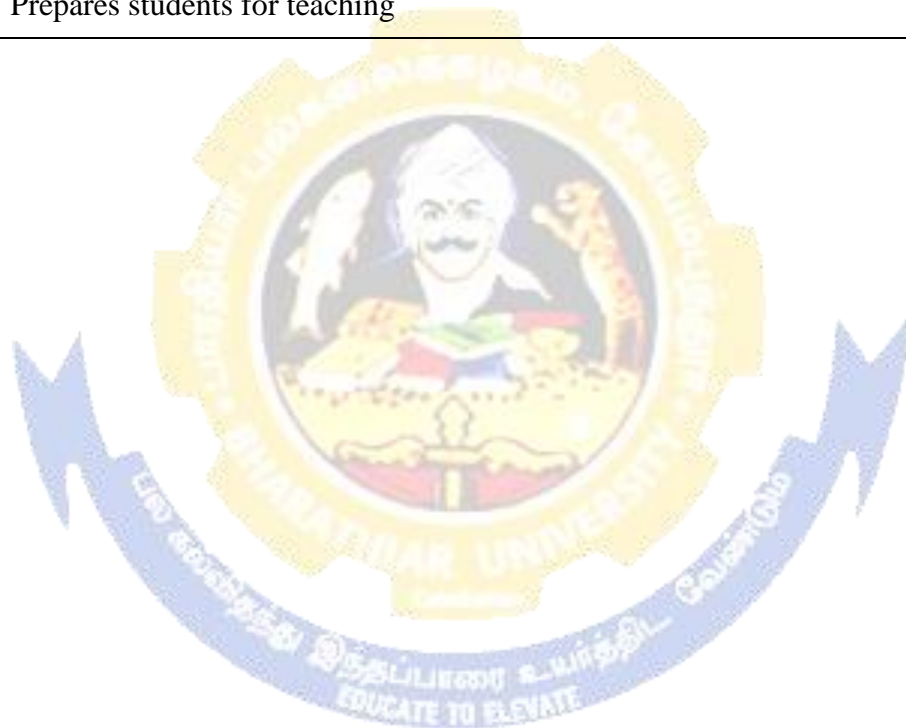


Program Educational Objectives (PEOs)	
The M.Com (Finance and Computer Applications) program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	With computer knowledge both in theory and practical's graduates will be able to work in the field of system testing, software developing and web developing..
PEO2	Graduates will find jobs as a junior programmer
PEO3	IT giants like TCS, Wipro, Infosys, Google etc., are giving opportunities and are ready to hire graduates with finance and computer applications.
PEO4	Graduates will act as an individual consultant in the field of finance
PEO5	Graduates will be able to act as a project trainer
PEO6	Graduates will be able to work in the changing environment through lifelong learning
PEO7	Graduates will be able to pursue advance degrees
PEO8	Graduates will be able to provide solutions in the field of ICT and commerce
PEO9	Graduates will be able to get an entry level jobs in the field of Information Technology
PEO10	Graduates are prepared to participate in diverse sectors of the economy

Program Specific Outcomes (PSOs)

After the successful completion of **M.Com (Finance and Computer Applications)** program, the students are expected to

PSO1	Develop knowledge in the preparation of financial statements
PSO2	Develop the skills in research
PSO3	Develop skills to act as a tax consultant
PSO4	Develop software and testing skills which is needed for the industries
PSO5	Prepares students for teaching



Program Outcomes (POs)	
On successful completion of the M.Com (Finance and Computer Applications) program	
PO1	To enhance sound knowledge in finance to make candidate industry ready.
PO2	To excel in data base management for the industry requirement.
PO3	To enable the students to develop the programs using languages as per the industry requirements.
PO4	To acquire technical and decision making skills in the area of accounting, taxation, portfolio analysis and E-commerce.
PO5	To identify, analyze and grab the opportunities available in global scenario.
PO6	To gain knowledge in commerce and accounting software for corporate requirements
PO7	To get employment in IT fields, Banks, Corporates, BPO's and KPO's
PO8	To develop the software for the requirement of industries
PO9	To become a consultant in the capital market using ICT
PO10	To acquire the technical skills needed by the Banking industry

COURSE OF STUDY AND SCHEME OF EXAMINATION

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

M.Com (Finance and Computer Applications)

Curriculum (University Department)

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

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
First Semester							
13A	Communicative Skills	4	3	-	25	75	100
13B	Financial Accounting	4	3	-	25	75	100
13C	Quantitative Techniques for Finance	4	3	-	25	75	100
13D	Object Oriented Programming with C++	4	3	-	25	75	100
13E	Financial Instruments and Services	4	3	-	25	75	100
1EA	Oracle and RDBMS	4	3	-	25	75	100
1EB	Environmental Management Accounting	4	3	-	25	75	100
Supportive	Offered by other Department	2	2	-	12	38	50
Total		26					
Second Semester							
23A	Cost and Management Accounting	4	3	-	25	75	100
23B	Visual Programming	4	3	-	25	75	100
23C	Direct Tax	4	3	-	25	75	100
23D	Modern Banking	4	3	-	25	75	100
23E	Investment Analysis & Portfolio Management	4	3	-	25	75	100
2EA	Enterprise Resource Planning	4	3	-	25	75	100
2EB	Insurance and Risk Management	4	3	-	25	75	100
Supportive	Offered by other Department	2	2	-	12	38	50
Total		26					
Third Semester							
33A	Business Research Methods	4	3	-	25	75	100
33B	Introduction to Industry 4.0	4	3	-	25	75	100
33C	Java Programming and HTML	4	3	-	25	75	100
33D	Financial Management	4	3	-	25	75	100
33E	Financial Derivatives Management	4	3	-	25	75	100
3EA	Software Engineering	4	3	-	25	75	100
3EB	International Financial Management	4	3	-	25	75	100
Supportive	Offered by other Department	2	2	-	12	38	50
Total		26					
Fourth Semester							
46I	Internship & Training	4			100	-	100
47V	Software Development / Project & Viva – Voce	8			50	150	200
Total		12					
Grand Total		90					2250

CO-SCHOLASTIC COURSES							
ONLINE COURSES							
	Swayam, MOOC Course etc.,	2	-	-	-	-	-
VALUE ADDED COURSES							
	Value Added Course - I	2	30	-	50	-	50
	Value Added Course - II	2	30	-	50	-	50
CERTIFICATE COURSES							
	Certificate Course - I	4	30-40	-	100	-	100
	Certificate Course - II	4	30-40	-	100	-	100
The scholastic courses are only counted for the final grading and ranking. However, for the award of the degree, the completion of co-scholastic courses is also mandatory.							





Course code	13A	COMMUNICATIVE SKILLS	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic Knowledge in Writing and Speaking		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
<ul style="list-style-type: none"> ✓ Develop awareness of the complexity of the communication process. ✓ Acquire effective listening skills in students so as to enable them to comprehend instructions and become a critical listener. ✓ Gain oral skills so as to enable students to speak confidently interpersonally as well as in large groups. ✓ Equip with effective writing skills so as to enable students to write in a clear, concise, persuasive and audience centered manner. ✓ Impart to communicate effectively with the help of electronic media. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basics of Business Communication System.					K2
2	Apply the principles of Business Writing skills in an effective manner.					K3
3	Analyze the difference between verbal and non verbal communications.					K4
4	Apply the procedure for participating in the interview and group discussion.					K3
5	Evaluate the implications of various types of Communication and develop the presentation skill.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Communication				10 Hours	
Introduction to Communication: Need for Effective Communication-The Process of Communication: Levels of communication; Flow of communication; Use of language in communication; Communication networks; Significance of technical communication. Barriers to Communication: Types of barriers; Miscommunication; Noise; overcoming measures.						
Unit:2	Listening and Writing Skills				10 Hours	
Listening Skills: Listening as an active skill; Types of Listeners; Listening for general content; Listening to fill up information; Intensive Listening; Listening for specific information; Developing effective listening skills; Barriers to effective listening skills. Reading Skills: Previewing techniques; Skimming; Scanning; Understanding the gist of an argument; Identifying the topic sentence; Inferring lexical and contextual meaning; recognizing coherence and sequencing of sentences; Improving comprehension skills. Writing Skills: Sentence formation; Use of appropriate diction; Paragraph and Essay Writing; Coherence and Cohesion.						
Unit:3	Report Writing				10 Hours	
Technical Writing: Differences between technical and literary style, Elements of style; Common Errors. Letter Writing: Formal, informal and demi-official letters; business letters. Job Application: Cover letter, Differences between bio-data, CV and Resume. Report Writing: Basics of Report Writing; Structure of a report; Types of reports. Non-verbal Communication and Body Language: Forms of non-verbal communication; Interpreting body language cues; Kinesics; Proxemics; Chronemics; Effective use of body language.						

Unit:4	Interview Skills	14 Hours
Interview Skills: Types of Interviews, Ensuring success in job interviews, Appropriate use of non-verbal communication. Group Discussion: Differences between group discussion and debate; Ensuring success in group discussions.		
Unit:5	Public Speaking	14 Hours
Presentation Skills: Oral presentation and public speaking skills; business presentations. Technology-based Communication: Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.		
Unit:6	Contemporary Issues	2 Hours
Expert Lectures, Online Seminars – Webinars – Case Studies		
Total Lecture Hours		60 Hours
Books for Study		
1	Ramesh,MS & C.C.Pattanshetti, Madhumathi M.K.Kulkarni, “Business Communication”, Sultan Chand and Sons , Educational Publishers,23, Daryagani, New Delhi, 2011	
2	Rajendra Paul and Koralahalli, “Essentials of Business Communication”, Educational Publishers, 2011.	
Books for Reference		
1	Bovee, Courtland, L., John V. Thill and Barbara E. Schatzman. Business Communication Today New Delhi: Pearson Education, 2004.	
2	Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 2002.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	NPTEL http://nptel.iitm.ac.in	
2	http://www.mindtools.com/page8.html	
Course Designed By: Dr. M. Sumathy / E-Mail ID: sumathivenky2018@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	M	S	S
CO2	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	M	S	S	S
CO4	S	M	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

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

Course code	13B	FINANCIAL ACCOUNTING	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic knowledge in Accounting Concepts		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
1. Set a base for Accounting principles and Book keeping						
2. Familiarize accounting standards and its applications						
3. Equip the learners about the preparation of final accounts of different concerns						
4. Understand the concepts and provisions in depreciation and banking accounts						
5. Gain an understanding on the preparation of accounts for non trading concerns						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall, Classify and explain the types of accounts					K1 & K2
2	Understand the accounting standards and apply in relevant areas					K2 & K3
3	Analyze the financial statements					K4
4	Able to prepare final accounts for banking companies, evaluate and discuss about the financial health of Banking companies. Able to apply relevant method of depreciation for different type of assets					K5 & K6
5	Explain the financial position of non trading concerns					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Accounting				8 Hours	
Introduction – Definition - Accounting Principles and Conventions - Transaction Processing – Debit and credit classification – Double Entry Book Keeping - Types of Accounts –Digital Accounting						
Unit:2	Accounting Standards and CSR				10 Hours	
Accounting standard- objectives and benefits AS 1-29- Human Resource Accounting (HRA)– Meaning- Application in various Indian companies –Corporate Social Responsibility(CSR) – Services of CSR in India- Big Data Analytics in Financial reporting and Accounting						
Unit:3	Final Accounts				12 Hours	
Trial Balance –Manufacturing and Trading Account – Preparation of Final Account with all adjustments.						
Unit:4	Depreciation and Banking Company Accounts				14 Hours	
Depreciation Accounting- Need and causes depreciation- Methods. Banking company Accounts- Preparation of final Accounts for Banking companies.						
Unit:5	Nontrading Concerns				14 Hours	
Accounting for Non – Trading Concerns - Income & Expenditure – Receipts & Payments Account and Balance sheet.						
Unit:6	Contemporary Issues				2 Hours	
Webinars – Quiz - Online Assignments						
Total Lecture Hours					60 Hours	
Note: Question paper shall cover 40% theory and 60% Problems.						
Books for Study						
1	S P Jain & K L Narang, “Financial Accounting”, Edition, Kalyani Publishers, New Delhi, 2010					
2	T.S. Reddy & Dr. A. Murthy, “Financial Accounting” Margham publications, Chennai, 2019					

Books for Reference	
1	M.A.Arulanandam & K.S.Raman, “Advanced Accountancy”, Himalaya Publishing House, Mumbai, 2010
2	Accounting Standard Quick Reference - Published by ICAI, New Delhi, 2018
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://nptel.ac.in/courses/110/101/110101131/#
2	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23
3	https://www.youtube.com/watch?v=N5Wh2NNkqpU
Course Designed By: Dr.M.Nirmala / E-Mail ID: nimmiswetha@gmail.com	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

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



Course Code	13C	QUANTITATIVE TECHNIQUES FOR FINANCE	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic knowledge in Statistics and Operations Research		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To understand the various applications used in QT for finance decision 2. To apply the various quantitative techniques to solve business problems 3. To determine and evaluate the project to minimize the cost and time 4. To be able to select the best course of action and to improve the professional skills for their business 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	understand the basic theory of probability and applications of theoretical distribution in finance					K2
2	Know the role and applications of queuing theory, simulation and time series in business for financial analysis.					K3
3	Analyze and interpret the various index numbers in business and to know the economic and business index in India.					K4
4	Determine and evaluate the project to minimize the cost and time through CPM.					K5
5	Apply the inventory control technique to control the material cost and to identify the optimum profit through game theory that is minimized lose and maximize the profit.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Probability Theory and Distribution				12 Hours	
Probability – Definition- Addition and multiplication rules Probability distribution – Theoretical distributions – Binomial poison and normal – Simple problems applied to finance.						
Unit:2	Queuing Theory and Time Series Analysis				12 Hours	
Queuing theory – Applications to Business Decisions – Simulation – Monte Carlo Techniques - Time series – Components of time series – Use of time series data for financial analysis.						
Unit:3	Index Number and Its Applications				10 Hours	
Index numbers – concepts – simple and weighted index numbers – Economic and business index numbers published in India						
Unit:4	Network Analysis				12 Hours	
Network Analysis - Managerial Applications - CPM / PERT network components - CPM - Methodology - Critical Path - Total Float, Free Float - Independent Float - Distinction Between PERT and CPM.						

