book(s)** | | | | |
| 1 | Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan | | | |
| 2 | Fundamentals of Entrepreneurship and Small Business –Renu Arora &S.KI.Sood | | | |
| 3 | Entrepreneurial Development – S.S.Khanka | | | |
| **Reference Books** | | | | |
| 1 | Entrepreneurial Development – P.Saravanavel | | | |
| 2 | Entrepreneurial Development – S.G.Bhanushali | | | |
| 3 | Entrepreneurial Development – Dr.N.Ramu | | | |
|  | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | |
| 1 | <https://www.youtube.com/watch?v=hBDQGEwAvJ4> | | | |
| 2 | <https://www.youtube.com/watch?v=vXKoRWAhJVg> | | | |
| 3 | <https://www.youtube.com/watch?v=Z2LGHqBmsU0&list=PL9w1NV68V201XJvF5O7rT1DhBVK0RCAIN> | | | |
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| Course Designed By: | | | | |

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

S- Strong; M-Medium; L-Low

**Elective –IIIC PROJECT WORK**

1. A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary were in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.
2. CIA Marks Distribution: A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms statedbelow:

FirstReview 10 Marks SecondReview 10 Marks WorkDiary 05 Marks

25Marks

1. End Semester Examination: The evaluation for the end semester examination shouldbe

as per the norms given below:

ExternalExaminer 25Marks

InternalExaminer 25Marks

Viva-VoceExamination 25 Marks (Jointly given by the external and internalexaminer)

75 Marks



Annexure

# B.Com (E-Commerce)

**Syllabus**

**(With effect from 2022-23)**

**Program Code :**



**Department of B.Com (E-Commerce)**

**Bharathiar University**

**(A State University, Accredited with “A“ Grade by NAAC and 13th Rank among Indian Universities by MHRD-NIRF) Coimbatore 641 046, INDIA**