

# B.Com. (Business Administration)

## Syllabus

### AFFILIATED COLLEGES

Program Code: 2AH

2020 – 2021 onwards



## BHARATHIAR UNIVERSITY

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

Coimbatore - 641 046, Tamil Nadu, India

<b>Program Educational Objectives (PEOs)</b>	
The <b>B.Com Business Administration</b> program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Students should get thorough knowledge about the various concepts of business administration
PEO2	The programme should aid in the overall development of professional skills among the students.
PEO3	Students should develop interest and understand about the major aspects of business like accountancy, management functions, marketing innovations and alike
PEO4	Students should be able to pursue and extend their professional education in various higher education courses.
PEO5	Students should develop interest in research relating to their specific domain



<b>Program Specific Outcomes (PSOs)</b>	
After the successful completion of B.com Business Administration program, the students are expected to	
PSO1	Understanding the relevant concepts and techniques applied in commerce in general and business administration in particular
PSO2	Establishing strong foundation in the major areas of commerce and business administration
PSO3	Developing various skills relating to professions, interpersonal and intellectual capacities necessary for career development
PSO4	Developing demanding competencies and managerial decision making skills among the students
PSO5	Developing expert knowledge and professional capacity among students in their domain areas.



<b>Program Outcomes (POs)</b>	
On successful completion of the B.Com Business Administration program	
PO1	Developing wide knowledge in the area of commerce and business administration that help in attaining career opportunities
PO2	Understanding and developing strong foundation in various areas of commerce and business administration like accountancy, economics, marketing and alike
PO3	Developing overall competencies and professional qualities for sound career opportunities in future
PO4	Empowering students with necessary skills and competencies to fuel their overall growth and development
PO5	Providing more practical business education that assist the students in future research and career development



**BHARATHIAR UNIVERSITY : : COIMBATORE 641 046**  
**B.Com Business Administration 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
<b>FIRST SEMESTER</b>							
	Language-I	4	6	-	25	75	100
	English-I	4	6	-	25	75	100
	Core I – Principles of Accountancy	4	5	-	25	75	100
	Core II–Business Organization & Office Management	4	5	-	25	75	100
	Allied Paper I – Managerial economics	4	6	-	25	75	100
	Environmental Studies #	2	2	-	-	50	50
<b>Total</b>		<b>22</b>	<b>30</b>		<b>125</b>	<b>425</b>	<b>550</b>
<b>SECOND SEMESTER</b>							
	Language-II	4	6	-	25	75	100
	English-II	4	6	-	25	75	100
	Core III – Financial Accounting	4	5	-	25	75	100
	Core IV – Marketing management	4	5	-	25	75	100
	Allied Paper II – Business tools for decision making	4	6	-	25	75	100
	Value Education – Human Rights #	2	2	-	-	50	50
<b>Total</b>		<b>22</b>	<b>30</b>		<b>125</b>	<b>425</b>	<b>550</b>
<b>THIRD SEMESTER</b>							
	Core V-Higher Financial Accounting	4	7		25	75	100
	Core VI- Business Law	4	6		25	75	100
	Core VII Principles of Management	4	6		25	75	100
	Allied Paper III Advertising and Sales Promotion	4	6		25	75	100
	Skill based subject- Business Application software I	3	3		20	55	75

	Tamil/Advanced Tamil or Non Major elective Yoga for Human Excellence/ Women Rights/Constitution of India	2	2		50	50
<b>Total</b>		<b>21</b>	<b>30</b>			<b>525</b>
<b>FOURTH SEMESTER</b>						
	Core VIII- Corporate Accounting -I	4	6		25	100
	Core IX Customer Relationship Management	4	4		25	100
	Core X Banking Law and Practices	3	4		20	75
	Core XI-Company Law and Secretarial Practice	4	4		25	100
	Core XII- Business Communication	3	3		20	75
	Allied Paper- IV International Business	4	4		25	100
	Skill based subject- 2 Computer Applications ( IV MS word and MS Excel Practical-1)	3	3		30	75
	Tamil/Advanced Tamil/Non major elective -II: General Awareness	2	2		50	50
<b>Total</b>		<b>27</b>	<b>30</b>			<b>675</b>
<b>FIFTH SEMESTER</b>						
	Core XIII -Corporate Accounting II	4	6		25	100
	Core XIV Human Resource Management	4	5		25	100
	Core -XV Income Tax Law and Practice	4	6		25	100
	Core -XVI Retail Management	4	5		25	100
	Elective -I	4	5		25	100
	Skill based subject -3 Business Application Software -II	3	3		20	75
<b>Total</b>		<b>23</b>	<b>30</b>			<b>525</b>
<b>SIXTH SEMESTER</b>						
	Core XVII -Cost And Management Accounting	4	6		25	100

	Core XVIII Principles of Auditing	4	5		25	75	100
	Core XIX E- Business	4	6		25	75	100
	Elective-II	4	5		25	75	100
	Elective -III-	4	5		25	75	100
	Skill based subject -4 Computer Applications: MS Power point, MS Access and Tally 9.2- Practical-1	3	3		30	45	75
	Extension Activities.	2	-		50		50
	<b>Total</b>	<b>25</b>	<b>30</b>				<b>625</b>
	<b>Grand total</b>	<b>140</b>					<b>3500</b>
<b>Online courses will be implemented from next academic year</b>							

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

<b>List of Elective Papers</b> (Colleges can choose any one of the paper as electives)		
<b>Elective – I</b>	A	Entrepreneurial Development
	B	Organizational behavior
	C	Industrial law
<b>Elective – II</b>	A	Business Finance
	B	Business environment
	C	Brand management
<b>Elective - III</b>	A	Financial markets and institutions
	B	Cyber law
	C	Investment management



**First  
Semester**



Course code	TITLE OF THE COURSE			L	T	P	C
Core -1	Principles of Accountancy			4			4
Pre-requisite	Basic knowledge in accountancy			Syllabus Version		2020	
<b>Course Objectives:</b>							
The main objectives of this course are to:							
<ol style="list-style-type: none"> <li>To enable the students to learn basic Principles of Accountancy.</li> <li>To make the students skillfully to prepare and present the final accounts of sole trader.</li> <li>To learn about various types of errors and depreciation in accounts.</li> <li>To understand about bank reconciliation statement and accounting for professionals</li> <li>To provide knowledge about consignment and joint ventures</li> </ol>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	Recalling Accounting Concepts and Conventions and use Accounting rules to record business transactions in Journal, Ledger and prepare Trial Balance.						K1
2	Understanding the steps involved in locating errors and prepare them to understand the to preparation of final accounts for sole traders						K2
3	Outline the concepts of Bills of exchange, Average due date and Account Current						K2
4	Examine the concepts of consignment and joint venture.						K4
5	Analyze the bank reconciliation statement, Receipts and payments, Income and expenditure and Balance sheet and accounting for professionals to enhance the knowledge.						K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>							
<b>Unit:1</b>	<b>Fundamentals of Book Keeping</b>					<b>15-- hours</b>	
Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance							
<b>Unit:2</b>	<b>Final Accounts</b>					<b>15-- hours</b>	
Final accounts of a sole trader with adjustments – Errors and rectification							
<b>Unit:3</b>	<b>Bill of exchange</b>					<b>15-- hours</b>	
Bill of exchange- Accommodation bills – Average due date – Account current							
<b>Unit:4</b>	<b>consignments and Joint ventures</b>					<b>15-- hours</b>	
Accounting for consignments and Joint ventures							
<b>Unit:5</b>	<b>Bank Reconciliation statement</b>					<b>13-- hours</b>	
Bank Reconciliation statement – Receipts and Payments and income and expenditure account and Balance sheet – Accounts of professionals							
<b>Unit:6</b>	<b>Contemporary issues</b>					<b>2 hours</b>	
Expert lectures, online seminars – webinars							
<b>Total Lecture hours</b>						<b>75-- hours</b>	

<b>Text Book(s)</b>	
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
<b>Reference Books</b>	
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
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
4	
Course Designed By:	

<b>Mapping Programme outcomes</b>					
	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	<b>Business organization and office management</b>			4			4
<b>Pre-requisite</b>	<b>Basic knowledge in management</b>			<b>Syllabus Version</b>		<b>2020</b>	
<b>Course Objectives:</b>							
The main objectives of this course are to:							
<ol style="list-style-type: none"> <li>To understand different forms of organization</li> <li>To understand various factors affecting business organization and sources of finance</li> <li>To reflect on the functioning of stock exchange and dematerialization</li> <li>To provide insight about office functioning and the importance of office layout</li> <li>To offer knowledge about data processing system and EDP</li> </ol>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	Understanding the concepts of business and its forms of organizations involved in sole trader, partnership firms, companies and co-operative societies and public enterprise.						K2
2	Analyzing the business factors which are involved in sources of finance.						K4
3	Explaining the functioning of stock exchanges SEBI, DEMAT of shares.						K2
4	Remembering office functions, layout and accommodation.						K1
5	Outlining office equipments and EDP.						K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>							
<b>Unit:1</b>	<b>Business Organisation</b>					<b>15-- hours</b>	
Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.							
<b>Unit:2</b>	<b>Location of Business</b>					<b>15-- hours</b>	
Location of Business – Factors influencing location, localization of industries- Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.							
<b>Unit:3</b>	<b>Stock Exchange</b>					<b>15-- hours</b>	
Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.							
<b>Unit:4</b>	<b>Office</b>					<b>15-- hours</b>	
Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing							
<b>Unit:5</b>	<b>Office machines and equipments</b>					<b>13-- hours</b>	
Office machines and equipments – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.							
<b>Unit:6</b>	<b>Contemporary issues</b>					<b>2 hours</b>	
Expert lectures, online seminars – webinars							

	<b>Total Lecture hours</b>	<b>75-- hours</b>
<b>Text Book(s)</b>		
1	Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons	
2	Shukla - Business Organisation and Management – S.Chand & Company Ltd.,	
3	Saksena – Business Administration and Management – Sahitya Bhavan	
<b>Reference Books</b>		
1	Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons	
2	R.K.Chopra – Office Management – Himalaya Publishing House	
3	J.C.Deneyer - Office Management	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	M
<b>CO2</b>	S	S	S	M	S
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	M	S	S	M
<b>CO5</b>	M	S	M	S	S

