



**PERIYAR  
MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University)  
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited  
think • innovate • transform

# **PERIYAR MANIAMMAI INSTITUTE OF SCIENCE AND TECHNOLOGY**

## **DEPARTMENT OF COMMERCE**

### **CURRICULUM & SYLLABUS**

#### **B.Com (Corporate Secretaryship)**

#### **(I Semester - VI Semester)**

**CURRICULUM STRUCTURE**  
**B.COM (CORPORATE SECRETARYSHIP)**  
**I SEMESTER**

Category	Code	Course Name	L	T	P	SS	H	C
Part – I	XGT101/XFT101	Tamil - I / Foundational Tamil - I	3	0	0	0	3	3
Part – II	XGE102	English – I	3	0	0	0	3	3
Core – 1	XCR103	Financial Accounting	4	1	0	1	6	5
Core – 2	XCR104	Business Laws	5	0	0	1	6	5
Core – 3	XCR105	Principles of Economics	4	0	0	1	5	4
UMAN – 1	XUM001	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1	2	1
		Mentoring	0	0	0	0	1	0
		Library/E-Library	0	0	0	0	2	0
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	2	0
<b>Total</b>			<b>20</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>30</b>	<b>21</b>

**II SEMESTER**

Category	Code	Course Name	L	T	P	SS	H	C
Part – I	XGT201/XFT201	Tamil - II / Foundational Tamil - II	3	0	0	0	3	3
Part – II	XGE202	English – II	3	0	0	0	3	3
Core – 4	XCR203	Advanced Corporate Accounting	4	1	0	1	6	5
Core – 5	XCR204	Company Law and Secretarial Practice –I	5	0	0	1	6	5
SEC – 1	XCR205	Skill Enhancement Course - 1	3	0	2	0	5	4
UMAN – 2	XUM002	Environmental Studies	1	0	0	1	2	1
		Soft skill	0	0	0	0	1	0
		Field Visit	0	0	0	0	0	2
		Mentoring	0	0	0	0	1	0
		Library/E-Library	0	0	0	0	1	0
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	2	0
<b>Total</b>			<b>19</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>30</b>	<b>23</b>

### III SEMESTER

Category	Code	Course Name	L	T	P	SS	H	C
Part – I	XGT301/XFT301	Tamil - III / Foundational Tamil - III	3	0	0	0	3	3
Part – II	XGE302	English – III	3	0	0	0	3	3
Core – 6	XCR303	Company Law and Secretarial Practice – II	4	0	0	1	5	4
Core – 7	XCR304	Business Mathematics And Statistics	4	1	0	1	6	5
SEC – 2	XCR305	Skill Enhancement Course – 2	3	0	2	0	5	4
GE – 1		Open Elective – 1	3	0	0	0	3	3
UMAN – 3	XUM003	Disaster Management	1	0	0	1	2	1
		Mentoring	0	0	0	0	1	0
		Library/ E-Library	0	0	0	0	1	0
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	1	0
<b>Total</b>			<b>21</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>30</b>	<b>23</b>

### IV SEMESTER

Category	Code	Course Name	L	T	P	S S	H	C
Part – I	XGT401/ XFT401	Tamil - IV / Foundational Tamil - IV	3	0	0	0	3	3
Part – II	XGE402	English – IV	3	0	0	0	3	3
Core – 8	XCR403	Computerised Accounting Using Tally & Introduction to GST	0	0	8	0	8	4
Core – 9	XCR404	Income tax Theory, Law and Practice	4	0	0	0	4	4
SEC – 3	XCR405	Skill Enhancement Course – 3	3	0	2	0	5	4
DSE – 1	XCR406	Discipline Specific Course – 1	4	0	0	0	4	4
GE – 2		Open Elective – 2	3	0	0	0	3	3
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	0	0
<b>Total</b>			<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>25</b>

## V SEMESTER

Category	Code	Course Name	L	T	P	SS	H	C
Core – 10	XCR501	Cost Accounting	4	1	0	1	6	5
Core – 11	XCR502	Practical Auditing	5	0	0	0	5	5
SEC – 4	XCR503	Skill Enhancement Course – 4	3	0	2	0	5	4
DSE – 2	XCR504	Discipline Specific Electives -2	4	0	0	1	5	4
DSE – 3	XCR505	Discipline Specific Electives – 3	4	0	0	0	4	4
GE – 3		Open Elective – 3	3	0	0	0	3	3
IPT	XCR506	Internship Practical Training	0	0	0	0	0	3
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	2	0
<b>Total</b>			<b>23</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>30</b>	<b>28</b>

## VI SEMESTER

Category	Code	Course Name	L	T	P	SS	H	C
Core – 12	XCR601	Innovative Entrepreneurial Development	4	1	0	0	5	5
Core – 13	XCR602	Management Accounting	4	1	0	0	5	5
DSE – 4	XCR603	Discipline Specific Electives – 4	4	0	0	1	5	4
Project	XCR604	Project	4	1	0	4	9	5
UMAN – 4	XUM005	Cyber Security	1	0	0	1	2	1
		Mentoring	0	0	0	0	1	0
		Library/E-Library	0	0	0	0	1	0
		Extension Activities (NSS, NCC, NSO, RRC and YRC)	0	0	0	0	2	0
<b>Total</b>			<b>17</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>30</b>	<b>20</b>

## LIST OF DISCIPLINE SPECIFIC ELECTIVES

### Semester – IV

#### DSE – 1 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
DSE1A	XCR406A	Business Management	4	0	0	1	5	4
DSE1B	XCR406B	Principles of Marketing	4	0	0	1	5	4
DSE1C	XCR406C	Corporate Governance	4	0	0	1	5	4

### Semester – V

#### DSE – 2 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
DSE2A	XCR504A	Stock Market Operations	4	0	0	1	5	4
DSE2B	XCR504B	Human Resource Management	4	0	0	1	5	4
DSE2C	XCR504C	Business Environment & Ethics	4	0	0	1	5	4

### Semester – V

#### DSE – 3 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
DSE3A	XCR505A	Financial Management	4	0	0	1	5	4
DSE3B	XCR505B	Export Marketing	4	0	0	1	5	4
DSE3C	XCR505C	Corporate Culture & Practices	4	0	0	1	5	4

### Semester – VI

#### DSE – 4 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
DSE4A	XCR603A	Industrial Laws	4	0	0	1	5	4
DSE4B	XCR603B	Corporate Social Responsibility	4	0	0	1	5	4
DSE4C	XCR603C	International Business	4	0	0	1	5	4

#### Note:

**L – Lecture**

**SS – Self Study**

**T – Tutorial**

**H – Hours**

**P – Practical**

**C – Credits**

## LIST OF SKILL ENHANCEMENT COURSE

### Semester – II

#### SEC – 1 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
SEC2A	XCR205A	E-Commerce & E-Marketing	3	0	2	0	5	4
SEC2B	XCR205B	Logistics Management	3	0	2	0	5	4
SEC2C	XCR205C	Basics Personal Finance & Investment Management	3	0	2	0	5	4

### Semester – III

#### SEC – 2 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
SEC3A	XCR305A	Computer Applications in Business	3	0	2	0	5	4
SEC3B	XCR305B	Event Management	3	0	2	0	5	4
SEC3C	XCR305C	Banking and Micro Finance	3	0	2	0	5	4

### Semester – IV

#### SEC – 3 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
SEC4A	XCR404A	Mind Management	3	0	2	0	5	4
SEC4B	XCR404B	Financial Services	3	0	2	0	5	4
SEC4C	XCR404C	New Venture Planning and Development	3	0	2	0	5	4

### Semester – V

#### SEC – 4 (Any one of the followings)

Category	Code	Course Name	L	T	P	SS	H	C
SEC5A	XCR503A	Business Communication	3	0	2	0	5	4
SEC5B	XCR503B	Consumer Affairs	3	0	2	0	5	4
SEC5C	XCR503C	Mutual Fund	3	0	2	0	5	4

### Total Credit and Mark Distribution

Parts	Category of Courses	No of Courses ×Credits	Semesters						Total Credits	UGC Credits	Deviation %	Total Marks
			I	II	III	IV	V	VI				
Part – I	Tamil – I / Foundational Tamil – I and Tamil – II / Foundational Tamil – II	4 x 3	3	3	3	3			12	12	0	400
Part – II	English I and II	4 x 3	3	3	3	3			12	8	+4	400
Part – III	Core	9 x 5 4 x 4	14	10	9	8	10	10	61	60	+1	1300
Part – III	SEC: Skill Based Elective Course	4 x 4		4	4	4	4		16	16	0	400
Part – III	DSE: Discipline Specific Elective	4 x 4				4	8	4	16	24	-8	400
Part – IV	GE: Open Elective	3 x 3			3	3	3		9	12	-3	300
Part – IV	IPT: Internship Practical Training	1 x 3					3		3	-	+3	100
Part – IV	UMAN1: Human Ethics, Values, Rights, and Gender Equality UMAN2: Environmental Studies UMAN3: Disaster Management UMAN5: Cyber Security	4 x 1	1	1	1			1	4	-	+4	400
Part – IV	Project	1 x 5						5	5	-	+5	100
Part – IV	Field Visit	1 x 2		2					2	-	+2	100
	<b>Total</b>		<b>21</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>28</b>	<b>20</b>	<b>140</b>	<b>132</b>	<b>+8</b>	<b>3900</b>

**SEMESTER - I****TAMIL – I**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>XGT101</b>	<b>TAMIL – I</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>



**FOUNDATIONAL TAMIL - I**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>XFT101</b>	<b>FOUNDATIONAL TAMIL – I</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

## ENGLISH -I

Course Code	Course Name	L	T	P	C
<b>XGL102</b>	<b>English –I</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>2.5:0.5:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### Course Outcomes (COs)

On the successful completion of this course students would be able to

**CO1: Cog (Re): Recall** the basic grammar and using it in proper context.

**CO2: Cog (U): Explain** the process of listening and speaking.

**CO3: Cog (C): Adapt** important methods of reading.

**CO4: Cog (U): Demonstrate** the basic writing skills.

### Syllabus:

Unit	Contents	Hours Allotted						
<b>I</b>	<b>Grammar:</b> i. Major basic grammatical categories ii. Notion of correctness and attitude to error correction	<b>9</b>						
<b>II</b>	<b>Listening and Speaking:</b> iii. Importance of listening skills iv. Problems of listening to unfamiliar dialects v. Aspects of pronunciation and fluency in speaking vi. Intelligibility in speaking	<b>9</b>						
<b>III</b>	<b>Basics of Reading:</b> vii. Introduction to reading skills viii. Introducing different types of texts – narrative, descriptive, extrapolative	<b>9</b>						
<b>IV</b>	<b>Basics of Writing:</b> ix. Introduction to writing skills x. Aspects of cohesion and coherence xi. Expanding a given sentence without affecting the structure xii. Reorganizing jumbled sentences into a coherent paragraph xiii. Drafting different types of letters (personal notes, notices, complaints, appreciation, conveying sympathies etc.)	<b>9</b>						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td><b>36</b></td><td><b>0</b></td><td><b>36</b></td></tr> </table>	Lecture	Tutorial	Total	<b>36</b>	<b>0</b>	<b>36</b>	
Lecture	Tutorial	Total						
<b>36</b>	<b>0</b>	<b>36</b>						

### Text books

1. Acevedo and Gower M (1999) Reading and Writing Skills. London, Longman
2. Deuter, M et. al. (2015). Oxford Advanced Learner's Dictionary of English (Ninth Edition). New Delhi, OUP

## FINANCIAL ACCOUNTING

### COURSE OUTCOMES (COs)

CO1: Cog: U, *Understand* the concept of accounting and *Prepare* Journal and ledger

CO2: Cog: Ap, *Prepare* bank reconciliation statement and to *identify* and rectify errors.

CO3: Cog: Ap, *Calculate* depreciation on fixed assets

CO4: Cog: An: *Compare and contrast and solve* single entry to double entry system.

CO5: Cog: Ap, *Acquire* theoretical knowledge on accounting and preparation of final accounting

COURSE CODE	COURSE	L	T	P	SS	H	C
<b>XCR103</b>	<b>FINANCIAL ACCOUNTING</b>	4	1	0	1	6	5
PREREQUISITES	NIL	L	T	P	SS	H	C
<b>C:P:A</b>	<b>4:0:1</b>	4	1	0	1	6	5

### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	<b>INTRODUCTION TO FINANCIAL ACCOUNTING</b> Accounting Concepts and Conventions – Accounting Standards (AS) 1 – 6 – (Theory only)- Preparation of Journal and ledger Account	<b>12+3+0</b>						
<b>II</b>	<b>BRANCH ACCOUNTING</b> Concept of Dependent branches; Branch Accounting - debtors system, stock and debtors' system, branch final account system and wholesale basis system. Independent branches: concept, accounting treatment with necessary adjustment entries; Incorporation of Branch Trial Balance in Head Office Books for home branches.	<b>12+3+0</b>						
<b>III</b>	<b>ACCOUNTING FOR DEPRECIATION</b> a) Depreciation Policy applicable to different industries. b) Methods, computation and Accounting treatment Straight line, diminishing balance method, annuity method, sinking fund method, machine hour rate method.	<b>12+3+0</b>						
<b>IV</b>	<b>DEPARTMENTAL ACCOUNTING</b> Departmental Accounting – Distribution of Expenses – Inter- departmental Transfer at Cost price and Invoice Price – Preparation of Departmental Trading, Profit & Loss and Balance Sheet.	<b>12+3+0</b>						
<b>V</b>	<b>PREPARATION OF FINAL ACCOUNTS:</b> Preparation of Manufacturing, Trading Account, Profit & Loss Account and Balance Sheet (Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors)	<b>12+3+0</b>						
	<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>15 Hours</b></td><td><b>75 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>15 Hours</b>	<b>75 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>15 Hours</b>	<b>75 Hours</b>						

### TEST BOOKS

- Guptha, R. L., & Radhaswamy, M. (2014). *Advanced Accountancy*. New Delhi: Sultan Chand & Sons.
- Reddy, T. S., & Murthy, A. (2015). *Financial Accounting*. Chennai: Margham Publications Pvt., Ltd.

### REFERENCE

- Chakravarthi. (n.d.). *Advanced Accountancy*. Himalaya publications

## BUSINESS LAWS

### COURSE OUTCOMES (COs)

**On the successful completion of this course students would able to**

CO1: Cog: U, Psy (Com), **Explain** essentials of Contract, performance and breach of Contract under Indian Contract Act 1872.

CO2: Cog: U, Psy (Com), **Interpret** Contract of Indemnity & Guarantee

CO3: Cog: U, **Illustrate** the Formation of Contracts of sale goods and their classification under Sale of Goods Act 1930

CO4: Cog: Ana, **Understand** the Negotiable Instruments Act 1881

CO5: Cog: U, **Summarize** the Consumers Protection Act.

COURSE CODE	COURSE	L	T	P	SS	H	C
<b>XCR104</b>	<b>BUSINESS LAWS</b>	5	0	0	1	6	5
PREREQUISITES	NIL	L	T	P	SS	H	C
<b>C:P:A</b>	<b>4:0:1</b>	5	0	0	1	6	5

### SYLLABUS

UNIT	CONTENT	Hours Allotted						
<b>I</b>	Indian Contract Act, 1872- Nature of contract- classification-Offer and Acceptance-Capacities of Parties to contract-Free consents- Consideration- Legality of object-Agreement declared void. -Performance of contract- Discharge of contract- Remedies for breach of contract	<b>12+3+0</b>						
<b>II</b>	Contract of Indemnity & Guarantee – Essential Difference between Contract of Indemnity & Contract of Guarantee – Revocations of Continuing Guarantee – Surety's Liability – Rights of Surety – Discharge of Surety from Liability – Bailment – Pledge	<b>12+3+0</b>						
<b>III</b>	Sale of Goods Act 1930: Formation of Contracts of sale - goods and their classification; price - conditions and warranties – transfer of property in goods – performance of the contract of sale - Unpaid seller and his Rights – sale by auction – hire purchase agreement.	<b>12+3+0</b>						
<b>IV</b>	Negotiable Instruments Act 1881: Definition of Negotiable Instruments – features – Promissory note; bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of Negotiable Instrument.	<b>12+3+0</b>						
<b>V</b>	Consumers Protection Act: Salient Features – Definition of consumers – Grievance Redressal Machinery.	<b>12+3+0</b>						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>60 Hours</td><td>15 Hours</td><td>75 Hours</td></tr> </table>	Lecture	Tutorial	Total	60 Hours	15 Hours	75 Hours	
Lecture	Tutorial	Total						
60 Hours	15 Hours	75 Hours						

#### Text Books

1. Kapoor, N.D., (2015) Elements of Mercantile Law, Sultan Chand & Sons.

#### Reference Books:

1. Tulsian, P.C., *Business Law*. Tata Mc Graw Hill Companies.
2. Pillai, S.N., & Bagavathy, *Business Law*. S.Chand & Co., New Delhi.
3. Kuchhal, M.C., *Business Law*. Vikas Publishing House, Pvt. Ltd.
4. Saharay, H.K., & Saha, N.K., *Elements of Business Law*, New Central Book Agency.

## PRINCIPLES OF ECONOMICS

### Course Outcomes (COs):

CO1: Cog. (U): **Discuss** the basics concepts, scope and importance of economics in business

CO2: Cog: (U) **Discuss** the law of demand and supply.

CO3: Cog (U) **Explain** the Theory of Production and cost

CO4: Cog (U) **Illustrate** Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.

CO5: Cog (Und), Aff (Valuing) **Summarize** law of Diminishing Marginal Utility, Equip marginal Utility, Indifference Curve Law of Variable Proportion and Laws of Returns to Scale.

