B. Com. Information Technology

Syllabus

AFFILIATED COLLEGES

Program Code:2AJ

2020 – 2021 onwards

BHARATHIAR UNIVERSITY

(A State University, Accredited with "A" Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking: Times -801-1000,Shanghai -901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The **B.COM IT** program describes the accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Students will be able to understand the concepts of Commerce.
PEO2	Programme aims to develop comprehensive professional skills which are required for Commerce graduates.
PEO3	Students will acquire necessary skills to work in computerized accounting regime
PEO4	Students will be able to get trained in relevant computerized accounting packages
PEO5	Students can do commerce with necessary IT Skills towards research and consequence of this, they can become Professors in Colleges or become highly valued Industrial Experts in Digital Accounting

Program Specific Outcomes (PSOs)	
After the successful completion of B.COM IT program, the students are expected to	
PSO1	To replicate the concepts, principles and theories in the field of Commerce, Accounting, Finance, Law and Taxation with necessary IT Skills which promote the growth of their professional career and entrepreneurship.
PSO2	To infuse skills relating to computerized accounting packages to enable students in better career placements.
PSO3	Nurture the students in intellectual, personal, interpersonal and social skills with a focus on relevant professional career particularly, to maximize professional growth.
PSO4	Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
PSO5	Strengthen the students to become expert in the field of Information technology with ethical consciousness.

Program Outcomes (POs)	
On successful completion of the B.COM IT program	
PO1	Develop a broad range of knowledge in the computerized accounting field based on various accounting concepts and practices
PO2	Build a strong foundation in the areas of accounting, banking, tax, programming and computerized accounting packages
PO3	Nurture the students in intellectual, personal, interpersonal and societal skills with a focus on relevant professional career to maximize professional growth.
PO4	Empower students with necessary programming and computer skills for better and advanced career opportunities aiming with focus on accounting and for all Commercial activities
PO5	Train and develop students in information technology sector with great orientation on ethical aspects, security system and quality.

BHARATHIAR UNIVERSITY : : COIMBATORE 641 046

Bachelor of Commerce (Information Technology) Curriculum (Affiliated Colleges)

(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Language-I	4	6	-	25	75	100
	English-I	4	6	-	25	75	100
	Core I – Principles of Accounting	4	4	-	25	75	100
	Core II – Information Technology	4	4	-	25	75	100
	Allied Paper I : Business Mathematics	4	4	-	25	75	100
	Core IV -Computer Applications: MS Office :Practical-I	2	4	-	-	-	-
	Environmental Studies #	2	2	-	-	50	50
TOTAL		**24**	**30**		**125**	**425**	**550**
SECOND SEMESTER							
	Language-II	4	6	-	25	75	100
	English-II	4	6	-	25	75	100
	Core III – Financial Accounting	4	7	-	25	75	100
	Core IV – Computer Applications: Tally	4	4	-	25	75	100
	Allied Paper II : Statistics for Business	4	5	-	25	75	100
	Value Education – Human Rights #	2	2	-	-	50	50
Total		**24**	**30**		**125**	**425**	**550**
THIRD SEMESTER							
	Core V– Higher Financial Accounting	4	5	-	25	75	100
	Core VI – Data Base Management System	4	5	-	25	75	100
	Core VII – Programming with C++	4	6	-	25	75	100
	Allied : III - Managerial Economics	4	5	-	25	75	100
	Core XI : Computer Applications: C++	-	4	-	-	-	-
	Skill based Subject-1 : Marketing Management	3	3	-	20	55	75
	Tamil @ /Advanced Tamil	**2**		-	50		50

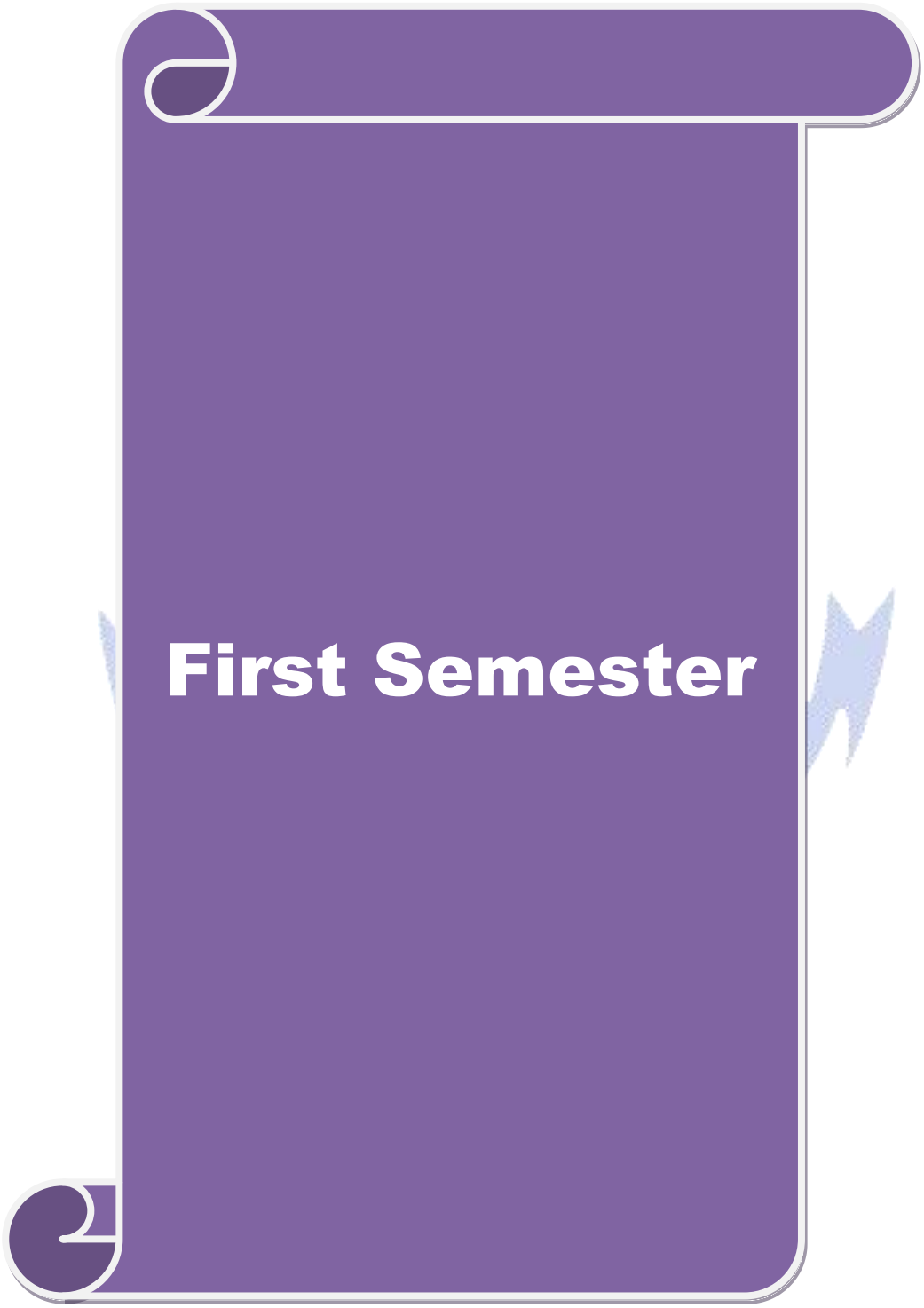
	# (OR) Non-major Elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #		2				
Total		**21**	**30**				**525**
FOURTH SEMESTER							
	Core VIII– Corporate Accountings	4	6	-	25	75	100
	Core IX – Networking Management	3	4	-	20	55	75
	Core X – Software Development in VB	4	4	-	25	75	100
	Core XI–Computer Applications: Visual Basic - Practical II	4	4	-	40	60	100
	Core XII- Banking Theory	3	3	-	20	55	75
	Allied : IV - Principles of Management	4	4	-	25	75	100
	Skill based Subject-2 :: E-Business	3	3	-	20	55	75
	Tamil/Advanced Tamil(OR) Non-major elective -II :General Awareness #	2	2	-	50		50
Total		**27**	**30**	**-**			**675**
FIFTH SEMESTER							
	Core XIII – Software Engineering	4	6	-	25	75	100
	Core XIV – Management Accounting	4	4	-	25	75	100
	Core XV– Technology Management	4	5	-	25	75	100
	Core XVI – Principles of Web Designing	4	4	-	25	75	100
	Core XIX**:** Computer:WebDesigning	-	4	-	-	-	-
	Elective –I:	4	4	-	25	75	100
	Skill based Subject- 3 : Brand Management	3	3		20	55	75
Total		**23**	**30**		**145**	**430**	**575**
SIXTH SEMESTER							
	Core XVII – Management Information System	4	6		25	75	100
	Core XVIII - Java Programming	4	5		25	75	100
	Core XIX - Computer	4	4		40	60	100

	:JavaScript						
	Elective –II:	4	6		25	75	100
	Elective –III:	4	6		25	75	100
	Skill based Subject- 4 : Supply Chain Management	3	3		20	55	75
	Extension Activities @	2	-		-	-	50
TOTAL		**25**	**30**		**160**	**415**	**625**
GRAND TOTAL		**140**	**180**				**3500**
Online courses will be implemented from next academic year							

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively. @ No University Examinations. Only Continuous Internal Assessment (CIA)

\# No Continuous Internal Assessment (CIA).Only UniversityExaminations.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Cost Accounting
	B	**Business Finance**
	C	**Entrepreneurial Development**
Elective – II	A	Financial Management
	B	Financial Markets
	C	Investment Management
Elective - III	A	Income Tax and Law Practice
	B	Banking Law & Practice
	C	Project Work


First Semester

Course code	11T	TITLE OF THE COURSE	L	T	P	C
Core/Elective/Supportive		PART - I TAMIL – PAPER -1	3			3
Pre-requisite			Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

ஆளுமை மேம்பாடு மற்றும் மொழித்திறனை வளர்த்தல் தன்னம்பிக்கையைத் தூண்டுதல்

Expected Course Outcomes:

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

1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல்.	K2, K3
3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச்சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்	K3
4	தற்கால இலக்கியங்களான புதுக்கவிதை> சிறுகதை தோன்றி வளர்ந்த பின்புலத்தையறிதல். மொழியைப் பிழையின்றி பேச எழுத கற்கத்தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல்	K1, K3
5	நடைமுறை வாழ்வியலுக்குத் தேவைப்படும், ஆங்கிலக் கடிதத்தை தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல்.	K2, K3

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

Unit:1	செய்யுள்	20 -- hours

1. பாரதியார் : எங்கள் தாய்
2. பாரதிதாசன் : தமிழின் இனிமை
3. கண்ணதாசன் : ஒரு கந்தல் துணியின் கதை
4. சிற்பி பாலசுப்பிரமணியம் : ஓடு.ஓடு.சங்கிலி …..
5. தமிழ்ஒளி : வருங்கால மனிதன் வருக!
6. வைரமுத்து : இது வித்தியமான தாலாட்டு

Unit:2	செய்யுள்	20 -- hours

1. பச்சியப்பன் : காலம் பிரசவித்த மற்றொரு காலம்
2. பழநி பாரதி : காடு
3. தேவயாணி : இயற்கைக்குத் திரும்புவோம்
4.. செல்வகுமாரி : இலக்கியத்தில் பெண்கள்

5. அறிவுமதி : ஹைக்கூக் கவிதைகள் 6. நாட்டுப்புறப்பாடல்கள் : தாலாட்டு, தொழிற் பாடல்கள்		
Unit:3	**சிறுகதை**	**20-- hours**
தேர்ந்தெடுக்கப்பட்ட சிறுகதைகள்- நியூ செஞ்சுரி புக் ஹவுஸ் வெளியீடு, சென்னை. அலைபேசி எண்.9047571857		
Unit:4	**இலக்கிய வரலாறு**	**10 - hours**
1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. ஹைக்கூக் கவிதைகள் 3. பாரதி, பாரதிதாசன் இலக்கியப் பணி 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்		
Unit:5	**இலக்கணம்**	**20 -- hours**
1. வல்லினம் மிகுமிடம் 2. வல்லினம் மிகாவிடம் 3. தொடரில் வழுஉச் சொற்களை நீக்கி எழுதுதல் 4. ஒருமை பன்மை மயக்கம் நீக்கி எழுதுதல் 5. **மொழிபெயர்ப்புப் பகுதி –** ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல் பொதுப்பகுதி , அலுவலகப்பகுதி		
Course Designed By: **முனைவர் ஆர்.நிர்மலா தேவி**		