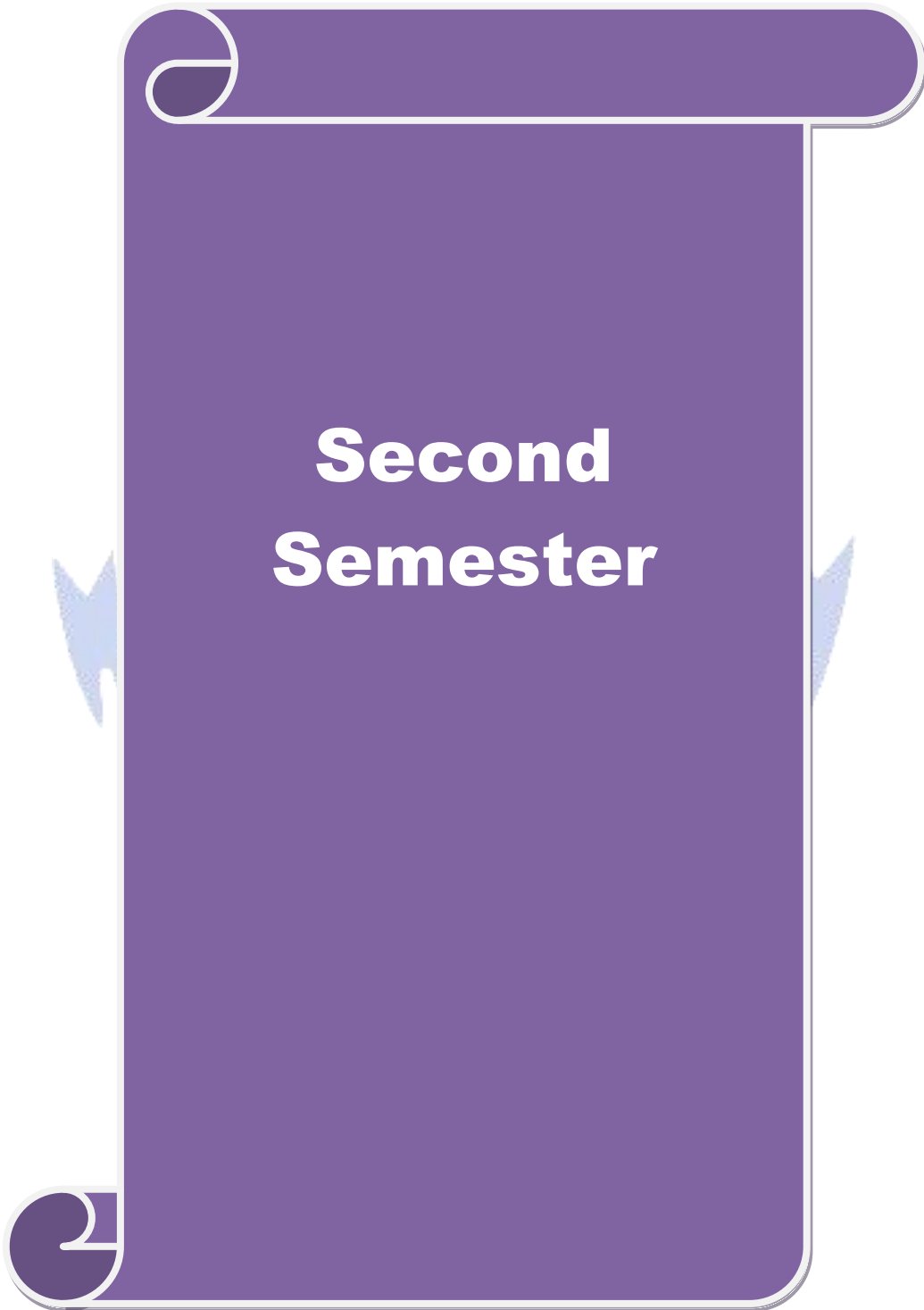
\*S- Strong, M-Medium, L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper I	Managerial Economics	4			4
Pre-requisite	Basic knowledge in Economics	Syllabus version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To enable the students to learn basic Principles of Economics</li> <li>To make the students skillfully to demand and supply.</li> <li>To learn about various types of costs.</li> <li>To understand about pricing</li> <li>To provide knowledge about markets</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recalling meaning and definition of economics, nature and scope of managerial economics				K1
2	Understanding demand, law of demand, elasticity of demand price, income and cross demand, demand estimation and demand forecasting, demand				K2
3	Outline the concepts of Production Function, Type of cost of Production – Long run and Short run cost.				K2
4	Examine the concepts of Forms of Market, Pricing Methods.				K4
5	Analyze the types of market				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>					
<b>Unit:1</b>	<b>Managerial Economics</b>	<b>20—hours</b>			
Managerial Economics – Meaning and Definition – Nature and Scope – Economic Theory – Divisions – Goals of a firm.					
<b>Unit:2</b>	<b>Demand Analysis</b>	<b>18—hours</b>			
Demand Analysis – Meaning, Determinants of Demand – Law of Demand, Elasticity of Demand – Price, Income and Cross Demand – Demand estimation and Demand Forecasting – Demand Distinctions.					
<b>Unit:3</b>	<b>Production Function</b>	<b>17—hours</b>			
Production Function – Meaning and Definition – Elasticity of Substitution and Production – Type of cost of Production – Long run and Short run cost.					
<b>Unit:4</b>	<b>Markets</b>	<b>15—hours</b>			
Markets – Forms of Market – Characteristics - Pricing Methods – Objects of pricing policies – Practices – Government intervention in Market.					
<b>Unit:5</b>	<b>Price Theory</b>	<b>18—hours</b>			
Price Theory – Perfect Competition, Monopoly and Monopolistic competition, Monopsony, Duopoly, Duopsony and Oligopoly.					

<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
<b>Total Lecture hours</b>		<b>90—hours</b>
<b>Text Book(s)</b>		
1	R.L.Varshney and K.L.Maheshwari----Managerial Economics----Sulthan Chand and Sons	
2	Alak Gosh and Biswanath Gosh----Managerial Economics----Kalyani Publications	
3	D.Gopalakrishna----Managerial Economics----Himalaya Publishing House	
4	S.Sankaran---- Managerial Economics----Margham Publications	
5	M.L.Seth----- Principles of Economics	
<b>Reference Books</b>		
1		
2		
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
4		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	M	M	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		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To explore various methods of calculating and recording depreciation</li> <li>To provide understanding about royalties and investment accounts</li> <li>To offer an idea about single entry system of accounts</li> <li>To promote knowledge about department and branch accounting</li> <li>To facilitate knowledge about hire purchase and installment system of accounting</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Describing the concepts based on depreciation and its methods in books of accounts.				K1
2	Outline about the nature of Investment and Royal excluding Sublease.				K2
3	Identifying the essential characteristics of single entry system.				K3
4	Applying the basic concepts of departmental and branch accounting.				K4
5	Familiarize the procedure relating to hire purchase and installment in books of accounts				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Depreciation Accounting</b>	<b>15-- hours</b>			
Accounting for Depreciation –need for and significance of depreciation, methods of providing depreciation- Reserves and Provision.					
<b>Unit:2</b>	<b>Investment accounts</b>	<b>15-- hours</b>			
Investment accounts – Royalty excluding Sublease					
<b>Unit:3</b>	<b>Single Entry system</b>	<b>15-- hours</b>			
Single Entry system-meaning and features-Statement of affairs method and Conversion method					
<b>Unit:4</b>	<b>Departmental accounts</b>	<b>15-- hours</b>			
Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches					
<b>Unit:5</b>	<b>Hire purchase</b>	<b>13-- hours</b>			
Hire purchase and instalment systems including Hire Purchasing Trading account- Goods on sale or Return					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>75-- hours</b>



<b>Text Book(s)</b>	
1	Advanced Accountancy - R.L.Gupta & M.Radhasamy
2	Advanced Accountancy - S.P.Jain & K.L.Narang
<b>Reference Books</b>	
1	Advanced Accountancy - M.C.Shukla & T.S.Grewal
2	Finanacial Accounting - T.S.Reddy & A.Murthy
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
3	
Course Designed By:	

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	M	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 4	Marketing Management	4			4
Pre-requisite	Basic knowledge in marketing	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>1. To conceptualize an idea about marketing and related terms</li> <li>2. To provide insight about various forms and types of marketing</li> <li>3. To analyze various components of marketing channels</li> <li>4. To understand various concepts relating to consumer behavior</li> <li>5. To introduce the components of marketing mix</li> <li>6. To understand the importance of retailing in today's context</li> <li>7. To understand emerging marketing trends and regulatory mechanisms</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Defining the various concepts and terms related to marketing				K1
2	Explaining about various marketing functions				K2
3	Understanding terms of consumer behaviour and examined about different concepts related to consumers.				K2
4	Identifying the marketing mix and its elements				K1
5	Understanding different provisions related to trends in emerging markets.				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Marketing</b>	<b>15-- hours</b>			
Marketing –Definition of market and marketing-Importance of marketing –Modern Marketing concept-Global Marketing –E-marketing –Tele marketing- Marketing Ethics -Career Opportunities in Marketing					
<b>Unit:2</b>	<b>Marketing functions</b>	<b>15-- hours</b>			
Marketing functions-Buying –Selling –Transportation –Storage – Financing –Risk Bearing – Standardisation – Market Information					
<b>Unit:3</b>	<b>Consumer Behaviour</b>	<b>15-- hours</b>			
Consumer Behaviour –meaning –Need for studying consumer behaviour-Factors influencing consumer behaviour-Market segmentation – Customer Relations Marketing					
<b>Unit:4</b>	<b>Marketing Mix</b>	<b>15-- hours</b>			
Marketing Mix – Product mix –Meaning of Product –Product life cycle –Branding-labelling- Price Mix-Importance-Pricing objectives - Pricing strategies –Personal selling and Sales Promotion - Place mix-Importance of channels of distribution –Functions of middlemen – Importance of retailing in today's context					

<b>Unit:5</b>	<b>Marketing and Government</b>	<b>13-- hours</b>
Marketing and Government –Bureau of Indian Standards –Agmark –Consumerism – Consumer Protecting – Rights of consumers- Green Marketing –Forward Trading in Commodities		
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
	<b>Total Lecture hours</b>	<b>75-- hours</b>
<b>Text Book(s)</b>		
1	Marketing Management - Rajan Sexena	
2	Principles of Marketing - Philip Kotler & Gary Armstrong	
3	Marketing Management - V.S. Ramasamy and Namakumari	
<b>Reference Books</b>		
1	Marketing -William G.Zikmund & Michael D’Amico	
2	Marketing - R.S.N.Pillai & Bagavathi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
4		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	M	S
<b>CO2</b>	S	S	M	S	M
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	S	M	M	S
<b>CO5</b>	S	S	S	S	S