Unit:5	Inventory Management and Game Theory	12 Hours
Inventory Management - Determinants - Factors affecting Inventory Control - EOQ - inventory models - Types of Inventory models - Game theory - Zero sum Games: Arithmetic and Graphical Method,		
Unit:6	Contemporary Issues	2 Hours
Expert lectures, online seminars - webinars		
	Total Lecture Hours	60 Hours
Note: Question paper shall cover 40% theory and 60% Problems.		
Books for Study		
1	C.R.Kothari , “Quantitative Techniques”, Vikas Publications, New Delhi, 2019	
2	V.K. Kappor , "Operations Research - Problems and Solutions", Sultan Chand & Sons Publisher, New Delhi, 2018	
Books for Reference		
1	E.A. Parameswara Gupta , Operations Research & Quantitative Techniques, Himalaya Publishing House Pvt. Ltd, Mumbai, 2018	
2	S.P. Gupta, “Statistical Methods”, S.Chand & Sons Publisher, New Delhi, 2018	
Note: Question Paper shall cover 40% Theory and 60% Problems.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://youtu.be/owLT5KDrqAs	
2	E-book: P.K. Gupta and DS Hira, Operations Research, S. Chand Publishing, New Delhi	
Course Designed By: Dr. P. Chellasamy / E-Mail ID: drchellamsamy@gmail.com		

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	M	M	M	M

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

Course code	13D	OBJECT ORIENTED PROGRAMMING WITH C++	L	T	P	C
Core			4	-	-	4
Pre-requisite		Basic Knowledge on Object Oriented Programming Language	Syllabus Version			2020 - 21
Course Objectives:						
The main objectives of the program are						
<ol style="list-style-type: none"> 1. Understand the difference between structured and Object-Oriented Problem-solving methods and apply them in various business fields based on the given problem. 2. Know the C++ control statements and arrays that are helpful in developing the program. 3. Identify the classes and objects and able to create the class specification for the given problem. 4. Develop the reusability of C++ program by applying the concept of Inheritance and Polymorphism. 5. Apply the data files operation technique and solve the given problems in a practical manner. 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Compare the different types of languages and find the importance of object-oriented programming language					K1&K2
2	Know and understand the C++ statements and motivate the students to make use of the statements					K1,K3 & K4
3	Identify the class structure and develop the program					K1 & K6
4	Develop the program by applying the concept of OOPs					K3&K6
5	Apply the data file operation technique and evaluate the program in a practical manner					K3 & K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Basics of Object - Oriented Programming Language					8 Hours
Evaluation of Programming Paradigm – Elements of Object oriented programming - Merits and demerits of OOP – Popular OOP languages – C++ at a glance – Applications of C++ - C++ statements – Structure of C++ program. Data types – Character set: Token, Identifiers and Keywords – Variables – Operators and Expressions.						
Unit:2	Control Statements in C++					12 Hours
Control flow statements: IF, IF... Else, Nested If... Else, switch statement, For loop, While.. loop, do.. while loop, break statement, continue statement and go to statement. Arrays: operations on arrays – Multidimensional arrays – strings – string manipulations. Functions: Function components – Library functions – Inline functions.						
Unit:3	Classes and Objects					12 Hours
Classes and objects – Class specification – Declaring class objects– Defining member functions – Data Hiding – Friend functions and Friend classes. Constructor – parameterized constructors – constructor overloading – destructor – copy constructor.						
Unit:4	Operator Overloading and Inheritance					14 Hours
Operator overloading – Overloadable operators – Rules for overloading operators – Data Type conversion - Inheritance: Forms of inheritance – single, multiple, multilevel, multipath, hierarchal and hybrid inheritance – when to use inheritance – Benefits of Inheritance.						

Unit:5	Pointers and Data File Operations in C++	12 Hours
Pointers – Virtual functions – Abstract classes – Data file operations: Opening of file – closing of file – reading/writing from a file – Structures – Exception Handling - Classes and file operations. Practical Applications of C/C++.		
Unit:6	Contemporary Issues	2 Hours
Online Assignments-Online Seminar- Quiz		
Total Lecture Hours		06 Hours
Books for Study		
1	K.R.Venugopal, Raj kumar, T.Ravishanker, “Mastering C++”, Tata McGraw Hill Publishing Company Ltd, Noida, UP, 1999	
2	E.Balagurusamy, “Object Oriented Programming with C++”, Tata McGraw Hill Publishing Company Ltd, Noida, UP, 2008	
Books for Reference		
1	D.Ravichandran, “Programming with C++”, Tata McGraw Hill Publishing Company Ltd, Noida, UP, 2011	
2	Herbert Schildt, “C++: The Complete Reference”, Tata McGraw-Hill Publishing Company Ltd, Noida, UP, 2012	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=kj5fV4Ibb2w	
2	https://www.youtube.com/watch?v=fH0jDYimdNw	
3	https://www.youtube.com/watch?v=wbfnGAUCxcA	
Course Designed By: Dr.M.Anbukarasi / E-Mail ID: anbufeb14@yahoo.co.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

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

Course code	13E	FINANCIAL INSTRUMENTS AND SERVICES	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic knowledge in Financial Services		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to: It aims to facilitate students to acquire knowledge about various fundamentals of Financial Instruments and services and its functions in business and stock market. And also gain familiarity on merchant banking, venture capital industry.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Get fundamental knowledge about money market, capital market and financial services.					K2
2	Acquire awareness about mutual funds and mutual fund industry in India; apply the knowledge in developing database for business concerns.					K3
3	Get familiarity about Merchant Banking, Venture Capital Industry in India, and International Experiences in Venture Capital Financing.					K3
4	Understand the factoring, advantages and disadvantages of factoring and factoring in India					K4
5	Get knowledge about credit rating, credit cards, hire purchase and leasing					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Financial Instruments				10 Hours	
Financial Instruments – Definition– Features – Classification – Money Markets – Call Money Market – Treasury Bills Market – Commercial Bills Market - Short term loans ; Capital Market – Industrial Securities Market – Govt. Securities - Long term loans ; Financial Services – Features – Classification – Importance - New Financial Product and Services.						
Unit:2	Mutual Funds				11 Hours	
Mutual Funds in India – Definition – Features - Types – Risk in mutual Funds – Organization of the fund - Performance evaluation of Mutual Funds – Merits and Demerits of Investing in Mutual Funds - Mutual Fund Industry in India.						
Unit:3	Merchant Banking				11 Hours	
Merchant Banking – Meaning - Definition - Scope – Functions of Merchant Banking - Qualities of Merchant Bankers. Venture Capital Investment Process - Advantages - Venture Capital Industry in India - International Experiences in Venture Capital Financing.						
Unit:4	Factoring				13 Hours	
Factoring – Meaning – Definition – Characteristics - Types of Factoring – Factoring Mechanism – Functions of Factor – Advantages and disadvantages of Factoring – Factoring in India.						
Unit:5	Credit Cards				13 Hours	
Credit Rating - Objectives – Rating Methodology – Rating Process. Credit cards – Concept – Evolution of credit cards – Varieties of credit cards – operational procedure – Acceptability of credit cards from the point of view of bankers, customers, members – Establishments. Hire purchase Vs. Leasing.						

Unit:6	Contemporary Issues	2 Hours
Expert lectures, Online Seminars - Webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	Nalini Prava Tripathy, "Financial Services", PHI Learning Private Limited, 2007	
2	E.Gordan & K.Natarajan, "Financial Markets and Services", Himalaya Publishing House, 2016	
Books for Reference		
1	M.Y.Khan, "Financial Services", Tata McGraw Hill Publishing Company Limited, Noida, UP, 2019	
2	Dr. D.Joseph Anbarasu & Others, "Financial Services", S.Chand & Sons Publisher, New Delhi, 2007	
3	Dr.S.Gurusamy, "Financial Services and Markets", Vijay Nicole Imprints Pvt Ltd, Chennai, 2015	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Nil	
Course Designed By: Dr.M.Jegadeeshwaran / E-Mail ID: drmjegadeesh@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	M	M	M

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

Course code	1EA	ORACLE AND RDBMS	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Fundamentals of Programming Languages	Syllabus Version	2020 - 21			
Course Objectives:						
The main objectives of this course are to:						
1. It aims to facilitate the student to understand the various functionalities of oracle and RDBMS, software and perform many operations related to creating, manipulating, maintaining data base for real-world applications and to understand various designing concepts, storage methods, querying and managing the database.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the database concepts and design.					K2
2	Applying basic components in oracle 8 for developing a programme.					K3
3	Analyse the sub queries and nested queries for developing a programme					K4
4	Know the importance of control structures in PL/SQL for developing a database.					K5
5	Create the cursors, exceptions, procedures, functions and packages					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Database Concepts				10 Hours	
Database concepts: A relational Approach – Database Management Systems (DBMS)– Relational Database Model – Integrity rules – Theoretical Relational Languages - Database Design: Data Modeling and Normalization.						
Unit:2	Data Types				11 Hours	
Oracle 9i: An overview - Personal Databases – Client / Server Databases – Structured Query Language (SQL) – Oracle Tables: Data types – Constraints – Types of Constraints - Creating an Oracle Table – Displaying Table Information – Altering an Existing Table – Dropping a Table – Renaming a Table – Truncating a Table – Spooling .Working with tables: Data Management and retrieval – Functions and. Grouping.						
Unit:3	Queries				11 Hours	
Multiple Tables: Joins and Set Operations: Join – Types of Joins – SET Operators. Sub Queries: Nested Queries – Sub Query - Advanced Features: Objects, Transactions and Data Control – Views – Sequences – Synonyms – Index – Transactions - Controlling Access – Object privileges.						
Unit:4	Variable Declaration				13 Hours	
PL / SQL : A Programming Language: History of PL / SQL – Fundamentals of PL/SQL – Data types – Variable declaration - Control Structures in PL/SQL: Control Structures – Nested Blocks – Data Manipulation in PL/SQL - Transaction Control Statements.						
Unit:5	Cursors and Exceptions				13 Hours	
PL / SQL Cursors and Exceptions: Cursors – Implicit Cursors – Explicit Cursors - Explicit Cursor Attributes – Implicit Cursor Attributes – Cursor for Loops – Exceptions – Types of Exceptions – PL/SQL Named Blocks : Procedure, Function, Package and Trigger.						
Unit:6	Contemporary Issues				2 Hours	
Expert lectures, online seminars – webinars						
Total Lecture Hours					60 Hours	