Mapping with Programme Outcomes

CO s	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	M	S	M	M	M
CO3	M	M	S	S	M
CO 4	S	M	M	S	S
CO 5	M	S	S	M	M

S-Strong; M-Medium; L-Low

First Semester – Paper I

Course: French 1

Course Code:

Credits: 4

Hours: 90

Course Objectives:

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly

Course Outcomes:

S.No	**Course Outcome**	Blooms Level
CO1	Comprehend basic vocabulary	K1
CO2	Understand basic syntax and grammar patterns	K2
CO3	Converse slowly in known situations	K3
CO4	Translate small basic sentences	K4

Syllabus:

Part 1 - French 1	
Unit No.	**Topics**
1	Etape 0
	Etape 1 (Lecons 1 - 3)
2	Etape 2 (Lecons 1 - 3)
3	Etape 3 - Leçons 1 - 2
4	Etape 3 – Leçon 3
	Etape 4 – Leçon 1
5	Etape 4 – Leçons 2 - 3
Etapes 0 to 4, Pages 11 to 62	

Text Book Prescribed: Adomania 1 – Methode de francais

Authors: Céline Himber, Corina Brillant, Sophie Erlich

Publisher: HACHETTE FLE

Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1

Author: Yves Loiseau, Régine Merieux

Publisher: French and European Publications Inc

Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM : https://swayam.gov.in/nd2_cec19_lg04/preview

by Prof. Nirupama Rastogi (Retd) English and Foreign Languages University, Hyderabad

Course code	12E	PART II – ENGLISH-I	L	T	P	C
PART II ENGLISH		COMMUNICATIVE ENGLISH	4	-	-	4
Pre-requisite		Basic knowledge of English language	Syllabus Version		2020-2021	

Course Objectives:

The main objective of this course is to:

1. Enable the students to communicate effectively and appropriate in day-today conversations.

Expected Course Outcomes:

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

1	To understand basic language skills through listening and reading	K1
2	To understand basic English grammar and use effectively	K2, K3
3	To enhance word power to speak and write effectively	K3
4	To improve flawless writing and speaking in day to day situations	K4
5	To communicate effectively	K5

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

Unit:1	-	20hours

1. Listening and Speaking - Introducing self and others -Listening for specific information Pronunciation (without phonetic symbols) -Essentials of pronunciation - American andBritish pronunciation
2. Reading and Writing -Reading short articles – newspaper reports / fact based articles i. Skimming and scanning ii. Diction and tone - iii. Identifying topic sentences Reading aloud: Reading an article/report - Journal (Diary) Writing
3. Study Skills - 1
   a. Using dictionaries, encyclopaedias, thesaurus
4. Grammar in Context: Naming and Describing • Nouns & Pronouns •Adjectives

Unit:2	-	20hours

1. LISTENING AND SPEAKING –
a. Listening with a Purpose -b. Effective Listening
c. Tonal Variation d. Listening for Information e. Asking for Information f. Giving Information and Writing 1. a. Strategies of Reading: Skimming and Scanning b. Types of Reading: Extensive and Intensive Reading c. Reading a prose passage d. Reading a poem e. Reading a short story
2.Paragraphs: Structure and Types
a. What is a Paragraph? b. Paragraph structure c. Topic Sentence
d. Unity e. Coherence f. Connections between Ideas: Using Transitional words and expressions g. Types of Paragraphs
3. Study Skills II:
Using the Internet as a Resource a. Online search b. Know the keyword of India c. Refine your search d. Guidelines for using the Resources e. e-learning resources of Government f. Terms to know
4. Grammar in Context Involving Action-I a. Verbs b. Concord

Unit:3		15hours

1. Listening and Speaking -Giving and following instructions -Asking for and giving directions -Continuing discussions with connecting
ideas
2. Reading and writing -Reading feature articles (from newspapers and magazines) -Reading to identify point of view and perspective (opinion pieces, editorials etc.) -Descriptive writing – writing a short descriptive essay of two to three paragraphs.
3. Grammar in Context:-Involving Action :Verbals - Gerund, Participle, Infinitive • Modals

Unit:4	-	16 hours

1. Listening and Speaking- a. Giving and responding toopinions
2. Reading and writing a. Note taking b. Narrative writing – writing narrative essays of two tothree paragraphs
3. Grammar in Context: Tense • Present •Past • Future

Unit:5		18 hours

1. Listening and Speaking
a. Participating in a Group Discussion
2. Reading and writing -
Reading diagrammatic information - interpretations maps, graphs and
pie charts - Writing short essays using the
language of comparison and
contrast
3.Grammar in Context:
Voice (showing therelationship between Tense and Voice)

Unit:6	**Contemporary Issues**	**2 hours**
	Total Lecture hours	**75hours**

Text Book(s)	
COMMUNICATIVE ENGLISH –TANSCHE	
Reference Books	
1	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_hs14/preview
Course Designed By:	

COS	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	S	L	M	M	L	L	M	S	M
CO 2	L	S	S	S	M	M	M	M	L	M
CO 3	M	S	S	M	S	S	M	L	M	M
CO 4	M	M	S	S	S	S	S	L	M	S
CO 5	S	S	M	S	S	S	S	L	S	M

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core -1		Principles of Accounting	4	-	-	4
Pre-requisite		Basic knowledge in accountancy	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To enable the students to learn basic Principles of Accountancy.
2. To make the students skillfully to prepare and present the final accounts of sole trader.
3. To learn about various types of errors and depreciation in accounts.
4. To understand about bank reconciliation statement and accounting for professionals
5. To provide knowledge about consignment and joint ventures

Expected Course Outcomes:

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

1	Recall Accounting Concepts and Conventions and use Accounting rules to record business transactions in Journal, Ledger and prepare Trial Balance.	K1
2	Understanding the preparation Subsidiary Journals including Three Column Cash book and prepare a Bank Reconciliation Statement.	K2
3	Applying different type of expenditure & incomes and reserves and provisions.	K3
4	Understanding the conceptual skills to prepare and present the financial statements of a business with knowledge of depreciation.	K2
5	Remembering the bank reconciliation statement and accounting for professionals	K1

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance– Preparation of bank reconciliation statement – Errors and their rectification.

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Apportionment of capital and revenue expenditure – Significance and methods of Inventory valuation – Final accounts of sole trader with adjustments

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Bill of exchange- Accommodation bills – Average due date – Account current

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Accounting for consignments and Joint ventures

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours

Accounts of nonprofit organizations-receipts and payments and income and expenditure

accounts and balance sheet; accounts of professionals		
Note: Problems : Theory 80:20		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy
2	T.S.Grewal – Introduction to Accountancy- S.Chand& Company Ltd.,
3	R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand& sons
Reference Books	
1	K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers
2	A.Murthy -Financial Accounting – Margham Publishers
3	A.Mukherjee, M.Hanif – Modern Accountancy. Vol.1- Tata McGraw Hill Companie
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	M	S	S	M
CO3	S	M	M	S	M
CO4	S	S	S	S	M
CO5	S	M	L	M	L

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 2		Information technology	4	-	-	4
Pre-requisite		Basic knowledge in IT	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand the importance of managing information in the modern era
2. To provide insight about various forms of computing and application development
3. To provide knowledge about various communication technologies
4. To introduce various IT based applications among students
5. To acquaint students with IT related trends and ethical constraints of information technology

Expected Course Outcomes:

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

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

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Introduction: Managing in Information Age. Evolution of IT Management – Types of Information Systems – Internet Based Business Systems – Value Chain Reconstruction for EBusiness – IT Management Challenges and issues – Critical success Factors for IT Managers.

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Hardware Software And Communication: Computing Hierarchy – Input – Output Technologies – Hardware Issues – System Architecture – Operating Systems – Network Operating Systems – Grid Computing – Mobile Computing – Ubiquitous Computing – Application Programming – Managing Application Development – Data Resources – Managing Data Resources – Problem of Change and Recovery.

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Communication Technology: Communication Technology – WWW – Intranets – Extranets – Voice Networks Data Communication Networks – Last Mile – Wireless System – Web Hosting – Application Service Providers.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

IT Applications: Enterprise Resource Planning – Enterprise System – Expert System – Decision Support System – Neural Networks – Executive Information System – Customer Relationship Management System – Supply Chain Management Systems – Knowledge Management – Data

Warehousing – Data Mining – Virtual Reality – E-Business and Alternatives. E-Business Expectations and Customer Satisfaction.		
Unit:5	**Title of the Unit (Capitalize each Word)**	**8-- hours**
IT Management: IT Strategy Statements – Planning Models for IT Managers Legislation and Industry Trends. Independent Operations – Headquarters Driver – Intellectual Synergy – Integrated Global IT – IT investment – Estimating Returns – IT Value Equation – Pricing Frame work – Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality - Ethical Issues – Chief Information Officer.		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	Garroll W. FrenzelJohne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004. 2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
Reference Books	
1	Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping withProgram outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	M	S	S
CO2	S	M	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	M	S
CO5	S	S	S	S	S

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

BUSINESS MATHEMATICS

Objectives
To make the students learn the basic mathematics used for the business purposes

Unit - I

Profit and Loss - Cost Price, Selling Price, 8 Marked price, Loss, Trade discount and Cash discount, Commission, Brokerage, Problems on these topics

Unit - II

Interest - Concept of present value, Simple 12 Interest, Compound interest, Amount at the end of period, Equated Monthly Installment (EMI) by reducing and flat interest system, problems.

Unit - III

Shares - Concept of share, Stock Exchange, 4 Face value, Market Value, Dividend, Equity shares, Preference shares, Bonus shares, Examples.

Unit - IV

Matrices and Determinants (up to order 14 3 only) - Definition of a Matrix, Types of Matrix, Finding inverse of a matrix by Adjoint method. Solution of a system of linear equations having unique solution and involving not more than three variables problems.

Unit - V

Linear Programming Problems - Graph of 10 linear equation, Graph of linear inequality, Formulation of LPP, Solution by Graphical method, Problems relating to two variables
Recommended Books

Books for Reference:

1. Business Mathematics - V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics - Bari
3. Problems in Operation Research - P. K. Gupta and Man Mohan
4. Qualitative Methods and Operation Research - G. Gopikuttan (Himalaya Publishing House)

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 4		Computer Applications: MS OFFICE PRACTICAL 1	-	-	-	2
Pre-requisite		Basic knowledge in Computer	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To familiarize with working in MS-WORD
2. To understand the working in MS-EXCEL
3. To understand the working in MS- POWERPOINT

Expected Course Outcomes:

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

1	Recall various techniques of working in MS-WORD	K1
2	Creating appropriate personal bio data	K6
3	Analyzing financial data using EXCEL tools	K3
4	Understanding various tools used in MS-EXCEL	K2
5	Creating presentations for seminars and lectures using animations	K6

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

Unit:1	MS-WORD	20-- hours

1.Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, inserting pages and page numbers, Find and Replace.

2. Prepare an invitation for the college function using Text boxes and clip parts.

3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.

4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.

5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.

6. Prepare Bio-Data by using Wizard/ Templates.

Unit:2	MS-EXCEL	20-- hours

1.Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.

3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.

4. Prepare a statement of Bank customer's account showing simple and compound interest

calculations for 10 different customers using mathematical and logical functions. 5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, and Decline.		
Unit:3	**MS POWERPOINT**	**20-- hours**
1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode. 2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart. 3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode. 4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically. 6. Design presentation slides for the Seminar/Lecture Presentation using animation		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	
2	
3	

Reference Books	
1	
2	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	

Course Designed By:

Mapping with programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

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

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES

FOR UNDER GRADUATE COURSES OF ALL BRANCHES

OF HIGHER EDUCATION

SYLLABUS

Unit 1 : Multidisciplinary nature of environmental studies

Definition, scope and importance

(2 lectures)

Need for public awareness.

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

a) Forest resources : Use and over-exploitation, deforestation, case studies.

Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources : Use and over-utilization of surface and ground water,

floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources : Use and exploitation, environmental effects of extracting

and using mineral resources, case studies.

d) Food resources : World food problems, changes caused by agriculture and

overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water

logging, salinity, case studies.

e) Energy resources : Growing energy needs, renewable and non renewable

energy sources, use of alternate energy sources. Case studies.

f) Land resources : Land as a resource, land degradation, man induced

landslides, soil erosion and desertification.

• Role of an individual in conservation of natural resources.

• Equitable use of resoureces for sustainable lifestyles.

Unit 3 : Ecosystems

• Concept of an ecosystem.

Structure and function of an ecosystem.

• Producers, consumers and decomposers.

• Energy flow in the ecosystem.

• Ecological succession.