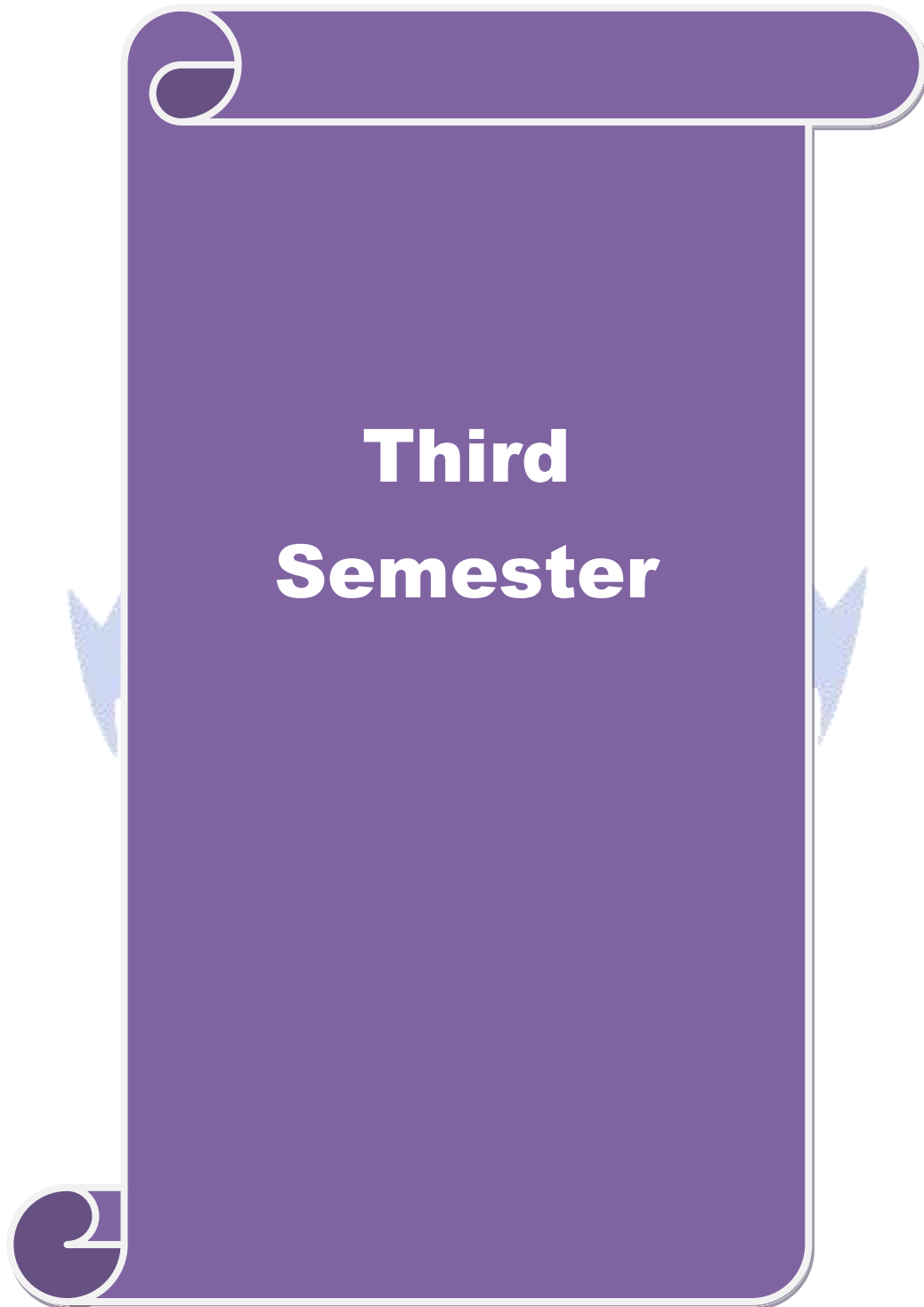
\*S- Strong, M-Medium, L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper II	Business Tools for Decision Making	4			4
Pre-requisite	Basic knowledge in Statistics	Syllabus version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
1. To enable the students to learn the Statistical methods and their applications in Commerce					
2. To make the students to solve the Statistical problems in commerce					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recalling meaning and definition of Meaning and Definition of Statistics, knowledge on Classification and Tabulation ,concepts of Measures of Central tendency				K1
2	Understanding Measures of Dispersion and Measures of Skewness				K2
3	Outline the concepts of Correlation, Regression Analysis, Uses of Regression				K2
4	Examine the concepts of Time Series , Components and Models Methods of estimating trend				K4
5	Analysing and understanding Interpolation				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>					
<b>Unit:1</b>	<b>Statistics basics</b>	<b>20—hours</b>			
Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation - Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems					
<b>Unit:2</b>	<b>Measures of Dispersion</b>	<b>18—hours</b>			
Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. Skewness – Meaning – Measures of Skewness - Pearson’s and Bowley’s co-efficient of Skewness.					
<b>Unit:3</b>	<b>Correlation Regression</b>	<b>17—hours</b>			
Correlation –Meaning and Definition –Scatter diagram, Karl Pearson’s co-efficient of Correlation, Spearman’s Rank Correlation, Co-efficient of Concurrent deviation.Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression					
<b>Unit:4</b>	<b>Time Series Index Numbers</b>	<b>15—hours</b>			
Time Series – Meaning, Components and Models – Business forecasting – Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares – Seasonal Variation – Method of Simple average.Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.					

<b>Unit:5</b>	<b>Interpolation</b>	<b>18—hours</b>
Interpolation: Binomial, Newton’s and Lagrange methods. Probability – Concept and Definition – Addition and Multiplication theorems of Probability (statement only) – simple problems based on Addition and Multiplication theorems only		
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
<b>Total Lecture hours</b>		<b>90—hours</b>
<b>Text Book(s)</b>		
1	Statistical Methods by S.P. Gupta	
2	Business Mathematics and Statistics by P. Navaneetham	
<b>Reference Books</b>		
1	Statistics by R.S.N. Pillai and V. Bagavathi	
2	Applied General Statistics by Frederick E.Croxton and Dudley J. Cowden	
3	Statistics-Theory, Methods & Application by D.C. Sancheti and V.K. Kapoor	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
3		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	M	M	M

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



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		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To provide insight about maintaining partnership accounts</li> <li>To promote understanding about maintaining books of accounts at the time of retirement</li> <li>To offer understanding about dissolution and insolvency of partnership</li> <li>To facilitate knowledge about individual insolvency and claims</li> <li>To promote knowledge about human resource and inflation accounting</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Understanding the basic concepts of partner and procedures related to calculation of ratios.				K2
2	Acquiring the principle at the time of retirement in the books of partner				K1
3	Analyzing dissolution and insolvency of firms and individuals.				K4
4	Evaluate the insolvency or loss of individuals or firms.				K5
5	Examine the concepts based on voyage, Human resource and inflation accounting.				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Admission of a Partner</b>	<b>23-- hours</b>			
Introduction- Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.					
<b>Unit:2</b>	<b>Retirement of Partner</b>	<b>20-- hours</b>			
Retirement of Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only - Settlement of Accounts - Retiring Partner’s Loan Account with equal Installments only.					
<b>Unit:3</b>	<b>Dissolution</b>	<b>20-- hours</b>			
Dissolution - Insolvency of Partners- Garner Vs Murray- Insolvency of all Partners - Deficiency A/c - .Piecemeal Distribution - Proportionate Capital Method only.					
<b>Unit:4</b>	<b>Insolvency</b>	<b>20-- hours</b>			
Insolvency of Individuals and Firms – Fire Claims : Normal Loss – Abnormal Loss					
<b>Unit:5</b>	<b>Voyage Account</b>	<b>20-- hours</b>			
Voyage Accounts - Human Resources Accounting and Inflation Accounting (Theory only).					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars - webinars					

	<b>Total Lecture hours</b>	<b>105-- hours</b>
<b>Text Book(s)</b>		
1	S.P. Jain & K.L. Narang, “Advanced Accounting”, Kalyani Publications, NewDelhi.	
2	Reddy & Murthy, “Financial Accounting”, Margham Publicatuions, Chennai, 2004.	
3	Dr. M. A. Arulanandam, Dr. K.S. Raman, “Advanced Accountancy Part-I”, Himalaya Publication, New Delhi.	
<b>Reference Books</b>		
1	Gupta R.L. & Radhaswamy M.,”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.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
4		
Course Designed By:		

<b>Mapping programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	M
<b>CO2</b>	S	S	M	S	M
<b>CO3</b>	S	S	S	S	M
<b>CO4</b>	S	M	M	S	M
<b>CO5</b>	S	S	M	S	M

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



Course code	Business Law			L	T	P	C
Core 6				4			4
Pre-requisite	Basic knowledge of Business law			Syllabus Version	2020		
<b>Course Objectives:</b>							
The main objectives of this course are:							
<ol style="list-style-type: none"> <li>1. To know the development of mercantile law and sources of contracts.</li> <li>2. To learn the capacity to contract with free, quasi, contingent contracts.</li> <li>3. To learn the contract and creation of agency.</li> <li>4. To understand the contract of indemnity and guarantee.</li> <li>5. To understand law of sale of goods and conditions and warranties to sell.</li> </ol>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	Assessing the various elements related business law and contract			K5			
2	Interpreting different type of contract and its features			K2			
3	Explain about the agency system related to creation and termination of agency			K5			
4	Compare between rights and duties of indemnity , guarantee			K5			
5	Examine the distinct between sale and agreement to sell and its features			K4			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>							
<b>Unit:1</b>							
<b>Law</b>			<b>20-- hours</b>				
Law - Meaning and objects - Mercantile law, meaning - Sources of contracts – Classification of contracts - Essentials of a valid contract - Offer, acceptance, legality of object and consideration - Void agreement.							
<b>Unit:2</b>							
<b>Contract</b>			<b>18-- hours</b>				
Capacity to contract - Free consent - Quasi contracts - Contingent contracts -Performance of contract - Discharge of contract - Remedies for breach of contract.							
<b>Unit:3</b>							
<b>Agency</b>			<b>17-- hours</b>				
Contract of Agency - Creation of Agency - Personal liability of an Agent - Agency by ratification - Conditions and effects - Termination of Agency.							
<b>Unit:4</b>							
<b>Contract of indemnity and guarantee</b>			<b>15-- hours</b>				
Contract of indemnity and guarantee - Rights and Liabilities of surety - Discharge of surety – Bailment – Rights and Duties of bailor and bailee - Pledge by non-owners.							

<b>Unit:5</b>	<b>Law of sale of goods</b>	<b>18-- hours</b>
Law of sale of goods _ Distinction between sale and agreement to sell – Condition and Warranties to sell – conditions and warranties - Transfer of ownership – transfer of title by Non-owners – Performance of contract of sale - Rights and Duties of buyer - Right of unpaid seller.		
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>90 hours</b>
<b>Text Book(s)</b>		
1	N.D. Kapoor – Business Laws – Sultan Chand & Sons	
2	R.S.N. Pillai and Bagavathy - Business Laws – S.Chand & Co.,	
3	M.C. Kuchhal – Mercantile Law – Vikas Publications.	
<b>Reference Books</b>		
1	K.R.Bulchandani – Business Law – Himalaya Publishing House.	
<b>Related Online Contents</b>		
1		
2		
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Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	S
<b>CO3</b>	S	M	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	M	S	S
<b>CO5</b>	S	S	S	S	M
*S- Strong, M-Medium, L-Low					

Course code	TITLE OF THE COURSE			L	T	P	C
Core- 7	PRINCIPLES OF MANAGEMENT			4			4
Pre-requisite	Basic knowledge in management			Syllabus Version	2020		
<b>Course Objectives:</b>							
The main objectives of this course are to:							
<ol style="list-style-type: none"> <li>To provide understanding about basic terminologies of management</li> <li>To explore the fundamental principles, process and steps in management including planning</li> <li>To develop knowledge about organizing function in business</li> <li>To explore the concept of motivation in organizational context</li> <li>To generate ideas about effective communication in the business</li> </ol>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	Explaining the concepts based on management and its features						K2
2	Summarizing the principles and importance of planning						K2
3	Interpreting various concepts based on organization and its element						K2
4	Examining the determinants of behaviour and motivation theories						K4
5	Understanding the need and techniques of communication in management						K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>							
<b>Unit:1</b>	<b>Management</b>					<b>20-- hours</b>	
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.							
<b>Unit:2</b>	<b>Planning</b>					<b>18-- hours</b>	
Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.							
<b>Unit:3</b>	<b>Organization</b>					<b>17-- hours</b>	
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.							
<b>Unit:4</b>	<b>Motivation</b>					<b>15-- hours</b>	
Motivation – Need – Determinants of behaviour – Maslow’s Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.							
<b>Unit:5</b>	<b>Communication in Management</b>					<b>18-- hours</b>	
Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.							