Books for Study	
1	Nilesh Shah, “Database Systems Using Oracle”, Second Edition, PHI Learning Private Limited, New Delhi, 2004
2	Abraham Silberschatz Henry F.KorthS.Sudarshan, “Database System Concepts”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2019
Books for Reference	
1	Alexis Leon, Mathews Leon, “Essentials of Database Management Systems”, Vijay Nicole Imprints Pvt Ltd, Chennai, 2005
2	Raghu Ramakrishnan& Johannes Gehrke, “Database Management Systems”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2003
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://swayam.gov.in/nd1_noc20_cs60/preview
2	https://swayam.gov.in/nd2_nou20_lb06/preview
3	https://swayam.gov.in/nd2_aic20_sp36/preview
Course Designed By: Dr.M.Dhanabhakyaam / E-Mail ID: dhana_giri@rediffmail.com	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	M	M	M

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

Course code	1EB	ENVIRONMENTAL MANAGEMENT ACCOUNTING	L	T	P	C
Elective				4	-	-
Pre-requisite		Basic idea on Environment related impact.	Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
1. Equip the students about the components of environment						
2. Give in depth knowledge on environmental management Accounting(EMA)						
3. Familiarize environmental related cost and earnings						
4. Give an insight on EMA challenges						
5. Provide knowledge on the compliances relating to Environment						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Demonstrate and identify the elements of environment					K2&K3
2	Apply the tools of EMA					K3
3	Measure the cost related to environment					K4
4	Solve the issues related to environment					K6
5	Formulate a report based on performance evaluation					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Environment And Its Components					10 Hours
Environment: Meaning of Environment, Components of environment, Structure of environment, Functioning of environment, and Levels of organization. Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business. Introduction to Environmental Legislation: Parliament functions.						
Unit:2	Environmental Accounting System					12 Hours
Environmental accounting system - Introduction to environmental and conventional accounting - Environmental Management Accounting (EMA): Meaning – Need – Uses and benefits - Frameworks and Tools.						
Unit:3	Performance Indicators					12 Hours
Physical Information and Performance Indicators: Flow of Energy, Water, Materials and Wastes - Monetary Information and Performance Indicators – Environment related Costs and Earnings - Environmental Costing and Decision - Making - Categories of Environmental Cost and Revenues – EMA with Environmental Management tools.						
Unit:4	EMA Assessment					12 Hours
Environmental Management Plan - Environmental Monitoring Plan - Environmental impact Assessment - Physical and Financial impacts of Environmental Performance - Environmental Risk Assessment – EMA Challenges with Current Accounting Practices.						
Unit:5	Environmental Performance Reporting					12 Hours
Environmental Performance Evaluation, Compliance Monitoring and Reporting - EMA Links to National Accounting and Reporting – EMA links to Financial Accounting and Reporting – EMA links to Corporate Environmental Performance Reporting.						
Unit:6	Contemporary Issues					2 Hours
Expert Lectures, Online Seminars – Webinars- Case study						
					Total Lecture Hours	60 Hours

Books for Study	
1	Bala Krishnamoorthy, “Environmental Management- text and cases” PHI Learning, 2005
2	Skinner Gary, “Cambridge IGCSE (R) and O Level Environmental Management Course book” Cambridge University Press, 2005
Books for Reference	
1	Prakash Chand Kandpal, “Environmental Governance in India”, SAGE Texts, 2018
2	Glasson.J, “Introduction to Environmental Impact Assessment”, Taylor and Francis Publishers, 1994
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14
2	https://www.youtube.com/watch?v=tp-FBY8vi1k
3	https://www.youtube.com/watch?v=i1OTQvNV1lo
Course Designed By: Dr.M.Nirmala // E-Mail ID: nimmiswetha@gmail.com	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO3	S	S	M	M	S	S	S	M	S	S
CO4	S	S	M	M	S	S	S	M	S	S
CO5	S	S	M	M	S	S	S	M	S	M

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



**Second
Semester**

Course code	23A	COST AND MANAGEMENT ACCOUNTING	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge in basics of Cost and Management Accounting		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Facilitate the students about various tools and techniques available in Management Accounting 2. Give in-depth knowledge about the preparation of cost sheet and Marginal Costing Techniques 3. Familiarize Activity based Costing 4. Enrich the students about the variances of standard costing 5. Equip them in the preparation of various budgets 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate and select appropriate tools for managerial decision making					K2&K3
2	Construct cost sheet and apply various techniques using marginal costing technique for managerial decision making					K3&K6
3	To illustrate ABC and evaluate Activity Based Costing report					K2 &K5
4	To apply the standard costing techniques and evaluate the causes for variance in different elements of cost					K5
5	To develop different budgets required for the different concerns					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Management Accounting				16 Hours	
Management Accounting – Definition, Nature and Scope – Functions – Role of Management Accountant – Tools of Financial Analysis and Planning – Ratio, Fund Flow and Cash Flow Analysis						
Unit:2	Cost Volume Profit Analysis				10 Hours	
Cost Concept – Absorption Vs Variable Costing – Cost Center – Profit Center - Preparation of Cost Sheet - Marginal Costing – Break - Even and CVP Analysis and Decision Making. Application of Marginal Costing in Managerial Decision Making.						
Unit:3	Activity Based Costing				6 Hours	
Activity Based Costing – (ABC) – meaning – Concept of ABC – need for ABC- Stages of ABC: Tracing cost to activities- tracing cost from activities to products- preparation of ABC Product profitability report. (Theory Only).						
Unit:4	Standard Costing				14 Hours	
Standard Costing – Setting the standards – Variance Analysis and Reporting – Material, Labour, Overhead – Sales and Profit Variance - Reporting and investigation of variances.						
Unit:5	Budgeting and Budgetary Control				12 Hours	
Budget and Budgetary Control Forecasting Vs. Budget – Preparation of Functional Budget – Types of Budgets – Zero Base Budgeting, Programme Budgeting and Performance Budgeting.						

Unit:6	Contemporary Issues	2 Hours
online seminars – webinars-quiz-online assignments		
Total Lecture Hours		60 Hours
Note: Question Paper shall cover 40% Theory and 60% Problems.		
Books for Study		
1	S.P.Jain & R.L.Narang, “Advanced Cost Accounting”, Kalyani Publishers, Ludhiana, 2018	
2	Sharma shashi k.Gupta and R.K.sharma, “Management Accounting, ”Kalyani Publishers, 2016	
Books for Reference		
1	Dr. S.N.Maheswari, “Cost and Management Accounting”, Sultan Chand & Sons Publisher, New Delhi, 2012	
2	Murthy & Gurusamy, Management Accounting, Vijay Nichole Imprints (P) Limited, Chennai, 2010	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=_z4-7xr6ur8	
2	https://www.youtube.com/watch?v=0OJ2PIGiwJE	
3	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6	
Course Designed By: Dr.M.Nirmala / E-Mail ID: nimmiswetha@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

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

Course code	23B	VISUAL PROGRAMMING		L	T	P	C
Core				4	-	-	4
Pre-requisite		Basic knowledge on Visual Basic.Net		Syllabus Version		2020 - 21	
Course Objectives:							
<ol style="list-style-type: none"> The main objectives of the program are to Know the basic concepts of Visual Basic.Net and help to understand how this Programming language differs from others. Get the knowledge about the controls or objects which are available at vb.net. Develop programs using VB.NET control statements and procedures. Perform the programs with MS - Access and other applications using Data Access Objects and ActiveX Data Objects. Prepare the data report and solve the given problems in a practical way. 							
Expected Course Outcomes:							
On the successful completion of the course, students will be able to:							
1	Explain and identify the visual programming environment, architecture and vb.net applications					K2 & K3	
2	Know the vb.net environment and its components					K3	
3	Know and understand the different controls in vb.net and motivate the students to make use of the controls					K1, K3 & K4	
4	Understand the vb.net statements and motivate the students to make use of the statements					K3 & K4	
5	Apply the data file operation technique and evaluate the program in a practical manner					K3 & K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1		Vb.Net Architecture				10 Hours	
Introduction to VB.NET: Event Driven Programming - VB.NET Architecture - VB .NET Framework and Components - VB.NET Environment - VB.NET Development Environment: Creating and Developing Applications with VB.NET, Building Projects.							
Unit:2		Vb.Net Environment				10 Hours	
Introduction to window forms - Properties, methods, Events, VB.NET Programming- inputs, variables and constants. VB.NET Data types.							
Unit:3		Vb.Net Controls				12 Hours	
VB .NET Basic Controls and tool bars: Labels, Text Boxes, Buttons, Check Boxes and Radio Buttons, List Boxes, Combo Boxes, Picture Boxes, Scrollbars, Timer Menus, Image List, Tree Views, List Views. Toolbars- Status Bar and Progress bars.							
Unit:4		Vb.Net Statements				14 Hours	
VB.NET control statements: If/Then, If/Then/Else, Nested If/Then/Else, Select case, Nested select case – Looping statements: Do....loop, For...Next, While.....End while, With....End With Nested Loops. Arrays –Multi dimensional arrays. Procedures – Sub and Function. Strings, Date and Time.							

Unit:5	Vb.Net Applications	12 Hours
Introduction to database, creating tables in Ms-access, Data bound Controls – DAO and ADO, Data binding with data grid, creating reports in VB.NET. Practical applications of VB.NET.		
Unit:6	Contemporary Issues	2 Hours
Online Assignments-Online Seminar- Quiz		
Total Lecture Hours		60 Hours
Books for Study		
1	Jeffrey R.Shapiro., “Visual Basic.Net : The Complete Reference”, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2002	
2	Cameron Wakefield., Henk-Evert Sonder., Wei Meng Lee., “ VB.NET”, Published by Syngress Publishing , Inc., Rockland, 2001	
Books for Reference		
1	Tony Gaddis., Kip Irvine., Bruce Denton., “Starting Out With VISUAL BASIC.NET Programming., Scott / Jones Inc. Publishers USA, 2005	
2	Bill Evjen., Jason Beres., Michael Lane Thomas., “Visual Basic.NET Programming Bible“, John Wiley & Sons Inc., USA, 1996	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=h8uR3zOjwUM	
2	https://www.youtube.com/watch?v=Y_abLKMmkMo	
3	https://www.youtube.com/watch?v=cwDqjmSmtMQ	
Course Designed by: Dr.M.Anbukarasi / E-Mail ID: anbufeb14@yahoo.co.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	S

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

Course code	23C	DIRECT TAX			L	T	P	C
Core				4	-	-	4	
Pre-requisite	Knowledge of Income Tax Law and Authorities			Syllabus Version	2020 - 21			
Course Objectives:								
The main objectives of this course are:								
<ol style="list-style-type: none"> To know the basics of Income Tax Act and its implications. To understand the various provisions and how to compute taxable income of an individual.. To assess the various sources of income and the tax provision. To understand the Income tax authorities, TDS and e-filing procedures. 								
Expected Course Outcomes:								
On the successful completion of the course, students will be able to:								
1	To understand the basic concept and procedures of Income Tax Act, and how to determine the Residential Status, Scope of Total Income, Capital, Revenue & Exempted Incomes.						K2	
2	To understand the tax provisions and computations of taxable income from salary.						K3	
3	To learn the provisions and computations of taxable income from Profits and Gains of Business or Profession and capital gain.						K4	
4	To determine the Income from Other Sources, Deduction from Gross Total Income and Assessment of Individuals						K5	
5	To study and remember the Income Tax Authorities, PAN Card, Tax Deducted at Source and Practical Applications of E-Filing						K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create								
Unit:1	Introduction of IT and Residential status					10 Hours		
Income Tax Act – Definition – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential Status – Scope of Total Income – Capital and Revenue receipts and Expenditure – Exempted Incomes.								
Unit:2	Income from salary and House property					12 Hours		
Computation of Income from Salaries and Income from House Property.								
Unit:3	Income from Business or Profession and Capital Gain					10 Hours		
Computation of Profits and Gains of Business or Profession – Calculation of Capital Gain.								
Unit:4	Income from other sources and Assessment of Individual					12 Hours		
Computation of Income from Other Sources – Set-off and carry Forward of Losses - Deduction from Gross Total Income – Assessment of Individuals.								
Unit:5	Assessment Procedure and E-filing					14 Hours		
Income Tax Authorities – Procedure for Assessment – PAN Card- Tax Deducted at Source (TDS)– Residents and to Non – Residents – Tax collected at Source. Practical Applications of E-Filing.								