• Food chains, food webs and ecological pyramids.

• Introduction, types, characteristic features, structure and function of the

following ecosystem :-

a. Forest ecosystem

b. Grassland ecosystem

c. Desert ecosystem

d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4 : Biodiversity and its conservation

• Introduction – Definition : genetic, species and ecosystem diversity.

• Biogeographical classification of India

• Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic

and option values

• Biodiversity at global, National and local levels.

• Inida as a mega-diversity nation

• Hot-sports of biodiversity.

• Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.

• Endangered and endemic species of India

• Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution

Definition

• Cause, effects and control measures of :-

a. Air pollution

b. Water pollution

c. Soil pollution

d. Marine pollution

e. Noise pollution

f. Thermal pollution

g. Nuclear hazards

• Solid waste Management : Causes, effects and control measures of urban and

industrial wastes.

• Role of an individual in prevention of pollution.

• Pollution case studies.

• Diaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment

• From Unsustainable to Sustainable development

• Urban problems related to energy

• Water conservation, rain water harvesting, watershed management

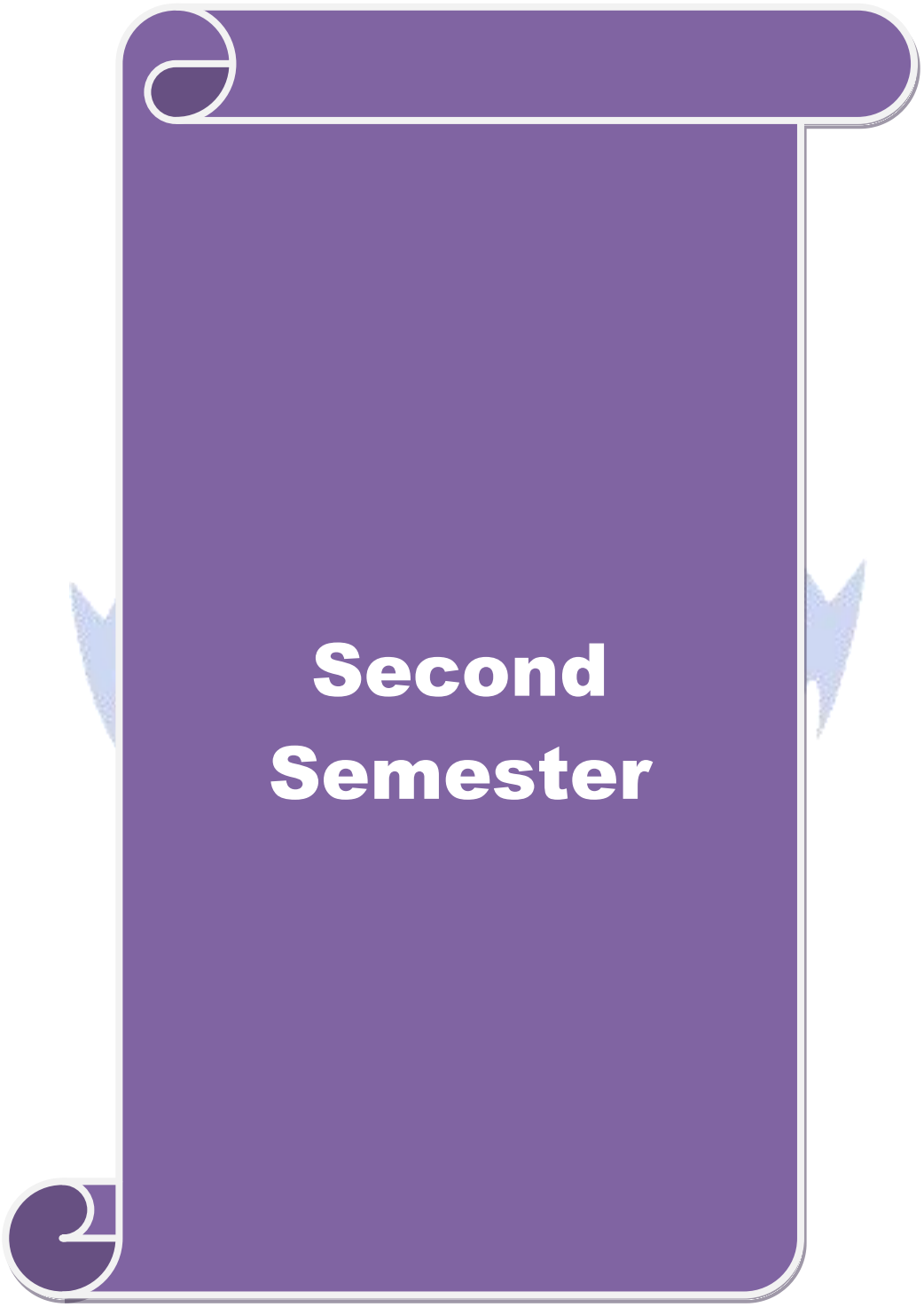
• Resettlement and rahabilitation of people; its problems and concerns. Case

Studies

• Environmental ethics : Issues and possible solutions.
• Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
• Wasteland reclamation.
• Consumerism and waste products.
• Environment Protection Act.
• Air (Prevention and Control of Pollution) Act.
• Water (Prevention and control of Pollution) Act
• Wildlife Protection Act
• Forest Conservation Act
• Issues involved in enforcement of environmental legislation.
• Public awareness.

Unit 7 : Human Population and the Environment
• Population growth, variation among nations.
• Population explosion – Family Welfare Programme.
• Environment and human health.
• Human Rights.
• Value Education.
• HIV/AIDS.
• Women and Child Welfare.
• Role of Information Technology in Environment and human health.
• Case Studies.

Unit 8 : Field work
• Visit to a local area to document environmental assetsriver/ forest/grassland/hill/mountain
• Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
• Study of common plants, insects, birds.
• Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)


Second
Semester

Course code	21T	TITLE OF THE COURSE	L	T	P	C
Core/Elective/Supportive		PART - I TAMIL – PAPER - II	3	-	-	3
Pre-requisite			Syllabus Version		2020 - 21	

Course Objectives:

The main objectives of this course are to:

மானுட விழுமியங்களைப் போற்றி ஆன்மிகச் சிந்தனையை வளர்த்தல்

Expected Course Outcomes:

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

1	அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றுத் தருதல்	K1,K2
2	பக்தியிலக்கியங்கள் வழி பக்திநெறிகளை உணர்த்துதல்.	K2
3	தமிழில் உரைநடை இலக்கியப் படைப்பாளர்களின் சிந்தனைகளை எடுத்துரைத்தல்.	K3
4	பிழையின்றி எழுத இலக்கணங்களைக் கற்றுத் தருதல்	K1,K3
5	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தமிழ்ப்பணியை அறிதல்	K2,K3

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

Unit:1	செய்யுள்	20 -- hours

1. திருக்குறள் –
    1. இனியவை கூறல்
    2. உழவு
    3. குறிப்பறிதல் (காமத்துப்பால்)
2. நாலடியார் – சுற்றந்தழால்
3. நான்மணிக்கடிகை - 10 பாடல்கள் (11, 13, 29, 48, 66, 83, 85, 94, 100, 105)

Unit:2	செய்யுள்	20 -- hours

1. தமிழ் விடு தூது : முதல் 25 கண்ணிகள்
2. நாச்சியார் திருமொழி : வாரணமாயிரம் எனத் தொடங்கும் 11 பாடல்கள்
3. மாணிக்கவாசகர் : திருவம்மானை
4. சித்தர் பாடல்கள்
5. காளமேகப்புலவர் பாடல்கள்

Unit:3	உரைநடை	20 -- hours

1. கலைகள் : உ.வே. சாமிநாத ஐயர்
2. தமிழர் பண்பாடு : டாக்டர் சோ.நா.கந்தசாமி

3. இணையத்தமிழ் வளர்ச்சி : முனைவர் ப.அர.நக்கீரன் 4. திருக்குறள் நெறியில் அறிவாண்மை : திருப்பெருந்திரு சாந்தலிங்க இராமசாமி அடிகளார் 5. கொங்கு நாட்டார் தமிழ்ப்பணி: காப்பியப் புலவர்கள் : முனைவர் இரா.கா. மாணிக்கம்.		
Unit:4	இலக்கணம்	**15 -- hours**
1. வினா விடை வகைகள் (அறு வகை வினா, எண் வகை விடை) 2. ஆகுபெயர் விளக்கம் - பயன்பாடு வகைகள் 10		
Unit:5	இலக்கிய வரலாறு	**15 -- hours**
1. பதினெண் கீழ்க்கணக்கு நூல்கள் 2. உரைநடையின் தோற்றமும் வளர்ச்சியும் பயிற்சிக்குரியன: விண்ணப்பங்கள் - மடல்கள் எழுதச் செய்தல்		
Course Designed By: **முனைவர் ஆர்.நிர்மலா தேவி**		

Mapping with Programme Outcomes

CO s	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	M
CO3	S	M	S	S	M
CO4	S	M	M	S	S
CO5	M	S	S	M	M

S-Strong; M-Medium; L-Low

Pedagogy

- Lecture, PPT, Assignment, Group Discussion, Seminar

Blooms Taxonomy Based Assessment Pattern

Components of CIA Marks

Tests (I & II)	Assignment / Seminar / Subject Viva	Model Examination	Total
10	**5**	**10**	**25**

Models and End Semester Examination

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory	10 X 01=10	

K2	B	Either/ or	05 X 05=25	75
K3	C	Either/ or	05 X 08=40	

வினாத்தாள் அமைப்பு

காலம்: 3 மணிநேரம் மொத்த மதிப்பெண்கள் : 75

பகுதி 1 தமிழ் தாள் – II

பிரிவு (அ) (10 X1 =10)

சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.

பிரிவு (ஆ) (5 X 5 = 25)

செய்யுள் திரட்டு -- 2 வினாக்கள்
உரைநடை .. 2 வினாக்கள்
அலகு - 4 -- 1 வினா

பிரிவு (இ) (5 X 8 = 40)

கட்டுரை வடிவில் விடை எழுதுக.

செய்யுள் - 2 வினாக்கள்
உரைநடை - 1 வினா
இலக்கிய வரலாறு - 1 வினா
விண்ணப்பங்கள் - மடல்கள் - 1 வினா

குறிப்பு : ஆ - இ பிரிவுகளில் வினாக்கள் "இது அல்லது அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைய வேண்டும்.

Second Semester – Paper 2

Course: French 2

Course Code:

Credits: 4

Hours: 90

Course Objectives:

To understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type

Course Outcomes:

S.No	**Course Outcome**	Blooms Level
CO1	Comprehend day to day conversations	K1
CO2	Understand basic culture and literature of France	K2
CO3	Converse confidently in known situations	K3
CO4	Translate small paragraphs of known context	K4

Syllabus:

Part 1 - French 2	
Unit No.	**Topics**
1	Etape 5 (Lecons 1 - 3)
2	Etape 6 (Lecons 1 - 3)
3	Etape 7 - Leçons 1 - 2
4	Etape 7 – Leçon 3
	Etape 8 – Leçon 1
5	Etape 8 – Leçons 2 - 3
Etapes 5 to 8, Pages 63 -114	

Text Book Prescribed: Adomania 1 – Methode de francais

Authors: Céline Himber, Corina Brillant, Sophie Erlich

Publisher: HACHETTE FLE

Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1

Author: Yves Loiseau, Régine Merieux

Publisher: French and European Publications Inc

Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM : https://swayam.gov.in/nd2_cec19_lg04/preview

by Prof. Nirupama Rastogi (Retd) English and Foreign Languages University, Hyderabad

Course code	22E	PART II – ENGLISH-II	L	T	P	C
Part II English II		COMMUNICATIVE ENGLISH	4	-	-	4
Pre-requisite		BASIC INTELLIGENCE ON WRITING	Syllabu s Version		2020-2021	

Course Objectives:

The main objective of this course is to:

1. To train the students to develop the communication skills and inculcate language skills.

Expected Course Outcomes:

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

1	Understand basic grammar and enrich word power and language skill	K1, K2
2	Enhance the writing skill of the students to write flawlessly	K3
3	Write paragraphs, emails, letters, opinion pieces and dramatic scripts	K4
4	Enhance understanding various formal and informal, written and oral communications and respond to them	K5
5	Generate the own writing.	K6

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

Unit:1		**18hours**

1. Listening and Speaking
a. Listening and responding to complaints (formal situation) b. Listening to problems and offering solutions (informal)
2. Reading and writing
a. Reading aloud (brief motivational anecdotes) b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
a. Synonyms & Antonyms
4. Grammar in Context
a. Adverbs b. Prepositions