<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
<b>Total Lecture hours</b>		<b>90-- hours</b>
<b>Text Book(s)</b>		
1	The Principles of Management - Rustom S. Davan	
2	Business Organization and Management - Y. K. Bhushan	
3	Business Management – Chatterjee	
<b>Reference Books</b>		
1	Principles of Management - Koontz and O'Donald	
2	Business Management - Dinkar – Pagare	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
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4		
Course Designed By:		

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	M	M	M
*S- Strong, M-Medium, L-Low					

Course code	TITLE OF THE COURSE			L	T	P	C	
Allied Paper III	Advertising and Sales Promotion.			4			4	
Pre-requisite	Basic knowledge in Advertising			Syllabus version		2020		
<b>Course Objectives:</b>								
The main objectives of this course are to:								
<ol style="list-style-type: none"> <li>1. To enable the students to learn about Advertising</li> <li>2. To make the students to gain knowledge on Advertising</li> <li>3. To enable the students to acquire knowledge of sales promotional measures</li> </ol>								
<b>Expected Course Outcomes:</b>								
On the successful completion of the course, student will be able to:								
1	Recalling meaning and definition of Advertising, forms of media						K1	
2	Understanding Advertising agencies, social effects of advertising						K2	
3	Outline the concepts of Advertising layout, advertising campaign						K2	
4	Examine the concepts of Sales force Management						K4	
5	Understanding Sales promotion, - Salesmanship						K4	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>								
<b>Unit:1</b>	<b>Advertising</b>					<b>20—hours</b>		
Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal - Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair - transportation advertising.								
<b>Unit:2</b>	<b>Advertising agencies</b>					<b>18—hours</b>		
Advertising agencies-advertising budget-advertising appeals - advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.								
<b>Unit:3</b>	<b>Advertising layout</b>					<b>17—hours</b>		
Advertising layout- functions-design of layout-typography printing process-lithography- printing plates and reproduction paper, and cloth- size of advertising-repeat advertising- advertising campaign- steps in campaign planning								
<b>Unit:4</b>	<b>Sales force Management</b>					<b>15—hours</b>		
Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.								
<b>Unit:5</b>	<b>Sales promotion</b>					<b>18—hours</b>		
Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling- Objectives - Salesmanship-Process of personal selling-types of salesman.								
<b>Unit:6</b>	<b>Contemporary issues</b>					<b>2 hours</b>		
Expert lectures, online seminars – webinars								

	<b>Total Lecture hours</b>	<b>90—hours</b>
<b>Text Book(s)</b>		
1		
2		
<b>Reference Books</b>		
1.	Bolen J.H.	Advertising
2.	Sontakk C.N.	Advertising and Sales Management
3.	Davar S.K.	Salesmanship and advertising
4.	Baranikumar,	Advertising and Sales Promotion.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
2		
3		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	M	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Skill Based Subject 1	Business Application Software I	4			4
Pre-requisite	Basic knowledge in Ms.Word , MS Excel	Syllabus version	2020		
<b>Course Objectives:</b>					
The main objectives of this course are to:					
1. To enable the students to learn the concepts of MS-Office					
2. To Understand the basic frame work and how to use MS Excel					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	To know the basics on Ms.Word				K2
2	To study the formatting features of MS Word				K2
3	To understand the concept of mail merge				K2
4	To gain knowledge on Excel				K2
5	To acquire knowledge on Managing and Analysing Complex worksheet				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Microsoft Word</b>	<b>9--hours</b>			
<b>Microsoft Word:</b> Basics - Creating Documents – Mouse, Keyboard Operations, Keys – Formatting Features – Menus, Commands, Toolbars and their Icons.					
<b>Unit:2</b>	<b>Creating Templates</b>	<b>8--hours</b>			
Creating Templates, Creating Tables, Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Insert picture.					
<b>Unit:3</b>	<b>Mail Merge</b>	<b>8--hours</b>			
Mail Merge - Creating the Main Document – Creating data source, Adding fields, removing fields – Merging Documents - Macros – Inserting Headers and Footer – Recording macros.					
<b>Unit:4</b>	<b>Microsoft Excel</b>	<b>9--hours</b>			
<b>Microsoft Excel:</b> Introduction – Navigation, Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands, Toolbars and their Icons.					
<b>Unit:5</b>	<b>Spreadsheet Overview</b>	<b>9--hours</b>			
Spreadsheet Overview – Creating Worksheet - Managing and Analyzing Complex Worksheet – Creating Charts – Creating Form Templates – Sharing Data Between Applications					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>45--hours</b>



<b>Text Book(s)</b>	
1	<b>Sanjay Saxena</b> , “MS-Office 2000”, Vikas Publishing House Private Ltd.
2	
3	
<b>Reference Books</b>	
1	<b>Timothy J.O’Leary and Lindai O’Leary</b> , “ MS-Office “, IRWIN/McGraw Hill.
2	
3	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	S	S	S	S	S





**Fourth  
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 8	Corporate accounting-1	4			4
Pre-requisite	Basic knowledge in company accounts	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To provide basic understanding about the accounts relating to shares and debentures</li> <li>To analyze the final accounts of companies</li> <li>To explore various methods for the valuation of goodwill</li> <li>To assist preparation of books of accounts during liquidation of companies</li> <li>To learn about the liquidation of companies</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Explaining about the basic provisions towards issue of shares in market				K2
2	Understanding the concepts of debenture and its accounting				K2
3	Analyze the companies final accounts and Managerial Remuneration				K4
4	Estimating methods of goodwill and shares				K5
5	Examine various procedures related to liquidation of companies				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Issue of shares</b>	<b>20-- hours</b>			
Issue of shares : Par , Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Right Issue – Underwriting					
<b>Unit:2</b>	<b>Redemption</b>	<b>18-- hours</b>			
Redemption of Preference Shares. Debentures – Issue – Redemption : Sinking Fund Method.					
<b>Unit:3</b>	<b>Final Accounts</b>	<b>17-- hours</b>			
Final Accounts of Companies - Calculation of Managerial Remuneration.					
<b>Unit:4</b>	<b>Valuation of Goodwill and Shares</b>	<b>15-- hours</b>			
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.					
<b>Unit:5</b>	<b>Liquidation of Companies</b>	<b>18-- hours</b>			
Liquidation of Companies - Statement of Affairs -Deficiency a/c.					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>90-- hours</b>

<b>Text Book(s)</b>	
1	<b>S.P. Jain &amp; K.L. Narang</b> , “Advanced Accounting”, Kalyani Publications, New Delhi.
2	<b>Gupta R.L. &amp; Radhaswamy M.</b> , ”Corporate Accounts “, Theory Method and Application-13 <sup>th</sup> Revised Edition 2006, Sultan Chand & Co., New Delhi.
3	<b>Dr. M.A. Arulanandam, Dr. K.S. Raman</b> , “Advanced Accountancy, Part-I”, HimalayaPublications, New Delhi.2003.
<b>Reference Books</b>	
1	<b>Gupta R.L. &amp; Radhaswamy M.</b> ,”Corporate Accounts “, Theory Method and Application-13 <sup>th</sup> Revised Edition 2006, Sultan Chand & Co., New Delhi.
2	<b>Shukla M.C., Grewal T.S. &amp; Gupta S.L.</b> , “Advanced Accountancy”, S. Chand & Co., NewDelhi
3	<b>Reddy &amp; Murthy</b> , “Financial Accounting”, Margham Publicatuions, Chennai, 2004
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	S	S	S	S	S

Course code	CUSTOMER RELATIONSHIP MANAGEMENT			L	T	P	C
Core-9				4			4
Pre-requisite	Basic knowledge of customer relationship management.			Syllabus Version		2020	
<b>Course Objectives:</b>							
The main objectives of this course are:							
<ol style="list-style-type: none"> <li>1. To know the basics of customer relationship management</li> <li>2. To offer an overview of customer relationship management</li> <li>3. To know about sales force automations</li> <li>4. To offer knowledge about value chain management</li> <li>5. To provide knowledge about database marketing</li> </ol>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	Recalling various concepts of customer relationship management			K1			
2	Understanding the history of customer relationship management			K2			
3	Analyzing sales force automation			K4			
4	Understanding value chain MANAGEMENT			K2			
5	Apply data base marketing			K3			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze</b>							
<b>Unit:1</b>	<b>Overview of Relationship marketing</b>			<b>15-- hours</b>			
Overview of Relationship marketing - Basis of building relationship- Types of relationship marketing - customer life cycle							
<b>Unit:2</b>	<b>CRM</b>			<b>10-- hours</b>			
CRM - Overview and evolution of the concept - CRM and Relationship marketing - CRM strategy - importance of customer divisibility in CRM.							
<b>Unit:3</b>	<b>Sales Force Automation</b>			<b>10-- hours</b>			
Sales Force Automation - contact management - concept - Enterprise Marketing Management - core beliefs - CRM in India							
<b>Unit:4</b>	<b>Value Chain</b>			<b>15-- hours</b>			
Value Chain - concept - Integration Business Management - Benchmarks and Metrics - culture change - alignment with customer ecosystem - Vendor selection.							

<b>Unit:5</b>	<b>Database Marketing</b>	<b>8-- hours</b>
Database Marketing - Prospect database - Data Warehouse and Data Mining - analysis of customer relationship technologies - Best practices in marketing Technology - Indian scenario.		
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>Text Book(s)</b>		
1	S. Shajahan - Relationship Marketing – McGraw Hill, 1997 Paul Green Berg – CRM – Tata McGraw Hill, 2002.	
2	Philip Kotler, Marketing Management, Prentice Hall, 2005.	
3	Barry Berman and Joel R Evans – Retail Management – A Strategic Approach – Prentice Hall of India, Tenth Edition, 2006.	
<b>Reference Books</b>		
1		
<b>Related Online Contents</b>		
1		
2		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 10	Banking Law and Practices	3			3
Pre-requisite	Basic knowledge in Banking	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the basic terminologies used in Banking sector</li> <li>To provide knowledge about the working of banking industry</li> <li>To understand the basic understanding of loan disbursement policies of banks</li> <li>To provide insights about various documents used in banking services</li> <li>To understand the role of documenting in effective banking process</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Illustrate the classification of commercial banks, functions and credit creation				K2
2	Outline the recent trade in banking				K2
3	Analyze the functions of central banks and its credit controlling measures				K4
4	Examine the concepts of Indian Money Market				K4
5	Explain the role of SBI Commercial banks and Development banks				K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>Banker and customer</b>				<b>15-- hours</b>	
Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. Secrecy of customer Account.					
<b>Unit:2</b>					
<b>Opening of account</b>				<b>10-- hours</b>	
Opening of account – special types of customer – types of deposit – Bank Pass book – collecting banker – paying banker – banker lien.					
<b>Unit:3</b>					
<b>Cheque</b>				<b>10-- hours</b>	
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.					
<b>Unit:4</b>					
<b>commercial bank</b>				<b>15-- hours</b>	
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.					
<b>Unit:5</b>					
<b>Position of surety</b>				<b>8-- hours</b>	
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.					
<b>Unit:6</b>					
<b>Contemporary issues</b>				<b>2 hours</b>	
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>				<b>60-- hours</b>	

<b>Text Book(s)</b>	
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
<b>Reference Books</b>	
1	Natarajan & Gordon : Banking Theory and Practice
2	Banking Regulation Act, 1949.
3	Reserve Bank of India, Report on currency and Finance 2003-2004.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

<b>Mapping Programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	M	S	S
<b>CO3</b>	S	S	S	M	S

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 11	Company law and secretarial practice	4			4
Pre-requisite	Basic knowledge in law	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To develop a strong foundation regarding corporate laws and provisions</li> <li>To provide knowledge about qualification and disqualification of directors</li> <li>To analyse the winding up procedures of the companies</li> <li>To provide insights about corporate secretaryship</li> <li>To understand the rules relating to company meetings.</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Define the fundamentals of corporate law				K1
2	Identify the role, responsibilities, appointment and liabilities of corporate directors				K2
3	Analyzing various winding up procedures, regulations and formalities under law				K4
4	Examine the role of corporate secretaryship and specific conditions				K4
5	Outline corporate level meetings with regard to duties of company secretary, drafting correspondence, Notice, Agenda and Minutes				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Formation of Companies</b>	<b>15-- hours</b>			
Formation of Companies – promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in prospectus – Kinds of Shares and Debentures.					
<b>Unit:2</b>	<b>Directors</b>	<b>10-- hours</b>			
Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director’s remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors					
<b>Unit:3</b>	<b>Winding up</b>	<b>10-- hours</b>			
Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).					