Unit:6	Contemporary Issues	2 Hours
Expert Lectures, Online Seminars - Webinars		
Total Lecture Hours		60 Hours
Note: Question Paper shall cover 40% Theory and 60% Problems		
Books for Study		
1	Gaur & Narang, "Income Tax Law & Practice", DP Kalyani Publishers, Latest Edition, New Delhi, 2020.	
2	Vinod K.Singhania, Monica Singhania, Students Guide to Income Tax. Taxman Publications Pvt. Ltd, New Delhi, 2020.	
Books for Reference		
1	H.C.Mehorotra, "Income Tax Law & Practice", Prentice Hall Pvt Ltd, New Delhi, 2019	
2	Dingar Pagare, "Tax Laws", S.Chand & Sons Publisher, New Delhi, 2019	
Note: Question Paper shall cover 40% Theory and 60% Problems.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-7-Jan2020 - 21.pdf	
Course Designed By: Dr. P. Chellasamy, Professor / E-Mail ID: drchellamsamy@gmail.com		

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	M	M	M	M

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

Course code	23D	MODERN BANKING	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic idea on Banking Practices	Syllabus Version	2020 - 21			
Course Objectives:						
The main objectives of this course are to:						
1. Acquaint with the banking practices of central bank of India						
2. Understand the adoption of information technology in banking						
3. Evaluate different modes of e-banking and their uses.						
4. Familiarize with the electronic payment system						
5. Give exposure about latest developments in Digital banking.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the Indian banking system, functions of central bank and its contribution to the Indian economy					K2
2	Explore the financial services provided through e-banking and how the banking risks are managed.					K3
3	Try the range of e-banking services such as telephone banking, mobile banking by the users.					K5
4	Understand the RBI guidelines towards e-money and its implications apart from knowing the Electronic Fund Transfer System.					K3
5	Understand the applications of Indian financing network and to analyze the latest trends and developments in e-banking.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Regulatory Functions of Bank	11 Hours				
Banking – Definition – Banking System – Role of Banks in Economic Development – Central Bank – Functions – Tools of monetary Control – Role of RBI in Regulating and Controlling Banks..						
Unit:2	Electronic Banking	10 Hours				
E-Banking – Meaning – E-Banking and Financial Services – Risk Management for E-Banking – Internet Banking – Mechanics of Internet Banking – Drawbacks of Internet Baking – Future outlook.						
Unit:3	Electronic Delivery Channels	11 Hours				
Mobile Banking – Meaning – Services – Security Issues; Telephone Banking – Mechanism – Benefits and Drawbacks – Call Centers.						
Unit:4	Electronic Payment System	13 Hours				
ATM – Features – Mechanism – Benefits – Shared ATM Network in India. Digital Money – Mode of Issue and Implications – Digital Payments. E-Money and Monetary Policy Issues of RBI. Electronic Funds Transfer System.						
Unit:5	Emerging Trends in Banking	13 Hours				
Indian Financial Network – Features – Applications – Recent trends in Indian Banking System- RBI Measures for Financial Inclusion- Small Banks - Mudra Banks - Outsourcing of Non - Core Services.						

Unit:6	Contemporary Issues	2 Hours
Expert Lectures, Online Seminars – Webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	O.P.Agarwal, “Modern Banking of India”, Himalaya Publishing House, Mumbai, 2017	
2	P.N.Varshney, S.L.Gupta and T.D.Malhotra, “Principles of Banking”, S.Chand & Sons Publisher, New Delhi, 2005	
Books for Reference		
1	K.C. Shekhar and Lakshmy Shekhar, “Indian Banking System”, Vikas Publishing House Pvt Ltd, New Delhi, 2013	
2	Muraleedhran, “Modern Banking Theory and Practice”, PHI Learning Pvt Ltd, New Delhi, 2014	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://thefinancialbrand.com/80496/financial-technology-trends-data-ai-digital-blockchain-cloud/	
Course Designed By: Dr.Padmasani / E-Mail ID: drpadmasani@gmail.com		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	S	S	M	S
CO3	S	S	S	S	S	S	M	S	S	M
CO3	S	S	S	S	S	S	M	S	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	M	S	S	S	S	S	M	S	M	S

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

Course Code	23E	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
Core			4	-	-	4
Pre-requisite		Basic knowledge in Investment Management	Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
1. learn the technique of measurement of risk and return of various securities						
2. explore the different kinds of investment and valuation of securities						
3. apply the rules of analyzing the economic, industry and company factors in investment						
4. apply the technical indicators and signals to study the market behavior of stocks						
5. develop an ideal portfolio for various types of investors based on portfolio theories..						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	understand the objectives of various investment approaches and various types of securities.					K2
2	analyze the investment avenues and learn the various methods of valuing fixed and variable income securities.					K4
3	apply the EIA approach in investment					K3
4	adopt technical analysis while taking investment decisions.					K4
5	create and develop a portfolio for an investor based on few theories.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Investment Analysis				10 Hours	
Nature - Scope - Investment Risk & Return - Objectives of Investment - Approaches to Investment Analysis. Securities - Types - Features.						
Unit:2	Investment Alternatives and Strategies				11 Hours	
Financial Investment - Non Financial Investment - Inbound and Outbound Investments – Sources of Investment Information - Valuation of Fixed Income Securities and Variable Income Securities (excluding Derivatives).						
Unit:3	Fundamental Analysis				10 Hours	
Economic – Industry and Company Analysis – Sources of Information for Analysis.						
Unit:4	Technical Analysis				14 Hours	
Types of Charts – Chart Patterns – Dow Theory - Elliott Wave Theory - Odd - Lot Theory - Breadth of Market - Relative Strength Index – Moving Average Analysis - Efficient Market Hypothesis.						
Unit:5	Portfolio Analysis & Management				13 Hours	
Portfolio Risk and Return – Diversification - Markowitz Model – Sharpe Model: Single Index only – CAPM – Arbitrage Pricing Theory.						
Unit:6	Contemporary Issues				2 Hours	
Expert lectures, online seminars – webinars						
					Total Lecture Hours	60 Hours

Books for Study	
1	S. Kevin “Security Analysis and Portfolio Management” PHI Learning Pvt Ltd, New Delhi, 2015
2	Prasanna Chandra, Investment Analysis and Portfolio Management”, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2017
Books for Reference	
1	V.A. Avadhani, “Security Analysis and Portfolio Management”, Himalaya Publishing House, Mumbai, 2016
2	Punithavathy Pandian, “Security Analysis and Portfolio Management”, Vikas Publishing House Pvt Ltd, New Delhi, 2013
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=iyxoZZUULCQ
2	https://www.youtube.com/watch?v=kTnguOHZ9U4
Course Designed By: Dr. Padmasani / E-Mail ID: drpadmasani@gmail.com	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	S	M	M	S
CO3	S	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

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

Course Code	2EA	ENTERPRISE RESOURCE PLANNING		L	T	P	C
Elective				4	-	-	4
Pre-requisite	None		Syllabus Version	2020 - 21			
Course Objectives:							
The main objectives of this course are to: It aims to facilitate the students to understand the theory behind the design and development of an integrated software system for an enterprise.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the concepts and advantages of ERP.					K2	
2	Analyze the various types of risks in ERP.					K4	
3	Understand the various types of technologies used in ERP.					K2	
4	Assess the ERP market place and Market place dynamics.					K5	
5	Evaluate the future directions in ERP.					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	ERP-Functions					11 Hours	
Enterprise an Overview: Business Functions and Business Processes - Integrated Management Information - Business Modeling - Integrated Data Model. Business Processes: Major Business Processes. Introduction to ERP: Common ERP Myths- A Brief History of ERP - Reasons for the Growth of ERP Market - Advantages of ERP.							
Unit:2	ERP Implementation					10 Hours	
Risks of ERP: People Issues - Process Risks - Technological Risks - Implementation Issues- Operation and Maintenance Issues - Unique Risks of ERP Projects - Managing Risks on ERP Projects. Benefits of ERP: Information Integration - Reduction of Lead Time - On-Time Shipment - Reduction in Cycle Time - Improved Resource Utilization - Better Customer Satisfaction - Improved Supplier Performance - Increased Flexibility - Reduced Quality Costs - Better Analysis and Planning Capabilities - Improved Information Accuracy and Decision Making Capability - Use of Latest Technology.							
Unit:3	ERP Technologies					11 Hours	
ERP and Related Technologies: Business Process Reengineering (BPR) - Business Intelligence (BI) - Business Analytics (BA) - Data Warehousing- Data Mining - On - Line Analytical Processing (OLAP) - Product Life Cycle Management (PLM) - Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Geographic Information Systems (GIS) - Intranets and Extranets. Advanced Technology and ERP Security: Technological Advancements - Computer Crimes - ERP and Security - Computer Security - Crime and Security.							
Unit:4	ERP and Indian Scenario					13 Hours	
ERP Market Place and Market Place Dynamics: Market Overview - ERP Market Tiers. Market Place Dynamics - Industry - Wise ERP Market Share - ERP: Thee Indian Scenaro. Business Modules of an ERP Package: Functional Modules of ERP Software: Integration of ERP, Supply Chain, and Customer Relationship Applications.							
Unit:5	Benefits of ERP					13 Hours	
ERP Implementation: Benefits of Implementing ERP - Implementation Challenges. ERP Implementation Life Cycle: Objectives of ERP Implementation - Different Phases of ERP Implementation- Reasons for ERP Implementation Failure. ERP Package Selection: ERP Package Evaluation and Selection - The Selection Process - ERP Packages: Make or Buy.							

Unit:6	Contemporary Issues	2 Hours
Expert lectures, online seminars - webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	Alexis Leon, “Enterprise Resource Planning”, Third Edition, Mcgraw Hill Education (India) Private Limited, New Delhi, 2014	
2	Rahul V Altekar, “Enterprise Wide Resource Planning- Theory And Practice”, Prentice Hall Pvt Ltd, New Delhi, 2006	
Books for Reference		
1	Vinod Kumar Garg and N,K,Ventitakrishnan, “ Enterprise Wide Resource “, Prentice Hall Pvt Ltd, New Delhi, 2003	
2	Dr. SubodhKesharwani, “ERP Systems- Application, Experiences”, Upsurge, PragatiPrakathan Publication, Meerut, 2018	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
Nil		
Course Designed By: Dr.M.Dhanabhakym / E-Mail ID: dhana_giri@rediffmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	M	M	M

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

Course code	2EB	INSURANCE AND RISK MANAGEMENT	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Broad understanding of Risk and Insurance as a means to manage it.		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the basic concept, principles of insurance and role of IT in insurance industry.						
2. Understand reforms of Indian insurance industry, private players to Indian insurance market, IRDA Regulations and licensing of insurance agents.						
3. Develop an understanding of insurance industry and its types.						
4. Lay a foundation of risk, risk management, and steps in risk management process.						
5. Acquire knowledge in methods of risk management, control risk and tools for controlling Risk.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the principles of insurance and differentiate re-insurance and double insurance				K1&K2	
2	Analyze the position of Indian insurance industry, reforms and licensing of insurance agents.				K4	
3	Classify the types of insurance policies and have knowledge on procedure for claiming Life.				K2 &K3	
4	Analyze the risk, apply risk management techniques to control risk				K4	
5	Able to identify measure and apply relevant method for risk management.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Insurance				10 Hours	
Introduction to Insurance: Role of Insurance – Characteristics of Insurance – Fundamental Legal Principles of Insurance – Reinsurance: Meaning – Concept – Function of re-insurance – Double Insurance – IT in Insurance.						
Unit:2	Indian Insurance Industry				12 Hours	
Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents – For Protection of Policy Holders Interest.						
Unit:3	Insurance Contract				14 Hours	
Insurance Contract: Life Insurance Contract – Features, Policy Conditions and Products; Non – Life Insurance: Fire and Marine - Features, Policy Conditions and Products. Group insurance: Meaning- Features-Advantage- Limitation- Eligible groups. Health and Social Insurance – Schemes. Procedure for claiming Life and Health Insurance.						
Unit:4	Risk and Uncertainty				12 Hours	
Introduction to Risk and Uncertainty: Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management Process – Objectives of Risk Management – Steps in Risk Management Process.						
Unit:5	Risk Management and Control				10 Hours	
Risk Management and Control – Methods of Risk management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.						