COURSE CODE	COURSE	L	T	P	SS	H	C
<b>XCR105</b>	<b>PRINCIPLES OF ECONOMICS</b>	4	0	0	1	5	4
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:1</b>	4	0	0	1	5	4

### SYLLABUS

Units	Content	Hrs
<b>I</b>	<b>THE FUNDAMENTALS OF ECONOMICS:</b> The Economic Problem- Scarcity and Choice; Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an Economy; Production Possibility Curve; Opportunity Cost; Working of Economic Systems; Economic Cycles	<b>9+3+0</b>
<b>II</b>	<b>BASIC ELEMENTS OF DEMAND AND SUPPLY:</b> Demand- Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply- Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply	<b>9+3+0</b>
<b>III</b>	<b>THEORY OF PRODUCTION AND COSTS:</b> Theory of Production- Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximisation for a given Level of Outlay; Theory of Costs- Basic Concepts, Short-run Total Cost Curves- Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost Curves in the Long-run	<b>9+3+0</b>
<b>IV</b>	<b>ANALYSIS OF MARKETS:</b> Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve; Concept of Market and Main Forms of Market; Equilibrium of the Firm- Meaning, Objectives of the Firm, Total Revenue-Total Cost Approach, Marginal Revenue-Marginal Cost Approach; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.	<b>9+3+0</b>
<b>V</b>	<b>THEORY OF CONSUMER BEHAVIOUR:</b> Cardinal Utility Approach- Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium.	<b>9+3+0</b>

	<b>Indian Economy-</b> An Overview Basic Characteristics of the Indian Economy; Major Issues of Development; Development Experience and Recent Trends in Indian Economy; Indian Economy in Comparison to Major Economies of the World			
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>
		<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>
<b>Text Book</b>				
1. Shankaran, S. (2018). <i>Business Economics</i> . Chennai-17: Margham Publications.				
<b>Reference Books:</b>				
1. Chaudhary, C. N. (n.d.). <i>Business Economics</i> . Jaipur - 03: RBSA Publishers.				
2. Cherunilam, F. (n.d.). <i>Business Environment</i> . Mumbai – 04: Himalaya Publishing House.				
3. Mehta, P. L. (n.d.). <i>Managerial Economics, Analysis, Problems &amp; Cases</i> . New Delhi: Sultan Chand & Sons.				
4. Taylor, T., Paul, S., Greenlaw, Fredericksburg, S. A., Dodge, E., & Indiana. (2017). <i>Principles of Microeconomics</i> . OpenStax.				

## HUMAN ETHICS, VALUES, RIGHTS, AND GENDER EQUALITY

COURSE CODE		XUM001		L	T	P	SS	C
XUM001		HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY		1	0	0	1	1
PREREQUISITES		Not Required		L	T	P	SS	H
C:P:A		0.8:0.1:0.1		1	0	0	1	2
COURSE OUTCOMES			Domain	Level				
CO1	Relate and Interpret the human ethics and human relationships		Cognitive	Remember, Understand				
CO2	Explain and Apply gender issues, equality and violence against women		Cognitive	Understand, Apply				
CO3	Classify and Develop the identify of women issues and challenges		Cognitive & Affective	Analyze Receive				
CO4	Classify and Dissect human rights and report on violations.		Cognitive	Understand, Analyze				
CO5	List and respond to family values, universal brotherhood, fight against corruption by common man and good governance.		Cognitive & Affective	Remember, Respond				
UNIT I HUMAN ETHICS AND VALUES								3+3
HUMAN ETHICS AND VALUES Human Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharing, Honesty and Courage, Time Management, Co-operation, Commitment, Sympathy and Empathy, Self respect, Self-Confidence, Personality Development								
UNIT II GENDER EQUALITY								3+3
Gender Discrimination in society and in family, Gender equity, equality, and empowerment. Social and Economic Status of Women in India in Education, Health, Employment, Definition of HDI, GDI and GEM. Contributions of Dr.B.R. Ambethkar, Thanthai Periyar and Phule to Women Empowerment.								
UNIT III WOMEN ISSUES AND CHALLENGES								3+3
Women Issues and Challenges- Female Infanticide and Feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Dowry Prohibition Act.								
UNIT IV HUMAN RIGHTS								3+3
Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economical, Social and Cultural Rights, Rights against torture, Forced Labour, Child helpline- Intellectual Property Rights (IPR) and its types. National Policy on occupational safety and health.								
UNIT V GOOD GOVERNANCE								3+3
Good Governance - Democracy, People’s Participation, Transparency in governance and audit, Corruption, Impact of corruption on society and Remedial measures, Government system of Redressal. Creation of People friendly environment and universal brotherhood.								
			LECTURE	SELF STUDY			TOTAL	
			15	15			30	
REFERENCES								
1. Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj								

- Publications, 2012).
2. Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996).
  3. Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998).
  4. Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990).
  5. Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000)
  6. Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998).
  7. Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999).
  8. Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996)
  9. Veeramani, K. (ed) Periyar Feminism, (Periyar Maniammai University, Vallam, Thanjavur: 2010).
  10. Planning Commission report on Occupational Health and Safety [http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg\\_occup\\_safety.p](http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg_occup_safety.p)
  11. Central Vigilance Commission (Gov. of India) website: <http://cvc.nic.in/welcome.html>.
  12. Weblink of Transparency International: <https://www.transparency.org/>
  13. Weblink Status report: <https://www.hrw.org/world-report/2015/country-chapters/india>



**SEMESTER – II****TAMIL – II**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>XGT201</b>	<b>TAMIL – II</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>TAMIL – I</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>									
<b>CO2</b>									
<b>CO3</b>									
<b>CO4</b>									
<b>CO5</b>									
<b>Total</b>									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

## FOUNDATIONAL TAMIL - II

Course Code	Course Name	L	T	P	C
XFT201	FOUNDATIONAL TAMIL – II	3	0	0	3
Prerequisites	FOUNDATIONAL TAMIL – I	L	T	SS	H
C:P:A	3:0:0	3	0	0	3

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1									
CO2									
CO3									
CO4									
CO5									
Total									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

## ENGLISH - II

Course Code	Course Name	L	T	P	C
<b>XGL202</b>	<b>ENGLISH- II</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>2.5:0.5:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### Course Outcomes (COs):

On the successful completion of this course students would able to

**CO1: Cog (Rem):** *Recall* the basic grammar and using it in proper context.

**CO2: Cog (U):** *Explain* the process of listening and speaking.

**CO3: Cog (Cre):** *Adapt* important methods of reading.

**CO4: Cog (U):** *Demonstrate* the basic writing skills.

### Syllabus:

Unit	Contents	Hours Allotted						
<b>I</b>	<b>Advanced Reading:</b> i. Reading texts of different genres and of varying length ii. Different strategies of comprehension iii. Reading and interpreting non-linguistic texts iv. Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	<b>13+0+0</b>						
<b>II</b>	<b>Advanced Writing:</b> v. Analysing a topic for an essay or a report vi. Editing the drafts arrived at and preparing the final draft vii. Re-draft a piece of text with a different perspective (Manipulation exercise) viii. Summarise a piece of prose or poetry ix. Using phrases, idioms and punctuation appropriately.	<b>12+3+0</b>						
<b>III</b>	<b>Principles of Communication and Communicative Competence:</b> x. Introduction to communication – principles and process xi. Types of communication – verbal and non-verbal xii. Identifying and overcoming problems of communication. xiii. Communicative competence	<b>10+3+0</b>						
<b>IV</b>	<b>Cross Cultural Communication:</b> xiv. Cross-cultural communication	<b>10+0+0</b>						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td><b>45</b></td><td><b>0</b></td><td><b>45</b></td></tr> </table>	Lecture	Tutorial	Total	<b>45</b>	<b>0</b>	<b>45</b>	
Lecture	Tutorial	Total						
<b>45</b>	<b>0</b>	<b>45</b>						

### Text books

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi Institution (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP

## ADVANCED CORPORATE ACCOUNTING

### COURSE OUTCOMES

On the successful completion of this course students would be able to

CO1: Cog: U, **Understanding** the Accounting treatment for Issue of Shares

CO2: Cog: Ap, **Ascertain** the Redemption of Preference Shares and Debentures.

CO3: Cog: Ap, **Prepare** the final accounts and balance sheet of companies.

CO4: Cog: Ap, **Compute** the accounts Valuation of Goodwill and Shares.

CO5: Cog: U, **Summarize** the Holding Companies accounts

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR203</b>	<b>ADVANCED CORPORATE ACCOUNTING</b>	4	1	0	1	6	5
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	<b>4</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>5</b>

### SYLLABUS

UNIT	CONTENT				Hours Allotted
<b>I</b>	Shares – Definition- Types of Shares – Issue of Shares – Calls – Calls in Advance and Arrears – Forfeiture and Reissue of Shares – Underwriting of Shares and Debentures.				<b>12+3+0</b>
<b>II</b>	Redemption of Preference Shares and Debentures- legal conditions – Purchase of Business – Profits prior to Incorporation.				<b>12+3+0</b>
<b>III</b>	Liquidation – Meaning and Definition – Modes of Winding Up – Statement of Affairs and Deficiency Account – Liquidator’s Final Statement of Accounts.				<b>12+3+0</b>
<b>IV</b>	Valuation of Goodwill and Shares. – Dividends – interim dividend and final dividend.				<b>12+3+0</b>
<b>V</b>	Inflation Accounting and Human Resource Accounting - Summaries of International Accounting Standards (IAS) 1, 2,7, and 8 - Introduction to IFRS.				<b>12+3+0</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>60 Hours</b>	<b>15 Hours</b>	<b>75 Hours</b>	
Text Book					
1. Gupta, R. L., & Radhaswamy, S. (2013) <i>Corporate Accounting</i> .					
2. Maheshwari, S.N., <i>Corporate Accounting</i> (6 <sup>th</sup> Edition).					
Reference Books:					
1. Raman & Arulanandam, <i>Corporate Accounting</i>					
2. Reddy & Murthy, <i>Corporate Accounting</i>					
3. Palaniyappan V, <i>Corporate Accounting- I</i>					

## COMPANY LAW AND SECRETARIAL PRACTICE – I

### COURSE OUTCOMES

CO1: Cog: U, **Explain** the nature of company and procedure for formation of Company as per Indian Companies Act (Amendment 2013).

CO2: Cog: U, **Compare and contrast** Memorandum of Association and Articles of Association.

CO3: Cog: U, **Summarize** the Rights and liabilities of company shareholders.

CO4: Cog: U, **Describe** powers and duties of company directors and procedure for convening statutory and other meetings.

CO5: Cog U, **Explain** circumstances and the procedure for winding up of the company

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR204</b>	<b>COMPANY LAW AND SECRETARIAL PRACTICE – I</b>	5	0	0	1	6	5
<b>PREREQUISIT E</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	5	0	0	1	6	5

### SYLLABUS

UNITS	CONTENT	Hours Allotted
<b>I</b>	<b>INTRODUCTION: COMPANIES ACT, 1956 AND 2013:</b> Jurisprudence of Company Law; Meaning, Nature, Features of a company; Judicial acceptance of the company as a separate legal entity; Concept of Corporate Veil, Applicability of Companies Act; Definitions and Key Concepts- Conversion of private company into public company and vice versa, Secretarial Duties in connection with Formation of Company –Case Study	<b>12+3+0</b>
<b>II</b>	<b>MEMORANDUM OF ASSOCIATION-</b> meaning, importance, clauses of memorandum of association and their alteration; Doctrine of ultra - vires. Articles of Association- meaning, contents, alteration of articles of association; Constructive notice and doctrine of indoor management - Secretarial Duties regarding Alteration in MoA & AoA -Case study	<b>12+3+0</b>
<b>III</b>	<b>SHARES AND SHARE CAPITAL:</b> Meaning and types of Capital; Concept of issue and allotment; Issue of Share certificates; Further Issue of Share Capital; Issue of shares on Private and Preferential basis; Rights issue and Bonus Shares; Sweat Equity Shares and ESOPs; Issue and Redemption of preference shares; Transfer and Transmission of securities; Buyback of securities; dematerialization and rematerialization of shares; Reduction of Share Capital. <b>Prospectus-</b> Definition, contents of prospectus; Statement in lieu of prospectus; Misstatement in prospectus and its consequences	<b>12+3+0</b>
<b>IV</b>	<b>MEMBERS AND SHAREHOLDERS:</b> How to become a member; Register of Members; Declaration of Beneficial Interest; Rectification of Register of Members; Rights of Members; Variation of Shareholders' rights; Shareholders Democracy; Shareholder agreement, Subscription Agreements, Veto powers - Case study	<b>12+3+0</b>
<b>V</b>	<b>DIRECTORS-</b> Number of directors & restrictions on number of directorship, position, appointment, qualification, disqualification, vacation, removal managerial remuneration, powers & duties, liabilities; Company meetings - Kinds & requisites, proxy, voting, agenda, minutes, specimen of notice; Resolution – meaning & types; Case Study	<b>12+3+0</b>

		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>60 Hours</b>	<b>15 hours</b>	<b>75 hours</b>	
<b>Text:</b> 1. Kapoor N D, “Elements of Company Law”, Sultan Chand & Sons, New Delhi, 2017					
<b>Reference Books:</b> 1. Taxmann, “Master Guide to Companies Act, 2013 & Company Rules”, Taxmann Publications Pvt. Ltd., New Delhi, 2015 2. Gower & Davies, “Principles of Modern Company Law”, Sweet & Maxwell Publishers, London, 2012 4. Kuchal M.C. Modern Indian Company Law ShriMahavir Books, Noida.					

## E-COMMERCE and E- MARKETING

### COURSE OUTCOMES

CO1: Cog: U, **Explain** the meaning concept and nature of modern marketing.

CO2: Cog: U, **Compare and contrast** components of marketing environment.

CO3: Cog: U, **Summarize** the elements of marketing mix.

CO4: Cog: U, **Describe** the trends in digital marketing.

CO5: Cog U, **Explain** the importance of service marketing.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR205A</b>	<b>E-COMMERCE and E- MARKETING</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>3: 0.5:0.5</b>	3	0	2	0	5	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted						
<b>I</b>	<b>INTRODUCTION TO MARKETING &amp; E-COMMERCE:</b> Meaning and Definition, Goals, Concepts of Marketing, Approaches to Marketing, Functions of Marketing, Recent trends in Marketing – Green Marketing and Grey Marketing, Retailing, Relationship Marketing, Customer Relationship Marketing and Social Marketing. A Brief History of Ecommerce- Understanding E-commerce: organizing Themes	<b>9+3+0</b>						
<b>II</b>	<b>E-COMMERCE BUSINESS MODELS AND CONCEPTS:</b> E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features	<b>9+3+0</b>						
<b>III</b>	<b>BUILDING AN E-COMMERCE WEB SITE:</b> A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment	<b>9+3+0</b>						
<b>IV</b>	<b>DIGITAL MARKETING:</b> The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services Process of Digital Marketing	<b>9+3+0</b>						
<b>V</b>	<b>SOCIAL NETWORKS MARKETING:</b> Social networks and online communities, Online auctions, E-commerce portals	<b>9+3+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>45Hours</b></td><td><b>15 hours</b></td><td><b>60 hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>						

#### Text

1. Joseph, S. J. (2016). *E-Commerce: an Indian perspective* 2. S. J. Joseph, E-Commerce: an Indian perspective, 2016

2. Laudon, K. C. (2018). *E-Commerce : Business, Technology, Society* (4th ed.). Pearson

#### Reference Books

1. Gandhi, J. C. (n.d.). *Marketing Management*. Tata Mc-Graw-Hill.

2. Janardhan, T. G., Leelavathy, A. M., & Bhagya, G. B. (2014). *Marketing & Service Management*

(1st ed.). Kalyani Publication.

3. Kotler, P. (2016). *Marketing Management*.

4. Mani, A. (n.d.). *Marketing & Services Management*. SBH.

5. Pillai, R. S., & Bagavathi. (1987). *Modern marketing*. S. Chand Publishing.

6. Stanton, W. J., Michael, M. J., & Walker, B. J. (n.d.). *Fundamentals of Management*. Tata McGraw-Hill



# LOGISTICS MANAGEMENT

## COURSE OUTCOMES

CO1: Cog: U, **Explain** the meaning of Logistics Management.

CO2: Cog: U, **Compare and contrast** components of Logistics Management.

CO3: Cog: U, **Summarize** the outsourcing logistics reasons.

CO4: Cog: U, **Describe** the strategic role of logistics.

CO5: Cog U, **Explain** the quality customer service & integrated logistics.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR205B</b>	<b>LOGISTICS MANAGEMENT</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>3: 0.5:0.5</b>	3	0	2	0	5	4

## SYLLABUS

UNITS	CONTENT	Hours Allotted						
<b>I</b>	Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retails logistics-Emerging concept in logistics.	<b>9+3+0</b>						
<b>II</b>	Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief).	<b>9+3+0</b>						
<b>III</b>	Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)- Stages-Role of logistics providers	<b>9+3+0</b>						
<b>IV</b>	Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy	<b>9+3+0</b>						
<b>V</b>	Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels- Functions performed-Types designing- Logistical packaging.	<b>9+3+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>45Hours</b></td><td><b>15 hours</b></td><td><b>60 hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>						

### Text

- David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition
- Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. Reference Books: 1. Logistics Management For International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, FirstEdition, 2009
- Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

### Reference Books

- Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
- David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi,2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, NewDelhi, 2004
- Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004

## BASICS PERSONAL FINANCE & INVESTMENT MANAGEMENT

### COURSE OUTCOMES

CO1: Cog: U, *Explain* the meaning concept and Personal Financial Management

CO2: Cog: U, *Compare and contrast* components of Investment Avenues

CO3: Cog: U, *Summarize* the elements of Money Market Securities.

CO4: Cog: U, *Describe* the Nature & Scope of Investment Management.

CO5: Cog U, *Explain* the importance of Stock Exchange.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR205C</b>	<b>BASICS PERSONAL FINANCE &amp; INVESTMENT MANAGEMENT</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>3: 0.5:0.5</b>	3	0	2	0	5	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted						
<b>I</b>	<b>Personal Financial Management</b> What is financial planning? – Basics of Personal Financial Planning - Goals & Importance of Personal Financial Management-Financial Planning & Budgeting ( With examples on Preparation of Family Cash Budget- personal income & expenditure A/c & Balance sheet)- Some tax planning tips for personal incomes – Insurance Planning – Savings – Investment Planning – Retirement Planning – Consumer Credit & Debts	<b>9+3+0</b>						
<b>II</b>	<b>Investment Avenues</b> What is Investment? – Classification of Investments – Physical, Financial, Marketable, Transferable, Non-marketable – Modes of Investment [a] Security Forms of Investment of Financial Security – Corporate bonds/Debentures – Public Sector Bonds, Preference Shares – Gilt-edged Securities – [b] Non- security Forms of Investment (non-marketable) – Non securitized Financial Securities- Savings Certificates –	<b>9+3+0</b>						
<b>III</b>	<b>Money Market Securities</b> NSS, NSC, PF, Corporate FDs – Life Insurance – Unit Schemes of UTI - Post Office Savings Bank Account – Bank Deposits – Others (Relief Bonds, Indira Vikas Patra, KVP) – [c] Mutual Funds – Concept, Importance, Types – [d] Real estate - Concept	<b>9+3+0</b>						
<b>IV</b>	<b>Nature &amp; Scope of Investment Management</b> Concept of investment- Security- security analysis and portfolio - Investment and Speculation-Significance of Investment-Factors favorable for Investment- Features of an Investment Program- Introduction to financial market in brief	<b>9+3+0</b>						
<b>V</b>	<b>Stock Exchange</b> Brief Introduction of stock exchanges-Role of stock exchange in the economy- Role of SEBI - Membership and Listing-Trading and Settlement- Functions of BSE and NSE	<b>9+3+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>45Hours</b></td><td><b>15 hours</b></td><td><b>60 hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>45Hours</b>	<b>15 hours</b>	<b>60 hours</b>						

**Text**

1. Investment Analysis & Portfolio Management –Ranganatham M & Madhumati R, Pearson.
- 2 Investment Management: Security analysis & Portfolio Management-Bhalla VK , S. chand

**Reference Books**

1. Securities Analysis & Portfolio Management-Avadhani V A, Himalaya Publishing House.
- 2 Investment Management-Prasanna Chandra, Tata McGraw Hill.