Unit:2		**20hours**

1. Listening and Speaking
a. Listening to famous speeches and poems b. Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech
2. Reading and Writing
a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic) b. Reading poetry b.i. Reading aloud: (Intonation and Voice Modulation) b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power
a. Idioms & Phrases

4. Grammar in Context a. Conjunctions and Interjections		
Unit:3		**18hours**
1. Listening and Speaking a. Listening to Ted talks b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds c. Interactions during and after the presentations 2. Reading and writing a. Writing emails of complaint b. Reading aloud famous speeches 3. Word Power a. One Word Substitution 4. Grammar in Context a. Sentence Patterns		
Unit:4		**16hours**
1. Listening and Speaking a. Participating in a meeting: face to face and online b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks. 2. Reading and Writing a. Reading visual texts – advertisements b. Preparing first drafts of short assignments 3. Word Power a. Denotation and Connotation 4. Grammar in Context: a. Sentence Types		
Unit:5		**18 hours**
1. Listening and Speaking a. Informal interview for feature writing b. Listening and responding to questions at a formal interview 2. Reading and Writing a. Writing letters of application b. Readers' Theatre (Script Reading) c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing) 3. Word Power a. Collocation 4. Grammar in Context a. Working with Clauses		
	Total Lecture hours	**90hours**

Text Book(s)	
1	COMMUNICATIVE ENGLISH –TANSCHE
Reference Books	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.coursera.org/specializations/academic-english
2	https://inhomelandsecurity.com/writing-thinking-intelligence-analysts/

COS	**PO 1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO 1	S	S	L	M	M	L	L	M	S	M
CO 2	L	S	S	S	M	M	M	M	L	M
CO 3	M	S	S	M	S	S	M	L	M	M
CO 4	M	M	S	S	S	S	S	L	M	S
CO 5	S	S	M	S	S	S	S	L	S	M

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 3		Financial accounting	4	-	-	4
Pre-requisite		Basic knowledge in accounting	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To explore various methods of calculating and recording depreciation
2. To provide understanding about royalties and investment accounts
3. To offer an idea about single entry system of accounts
4. To promote knowledge about department and branch accounting
5. To facilitate knowledge about hire purchase and installment system of accounting

Expected Course Outcomes:

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

1	Remembering various methods of depreciation accounting in the books of accounts	K1
2	Understanding the various techniques of royalties and investment accounts	K2
3	Summarizing single entry method of account keeping	K2
4	Remembering about the accounting practices of departments and branches	K1
5	Understanding books of accounts relating to Hire purchase and installment system	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	23-- hours

Accounting for Depreciation –need for and significance of depreciation, methods of providing depreciation- Reserves and Provision.

Unit:2	Title of the Unit (Capitalize each Word)	20-- hours

Self-Balancing Ledgers-meaning and advantages-Accounting aspects-transfers-investment accounts

Unit:3	Title of the Unit (Capitalize each Word)	20-- hours

Single Entry system-meaning and features-Statement of affairs method and Conversion method

Unit:4	Title of the Unit (Capitalize each Word)	20-- hours

Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches

Unit:5	Title of the Unit (Capitalize each Word)	20-- hours

Hire purchase and instalment systems including Hire Purchasing Trading account- Goods on sale or Return

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars - webinars

	Total Lecture hours	**105-- hours**
Text Book(s)		
1	Advanced Accountancy - R.L.Gupta&M.Radhasamy	
2	Advanced Accountancy - S.P.Jain&K.L.Narang	
Reference Books		
1	Advanced Accountancy - M.C.Shukla&T.S.Grewal	
2	Finanacial Accounting - T.S.Reddy&A.Murthy	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping with programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	M	S	S	M
CO3	S	M	M	S	M
CO4	S	S	S	S	M
CO5	S	M	L	M	L

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 4		Computer Applications: Tally	4	-	-	4
Pre-requisite		Basic knowledge in Computer	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To provide practical knowledge in working with MS- ACCESS
2. To understand the basics of working in Tally accounting package
3. To provide insights about the usefulness of internet in business purpose

Expected Course Outcomes:

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

1	Understanding the basics of working in MS-ACCESS using various tools	K2
2	Remembering the format personal bio data using MS ACCESS tools	K1
3	Understanding the usage of computerized packages for business transactions	K2
4	Applying the techniques of inventory management using Computer packages	K3
5	Understanding the usage of internet for business purposes and communications	K2

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

Unit:1	MS-ACCESS	30-- hours

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

Unit:2	TALLY	30-- hours

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.
5. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com
6. Visit your University and college websites and collect the relevant data

	Total Lecture hours	**60-- hours**
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping with Programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

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

2.1. BUSINESS STATISTICS

Objective
To make the students aware of the statistical analysis techniques used.

Unit - I

Population and Samples - Definition of Statistics, scope of statistics in Industry, Economics, Management Sciences and Social Sciences, Population, Sample SRSWR, SRSWOR, Stratified Sampling (description of Sampling Procedures only)

Unit -II

Data Condenssion and Representation Raw data Attributes Variables, Classification, and frequency curve and give curves, Diagrams - Bar and Sub divided diagram, Pie chart.

Unit - III

Measurers of Central Tendency A. M. Combined mean of two groups, Properties (Statements only), Median and Mode.

Unit -IV

Measures of Dispersion - Absolute and 10 relative measures of dispersion, Range, Coeff. of range Variance, S. D., Combined SD for two groups only, C. V.

Unit - V

Correlation and Regression - Correlation, types of correlation, Scatter diagram, Correlation Coefficient, regression, lines of regression (Statements only)

Books for Reference:

1. Statistical Methods - S. P. Gupta
2. Fundamentals of Statistics - S. C. Gupta and V. K. Kapoor.
3. Statistics (Theory Methods and Applications) - Sancheti and Kapoor.
4. Quantitive Techniques in Business - Dr. A. B. Rao

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Value Education – Human Rights

(2 hours per week)

(FOR THE UNDER GRADUATE STUDENTS OF AFFILIATED COLLEGES

WITH EFFECT FROM 2008-2009)

UNIT – I : Concept of Human Values, Value Education Towards Personal Development

Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.

Personal Development :
Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.

Character Formation Towards Positive Personality:
Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

UNIT – II : Value Education Towards National and Global Development

National and International Values:
Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values - Pity and probity, self control, universal brotherhood.

Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious Values - Tolerance, wisdom, character.

Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.

National Integration and international understanding.

UNIT – III : Impact of Global Development on Ethics and Values

Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise.

Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparision and competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV : Theraupatic Measures

Control of the mind through

a. Simplified physical exercise
b. Meditation – Objectives, types, effect on body, mind and soul
c. Yoga – Objectives, Types, Asanas
d. Activities:
   (i) Moralisation of Desires
   (ii) Neutralisation of Anger
   (iii) Eradication of Worries
   (iv) Benefits of Blessings

UNIT; V : Human Rights

1. Concept of Human Rights – Indian and International Perspectives
   a. Evolution of Human Rights
   b. Definitions under Indian and International documents

2. Broad classification of Human Rights and Relevant Constitutional Provisions.
   a. Right to Life, Liberty and Dignity
   b. Right to Equality
   c. Right against Exploitation
   d. Cultural and Educational Rights
   e. Economic Rights
   f. Political Rights
   g. Social Rights

3. Human Rights of Women and Children
   a. Social Practice and Constitutional Safeguards
      (i) Female Foeticide and Infanticide
      (ii) Physical assault and harassment
      (iii) Domestic violence
      (iv) Conditions of Working Women

4. Institutions for Implementation
   a. Human Rights Commission
   b. Judiciary

5. Violations and Redressel
   a. Violation by State
   b. Violation by Individuals
   c. Nuclear Weapons and terrorism
   d. Safeguards.

Third Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 5		Higher financial accounting	4	-	-	4
Pre-requisite		Basic knowledge in accounting	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To provide insight about maintaining partnership accounts
2. To promote understanding about the insolvency regime
3. To offer understanding about insurance claim settlement
4. To facilitate knowledge about royalties and voyage accounts
5. To promote knowledge about insolvency accounts

Expected Course Outcomes:

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

1	Understand the procedures for maintaining partnership accounts	K2
2	Remembering the books of accounts at the time of insolvency	K1
3	Comparing various insurance settlement and claim procedures	K2
4	Applying the procedures for royalty and voyage accounts	K4
5	Summarizing the concepts of insolvency accounts of individuals and firms	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Partnership Accounts – Division of fixed and fluctuating capitals – past adjustments-guarantee of profits – admission and retirements – death of partner.

Unit:2	Title of the Unit (Capitalize each Word)	15-- hours

Insolvency of partner – Rule in garner Vs Murray – piecemeal distribution

Unit:3	Title of the Unit (Capitalize each Word)	15-- hours

Insurance claims – claims for loss of stock and loss of profits.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Royalties -Voyage accounts

Unit:5	Title of the Unit (Capitalize each Word)	13-- hours

Insolvency Accounts – Statement of affairs and deficiency accounts – Insolvency of individuals and partnership

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	**75-- hours**
Text Book(s)		
1	S.P. Jain & K.L. Narang, "Advanced Accounting", Kalyani Publications, NewDelhi.	
2	Reddy & Murthy, "Financial Accounting", MarghamPublicatuions, Chennai, 2004.	
3	Dr. M. A. Arulanandam, Dr. K.S. Raman, "Advanced Accountancy Part-I", Himalaya Publication, New Delhi.	
Reference Books		
1	Gupta R.L. &RadhaswamyM.,"Corporate Accounts ", Theory Method and Application - 13th Revised Edition 2006, Sultan Chand & Co., New Delhi .	
2	Shukla M.C., Grewal T.S. & Gupta S.L., "Advanced Accountancy", S. Chand & Co., NewDelhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
Course Designed By:		

Mapping with programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	M
CO2	S	S	M	S	L
CO3	S	S	S	S	M
CO4	S	M	M	S	M
CO5	S	S	M	S	M

Course code		TITLE OF THE COURSE	L	T	P	C
Core – 6		Database Management System	4	-	-	4
Pre-requisite		Basic knowledge on DBMS	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand various kinds of database systems
2. To analyse various models of relational data base systems
3. To provide knowledge about various SQL specialities and calculus
4. To provide knowledge about data base design and normalization
5. To provide insights about transaction management

Expected Course Outcomes:

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

1	Recalling various concepts relating to data base management systems	K1
2	Analyze various models of relational data base systems	K4
3	Understanding SQL specialties and calculus	K2
4	Applying various database designs and normalization procedure	K3
5	Understanding the prospects of transaction management	K2

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

Unit:1	INTRODUCTION TO DBMS	15 hours

An overview of Database Management – Introduction – Definition of Database System – Data Independence – Relational Systems-Database System Architecture –Three Levels of the Architecture – Database Administrator – Client Server Architecture – Distributed Processing**.**

Unit:2	TYPES OF APPROACHES	15 hours

An Introduction To Relational Database – Introduction – Relational Model – Relations And Relvars – Optimization – Transactions – An Introduction to SQL – Domains, Relations and Base Relvars

Unit:3		15-- hours

Relational Algebra – Introduction – Syntax – Semantics – Examples – Additional Operators – Relational Calculus – Introduction – Tuple Calculus – Example –Calculus Vs Algebra-DomainCalculus – SQL Specialties

Unit:4		15 hours

Database Design – Functional Dependencies – Introduction – Basic Definitions – Normalization

– First, Second, Third Normal Forms – BOYCE/CODD Normal Form.		
Unit:5		**13 hours**
Transaction Management – Recovery – Introduction – Transaction-Transaction Recovery – System Recovery – Media Recovery – Concurrency – Three Concurrency Problem – Locking – Deadlock – Serializability.		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75-- hours**

Text Book(s)	
1	An Introduction to Database Systems – C.J.Date – Addision – Wesley Publications – SeventhEdition 2000.
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
3	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	M	M	S	M	S
CO5	S	S	M	S	M

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 7		Programming with C++	4	-	-	4
Pre-requisite		Basic knowledge in programming	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand about object-oriented languages and their applications
2. To introduce basic concepts of C++ language
3. To provide knowledge about various conversions
4. To provide insights about various inheritance system
5. To understand about files and exception handling

Expected Course Outcomes:

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

1	Recalling various concepts relating to languages and applications	K1
2	Understanding various concepts of C++ languages	K2
3	Applying various conversions	K3
4	Analyzing different types of inheritance system	K4
5	Understanding working bout files and exception handling	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Object oriented programming: Software Evolution – OOP paradigm – Concepts, benefits, Object Oriented Languages and Applications

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Introduction to the Basic concepts of C++ language – Tokens, Keywords, Identifiers, Data types, variables, manipulators – Expression and control structures – Functions: main functions –functions prototyping – Call by Reference – Function overloading – friend and inline functions

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Classes and object – Constructors and Destructors – Operator overloading – Type conversions

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Inheritance – Single Inheritance – Multiple Inheritance – Hierarchical, Hybrid Inheritance – polymorphism – pointers – virtual functions – console I/O operations.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Files – Classes for file stream Operations – opening, closing and processing files – End of fileDetection – File pointers – Updating a file – Error Handling during file Operations – Commandline Arguments – Templates – Exception Handling.