Unit:6	Contemporary Issues	2 Hours
Online seminars , online assignments– webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	Dr. P.K.Gupta, “Insurance and Risk Management”, Himalaya Publishing House, Mumbai, 2016.	
2	Alka Mittal and S.L Gupta, “Principles of Insurance and Risk Management”, S.Chand & Sons Publisher, New Delhi, 2013.	
Books for Reference		
1	Nalini Prava Tripathy and Prabir Pai, “Insurance – Theory and Practice”, Prentice Hall Pvt Ltd, New Delhi, 2005.	
2	Mark S. Dorfman, “Introduction to Risk Management and Insurance”, Prentice Hall Pvt Ltd, New Delhi, 2005.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://resource.cdn.icai.org/13526Module-%20II.pdf	
2	https://resource.cdn.icai.org/13525Module-1.pdf	
3	https://resource.cdn.icai.org/13527Module-III.pdf	
Course Designed By: Dr. N.Vijayalakshmi / E-Mail ID: nvijiphd@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	S	S	S	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	S	M	S	S	M	S	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	M	S	S	S

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



Course code	33A	BUSINESS RESEARCH METHODS	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic idea about Research and knowledge of Statistics	Syllabus Version	2020 - 21			
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To develop understanding of the basic framework of the research process and various research designs and techniques 2. To identify the various sources of information for literature review and data collection 3. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem 4. To write research reports and research proposal. 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues					K1
2	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process					K2, K3
3	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business/industry					K4, K5
4	To write the research report and research proposal					K5
5	To identify the overall process of designing a research study from its inception to its report.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction and Research Design				8 Hours	
Business Research – Meaning – Scope and Significance – Utility of Business Research – Qualities of good researcher – Types of Research – Research Process – Identification, Selection and formulation of research problems – Hypothesis – Research design.						
Unit:2	Sampling and Tools for Data Collection				10 Hours	
Sampling – Methods and Techniques – Sample Size – Sampling Error – Fieldwork and Data Collection. Tools for Data Collection – Interview Schedule - Questionnaire – Observation, Interview and Mailed Questionnaire – Pilot Study and final Collection of Data.						
Unit:3	Analyzing and Report Writing				12 Hours	
Measurement and Scaling Techniques – Reliability and Validity Processing and Analysis of Data – Editing – Coding - Classification – Tabulation – Interpretations. Report Writing – Steps - Types of Reports.						
Unit:4	Measuring the Relationship and Impact				16 Hours	
Measures of Central Tendency – Standard Deviation – Correlation - Simple, Partial and Multiple Correlation – Path Analysis – Auto Correlation – Regression Models – Ordinary Least Square Methods – Multiple Regression.						

Unit:5	Testing of Hypothesis	12 Hours
Test of Significance – t [*] Test - Large Sample and f [*] Test, Test of Significance for Attributes, Analysis of Variance (ANOVA) – Chi-square Test		
Unit:6	Contemporary Issues	2 Hours
Expert Lectures, Online Seminars – Webinars		
	Total Lecture Hours	60 Hours
Note: Question Paper shall cover 60% Theory and 40% Problems		
Books for Study		
1	Cooper , “Business Research Method”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2019	
2	S.P. Gupta , “Statistical Methods”, S.Chand & Sons Publisher, New Delhi, 2019	
Books for Reference		
1	J.K.Suchdeva , “Business Research Methodology”, Himalaya Publishing House, Mumbai, 2019	
2	R.S.N. Pillai & V. Bagavathi , “Statistics”, S.Chand & Sons Publisher, New Delhi, 2019	
Note: Question paper shall cover 60% Theory and 40% Problems.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://nptel.ac.in/courses/121/106/121106007/	
2	https://youtu.be/Ivk0SDrD4DM	
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COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	M

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

Course code	33B	INRODUCTION TO INDUSTRY 4.0	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic knowledge in Information Technology		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the essentials of Industry 4.0 2. Understand the need and applications of Artificial Intelligence 3. Set a base for big data and Internet of Things 4. Familiarize the applications and tools of Industry4.0 5. Train on the skills required by industries 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define and explain the technologies of industry 4.0				K1&K2	
2	Analyse and apply AI in the relevant sector				K3&k4	
3	Summarise the characteristics of big data				K2	
4	Apply the tools of Industry 4.0				K6	
5	Adapt to the changing needs of the industry				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction To Industry4.0				10 Hours	
Industry: Meaning- types. Industrial Revolution; Industrial Revolution 1.0 to 4.0- meaning- Goals and Design Principles - Technologies of Industry 4.0 - Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality						
Unit:2	Artificial Intelligence				10 Hours	
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI – Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI – Challenges of AI						
Unit:3	Big Data And Iot				12 Hours	
Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack : Big Data in Data Science – Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Usecases: Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills -Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT – Architecture of IoT Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT						
Unit:4	Applications and Tools of Industry 4.0				14 Hours	
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.						
Unit:5	Jobs 2030				12 Hours	
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0						

Unit:6	Contemporary Issues	2 Hours
Expert lectures, online seminars – webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	P. Kaliraj, T. Devi, “Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020.	
2	Gilchrist Alasdair, Industry 4.0, A Press Publishing Company, Newyork, 2016	
Books for Reference		
1	Ustundag Alp,” Industry 4.0: Managing The Digital Transformation” , Springer International Publishing, Newyork, 2019	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=IoY3tP-Iw4Q	
2	https://www.youtube.com/watch?v=LXI48d2gif0	
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Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	S	S	M	M	S	S	S	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S

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

Course code	33C	JAVA PROGRAMMING AND HTML	L	T	P	C
Core			4	-	-	4
Pre-requisite	Fundamentals of Programming Languages		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
1. It facilitate the student to understand the basic concepts and element of HTML and the programming concepts of JAVA for developing JAVA based applications and applets through hands on training by applying the concepts of internet applications.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Applying the concepts of HTML tag for designing the web page.					K3
2	Develop the JAVA program using Math functions.					K3
3	Applying the concepts of operators and expressions for decision making, branching and looping.					K3
4	Create the classes, objects and methods.					K6
5	Build an Applet Programming and adopt Exceptions and Errors.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to HTML				10 Hours	
HTML: History of HTML – Features – Advantages – Components of HTML document – Formatting text using HTML – Adding images using HTML.						
Unit:2	Java Program Structure				11 Hours	
Overview of Java Language – Simple Java Program – Use of math functions – Application with two classes – Java program structure – Java Tokens - Java Statements – Implementing a Java program – Java Virtual Machine – Command line arguments . Constants – Variables – Data types.						
Unit:3	Operators				11 Hours	
Operators and Expressions: Arithmetic Operators – Relational Operators – Logical Operators – Assignment Operators – Increment and Decrement Operators – Conditional Operators – Bitwise Operators – Special Operators – Arithmetic Expressions – Evaluation of Expressions – Precedence of Arithmetic Operators. Decision making and Branching: Decision Making with IF statement – IF, ELSE statement – SWITCH statement - The ?: Operator . Decision making and looping: The WHILE Statement – The DO statement – The FOR Statement.						
Unit:4	Control Arrays				13 Hours	
Classes ,Objects and Methods: Defining a Class – Adding Variables – Adding Methods - Creating Objects – Accessing Class Members – Constructors – Methods overloading – Static Members. Inheritance: Extending a Class - Visibility Control. Arrays, Strings and Vectors: One Dimensional Arrays – Two Dimensional Arrays – Strings – Vectors. Interfaces: Multiple inheritance – Multi Threaded Programming: Life Cycle of a Thread – Thread Exceptions – Thread Priority – Synchronization.						

Unit:5	Errors	13 Hours
Managing Errors and Exceptions: Types of Errors – Exceptions. Applet programming: Building Applet Code – Applet Life Cycle – Designing a Web Page – Applet Tag.		
Unit:6	Contemporary Issues	2 Hours
Expert lectures, online seminars – webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	E.Balagurusamy, “Programming with Java”, McGraw Hill Education (India) Private Limited, New Delhi, 1998	
2	Herbert Schildt, “Java 2 – The Complete reference”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 1996	
Books for Reference		
1	S.S.Khandare, “Programming in Java”, S.Chand& Sons Publisher, New Delhi, 2008	
2	C.Xavier, “World Wide Web Design with HTML”, Tata McGraw Hill Publishing Company, 2000	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://swayam.gov.in/nd2_aic20_sp13/preview	
2	https://swayam.gov.in/nd1_noc20_cs58/preview	
Course Designed By: Dr.M.Dhanabhakyaam / E-Mail ID: dhana_giri@rediffmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	M	M	M

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

Course code	33D	FINANCIAL MANAGEMENT	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic knowledge on fundamentals of Finance	Syllabus Version	2020 - 21			
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the objectives, role and skills of financial manager required for Industry						
2. Assess the factors affecting investment decisions						
3. Provide an in depth view of financial leverage and theories						
4. understand the dividend Theories						
5. Learn the techniques of working capital Management techniques						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate and classify the objectives and role of financial managers with different industries.					K1&K2
2	Apply, analyse and determine the best investment proposal using capital budgeting technique.					K3,K4 &K5
3	Illustrate the capital structure theories.					K2
4	Choose and Analyse the dividend theories applied in corporate.					K3&K4
5	Adapt working capital management techniques and solve the issues related to working capital.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
Introduction to Financial Management					10 Hours	
Nature, Scope and objectives of Financial Management – Industry 4.0 and Finance - Functions of Finance Manager – Role and changing roles of finance manager on account of Industry 4.0- Financial Decisions - Relationship between Risk and Return –Time Value of Money.						
Unit:2						
Cost of Capital and Capital Budgeting					10 Hours	
Cost Of Capital – Meaning And Importance – Cost Of Debt, Preference, Equity And Retained Earnings – Weighted Average Cost Of Capital – Capital Budgeting – Techniques – ROI, Payback Period And Discounted Cash Flow						
Unit:3						
Capital Structure					12 Hours	
Financial Leverage – Measures – EBIT, EPS Analysis – Operating Leverage –Financial - Business and Operating Risks – Theories of Capital Structure – Net Income Approach – Net – Operating Income Approach. MM Hypothesis – Determinants of Capital Structure.						
Unit:4						
Dividend Theories					14 Hours	
Dividend Theories – Walter's Model – Gordon and MM's Models – Dividend Policy – Forms of Dividend – Determinants of Dividend Policy- Lintner's Model on corporate dividend behaviour.						
Unit:5						
Working Capital Management					12 Hours	
Management of Working Capital – Concept – Importance – Determinants and Computation of Working Capital – Management of Cash, Inventory and Receivables – Regulations of Bank Credit to industry - Credit Monitoring and Assessment (CMA) formats.						
Unit:6						
Contemporary Issues					2 Hours	
Expert lectures -webinars-quiz-online assignments						
Total Lecture hours					60 Hours	
Note: Question Paper shall cover 60% Theory and 40% Problems						

Books for Study	
1	I.M. Pandey, “Financial Management”, Vikas Publication, New Delhi, 2015
2	S.N Maheswari, “Financial Management”, S.Chand & Sons Publisher, New Delhi, 2014
Books for Reference	
1	Prasanna Chandra, “Financial Management”, Tata McGraw Hill Publishing Company Limited, UP, 2007
2	Khan & Jain, “Financial Management”, Tata McGraw Hill Publishing Company Limited, UP, 2011
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=RiAalxSm_Ek
2	https://www.youtube.com/watch?v=XxyvsB6sxDk
Course Designed By: Dr.M.Anbukarasi / E-Mail ID: anbufeb14@yahoo.co.in	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	S	M	S	S
CO2	S	S	M	S	S	M	S	M	S	S
CO3	S	S	M	S	S	M	S	M	S	S
CO4	S	S	M	S	S	M	S	M	S	S
CO5	S	S	M	S	S	M	S	M	S	S

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



Course code	33E	FINANCIAL DERIVATIVES MANAGEMENT	L	T	P	C
Core			4	-	-	4
Pre-requisite	Fundamental knowledge in Stock Market		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
1. Introduce concept of derivatives and its types and make learners to understand about the functions of derivatives market in India.						
2. Learn forward contract and its trading mechanism, role of clearing house, differences between forwards and futures.						
3. Acquaint the knowledge of options and options pricing models and enables students to get immense knowledge in dealing with derivate instruments in derivative market.						
4. Lay emphasis on swaps and evaluation of swaps.						
5. Know about hedge management process, designing the hedge strategy, evaluating and monitoring the hedge position.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Get basic knowledge on derivate markets and its function in India.					K2
2	Knowledge on forward contract and its trading mechanism, role of clearing house, able to differentiate forwards and futures.					K2 &K3
3	Learn black schole and binomial model.					K4
4	Get acquaintance on swaps and evaluation of swaps in derivate markets.					K1&K5
5	Evaluate and monitor hedging process in derivative market.					K4&K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Derivatives					8 Hours
Derivatives: Introduction – Meaning – Origin – Types of Financial Derivatives – Basic Financial Derivatives – History of Derivative Markets – Uses of Derivatives – Functions of Derivate Markets – Derivatives Market in India – Benefits of Derivatives in India – Critiques of Derivatives.						
Unit:2	Forwards and Future Market					12 Hours
Forwards: Features of Forward Contract – Classification of Forward Contracts –Forward Trading Mechanism – Determination of Forward Prices – Forward Prices Versus Futures Prices Futures Market: Futures – Types of Financial Futures – Functions of Futures Market– Future Trading and Role of Clearing House – Differences between Forwards and Futures.						
Unit:3	Options and Option Pricing Models					10 Hours
Options: Introduction – Types – Call Option – Put Option – Currency Option – Binomial Option Pricing Model – Black – Scholes Option Pricing Model (BSOPM)						
Unit:4	Swaps					14 Hours
Swaps: Interest Rate Swaps – Features of Swap – Need of Swap Intermediary – Currency Swaps: Meaning – Classification of Currency Swaps – Commodity Swaps – Equity Swaps – Bond Swaps – Substitution Swaps – Gains from Swaps – International Swaps – Evaluation of Swaps – International Swap Dealers Association (ISDA).						