## ENVIRONMENTAL STUDIES

COURSE CODE		COURSE NAME		L	T	P	SS	C
XUM002		ENVIRONMENTAL STUDIES		1	0	0	1	1
PREREQUISITE		NIL		L	T	P	SS	H
C: P: A		0.8:0.1:0.1		1	0	0	1	2
COURSE OUTCOMES:				Domain			Level	
CO1	Describe the significance of natural resources and explain anthropogenic impacts.			Cognitive			Remember Understand	
CO2	Illustrate the significance of ecosystem, biodiversity and natural geo bio chemical cycles for maintaining ecological balance.			Cognitive			Understand	
CO3	Identify the facts, consequences, preventive measures of major pollutions and recognize the disaster phenomenon.			Cognitive Affective			Remember Receiving	
CO4	Explain the socio-economic, policy dynamics and practice the control measures of global issues for sustainable development.			Cognitive			Understand Analyse	
CO5	Recognize the impact of population and the concept of various welfare programs, and apply the modern technology towards environmental protection.			Cognitive Psychomotor			Understand Apply	
UNIT - I NATURAL RESOURCES AND ENERGY								3+3
	World Environment Day and its need- Forest resources: Use, Deforestation– Water resources: over-utilization of surface and ground water- Mineral resources: Environmental effects of mining– Food resources: Modern agriculture, Fertilizer-Pesticide problems, Water logging, Salinity-Energy resources: Renewable and Non-renewable energy sources; Alternate energy resources-Role Of individual in Conservation of Resources.							
UNIT - II ECOSYSTEMS AND BIODIVERSITY								3+3
	Structure and function of an ecosystem – Producers, consumers and decomposers – Biogeochemical cycles- Food chains, Food webs, Structure and Function of the Forest ecosystem and Aquatic ecosystem– Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation.							
UNIT – III ENVIRONMENTAL POLLUTION								3+3
	Definition – Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of industrial wastes – Role of an individual in prevention of pollution – Pollution case studies							
UNIT –IV SOCIAL ISSUES AND THE ENVIRONMENT								3+3
	Rain water harvesting– Resettlement and Rehabilitation of people, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and Holocaust – Environment Protection Act – Water Act – Wildlife Protection Act – Forest Conservation Act.							
UNIT –V HUMAN POPULATION AND THE ENVIRONMENT								3+3
	Population growth, Variation among nations - Population explosion - Environment and Human health- HIV / AIDS – Role of Information Technology in Environment and human health – Case studies.							
LECTURE		TUTORIALS		PRACTICALS			TOTAL	
30		0		-----			30	
	TEXT BOOKS							

	<ol style="list-style-type: none"> <li>1. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co, USA, (2000).</li> <li>2. Townsend C., Harper J and Michael Begon, Essentials of Ecology, Blackwell Science, UK, (2003).</li> <li>3. Trivedi R.K and P.K.Goel, Introduction to Air pollution, Techno Science Publications, India, (2003).</li> <li>4. Disaster mitigation, Preparedness, Recovery and Response, SBS Publishers &amp; Distributors Pvt. Ltd, New Delhi, (2006).</li> <li>5. Introduction to International disaster management, Butterworth Heinemann, (2006).</li> <li>6. Gilbert M.Masters, Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd., Second Edition, New Delhi, (2004).</li> </ol>
	<b>REFERENCES</b>
	<ol style="list-style-type: none"> <li>1. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media, India, (2009).</li> <li>2. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, (2001).</li> <li>3. S.K.Dhameja, Environmental Engineering and Management, S.K.Kataria and Sons, New Delhi, (2012).</li> <li>4. Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi, (2003).</li> <li>5. Sundar, Disaster Management, Sarup &amp; Sons, New Delhi, (2007).</li> <li>6. G.K.Ghosh, Disaster Management, A.P.H.Publishers, New Delhi, (2006).</li> </ol>
	<b>E RESOURCES</b>
	<ol style="list-style-type: none"> <li>1. <a href="http://www.e-booksdirectory.com/details.php?ebook=10526">http://www.e-booksdirectory.com/details.php?ebook=10526</a></li> <li>2. <a href="https://www.free-ebooks.net/ebook/Introduction-to-Environmental-Science">https://www.free-ebooks.net/ebook/Introduction-to-Environmental-Science</a></li> <li>3. <a href="https://www.free-ebooks.net/ebook/What-is-Biodiversity">https://www.free-ebooks.net/ebook/What-is-Biodiversity</a></li> <li>4. <a href="https://www.learner.org/courses/envsci/unit/unit_vis.php?unit=4">https://www.learner.org/courses/envsci/unit/unit_vis.php?unit=4</a></li> <li>5. <a href="http://bookboon.com/en/pollution-prevention-and-control-ebook">http://bookboon.com/en/pollution-prevention-and-control-ebook</a></li> <li>6. <a href="http://www.e-booksdirectory.com/details.php?ebook=8557">http://www.e-booksdirectory.com/details.php?ebook=8557</a></li> <li>7. <a href="http://www.e-booksdirectory.com/details.php?ebook=6804">http://www.e-booksdirectory.com/details.php?ebook=6804</a></li> <li>8. <a href="http://bookboon.com/en/atmospheric-pollution-ebook">http://bookboon.com/en/atmospheric-pollution-ebook</a></li> <li>9. <a href="http://www.e-booksdirectory.com/details.php?ebook=3749">http://www.e-booksdirectory.com/details.php?ebook=3749</a></li> <li>10. <a href="http://www.e-booksdirectory.com/details.php?ebook=2604">http://www.e-booksdirectory.com/details.php?ebook=2604</a></li> <li>11. <a href="http://www.e-booksdirectory.com/details.php?ebook=2116">http://www.e-booksdirectory.com/details.php?ebook=2116</a></li> <li>12. <a href="http://www.e-booksdirectory.com/details.php?ebook=1026">http://www.e-booksdirectory.com/details.php?ebook=1026</a></li> <li>13. <a href="http://www.faadooengineers.com/threads/7894-Environmental-Science">http://www.faadooengineers.com/threads/7894-Environmental-Science</a></li> </ol>

## FIELD VISIT

Course Code	Course Name	L	T	P	SS	H	C
<b>XCR206</b>	<b>FIELD VISIT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Prerequisites</b>	<b>FIELD VISIT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>1:0:0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>

**CO1: Cog (Ap): *Explore*** a chance to explore new set of experiences in an informal situation

**CO2: Cog (Ap): *Integrate*** theory and practice

**CO3: Cog (Ap): *Develop*** close bonds with teachers and their peer group.

**CO4: Cog (AP): *Build*** life skills such as team work, communication, problem solving skills and decision making

self-awareness, self-confidence, sensitivity and appreciation for diversity, clarification of work and personal values

**CO5: Cog (Un): *Learn*** self-awareness, self-confidence, sensitivity and appreciation for diversity, clarification of work and personal values

**SEMESTER III****TAMIL – III**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>XGT201</b>	<b>TAMIL – III</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>TAMIL – II</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>									
<b>CO2</b>									
<b>CO3</b>									
<b>CO4</b>									
<b>CO5</b>									
<b>Total</b>									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

### FOUNDATIONAL TAMIL - III

Course Code	Course Name	L	T	P	C
<b>XFT201</b>	<b>FOUNDATIONAL TAMIL – III</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>FOUNDATIONAL TAMIL – II</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>									
<b>CO2</b>									
<b>CO3</b>									
<b>CO4</b>									
<b>CO5</b>									
<b>Total</b>									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation



**ENGLISH - III**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>ENGLISH- III</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>ENGLISH- II</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>2.5:0.5:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

## COMPANY LAW AND SECRETARIAL PRACTICE – II

### COURSE OUTCOMES

CO1: Cog: U, **Explain** the borrowing powers of the company.

CO2: Cog: U, **Compare and contrast** company management.

CO3: Cog: U, **Summarize the** meetings and proceedings.

CO4: Cog: U, **Describe** the dividends, accounts and audits of the company

CO5: Cog U, **Explain** circumstances and the procedures for winding up of the company

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR303</b>	<b>COMPANY LAW AND PRACTICE – II</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	4	0	0	1	5	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted
<b>I</b>	<b>BOARD CONSTITUTION AND ITS POWERS:</b> Board composition; Restriction and Powers of Board; Board Committees- Audit Committee, Nomination and Remuneration Committee, Stakeholder relationship Committee and other Committees. Borrowing powers: Meaning – Ultra vires Borrowing- Mortgages and charges- Fixed and floating charges- registration of charges – legal provisions- effects and consequences of non-registration of charge. Debentures- Definition-kinds-Guidelines for the issue of debentures-Duties of secretary- comparison between a shareholder and a Debentures holder.	<b>12+0+3</b>
<b>II</b>	<b>KEY MANAGERIAL PERSONNEL (KMPS):</b> Key Managerial Personnel and their Remuneration: Appointment of Key Managerial Personnel; Managing and Whole-Time Directors, Manager, Chief Executive Officer and Chief Financial Officer; Company Secretary – Appointment, Role and Responsibilities, Company Secretary as a Key Managerial Personnel; Functions of Company Secretary; Officer who is in default; Remuneration of Managerial Personnel.	<b>12+0+3</b>
<b>III</b>	<b>MEETINGS AND PROCEDURES:</b> Frequency, Convening and Proceedings of Board and Committee meetings; Agenda Management; Meeting Management; Resolution-Secretarial Standards: Annual General Meeting; Extraordinary general Meetings; Other General Meetings; Types of Resolutions; Notice, Quorum, Poll, Chairman, Proxy; Meeting and Agenda; Process of conducting meeting; Voting and its types- Signing and Inspection of Minutes- Duties of Company Secretaries before, during and after Board/ Committee Meeting and General Meeting- MCA Rule 21.	<b>12+0+3</b>
<b>IV</b>	<b>DIVIDENDS, ACCOUNTS AND AUDIT:</b> Dividend- Definition-Rules regarding dividends – Secretarial procedure regarding payment of Dividends. Accounts-Statutory Books of account –Annual Accounts and Balance sheet-Secretarial Duties. Auditor-Qualifications-Appointment-Rights, Duties. An overview of Inter-Corporate Loans, Investments, Guarantees and Security, Related Party Transactions- Registers and Records: Maintenance and Disposal	<b>12+0+3</b>
<b>V</b>	<b>WINDING UP:</b> Meaning-Modes of winding up-Compulsory winding up – voluntary winding up –Winding up subject to supervision of court-duties of secretary in respect of winding up- liquidators – duties and	<b>12+0+3</b>

	powers of liquidator. Legal framework governing Company Secretaries: The Company Secretaries Act, 1980 along with Rules and Regulations; Disciplinary Mechanism and Penalties for Professional Misconduct; Ethics in Profession, Professional Liabilities.			
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>
		<b>60 Hours</b>	<b>0 hours</b>	<b>60 hours</b>
<b>Text</b>				
1.Kapoor, N. D. (2015). <i>Elements of Company Law</i> (30th ed.). New Delhi: Sultan Chand & Sons				
<b>Reference Books</b>				
1. Ghosh, P. K., & Balachandran, V. (2001). <i>Company Law &amp; Practice</i> . New Delhi: Sultan Chand & Sons.				
2. Gower, & Davies. (2012). <i>Principles of Modern Company Law</i> . Sweet & Maxwell Publishers, London.				
3. Kuchal, M. C. (n.d.). <i>Modern Indian Company Law</i> . Noida: Shri Mahavir Books.				
4. Taxmann. (2015). <i>Master Guide to Companies Act 2013 &amp; Company Rules</i> . New Delhi: Taxmann Publications Pvt. Ltd.				

## BUSINESS MATHEMATICS AND STATISTICS

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>XCR304</b>	<b>BUSINESS MATHEMATICS AND STATISTICS</b>	5	0	0	0	5	5
<b>Prerequisites</b>	<b>Basic knowledge in mathematics and statistics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>3:0:0</b>	5	0	0	0	5	5

**Course Outcome (COs):**

After completion of the course, learners will be able to

CO1: Cog (Ap): *Apply* Differentiation of implicit function with the help of total differentials CO2:

Cog (Ap): *calculate* values of determinants upto third order

**CO3: Cog (Ap): *Apply*** Correlation and regression

**CO4: Cog (Ap): Calculate** simple and weighted index numbers

**CO5: Cog (Ap): *Measure*** Time series analysis

### Syllabus:

Unit	Content	Hours Allotted						
I	<b>Calculus and Differentiation:</b> Calculus; Partial Derivatives upto second order; Homogeneity of functions and Euler's Theorem; Total Differentials; Differentiation of implicit function with the help of total differentials, Maxima and Minima; cases of one variable involving second or higher order derivatives; Cases of two variables involving not more than one constraint.	15+0+0						
II	<b>Matrices and Determinants:</b> Definition of a matrix; types of matrices; Algebra of matrices Properties of determinants; calculations of values of determinants upto third order; Adjoint of a matrix, elementary row and column operations; solution of a system of linear equations having unique solution and involving not more than three variables	15+0+0						
III	<b>Measures of Dispersion and Correlation and Regression:</b> <b>Measures of Dispersion</b> – Range – Quartile Deviation – Mean Deviation – Standard Deviation and their Co-efficient. Measure of Skewness – Karl Pearson and Bowley's Co-efficient of skewness. <b>Correlation</b> – Types of Correlation – Measures of Correlation - Karl Pearson's Co-efficient of Correlation – Spearman Rank Correlation Co-efficient. Simple regression analysis – Regression equation, Fitting of Regression lines – Relationship between Regression Co-efficient and Correlation Co-efficient.	15+0+0						
IV	<b>Index Numbers:</b> Index Number, Definition of Index Numbers, Uses – Problems in the construction of index numbers, Simple and Weighted index numbers. Chain and Fixed base index – Cost of living index numbers.	15+0+0						
V	<b>Analysis of Time Series:</b> Analysis of Time Series – Definition – Components of Time Series, Uses, Measures of Secular Trend, Measure of Seasonal Variation. Method of simple average only. Indian Statistics – Birth and Death rates – Crude, Correlated and Standardised – Methods of Economic survey, preparation of schedules and questionnaires.	15+0+0						
		<table border="1"> <thead> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> </thead> <tbody> <tr> <td>75</td><td>0</td><td>75</td></tr> </tbody> </table>	Lecture	Tutorial	Total	75	0	75
Lecture	Tutorial	Total						
75	0	75						

**Text Books**

1. P.A. Navaneethan, Business Statistics, Jai Publishers, Trichy-21.
2. Wilson. M, Business Statistics, Himalaya Publishing House Pvt Ltd., Mumbai.
3. Pillai, RSN and V. Bagavathi, Statistics, S. Chand & Company Ltd., New Delhi, 2010.
- Allel R.G.a: Basic Mathematics: Macmi/lan, New Delhi.
4. Dowling, E.T. Mathematics for Economics: Schaum Series, McGraw Hill, London.
5. Locmba, Paul: Linear Programming: Tata McGraw Hill, New Delhi.

**E-Resources:**

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
2. S.P. Rajagopalan & Sattanathan, Business Statistics, Vijay Nicole Imprints Pvt. Ltd, Chennai-91.
3. Vohra, N.D.: Quantitative Techniques in Management: Tata McGraw Hill, New Delhi.
4. Soni R.S.: Business Mathematics: Pitamber Publishing House, Delhi

## COMPUTER APPLICATIONS IN BUSINESS

### Course Outcomes

CO1: Cog: U, **Explain** the features of computer generation and overview of application of software

CO2: Cog, U, **Illustrate** internet and mailing concepts.

CO3: Cog, Ap, **Infer** word processing for document preparations and filing.

CO4: Cog, Ap, **Prepare** spreadsheets and made essential business analysis.

CO5: Cog, Ap, **Apply** presentation in business.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR305A</b>	<b>COMPUTER APPLICATIONS IN BUSINESS</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	3	0	2	0	5	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted						
<b>I</b>	Basic Concepts: Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Live ware; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor made software.	<b>9+0+6</b>						
<b>II</b>	Internet & Mailing: Meaning of Internet; Growth of internet, Owner of Internet, World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines. Sending - Reading - Replying - Deleting - Existing - Sending mail to more than one person - Sending folder - Forwarding a mail - Checking the spelling - Attaching signature - Managing the address book.	<b>9+0+6</b>						
<b>III</b>	Word Processing: Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup.	<b>9+0+6</b>						
<b>IV</b>	Spreadsheet and its Business Applications: Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Using Excel formulas and Inserting Charts.	<b>9+0+6</b>						
<b>V</b>	<b>Business Presentations:</b> Creating a presentation; Editing, Sorting, Layout, Set-up row, Rehears timing, inserting videos and smart diagrams in presentations.	<b>9+0+6</b>						
	<table> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> <tr> <td>45</td><td>30</td><td>75</td></tr> </table>	Lecture	Practical	Total	45	30	75	
Lecture	Practical	Total						
45	30	75						

### TEXT BOOK:

1. Saxena, S., (2015) *A First Course in Computers*, Vikas Publishing House, New Delhi.

2. Sinha, K. P., & Sinha, P. *Foundation of Computing*, BPB, Publication.

### BOOKS FOR REFERENCE:

1. Jaiswal, S. (2004) *"IT Today"*, Galgotia publication private Ltd., New Delhi,

2. Basendra, S. K., (2001) *"Computers Today"*, Galgotia publication private Ltd., New Delhi,

## EVENT MANAGEMENT

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
XCR305B	EVENT MANAGEMENT	3	0	2	0	5	4
PREREQUISIT E	NIL	L	T	P	SS	H	C
C:P:A	4:0:1	3	0	2	0	5	4

**Course Outcome (COs):**

On the successful completion of this course students would be able to

CO1: Cog (AP): *Identify* the capability to organize a formal event.