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**

Text Book(s)	
1	"Object oriented Programming in C++" – Robert Lafore, Galgotia, 1994
2	C++ -The Complete Reference: Herbert Schilt,3rd Edition, Tata McGraw Hill, Pub–Ltd,1999
3	
Reference Books	
1	"Let us C++" – YeswantKanetkar – BPB Publications, 1999
2	Programming with C++ - John R.Hubbard – Schaum's outline series, 1996
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	M	S
CO2	M	S	S	S	M
CO3	S	M	M	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	M

Skill Based Subject-1 **: 3.5.** MARKETING MANAGEMENT

Objective
To make the students understands about the 'Product Mix' and other marketing concepts

Unit - I

Evaluation of marketing –Modern views on marketing –concepts- product concept –selling concepts-marketing concept-societal concepts- market planning process- marketing objective-marketing strategy-functions of marketing management

Unit - II

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

Unit - III

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

Unit - IV

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

Unit - V

Promotional decision – promotional mix –advertising – meaning and role of advertising – management of advertising – personal selling – importance – status of personal selling in India-management of sales force – sales promotion – sales promotion objective- major decision in sales promotion at dealers and at dealers and at customers level.

Books for Reference:

01. Marketing management - C.B.Mamoria and Sathish mamoria
02. Principles and practice of marketing in India - C.M.Mamoria and R.L.Joshi
03. An introduction to marketing - D.Amarchand and B.Varadharajan
04. Marketing – A Management Introduction - J.C.Gandhi
05. Marketing Management – analysis, planning -Philip Kotler and control

பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்

பகுதி – IV : தமிழ்த் தாள் - 1 - முன்றாம் பருவம்

இளங்கலை 2012-13 கல்வி ஆண்டுமுதல் சேர்வோர்க்குரியது

(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது

1. தமிழ் மொழியின் அடிப்படைக் கூறுகள்.
   எழுத்துகள் : முதலெழுத்துகள் (உயிர் எழுத்து, மெய் எழுத்து, உயிர்மெய் எழுத்து)
   சொற்கள் : வகைகள் (பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்)
   தொடர் : தொடரமைப்பு (எழுவாய், செயப்படுபொருள், பயனிலை)
2. குறிப்பு எழுதுதல் : பத்துப் பதினைந்து தொடர்களில் குறிப்பு வரைதல்
   பிழைநீக்கி எழுதுதல் : (ஒற்றுப்பிழை, எழுத்துப்பிழை)

2012-2013 கல்வியாண்டு முதல் பயில்பவர்களுக்குப் பின்வரும் வினாத்தாள் அமைப்பு பின்பற்றப்பட வேண்டும்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1.	வகுப்புத் தேர்வு-1	**10**
2.	வகுப்புத் தேர்வு-2	**10**
3.	மாதிரித் தேர்வு	**10**
4	பயிற்சிக் கட்டுரை	**10**
5	வாய்மொழித் தேர்வு	**10**
	மொத்த மதிப்பெண்கள்	**50**

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

BHARATHIAR UNIVERSITY : COIMBATORE

SYLLABUS FOR

"YOGA FOR HUMAN EXCELLENCE"

FOR PART – IV IN THIRD SEMESTER OF UNDERGRADUATE CANDIDATES

WITH EFFECT FROM 2008-09

IN CBCS PATTERN

Unit I - Yoga and Physical Health

1.1 Physical Structure – Three bodies – Five limitations

1.2 Simplified Physical Exercises – Hand Exercises -Leg Exercises – Breathing Exercises – Eye Exercises – Kapalapathi

1.3 Maharasanas 1-2 – Massages – Acu-puncture – Relaxation

1.4 Yogasanas – [redacted] – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

Unit II - Art of Nurturing the life force and Mind

2.1 Maintaining the youthfulness – Postponing the ageing process

2.2 Sex and Spirituality - Significance of sexual vital fluid – Married life – Chastity

2.3 Ten stages of Mind

2.4 Mental frequency – Methods for concentration

Unit III - Sublimation

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

Unit IV – Human Resources Development

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3. Greatness of Friendship

4.4 Individual Peace and World Peace

Unit V – Law of Nature

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five fold Culture

Annexure – 1-D
SCAA Dt. 21-5-2009

BHARATHIAR UNIVERSITY : COIMBATORE

SYLLABUS FOR

"Women's Rights

FOR PART – IV IN THIRD SEMESTER OF UNDERGRADUATE CANDIDATES
WITH EFFECT FROM 2008-09
IN CBCS PATTERN

UNIT I

Laws, Legal Systems and Change

Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.

UNIT II

Politics of land and gender in India

Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women's Claims to Land – Right to Property - Case Studies.

UNIT III

Women's Rights: Access to Justice

Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.

UNIT IV

Women's Rights

Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961

UNIT V

Special Women Welfare Laws

Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecedent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

References

1. Nitya Rao "Good Women do not Inherit Land" Social Science Press and Orient Blackswan 2008
2. International Solidarity Network "Knowing Our Rights" An imprint of Kali for Women 2006
3. P.D.Kaushik "Women Rights" Bookwell Publication 2007
4. Aruna Goal "Violence Protective Measures for Women Development and Empowerment" Deep and Deep Publications Pvt 2004
5. Monica Chawla "Gender Justice" Deep and Deep Publications Pvt Ltd.2006
6. Preeti Mishra "Domestic Violence Against Women" Deep and Deep Publications Pvt 2007
7. ClairM.Renzetti, Jeffrey L.Edleson, Raquel Kennedy Bergen, Source Book on "Violence Against Women" Sage Publications 2001

NON-MAJOR ELECTIVE
CONSTITUTION OF INDIA

UNIT I

Making of Constitution - Constituent Assembly - Dr.Rajendra Prasath - Dr.B.R.Ambedkar - Salient features - Fundamental Rights.

UNIT II

Union Executive - President of India - Vice-President - Prime Minister - Cabinet - Functions

UNIT III

Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers

UNIT IV

Union Judiciary - Supreme Court - Functions - Rule of law

UNIT V

State - Executive - Legislature - Judiciary

Books for Reference:

1. Agharwal.R.C. - National Moment and Constitutional Development - New Delhi, 1977
2. Chapra B.R., Constitution of India, New Delhi, 1970
3. Rao B.V., Modern Indian Constitution, Hyderabad, 1975.
4. Nani Palkhivala - Constitution of India, New Delhi, 1970
5. Krishna Iyer, V.R., Law and Justice, New Delhi, 2009

Fourth Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 8		Corporate Accountings	4	-	-	4
Pre-requisite		Basic knowledge in company accounts	Syllabus Version			

Course Objectives:

1. To understand the concepts of company accounts
2. To analyze various situations of redemption of shares and debentures
3. To understand the process of determining managerial remuneration
4. To evaluate the books of accounts during amalgamation and external reconstruction
5. To analyze various methods of valuation of goodwill and procedure of liquidation

Expected Course Outcomes:

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

1	Recalling various methods of preparing company accounts	K1
2	Analyze the redemptions of shares and debentures	K4
3	Applying different methods of calculating managerial remuneration	K3
4	Analyse the books of accounts during amalgamation and reconstruction	K4
5	Applying valuation of goodwill and preparing accounts during liquidation	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Books of Accounts and statutory books – issue of shares and debentures – forfeiture and re-issue of share – surrender of share – right issue – under writing.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Redemption of preference shares and debentures – acquisition of business – profits prior to corporation

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Preparation and presentation of final accounts of joint stock companies as per company law requirements – Determination of managerial remuneration

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Reduction and reorganization of share capital – Amalgamation, absorption and re-construction (excludingintercompany holdings).

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Valuation of shares and goodwill – liquidation of companies

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars - webinars

	Total Lecture hours	**90-- hours**

Text Book(s)	
1	Shukla&Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)
2	Gupta, R.L &Radhawsamy, M: Advanced Accounting, (S. Chand, N.Delhi, 2002)
3	Arulanandam& Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)
4	Jain &Narang: Advanced Accounting, (Kalyani Publ., N.Delhi, 2005)
Reference Books	
1	Hanif& Mukherjee : Corporate Accounting, (Tata McGraw-Hill,New Delhi,2006)
2	Maheshwari&Maheshwari: Advanced Accountancy, (Vikash Publ., N.Delhi, 2000)
3	Basu& Das: Practice in Accountancy, (Rabindra Library, Kolkata, 2003)
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	M	M	S
CO3	M	M	S	S	S
CO4	S	S	S	M	M
CO5	M	M	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 9		Networking management	3	-	-	3
Pre-requisite			Syllabus Version			

Course Objectives:

1. To understand various trends in data communication
2. To provide knowledge about the fundamentals of data communications
3. To offer insight about networking
4. To analyze different kind of network
5. To provide knowledge about efficient network management

Expected Course Outcomes:

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

1	Recalling various trends in data communication	K1
2	Understanding the fundamentals of communication	K2
3	Applying different kinds of networking techniques	K3
4	Analysing different kinds of networks	K4
5	Understanding and managing a network system	K1

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

Unit:1	Title of the Unit (Capitalize each Word)	8-- hours

Data Communication Concepts and Applications: Introduction to Data Communications, Components of Data Communications, Trends in Computer Communications and Networking, Network Applications.

Unit:2	Title of the Unit (Capitalize each Word)	9-- hours

Fundamentals of Data Communications and Networking: Physical Layer: Architectures, Devices and Circuits, and Data Transmission., Data Link Layer: Media Access Control, Error Control in Networks.

Unit:3	Title of the Unit (Capitalize each Word)	8-- hours

Networking: Network Layer: Network Protocols, Network Addressing and Routing. Local Area Network (LAN): LAN Components, Ethernet, Token Ring ,Selecting a LAN, Improving LAN Performance

Unit:4	Title of the Unit (Capitalize each Word)	7-- hours

Back Bone Networks: Backbone Network Components, Fast Ethernet, FDDI.Metropolitan Area Network (MAN) & Wide Area Network (WAN): Dialed Circuit Services, Dedicated Circuit Services, Circuit-switched and Packet-switched Services, Improving MAN &WAN Performance.

Unit:5	Title of the Unit (Capitalize each Word)	11-- hours

Network Management: Design of Business Networks, Network Management, and Network,

Security.		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**45-- hours**

Text Book(s)	
1	Jerry, FitzGerald and Alan, Dennis (2002). Business Data Communications & Networking. John Wiley & Sons
2	Tanenbaum, A. S. (2004). Computer Networks. Pearson Education.
Reference Books	
1	David A Stamper (2003). Business Data Communications. Addison Wesley.
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
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Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	M	S	M	S	S
CO2	S	S	S	S	S
CO3	S	M	S	M	S
CO4	M	S	M	S	M
CO5	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 10		Software development in VB	4	-	-	4
Pre-requisite		Basic knowledge in Visual basic	Syllabus Version			

Course Objectives:

1. To conceptualize the working of visual basic
2. To provide knowledge about various variables used in visual basic
3. To provide knowledge about various controls in visual basic
4. To provide insights about menu editor
5. To provide information about DDE properties

Expected Course Outcomes:

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

1	Recall working in visual basics	K1
2	Comparing various kind of variables in visual basics	K2
3	Applying control in visual basic	K3
4	Analyzing using menu editor	K4
5	Applying various DDE properties	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Introduction to Visual Basic: Integrated Development Environment (IDE) features – VB editor – customizing the IDE – Anatomy of a form – working with form properties – Introducing form events & form methods.

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Variables in Visual Basic: Declaring Variables – Data types – Null Value, Error Value, Empty Value – The Scope of a variable – Module Level Variables – Constants – Creating your own Constants – Scope of a Constant – Converting Data Types – Arrays – Declaring Arrays – Fixed Size Arrays – Dynamic Arrays – Preserve Keyword – RDMIM. Writing code in Visual Basic: The Anatomy of a Procedure – Subroutine and functions – Language Constructs : For.. Next, The While Loop, Select case;; End Select, Exit statement, With Structure.