<b>Unit:4</b>	<b>Company Secretary</b>	<b>15-- hours</b>
Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.		
<b>Unit:5</b>	<b>Company meetings</b>	<b>8-- hours</b>
Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices - Agenda Chairman’s speech – Writing of Minutes.		
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
	<b>Total Lecture hours</b>	<b>60-- hours</b>
<b>Text Book(s)</b>		
1	M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,	
2	M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,	
<b>Reference Books</b>		
1	N.D.Kapoor----Company Law----Sultan Chand & Sons	
2	M.C.Kuchhal---- Secretarial Practice----Vikas Publications	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
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3		
Course Designed By:		

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	L	S	S	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S

Course code	Business Communication	L	T	P	C
Core-12		3			3
Pre-requisite	Basic knowledge on business communication	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are:					
<ol style="list-style-type: none"> <li>1. To conceptualize business communication</li> <li>2. To write effective trade letters</li> <li>3. To prepare effective banking correspondence</li> <li>4. To execute effective company secretarial correspondence</li> <li>5. To assist prepare resumes and prepare for interviews</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Outline the importance of effective business communication	K2			
2	Understand the intricacies of responding to business related queries	K2			
3	Categorizing effective correspondence with banks, insurance and agencies	K3			
4	Examine effective response to company secretarial correspondence	K4			
5	Analyze new innovative and effective ideas for business communication	K4			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Business communication</b>	<b>8 hours</b>			
Business communication: Meaning – importance of Effective Business Communication – Modern Communication Methods – Business Letters: Need – Functions – Kinds – Essentials of Effective Business Letters – Layout.					
<b>Unit:2</b>	<b>Trade Enquiries</b>	<b>9 hours</b>			
Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters - Sales Letters - Circular Letters					
<b>Unit:3</b>	<b>Correspondence</b>	<b>8 hours</b>			
Banking Correspondence - Insurance Correspondence - Agency Correspondence.					
<b>Unit:4</b>	<b>Company Secretarial Correspondence</b>	<b>7 hours</b>			
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)					
<b>Unit:5</b>	<b>Application Letters and Speech</b>	<b>11 hours</b>			
Application Letters - Preparation of Resume - Interview: Meaning - Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.					

<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>45 hours</b>
<b>Text Book(s)</b>		
1	Rajendra Pal Korahill. “Essentials of Business Communiation”, Sultan Chand & Sons, New Delhi, 2006.	
2	Ramesh, MS, & C.C Pattanshetti, “Business Communication”, R.Chand & Co., New Delhi, 2003.	
<b>Reference Books</b>		
1	Rodriquez M V, “Effective Business Communication Concept” Vikas Publishing Company, 2003.	
<b>Related Online Contents</b>		
1		
2		
3		
4		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper IV	International Business	4			4
Pre-requisite	Basic knowledge about international business	Syllabus version	2020		
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To develop a strong foundation regarding International Business</li> <li>To provide knowledge about Euro Currency Market and International Organisations</li> <li>To analyse Export marketing</li> <li>To provide insights about India's imports and exports</li> <li>To understand the rules Foreign exchange</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	To understand the role of Foreign trade				K1
2	Identify Euro Currency Markets and international agencies				K2
3	Analyzing various Export marketing features				K4
4	Examine India's imports and exports				K4
5	Outline Foreign exchange				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>International Business</b>	<b>15—hours</b>			
International Business - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Current Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP.					
<b>Unit:2</b>	<b>Euro Currency Market</b>	<b>10--hours</b>			
Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.					
<b>Unit:3</b>	<b>Export marketing</b>	<b>10--hours</b>			
Export marketing – Meaning – An overview of export marketing – differences between export marketing and domestic marketing – salient features and basic functions of export marketing – export barriers – Tariff and non-tariff – Export market analysis – Feasibility of market entry – Sources of market information – Assessing sale prospects.					
<b>Unit:4</b>	<b>Imports and Exports</b>	<b>15--hours</b>			
Composition and direction of India's imports and exports – Past trends, present position and prospects – Project consultancy and Service exports – Trends, prospects and problems – Important documents used in foreign trade					
<b>Unit:5</b>	<b>Foreign exchange</b>	<b>8--hours</b>			
Foreign exchange – Theories of foreign exchange – administration of foreign exchange – Rate determination – Factors influencing fluctuations in foreign exchange – Exchange control in India					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>60--hours</b>

<b>Text Book(s)</b>	
	1. International Marketing Management - Varshney & Bhattachariya 2. International Business - Francis Cherunilam 3. Export Marketing - T.A.S. Balagopal 4. Money, Banking & International Trade - M.L.Seth
<b>Reference Books</b>	
	1. International Business - T.N. Chhara and M.Biswas 2. International Business - Subba Rao 3. International Business - C.Jeevanandam 4. Export Marketing - Rother and Rother 5. International Trade & Export Management- Francis Cherunilam
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
3	
Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	L	S	S	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Skill Based Subject 2	Computer Applications Practical–I Ms word And Ms Excel	4			4
Pre-requisite	Basic knowledge in MS Word and MS Excel	Syllabus version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ul style="list-style-type: none"> <li>To acquire and apply computer applications in different aspects of business</li> <li>Get an insight on knowledge on MS</li> </ul>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	To understand the concepts of MS word and MS Excel				K1
2	Create customers list using mail merge				K2
3	Generate the database using Ms.Word Ms.Excel				K4
4	Execute and apply various statistical tools of Ms.Word				K4
5	Execute and apply various statistical tools of Ms.Excel				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze, K5 - evaluate, K6 - Create</b>					
	<p><b>MS Word</b></p> <ol style="list-style-type: none"> <li>Create the front page of a News Paper.</li> <li>Type a document and perform the following:               <ol style="list-style-type: none"> <li>Change a paragraph into two column cash book.</li> <li>Change a paragraph using bullets (or) numbering format.</li> <li>Find any word and replace it with another word in document.</li> </ol> </li> <li>Prepare a class time table using a table menu.</li> <li>Prepare a mail merge for an interview call letter.</li> <li>Create a resume wizard.</li> <li>Design a cheque book of a bank.</li> <li>Create a table with the following field name: EMP-no, Emp-name, designation, department, experience.</li> </ol>	<b>30—hours</b>			
	<p><b>MS Excel</b></p> <ol style="list-style-type: none"> <li>Develop the Students Mark List worksheet and calculate total, average and save it. Specify the Result also (Field names: S.NO, Name of the student, course, mark1, mark2, mark3, total, average and result).</li> <li>Design a chart projecting the cash estimate of a concern in the forth coming years.</li> <li>3. Create a Pivot table showing the performance of the salesmen.</li> </ol>	<b>30 hours</b>			

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	L	S	S	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S





# **Fifth Semester**



Course code	TITLE OF THE COURSE	L	T	P	C
Core- 13	Corporate Accounting- II	4			4
Pre-requisite	Basic knowledge in Company Accounts	Syllabus Version		2020	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To understand the concept of mergers and acquisitions</li> <li>To familiarize with holding company accounts</li> <li>To prepare the final accounts of banking companies</li> <li>To prepare the accounts of insurance companies</li> <li>To assist the preparation of electricity companies accounts</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recall various concepts and methods of preparing accounts under mergers and acquisitions				K1
2	Understand various methods of preparing holding company accounts				K2
3	Understand various methods of preparing and assessing final accounts of banking companies				K2
4	Analyze the final accounts of insurance companies				K4
5	Analyze the accounting statements of electricity companies				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze</b>					
<b>Unit:1</b>	<b>Accounting for Mergers and Amalgamation</b>	<b>20-- hours</b>			
Accounting for Mergers and Amalgamation – Absorption and External Reconstruction					
<b>Unit:2</b>	<b>Holding Company Accounts</b>	<b>18-- hours</b>			
Holding Company Accounts - Consolidation of Balance Sheets with treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus issue and payment of dividend (Inter Company Holdings excluded).					
<b>Unit:3</b>	<b>Banking Company Accounts</b>	<b>17-- hours</b>			
Banking Company Accounts - Preparation of Profit and Loss Account and Balance Sheet (New format only) - Rebate on Bills Discounted - Classification of Advances - Classification of Investments.					
<b>Unit:4</b>	<b>Insurance Company accounts</b>	<b>15-- hours</b>			
Insurance Company accounts: General Insurance and Life Insurance - Under IRDA 2000					
<b>Unit:5</b>	<b>Statements of Accounts for Electricity Companies</b>	<b>18-- hours</b>			
Statements of Accounts for Electricity Companies – Treatment of Repairs and Renewals - Accounting Standards – Financial Reporting Practice (Theoretical Aspects)					
<b>Unit:6</b>	<b>Contemporary issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>90-- hours</b>

<b>Text Book(s)</b>	
1	S.P. Jain & K.L. Narang, "Advanced Accounting", Kalyani Publications, New Delhi. 5. Shukla M.C.
2	Gupta R.L. & Radhaswamy M. ,"Corporate Accounts ", Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi
3	Dr. M.A. Arulanandam, Dr. K.S. Raman, "Advanced Accountancy, Part-I", Himalaya Publications, New Delhi.2003.
<b>Reference Books</b>	
1	Gupta R.L. & Radhaswamy M.,"Corporate Accounts ", Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.
2	Grewal T.S.& Gupta S.L.,"Advanced Accountancy",S. Chand & Co., New Delhi
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
4	
Course Designed By:	

<b>Mapping Programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	M	M	S	S	S

Course code	Human Resource Management	L	T	P	C
Core-14		4			4
Pre-requisite	Basic knowledge on human resource management.	Syllabus Version	2020		
<b>Course Objectives:</b>					
The main objectives of this course are:					
<ol style="list-style-type: none"> <li>1. To understand the role of human resource management</li> <li>2. To know the steps in human resource planning</li> <li>3. To execute proper recruitment and selection</li> <li>4. To know about induction programming and performance appraisal</li> <li>5. to know about career planning and development</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recalling the concepts of human resource management	K1			
2	Understanding the steps in human resource planning	K2			
3	Understanding recruitment and selection in companies	K2			
4	Comparing induction programming and performance appraisal	K2			
5	Understanding career planning and development	K2			
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze					
<b>Unit:1</b>	<b>Human Resource Management</b>	<b>15 hours</b>			
Human Resource Management - meaning, nature, scope and objective - Functions of HRM - The Role & status of HR manager – Organisation of HR department - Strategic HRM					
<b>Unit:2</b>	<b>Human Resource Planning</b>	<b>15 hours</b>			
Human Resource Planning - Job Analysis - Importance & benefits - Job analysis process- - Job description - Role analysis - Job specification					
<b>Unit:3</b>	<b>Recruitment and Selection</b>	<b>15 hours</b>			
Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment - Alternative to Recruitment - Definition and Importance of Selection. Stages involved in Selection Process - Types of Selection Tests and Types of Interviews.					
<b>Unit:4</b>	<b>Induction</b>	<b>15 hours</b>			
Meaning and benefits of Induction, Content of an Induction Program - Training and Development.- Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion					