CO2: Cog (U): *Interpret* the learning lessons of organizing the event and Critical Success Factors.

CO3: Cog (AP): *Explain* the steps in designing of website.

CO4: Cog (AP): *Make use of the promotional tools to prepare event marketing.*

CO5: Cog (AP): *Develop* the sponsorship proposals

**Syllabus:**

Unit	Content	Hours Allotted						
I	Introduction Management: Meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.	9+0+6						
II	Planning and Organizing for Events: Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management	9+0+6						
III	Managing Team Team Building and Managing Team: Concept, nature, approaches, activities, and practices. Characteristics of a high performing team. Skills required and Job Responsibilities of Leading Teams; Business communication	9+0+6						
IV	Event Marketing, Advertising, & PR Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.	9+0+6						
V	Sponsorship Event Partners, Event Associates, Event Sponsor; Importance of Sponsorship– for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership	9+0+6						
		<table border="1"> <thead> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> </thead> <tbody> <tr> <td>45</td><td>15</td><td>60</td></tr> </tbody> </table>	Lecture	Practical	Total	45	15	60
Lecture	Practical	Total						
45	15	60						

<p><b>Practical Exercises:</b></p> <p><b>The learners are required to:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a check-list for organizing a formal student led event in your Institution, draft and present the role and responsibilities of all the members in the organizing team with timelines. The student led event should be organized as a group activity for the class.</li> <li>2. Present SWOT analysis for the event organized as per Unit 1 and Critical Success factors</li> <li>3. Conduct a team building game to be performed with students of the class.</li> <li>4. Prepare and present the promotional tools (flyers, posters, blogs, tweets, etc.) and post them on your Facebook, Instagram, LinkedIn, twitter, etc.</li> <li>5. Present Wedding Planner, prepare a note on skills required and job responsibilities of Wedding Planner. Understanding Rituals and Customer; Wedding arrangements: Creating Blueprint, Designing Wedding Plan, Catering Services, transportation.</li> </ol> <p>OR</p> <p>About Live Events, Planning Live Show, Job Responsibilities of Live Show Planner. Live Show arrangements, budgeting, Creating Blueprint, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.</p>
<p><b>Text books:</b></p> <ol style="list-style-type: none"> <li>1. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: JohnWiley&amp; Sons Inc.</li> </ol>
<p><b>Reference books:</b></p> <ol style="list-style-type: none"> <li>1. Conway, D. G. (2006). The Event Manager's Bible. Devon: How to books Ltd.</li> <li>2. Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley &amp; Sons Inc.</li> </ol>
<p><b>E-Resources:</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://www.pdfdrive.com/events-management-e389089.html">https://www.pdfdrive.com/events-management-e389089.html</a></li> <li>2. <a href="https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf</a></li> </ol>



## BANKING AND MICRO FINANCE

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
XCR305C	BANKING AND MICRO FINANCE	3	0	2	0	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:0:1	3	0	2	0	5	4

### Course Outcome (COs):

On the successful completion of this course students would be able to

**CO1: Cog (U): *Know*** various forms of communication, communication barriers

**CO2: Cog (U): *Comprehend*** a variety of business correspondence and respond appropriately

**CO3: Cog (U): *Communicate*** in writing for various commercial purposes

**CO4: Cog (Ap): *Make use of*** appropriate grammatical constructions and vocabulary to communicate effectively

**CO5: Cog (Ap): *Make use of*** business language and presentation skills.

### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	<b>Basics of Lending:</b> a. Secured and unsecured loans b. Different loan products of bank and micro finance c. Different types of collateral security d. Concepts of lending – Interest rate, LTV, EMI, etc. e. Regulatory authorities of bank and micro finance <b>Different banking products – loans, deposits, accounts, etc.</b> b. Deposit Products c. Credit Products d. Third Party Products, etc. <b>Principles of lending various loans</b> a. Types of Loans: Principles b. Credit Procedures, etc.	<b>9+0+6</b>
<b>II</b>	<b>Basics of Micro Finance:</b> a. Concept of Micro finance b. Importance of Micro finance c. Risks associated d. Assess the MSME segment and its contribution e. Self-help groups and their mission	<b>9+0+6</b>
<b>III</b>	<b>Various government schemes for implementation by banks and micro finance companies</b> a. Pradhan Mantri Jan Dhan Yojana b. Pradhan Mantri Mudra Yojana, etc. <b>Soft skills for micro finance customers</b> a. Formulation of Sales strategies according to population b. Generation and filtering of leads c. Communication process for getting appointment d. Objection handling e. Closure of call	<b>9+0+6</b>
<b>IV</b>	<b>Regulations applicable for products and processes</b> a. Banking Regulation Act, 1949 b. Payment and Settlement Systems Act, 2007	<b>9+0+6</b>

	<b>Provide on-going services &amp; follow up for collections</b> a. Post sale support and communication for relationship building b. Query handling techniques c. Process of servicing small transactions such as address change, addition, deletion of nominee, etc. d. Bucketing of NPA accounts as standard, substandard accounts, doubtful and loss accounts e. Types of defaulters f. Process of credit counselling g. Dos and don'ts of recovery as per IBA rules h. Legal aspects of recovery and repossession							
V	<b>Disburse loans</b> a. Process of sanction of loans for different loans b. Process of disbursement for different loans c. Documentation involved d. Legal formalities and due diligence for disbursement process <b>Cross selling of products to micro finance customers</b> a. Concept of investment products – mutual funds, life insurance and general insurance b. Communication channels for cross sell of different products	9+0+6						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>45</td><td>15</td><td>60</td></tr> </table>	Lecture	Tutorial	Total	45	15	60	
Lecture	Tutorial	Total						
45	15	60						
<b>Text books:</b> 1. Inclusive Banking through Business Correspondence (IIBF)								
<b>E-Resources:</b> 1. <a href="https://www.bis.org/publ/bcbs175.pdf">https://www.bis.org/publ/bcbs175.pdf</a>								

## DISASTER MANAGEMENT

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XUM003</b>	<b>DISASTER MANAGEMENT</b>	1	0	0	1	2	1
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>2.5:0.5:0</b>	1	0	0	1	2	1

### Course Outcomes (COs):

On the successful completion of this course students would be able to

**CO1: Cog (Rem), (U):** *Relate* and *Interpret* the Disaster and its' classification.

**CO2: Cog (U), (Ap):** *Explain* and *Apply* Disaster cycle, Institutional Processes and Framework

**CO3: Cog (An):** *Understand* the Factors affecting Vulnerabilities violations.

**CO4: Cog (U):** *Analyze* Disaster Risk Management in India

**CO5: Cog (Rem), (Res):** *Evaluate* the Case Studies

### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	<b>Introduction to Disasters:</b> Definition: Disaster, Hazard, Vulnerability, Resilience, Risks – Disasters: Types of disasters – Earthquake, Landslide, Flood, Drought, Fire etc – Classification, Causes, Impacts including social, economic, political, environmental, health, psychosocial, etc.- Differential impacts- in terms of caste, class, gender, age, location, disability – Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change- Dos and Don'ts during various types of Disasters	<b>3+0+3</b>
<b>II</b>	<b>Approaches To Disaster Risk Reduction:</b> Disaster cycle – Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- non-structural measures, Roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), States, Centre, and other stake-holders- Institutional Processes and Framework at State and Central Level- State Disaster Management Authority(SDMA) – Early Warning System – Advisories from Appropriate Agencies	<b>3+0+3</b>
<b>III</b>	<b>Inter-Relationship Between Disasters And Development:</b> Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc.- Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology and local resources.	<b>3+0+3</b>
<b>IV</b>	<b>Disaster Risk Management In India:</b> Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management, Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act and Policy – Other related policies, plans, programmes and legislation – Role of GIS and Information Technology Components in Preparedness, Risk Assessment, Response and Recovery Phases of Disaster – Disaster Damage Assessment	<b>3+0+3</b>
<b>V</b>	<b>Disaster Management: Applications And Case Studies And Field Works:</b> Landslide Hazard Zonation: Case Studies, Earthquake Vulnerability Assessment of Buildings and Infrastructure: Case Studies, Drought Assessment: Case Studies, Coastal Flooding: Storm Surge Assessment, Floods: Fluvial and Pluvial Flooding: Case Studies; Forest Fire: Case Studies, Man Made disasters: Case	<b>3+0+3</b>

	Studies, Space Based Inputs for Disaster Mitigation and Management and field works related to disaster management			
		<b>Lecture</b>	<b>Self study</b>	<b>Total</b>
		<b>15</b>	<b>15</b>	<b>30 Hrs</b>
<b>Text Books</b> 1. Singhal J.P., (2010) Disaster Management, Laxmi Publications. 2. Tushar Bhattacharya, (2012) Disaster Science and Management, McGraw Hill India Education Pvt. Ltd.,				
<b>Reference Books:</b> 1. Gupta, A.K., & Nair, S.J., (2011) Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi. 2. KapurAnu, (2010) Vulnerable India, A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.				

## SEMESTER IV

### TAMIL – IV

Course Code	Course Name	L	T	P	C
XGT201	TAMIL – IV	3	0	0	3
Prerequisites	TAMIL – III	L	T	SS	H
C:P:A	3:0:0	3	0	0	3

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1									
CO2									
CO3									
CO4									
CO5									
Total									

0 – No relation,

1 – Low relation,

2 – Medium relation,

3 – High relation

### FOUNDATIONAL TAMIL - IV

Course Code	Course Name	L	T	P	C
<b>XFT201</b>	<b>FOUNDATIONAL TAMIL – IV</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Prerequisites</b>	<b>FOUNDATIONAL TAMIL – III</b>	<b>L</b>	<b>T</b>	<b>SS</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>									
<b>CO2</b>									
<b>CO3</b>									
<b>CO4</b>									
<b>CO5</b>									
<b>Total</b>									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

### ENGLISH - IV

Course Code	Course Name	L	T	P	C
	ENGLISH- IV	3	0	0	3
Prerequisites	ENGLISH- III	L	T	SS	H
C:P:A	2.5:0.5:0	3	0	0	3

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1									
CO2									
CO3									
CO4									
CO5									
Total									

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

## COMPUTER ORIENTED ACCOUNTS USING TALLY & INTRODUCTION TO GST

### Course Outcomes

CO1: Cog: U, **Explain** the features of computer generation and overview of application of software

CO2: Cog, U, **Illustrate** internet and mailing concepts.

CO3: Cog, Ap, **Infer** word processing for document preparations and filing.

CO4: Cog, Ap, **Prepare** spreadsheets and made essential business analysis.

CO5: Cog, Ap, **Apply** presentation in business.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR403</b>	<b>COMPUTER ORIENTED ACCOUNTS USING TALLY &amp; INTRODUCTION TO GST</b>	0	0	8	0	8	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>3:0.5:0.5</b>	0	0	8	0	8	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted						
<b>I</b>	<b>Computer Oriented Accounts:</b> Introduction- Introduction to Tally, Tally screen, Accounts info Menu – Inventory Menu – Display Menu – Accounting concepts – Company Creation – Auto Selection of company. Create a company details and financial year using Tally. Create a ledger and inventory information.	<b>0+0+12</b>						
<b>II</b>	Prepare a list of accounts Accounting Vouchers- Receipts Vouchers, Payment Vouchers, Purchase Vouchers Sales Vouchers, Contra Vouchers, Journal Vouchers Debit Note, Credit Note, Memorandum Voucher- Prepare a day book.	<b>0+0+12</b>						
<b>III</b>	MIS Reports – display :Ratio analysis – Cash & funds Flow – Purchase bills Pending – Sales bills Pending – Exception Reports. Create a report for sales register and purchase register. Prepare a stock report of the organization- Balance sheet preparation of an organization.	<b>0+0+12</b>						
<b>IV</b>	<b>AN OVERVIEW OF GOODS &amp; SERVICES TAX (GST)</b> Introduction of Goods & Services Tax in India – Constitutional Amendment under Pre Goods & Service Tax Regime & Transitional Provisions. Goods & Service Tax: Concepts, Meaning, Significance, Dual GST, features and benefits. GST common portal - Taxes & Duties not subsumed in GST – Rates of GST in India- Activation of GST and making purchase and sales bills	<b>0+0+12</b>						
<b>V</b>	<b>GOODS AND SERVICE TAX (GST) INCIDENCE</b> Principle of Supply; meaning, classification, time and valuation of supply. Integrated Goods and Services Tax mechanism; features, Interstate Vs Intra state supply. Input Tax Credit (ITC): Eligibility and conditions to avail ITC – Reverse charge mechanism- Making GST adjustment entries (IGST, CGST & SGST)	<b>0+0+12</b>						
	<table> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> <tr> <td>0</td><td>60</td><td>60</td></tr> </table>	Lecture	Practical	Total	0	60	60	
Lecture	Practical	Total						
0	60	60						

### TEXT BOOK:

- Sanjay Saxena, (2015) *A First Course in Computers*, Vikas Publishing House, New Delhi.
- Sinha, K.P., & Sinha, P., *Foundation of Computing*, BPB, Publication.

### BOOKS FOR REFERENCE:

- Jaiswal, S., (2004) “IT Today”, Galgotia publication private Ltd., New Delhi,
- Basendra, S, K., (2001) “Computers Today”, Galgotia publication private Ltd., New Delhi,



## INCOME TAX THEORY LAW & PRACTICE

### COURSE OUTCOMES:

CO1: Cog: U, Explain Definition of important terms, Residential Status

CO2: Cog: Ap, Different forms of salary, Allowances.

CO3: Cog: Ap, Computation of Income from House Property, Let-out house

CO4: Cog: Ap, Computation of profits and gains of business and profession.

CO5: Cog: U, Income tax authorities – procedure for assessment.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR404</b>	<b>INCOME TAX THEORY LAW AND PRACTICE</b>	4	0	0	0	4	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:1</b>	4	0	0	0	4	4

### SYLLABUS

UNITS	CONTENT				Hours Allotted
<b>I</b>	<b>BASIC CONCEPTS:</b> Definition of important terms – Income, Person, Assessee, Assessment Year and Previous Year – Residential Status – Individual, firm, AOP, HUF and Companies – Classification of Residential Status of taxable entities- Incidence of Tax-- Income forming part of total income but exempted from Tax.				<b>12+0+0</b>
<b>II</b>	<b>INCOME FROM SALARIES:</b> Different forms of salary – Provident Funds – Allowances – Perquisites – Other items included in Salary – Qualifying amount for deduction u/s 80(C).				<b>12+0+0</b>
<b>III</b>	<b>INCOME FROM HOUSE PROPERTY:</b> Computation of Income from House Property – Let-out house – Self occupied house – Deduction allowed from house property – Unrealized rent – Loss under the head house property.				<b>12+0+0</b>
<b>IV</b>	<b>PROFITS AND GAINS OF BUSINESS AND PROFESSION:</b> Introduction – Computation of profits and gains of business and profession – Admissible deductions – Specific Disallowances – Depreciation – Loss under the head business and profession.				<b>12+0+0</b>
<b>V</b>	<b>ADMINISTRATION OF INCOME TAX ACT:</b> Income tax authorities – procedure for assessment – PAN (Permanent Account Number) – Types of assessment.				<b>12+0+0</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	

### TEXT BOOKS:

1. Reddy, T.S., & Reddy, H.P., *Income Tax Theory law and practice*, (Latest edition), Margham publications.
2. Gaur, V.P., & Narang, D. N., *Income Tax law and practice*, (Latest edition).

### REFERENCE BOOKS:

1. SignHania, V.K., & Sighania, M., *Students Guide to Income tax*, Taxman.
2. Girish Ahuja & Gupta, R., *Income tax service tax & VAT*, Bharat law House.