Unit:5	Hedging	14 Hours
Hedging: The Multi-Purpose Concept of Hedging – Designing the Hedge Strategy, Setting Hedge Objectives and Evaluating Interest Rate – Determining Hedgability, Structuring the Hedge - Hedge Management Process – Evaluating and Monitoring the Hedge Position – Stock Index Futures as a Hedging Tool.		
Unit:6	Contemporary Issues	2 Hours
Expert lectures, online assignment – webinars		
Total Lecture Hours		60 Hours
Books for Study		
1	Somanthan, “Derivatives”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2017	
2	John C. Hull & Sankarshan Basu, Trading and Pricing Financial Derivatives: A Guide to Futures, Options, and Swaps Paperback – Import, 2018	
Books for Reference		
1	Gupta S.L, " Financial Derivatives: Theory, Concepts and Problems Hardcover", 2017	
2	Robert W. Kolb, James A. Overdahl John Wiley & Sons, Financial Derivatives: Pricing and Risk Management", 2009	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.investopedia.com/ask/answers/12/derivative.asp#:~:text=The%20Bottom%20Line,What%20Is%20a%20Derivative%3F,%2C%20market%20indexes%2C%20and%20stocks	
2	https://www.investopedia.com/terms/d/derivative.asp	
3	https://www.thebalance.com/what-are-derivatives-3305833	
Course Designed By: Dr. N.Vijayalakshmi / E-Mail ID: nvijiphd@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

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

Course code	3EA	SOFTWARE ENGINEERING	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Basic knowledge on Software Engineering Technology	Syllabus Version	2020 - 21			
Course Objectives:						
The main objectives of the program are to						
<ol style="list-style-type: none"> 1. Know the different types of process model for the software development. 2. Provide the knowledge to the students about the metrics for software quality measurement and analyse the cost estimation problem 3. Help the students to develop the configuration management through the SCM process model. 4. Get the knowledge about the software analysis principles for project development. 5. Provide knowledge about creating test cases using white and black box and other software testing techniques. 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Explain and choose a software process model for the software project development.					K2 & K3
2	Interpret about metrics for software quality measurement and analyse the cost estimate and problem complexity using various estimation techniques.					K2 & K4
3	Develop the knowledge about the technical reviews and configuration management of the software process quality.					K3
4	Apply project management and define requirement analysis and principles of software project development.					K1 & K3
5	Identify the test cases using techniques involved in choosing white box and black box testing and improve the software process model					K1 & K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction To Software Engineering				10 Hours	
Product: Evolving Role of Software – Software Characteristics – Software Applications – Software Crisis - Software Myths. The Process: Software Engineering: A Layered Technology – Software Process – Software Process Models.						
Unit:2	Software Quality Metrics				10 Hours	
Project Management Concepts: The Management Spectrum – People – Product – Process – Project – W ⁵ HH principle. Software Process and Project Metrics: Software Measurement – Metrics for Software Quality – Integrating Metrics. Software Project Planning: Objectives - Scope – Resources – Decomposition Techniques – Make / Buy Decision.						
Unit:3	Software Quality Assurance				12 Hours	
Software Quality Assurance: Quality Concepts – SQA – Formal Technical Reviews – Software Reliability – SQA Plan - Software Configuration Management: SCM Process – Change Control – Version Control.						
Unit:4	Software Requirement Analysis and Models				14 Hours	
Analysis, Concepts and Principles: Requirements Analysis – Analysis Principles – Software Prototyping – Specification. Analysis Modeling: Data Modeling – Functional Modeling – Behavioral Modeling.						

Unit:5	Software Testing	12 Hours
Software Testing Techniques: Testing Fundamentals – White Box Testing – Black-Box Testing. Software Testing Strategies: Unit Testing – Integration Testing – Validation Testing – System Testing. Python.		
Unit:6	Contemporary Issues	2 Hours
Online Assignments-Online Seminar- Quiz		
Total Lecture Hours		60 Hours
Books for Study		
1	Roger S. Pressman, “Software Engineering”, Tata McGraw Hill Publishing Company Limited, Noida, UP., 2001	
2	Carlo Ghezzi, Mehdi Jazayeri, Dino Mandrioli, “Fundamentals of Software Engineering”, Prentice Hall Pvt Ltd, New Delhi, 2003	
Books for Reference		
1	Richard Fairley, “Software Engineering Concepts”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2004	
2	Ian Sommerville, “Software Engineering”, Pearson Education, New York, 2016	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=BXU7HW_ljDw	
2	https://www.youtube.com/watch?v=Y_A0E1ToC_I	
3	https://www.youtube.com/watch?v=6rNgPXz9A9s	
Course Designed By: Dr.M.Anbukarasi / E-Mail ID: anbufeb14@yahoo.co.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO2	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S

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

Course code	3EB	INTERNATIONAL FINANCIAL MANAGEMENT	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Knowledge in Foreign Exchange Market		Syllabus Version	2020 - 21		
Course Objectives:						
The main objectives of this course are to:						
1. learn the International flow of Funds, Balance of payments and International Monetary System						
2. study the Markets for Foreign Exchange, Spot and Forward market and exchange rate						
3. Know about International Investment decision and Foreign Direct Investment						
4. Familiarize in International Financial decisions and international financial markets						
5. Introduce and familiarize the International Financial Markets and Instruments						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the factors responsible for emergence of globalized financial markets.			K1 & K2		
2	Understand meaning, nature and scope of international financial management.			K2 & K3		
3	Describe goals for international financial management			K4		
4	Gain Knowledge in theories and techniques used financial markets and international banking			K4 & K5		
5	Describe the functions of financial markets with a particular emphasis on foreign exchange markets			K2 & K6		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	International Financial Environment			10 Hours		
International Financial Management – An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System.						
Unit:2	Foreign Exchange Market			10 Hours		
Markets for Foreign Exchange – Foreign Exchange Market – Feature – Spot and Forward Market – Exchange Rate Mechanism – Exchange Rate determination in the Spot and Forward Markets – Factors Influencing Exchange Rate – FEMA - Market for currency futures and currency options – Hedging with currency future and options.						
Unit:3	International Investment Decision			12 Hours		
International Investment Decision – Foreign Direct Investment– International -Capital Budgeting – International Portfolio Investment – Meaning – Benefit of International Portfolio Investment – Problem of International Investment.						
Unit:4	International Financial Decisions			14 Hours		
International Financial Decisions – Overview of the International Financial Market – Channels for International flow of Funds – Role and Functions of Multilateral Development Banks – International Banking – Functions – Credit Creation – Control of International Banks.						
Unit:5	International Financial Markets and Instruments			12 Hours		
International Financial Market Instruments – Short-term and Medium-term Instruments – Management of short-term funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.						

Unit:6	Contemporary Issues	2 Hours
Expert Lectures - Case Study		
Total Lecture Hours		60 Hours
Books for Study		
1	V. Sharan, “International Financial Management”, Prentice Hall Pvt Ltd, New Delhi, 2012	
2	A.K. Seth, “International Financial Management”, Galgotia Publishing Company, New Delhi, 2013	
Books for Reference		
1	P.G. Apte, “International Financial Management”, Tata McGraw Hill Publishing Company Limited, Noida, UP, 2010.	
2	R.L. Varshney and S. Bhashyam, “International Financial Management”, S.Chand & Sons Publisher, New Delhi, 2004	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Giddy.org	
2	www.imf.org	
3	https://www.youtube.com/watch?v=CSe0b4rwnT4&list=PLuVjcgQvMXfQqFC-R_F8OatAK9IAKqH1L	
Course Designed By:Dr.M.Sivaprakasam / E-Mail ID: sivaprakash51990@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

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



**Supportive
Course**

Supportive Courses offered to other Departments

Paper – I	Principles of Accounting	2
Paper – II	Principles of Modern Banking	2

SEMESTER - I

SUPPORTIVE PAPER – I

PRINCIPLES OF ACCOUNTING

Meaning and Scope of Accounting – Accounting Principles and Concepts – Journalizing Transactions.

Subdivision of Journal – Ledger Posting – Trial Balancing – Bank Reconciliation Statement – Rectification of Errors.

Capital and Revenue – Depreciation – Provision and Reserves – Final Accounts – Analysis and Interpretation of Financial Statement.

Books for Study:

1. N.Vinayagan, K.L. Mani and K.L.Natarajan “Principles of Accountancy” S.Chand & Co. Limited, New Delhi, 2012.
2. T.S. Reddy & Dr. A. Murthy, “Financial Accounting” Margham publications, Chennai, 2019.

SEMESTER - II

SUPPORTIVE PAPER – II

SUPPORTIVE 2 – PRINCIPLES OF MODERN BANKING

Banking System – Role of Banks in Economic Development – Central Bank – Functions.

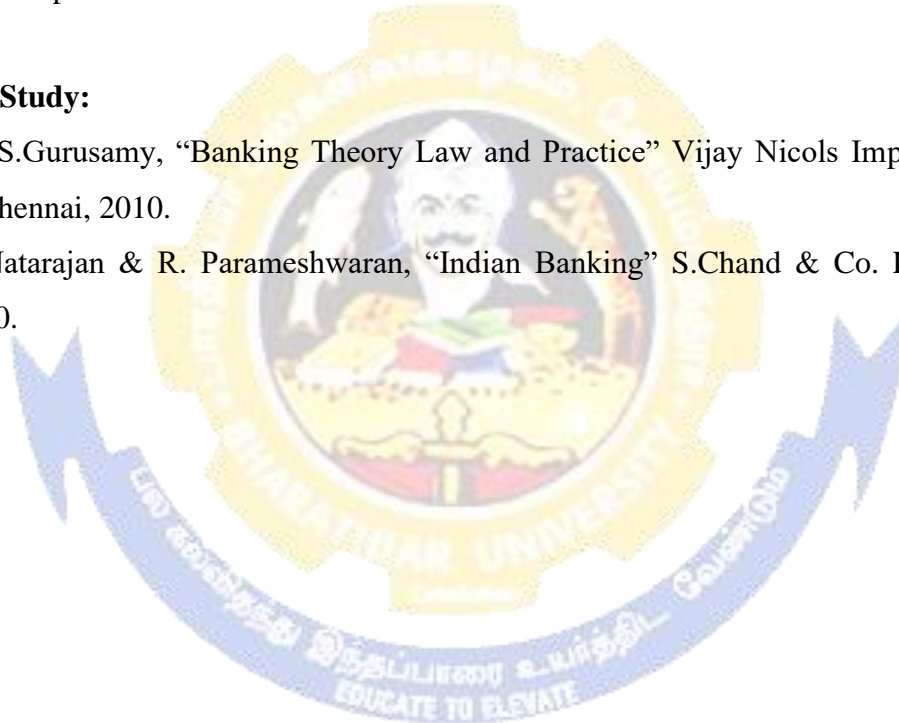
E–Banking - Risk Management for E–Banking – Benefits of E-Banking – Drawbacks of E–Banking – Future outlook.

Mobile Banking – Telephone Banking, Online Banking – ATM – Mechanism – Functions – Importance – Electronic Funds Transfer.

Books for Study:

Dr.S.Gurusamy, “Banking Theory Law and Practice” Vijay Nicols Imprints Private Limited, Chennai, 2010.

S.Natarajan & R. Parameshwaran, “Indian Banking” S.Chand & Co. Limited, New Delhi, 2010.