<b>Unit:5</b>	<b>Career Planning &amp; Development</b>	<b>13 hours</b>
Career Planning & Development - Stages in Career Planning - Internal and External Mobility of Employees – Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>75 hours</b>
<b>Text Book(s)</b>		
1	Rao, S. (2014). – Essentials of Human Resource Management & Industrial Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.	
2	VSP.Rao – Human Resource Management.	
3	B.Nandhakumar – Industrial Relations Labour Welfare and Labour Laws- Vijay Nicole Imprints.	
<b>Reference Books</b>		
1	Basak, S.P. (2012) – Human Resource Management: Text & Cases. New Delhi: Pearson	
<b>Related Online Contents</b>		
1		
2		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 15	Income tax law and practice	4			4
Pre-requisite	Basic knowledge in law	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the basic terminologies in Taxation</li> <li>To understand the various concepts of income tax.</li> <li>To compute the self assessment involved in taxation process.</li> <li>To familiarize with calculation if income under different heads</li> <li>To understand the process of set off and carry forward of losses while computing total income</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Outline 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	Evaluate the set off and carry forward of losses while calculating personal income				K5
5	Analyze self-assessment of income and tax computation				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>					
<b>Income Tax Act</b>				<b>20-- hours</b>	
Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.					
<b>Unit:2</b>					
<b>Heads of Income</b>				<b>18-- hours</b>	
Heads of Income: Income from Salaries – Income from House Property.					
<b>Unit:3</b>					
<b>Profit and Gains of Business or Profession</b>				<b>17-- hours</b>	
Profit and Gains of Business or Profession – Income from Other Sources.					
<b>Unit:4</b>					
<b>Capital Gains</b>				<b>15-- hours</b>	
Capital Gains – Deductions from Gross Total Income.					
<b>Unit:5</b>					
<b>Set off and Carry forward of losses</b>				<b>18-- hours</b>	
Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.					
<b>Unit:6</b>					
<b>Contemporary issues</b>				<b>2 hours</b>	
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>				<b>90-- hours</b>	
<b>Text Book(s)</b>					
1	Gaur and Narang, “Income Tax Law and Practice” Kalyani publishers New Delhi				

<b>Reference Books</b>	
1	Dr. HC Mehrotra, "Income-tax Law and Accounts" Sahithya Bhavan publishers
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
4	
Course Designed By:	

<b>Mapping Programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	L	L	L
<b>CO2</b>	S	S	L	M	M
<b>CO3</b>	S	M	M	L	L
<b>CO4</b>	S	S	S	L	L
<b>CO5</b>	S	S	M	L	L



Course code		Retail Management	L	T	P	C
Core-16			4			4
Pre-requisite	Basic knowledge on retail business management.	Syllabus Version			2020	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Outline the nature and significance of retail organization		K2			
2	Recall the human resource environment in retailing organization		K2			
3	Understand the financial dimensions of operational management		K2			
4	Analyze the operational dimensions and risk management		K4			
5	Examine the ethics in retail organization		K4			
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> - Create						
<b>Unit:1</b>	<b>Management</b>		<b>15-- hours</b>			
Nature and Significance of Management - Objectives of Management - Functions of Management - Setting up a Retail Organization- Factors to be considered in Planning, Assessing a Retail Organization.						
<b>Unit:2</b>	<b>Human Resources Environment</b>		<b>15-- hours</b>			
Human Resources Environment of Retailing- Recruiting and Selecting Retail Personnel. Compensating Retail Personnel, Supervision of Retail Personnel.						
<b>Unit:3</b>	<b>Financial Dimensions</b>		<b>15-- hours</b>			
Financial Dimensions of Operations Management - Profit Planning - Asset Management- Preliminary Budget Decisions and Ongoing Budgeting Process.						
<b>Unit:4</b>	<b>Operational Dimensions</b>		<b>15-- hours</b>			
Operational Dimensions - Store Security – Insurance – Credit Management – Computerization – Outsourcing – Risk Management.						
<b>Unit:5</b>	<b>Ethics in Retail Management</b>		<b>13-- hours</b>			
Ethics in Retail Management – Ethical Values – Social Responsibility, Ethical Values in relation to Customers, Community & General Public, Employees, Business Partners and Shareholders – Consumerism.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>75 hours</b>
<b>Text Book(s)</b>		
1	Retail Management - GribsonG. Vedamani, Jaicopublishing House, 2005	
2	Retailing Management Text & Cases - Swapna Pradhan, The McGraw-Hill Companies,2006	
<b>Reference Books</b>		
1	Retail Management Strategic approach – Barry, Berman, Joel R Evam-Pearson Education (Singapore) 2002.	
<b>Related Online Contents</b>		
1		
2		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S



Course code	TITLE OF THE COURSE			L	T	P	C
Skill Based Subject 3	Business Application Software II			4			4
Pre-requisite	Basic knowledge in Ms.Power Point , MS Access			Syllabus version		2020	
<b>Course Objectives:</b>							
The main objectives of this course are to:							
1. To enable the students to learn the concepts of MS-Power Point							
2. To Understand the basic frame work and how to use MS Access							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	To know the basics on Ms.Power Point						K2
2	To study the formatting features of MS Power Point						K2
3	To understand the concept of database						K2
4	To gain knowledge on Ms.Access						K2
5	To acquire knowledge on Managing and Analysing Reports						K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>							
<b>Unit:1</b>	<b>Microsoft PowerPoint</b>					<b>9--hours</b>	
<b>Microsoft PowerPoint:</b> Basics – Using Text – Adding Visual Elements – Charts and Tables – Drawing – Clipart – Sounds – Animation – Apply Time Transitions to Slides - Menus, Toolbars and Navigation in Power Point.							
<b>Unit:2</b>	<b>Working with PowerPoint</b>					<b>8--hours</b>	
Working with PowerPoint: Slide Sorter – Date and Time – Symbol – Slide Layout – Font Slide Colour Schema – Macros – Custom Animation.							
<b>Unit:3</b>	<b>Microsoft Access</b>					<b>8--hours</b>	
<b>Microsoft Access:</b> Database Overview- Creating Database – Creating database through Table Wizard – Modifying Table.							
<b>Unit:4</b>	<b>Creating a Table</b>					<b>9--hours</b>	
Creating a Table – Rename Columns – Saving the Database – Relationships - Forms.							
<b>Unit:5</b>	<b>Filtering and Querying Tables</b>					<b>9--hours</b>	
Filtering and Querying Tables – Creating Reports and Mailing Labels – Sharing Information between Applications.							
<b>Unit:6</b>	<b>Contemporary Issues</b>					<b>2 hours</b>	
Expert lectures, online seminars – webinars							
					<b>Total Lecture hours</b>	<b>45--hours</b>	
<b>Text Book(s)</b>							
1	Sanjay Saxena , “MS-Office 2000”, Vikas Publishing House Private Ltd.						
2							
3							

<b>Reference Books</b>	
1	<b>Timothy J.O’Leary and Lindai O’Leary , “ MS-Office “, IRWIN/McGraw Hill.</b>
2	
3	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	S	S	S	S	S





**Sixth Semester**

Course code	Cost and Management Accounting	L	T	P	C
Core 17		4			4
Pre-requisite	Basic knowledge on cost and management accounting	Syllabus Version	2020		
<b>Course Objectives:</b>					
The main objectives of this course are:					
<ol style="list-style-type: none"> <li>1. To conceptualize the cost and management accounting</li> <li>2. To assist preparation of cost sheet</li> <li>3. To provide knowledge about financial statement analysis</li> <li>4. To know the procedures of fund flow statement analysis</li> <li>5. To understand about standard costing</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Outline the various concepts relating to management accounting	K2			
2	Analyze financial statements using ratio analysis	K4			
3	Evaluate the working capital management of companies	K5			
4	Comparing various alternatives using marginal costing and decision making	K2			
5	Analyze new budget and budgetary control for organizations	K4			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze</b>					
<b>Unit:1</b>	<b>Cost and Management Accounting</b>	<b>20-- hours</b>			
Meaning - definition-scope-Objectives- function-merits and demerits of Cost and Management Accounting –distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification. (Theory questions only)					
<b>Unit:2</b>	<b>Cost sheet</b>	<b>18-- hours</b>			
Preparation of cost sheet – stores control – ECQ – maximum, minimum, reordering levels – Pricing of materials issues – FIFO, LIFO, AVERAGE COST, STANDARD PRICE – methods – labour cost – remuneration and incentives. (Problems and Theory questions)					
<b>Unit:3</b>	<b>Financial statement Analysis</b>	<b>17-- hours</b>			
Financial statement Analysis - preparation of comparative and common size statements – analysis and interpretation. Ratio analysis - classification of ratios- liquidity, profitability, solvency - inter firm comparison. (Problems only)					
<b>Unit:4</b>	<b>Fund flow analysis</b>	<b>15-- hours</b>			
Fund flow analysis – cash flow analysis ( problems only)					

<b>Unit:5</b>	<b>Standard costing</b>	<b>18-- hours</b>
Standard costing – variance analysis – material and labour variances Marginal costing – cost volume profit analysis. (Problems and Theory questions)		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>90 hours</b>
<b>Distribution of Marks : 20 marks theory and 80 marks Problems</b>		
<b>Text Book(s)</b>		
1	Jain and Narang – Costing	
2	Nigam and Sharma – cost accounting	
3	RK Sharma & K. Gupta – Management Accounting	
<b>Reference Books</b>		
1	S.N.Maheswari – Management Accounting	
<b>Related Online Contents</b>		
1		
2		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 18	Principles of Auditing	4			4
Pre-requisite	Basic knowledge in auditing	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the various concepts of auditing</li> <li>To analyse the procedure for the conduct of internal audit</li> <li>To familiarize with the process of valuing assets and liabilities</li> <li>To understand the process of auditing the joint stock companies.</li> <li>To understand the investigation mechanism of the companies</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Define the important concept and rules relating to auditing				K1
2	Outline the techniques and applicability of internal audit				K2
3	Analyze the valuation of assets and liabilities in business				K4
4	Analyze the accounts and auditing the joint stock companies				K4
5	Examine about investigation and auditing of computerized accounts				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>Auditing</b>				<b>15-- hours</b>	
Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programmes					
<b>Unit:2</b>					
<b>Internal Control</b>				<b>15-- hours</b>	
Internal Control – Internal Check and Internal Audit –Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.					
<b>Unit:3</b>					
<b>Verification and Valuation of Assets and Liabilities</b>				<b>15-- hours</b>	
Verification and Valuation of Assets and Liabilities – Auditor’s position regarding the valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.					
<b>Unit:4</b>					
<b>Audit of Joint Stock Companies</b>				<b>15-- hours</b>	
Audit of Joint Stock Companies – Qualification – Dis-qualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types.					
<b>Unit:5</b>					
<b>Investigation</b>				<b>13-- hours</b>	
Investigation – Objectives of Investigation – Audit of Computerised Accounts – Electronic Auditing – Investigation under the provisions of Companies Act.					