## MIND MANAGEMENT

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
XCR404A	MIND MANAGEMENT	3	0	2	0	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:0:0	3	0	2	0	5	4

### Course Outcome (COs):

On the successful completion of this course students would be able to

**CO1: Cog (U): *Observe*** and identify the modulations of mind

**CO2: Cog (U): *Rate*** emotional matrix to analyse the strengths & weaknesses and improvement

**CO3: Cog (U): *Practice*** time mind and anger management techniques in their daily life

**CO4: Cog (U): *Explain*** the results of psychometric testing.

**CO5: Cog (U): *Demonstrate*** the skill of using humour to heal

### Syllabus:

Unit	Content	Hours Allotted
I	<b>Introduction to Mind Management:</b> Importance of knowing the Mind, Understanding Thoughts and Emotions, Modulations of Mind by Maharishi Patanjali. Emotional turmoil (Anger, Jealousy, Lust, Greed, etc.): Causes and Cure, Peace of Mind: Luxury or Necessity; Managing Mind through breath. Mind Management: Efficiency, Creativity, and Excellence at Work.	9+0+6
II	Mindfulness: Mind and Stress, Components and Benefits of Mindfulness, Mindfulness Vs. Meditation; Energy Centers in the body. Tools for reducing Stress: Yoga, Pranayama, Meditation, other Breathing Techniques. Different types of Meditation. Time Management, Anger Management. Mind: Doorway between Consciousness and Creation	9+0+6
III	<b>Intelligences of Effective People</b> Del Pe's 5 Types of Intelligences: Instinctive, Emotional, Concrete Mental, Abstract Mental, Spiritual Intelligence. Concept of Right Brain and Left Brain. Gardner's Model of Multiple Intelligence: Naturalist, Musical, Logical-Mathematical, Existential, Interpersonal, Bodily-Kinesthetic, Linguistic, Intrapersonal, Spatial. Techniques of understanding Competencies: Psychometric Testing. Enhancing Intelligence Quotient by activating Chakras.	9+0+6
IV	<b>Mind Management for Achieving Excellence</b> Enrich your Communication; Align yourself with the environment: Levels of Influence; Building Rapport; Cultivating Trust; Heal through Humor, Learning from Mistakes, Effective Decision Making; How to deal with Criticism; Being comfortable outside your Comfort Zone. Skills to build positive environment at workplace.	9+0+6
V	<b>Self-Assessment</b> Practicing self-care, importance of having personal & professional goals: short term goals, medium term goals, long term goals; Goal of life, SMART Goals; Developing resilience and attitude of gratitude. Success in business. Measuring the Intelligence Quotient, Emotional Quotient, Dermatoglyphics Testing, Applied Kinesiology.	9+0+6

	<p><b>Practical Exercise:</b> The learners are required to:</p> <ol style="list-style-type: none"> <li>1. Participate in simulation activity in class to demonstrate the modulations of mind. The learners should present a report discussing the situations from their real life where they encountered such modulations of mind and how they should deal with it.</li> <li>2. Rate themselves on Emotional matrix highlighting where they wish to reach and deciding the time frame of the same. Each learner can identify a buddy to support them on their journey. After the completion of the exercise, each learner has to prepare the report of their success story.</li> <li>3. Prepare a schedule of their daily activities and divide them into Four Quadrants. Analyse and present a report on: <ol style="list-style-type: none"> <li>a. Time allocated to things which are not important;</li> <li>b. Time allocated in fulfilling the long-term objectives;</li> <li>c. The present scenario (dasha) and future direction (disha) to be chosen.</li> </ol> </li> <li>4. Take online Psychometric Test available at <a href="https://www.assessmentday.co.uk/psychometric-test.htm">https://www.assessmentday.co.uk/psychometric-test.htm</a> or from any other source. Analyse its outcome and present a report of key learnings from the same.</li> <li>5. Perform Del Pe practical exercises on daily basis: breathe 10 time focusing on each chakra.</li> <li>6. Participate in role play exercise in classroom to demonstrate the skill of using humour to heal.</li> <li>7. Practice and demonstrate different types of yoga, pranayama, and meditation in yoga Lab. Analyse your state of mind before and after the practice and present a report of the same.</li> </ol>							
	<table border="1"> <thead> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> </thead> <tbody> <tr> <td>45</td><td>15</td><td>60</td></tr> </tbody> </table>	Lecture	Practical	Total	45	15	60	
Lecture	Practical	Total						
45	15	60						
	<p><b>Text books:</b></p> <ol style="list-style-type: none"> <li>1. Murphy, J. (2015). <i>The Power of Your Subconscious Mind</i>. Delhi: Fingerprint! Publishing.</li> </ol>							
	<p><b>Reference books:</b></p> <ol style="list-style-type: none"> <li>1. Zohar, D. (2012). <i>Spiritual Intelligence: The Ultimate Intelligence</i>. London: Bloomsbury Paperbacks.</li> <li>2. Knight, S. (2009). <i>NLP at Work: The Essence of Excellence</i>. Boston: Nicholas Brealey Publishing.</li> </ol>							
	<p><b>E-Resources:</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://kadavy.net/mind-management-not-time-management/">https://kadavy.net/mind-management-not-time-management/</a></li> <li>2. <a href="https://www.yumpu.com/en/document/view/66132162/get-pdf-mind-management-not-time-management-productivity-when">https://www.yumpu.com/en/document/view/66132162/get-pdf-mind-management-not-time-management-productivity-when</a></li> </ol>							

## FINANCIAL SERVICES

### Course outcomes:

**On the successful completion of this course students would able to**

CO1: Cog(U): Explain the mutual funds and merchant banking.

CO2: Cog(U): Summarize the factoring concepts and venture finance.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR404B</b>	<b>FINANCIAL SERVICES</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:1</b>	3	0	2	0	5	4

### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	Mutual Funds: types of schemes, growth, performance, problems, prospects, regulatory framework.  <b>Merchant Banking:</b> Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI.	<b>7</b>						
<b>II</b>	Factoring: Factoring - meaning, mechanism, types of factoring agreements; advantages and disadvantages of factoring; factoring v/s bill discounting.  <b>Venture Capital Finance:</b> Venture Capital Financing – meaning, importance/need, scope of venture capital finance; venture capital v/s angel investors; Venture capital in India	<b>8</b>						
	<table> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> <tr> <td><b>45</b></td><td><b>15</b></td><td><b>60</b></td></tr> </table>	Lecture	Practical	Total	<b>45</b>	<b>15</b>	<b>60</b>	
Lecture	Practical	Total						
<b>45</b>	<b>15</b>	<b>60</b>						

### Text Book

1. Agarwal O. P. ,(2017) Environment and Management of Financial Services, Mumbai, Himalaya
2. Dr.S.Gurusamy. Vijay,Financial services ,Nicole Imprints Prints Limited, Chennai

### Reference Books:

1. Frank. J. Fabozzi & Franco Modigliani, Foundations of Financial Markets and Institutions, Pearson Education Asia, 2002
2. Machiraju H.R, Indian Financial Systems, Vikas Publishing House Pvt. Ltd, 2002
3. Meir Kohn, Financial Institutions and Markets, Tata McGraw-Hill, New Delhi, 2003.

## NEW VENTURE PLANNING AND DEVELOPMENT

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
<b>XCR404C</b>	<b>NEW VENTURE PLANNING AND DEVELOPMENT</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:0</b>	3	0	2	0	5	4

### Course Outcome (COs):

On the successful completion of this course students would be able to

CO1: Cog (U): *Explain* the business idea using different techniques and describe sources of innovative ideas.

CO2: Cog (U): *Summarise* the advantages of acquiring an on going venture with a case study;

CO3: Cog (U): *Describe* the comparative analysis of various government schemes which are suitable for the business idea;

CO4: Cog (Ap): *Prepare* a marketing plan for a business idea with Economic, market, customer, geographic, sales and competitive analysis.

CO5: Cog (Ap): *Prepare* and present a well-conceived business plan for New Ventures Business Plan

### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	Starting New Ventures New Venture: Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.	<b>9+0+3</b>
<b>II</b>	Legal Challenges in Setting up Business Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation and their procedures and compliances.	<b>9+0+3</b>
<b>III</b>	Search for Entrepreneurial Capital: The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporation's (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors. Government schemes for new ventures like: Startup India, Stand Up India, Make in India, etc.	<b>9+0+3</b>
<b>IV</b>	Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.	<b>9+0+3</b>
<b>V</b>	Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.	<b>9+0+3</b>

	<b>Practical Exercises:</b> The learners are required to: 1. Generate a business idea using different techniques and describe sources of innovative ideas. 2. Evaluate advantages of acquiring an ongoing venture with a case study. 3. Present an idea which can have IPR like patents along with comparative analysis of patents already granted in similar field. 4. Present a comparative analysis of various government schemes which are suitable for the business idea (developed in exercise 1). 5. Develop a marketing plan for the business idea (developed in exercise 1). 6. Prepare and present a well-conceived Business Plan.							
		<table><tr><td><b>Lecture</b></td><td><b>Practical</b></td><td><b>Total</b></td></tr><tr><td><b>45</b></td><td><b>15</b></td><td><b>60</b></td></tr></table>	<b>Lecture</b>	<b>Practical</b>	<b>Total</b>	<b>45</b>	<b>15</b>	<b>60</b>
<b>Lecture</b>	<b>Practical</b>	<b>Total</b>						
<b>45</b>	<b>15</b>	<b>60</b>						
<b>Text Books:</b> 1. Allen, K. R. (2015). Launching New Ventures: An Entrepreneurial Approach. Boston: Cengage Learning. 2. Barringer, B. R., & Ireland, R. D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.								
<b>Reference books:</b> 1. Kuratko, D. F., & Rao, T. V. (2012). Entrepreneurship: A South-Asian Perspective. Boston: Cengage Learning.								
<b>E-Resources:</b> 1. <a href="https://www.himpub.com/documents/Chapter2011.pdf">https://www.himpub.com/documents/Chapter2011.pdf</a> 2. <a href="http://bvpinst.edu.in/download/2020-21/New%20Venture%20Creation_%20Entrepreneurship%20for%20the%2021st%20Century.pdf">http://bvpinst.edu.in/download/2020-21/New%20Venture%20Creation_%20Entrepreneurship%20for%20the%2021st%20Century.pdf</a>								

## BUSINESS MANAGEMENT

### COURSE OUTCOMES (COs)

CO1: Cog: (U),(Eva), **Summarise** the nature, process of business management. **Compare and contrast** the contributions towards management

CO2: Cog: (U), **Discuss** the process and types of planning and decision making.

CO3: Cog: (U) **Distinguish** the concepts of authority, responsibility and accountability, and Organization structure. **Explain** the process of staffing.

CO4: Cog: (U), **Explain** the significance of motivation citing the theories of Maslow, Herzberg, McGregor, **Display** different leadership style

CO5: Cog: (U), **Explain** the strategies of effective managerial control system. **Propose** a model to carry out the process of change management.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>BUSINESS MANAGEMENT</b>	3	0	2	0	5	4
<b>PREREQUISIT E</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:0	3	0	2	0	5	4

### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	<b>INTRODUCTION</b> Concept, nature, process and significance of management; Managerial roles; Development of management thought; - Contribution of Management International Thinkers: Taylor, Fayol, Elton Mayo and Indian Thinkers: Pragalad, Vijay Govindarajan, Indian Management Theory 'I',	<b>9+0+3</b>						
<b>II</b>	<b>PLANNING:</b> Planning Concept, Features, Importance, Limitations; Planning process; Types of Plans- Objectives, Strategy, Policy, Procedures, Method, Rule, Budget; Plan vs Programme Policies and Procedures; Decision making	<b>9+0+3</b>						
<b>III</b>	<b>ORGANIZING:</b> Organizing Concept, Features, Importance, Limitations; Organising process; Types of Organisation; Structure of Organisation; Centralisation and De-Centralisation; Delegation; Growth in Organisation- Departmentation; Organization Structure –Staffing- the process of Staffing.	<b>9+0+3</b>						
<b>IV</b>	<b>MOTIVATING AND LEADING</b> People at Work: Motivation -concept; Theories - David McClelland, Maslow, Herzberg, McGregor, and Ouchi. Leadership - concept and leadership styles; Leadership theories Communication -nature, process, networks, and barriers; Effective communication. Case studies.	<b>9+0+3</b>						
<b>V</b>	<b>MANAGERIAL CONTROL</b> Concept and process; Effective control system; Techniques of control - traditional and modern. Management of Change: Concept, nature, and process of planned change; Resistance to change; Conflict management Case studies. Recent Trends in Management Change Management; Crisis Management; Total Quality Management; Risk Management; Global Practices.	<b>9+0+3</b>						
	<table> <tr> <th>Lecture</th><th>Practical</th><th>Total</th></tr> <tr> <td>45</td><td>15</td><td>60</td></tr> </table>	Lecture	Practical	Total	45	15	60	
Lecture	Practical	Total						
45	15	60						

**Text Book**

1. Jayashankar, J. (2015) Principles of Management, Margham publications.

Wehrich, H. & Koontz, H. (2010) Essentials of Management (2<sup>nd</sup> edition), Tata McGraw Hill New Delhi, 2010

**REFERENCE BOOKS:**

1. Gupta, C., B. Principles of Management, Sultan Chand & Sons New Delhi.
2. Druker P. F., *Management Challenges for 21<sup>st</sup> Century*, Oxford, Butterworth Heinemann.
3. Allen, L. A., (1958). *Management and Organization*. New York: McGraw Hill.
4. Hampton, D. R., (1969). *Modern Management*. New York : Mc Graw Hill.

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	0	0	0	1	0	2	1
CO2	2	1	1	0	0	0	2	1	0
CO3	1	1	0	0	1	1	1	1	1
CO4	2	1	0	0	1	1	1	1	1
CO5	1	2	0	0	1	1	2	1	1
Total	8	7	2	0	4	5	7	7	5



SEMESTER – IV							
COURSE CODE	COURSE NAME	L	T	P	SS	H	C
	<b>PRINCIPLES OF MARKETING</b>	4	0	0	1	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
<b>C:P:A</b>	4:0:0	4	0	0	0	4	4

#### Course Outcome (COs):

On the successful completion of this course students would be able to

CO1: Cog (U): *Develop* an understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm

CO2: Cog (U): *Explain* the dynamics of consumer behaviour and process of market selection through STP stages.

CO3: Cog (U): *Describe* the process of value creation through marketing decisions involving product development.

CO4: Cog (U): *Summarise* the process of value creation through marketing decisions involving product pricing and its distribution

CO5: Cog (AP): *Explain* the process of value creation through marketing decisions involving product promotion and to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.

#### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	<b>Introduction</b> Marketing - Meaning, Nature, Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing: Meaning and distinctive characteristics; Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.	<b>9+3+0</b>
<b>II</b>	<b>Understanding Consumer Behaviour and Market Selection</b> Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Choosing market value through STP. Market Segmentation- Levels and bases of segmenting consumer markets. Market Targeting- concept and criteria. Product Positioning – concept and bases; Product differentiation- concept and bases.	<b>9+3+0</b>
<b>III</b>	<b>Marketing Mix Decision -Product</b> Product Decisions: Concept and classification; Levels of Product. Designing value- Product-mix dimensions, strategies and types; Branding- functions, strategies, types and qualities of good brand name; Packaging and Labelling- functions, types and ethical aspects; Product support services. New Product Development: Product life cycle – concept and marketing strategies; New product development- concept and process.	<b>9+3+0</b>
<b>IV</b>	<b>Marketing Mix Decisions -Pricing and Distribution</b> Pricing Decisions: Objectives; Factors affecting the price of a product; Pricing methods; Pricing strategies; Ethical issues in pricing decisions. Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel;	<b>9+3+0</b>

	Distribution strategies.							
V	<b>Promotion Decisions and Developments in Marketing</b> Promotion Decisions: Communication process; Importance of Promotion. Communicating value- Decision about Promotion mix tools including advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix; Integrated Marketing Communication approach. Developments in Marketing: Relationship Marketing- concept and dimensions. Sustainable Marketing- concept and issues. Rural marketing- characteristics, drivers of growth in rural marketing, rural marketing mix. Social marketing- concept, tools and issues. Digital marketing- concepts, tools, and issues.	9+3+0						
	<b>Practical Exercise</b> The learners are required to: 1. Analyse the impact of various environmental forces in the context of a given durable and non-durable product. 2. Analyse the marketing mix strategy of a durable and non-durable product. 3. Select any product and analyse its segmentation strategy in comparison to its immediate competitive product. 4. Analyse the case of product line extension and impact on business performance. 5. Analyse the distribution strategy of a given product. 6. Find out ethical concerns of customers with regard to various marketing mix decisions in regard to a given product.							
		<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>60</td><td>15</td><td>75</td></tr> </table>	Lecture	Tutorial	Total	60	15	75
Lecture	Tutorial	Total						
60	15	75						
<b>Text Books</b> 1. Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.								
<b>Reference books:</b> 1. Mahajan, J. P., & Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications 2. Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education. 3. Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.								
<b>E-Resources:</b> 1. <a href="https://onlinecourses.nptel.ac.in/noc22_mg57/preview">https://onlinecourses.nptel.ac.in/noc22_mg57/preview</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc22_mg109/preview">https://onlinecourses.nptel.ac.in/noc22_mg109/preview</a>								

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO1	2	1	0	0	0	0	0	0	1	0	3
CO2	2	3	1	2	0	0	3	1	0	1	3
CO3	1	2	1	2	1	1	2	1	0	2	3
CO4	2	1	1	1	2	0	0	0	0	1	3
CO5	1	2	1	2	1	1	2	0	0	0	0
Total	8	9	4	7	4	2	7	2	1	4	12

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

## CORPORATE GOVERNANCE

## COURSE OUTCOMES (COs)

CO1: Cog. (U): **Discuss** the SEBI committee on corporate governance.

CO2: Cog: (U) **Discuss** the Corporate governance and the role of the Board.

CO3: Cog (U) **Explain** the Audit Committees and corporate governance.

CO4: Cog (U) **Analyse** classification of companies

CO5: Cog (Und), Aff (Valuing) **Summarize** Corporate Governance rating

SEMESTER – IV							
COURSE CODE	COURSE NAME	L	T	P	SS	H	C
	<b>CORPORATE GOVERNANCE</b>	4	0	0	1	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
<b>C:P:A</b>	4:0:0	4	0	0	0	4	4

## SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	Corporate governance – an overview – issues - micro issues - Board of governance – Corporate social responsibility – Business ethics – corporate social reporting– SEBI committee on corporate governance	<b>9+3+0</b>						
<b>II</b>	Corporate governance and the role of the Board (BOD) – Corporate governance system worldwide – The Board, CEO and the chairman – Non-executive Directors –Legal position and liabilities of Directors.	<b>9+3+0</b>						
<b>III</b>	Company audit – Auditor’s Independence – Audit committees – Audit Committees and corporate governance- Management audit- Tools for value addition-(Economic value addition)- Corporate disclosures-Disclosures norms and Investors interest- Corporate governance Report.	<b>9+3+0</b>						
<b>IV</b>	New companies bill – Companies Act 1997 – classification of companies – Corporate restructuring – mergers and takeovers – Desirable Corporate Governance in India – CII report 1998	<b>9+3+0</b>						
<b>V</b>	E– governance – trends in E-governance – Business process reengineering - value based management – ethical imperatives in corporate governance – Environmental reporting – Corporate Governance rating – Models of rating	<b>9+3+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>45 Hours</b></td><td><b>15 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45 Hours</b>	<b>15 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>45 Hours</b>	<b>15 Hours</b>	<b>60 Hours</b>						

### TEXT BOOK

1 . Singh S, “*Corporate Governance*”, Excell Books.

### REFERENCE BOOKS

1.Gopal samy .N, (2017) “*Corporate Governance – The new paradigm*”, Wheeler Publishing.

2.Fred Weston.J, Mitchell,M.L., &, Harold Maltherin.J, “*Takeover, Restructuring, and Corporate Governance*”, Pearson Education.

3.Srinath T.K, Srilakshmi K.R., & Ganesh.N.K, “*Corporate Governance*”,Kalyani Academic books.