CERTIFICATE COURSE - I

ADVANCED EXCEL		
Name of the Department	COMMERCE	
Name of the Faculty Member i/c With Complete Address with Phone and e-mail	Dr.M.ANBUKARASI Assistant Professor, Department of Commerce Bharathiar University, Coimbatore 641 046. Phone : 9442342585 E-mail Id : anbujan2011@gmail.com	
Inter / Intra Department Course	Intra Department Course	
Duration of the Course	45 Hrs	
Eligibility	Basic knowledge in Excel	
Number of Candidates to be Admitted	-	
Mode of the Course	Online	
Collaboration if any with Companies (if Yes, Full Address of the Company Address , Name of the Contact Person, Phone, e-mail etc.)	-	
Registration Procedure	-	
Job Opportunities: Nowadays business companies are hiring the fresh Commerce students not only with their degree but also with some soft skill course. So this Advanced Excel Certificate Course will help the students to excel themselves in this part which is necessary for business industry in today's scenario.		
The objectives of the Course are:		
The main objectives of this course are to:		
1	Know the basics of Advanced Excel and help the students to understand how this Advanced Excel is different from other versions of Excel	
2	Understand how to format the cells and different types of pasting techniques which are available in Advanced Excel.	
3	Get the knowledge about creating charts and protecting the workbook from others.	
4	Perform the statistical, mathematical and finance functions of Advanced Excel.	
5	Help to use sorting, filtering and printing workbook functions in Advanced Excel.	
Course Content	Lecture and Practical	
Module 1	Introduction to Advanced Excel	3 Hours
Module 2	Formatting Cells and Proofing Tools	5 Hours
Module 3	Paste and Paste Special Techniques in Excel	3 Hours
Module 4	Customizing and Protecting Excel	3 Hours
Module 5	Creating Charts and Templates	5 Hours
Module 6	Text, Date and Time Functions	5 Hours
Module 7	Statistical Functions	5 Hours
Module 8	Mathematical and Finance Functions	6 Hours
Module 9	What if Analysis and logical functions in Excel	6 Hours
Module 10	Sorting, Filtering and Printing Workbooks	4 Hours
Books for Study		
1	Michael Alexander, Richard Kusleika, John Walkenback, Microsoft Excel 2019 Bible, Kindle Edition, 2019.	

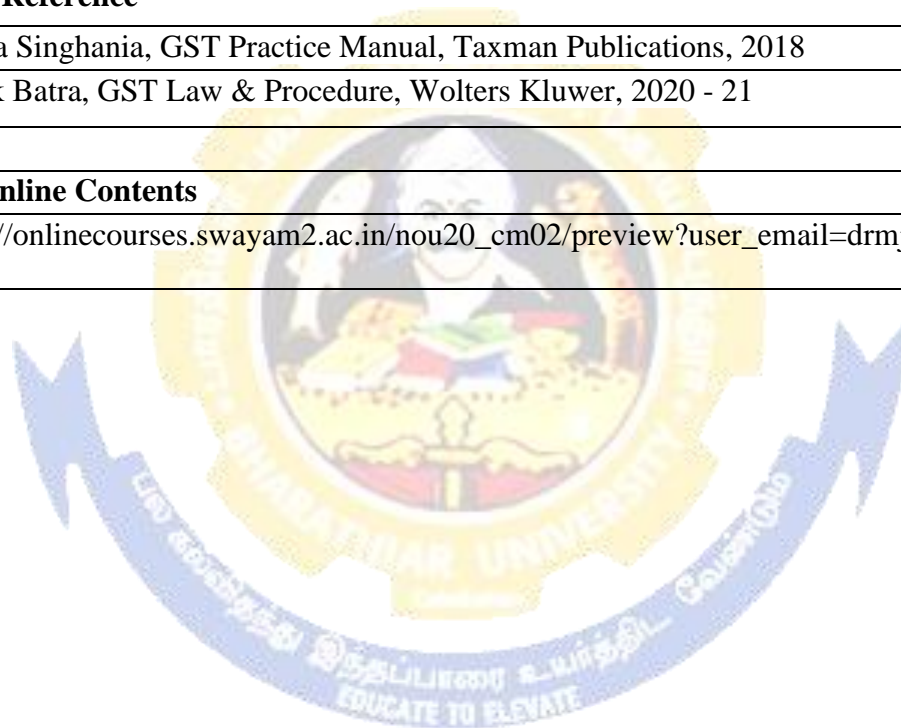
2	McFedries, Microsoft Excel 2019 Formulas and Functions (Business Skills), Kindle Edition, 2019.
Books for Reference	
1	Wayne L.Winston, Microsoft Excel 2013: Data Analysis and Business Modeling, Prentice Hall of India Learning, 2011.
2	Conrad Carlberg, Statistical Analysis: Microsoft Excel 2013, Pearson Education, 2014.
Related Online Contents	
1	https://www.youtube.com/watch?v=zGm7oOsvyM
2	https://www.youtube.com/watch?v=GTbd4y1CtrU
3	https://www.youtube.com/embed/WU4LHrf8yvg



CERTIFICATE COURSE - II

GOODS AND SERVICES TAX (GST)		
Name of the Department	COMMERCE	
Name of the Faculty Member i/c With Complete Address with Phone and e-mail	Dr. M. JEGADEESHWARAN Assistant Professor Department of Commerce Bharathiar University Coimbatore - 641 046 0422 - 2428323 drmjegadeesh@gmail.com	
Inter / Intra Department Course	Intra Department	
Duration of the Course	6 Months	
Eligibility	Basic Knowledge in Taxation	
Number of Candidates to be Admitted	-	
Mode of the Course	Both Regular and Online	
Collaboration if any with Companies (if Yes, Full Address of the Company Address , Name of the Contact Person, Phone, e-mail etc.)		
Registration Procedure		
Job Opportunities: GST Assistant Officer, GST Practitioner, GST Consultant and Accountants		
The objectives of the Course are:		
The main objectives of this course are to:		
1	To aware the Students about the provisions of the GST Act	
2	To know the Students with the procedural requirements of the GST	
3	To familiarize the Students with the documents and records required under the GST Act	
4	To enable the Students to acquire the basic skills to handle the GST and EWAY BILL Portals	
5	To enable the Students to acquire the Working Knowledge of the GST	
Course Content	Lecture / Practical / Project / Internship	
Module 1	Introduction to GST - Erstwhile Indirect Taxes - Amendment to Constitution - Administration of the Act - Scope of GST	5 Hours
Module 2	Meaning of Supply - Types of Supply - Time and Place of Supply - Valuation Rules - Job work	5 Hours
Module 3	Registration - Various modes of Registration - Exemption from Registration - Compulsory Registration-Voluntary Registration - Revocation and Cancellation	5 Hours
Module 4	Books and Records - Types of Documents - Procedures - Mode of Maintenance of Books and Records - Format of Documents	5 Hours
Module 5	EWAY BILL - Procedures - Registration - Validity -Penalty - Cancellation - Exemptions	5 Hours
Module 6	Input Tax Credit - Eligibility - Blocked Credit - Reversal - Reverse Charge Mechanism	5 Hours

Module 7	Returns - Monthly - Quarterly - Conditions for filing Returns - Payment - Due Date of Filing Returns - Online Procedures	5 Hours
Module 8	Refunds - Methods - Eligibility - How to Apply - Time Limit - Rejection	5 Hours
Module 9	Annual Return and Audit - Requirement - Compliance -DRC - 03 - Reconciliation Statement	5 Hours
Module 10	Assessments, Appeals, Interest, Demand and Recovery Proceedings - Inspection, Search and Seizure	5 Hours
Books for Study		
1	H.C. Mehrotra & V.P. Agarwal, Goods and Services Tax, Sahitya Bhawan Publications, 2020 - 21	
2	Ashish Koolwal and Ritu Koolwal, Professional Guide to GST, Commercial Law Publishers India Pvt. Ltd, 2018	
Books for Reference		
1	Aditya Singhanian, GST Practice Manual, Taxman Publications, 2018	
2	Ashok Batra, GST Law & Procedure, Wolters Kluwer, 2020 - 21	
Related Online Contents		
1	https://onlinecourses.swayam2.ac.in/nou20_cm02/preview?user_email=drmjegadeesh@gmail.com	





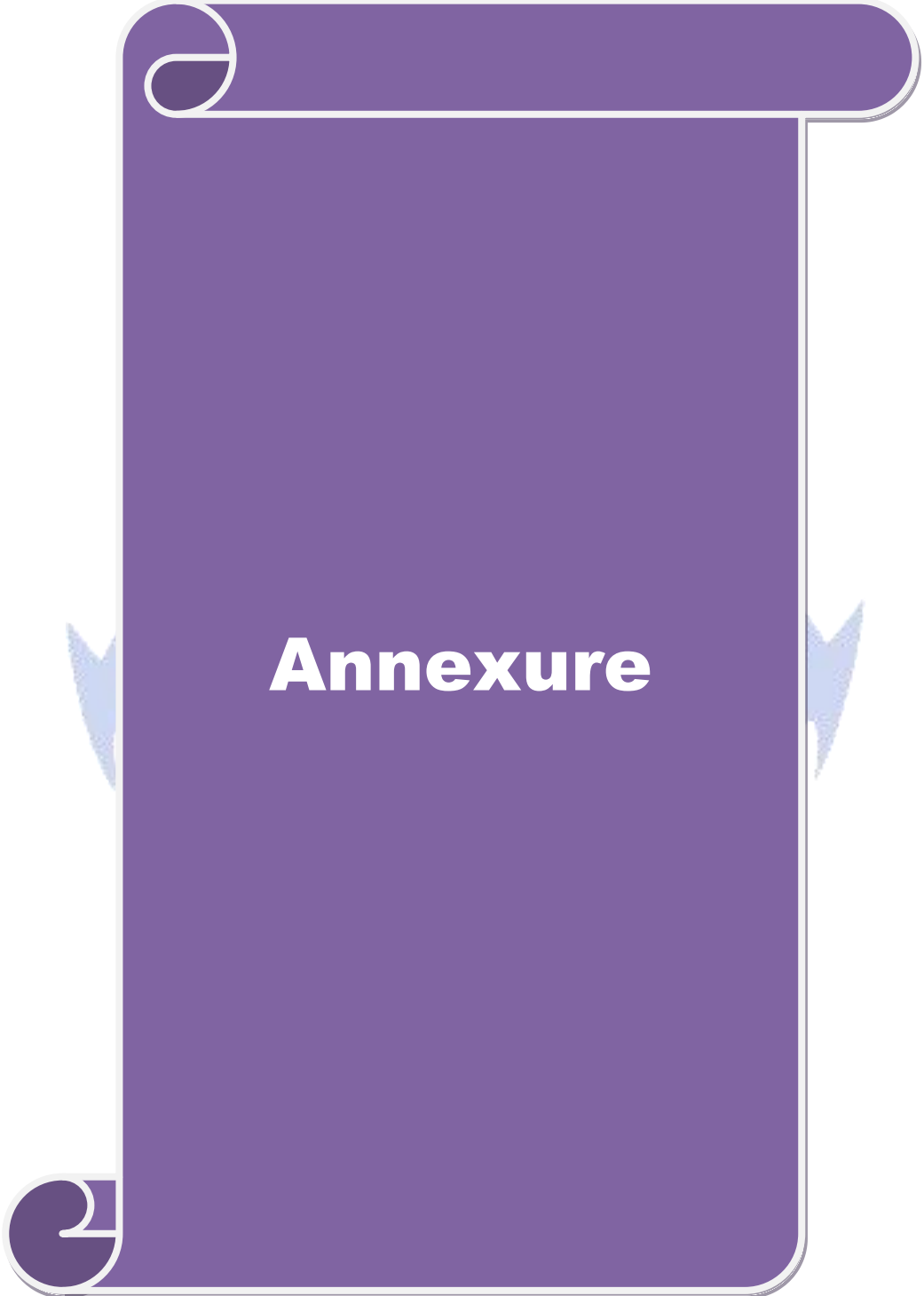
**Value Added
Course**

VALUE ADDED COURSE - I

CREDIT ANALYST		
Name of the Department		COMMERCE
Name of the Faculty Member i/c With Complete Address with Phone and e-mail		Dr.P.CHELLASAMY Professor, Department of Commerce Bharathiar University, Coimbatore - 641046 drchellamsamy@gmail.com Mobile : 9443349179
Inter / Intra Department Course		Intra Department Course
Duration of the Course		40 Hours
Eligibility		Knowledge in Accounting
Number of Candidates to be Admitted		-
Registration Procedure		-
Job Opportunities:		
Financial analysts		
Credit managers		
Credit Rating analyst		
The objectives of the Course are:		
The main objectives of this course are to:		
1	To acquire the practical skill of data analysis	
2	Train them with critical thinking and communication skill to become a Financial Analysts	
3	Learn the role of credit manager	
4	Learn the investment opportunities	
5	Acquire an understanding of credit rating	
Course Content		Lecture (Online)
Module 1	A Brief Introduction- Banking Credit Analysis Process	4 Hours
Module 2	Fundamental Financial Math- Commercial Credit Analysis	4 Hours
Module 3	Finance Training	4 Hours
Module 4	Excel Crash Course: Master Excel for Financial Analysis	4 Hours
Module 5	Risk Management	4 Hours
Module 6	Risk Management Process - Analysis	4 Hours
Module 7	Financial Management A Complete Study for CA/CMA/CS/CFA/ACCA	4 Hours
Module 8	Career Hacking- Resume, LinkedIn, Interviewing	4 Hours
Module 9	Essential of Soft Skills	4 Hours
Module 10	Assignment	4 Hours
Books for Study		
1	Blokdyk. Gerardus “ Credit Analyst ”, Create Space Independent Publishing Platform, 2018	
Books for Reference		
1	Arnold Ziegel, Ronna Ziegel, Fundamentals of Credit and Credit Analysis: Corporate Credit Analysis , Create Space Independent Publishing Platform, 2015	
Related Online Contents		
-		