<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
	<b>Total Lecture hours</b>	<b>75-- hours</b>
<b>Text Book(s)</b>		
1	B.N. Tandon, “Practical Auditing” ,S Chand Company Ltd	
<b>Reference Books</b>		
1	.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd,London	
2	Spicer and Pegler, “Auditing: Khatalia’s Auditing” 4. Kamal Gupta, “Auditing “ , Tata Mcgriall Publications	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1		
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3		
Course Designed By:		

<b>Mapping with programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	M	M
<b>CO3</b>	S	S	M	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	S	M	S	S

Course code	E-Business		L	T	P	C
Core 19			4			4
Pre-requisite	Basic knowledge on e-business		Syllabus Version		2020	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. Know the basics of electronic business, e-commerce in India and about internet.</li> <li>2. Make the students to have thorough knowledge of applications of intranet and extranet.</li> <li>3. Aware of security threats of e-business, encryption and cryptography.</li> <li>4. Gain the knowledge about electronic payment systems.</li> <li>5. Make the students to develop the business models in e-business.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts about electronic business and electronic commerce in India			K2		
2	Recall and remember the composition and applications of intranet and extranet.			K1		
3	Aware of security threats like encryption, cryptography, public key and private key cryptography etc.,			K2		
4	To gain knowledge about electronic payment systems like smart cards and electronic fund transfer.			K2		
5	Apply the models based on electronic business and learn about emerging trends in e-business.			K3		
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>						
<b>Unit:1</b>	<b>Introduction to E-Business</b>			<b>20 hours</b>		
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.						
<b>Unit:2</b>	<b>Intranet, and EDI</b>			<b>18 hours</b>		
Intranet, Composition of Intranet, Business Applications on Intranet, Extranets Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.						



<b>Unit:3</b>	<b>E-business Security</b>	<b>17 hours</b>
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.		
<b>Unit:4</b>	<b>Electronic Payment System</b>	<b>15 hours</b>
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.		
<b>Unit:5</b>	<b>E-Business</b>	<b>18 hours</b>
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.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>90 hours</b>
<b>Text Book(s)</b>		
1	Whitely, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.	
2	Schneider Gary P. and Perry, James T(1 <sup>st</sup> Edition 2000). Electronic Commerce. Thomson Learning.	
<b>Related Online Contents</b>		
1		
2		
3		
Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	M
<b>CO3</b>	S	M	S	S	S
<b>CO3</b>	S	S	M	S	M
<b>CO4</b>	M	S	S	S	M
<b>CO5</b>	S	S	S	S	S

Course code	TITLE OF THE COURSE			L	T	P	C
Skill Based Subject 4	Computer Applications Practical–II Ms Power Point, Ms Access and Tally 9.2			4			4
Pre-requisite	Basic knowledge in Ms Power Point, Ms Access and Tally 9.2			Syllabus version			
<b>Course Objectives:</b>							
The main objectives of this course are to:							
<ul style="list-style-type: none"> <li>• To acquire and apply computer applications in different aspects of business</li> <li>• To enable the students to Work with MS-Office and Tally.</li> </ul>							
<b>Expected Course Outcomes:</b>							
On the successful completion of the course, student will be able to:							
1	To understand the concepts of Ms Power Point, Ms Access and Tally 9.2						K1
2	Create database						K2
3	Generate Slides using Power point						K4
4	Execute and apply various features of Ms.Power point						K4
5	Execute and apply various tools of Tally						K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze, K5 - evaluate, K6 - Create</b>							
<b>MS PowerPoint</b>							
<ol style="list-style-type: none"> <li>1. Design slide for a product of your choice, includes the picture of the product and demonstration and working (minimum three slides)</li> <li>2. Prepare an organization chart for a company.</li> <li>3. Create a show projecting the activities of your department during the academic year.</li> </ol>							
<b>MS Access</b>							
<ol style="list-style-type: none"> <li>1. Create a Student database with the following Tables :               <ol style="list-style-type: none"> <li>i). Students Personal Details</li> <li>ii). Students Mark Details</li> </ol>               Perform the following :               <ol style="list-style-type: none"> <li>a). Relate the Tables</li> <li>b). Create a query to the students passed in all subjects.</li> <li>c). Create a form and report</li> </ol> </li> </ol>							

### Tally

1. Company Creation and Alteration
2. Creating and Displaying Ledger
3. Voucher Creation
4. Voucher Alteration and Deletion
5. Inventory Information – Stock Summary
6. Inventory Information – Godown Creation and alteration
7. Final Accounts
8. Bank Reconciliation Statement
9. Accounting and Inventory Information
10. Bill wise Statements.

Mapping program outcomes					
	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	S	L	S	S	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S





# **Elective Courses**

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 1	Entrepreneurial development	4			4
Pre-requisite	Basic knowledge about entrepreneurship	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the basic concepts of entrepreneurship and related initiatives</li> <li>To provide insights about the setting up of startups</li> <li>To familiarize with the institutional services to entrepreneur</li> <li>To provide knowledge about various financial support available to the entrepreneurs</li> <li>To provide knowledge about various subsidies and incentives available for entrepreneurs</li> </ol>					
<b>Expected Course Outcomes:</b>					
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	Analyzing the various subsidies and incentives available for entrepreneurs				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>Concept of entrepreneurship</b>				<b>15-- hours</b>	
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.					
<b>Unit:2</b>					
<b>Project</b>				<b>15-- hours</b>	
The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.					
<b>Unit:3</b>					
<b>Institutional service to entrepreneur</b>				<b>15-- hours</b>	
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.					
<b>Unit:4</b>					
<b>Institutional finance to entrepreneurs</b>				<b>15-- hours</b>	
Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.					
<b>Unit:5</b>					
<b>Incentives and subsidies</b>				<b>13-- hours</b>	
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.					
<b>Unit:6</b>					
<b>Contemporary Issues</b>				<b>2 hours</b>	
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>				<b>75-- hours</b>	

<b>Text Book(s)</b>	
1	Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan
2	Fundamentals of Entrepreneurship and Small Business –Renu Arora & S.KI.Sood
<b>Reference Books</b>	
1	Entrepreneurial Development – S.S.Khanka 4. Entrepreneurial Development – P.Saravanavel
2	Entrepreneurial Development – S.G.Bhanushali
3	Entrepreneurial Development – Dr.N.Ramu
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	
2	
4	
Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	S	M	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	M	M	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	S	M	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
<b>Elective 2</b>	<b>Organisational Behaviour</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	<b>Basic knowledge on organizational behaviour.</b>	<b>Syllabus Version</b>		<b>2020</b>	
<b>Course Objectives:</b>					
The main objectives of this course are:					
<ol style="list-style-type: none"> <li>1. Understand and apply importance and scope of organizational psychology.</li> <li>2. Make the students to be gather knowledge on the factor affecting perception.</li> <li>3. Provide insight knowledge about job satisfaction and importance of employee attitude and behaviour.</li> <li>4. Gain the knowledge on experiment and group dynamics and types of conflict.</li> <li>5. Analyze the leadership quality, theories and importance of counselor.</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Understand the importance of organizational psychology and personality test.	K2			
2	Know the basic concepts of financial and non-financial motivation theory.	K1			
3	Understanding of job satisfaction and importance of employee attitude and behaviour.	K2			
4	To gain knowledge on types of conflict and style & training for supervisors.	K2			
5	Analyze the types of leadership and theories like trait, managerial grid, fiedder's contingency.	K4			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;</b>					
<b>Unit:1</b>	<b>Organisational psychology</b>	<b>15 hours</b>			
Importance and scope of organisational psychology - Individual differences – Intelligence tests Measurement of intelligence - Personality tests - nature, types and uses.					
<b>Unit:2</b>	<b>Perception</b>	<b>15 hours</b>			
Perception - Factors affecting perception - Motivation - theories - financial and non- financial motivation - techniques of motivation - Transactional Analysis - Brain storming.					
<b>Unit:3</b>	<b>Job satisfaction</b>	<b>15 hours</b>			
Job satisfaction - meaning - factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.					
<b>Unit:4</b>	<b>Hawthorne Experiment</b>	<b>15 hours</b>			
Hawthorne Experiment - importance - Group Dynamics - Cohesiveness. Conflict - Types o f					

Conflict - Resolution of conflict - Sociometry - Group norms - supervision - Style - Training for supervisors.		
<b>Unit:5</b>	<b>Leadership</b>	<b>13 hours</b>
Leadership - types - theories - Trait, Managerial Grid, Fiedler's contingency. Counseling - meaning - Importance of counselor - types or counseling - merits or counseling.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Assignments, Seminar, Group Discussion, Current Affairs / Quiz / Self Study Component		
	<b>Total Lecture hours</b>	<b>75 hours</b>
<b>Text Book(s)</b>		
1	Keith Davis – Human Behaviour at Work	
2	Ghos – Industrial Psychology Fred	
3	Luthans – Organisational Behaviour	
<b>Reference Books</b>		
1	Boominathan B – Organisational Behaviour	
<b>Related Online Contents</b>		
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Course Designed By:		

<b>Mapping with Programme Outcomes</b>					
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	S
<b>CO3</b>	M	M	S	S	S
<b>CO3</b>	M	S	S	S	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	M	S	M	M



Course code	TITLE OF THE COURSE	L	T	P	C
Elective-3	Industrial law	4			4
Pre-requisite	Basic industrial law	Syllabus Version			
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>1. To understand about factories act</li> <li>2. To know about workman compensation act</li> <li>3. To know about payment of bonus act</li> <li>4. To understand about employees provident fund and miscellaneous provisions act</li> <li>5. To provide information about payment of gratuity act</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recalling various concepts of factories act				K1
2	Explaining the provisions of workman compensation act				K1
3	Discussing the payment of bonus act				K1
4	Describing the employee provident fund and miscellaneous provisions act				K1
5	Understanding about information and payment of gratuity act				K1
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Factories Act, 1948</b>	<b>15-- hours</b>			
Factories Act, 1948					
<b>Unit:2</b>	<b>Workmen's compensation Act, 1923</b>	<b>15-- hours</b>			
Workmen's compensation Act, 1923					
<b>Unit:3</b>	<b>The Payment of Bonus Act, 1965</b>	<b>15-- hours</b>			
The Payment of Bonus Act, 1965					
<b>Unit:4</b>	<b>Provisions Act, 1952</b>	<b>15-- hours</b>			
The Employees Provident Fund and Miscellaneous Provisions Act, 1952					
<b>Unit:5</b>	<b>The Payment of Gratuity Act, 1972</b>	<b>13-- hours</b>			
The Payment of Gratuity Act, 1972					
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>			
Expert lectures, online seminars – webinars					
<b>Total Lecture hours</b>					<b>75-- hours</b>
<b>Text Book(s)</b>					
1	A textbook of Mercantile Law , P.P.S. Gonga , S.Chand 2008				
2	Business and Corporate Law, C.C.Bansal , Excel Books 2007				

<b>Reference Books</b>	
1	Mercantile Law , M.C.Kuchhal , Vikas publishing house 6th edition
2	Elements of Industrial Law , N.D.Kapoor, Sultan Chand & sons
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