4.Gopalsamy. N, “*A Guide to Corporate Governanace*”,New Age International Publishers

**Table 1: Mapping of Cos with POs**

<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	1	2	0	1	2	0	0	0	1
CO2	1	1	0	1	1	0	1	0	1
CO3	1	0	0	0	0	0	2	1	1
CO4	1	0	0	0	1	1	2	1	1
CO5	0	1	0	0	0	1	1	1	1
<b>Total</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>5</b>

0 – No relation      1- Low relation      2- Medium relation      3 – High relation

## SEMESTER V

### COST ACCOUNTING

#### COURSE OUTCOMES:

**CO1: Cog: U**, Definition, meaning and objectives preparation of cost sheet.

**CO2: Cog: Ap**, Stores record- purchase records- purchase order- Goods received note.

**CO3: Cog: Ap**, Methods of Incentives (Bonus) Schemes

**CO4: Cog: Ap**, Factory, Administration, Selling and Distribution.

**CO5: Cog: U**, Unit Costing – Job Costing (Excluding Contract Costing)

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>COST ACCOUNTING</b>	4	1	0	1	6	5
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	5:0:1	4	1	0	1	6	5

#### SYLLABUS

UNITS	CONTENT			Hours Allotted
<b>I</b>	<b>PREPARATION OF COST SHEET:</b> Definition, meaning and objectives- Advantages and Importance- Distinction between Cost and Financial Accounting - Elements of Cost and Preparation of Cost Sheets and Tenders.			<b>12+3+0</b>
<b>II</b>	<b>MATERIALS:</b> Stores record- purchase records- purchase order- Goods received note- Bin card- Stores Ledger - Inventory Control- ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels – Methods of Pricing Issues - Perpetual Inventory System.			<b>12+3+0</b>
<b>III</b>	<b>LABOUR:</b> Importance of Labour Cost Control- Various Methods of Wage Payments- Calculation of Wages - Methods of Incentives (Bonus) Schemes - Recording Labour time- Treatment of “OVER TIME” and “IDLE TIME”- Labour Turn Over (L.T.O)			<b>12+3+0</b>
<b>IV</b>	<b>OVERHEADS:</b> Factory, Administration, Selling and Distribution Definition and Meaning of Overheads – Classification – Apportionment of Overheads – Redistribution (Secondary Distribution) – Absorption of Overheads including “Machine Hour Rate”.			<b>12+3+0</b>
<b>V</b>	<b>METHODS OF COST ACCOUNTING:</b> Unit Costing – Job Costing (Excluding Contract Costing) – Process Costing (Excluding Equivalent production , Joint & By-Product, & Inter-Process Profits)– Operating Costing.			<b>12+3+0</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>
		<b>60 Hours</b>	<b>15 hours</b>	<b>75 Hours</b>
	(Weightage of Marks, problems 80%, theory 20%)			

**TEXT BOOKS:**

1. Reddy,T.S., & Reddy ,H.P., *Cost Accounting*, (Latest Edition). Margham publications,

2.Jain &Narang , (2016) *Cost & Management Accounting* ,Kalyani Publications,

**REFERENCE BOOKS:**

1. Pillai & Bhagavathi, *Cost Accounting*– –Sultan Chand.

2. Maheshwari, S. N., *Advanced Cost and Management Accounting*, Sultan Chand.

**Table 1: Mapping of Cos with POs**

<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	1	1	2	0	0	0	0	0	1
CO2	1	0	2	1	0	0	1	1	1
CO3	1	0	2	1	0	0	1	1	1
CO4	1	0	2	1	0	0	1	1	1
CO5	1	0	2	1	0	0	1	1	1
<b>Total</b>	<b>5</b>	<b>1</b>	<b>10</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>5</b>

0 – No relation

1- Low relation

2- Medium relation    3 – High relation

## PRACTICAL AUDITING

### COURSE OUTCOMES:

**CO1: Cog: U,** Meaning, Definitions, Objective, scope, Classification

**CO2: Cog: Ap,** Internal check, Internal audit, Audit note book

**CO3: Cog: Ap,** Importance- Vouching of cash transaction

**CO4: Cog: Ap,** Auditor's duties regarding verification and valuation of assets and liabilities.

**CO5: Cog: U,** Audit report and e-filing- Duties, Powers and liabilities of an auditor.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>PRACTICAL AUDITING</b>	5	0	0	0	5	5
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	5	0	0	0	5	5

### SYLLABUS

UNITS	CONTENT				Hours Allotted
<b>I</b>	<b>INTRODUCTION:</b> Meaning – Definitions – Objective – scope – Classification - Investigation vs. Auditing –Auditing Vs Accounting – Merits and Demerits- Appointment, qualification, disqualification, removal of auditors- Casual vacancy in the office of auditor				<b>15+0+0</b>
<b>II</b>	<b>INTERNAL CONTROL:</b> Meaning – Objective – scope - Internal check - Internal audit – Audit note book – Audit working paper - Audit program - National Financial Reporting Authority (NFRA) - Internal audit				<b>15+0+0</b>
<b>III</b>	<b>VOUCHING:</b> Meaning – Definitions – Objective – Scope - Importance- Vouching of cash transaction- Vouching of trading transaction – receipts and payments.				<b>15+0+0</b>
<b>IV</b>	<b>VERIFICATION &amp; VALUATION:</b> Meaning – Definitions – Objective – scope - Auditor's duties regarding verification and valuation of assets and liabilities - Procedures for verification and valuation of assets and liabilities.				<b>15+0+0</b>
<b>V</b>	<b>AUDIT REPORT:</b> provisions of Companies Act- the Accounting and Auditing standards and matters which are required under this Act - Branch Audit - Auditing Standards - Section 143 (9) & (10) Reporting of Frauds By Auditor- Section 143(12) to 143 (15) & Rule 13 Powers of Comptroller and Auditor-General of India in Case Government Company [Section143 (5) to 143 (7)]				<b>15+0+0</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>75 Hours</b>	<b>0 Hours</b>	<b>75 Hours</b>	

### TEXT BOOKS:

1. Pagare Dinkar, *Principles and Practice of Auditing*, Sultan Chand & Sons, NewDelhi, 2018

### REFERENCE BOOKS:

1. Spicer & Pegler, (2000) Auditing, McMillan Publishers, New Delhi, .
2. Tandon, B. N., (2005) Practical Auditing, S.Chand & Co, New Delhi.

**Table 1: Mapping of Cos with POs**

<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	3	2	2	0	1	2	2	2	1
CO2	2	1	0	0	0	2	2	1	1
CO3	2	0	1	0	1	2	1	2	1
CO4	0	0	0	0	0	2	1	1	1
CO5	0	0	0	1	1	1	1	2	1
<b>Total</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>5</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation



## BUSINESS COMMUNICATION

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>BUSINESS COMMUNICATION</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:0	3	0	2	0	5	4

### Course Outcome (COs):

On the successful completion of this course students would be able to

**CO1: Cog (U): *Know*** various forms of communication, communication barriers

**CO2: Cog (U): *Comprehend*** a variety of business correspondence and respond appropriately

**CO3: Cog (U): *Communicate*** in writing for various commercial purposes

**CO4: Cog (Ap): *Make use of*** appropriate grammatical constructions and vocabulary to communicate effectively

**CO5: Cog (Ap): *Make use of*** business language and presentation skills.

### Syllabus:

Unit	Content	Hours Allotted
I	<b>Introduction</b> Nature, process and importance of communication; Types of communication (verbal & Non-verbal); Written Communication, Oral Communication; Communication Process; Features of effective communication; Communication barriers – linguistic, psychology, interpersonal, cultural, physical and Organisational. Group Discussion - initiating a discussion, sharing opinions and views, polite ways of agreeing and disagreeing voicing agreements and disagreements, closing a discussion. Interpersonal Communication, Decision Making and Leadership Skills, Negotiation Skills.	9+0+3
II	<b>Business Correspondence</b> Letter writing; Notices; Sales letter; Claims and adjustment letter; Notices; social correspondence, Meeting Agenda; Minutes; Memorandum; Office memo; Minutes of meeting. Job application writing; Resume writing.	9+0+3
III	<b>Report Writing</b> Types of reports; Report formats; Types of report writing; Process of report writing; Use of pictures, charts, and tables in the report; Citation styles and rules.	9+0+3
IV	<b>Business Language and Presentation</b> Introduction to Business language, Importance of Business language; Business vocabulary; Oral presentation -importance, characteristics, and plan. Power point presentation – style, visual aids.	9+0+3
V	<b>Technology and Business Communication</b> Role, effects and advantages of technology in business communication; E-mail, text messaging, instant messaging and modern technologies like video conferencing, social networking. Strategic importance of e-communication.	9+0+3
	<b>Practical Exercise:</b> The learners are required to: 1. Interview employees of some Organisation to find out communication	

	issues and challenges. 2. Make a vocabulary of various terms used in business documentation. 3. Collect some samples of business correspondence and documentations and find out their effectiveness.				
		<b>Lecture</b> <b>45Hours</b>	<b>Practical</b> <b>15 hours</b>	<b>Total</b> <b>60 hours</b>	
<b>Text books:</b> 1. Lesikar, R. V., & Fiatley, M. E. (2008). <i>Business Communication Skills for the Internet Generation</i> . New York: Tata McGraw Hill Education. 2. Herta, M., Herbert, H., & Jane, T. (2017). <i>Effective Business Communication</i> . New York: Tata McGraw Hill Education.					
<b>Reference books:</b> 1. Bovee, C., & Thill, J. (2016). <i>Business Communication Essentials: A Skills-Based Approach, 7th Edition</i> . New York: Pearson Education. 2. Guffey, M. E., & Seefer, C. M. (2014). <i>Business Learning</i> . Boston: Cengage Learning. 3. Lowe, S., & Pile, L. (2008). <i>Business English Language Practice: Grammar and Vocabulary</i> . Delta Publishing 4. Rani, D. S. (2012). <i>Business Communication and Soft Skills Laboratory Manual</i> . New Delhi: Pearson Education. 5. Taylor, S. (2005). <i>Communication for Business: A Practical Approach, 4th Edition</i> . Canada: Pearson Education					
<b>E-Resources:</b> 1. <a href="http://www.freebookcentre.net/business-books-download/Business-Communication.html">http://www.freebookcentre.net/business-books-download/Business-Communication.html</a>					

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	0	0	1	1	2	1	2
<b>CO2</b>	2	3	1	1	1	1	0	1	1
<b>CO3</b>	2	2	3	2	0	1	2	1	1
<b>CO4</b>	1	0	0	0	3	1	2	3	1
<b>CO5</b>	2	2	2	2	1	1	2	1	3
<b>Total</b>	10	9	6	5	6	6	8	7	8

0 – No relation,

1 – Low relation,

2 – Medium relation,

3 – High relation

## CONSUMER AFFAIRS

<b>COURSE CODE</b>	<b>COURSE NAME</b>	
--------------------	--------------------	--

		<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
	<b>CONSUMER AFFAIRS</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:0</b>	3	0	2	0	5	4

#### Course Outcome (COs):

On the successful completion of this course students would be able to

**CO1: Cog (U): *Explain*** the concept of consumer, consumer buying process, consumer dissatisfaction and consumer markets and their related formats.

**CO2: Cog (U): *Explain*** consumer rights and various standards for consumer protection in India;

**CO3: Cog (U): *Discuss*** the consumer protection available under various laws

**CO4: Cog (U): *Summarise*** the role of industry regulators in consumer protection

**CO5: Cog (U): *Explain*** the various issues related to consumer affairs

#### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	<b>Introduction</b> Concept of Consumer, Consumer buying process and Post-Purchase behaviour, Factors affecting voicing of consumer grievances, Alternatives available to Dissatisfied Consumers: Private action and Public Action; Conciliation and Intermediation for out-of-court Redressal. Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labelling and packaging and relevant laws, Legal Metrology.	<b>9+0+3</b>
<b>II</b>	Consumer Protection in India Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Voluntary and Mandatory standards; Indian Standards Mark (ISI), Ag-mark, Hallmarking, Banking Ombudsman; Insurance Ombudsman; Telecommunication: TRAI; Food Products: FSSAI; Advertising Standard Council of India; Real Estate Regulatory Authority.	<b>9+0+3</b>
<b>III</b>	Consumer Protection Law Organisational set-up under the Consumer Protection Act 2019: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commission, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law. Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Consumer Grievance Redressal under the BIS Act, 2016; ISO 10000 suite.	<b>9+0+3</b>
<b>IV</b>	Role of Industry Regulators in Consumer Protection <b>i.</b> Banking: RBI and Banking Ombudsman <b>ii.</b> Insurance: IRDA and Insurance Ombudsman <b>iii.</b> Telecommunication: TRAI <b>iv.</b> Food Products: FSSAI <b>v.</b> Electricity Supply: Electricity Regulatory Commission <b>vi.</b> Real Estate Regulatory Authority	<b>9+0+3</b>

<b>V</b>	Contemporary Issues in Consumer Affairs Evolution of Consumer Movement in India, Formation of consumer organisations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.	<b>9+0+3</b>						
	<b>Practical Exercises:</b> Learners are required to: <ol style="list-style-type: none"> <li>1. Analyse leading Cases decided under Consumer Protection law by Supreme Court/National Commission;</li> <li>2. Medical Negligence; Banking; Insurance; Housing &amp; Real Estate; Electricity and Telecom Services; Education;</li> <li>3. Defective Products; Unfair Trade Practices.</li> </ol>							
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>45</td><td>15</td><td>60</td></tr> </table>	Lecture	Tutorial	Total	45	15	60	
Lecture	Tutorial	Total						
45	15	60						
<b>Text Books</b> <ol style="list-style-type: none"> <li>1. Kapoor, S. (2019). Consumer Affairs and Customer Care. Delhi: Galgotia Publishing Company.</li> <li>2. Ganesan, G., &amp; Sumathy, M. (2012). Globalisation and Consumerism: Issues and Challenges. New Delhi: Regal Publications</li> </ol>								
<b>Reference books:</b> <ol style="list-style-type: none"> <li>1. Misra, S. &amp; Chadah, S. (2012). Consumer Protection in India: Issues and Concerns. New Delhi: Indian Institute of Public Administration.</li> </ol>								
<b>E-Resources:</b> <ol style="list-style-type: none"> <li>1. <a href="https://onlinecourses.swayam2.ac.in/nou22_lw01/preview">https://onlinecourses.swayam2.ac.in/nou22_lw01/preview</a></li> </ol>								

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	2	2	0	0	1	1	1	0	1
<b>CO2</b>	2	1	0	0	1	0	1	0	1
<b>CO3</b>	2	1	0	0	1	1	1	0	1
<b>CO4</b>	2	1	0	0	0	0	1	0	1
<b>CO5</b>	2	1	0	0	0	0	1	0	1
<b>Total</b>	10	6	0	0	3	2	5	0	5

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

### MUTUAL FUND

COURSE CODE	COURSE NAME	
-------------	-------------	--

		<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
	<b>MUTUAL FUND</b>	3	0	2	0	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:0</b>	3	0	2	0	5	4

#### Course Outcome (COs):

On the successful completion of this course students would be able to

**CO1: Cog (U): Explain** the concept of consumer, consumer buying process, consumer dissatisfaction and consumer markets and their related formats.

**CO2: Cog (U): Explain** consumer rights and various standards for consumer protection in India;

**CO3: Cog (U): Discuss** the consumer protection available under various laws

**CO4: Cog (U): Summarise** the role of industry regulators in consumer protection

**CO5: Cog (U): Explain** the various issues related to consumer affairs

#### Syllabus:

Unit	Content	Hours Allotted
<b>I</b>	<b>Concept, Structure and Constituents:</b> Concept of mutual funds-Basic types of mutual funds-Advantages of mutual funds-Difference between mutual funds and bank deposits. Constituents and structure of a mutual fund-Mutual funds in the USA and elsewhere. Difference between a mutual fund and a commercial bank	<b>9+0+3</b>
<b>II</b>	<b>Various types of Mutual Fund products and portfolio:</b> Basic classification of mutual funds-Such other products similar to mutual funds. Equity portfolio - Types of risks and returns that different asset classes offer - Equity share - The value of equity shares - Three types of equity shares - Equity research- Valuation - Passive and active portfolio management - Portfolio strategies	<b>9+0+3</b>
<b>III</b>	<b>Accounting and valuation of Mutual Funds:</b> NAV and its importance - Calculating net asset value - Valuing the assets of the mutual fund - The financial statements that are prepared by the mutual fund - The accounting principles followed by the mutual funds	<b>9+0+3</b>
<b>IV</b>	<b>Prospectus and Annual Reports of Mutual Fund:</b> Meaning and importance of mutual fund prospectus - The contents of a mutual fund prospectus Shareholder expense - Investment profile - Statement of assets and liabilities - Statement of operations. Statement of changes in net assets	<b>9+0+3</b>
<b>V</b>	<b>Evaluation of performance of mutual funds:</b> Measuring fund performance - Measuring return - Measuring risk - Risk-adjusted return - Comparing fund performance with a reference - Various standardized performance systems - Limitations of performance measurement and evaluation.	<b>9+0+3</b>
	<b>Lecture</b>	<b>Tutorial</b>
	<b>45</b>	<b>15</b>
	<b>Total</b>	<b>60</b>

#### Text Books

3. Sankaran, S. (2019) *Indian Mutual Fund Handbook*. New Delhi: Vision Books.

#### Reference books:

2. NISM series V-A Mutual funds distributors certification.

#### E-Resources:

2. <https://www.ysk-books.com/en/show/book/mutual-funds-for-dummiespdf>

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
--	------------	------------	------------	------------	------------	------------	------------	------------	------------

<b>CO1</b>	1	0	1	1	1	0	1	1	1
<b>CO2</b>	2	0	1	1	0	0	0	0	0
<b>CO3</b>	2	2	2	1	0	0	0	0	1
<b>CO4</b>	2	1	1	0	0	0	0	0	0
<b>CO5</b>	2	1	1	2	0	0	1	0	1
<b>Total</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>3</b>

0 – No relation,      1 – Low relation,      2 – Medium relation,      3 – High relation

## STOCK MARKET OPERATIONS

### COURSE OUTCOMES (COs)

CO1: Cog. (U): ***Discuss*** the SEBI Guidelines for Disclosure and Investor Protection

CO2: Cog: (U) ***Analyse the*** Primary and Secondary Markets.

CO3: Cog (U) ***Explain*** the Mechanics of Stock Market Trading.