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Selecting & Using controls : Introducing to Standard controls – command buttons – Text boxes – Labels – Option buttons – Check boxes – Frame controls – List boxes – Combo Boxes – Image objects – Picture boxes – Timer – Scroll bars – File System Controls (Drive, Dirlist, File List Boxes).

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Introduction to Built-in ActiveX Control: Tool bar – The Treeview control – The Listviewcontrol – the imagelist control – Common Dialog Control – StatusBar Control – Rich Textbook

Control – Menu Editor.		
Unit:5	**Title of the Unit (Capitalize each Word)**	**8-- hours**
DDE Properties – DDE Events – DDE Methods – OLE Properties – ActiveX Control Creationand Usage and ActiveX DLL Creation and Usage – Data Base Access – Data Control – Field Control – Data Grid Record set using SQL to manipulate Data – Open Data base Connectivity (ODBC).		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	Mohammed Azam, Programming with Visual Basic 6.0.– IKAS publishing house (P) Ltd.
2	
Reference Books	
1	
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
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4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	M	S
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	M	M	S	M	M
CO5	S	S	M	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 11		Computer Application Visual Basic Practical II	4	-	-	4
Pre-requisite		Basic knowledge in visual basic	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand the basic alignment and formatting
2. To apply various financial management techniques
3. To create bank customer data base and supermarket bills using VB

Expected Course Outcomes:

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

1	Understanding the basic alignment and format function in VB	K2
2	Applying visual basic for capital budgeting and financing decisions	K3
3	Applying visual basic for budget preparation and highlighting	K3
4	Creating supermarket customers' bills	K6
5	Creating bank customer data base	K6

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

Unit:1	Title of the Unit (Capitalize each Word)	60-- hours

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

array and multiple arrays using Data Control.
14. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.
15. Design the form to display tree view and list of folders and files from a directory of an organization.

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core 12		Banking theory	3	-	-	3
Pre-requisite		Basic knowledge in banking	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To conceptualize the working of banking system
2. To provide knowledge about the recent trends in banking
3. To analyze the role of central banks in country
4. To evaluate the role of SBI
5. To analyze the role of banks in rural financing

Expected Course Outcomes:

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

1	Remembering the various aspects and working of banking industry	K1
2	Comparing various trends in banking industry	K2
3	Analyzing the role of central banking system	K4
4	Remembering the role and functions of SBI	K1
5	Understanding the role of banking in rural financing and developement	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	8-- hours

Origin of banks – Definition of banking – Classification of banks – Banking system – Unit banking – Branch banking, Universal banking & Banking markets- Functions of Modern Commercial Banks

Unit:2	Title of the Unit (Capitalize each Word)	9-- hours

Recent trades in Indian banking – Automated Teller Machines – Customer services – Debit cards – Credit cards – E-banking

Unit:3	Title of the Unit (Capitalize each Word)	8-- hours

Central banks – Functions – Credit control measures – Quantitative and selective credit control measures – Role of RBI in regulating and controlling banks

Unit:4	Title of the Unit (Capitalize each Word)	7-- hours

State bank of India – Evolution – Functions – Role of SBI in Economic Development

Unit:5	Title of the Unit (Capitalize each Word)	11-- hours

Commercial banks function – Rural financing – Regional rural banks – Place of co – operative banks in the Indian banking scene

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**45-- hours**

Text Book(s)	
1	Banking of india - Panandigar . S.J
2	A text book of banking - Radhasamy .M &Vasudevan . S.V
3	A text book of banking - Maheswari .S.N
Reference Books	
1	Indian banking - Natarajan .S &Parameshwaran .R
2	Banking and financial system - Santhanam
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	M	S	M	S
CO4	S	S	M	S	M
CO5	M	S	S	S	S

4.5. PRINCIPLES OF MANAGEMENT

Objective
To make the students to understand the elements of effective management.

Unit - I

Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Heniry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.

Unit - II

Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.

Unit - III

Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart - Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.

Unit - IV

Motivation – Need – Determinants of behavior – Maslow's Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.

Unit - V

Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.

Books for Reference:

01. Principles of Management - Koontz and O'Donald
02. Business Management - Dinkar - Pagare
03. The Principles of Management - Rustom S. Davan
04. Business Organization and Management - Y.K. Bhushan
05. Business Management - Chatterjee

Skill Based Subject-2 : **4.6. E-BUSINESS**

Objective
The paper imparts understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

Unit - I

Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce,

Unit - II

Intranet, Composition of Intranet, Business Applications on Intranet, Extranets Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process)

Unit - III

Security Threats to e-business, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

Unit - IV

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

Unit - V

E-Business Applications & Strategies- Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

Books for Reference:

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2 . Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (Ist Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.

பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்
பகுதி – IV : தமிழ்த் தாள் - 2 - நான்காம் பருவம்
இளங்கலை 2012-13 கல்வி ஆண்டுமுதல் சேர்வோர்க்குரியது
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)
அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது

1. நீதி நூல்கள் : ஆத்திச்சூடி (முதல் 12) ("அறம் செய விரும்பு", முதல் "ஔவியம் பேசேல்" வரை.
கொன்றை வேந்தன் - "அன்னையும் பிதாவும் முன்னறி தெய்வம்" முதல் எண்ணும் எழுத்தும் கணணெனத்தகும்" வரை (7)
திருக்குறள் (5) 1. அகர முதல ... (1)
2. செயற்கரிய ... (26)
3. மனத்துக் கண் ... (34)
4. கற்க கசடறக் ... (391)
5. எப்பொருள் யார் யார் ... (423)
எளிய நீதிக் கதைகள் - (தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப் கதைகள்)

2. தமிழ் இலக்கியங்கள் : வரலாறு – குறிப்பு - அறிமுகம்
எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம்
தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்.

2012-2013 கல்வியாண்டு முதல் பயில்பவர்களுக்குப் பின்வரும் வினாத்தாள் அமைப்பு பின்பற்றப்பட வேண்டும்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1.	வகுப்புத் தேர்வு-1	**10**
2.	வகுப்புத் தேர்வு-2	**10**
3.	மாதிரித் தேர்வு	**10**
4	பயிற்சிக் கட்டுரை	**10**
5	வாய்மொழித் தேர்வு	**10**
	மொத்த மதிப்பெண்கள்	**50**

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

PREFACE

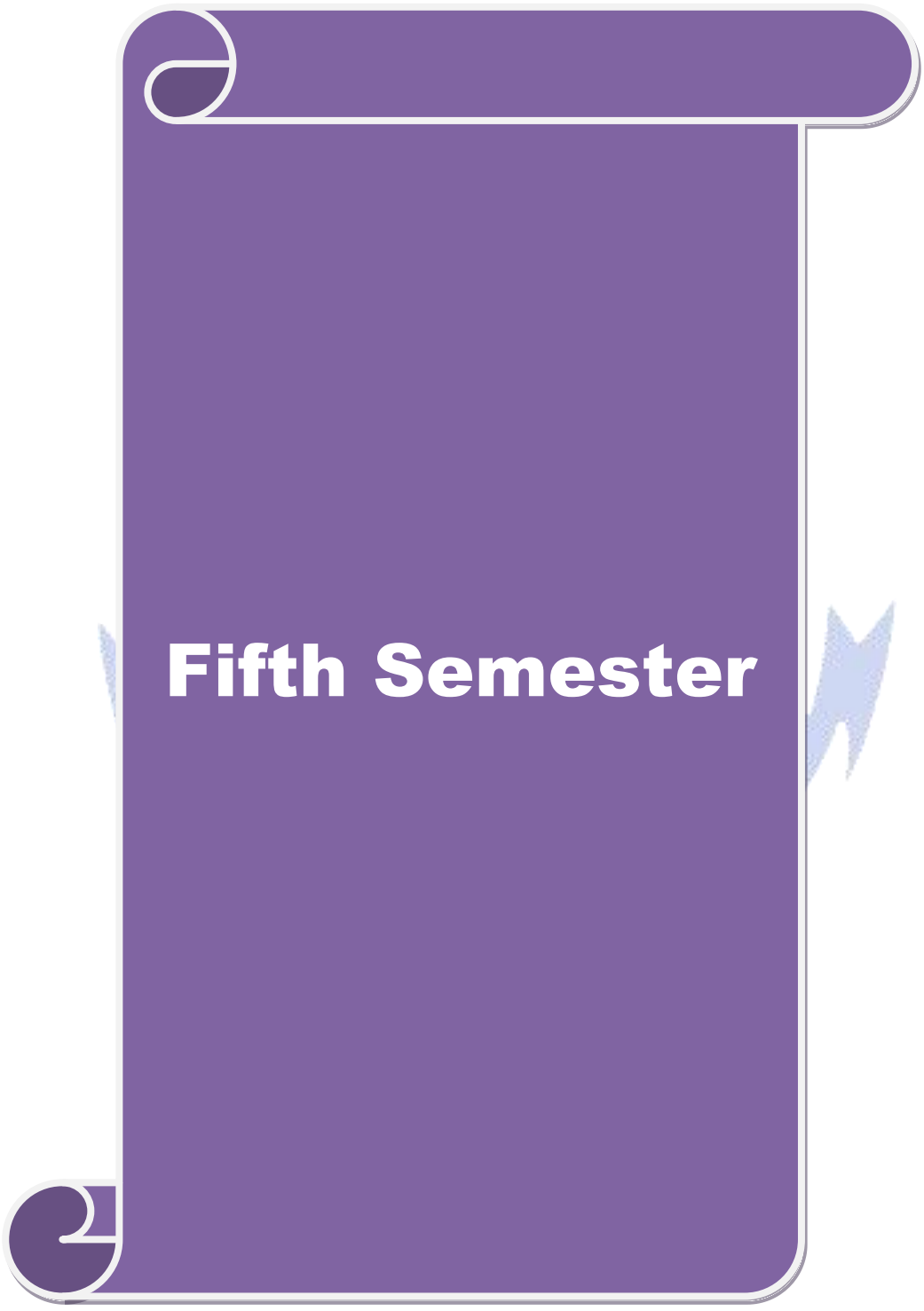
This book aims at imparting knowledge on "General Awareness" prescribed for the examination to be taken by the Undergraduate students of degree courses (Arts, Science, Commerce and Management) at the end of the fourth semester of Bharathiar University.

Following are the areas which cover the various test items prescribed in the syllabus:

1. Verbal Aptitude
2. Numerical Aptitude
3. Abstract Reasoning
4. Tamil and Other Literature
5. General Science and Technology and Education
6. Computer
7. Economics and Commerce
8. Social Studies
9. Sports
10. Current Affairs

In the question paper, there will be ten questions from each one of the ten areas cited above and totally 100 questions will be asked. A set of model questions is also provided in the appendix. The examinations will consist of items given in this book only. For questions on current affairs answers may be updated.

The book aims to inherit confidence among the students to face competitive examinations as UPSC, TNPSC, BSRB, LIC and other such recruiting agencies. The thorough knowledge of the book will equip the students with high level of competence.


Fifth Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core-13		SOFTWARE ENGINEERING	4	-	-	4
Pre-requisite		Basic computer knowledge	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To provide information about various software products
2. To understand software project planning and scheduling
3. To provide information about COCOMO model
4. To understand the process of software quality assurance and configuration management
5. To understand the process of risk management

Expected Course Outcomes:

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

1	Recalling various software products	K1
2	Understanding the process of software project planning and scheduling	K2
3	Applying COCOMO model	K3
4	Evaluating software quality assurance procedures	K5
5	Applying various risk management strategies	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Software Product and Process: Software Characteristics & Applications, Software Process,Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

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

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

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

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality, Standards, Software Configuration Management, SCM Process, Configuration Audit.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

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

Risk Projection, Risk Mitigation, Risk Monitoring and Management		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**

Text Book(s)	
1	Roger. S. Pressman (2001). Software Engineering: A Practioner's Approach. McGrawHill, New Delhi, Fifth Edition.
2	Aggarwal, K.K.& Singh, Yogesh (2005). Software Engineering. New Age International.
Reference Books	
1	Walker Royce (2001). Software Project Management: A Unified Framework. PearsonEducation Asia, Singapore, First Edition.
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	M	M	M
CO3	S	S	S	S	S
CO4	M	S	M	S	S
CO5	S	S	S	M	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core-14		Management Accounting	4	-	-	4
Pre-requisite		Basic Knowledge In Accounting	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand the procedures and concepts of management accounting
2. To apply various techniques of financial analysis
3. To analyze various kind of ratio analysis for decision making
4. To assist in preparing fund flow statements and cash flow statements
5. To understand the procedure of marginal costing

Expected Course Outcomes:

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

1	Recalling the process and techniques of management accounting	K1
2	Apply various techniques of financial analysis for decision making	K3
3	Analyze financial statements using ratio analysis	K4
4	Analyze financial statements using fund flow statements and cash flow statements	K4
5	Understanding the decision making process using marginal costing techniques	K1

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Introduction-Management Accounting-Need and importance-Meaning Definition-Objectives andScope, its distinction between Financial and Cost accounting-Advantages and limitations ofManagement accounting management - Accountant-Role-Essential qualities

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Financial Statement Analysis-Interpretation and criticism of financial statements-Trendpercentages-Inter firm Comparison-Necessity and limitations

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Ratio Analysis-Meaning, advantages, limitations, Balance sheet ratios, Profit & Loss A/c Ratios, Liquidity, Solvency ratios, Overall Performance ratios (Advanced Problems)

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Fund flow statement and cash flow statement-advantages of fund flow statement, distinction between Fund flow and Cash flow statement.