VALUE ADDED COURSE - II

DIGITAL MARKETING		
Name of the Department	COMMERCE	
Name of the Faculty Member i/c With Complete Address with Phone and e-mail	Dr. M. SUMATHY Professor & Head Dr.M.NIRMALA Assistant Professor, Department of Commerce Bharathiar University, Coimbatore-46 Mobile : 9487430218	
Inter / Intra Department Course	Intra	
Duration of the Course	40 Hours	
Eligibility	Basic knowledge in Marketing	
Number of Candidates to be Admitted	-	
Registration Procedure	-	
Job Opportunities:		
<ul style="list-style-type: none"> Digital Marketing Manager Content Writers Inbound Marketing Manager Social Media Marketing Experts/Specialists Search Engine Marketers 		
The objectives of the Course are:		
The main objectives of this course are to:		
1	Learn the basic concepts in Digital marketing	
2	Create a website	
3	Gain knowledge in CRM	
4	Manage social media effectively	
5	Learn the marketing strategy	
Course Content		Lecture / Practical / Project / Internship
Module 1		
Module 1	Digital Marketing Fundamentals	4 Hours
Module 2	Digital Marketing Campaign - Understanding the Types of Campaigns.	4 Hours
Module 3	E-mail Marketing	4 Hours
Module 4	Building a Website - Hosting a Website	4 Hours
Module 5	Customer Relationship Management (CRM)	4 Hours
Module 6	Managing Social Media	4 Hours
Module 7	Leadership skills for digital marketing professionals	4 Hours
Module 8	Internet marketing strategy	4 Hours
Module 9	Assignments	4 Hours
Module 10	Case studies	4 Hours
Books for Study		
1	Pineet Singh Bhatia , Fundamentals of Digital Marketing", Pearson Publishers, 2019.	
Books for Reference		
1	Deiss, R., & Henneberry, R, Digital marketing for dummies. John Wiley & Sons, 2020 - 21	
Related Online Contents		
1	Basics of Digital Marketing - SWAYAM	



M. COM (FINANCE AND COMPUTER APPLICATIONS)

SYLLABUS

(With effect from 2020 - 21)

Program Code :



DEPARTMENT OF COMMERCE

Bharathiar University

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

Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE - 641046

DEPARTMENT OF COMMERCE

MISSION

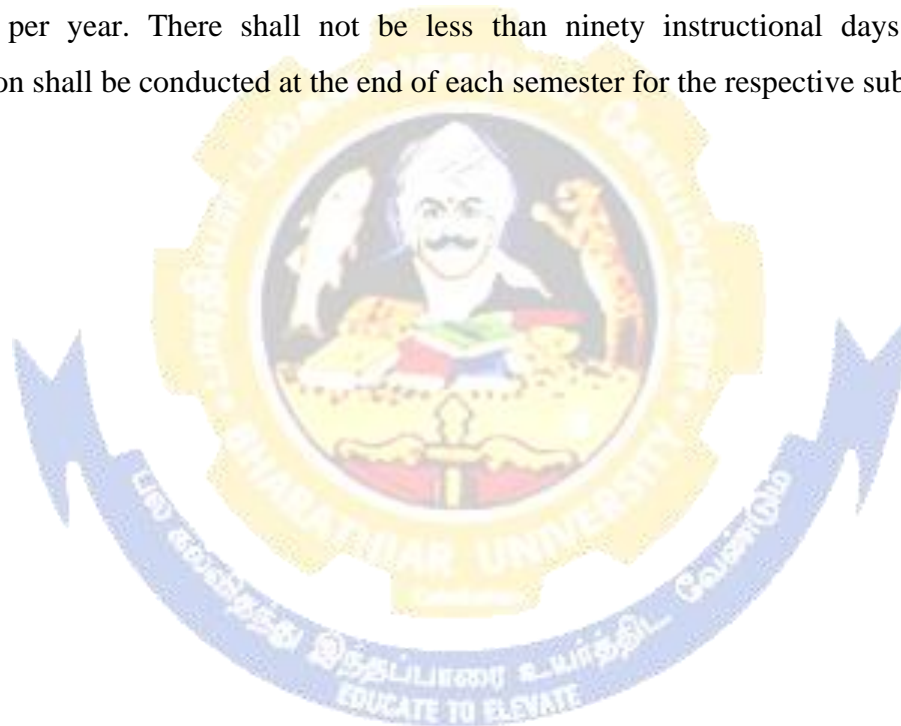
- To empower the students to respond to the challenges in the industry 4.0
- To provide practical expertise in the area of finance with business models
- To impart social consciousness among students
- To impart quality higher education to excel in their life.
- To provide students with better research platform

ELIGIBILITY FOR ADMISSION TO THE COURSE

A Graduate in Commerce, B.Com. (Computer Applications), B.Com. (Information Technology), B.Com.(Professional Accounting), B.Com.(Finance), B.Com (International Business), B.Com. (Accounting & Taxation), B.Com. (Business Process Services), B.Com. (Business Analytics), B.Com. (Cost & Management Accounting), B.Com. (E-Com), B.Com. (Financial System), B.Com. (Foreign Trade), BBA, BBM, BBA. (CA), BBM. (CA), B.Com. (Corporate Secretaryship with CA), BCS, BCS. (CA), Bank Management.

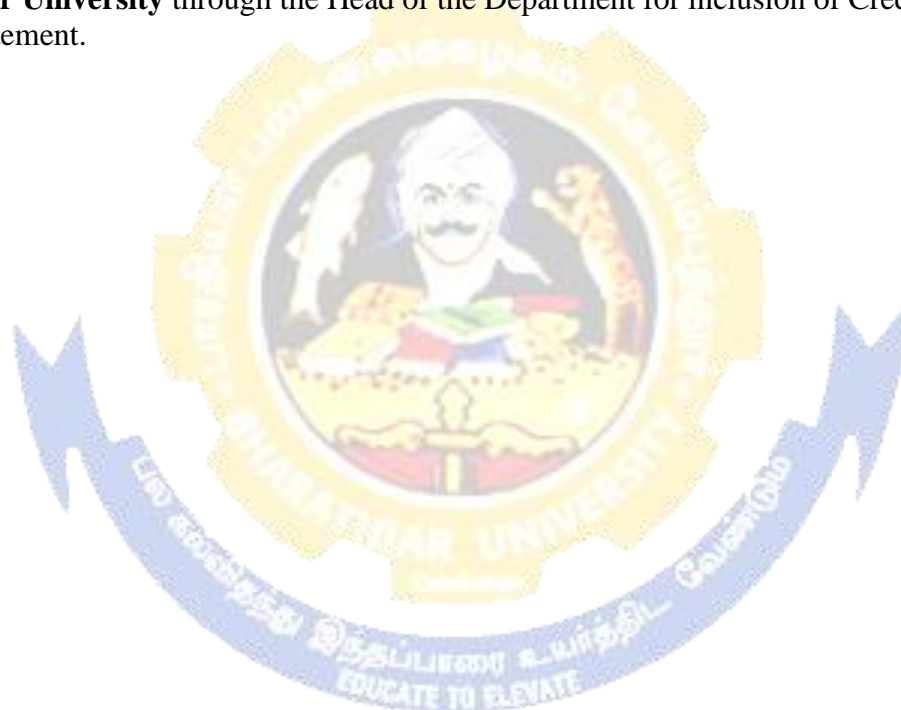
DURATION OF THE COURSE

The course shall extend over a period of two years comprising four Semesters, with two Semesters per year. There shall not be less than ninety instructional days for each semester. Examination shall be conducted at the end of each semester for the respective subjects.



		Credits				
ONLINE COURSE (Offered by Swayam, MOOCs, NPTEL Coursera etc.)						
	Online Course	2				
VALUE ADDED COURSES						
1.	Credit Analyst (First Year)	4				
2.	Digital Marketing (Second Year)	4				
CERTIFICATE COURSES						
1.	Advanced Excel (First Year)	4				
2.	Goods and Services Tax (GST) (Second Year)	4				

Note: *All the students must complete the online course offered by Swayam within three semesters and the certificate must be submitted to the **Controller of Examinations, Bharathiar University** through the Head of the Department for inclusion of Credits in the Marks Statement.



Model Question Paper Pattern for Core and Elective Papers

Time : 3 Hours

Maximum Marks: 75 Marks.

SECTION - A

10 x 1 = 10

Multiple Choice Questions with no choice
(10 Questions)

SECTION - B

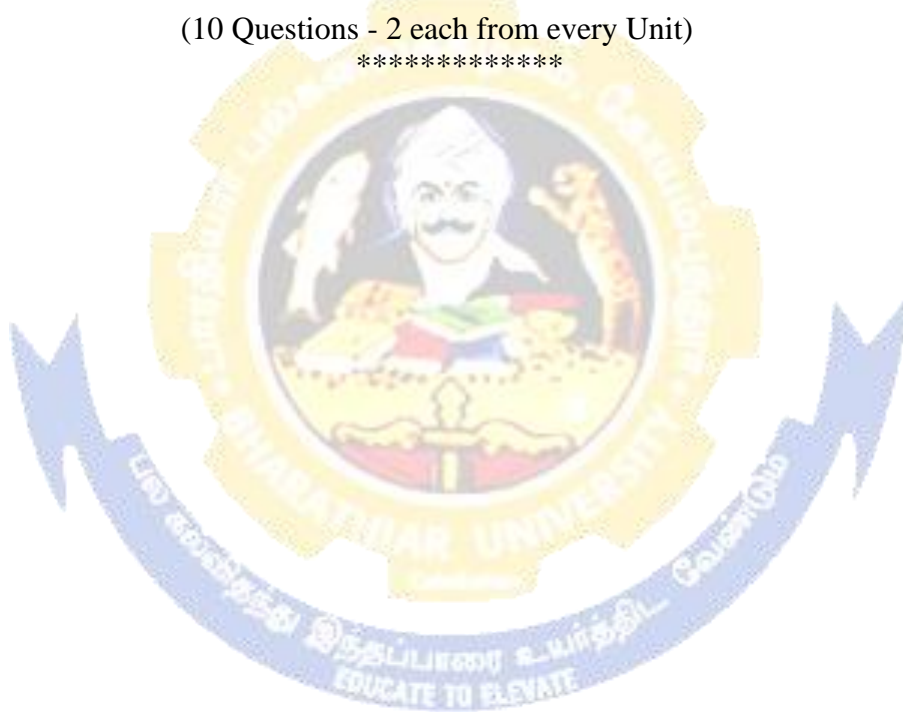
5 x 5 = 25

Short answer questions of either / or type
(10 Questions - 2 each from every Unit)

SECTION - C

5 x 8 = 40

Essay type questions of either / or type
(10 Questions - 2 each from every Unit)



Model Question Paper Pattern for Supportive Paper

Time : 2 Hours

Maximum Marks: 38 Marks

Section - A

5 Questions (No Choice)

Short answer not exceeding 10 Lines for each Question

5 X 1 = 5 Marks

Section - B

5 Questions of either / or type

Each question carries 3 Marks.

Answer to each theory question should not exceed 50 Lines

5 X 3 =15 Marks

Section - C

2 Questions of either / or type

Each question carries 9 Marks

Answer to each theory question should not exceed 100 Lines

2 X 9 = 18 Marks