CO4: Cog (U) **Formulate different** NSE-Functioning and Trading Pattern in NSE

CO5: Cog (Und), Aff (Valuing) **Summarize** SEBI Guidelines and other Regulations Relating to Demat Trading.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>STOCK MARKET OPERATIONS</b>	4	0	0	1	5	4
<b>PREREQUISIT E</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:0	4	0	0	1	5	4

#### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	<b>INTRODUCTION</b> Salient features of SEBI Act 1992 & Securities Contract Regulation Act - SEBI Guidelines relating to the functioning of the New Issue Market - SEBI Guidelines for Disclosure and Investor Protection – Securities Contract Regulation Act (SCRA)– features and importance.	<b>12+0+0</b>						
<b>II</b>	<b>STOCK MARKET</b> Primary and Secondary Markets; Role and Functions of New Issue Market; Methods of Floatation, Pricing of Issues, Promoters Contribution, Offer Documents, Underwriting of Issues and Allotment of Shares, Appointment and Role of Merchant Bankers, Underwriters, Brokers, Registrars, Lead Managers and Bankers.	<b>12+0+0</b>						
<b>III</b>	<b>STOCK EXCHANGES</b> Meaning, Functions, Importance and Limitations; Mechanics of Stock Market Trading-Different Types of Orders, Screen Based Trading and Internet Based Trading; Settlement Procedure; Types of Brokers; Listing of Securities in Indian Stock Exchanges - classification and listing of securities.	<b>12+0+0</b>						
<b>IV</b>	<b>TRADING PATTERN IN OTCEI AND NSE</b> Meaning, Significance and Functions, Procedure of Listing and Trading on OTC; NSE-Functioning and Trading Pattern in NSE-Capital Market Segment; Security Market Indicators - Need and Importance; BSE Sensex, NSE, NIFTY and other Index Numbers.	<b>12+0+0</b>						
<b>V</b>	<b>DEMAT TRADING &amp; MUTUAL FUNDS</b> Meaning and Significance; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading; Role of Depositories and Custodial Services. Introduction, definitions, types, risks involved, performance evaluation and SEBI regulations for mutual funds.	<b>12+0+0</b>						
	<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						

#### TEXT BOOKS:

1. Sairam, A., (2017) *Securities Law & Markets Operations*, LearnTech Press.

2. Natarajan, L., (2015) *Securities Law & Markets Operations*, Margham publications.

#### REFERENCE:

1. MachiRaju, H.R., Working of Stock Exchanges in India, Wiley Eastern Ltd.; New Delhi. Web site of bseindia.com. nse-india.com.

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	1	0	1	0	0	0	1	0	1
<b>CO2</b>	1	0	0	0	0	0	0	0	0
<b>CO3</b>	0	1	0	0	0	0	0	0	0
<b>CO4</b>	0	1	0	0	0	0	1	0	0
<b>CO5</b>	0	0	1	0	0	0	0	0	0
<b>Total</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

**HUMAN RESOURCE MANAGEMENT****COURSE OUTCOMES (COs)**

Students would be able to

CO1: Cog: U, ***Explain*** the importance of human resource in an organisation



CO2: Cog: U, **Outline** know the dimensions; job analysis and job description and procedure for recruitment and selection.

CO3: Cog: U, Aff (Set) **Describe, identify** the training need, implementation, monitoring and assessment procedures of training.

CO4: Cog: U, **Understanding** the importance of performance appraisal system

CO5: Cog: U, **State** the significance of compensation for employee and grievance redressal.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>HUMAN RESOURCE MANAGEMENT</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:0</b>	4	0	0	1	5	4

## SYLLABUS

UNIT	CONTENT	Hours Allotted						
<b>I</b>	<b>HUMAN RESOURCE MANAGEMENT:</b> Introduction of HRM - meaning - Definition – Objectives – Nature – Growth and Evolution of HRM – qualities of a good HR Manager – Changing roles of a HR Manager – Problems and challenges of a HR Manager.	<b>12+0+0</b>						
<b>II</b>	<b>ACQUISITION OF HUMAN RESOURCE:</b> Human Resource Planning- Quantitative and Qualitative - dimensions; job analysis – job description and job specification; recruitment – Concept and sources; selection – Concept and process; test and interview; placement- Induction.	<b>12+0+0</b>						
<b>III</b>	<b>RECRUITMENT AND SELECTION:</b> Recruitment and selection – objectives of recruitment – sources – Internal and External Recruitment – Application blank – Testing - Interviews.	<b>12+0+0</b>						
<b>IV</b>	<b>TRAINING AND DEVELOPMENT:</b> Training and Development – Principles of training – Assessment of training needs – on the Job training methods – off the job training methods – evaluation of effectiveness of training programmes.	<b>12+0+0</b>						
<b>V</b>	<b>PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT:</b> Nature and objectives; techniques of performance appraisal; potential appraisal and employee counselling; job changes - transfers and promotions – Concept and policies of compensation - job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.	<b>12+0+0</b>						
	<table border="1"> <tr> <td>Lecture</td><td>Tutorial</td><td>Total</td></tr> <tr> <td>60Hours</td><td>0 Hours</td><td>60 Hours</td></tr> </table>	Lecture	Tutorial	Total	60Hours	0 Hours	60 Hours	
Lecture	Tutorial	Total						
60Hours	0 Hours	60 Hours						

## TEST BOOKS

1. Pravin Durai, *Human Resource Management*, Second Edition ,Pearson Publications.

## REFERENCE

1. Singh, A.K. & Duggal.B.R., *Human Resources Management*. Sunrise Publication, New Delhi.

2. Decenzo, D.A. & Robbins, S.P., “*Personnel/Human Resource Management*”, Prentice Hall of India, New Delhi.

3.C.B.Gupta, *Human Resource management* ,Sultan Chand & Sons, New Delhi.

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	1	0	0	0	0	0	0	1	1
<b>CO2</b>	1	1	1	0	0	0	0	1	0
<b>CO3</b>	1	1	1	1	0	1	0	1	0
<b>CO4</b>	1	0	0	0	0	0	0	1	0
<b>CO5</b>	1	0	0	1	0	1	0	0	0
<b>Total</b>	5	2	2	2	0	2	0	1	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

## BUSINESS ENVIRONMENT AND ETHICS

### COURSE OUTCOMES

**On the successful completion of this course students would be able to**

CO1: Cog: U, **Summarize** Factors of Business Environment and Environmental Analysis.

CO2: Cog: U, **Describe** Nature of the Economy, Structure of the Economy and Economic policies & planning the economic conditions.

CO3: Cog: U **Explain** political & Government Environment, Functions of the state and Economic Roles of the government

CO4: Cog, U: **Describe** Values concepts, types and formation and principles and concepts of managerial ethics

CO5: Cog, U: **Describe** factors influencing business ethics - Corruption in businesses.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>BUSINESS ENVIRONMENT AND ETHICS</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	<b>4:0:0</b>	4	0	0	1	5	4

### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	<b>AN OVERVIEW OF BUSINESS ENVIRONMENT</b> A glimpse of Business Environment – Business – Scope of Business – Characteristics of Business – Business goals – Business during the 21st century Knowing the environment – Factors of Business Environment – Environmental Analysis.	<b>12+0+0</b>						
<b>II</b>	<b>ECONOMIC AND POLITICAL ENVIRONMENT</b> Economic Environment – Nature of the Economy – Structure of the Economy – Economic policies & planning the economic conditions- Political & Government Environment – Functions of the state – Economic Roles of the government – Government and Legal Environment – The constitutional Environment.	<b>12+0+0</b>						
<b>III</b>	<b>LEGAL AND TECHNOLOGICAL ENVIRONMENT –MNC's:</b> Legal Environment – bases for legal system -Technological environment-Factors Governing Technological Environment Management of Technology - Patents and Trademarks--Multinational Corporation –Meaning -Merits and Demerits -Control over MNC's-MNC in India.	<b>12+0+0</b>						
<b>IV</b>	<b>CONCEPT OF BUSINESS ETHICS</b> Introduction to Business Ethics - Values concepts - Role in various types of business structures and formation - principles and concepts of managerial ethics - relevance of ethics and values in Society.	<b>12+0+0</b>						
<b>V</b>	<b>BUSINESS ETHICS IN THE WORKPLACE</b> Structure of business ethics- Small Business Ethics - Codes of Conduct - Code of Ethics - Values of Indian managers - factors influencing business ethics - Corruption in businesses.	<b>12+0+0</b>						
	<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						

#### TEXT:

1. Cherunilam, F., (2017) *Business Environment*, Himalaya Publishing House, Mumbai.

#### REFERENCE:

1. Aswathappa,K., (2016) *Essentials of Business Environment*, Himalaya Publishing House.
2. Sanjeev.R.,(2009) *Ethics & Values in Business Management*, Ane Books,.
3. U.C.Mathur, (2005) *Corporate Governance & Business Ethics*, Macmillan.
4. Velasquez, (2002) *Business Ethics,Concepts and Cases*, 5th edition ,Prentice Hall,

**Table 1: Mapping of Cos with POs**

<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	1	0	1	0	1	0	3	1	1	1	0
CO2	1	1	1	1	0	1	1	0	1	1	1
CO3	1	1	0	1	1	1	1	1	0	0	1
CO4	1	1	1	1	0	1	1	0	1	0	1
CO5	1	1	1	1	1	0	1	1	1	1	0
<b>Total</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

## FINANCIAL MANAGEMENT

### COURSE OUTCOMES

On the successful completion of this course students would be able to

CO1: Cog: U, **Explain** time value, risk, and return concepts.

CO2: Cog: Ap, **Apply** techniques for estimating the cost of capital and **understand** sources of finance.

CO3: Cog: Ap, **Construct** the management corporate leverage and capital structure.

CO4: Cog: Ap, **Identify** Working capital requirement.

CO5: Cog: U, **Apply** Long term investment decisions.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	FINANCIAL MANAGEMENT	4	0	0	1	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:0:0	4	0	0	1	5	4

### SYLLABUS

UNITS	CONTENT	Hours Allotted						
I	<b>Introduction:</b> Important functions of Financial Management – Objectives of the firm: Profit maximization vs. value maximization – Basic Concepts – Time Value of Money: Compounding and Discounting techniques- Concepts of Annuity and Perpetuity – Risk-return relationship.	12+0+0						
II	<b>Sources of Finance and Cost of Capital</b> - Different sources of finance; long term and short term sources - Cost of capital: concept, relevance of cost of capital, specific costs and weighted average cost, rationale of after tax weighted average cost of capital, marginal cost of capital	12+0+0						
III	<b>Leverage and Capital Structure Theories:</b> Leverage- Business Risk and Financial Risk – Operating and financial leverage, Trading on Equity - Capital Structure decisions – Capital structure patterns, Designing optimum capital structure, Constraints, Various capital structure theories.	12+0+0						
IV	<b>Working Capital Management</b> – Meaning and Concept of Working Capital; Operating or Working Capital Cycle – factors influencing Working capital – Cash management – receivable management	12+0+0						
V	<b>Long term investment decisions:</b> The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.	12+0+0						
	(Weightage of Marks: <b>(Problem – 80%, Theory – 20%)</b> )							
	<table border="1"> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>60</td><td>0</td><td>60</td></tr> </table>	Lecture	Tutorial	Total	60	0	60	
Lecture	Tutorial	Total						
60	0	60						

#### TEXT BOOKS:

1. Prasanna Chandra, *Financial Management*, 10 Edition, TMH, New Delhi.
2. Khan, M. K., & Jain, P. K., (2017) *Financial Management*, TMH, New Delhi.

#### REFERENCE BOOKS:

1. Sharma and Gupta, *Financial Management*, Kalyani Publishers.
2. Pandey, I. M., *Financial Management*, Vikas Publishing House Pvt., Ltd.

---

### Mapping of Cos with Pos

<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	2	1	1	0	1	0	1	0	1
CO2	2	1	0	0	1	0	1	0	1
CO3	1	1	0	0	1	0	1	0	1
CO4	1	0	1	0	0	0	0	0	1
CO5	1	0	1	0	1	0	0	0	0
<b>Total</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>4</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

## EXPORT MARKETING

### COURSE OUTCOMES

**On the successful completion of this course students would be able to**

CO1: Cog: U, **Summarize** Export Marketing and its importance

CO2: Cog: U, Describe *Features and Functions of export marketing*

CO3: Cog: U **Explain** Steps involved in export

CO4: Cog, U: **Describe** Export Policy and Promotion

CO5: Cog, U: **Describe** Institutions engaged in financing export –

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>EXPORT MARKETING</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:0	4	0	0	1	5	4

### SYLLABUS

UNIT	Content	Hours Allotted						
<b>I</b>	Introduction to Export Marketing: Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.	<b>12+0+0</b>						
<b>II</b>	Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation-Applications of Foreign Exchange Management Act	<b>12+0+0</b>						
<b>III</b>	Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents – Regulatory documents – ISO Certificate.	<b>12+0+0</b>						
<b>IV</b>	Export Policy and Promotion: EXIM Policy – Regulation of export trade - Organisations for promoting export – incentives and assistance – Export Houses – Trading Houses.	<b>12+0+0</b>						
<b>V</b>	Institutions engaged in financing export – ECGC – EXIM Bank – Organisations promoting export – Commodity Board – EPC – STC – MMTC.	<b>12+0+0</b>						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	Lecture	Tutorial	Total	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
Lecture	Tutorial	Total						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						

#### TEXT BOOK:

1. Paul,J., & Aserkar,R., (2013) *Export Import Management*, Oxford Publication.

#### REFERENCE BOOK:

1. Balagopal, T.A.S., *Export Marketing*, Himalaya Publishing House.

2. Rathor, B.S., & Rathor, *Export Marketing*, J.S.,HPH.

3. Francis Cherunilam. *International Trade and Export Management*.

4.Varma, M.M., & Aggarwal,R. K., *International Marketing Management*.

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO1	1	0	1	1	0	0	1	0	1	1	0
CO2	1	1	0	0	1	1	0	1	1	0	1
CO3	1	1	2	1	1	0	1	0	1	1	1
CO4	1	0	1	1	0	1	0	1	1	1	0
CO5	2	0	1	1	0	0	0	0	1	1	0
<b>Total</b>	<b>6</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>2</b>

### 3 – High relation



## CORPORATE CULTURE AND PRACTICES

### COURSE OUTCOMES

**On the successful completion of this course students would be able to**

CO1: Cog: U, **Summarize** corporate culture and its importance and scope -

CO2: Cog: U, **Describe** culture web, Organizational structure and rituals& routines

CO3: Cog: U **Explain** creating corporate culture

CO4: Cog, U: **Describe** typologies of corporate culture

CO5: Cog, U: **Describe** comparative cultural respective

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>CORPORATE CULTURE AND PRACTICES</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:0	4	0	0	1	5	4

### SYLLABUS

UNIT	Content	Hours Allotted
<b>I</b>	<b>INTRODUCTION</b> Meaning - Definition - importance and scope - Role of values in shaping corporate culture. Cultural variables: Individual –social -national and professional variables - Corporate mission & vision	<b>12+0+0</b>
<b>II</b>	<b>THE CULTURAL WEB</b> Organizational structure – rituals& routines - stories& symbols - Heros& power structures - control systems. Edgar Schien’ approach to organizational culture Hofstead’s findings on cross-cultural dimensions.	<b>12+0+0</b>
<b>III</b>	<b>CREATING CORPORATE CULTURE</b> Establishing values - creating vision – operationalising values and vision - socialization of employees to the corporate culture - managing cultural change: key	<b>12+0+0</b>

	elements of change - the change process – creating and sustaining corporate culture.							
<b>IV</b>	<b>TYPOLOGIES OF CORPORATE CULTURE</b> Deal & Kennedy's Corporate Tribes model - Handy's Typology: Power culture – role - Task culture - Personality culture. Reimann & Weiner's Generic Corporate culture types: Entrepreneurial – strategic - Chauvinistic and Exclusive. Amarchand & Jayaraj's model of Value oriented culture types: Growth - Person-oriented - Mixed and Weak culture.	<b>12+0+0</b>						
<b>V</b>	<b>COMPARATIVE CULTURAL PERSPECTIVES</b> American – European - Japanese and Southeast Asian styles of corporate culture. Socio-cultural features of India and their impact on Indian business.	<b>12+0+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						
<b>TEXT:</b> 1. Ulrich, Managing Corporate Culture, latest edition, Macmillan publications,								
<b>REFERENCE:</b> 1. Biswas R.K., (2010) Organisational Climate and Culture, Altar Publishing House, 2010 2. D. Amarchand & B. J. Jayaraj, (1992) Corporate Culture & Organisational Effectiveness, Global Business Press, New Delhi.								

**Table 1: Mapping of Cos with Pos**

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO1	2	0	1	1	0	0	1	1	1	1	0
CO2	1	0	1	0	1	1	0	0	0	0	1
CO3	0	1	1	1	0	0	0	0	0	0	1
CO4	1	0	1	0	1	1	1	0	1	1	1
CO5	1	0	1	0	1	0	0	1	1	1	0
<b>Total</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

## SEMESTER –VI

### INNOVATIVE ENTREPRENEURIAL DEVELOPMENT

**Course Outcome (COs):**

On the successful completion of this course students would be able to

CO1: Cog (U): *Differentiate* distinct entrepreneurial traits.

CO2: Cog (U): *Identify* the parameters to assess opportunities and constraints for new business ideas.

CO3: Cog (U): *Explain* a business idea by adopting systematic process.

CO4: Cog (U): *Estimate* strategies for successful implementation of ideas.

CO5: Cog (Ap): *Prepare* a Business Plan.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	INNOVATIVE ENTREPRENEURIAL DEVELOPMENT	4	1	0	0	5	5
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:1:0	4	1	0	0	5	5

**Syllabus:**

Unit	Content	Hours Allotted
I	<b>Introduction</b> Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship,	12+3+0

	netpreneurship, ecopreneurship, and social entrepreneurship							
<b>II</b>	<b>Entrepreneurship in India</b> Concept of business houses and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution. Women Entrepreneur in India; Initiatives of Government of India to promote entrepreneurship - Start Up India in , Stand Up India, Make in India, etc.	<b>12+3+0</b>						
<b>III</b>	<b>Entrepreneurship Ecosystem</b> Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of government, Institutions, industries/entrepreneur's associations and self-help groups, Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund.	<b>12+3+0</b>						
<b>IV</b>	<b>Sources of business ideas and tests of feasibility</b> Significance of writing the business plan/ project proposal including feasibility analysis; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.	<b>12+3+0</b>						
<b>V</b>	<b>Mobilizing Resources</b> Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.	<b>12+3+0</b>						
	Practical Exercises: The learners are required to: 1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits. 2. Analyze and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations. 3. Analyze and present the key initiatives of Government of India for promoting entrepreneurship in the country for any one business area. 4. Develop a business idea and conduct a feasibility analysis of the same. 5. Participate in Business Plan Competition-designing a business plan proposal and identifying alternative sources of raising finance for startup.							
		<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>60</td><td>15</td><td>75</td></tr> </table>	Lecture	Tutorial	Total	60	15	75
Lecture	Tutorial	Total						
60	15	75						

**Text Books:**

- Desai, V. (2019). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House
- Dollinger, M. J. (2018). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall

**Reference Books:**

- Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.
- Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.
- Yadav, V., & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India.. Journal of Entrepreneurship & Innovation, 4(5). Retrieved from

**E-Resources:**

1. <http://depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf>
2. <https://www.pdfdrive.com/entrepreneurship-development-books.html>

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO1	1	3	1	0	2	2	3	2	1	0	0
CO2	1	2	0	0	2	1	0	2	2	0	1
CO3	1	3	1	0	1	1	0	1	1	0	1
CO4	1	1	0	0	1	2	2	2	1	0	1
CO5	1	2	0	0	2	1	1	1	1	0	1
<b>Total</b>	<b>5</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>0</b>	<b>4</b>

0 – No relation, 1 – Low relation, 2 – Medium relation, 3 – High relation

**MANAGEMENT ACCOUNTING**

**COURSE OUTCOMES (Cos):**

Students would be able to

CO1: Cog (Ap): To understand the concepts of Management Accounting.