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours

Marginal Costing-As a tool of decision making, Fixed and variable cost, contribution, Breakeven analysis, Profit Volume Ratio, Limiting factor, Marginal costing and importantmanagement decision (Problems on decision making only)

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	R. N. Anthony / G. A. Walsh : Management Accounting
2	M. Y. Khan. K. P. Jain : Management Accounting
3	I. M. Pandy : Management Accounting
Reference Books	
1	Richard M.Lynech&Robert Williamson:Accounting for Management Planning & Control
2	Dr. Mahesh Kulkarni : Management Accounting Career Publications, Nasik
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	M	S	M	S
CO3	M	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core-15		Technology management	4	-	-	4
Pre-requisite		Basic knowledge in management	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To establish knowledge about the relationship between technology and management
2. To provide knowledge about change management
3. To offer insights about innovation management
4. To provide insights about the business process engineering
5. To provide knowledge about creative and lateral thinking

Expected Course Outcomes:

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

1	Recalling the relationship between technology and management	K1
2	Understanding change management in organizational context	K2
3	Applying innovations in organizations	K3
4	Analyzing business process engineering	K4
5	Applying creative thinking in decision making	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Technology Management : Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Forecasting and Perspective Planning in Business Enterprises. Global Trends in Technology Management.

Unit:2	Title of the Unit (Capitalize each Word)	15-- hours

Change Management: Understanding the Nature, Importance, Forces, Types of Change;Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People;
Personal Imperatives for Change, Building Culture for Change. Change Imperatives of New Technologies. Managing Transformations.

Unit:3	Title of the Unit (Capitalize each Word)	15-- hours

Innovations Management: Invention vs. Innovation; Innovation Strategies, Models; Concurrent

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Engineering; Process Innovation. Economics of Innovation. Innovation Management.

Unit:5	Title of the Unit (Capitalize each Word)	13-- hours

Creative and Lateral Thinking Management: Creative Thinking, Problem Solving, Managing Lateral Thinking.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
	Total Lecture hours	75-- hours

Text Book(s)	
1	Azad, R. R.(2000). Technology Transfer & Joint Ventures Abroad. Deep & DeepPublications,India.
2	Tushman, M.L. & Lawrence, P.R. (1997). Managing Strategic Innovation & Change.Oxford University Press, USA, New York.

Reference Books	
1	Jones T. (2003). Innovating at the Edge: How Organizations Evolve and Embed
2	Innovation Capability. Butterwork Heinemann, U. K.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:

Mapping with programme outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	M
CO3	S	M	M	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Core-16		Principles of web designing	4	-	-	4
Pre-requisite		Basic web knowledge	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To provide insights about the use of HTML and graphics
2. To introduce XML among students
3. To introduce java scripting
4. To provide knowledge about various scripting techniques
5. To provide insights about web based data base tools

Expected Course Outcomes:

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

1	Recall various techniques of using HTML and graphics	K1
2	Applying XML techniques	K3
3	Understanding the techniques of JAVA scripting	K2
4	Comparing various scripting techniques	K2
5	Applying web based data base tools	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

HTML & Graphics: HTML 4.0 Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, List Tags, Hyperlinks, Image & Image map, Table Tags, Form Tags, Frame Tags, Executable Content Tags. Image Maps, Advanced Graphics, Tables, Frames, Forms & Style Sheets..

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

XML: Introduction to XML, Problems with HTML & SGML. Types of XML Markup.Document Type Definitions, Linking, Using Style Sheets with XML, XML Summary

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Introduction to Java Scripting, Web Browser Object Model, Manipulating Windows & Frameswith Java Script. Using Java Script to create smart forms. Cookies and State Maintenance: Maintaining State, Introduction to Cookies, Advantages and limitations of Cookies, Disadvantages of Cookies, How to Use Cookies, which Servers and Browsers support Cookies. Introduction to DHTML. Advanced Netscape DHTML, Advanced Microsoft DHTML & Cross browser DHTML.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

CGI & Server side scripting, CGI & the WWW, Beyond HTML with CGI, How CGI works. CGI Server requirements for WINDOWS-NT & UNIX, CGI script structure, Standard CGI Environment Variables, CGI Libraries, Java Servlets, Server-Side

Unit:5	**Title of the Unit (Capitalize each Word)**	**8-- hours**
Java Script.-Web Database Tools, ORACLE & MS-ACCESS, Database tools, PHP, Server Side includes. Visual Basic, Scripting Edition & Active Server Page		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)

1	Using HTML 4, XML & JAVA by Eric Ladd & Jim O'Donell (Platinum Edition) (PHI)

Reference Books

1	PERL & CGI by Elizabeth Castro (Pearson Education

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

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Course Designed By:

Mapping with programme outcomes

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core-17		Computer web designing	-	-	-	0
Pre-requisite		Basic internet knowledge	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To create web pages for business organizations
2. To use HTML for programming purposes
3. To document information suing formatting and alignment

Expected Course Outcomes:

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

1	Creating web pages for organizations	K6
2	Understanding programming using HTML	K2
3	Analyzing information using various formatting and alignment options	K4
4	Creating resumes using HTML	K6
5	Creating documents using forms	K6

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

Unit:1	Title of the Unit (Capitalize each Word)	60-- hours

1. Create web pages for a business organisation using HTML Frames.
2. Create a Program using HTML to display the ordered list and unordered list of a Departmental Store.
3. Program to display Image and text using HTML tag for an advertisement of a Company Product.
4. Create a table to display list of products using HTML tag.
5. Create a document using Formatting and alignment to display Sales Letter.
6. Create a Resume using HTML Tags.
7. Create a website of your department with minimum five links using HTML.
8. Create a document using Form to support Local Processing of Order form.
9. Create a Form of the Customer Survey for the user to enter General name and address information.
10. Create a Frame to display a multiform document.

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Mapping with programme outcomes

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

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 1		Cost accounting	4	-	-	4
Pre-requisite		BASIC ACCOUNTING KNOWLEDGE	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand the concept and various components of costing
2. To assist preparation of accounts under process costing
3. To familiarize with the techniques of standard costing
4. To evaluate the cost under process costing
5. To help in analyzing the different techniques of standard costing and control

Expected Course Outcomes:

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

1	Recall various concepts of costing and costing methods	K1
2	Compare the various elements of costing	K2
3	Apply innovative methods of costing techniques	K3
4	Analyse the various types of under process costing	K4
5	Analyze the different techniques of standard costing and control it	K4

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Overview of basic concepts in Cost Accounting - Element of Cost : Material, Labour andOverheads.- Material : Purchase procedure, storage and Inventory control, Landed cost of Material receipts. Methods of Pricing- issues, Methods of Inventory control - Labour :Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost, Job evaluation and Merit rating-.

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Overheads: Meaning, classification, allocation, apportionment and absorption, Accounting of overheads

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Methods of Costing Job costing, Batch costing, Unit costing, Contract Costing,

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Process Costing, Costing of by-products and joint products

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours

Standard Costing – Analysis of Variance - Cost Book Keeping and Reconciliation between Costand Financial Accounts

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	Ravi Kishor : Advanced Cost Accounting and Cost Systems, Taxmann's Allie Services Pvt. Ltd. New Delhi
2	N.K.Prasad : Principles and Practice of Cost Accounting, Book Syndicate Pvt.Ltd. Calcutta
Reference Books	
1	S. P.Iyengar: Cost Accounting Principles and Practice, Sultan Chand & Sons, New Delhi
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 2		Business Finance	4	-	-	4
Pre-requisite		Basic knowledge in finance	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To understand the various concept relating to finance
2. To familiarize with the basics of financial planning
3. To analyze various sources and forms of finance
4. To understand the various dimensions of capital market and their components
5. To provide knowledge about capitalization and related theories

Expected Course Outcomes:

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

1	Recall various concepts relating to finance	K1
2	Understand the various techniques of financial planning	K2
3	Analyze various sources and forms of finance	K4
4	Understanding various dimensions of capital market and their components	K2
5	Understanding capitalization concept and related theories for decision making	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours

Capitalization - Bases of Capitalization – Cost Theory – Earning Theory – Over Capitalization – Under Capitalization : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalization.

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**

Text Book(s)	
1	Essentials of Business Finance - R.M. Sri Vatsava
2	Financial Management - Saravanavel
Reference Books	
1	Financial Management - L.Y. Pandey
2	Financial Management - M.Y. Khan and Jain
3	Financial Management - S.C. Kuchhal
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	M	L	S	S	S
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	M
CO5	M	S	M	M	M

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 3		Entrepreneurial development	4	-	-	4
Pre-requisite		Basic knowledge about entrepreneurship	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To understand the basic concepts of entrepreneurship and related initiatives
2. To provide insights about the setting up of startups
3. To familiarize with the institutional services to entrepreneur
4. To provide knowledge about various financial support available to the entrepreneurs
5. To provide knowledge about various subsidies and incentives available for entrepreneurs

Expected Course Outcomes:

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

1	Recall the importance and role of entrepreneurship as an economic activity	K1
2	Compare the various forms of setting up a startup	K2
3	Understand the various institutional services to entrepreneur	K2
4	Analyze the various financial support available to the entrepreneurs	K4
5	Applying the various subsidies and incentives available for entrepreneurs	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

Unit:2	Title of the Unit (Capitalize each Word)	10-- hours

The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

Unit:3	Title of the Unit (Capitalize each Word)	10-- hours

Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours

Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**60-- hours**
Text Book(s)		
1	Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan	
2	Fundamentals of Entrepreneurship and Small Business –RenuArora&S.KI.Sood	
Reference Books		
1	Entrepreneurial Development – S.S.Khanka 4. Entrepreneurial Development – P.Saravanavel	
2	Entrepreneurial Development – S.G.Bhanushali	
3	Entrepreneurial Development – Dr.N.Ramu	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	M	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	M	S
CO4	M	M	S	S	S
CO5	S	M	S	S	S

Skill Based Subject-3 : **5.5. BRAND MANAGEMENT**

Objective
To teach the importance of brand and its impacts among the customers

Unit - I

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

Unit - II

Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building

Unit - III

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

Unit - IV

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

Unit - V

Brand Strategies: Designing and implementing branding strategies – Case studies

Books for Reference:

1. Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
2. Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.
3. Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
4. Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
5. S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002.
6. Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005.

Sixth Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core-18		Management Information System	4	-	-	4
Pre-requisite		Basic organizational knowledge	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To conceptualize the need and use of management information system
2. To provide information about integrating management information system with business strategy
3. To acquaint the students with various risks and mitigation strategies relating to management information system
4. To provide information about emerging trends in management information system
5. To develop practical knowledge among management information system

Expected Course Outcomes:

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

1	Recalling the various uses of management information system	K1
2	Exemplifying the integration of MIS with business strategy	K2
3	Evaluating various risks and mitigation strategies of MIS	K5
4	Analyzing the trends in MIS	K4
5	Applying practical insights about management information system	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Meaning and Role of Information Systems Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Roleof Information Systems. Integrating Information Systems with Business Strategy, Value ChainAnalysis, and Strategic Information Systems Framework

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Planning for Information Systems: Identification of Applications, Business Planning Systemsand Critical Success Factors, Method of Identifying Applications, Risks in Information SystemsResource Requirements for Information Systems: Hardware and Capacity Planning, SoftwareNeeds, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Emerging Concepts and Issues in Information Systems: Supply Chain Management, CustomerRelationship Management, ERP. Introduction to Data Warehousing, Data Mining and itsApplications, Emerging Concepts in Information System Design and Application

Unit:5	**Title of the Unit (Capitalize each Word)**	**18-- hours**

Research Project:
Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:
• Historic Development
• Examination of Current Issues
• Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

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

Expert lectures, online seminars – webinars

	Total Lecture hours	**90-- hours**

Text Book(s)

1	Kenneth,Laudon& Jane Laudon (2005).MIS: Managing the Digital Firm.Pearson Education.
2	James, A. O'Brien (2005). Introductio n to Information Systems. Tata McGraw Hill.