<b>Mapping with program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	M	S	S	S	S
<b>CO4</b>	S	M	M	S	S
<b>CO5</b>	S	S	S	S	S



Course code	TITLE OF THE COURSE	L	T	P	C
Elective-4	Business finance	4			4
Pre-requisite	Basic knowledge in finance	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the various concept relating to finance</li> <li>To familiarize with the basics of financial planning</li> <li>To analyze various sources and forms of finance</li> <li>To understand the various dimensions of capital market and their components</li> <li>To provide knowledge about capitalization and related theories</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Outline various concepts relating to finance				K2
2	List the various techniques of financial planning				K2
3	Analyze various sources and forms of finance				K4
4	Examine the various dimensions of capital market and their components				K4
5	List the capitalization concept and related theories for decision making				K4
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> - Create					
<b>Unit:1</b>					
<b>Business Finance</b>				<b>15-- hours</b>	
Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions					
<b>Unit:2</b>					
<b>Financial Plan</b>				<b>15-- hours</b>	
Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals					
<b>Unit:3</b>					
<b>Sources and Forms of Finance</b>				<b>15-- hours</b>	
Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures and Fixed Deposits – Features – Advantages and Disadvantages- Lease Financing: Meaning – Features – Forms – Merits and Demerits.					
<b>Unit:4</b>					
<b>Capital Structure</b>				<b>15-- hours</b>	
Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.					
<b>Unit:5</b>					
<b>Capitalisation</b>				<b>13-- hours</b>	
Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.					
<b>Unit:6</b>					
<b>Contemporary Issues</b>				<b>2 hours</b>	
Expert lectures, online seminars - webinars					
<b>Total Lecture hours</b>				<b>75-- hours</b>	

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

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	L	S	S	S
<b>CO2</b>	S	M	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	M	S	M
<b>CO5</b>	M	S	M	M	M



Course code	TITLE OF THE COURSE	L	T	P	C
Elective-5	Business environment	4			4
Pre-requisite	Basic business knowledge	Syllabus Version			
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To recall various concepts related to business environments</li> <li>To provide an overview about economic trends</li> <li>To discuss the problem of poverty and unemployment</li> <li>To analyze the role of government in economy</li> <li>To discuss about the five year plans</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recall various concepts of business environment and components				K1
2	Understand the various economic trends and business				K2
3	Discussing the poverty and unemployment and injustices				K2
4	Analyzing the role of government in economy towards regulations				K4
5	Analysing the five year plans and policies related to resources allocation				K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Indian business environment</b>	<b>15-- hours</b>			
Indian business environment: concept, components, and importance					
<b>Unit:2</b>	<b>Economic trends (overview)</b>	<b>15-- hours</b>			
Economic trends (overview): income; savings and investment; industry; trade and balance of payments, money; finance; prices.					
<b>Unit:3</b>	<b>Problems of growth</b>	<b>15-- hours</b>			
Problems of growth; unemployment; poverty; regional imbalances; social injustice; inflation; parallel economy; industrial economy; industrial sickness.					
<b>Unit:4</b>	<b>Role of Government</b>	<b>15-- hours</b>			
Role of Government: monetary and fiscal policy; industrial policy; industrial licensing, privatization; devaluation; export-import policy; regulation of foreign investment; collaborations in the light of recent changes.					
<b>Unit:5</b>	<b>The current five-year plan</b>	<b>13-- hours</b>			
The current five-year plan: major policies; resource allocation.					
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>			
Expert lectures, online seminars - webinars					
<b>Total Lecture hours</b>					<b>75-- hours</b>
<b>Text Book(s)</b>					

1	Sundaram and black: The International Business Environment; Prentice Hall, New Delhi.
2	Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi
<b>Reference Books</b>	
1	Khan Farooq A: Business and society; S. Chand, Delhi.
2	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

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



Course code	TITLE OF THE COURSE	L	T	P	C
Elective 6	BRAND MANAGEMENT	4			4
Pre-requisite	Basic knowledge in marketing	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the basic concepts of branding</li> <li>To compare and analyze brand positioning and brand image building</li> <li>To analyze the impact of brand on customer behavior</li> <li>To familiarize with brand rejuvenation and monitoring</li> <li>To provide insight on essential branding strategies</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recall the basic concepts of branding and related terms				K1
2	Compare brand image building and brand positioning strategies				K2
3	Analyze the impact of brand, brand loyalty and brand audit.				K4
4	Explain the brand rejuvenation and brand monitoring process				K4
5	Apply various strategies for brand building and monitoring				K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>Brands</b>				<b>15-- hours</b>	
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.					
<b>Unit:2</b>					
<b>Brand Associations</b>				<b>15-- hours</b>	
Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building					
<b>Unit:3</b>					
<b>Brand Impact</b>				<b>15-- hours</b>	
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					
<b>Unit:4</b>					
<b>Brand Rejuvenation</b>				<b>15-- hours</b>	
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.					
<b>Unit:5</b>					
<b>Brand Strategies</b>				<b>13-- hours</b>	
Brand Strategies: Designing and implementing branding strategies – Case studies					
<b>Unit:6</b>					
<b>Contemporary Issues</b>				<b>2 hours</b>	
Expert lectures, online seminars - webinars					
<b>Total Lecture hours</b>				<b>75-- hours</b>	

<b>Text Book(s)</b>	
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	Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005
<b>Reference Books</b>	
1	Jean Noel, Kapferer, "Strategic brand Management", The Free Press, New York, 1992
2	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000
3	S.Ramesh Kumar, "Managing Indian Brands", Vikas publishing House (P) Ltd., New Delhi, 2002
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

<b>Mapping program outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	S	S	M	S
<b>CO3</b>	S	S	M	M	M
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	M	S	S





Course code	TITLE OF THE COURSE	L	T	P	C
Elective 7	Financial markets and Institutions	4			4
Pre-requisite	Basic knowledge about financial market	Syllabus Version		2020	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand the basic concepts of financial market</li> <li>To analyze the working and components of corporate securities market</li> <li>To evaluate the functioning of stock exchanges in India</li> <li>To evaluate the role of banks and intermediaries in financial market</li> <li>To provide insights about the new models and innovative trends in financing</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Define the basic concepts of financial market				K1
2	Analyze the working and components of corporate securities market				K4
3	Explain the functioning of stock exchanges in India				K4
4	Explain the role of banks and intermediaries in financial market				K4
5	Apply various trends and new modes in financing				K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Financial Markets</b>	<b>15-- hours</b>			
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.					
<b>Unit:2</b>	<b>Markets for Corporate Securities</b>	<b>15-- hours</b>			
Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.					
<b>Unit:3</b>	<b>Secondary Markets</b>	<b>15-- hours</b>			
Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.					
<b>Unit:4</b>	<b>Financial Intermediaries</b>	<b>15-- hours</b>			
Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.					
<b>Unit:5</b>	<b>New Modes of Financing</b>	<b>13-- hours</b>			
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,					
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>			
Expert lectures, online seminars - webinars					

	Total Lecture hours	75-- hours
<b>Text Book(s)</b>		
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	
<b>Reference Books</b>		
1	Financial Management - L.Y. Pandey	
2	Financial Management - S.C. Kuchhal	
3	Principles of Financial Management - S.N. Maheshwari	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
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Course Designed By:		

<b>Mapping programme outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	M	S	S	S
<b>CO3</b>	S	S	M	S	S
<b>CO4</b>	S	S	S	M	M
<b>CO5</b>	S	M	S	S	S



Course code	TITLE OF THE COURSE	L	T	P	C
Elective-8	Cyber Law	4			4
Pre-requisite	Basic law	Syllabus Version			
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To conceptualize about cyber law</li> <li>To provide information about various security aspects</li> <li>To provide insights about various evidence aspects</li> <li>To provide knowledge about global trends in cyber law</li> <li>To provide insights about IT act 2000</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Recalling various provisions of cyber law				K1
2	Understanding various security aspects				K2
3	Explaining various evidence aspects				K2
4	Comparing global trends in cyber law				K2
5	Describing insights about information technology act				K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Cyber Law</b>	<b>15-- hours</b>			
Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-cyber law in E-Commerce-Contract Aspects.					
<b>Unit:2</b>	<b>Security Aspects</b>	<b>15-- hours</b>			
Security Aspects: Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works- Indian Patents act on soft propriety works.					
<b>Unit:3</b>	<b>Evidence Aspects</b>	<b>15-- hours</b>			
Evidence Aspects: Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime-Amendments to Indian Penal code 1860.					
<b>Unit:4</b>	<b>Global Trends</b>	<b>15-- hours</b>			
Global Trends- Legal frame work for Electronic Data Interchange: EDI MechanismElectronic Data Interchange Scenario in India					
<b>Unit:5</b>	<b>Information Technology Act</b>	<b>13-- hours</b>			
The Information Technology Act 2000-Definitions-Authentication of Electronic Records-Electronic Governance-Digital Signature Certificates.					
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>			

Expert lectures, online seminars - webinars	
<b>Total Lecture hours</b>	
<b>75-- hours</b>	
<b>Text Book(s)</b>	
1	The Indian Cyber Law : Suresh T.Viswanathan, Bharat Law House, New Delhi
<b>Reference Books</b>	
1	
2	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 9	Investment management	4	-	-	4
Pre-requisite	Basic investment knowledge	Syllabus Version			
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>To understand various alternatives of investment</li> <li>To understand about classification of investment market</li> <li>To perform fundamental analysis before investing</li> <li>To evaluate various types of fundamental analysis</li> <li>To understand about optimum portfolio construction and management</li> </ol>					
<b>Expected Course Outcomes:</b>					
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
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>Investment Choices and Alternatives</b>	<b>20-- hours</b>			
Investment Choices and Alternatives; Forms of Investment; Investment in Financial Assets; Money market and Capital Market Investment Instruments; Investment Objectives; Investment-Return and Risk;					
<b>Unit:2</b>	<b>Investment Market</b>	<b>18-- hours</b>			
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;					
<b>Unit:3</b>	<b>Fundamental Analysis</b>	<b>17-- hours</b>			
Fundamental Analysis; Valuation Theories of Fixed and Variable Income Securities Risk Analysis in Investment Decision; Systematic and Unsystematic Risk;					
<b>Unit:4</b>	<b>Stock Market Analysis</b>	<b>15-- hours</b>			
Stock Market Analysis- Technical Approach; Efficient Market Theory; Weak and Semi-strong form of Efficient Market; Investment decision making under Efficient market Hypothesis					
<b>Unit:5</b>	<b>Portfolio Management</b>	<b>18-- hours</b>			
Introduction to Portfolio Management – An Optimum portfolio Selection Problem, Markowitz Portfolio Theory, Sharpe: Single Index Model; Capital Asset Pricing Model					
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>			

Expert lectures, online seminars - webinars	
<b>Total Lecture hours</b>	
<b>90-- hours</b>	
<b>Text Book(s)</b>	
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 Portfolio Management”, 8th Ed, S. Chand, New Delhi.
3	Elton, Edwin, J. and Gruber, Martin, J. (1984), “Modern Portfolio theory and
<b>Reference Books</b>	
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.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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Course Designed By:	

<b>Mapping Course objectives and course outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	S	S
<b>CO3</b>	M	S	M	S	S
<b>CO4</b>	S	S	M	M	M
<b>CO5</b>	S	M	S	S	S