CO2: Cog (Ap): To familiarize the methods of application and techniques.

CO3: Cog (Ap): To gain knowledge in budget and budgetary controlling in Business organization.

CO4: Cog (An): To know the techniques and marginal costing.

CO5: Cog (Ap): To learn various tools and techniques in cost control like variance analysis.

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>MANAGEMENT ACCOUNTING</b>	4	1	0	0	5	5
PREREQUISITE	NIL	L	T	P	SS	H	C
<b>C:P:A</b>	4:0:1	4	1	0	0	5	5

**SYLLABUS**

UNITS	CONTENT	Hours Allotted
<b>I</b>	Management accounting- Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Financial statement analysis – Various kinds of Techniques - Comparative statement – Common size statements – Trend percentage.	<b>12+3+0</b>
<b>II</b>	Ratio Analysis – Meaning, significance advantages and limitations of Ratio analysis. Classification of accounting ratios – Basic purposes of various ratios – Liquidity, Solvency, Turnover and Profitability ratios – Computation of	<b>12+3+0</b>

	ratios.							
<b>III</b>	Concept of Budget- Budgeting Control – objectives – Merits and Limitations Budget Administration – Functional Budgets Fixed and Flexible Budget – Zero base budgeting – Programme and performance Budgeting.	<b>12+3+0</b>						
<b>IV</b>	Standard costing - Meaning Advantages and Limitations – variance analysis - Significance - Computation of variances (Material and Labour variance only) - Marginal costing – CVP analysis – Break even analysis – BEP - Managerial applications – Margin of safety – Profit planning.	<b>12+3+0</b>						
<b>V</b>	Variance Analysis And Marginal Costing – Significance – Computation of variances (Material and Labour variance only) – Marginal costing – CVP analysis – Break even analysis – BEP – Managerial applications – Margin of safety – Profit planning.	<b>12+3+0</b>						
<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>15 Hours</b></td><td><b>75 Hours</b></td></tr> </table>		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>15 Hours</b>	<b>75 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>15 Hours</b>	<b>75 Hours</b>						
<b>Text books</b> 1. Khan, M.Y., & Jain,P.K., (2017) <i>Management Accounting</i> , S Chand								
<b>Reference Books:</b> 1. Murthi, A., and Gurusamy, S., <i>Management Accounting</i> , Vijay Nicole Publications, Chennai. 2. Pillai, S. N., & Baghavathi, V., <i>Management Accounting</i> ,S.Chand& Co, Mumbai 3. Hingorani & Ramanathan , <i>Management Accounting</i> ,S.Chand& Co, New Delhi.								

### Mapping of CO's with POs

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	2	1	0	0	0	0	1	0	0
<b>CO2</b>	3	2	0	0	0	0	1	0	0
<b>CO3</b>	2	1	0	0	0	0	1	0	1
<b>CO4</b>	2	2	1	0	0	0	1	0	1
<b>CO5</b>	2	1	0	0	0	0	1	0	1
<b>Total</b>	11	7	1	0	0	0	5	0	3
<b>Scaled</b>	3	2	1	0	0	0	1	0	1

0 – No relation

1- Low relation

2- Medium relation

3–High relation

## INDUSTRIAL LAW

### COURSE OUTCOMES

**On the successful completion of this course students would be able to**

CO1: Cog: U, **Summarize** Health ,Safety , Welfare and special provisions for women and young children under Factories Act 1948

CO2: Cog: U, **Describe** Strikes and lock outs, Layoff - Retrenchment – Closure - Special provisions under industrial dispute Act 1947

CO3: Cog: U **Explain** Rules , Defenses available to employers Amount of compensation under workmen compensation Act 1923

CO4: Cog, U: **Describe** Payment of gratuity ,Compulsory insurance and protection of gratuity , EPF schemes and fund payment of gratuity Act and miscellaneous provision Act

CO5: Cog, U: **Describe** registration of trade union ,cancellation of registration and function under Trade Union Act 1926

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	INDUSTRIAL LAWS	4	0	0	1	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:0:0	4	0	0	1	5	4

### SYLLABUS

UNIT	Content	Hours
------	---------	-------

		<b>Allotted</b>						
<b>I</b>	<b>THE FACTORIES ACT, 1948</b> Definitions – Health – Safety – Welfare – Working hours – special provisions for women and young children - Annual leave with wages – Penalties.	<b>12+0+0</b>						
<b>II</b>	<b>THE INDUSTRIAL DISPUTES ACT, 1947</b> Industrial dispute - Objectives - Definitions - Strikes and lock outs - Layoff - Retrenchment – Closure - Special provisions - Unfair labour practices – Dispute settlement Machineries – Introduction to Standing Orders .	<b>12+0+0</b>						
<b>III</b>	<b>THE WORKMEN’S COMPENSATION ACT, 1923</b> Workman’s Compensation – scope - Defenses available to employers before passing of the Act – Rules - Defenses available to employers – Amount of compensation – Occupational diseases	<b>12+0+0</b>						
<b>IV</b>	<b>THE PAYMENT OF GRATUITY ACT, 1972 &amp; THE EPF &amp; MISCELLANEOUS PROVISIONS ACT, 1952</b> Gratuity - Scope - Definitions - Payment of gratuity - Compulsory insurance and protection of gratuity - Determination and evaluation of gratuity - Obligation and rights of employee and employer - Penalties. Definitions – EPF schemes – fund – Employees Deposit Linked Insurance Scheme – Administration of schemes – inspectors.	<b>12+0+0</b>						
<b>V</b>	<b>THE TRADE UNIONS ACT, 1926</b> Definitions – registration of trade union – cancellation of registration – Functions – rights and privileges – dissolution.	<b>12+0+0</b>						
	<table> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						
<b>TEXT BOOK:</b> 1. Kapoor N.D., (2015) <i>A handbook on Industrial Laws</i> , Sultan Chand & Sons, New Delhi, 2015								
<b>REFERENCE BOOK:</b> 1. Sumeet Malik, (2008) <i>Industrial Laws</i> , Eastern Book Company, Lucknow,. 2. Sinha P.R.N., SinhaInduBala & Priyadarshini,S.S., (2012) <i>Industrial Relations, Trade Unions and Labour Legislation</i> , PHI,								

### Mapping of CO's with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	2	3	0	0	0	1	1	0	1
<b>CO2</b>	3	2	0	0	0	1	0	0	1
<b>CO3</b>	3	2	0	0	0	0	1	0	1
<b>CO4</b>	2	3	0	0	0	0	0	0	1
<b>CO5</b>	3	2	0	0	0	0	1	0	1
<b>Total</b>	13	12	0	0	0	2	3	0	5
<b>Scaled</b>	3	3	0	0	0	1	1	0	1

0 – No relation

1- Low relation

2- Medium relation 3 – High relation



## CORPORATE SOCIAL RESPONSIBILITY

### COURSE OUTCOMES (COs)

CO1: Cog: U, Understand the concept of accounting and *Prepare* Journal and ledger

CO2: Cog: Ap, *Prepare* bank reconciliation statement and to *identify* and rectify errors.

CO3: Cog: Ap, *Calculate* depreciation on fixed assets

CO4: Cog: An: *Compare and contrast and solve* single entry to double entry system.

CO5: Cog: Ap, *Acquire* theoretical knowledge on accounting and preparation of final accounting

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	<b>CORPORATE SOCIAL RESPONSIBILITY</b>	4	0	0	1	5	4
<b>PREREQUISITE</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>C:P:A</b>	4:0:1	4	0	0	1	5	4

### SYLLABUS

UNIT	Content	Hours Allotted
<b>I</b>	<b>Social Responsibility:</b> corporate social responsibility – meaning, definition and scope of CSR – evolution of CSR – CSR, sustainability, public private partnerships, corporations’ role in climate change, supply	<b>12+0+0</b>

	chain responsibility, stakeholder engagement, cause and social marketing, environmental responsibility, socially responsible investing, sustainability reporting, transparency and human rights; CSR as economic development and CSR in cultural context.							
<b>II</b>	<b>Stakeholders and Perspectives</b> – interest groups related to CSR – tools of CSR-business benefits of CSR.	<b>12+0+0</b>						
<b>III</b>	<b>Designing a CSR policy</b> – factors influencing CSR policy – managing CSR in an organisation – role of hr professionals in CSR – global recognitions of CSR- ISO 14000 - SA 8000 - AA 1000 - codes formulated by UN global compact – UNDP, global reporting initiative.	<b>12+0+0</b>						
<b>IV</b>	<b>Implementing CSR</b> – CSR in the marketplace – CSR in the workplace – CSR in the community – CSR in the ecological environment – case studies: Lifebuoy soaps’ Swasthya Chetna, ITC’S E-choupal venture, Titan industries limited, TATA power; tools for communicating CSR (skill building): social media, films and reports and developing strategic partnerships	<b>12+0+0</b>						
<b>V</b>	<b>CSR in India:</b> an overview of CSR rules under companies Act,2013 legal provisions and specifications on CSR – TCCI (TATA council for community initiatives), TATA model on CSR – national CSR hub, TISS Mumbai – success and failure with CSR initiatives – CSR awards in India – role of social workers in CSR	<b>12+0+0</b>						
	<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>60 Hours</b></td><td><b>0 Hours</b></td><td><b>60 Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>	
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>60 Hours</b>	<b>0 Hours</b>	<b>60 Hours</b>						

#### TEXT BOOKS:

1. Kamal Garg,C, A., (2019) *Corporate Social Responsibility*, Bharat’s Publications.
2. Benn & Bolton, ( 2011) *Key concepts in corporate social responsibility*, Sage Publications Ltd, Australia

#### REFERENCE

1. Bradshaw, T. & D. Vogel, (1981) *Corporations and their critics: Issues and answers to the problems of corporate social responsibility*. McGraw Hill Book Company New York.

**Table 1: Mapping of Cos with POs**

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO1	1	0	1	0	1	0	3	1	1	1	0
CO2	1	1	1	1	0	1	1	0	1	1	1
CO3	1	1	0	1	1	1	1	1	0	0	1
CO4	1	1	1	1	0	1	1	0	1	0	1
CO5	1	1	1	1	1	0	1	1	1	1	0
<b>Total</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

## INTERNATIONAL BUSINESS

COURSE CODE	COURSE NAME						
		L	T	P	SS	H	C
	INTERNATIONAL BUSINESS	4	0	0	1	5	4
PREREQUISITE	NIL	L	T	P	SS	H	C
C:P:A	4:0:0	4	0	0	1	5	4

### Course Outcome (COs):

After completion of the course, learners will be able to

**CO1: Cog (U): Describe** the mode of entry into the international businesses.

**CO2: Cog (U): Explain** the theoretical dimensions of international trade and concept of Balance of payment account and its components.

**CO3: Cog (U): Explain** the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank

**CO4: Cog (U): Summarise** the international financial environment, and basic features of the foreign exchange market – its characteristics and determinants

**CO5: Cog (U): Discuss** the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

### Syllabus:

Unit	Content	Hours Allotted
I	<b>Introduction to International Business</b> International Business: Meaning Nature Scope and Importance of International Business. International business contrasted with domestic businesses – complexities of international business; Internationalization stages and orientations; Modes of entry into International businesses.	12+0+0
II	<b>International Trade</b> Theories of International trade - Absolute advantage theory, Comparative advantage theory, The Heckscher–Ohlin theory of trade, New trade theory; Tariff and Non-Tariff Barriers. BOP- Balance of payment account and its components.	12+0+0
III	<b>Regional Economic Integration &amp; Cooperation</b> Forms of regional integration; Integration efforts amongst countries in Europe, North America and Asia: EU, NAFTA and SAARC; Cost and benefits of regional economic integration. International Economic Organisations: WTO, UNCTAD, World Bank, and IMF.	12+0+0
IV	<b>International Financial Environment</b> Foreign exchange rate meaning and nature, Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float; Foreign exchange risk and exposure. Spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward markets, forward rate, long and short forward positions, forwards premium and discount; Arbitrage, Hedging and Speculation.	12+0+0
V	<b>Foreign Direct Investment</b> FDI – Reason for FDI, Modes of FDI, Types of FDI - Greenfield investment, Brownfield investments, Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI. FDI in India.	12+0+0
	<b>Practical Exercises:</b> The learners are required to:	

	<ol style="list-style-type: none"><li>1. Identify entry modes of various companies into international business and carry out SWOT analysis for each company.</li><li>2. Analyse various regional economic integrations and their impact on Indian business environment.</li><li>3. Collect data to assess trends in foreign direct investment flows in India and draw a comparative with other emerging economies.</li></ol>				
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>60</b>	<b>-</b>	<b>60</b>	
<b>Text Books</b>					
<ol style="list-style-type: none"><li>1. Daniels, J. D., Radenbaugh, L. H., Sullivan, D. P., &amp; Salwan, P. (2016). <i>International Business</i>. London: Pearson Education.</li><li>2. Bennett, R. (2012). <i>International Business</i>. London: Pearson Education.</li><li>3. Menipaz, E., &amp; Menipaz A. (2011). <i>International Business: Theory and Practice</i>. New Delhi. Sage Publications India Pvt. Ltd.</li></ol>					
<b>Reference books:</b>					
<ol style="list-style-type: none"><li>1. Charles, W. L. H., &amp; Jain, A. K. (2008). <i>International Business</i>, New York: McGraw Hill Education.</li><li>2. Czinkota, M. R., Ronkainen, I. A., &amp; Moffett, M. H. (1998). <i>International Business</i>. Nashville: South-western Publishing Group.</li><li>3. Griffin, R. W., &amp; Pustay, M. W. (2002). <i>International Business-A Managerial Perspective</i>. New Jersey: Prentice Hall.</li></ol>					
<b>E-Resources:</b>					
<ol style="list-style-type: none"><li>1. <a href="https://open.umn.edu/opentextbooks/textbooks/72">https://open.umn.edu/opentextbooks/textbooks/72</a></li><li>2. <a href="https://nptel.ac.in/courses/110107145">https://nptel.ac.in/courses/110107145</a></li></ol>					

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO1</b>	3	2	0	0	0	0	0	0	0	0	1
<b>CO2</b>	3	2	0	0	0	0	0	0	0	0	1
<b>CO3</b>	3	2	0	0	0	0	0	0	0	0	1
<b>CO4</b>	3	2	0	0	0	0	0	0	0	0	1
<b>CO5</b>	3	2	0	2	0	0	0	0	0	0	1
<b>Total</b>	<b>15</b>	10	0	2	<b>0</b>	0	<b>0</b>	0	<b>0</b>	<b>0</b>	<b>5</b>

0 – No relation,

1 – Low relation,

2 – Medium relation,

3 – High relation



**=-Minor Courses:**

\*\*\* Minor Course- Carries Extra Credit – not mandatory

**CYBER LAWS****COURSE OUTCOMES (Cos):**

Students would be able to

CO1: Cog(U): **Discuss** the Category and types of Cyber Crimes

CO2: Cog(U): **Explain** the Provisions relate to Cyber Law under IT Act 2000

SEMESTER IV					
COURSE CODE	COURSE NAME	Category			
		L	T	P	C
	<b>CYBER LAWS</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>
<b>PREREQUISITE S</b>	NIL	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>1:0:0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>

**SYLLABUS**

UNIT	CONTENT				Hours Allotted
<b>I</b>	Cyber Regulations – Cybercrimes – categories – person, property, Government – types – stalking, harassment, threats, security & privacy issues				<b>8</b>
<b>II</b>	Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC				<b>7</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>15 Hours</b>	<b>-</b>	<b>15Hours</b>	
<b>Text Book</b> 1. IT Act 2000, 2. Rohas Nagpal, IPR & Cyberspace, Latest Edition. Indian Perspective.					

**UGC Guidelines for B.Com Corporate Secretaryship Curriculum 2020-21**

Curriculum Structure for B.Com Corporate Secretaryship (Full time) Degree Programme offered by PMIST

Category	As per UGC Credits	PMIST adoption %	PMIST Credit	Deviation	Number of Courses
<b>Part – I</b>	12	3.90	6	-6	2
<b>Part – II</b>	8	3.90	6	-2	2
<b>Core</b>	60	55.19	67	+7	15
<b>SEC</b>	16	6.49	20	+4	4
<b>DSE</b>	24	12.98	16	-8	4
<b>GE</b>	12	5.84	9	-3	3
<b>IPT</b>	-	2.60	4	+4	1
<b>UMAN</b>	-	2.60	4	+4	4
<b>Project</b>	-	3.90	6	+6	1
<b>Field Visit</b>	-	1.30	2	+2	1

<b>Extension Activity</b>	-	1.30	2	+2	1
<b>Total</b>	<b>132</b>	<b>100</b>	<b>142</b>	<b>10</b>	<b>38</b>

#### **Summary of the Credits and Hours**

<b>Semester</b>	<b>Total Credits</b>	<b>Total Hours / Week</b>	<b>No. of courses</b>
I	24	30	7
II	23	30	7
III	23	30	6
IV	25	30	6
V	25	30	6
VI	22	30	6
<b>Total</b>	<b>142</b>	<b>180</b>	<b>38</b>

#### **The salient features of this curriculum are as follows.**

1. For B.Com Computer Applications programme 142 credits is mandatory. In addition to 142 credits, students can register extra credit courses choosing from MOOC. In our Institution, we are exactly following with the UGC Norms [*Audit Courses-UMAN: Students to be able to register for Courses outside the prescribed range of Credits for audit only, when interested to supplement their knowledge/skills; Optional for students to appear/pass in Continuous Internal Assessment (CIA), End Semester Examination (ESE) of these courses and/or seek their inclusion in the Grade cards or Transcripts issued .*]
2. The average load per semester is about 30 credits.
3. The group project has 6 credits in the 6<sup>th</sup> semester to each member of the group.
4. The credit distribution is followed as per the guidelines given by UGC

**Note:** Apart from academic workload, the following academic sessions must be included in the timetable to maintain 30 hours / week. Swatch Bharat – 1, Academic mentor-1 hour, Library – 1 hour , Soft skill – 1 hour and Placement Training- 1