Reference Books

1	Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons.
2	Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw Hill

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

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Course Designed By:

Mapping with programme outcomes

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

Course code		TITLE OF THE COURSE	L	T	P	C
Core-18		JAVA programming	4	-	-	4
Pre-requisite		Basic knowledge in computer	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To provide overview about internet and related protocols
2. To provide insights about various operators
3. To provide knowledge about class fundamentals
4. To offer insights about different types of inheritance
5. To provide information about AWT classes

Expected Course Outcomes:

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

1	Recalling various concepts about internet and related protocols	K1
2	understanding various operators	K2
3	Comparing various class fundamentals	K2
4	Analyzing different types of inheritance	K4
5	Understanding about various AWT classes	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	15-- hours

Internet – Overview –Internet Protocols – Internet address – Internet access – Applications – Future of Internet and intranet related Applications. – Basic concepts of OOP – benefits of OOP – Object Oriented applications of OOP – Data types, variables and arrays – Programs with input,numeric input – type conversion and casting.

Unit:2	Title of the Unit (Capitalize each Word)	15-- hours

Operators – Arithmetic operators – Bitwise operators – Relational operators – Relational operators – Boolean operators – Logical operators – Assignment operators? Operators – Control statement – Selection statements – if, switch, iteration statements – while, do while, for, nested loops – jump statements, break, continue, return statements

Unit:3	Title of the Unit (Capitalize each Word)	15-- hours

Class fundamentals – Declaring Objects – Assigning Object Reference Variables – Introducing methods – Constructors – The this keyword – Garbage collection – The finalize () method. Overloading Methods – Objects as Parameters – Arguments Passing – Returning Objects – Recursion – Access Control – Static – Final – Arrays – Nested and Inner Classes – String Class – Command Line Arguments.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Inheritance Basics – Using Super – Creating a Multilevel Hierarchy – When Constructorsarecalled

– Method Overriding – Dynamic Method Dispatch – Using Abstract Classes – Using final with Inheritance – The Object Class. Packages – Access Protection – Importing Packages – Interfaces.		
Unit:5	**Title of the Unit (Capitalize each Word)**	**13-- hours**
AWT classes – Windows fundamentals – Working with Frame windows – Working with graphics – Paint Mode – Fonts – Text and Graphics – AWT Controls – Labels – Buttons –Menus Handling Events by Extending AWT Components. Applet fundamentals – Applet Class – Understanding HTML Applet Tag		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**75-- hours**

Text Book(s)	
1	Internet and Intranet Engineering – Daniel Minoli – Tata McGraw Hill, 1999
2	Java – The complete Reference, Patrick Naughton& Herbert Schildt, Tata McGraw Hill.
Reference Books	
1	Programming with Java – John R Hubbard – Schuam's Outline Series
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping with programme outcomes					
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	M	M	S
CO3	S	M	S	S	M
CO4	M	S	S	M	S
CO5	S	S	S	S	M

Course code		TITLE OF THE COURSE	L	T	P	C
Core		Computer Java Script	4	-	-	4
Pre-requisite		Basic knowledge in JAVA	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand working using JAVA programming
2. To do mathematical calculations using JAVA
3. To perform banking transactions using JAVA

Expected Course Outcomes:

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

1	Understand using JAVA programming	K2
2	Applying JAVA for mathematical purposes	K3
3	Applying JAVA for analyzing employee payroll	K3
4	Applying Java for banking transactions	K3
5	Applying JAVA for simple spread sheet	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	60-- hours

1. Write a program to check whether a given number is prime or not.
2. Write a program to check whether the given year is leap year or not.
3. Write a program to find the Sum of the series x+x2/2! +X3/3! +…+xn/n!
4. Write a program to find and replace a word with a string.
5. Write a program to prepare the mark list using Inheritance.
6. Create a simple calculator applet that implements the 4 basic mathematical function
7. Write a JAVA applet to calculate the payroll of employees.
8. Write a JAVA applet to create a simple spread sheet.
9. Create a program to perform Banking Transactions.
10. Create a Program to display the resume of employees

Mapping with programme outcomes

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

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 4		Financial management	4	-	-	4
Pre-requisite		Basic knowledge in finance	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To conceptualize various aspects of financial management
2. To provide information bout various source of financing
3. To analyze the capital structure of a business using various theories
4. To provide information about working capital management of the business
5. To provide knowledge about dividend decision

Expected Course Outcomes:

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

1	Recalling various concepts and terminologies in financial management	K1
2	Comparing various source of financing	K2
3	Analyzing the capital structure of a business	K4
4	Understanding the working capital position of a business	K2
5	Analyzing different dividend policies	K4

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Evolution of financial-management, scope and objectives of financial management. Capitalbudgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits,factors affecting long term funds requirements.

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Lease financing: Concept, types. Advantages and disadvantages of leasing.Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital Operating and Financial Leverage.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Working Capital: Concepts, factors affecting working capital requirements, Determiningworking capital requirements, Sources of working capital.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in

dividend policy, Forms of Dividends, Dividend Theories, Bonus Shares, .EVA, MVA and CAPM		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**

Text Book(s)	
1	N Maheshwari, Financial Management Principles and Practice.
2	Khan and Jain, Financial Management.

Reference Books	
1	Sharma and Sashi Gupta, Financial Management.
2	I M Pandey, Financial Management.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:

Mapping Course objectives and course outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	M	S	M	S	S
CO4	S	S	S	S	M
CO5	S	M	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 5		Financial markets	4	-	-	4
Pre-requisite		Basic knowledge about financial market	Syllabus Version		2020	

Course Objectives:

The main objectives of this course are to:

1. To understand the basic concepts of financial market
2. To analyze the working and components of corporate securities market
3. To evaluate the functioning of stock exchanges in India
4. To evaluate the role of banks and intermediaries in financial market
5. To provide insights about the new models and innovative trends in financing

Expected Course Outcomes:

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

1	Recall the basic concepts of financial market	K1
2	Analyze the working and components of corporate securities market	K4
3	Understanding the functioning of stock exchanges in India	K2
4	Understanding the role of banks and intermediaries in financial market	K2
5	Apply various trends and new models in financing	K3

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitisation of assets – Mechanics of Securitisation Utility of Securitisation – Securitisation in India,

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**

Text Book(s)	
1	Essentials of Business Finance - R.M. Sri Vatsava
2	Financial Management - Saravanavel
3	Financial Management - M.Y. Khan and Jain
4	Financial Management Theory and Practice - Prasanna Chandra
Reference Books	
1	Financial Management - L.Y. Pandey
2	Financial Management - S.C. Kuchhal
3	Principles of Financial Management - S.N. Maheshwari
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	M	M
CO5	S	M	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 6		Investment management	4	-	-	4
Pre-requisite		Basic investment knowledge	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand various alternatives of investment
2. To understand about classification of investment market
3. To perform fundamental analysis before investing
4. To evaluate various types of fundamental analysis
5. To understand about optimum portfolio construction and management

Expected Course Outcomes:

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

1	Recalling various alternatives of investment	K1
2	Comparing the features of various investment markets	K2
3	Analyzing investments using fundamental analysis	K4
4	Applying technical analysis for evaluating investments	K3
5	Analysing an optimum portfolio for investment	K4

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Investment Choices and Alternatives; Forms of Investment; Investment in Financial Assets; Money market and Capital Market Investment Instruments; Investment Objectives; Investment-Return and Risk;

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Investment Market; Primary and Secondary Markets; New Issue Market; Listing of Securities;Operations of India Stock Market; Cost of Investing in Securities; Mechanics of Investing;markets and Brokers; Regulation and Control over investment market; Role and Guidelines of SEBI;

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Fundamental Analysis; Valuation Theories of Fixed and Variable Income Securities RiskAnalysis in Investment Decision; Systematic and Unsystematic Risk;

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Stock Market Analysis- Technical Approach; Efficient Market Theory; Weak and Semi-strong form of Efficient Market; Investment decision making under Efficient market Hypothesis

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Introduction to Portfolio Management – An Optimum portfolio Selection Problem, Markowitz

Portfolio Theory, Sharpe: Single Index Model; Capital Asset Pricing Model		
Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**

Text Book(s)	
1	Alexander, Gordon J. and Sharpe, William F. (1989), "Fundamental of Investments", Prentice Hall Inc, Englewood Cliffs, New Jersey. (Pearson Education). 6. Haugen, Robert, H. (198), "Modern Investment Theory", Prentice Hall Inc, Englewood Cliffs, New Jersey. (Pearson Education).
2	Ballad, V. K, (2005), "Investment Management Security Analysis and PortfolioManagement", 8th Ed, S. Chand, New Delhi.
3	Elton, Edwin, J. and Gruber, Martin, J. (1984), "Modern Portfolio theory and
Reference Books	
1	Fischer, Donald, E. and Jordan, Ronald, J. (1995), "Security Analysis and Portfolio Management", 6th Ed, Pearson Education.
2	Fuller, Russell, J. and Farrell, James, L. (1993), "Modern Investment and Security Analysis", McGraw Hill, New York.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	M	S	M	S	S
CO4	S	S	M	M	M
CO5	S	M	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 7		Income tax and law practice	4	-	-	4
Pre-requisite		Basic knowledge in law	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To understand the various concepts of income tax and related terminologies
2. To familiarize with calculation if income under different heads
3. To understand the process of set off and carry forward of losses while computing total income
4. To evaluate the set off and carry forward of losses while calculating personal income
5. To generate self-assessment of income and tax computation

Expected Course Outcomes:

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

1	Recall the various terminologies related to income tax	K1
2	Understand the method of calculating and levying tax	K2
3	Apply the various tax laws and available provisions in tax computations	K3
4	Apply the set off and carry forward of losses while calculating personal income	K3
5	Analyse self-assessment of income and tax computation	K4

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Heads of Income: Income from Salaries – Income from House Property.

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Profit and Gains of Business or Profession – Income from Other Sources.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Capital Gains – Deductions from Gross Total Income.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars - webinars

	Total Lecture hours	90-- hours

Text Book(s)

1	Gaur and Narang, “Income Tax Law and Practice” Kalyani publishers New Delhi
Reference Books	
1	Dr. HC Mehrotra, “Income-tax Law and Accounts” SahithyaBhavan publishers
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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4	
Course Designed By:	

Mapping Programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L

Course code		TITLE OF THE COURSE	L	T	P	C
Elective 8		Banking Law and Practice	4	-	-	4
Pre-requisite		Basic knowledge in Banking	Syllabus Version			

Course Objectives:

The main objectives of this course are to:

1. To provide knowledge about the working of banking industry
2. To understand the basic understanding of loan disbursement policies of banks
3. To provide insights about various documents used in banking services
4. To analyze the various loan related process and formalities of banks
5. To assist in classifying various kind of documents involved in banking services

Expected Course Outcomes:

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

1	Remembering the various terms and concepts used in banking industry	K1
2	Understanding the various process and activities of commercial banks	K2
3	Executing various use of documents for easy and simple banking	K3
4	Analyze the various loan related process and formalities of banks	K4
5	Classifying various kind of documents involved in banking services	K2

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

Unit:1	Title of the Unit (Capitalize each Word)	20-- hours

Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. Secrecy of customer Account.

Unit:2	Title of the Unit (Capitalize each Word)	18-- hours

Opening of account – special types of customer – types of deposit – Bank Pass book – collecting banker – paying banker – banker lien.

Unit:3	Title of the Unit (Capitalize each Word)	17-- hours

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

Unit:4	Title of the Unit (Capitalize each Word)	15-- hours

Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours

Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars - webinars		
	Total Lecture hours	**90-- hours**
Text Book(s)		
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.	
2	Basu : Theory and Practice of Development Banking	
3	Reddy &Appanniah : Banking Theory and Practice	
Reference Books		
1	Natarajan& Gordon : Banking Theory and Practice	
2	Banking Regulation Act, 1949.	
3	Reserve Bank of India, Report on currency and Finance 2003-2004.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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4		
Course Designed By:		

Mapping Programme outcomes					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

Skill Based Subject-4 : **6.3. SUPPLY CHAIN MANAGEMENT**

Objective
To create awareness about the supply chain activities taken in order to deliver the goods

Unit - I

Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system

Unit - II

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies

Unit - III

Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration

Unit - IV

Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

Unit - V

Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures

Books for Reference:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution
Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32